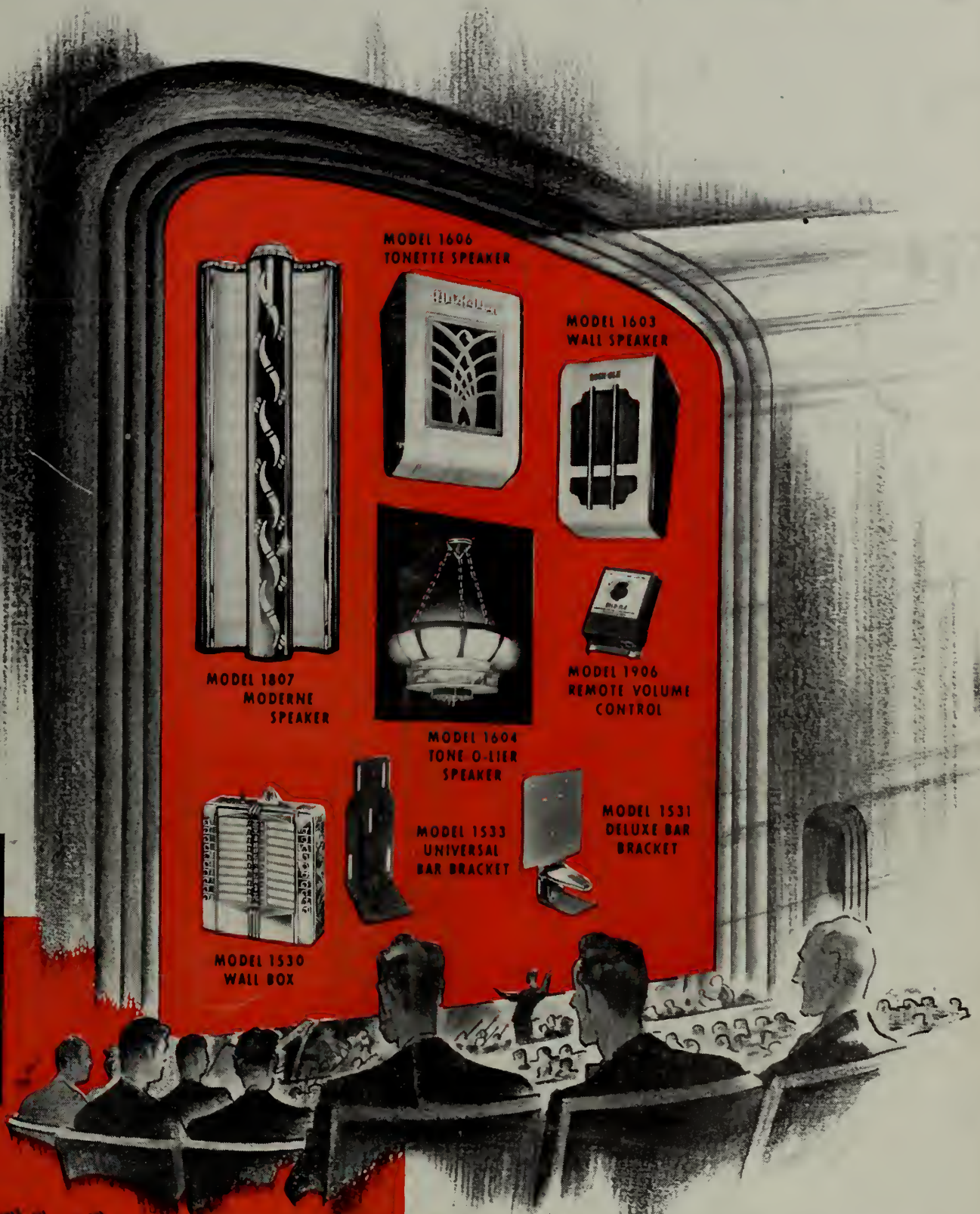


# THE CASH BOX

THE  
CONFIDENTIAL WEEKLY  
OF THE  
COIN MACHINE INDUSTRY  
Vol. 8, No. 32  
WEEK OF  
MAY 5, 1947



MODEL 1606  
TONETTE SPEAKER

MODEL 1603  
WALL SPEAKER

MODEL 1807  
MODERNE  
SPEAKER

MODEL 1906  
REMOTE VOLUME  
CONTROL

MODEL 1604  
TONE O-LIER  
SPEAKER

MODEL 1533  
UNIVERSAL  
BAR BRACKET

MODEL 1531  
DELUXE BAR  
BRACKET

MODEL 1530  
WALL BOX

The  
**COMPLETE**  
Profit  
Picture

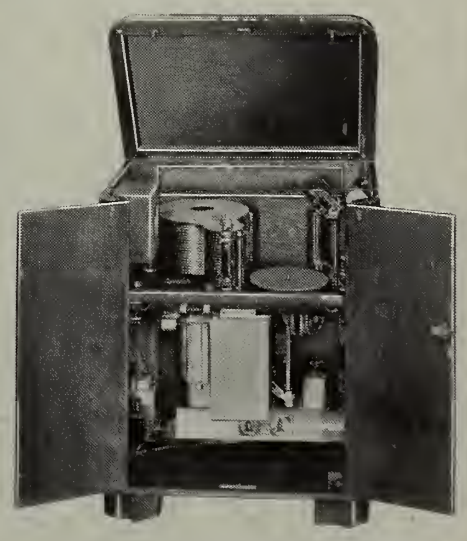
## ROCK-OLA *Music* UNIVERSAL SYSTEM

Every operator can increase the revenue of any location by installing the Rock-Ola Universal MUSIC System. This system is adaptable to any size and type location. Consult your Rock-Ola distributor for full information so that you can complete your own "Profit Picture."

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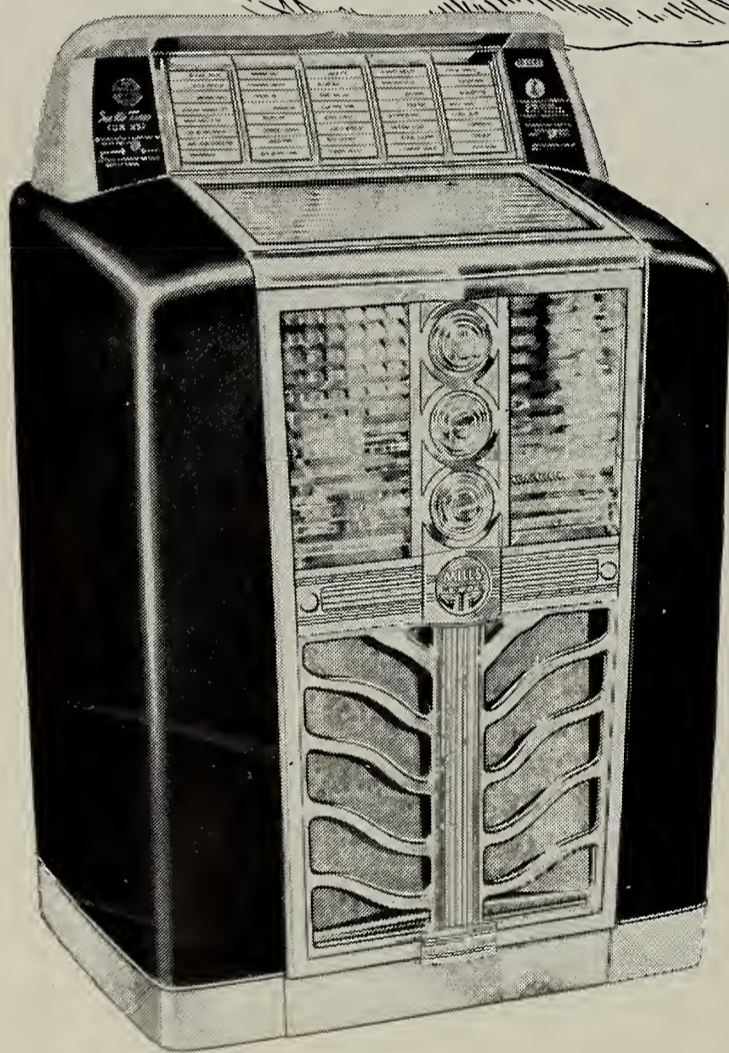


The PHONOGRAPH  
That Sells—  
MUSIC



MODEL 1424  
PLAYMASTER

# Aluminum Cabinet



**The Standard :** featuring the Mills  
Wide Range Tone Cabinet Speaker

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*Constellation*

Styling in aluminum gives the Constellation its aerodynamic beauty. And this beauty is more than skin-deep! Moisture proof aluminum allows the use of tough finishes that defy burns, bruises, stains. Glamor lasts years longer. And the acoustics, perfected through Mills own experimental research, produce the fidelity of tone that pleases the player and coaxes his coins.

# Era Of Economical Entertainment



## "COIN TOONS"

By Bill Gersh

As has appeared on these pages time and time again in past months there is now definitely defined for all to see a complete change in the entertainment picture of the nation. The public wants and demands economical entertainment. No longer are nite clubs attracting the patronage they did during the wartime boom period. No longer are the more expensive dance halls, and other public places of entertainment featuring high prices, attracting the crowds they once did. The public is cutting down. It is keeping itself as financially liquid as is every intelligent business man these days.

People will wait for a popular movie to reach a neighborhood house prior to seeing it, and will see it then at about one-third to one-half what the "downtown theatre price" usually is. The same is true of the expensive dance halls. And more true of the nite spots as well as the high priced cocktail lounges and restaurants. An era of economical entertainment is under way and is growing ever more apparent to all in the industry.

Already the amusement game field feels this sudden change of public attitude toward the expensive entertainment it enjoyed during the war boom years. More and more of the ops throuout the nation advise that players are keeping closer to home and, therefore, their games are enjoying bigger play than they have in many months. This will be even more true during the summer and fall months yet to come.

The automatic music picture also grows in importance while this trend toward more economical amusement continues. The people are willing to invest a few coins in the tavern phono but are not willing to spend many times that amount to hear singers whose salaries range into four and five figures. Therefore the drive by all leading performers to get their records into the nation's juke boxes and to cash in on this popular move. This has happened each time a recession has come about in the nation. It is only history once again repeating itself.

Naturally, along with the drive toward greater economies in entertainment—the automatic merchandising industry will, as usual, tremendously benefit. This great labor and overhead saver for the average product is going to be in ever greater demand. The automatic merchandising machine industry is on its way toward a great boom era. Of course, it is temporarily stymied by lack of sufficient raw materials and components but, when it does shake itself free of these obstacles, it will go into one of the fastest sales periods it has ever enjoyed and, naturally, along with this will come tremendous popularity far up and above what it has ever before enjoyed.

This new era of economical entertainment, of course, is most being enjoyed by the amusement machines field. The games are recovering their former take everywhere. At the same time distributors and jobbers have made it their business to cut down on prices to make purchase

of new games most attractive to the operators. This, plus the fact that there is also profit in the trade-ins of the machines, has stirred the field to greater effort and has increased sales at a remarkable rate. It looks to many, who are close students of this business, that as the months continue onward the amusement field will once again jump back into first place.

The automatic music machine men have pulled in their horns in some cases. They have cut down overhead wherever and whenever possible. They have arranged for greater efficiency and now find that they are profiting from their operations up and above what they formerly believed possible when the new phonos were first announced at high prices. They have learned that by complete specialization they can overcome a great many minor expenses which weren't possible when they did not give their music business their complete and undivided attention.

But, what is most important, is the fact that as the public tightens its purse strings and gets stingy with its dollars, it continues to spend freely of its small coin. That means that the coin operated entertainment field has before it the greatest possibility for prosperity that it has ever faced since the early thirties.

## THE CASH BOX

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# OPS REPORT:

# NAT'L MUSIC AVERAGE UP

## Collections Average Far Better Than Beginning of Year. Believe Will Hold Up Big During Summer Months.

CHICAGO — Music operators are reporting that their averages are up, compared to what they were the early part of the year. Reports are to the effect that music continues to go ahead and that even tho the average op would like to see collections above what they are at the present time that, "There's no cause for complaint right now", as one noted music machine operator put it.

A quick survey among coinmen of the nation's leading music centers brought to light the fact that nationally average collections are higher than they have been in months. Tho this does not mean that every city is enjoying an increase, the majority of the coinmen covered report that they are enjoying much better collections than what they had the first part of the year.

It is therefore very interesting to the trade to note that, as the second quarter gets under way, the phonos have come back strong and with the warm weather to follow, which is supposed to bring with it the greatest travel ever known for any vacation period, juke boxes have every opportunity of holding up the present mark and, perhaps, even bettering it.

Many attribute this to changes in commission methods and some to new coin play. The average op believes, tho, that this is the public's reaction to the high cost entertainment which has attracted the public until now. There is no doubt that, as the higher cost entertainment spots tighten up and close down, the juke boxes of the country will climb into ever greater popularity.

One op reports, "In my estimation it's the fact that people are once again getting around, after the hard winter we went thru, and are beginning to enjoy themselves economically. Most of our customers, at least around this section, have cut down to much cheaper entertainment expenditure than what they formerly enjoyed. This has made it better for all the operators here and the boys report

that collections are up all down the line."

Another op says, "For a while there we really did hit a low point and, you can take it from me, we were plenty scared for we had just bought new machines at high prices and just couldn't see our way clear. Now that our collections have started to creep up again we feel a lot better for we believe that we are going to be able to take care of the new equipment and, at the same time, see some nice profit in our machines."

Still another phonoman writes, "Our collections held pretty well even during the winter months. But, we decided this past December that we just couldn't go on with our average spots on a 50-50 basis. Therefore, as we saw things cut down during the holiday season, we went to work and arranged with most of our locations for a two-thirds-one-third basis. We lost a few spots to competition when we started this new percentage set-up, but, in the long run we now attribute the fact that we are going ahead to this new commission basis. We believe that every operator, if he wants to earn any money with music, will simply have to change his commission basis."

Still another op writes, "Our collections are okay. They have gone up some, tho not enough to make it profitable to replace a lot of spots on our route. We believe that the real profits will come when the manufacturers can give us a better price on new equipment. It's a three year hitch right now to take care of any new machines, especially with wall and bar boxes, speakers and accessories which must be used when new equipment is installed. Another thing we have done is to work on 10c, 3 for 25c play, in some of our spots and we can tell you that we are doing very good where we started this. We did have to cut back in a few places but in the main we are satisfied. In some spots we are

also getting 60% of the gross and that helps plenty. There's no such thing as profitable operating on 50-50 anymore unless it's a \$50 to \$100 spot".

Most impressive was the following, "As I told you at the convention we were down very low on our average collection for about four months. Then we had a pickup which began in February and has continued right along. At this time we are doing 27% better than we did in December or January and believe that this will go up to about 50% better about May. I think this is the story all down the line with the music ops".

Some territories haven't shown sufficient increase as attested to by this letter, "Our collections are still below normal. Furthermore, we are not figuring them on the basis of the war years, but the time after the war. According to what we are doing here we would safely state that collections are off what they should be but that, all things considered, we are able to go on ahead because we haven't that big expense anymore we used to have. I believe that the take will go up but it should increase at least 50% to 75% above what it is now to make it profitable for the juke ops to go ahead."

Over 65% of those who reported in to *The Cash Box* claim their collections average much better than the first quarter of 1947. They also state that this is a definite indication that collections are fast returning to a higher mark. The national average at this time, as computed by most of the ops, is around the \$8 mark. If this is the case then the average is not too far off even the boom wartime period. Some report that the average should be gauged nationally about \$6 per juke box. A few others were lower—down to the \$4 or \$5 mark. But, from the majority of the music ops it seems that the \$8 mark is more near right than any other yet received.



# NEW GAMES GET OPS' SUPPORT

**Manufacturers Producing Best Games in Their History. Buying is Very Brisk. Ops Report Collections 'Way Up. Many Are Swinging Over to Game Field. Look to '47 to be One of the Biggest Game Years.**

CHICAGO — The one division of the industry that is going ahead faster than any other at this time is the amusement field. Here manufacturers are busy producing as fast as they possibly can to meet the demand which they are enjoying at this time. Nor does it appear likely that this demand will go down even a fraction of what it is at this time. If anything, according to predictions and reports here, it should go even higher than what it is at this time.

The operators are buying and attribute the buying surge to the fact that the manufacturers are producing hit after hit. As one noted amusement games op stated this past week, "The manufacturers are producing the best games in their history. Everyone we've placed on our routes has been a moneymaker. What's more they're coming out with hit after hit and this has won confidence as well as profits. We are expanding our game operations and believe that this will be our mainstay for the year."

One thing which has thrilled everyone of the leading amusement game manufacturers here is the fact that collections are away up and still continuing upward. Ops who have reported in to the manufacturers here advise that their collections are better now than they have been in years on these new hit games. Furthermore, they also state that since the prices have come down to some extent, this, too, has been very helpful and with the trade-ins holding up, the men

figure that they are in for some really good times with amusement games.

It is interesting to also note that today everyone in the industry is beginning to predict that 1947 will be one of the biggest game years. The sales started off slowly during January and even into the early part of February they are now increasing in momentum almost daily with factory sales personnel reporting that demand continues to grow greater each week. The belief now is here that before the Fall months come into being they will be hitting top peak production schedules with many factories already preparing for some of the greatest sales they've ever enjoyed.

One thing that is happening of advantage to the entire amusement machines field is the fact that the older model games are being pulled off locations and are being replaced with the later type machine. This means that the amusement machines field will be among the very first to enjoy most complete recovery and that this market will be leading the boom. As some of these older machines get off locations, noted distributors and jobbers report that they are breaking them up, and using the best parts. In this way they are cleaning house and will have before them an entirely new machine market if they continue the speedy action which they have started.

Most impressive has been the sudden rise of the pin ball game.

These machines are in very fine demand at this time and the trade is using them just as fast as they can be shipped. The last five or six pin games which have been introduced have all been outstanding hits. It seems that everyone of the factories clicked at one and the same time and this helped to boom the pin game market over the mark it had already reached.

Furthermore, as the newer pin games arrive, these, too, are being adjudged hits and this is continuing the sales into heavier and better figures. Few trades are being made within a three to four months period on these games which gives the distributors and jobbers the opportunity of going on ahead faster than before and getting their territory cleared of old machines.

Probably most sensational has been the rise and popularity of the manually operated roll down games. These have taken strong hold in many territories and the ops report that they are real profit producers. This means much to many in those areas where no other type of equipment can be operated.

In addition to the roll downs, bowling alleys and poker type tables as well as some of the other larger machines are also winning good sales. This field looks like it will go ahead and continue to gain greater favor. The manufacturers of these machines report that orders are still at par and some state they are getting better right along.





# JUKE BOX OPS CRYING FOR NEW HIT TUNE

**No Outstanding Tune Equal to "Beer Barrel Polka", "Music Goes 'Round and 'Round", "By Mir Bist Du Schoen", "Old Man Mose" As Yet Produced. "Anniversary Song" Best So Far.**

CHICAGO — The juke box operator has become one of the most outstanding musical critics. Not only is he making a close study of current popular music, but is also always looking ahead, seeking to obtain the new hit records—at least those new recordings which he personally believes will be "hits"—long before they are so acclaimed by the press and the public.

Choosing records is no easy task, as the juke box ops have learned. They realize that in purchasing new recordings there are a great many pitfalls—so the average music machine operator has listened carefully, studied diligently and is today considered one of the nation's top critics when it comes to music he believes people want to hear.

At this time music ops everywhere in the nation report that they lack an outstanding tune. They point to such successes as "Beer Barrel Polka", "Music Goes Round And Round", "By Mir Bist Du Schoen", "Old Man Mose" and a grand parade of others which caused the jukes to leap to the forefront of the nation's musical money-makers.

This past year "To Each His Own" and "The Gypsy" clicked their way into first place among the juke box ops and the coinmen enjoyed increased collections while their popularity lasted.

But so far this year, with the exception of some novelties, such as "Open The Door Richard", there has been no great tune to bring coin into the nation's juke boxes as did these old timers in their day. It is granted, of course, that the "Anniversary Song" is so far the best of the coin getters, but, even this isn't enough to handle the number of spots open to records in the average machine.

Juke box operators today discuss hit songs and recordings just as easily and as intelligently as do the makers of the records themselves. They know the tunes that are pulling in the coin and they understand the need for more music of a nature which will assure them continued interest from the players.

It is noticeable thruout the trade that the music machine men are asking for some songs which will pull that tremendous interest once again

to the juke boxes. Many coinmen have been recommending tunes to the record manufacturers. Some are even going to the extent of searching out talent that is clicking in their communities and urging the record manufacturers to wax these people. But, as the average juke box op reports, "it's those good hit records that count," and therefore there is a great need today thruout the entire juke box industry for something which will help them to get back into the popular limelight as did the tunes of some years back.

The juke box operator is eagerly searching the field and trying everything that comes along in an effort to find the big tune which will bring the public flocking to his locations to play his equipment.

With interest in popular music increasing everywhere in the nation, due to the radio, newspaper reviews, magazines, etc., etc. the juke box trade sees the possibility for one of the greatest revivals of moneymaking records but looks to those song writers and recording experts who will bring it the song to stimulate play.

# LUKE BOX OPS

## CRYING FOR NEW

### HIT TUNE

No Outstanding Tune Equal to "Baby Barrel Polka", "Music Goes 'Round and 'Round", "By My Side We Stand", "Old Man Mose" As Yet Produced "Anniversary Song" Best So Far

[The following text is extremely faint and illegible, appearing to be a list of records or a detailed review. It is organized into columns and rows.]

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

AL—ALLADIN  
 AP—APOLLO  
 BW—BLACK & WHITE  
 CA—CAPITOL  
 CN—CONTINENTAL  
 CO—COLUMBIA  
 DE—DECCA  
 EC—EXCLUSIVE  
 EM—EMERALD  
 EN—ENTERPRISE

EX—EXCELSIOR  
 HO—HOLLYWOOD INT'L  
 JB—JUKE BOX  
 KE—KEYNOTE  
 KI—KING  
 MA—MAJESTIC  
 ME—MERCURY  
 MGM—METRO-GOLDWYN-MAYER  
 MO—MODERN MUSIC  
 MR—MANOR  
 MU—MUSICRAFT

NA—NATIONAL  
 QU—QUEEN  
 RA—RAINBOW  
 RH—RHAPSODY  
 SI—SIGNATURE  
 SO—SONORA  
 ST—STERLING  
 SW—SWANK  
 TO—TOP  
 VI—VICTOR  
 VO—VOGUE

**1. HEARTACHES**

AP-1045—Gordon Macrae  
 CA-372—Joe Alexander  
 CO-37305—Harry James Orch.  
 DE-25017—Ted Weems Orch.  
 KI-598—Cowboy Copas  
 ME-3057—Bobby True Trio

MGM-10001—Jimmy Dorsey Orch.  
 NA-9026—Red McKenzie  
 SI-15065—Ray Bloch Orch.  
 SO-2005—Ted Straeter  
 VI-20-2175—Ted Weems Orch.

**2. LINDA**

CA-362—Paul Weston Orch.  
 CO-37215—Buddy Clark—Ray Noble Orch.  
 ME-3058—Chuck Foster Orch.

SI-15106—Larry Douglas  
 SO-2006—Bob Chester Orch.  
 VI-20-2047—Charlie Spivak Orch.

**3. MY ADOBE HACIENDA**

CA-389—The Dinning Sisters  
 CO-37332—Louise Massey  
 CT-8001—Jack McLean  
 DE-23846—Kenny Baker  
 EN-147—The Cossman Sisters

KI-609—Billy Hughes  
 MA-1117—Eddy Howard  
 ME-3057—Bobby True Trio  
 RH-101—The Esquire Trio  
 VI-20-2150—Billy Williams

**4. ANNIVERSARY SONG**

CA-368—Andy Russell  
 DE-23714—Al Jolson  
 DE-23799—Guy Lombardo Orch.  
 MA-1107—Louis Prima Orch.  
 ME-3036—Anita Ellis

MGM-10003—Kate Smith  
 MU-428—Artie Shaw Orch.  
 SI-15075—Larry Douglas  
 SO-2004—George Towne Orch.  
 VI-20-2126—Tex Beneke-Miller Orch.

**5. MAM'SELLE**

CA-396—The Pied Pipers  
 DE-23861—Dick Haymes  
 EN-257—Derry Falligant  
 MA-7217—Ray Dorey

ME-5048—Frankie Laine  
 MGM-10011—Art Lund  
 RA-10014—Marshall Young Orch.  
 SI-15093—Ray Bloch Orch.

**6. MANAGUA NICARAGUA**

CO-37214—Kay Kayser  
 DE-23782—Guy Lombardo  
 ME-5016—Two Ton Baker

SI-15086—Julie Conway  
 SO-3032—The Gordon Trio  
 VI-20-2026—Freddy Martin

**7. GUILTY**

BW-821—Nick Delano  
 CA-324—Margaret Whiting  
 MA-1106—Tony Mottola Four  
 ME-3042—Tony Martin

MU-428—Artie Shaw-Mel Torme  
 SI-15090—Monica Lewis  
 VI-20-2109—Johnny Desmond

**8. HOW ARE THINGS IN GLOCCA MORRA?**

CA-345—Martha Tilton  
 CO-3722-3—Buddy Clark  
 DE-23830—Dick Haymes  
 MA-12009—Georgia Gibbs

ME-3056—Harry Babbitt  
 SI-15064—Johnny Long Orch.  
 SO-3043—Bob Houston  
 VI-20-2121—Tommy Dorsey Orch.

**9. I'LL CLOSE MY EYES**

CA-342—Andy Russell  
 CO-37213—Dinah Shore  
 DE-23756—Hildegarde  
 MA-1093—Mildred Bailey

ME-3046—Jack Fina Orch.  
 MU-15097—Teddy Walters  
 SI-15066—Johnny Bothwell Orch.  
 VI-20-2109—Johnny Desmond

**10. IF I HAD MY LIFE TO LIVE OVER**

CA-389—The Dinning Sisters  
 CO-37302—Buddy Clark  
 DE-23855—Bob Eberly

MA-7218—Bob Johnston  
 TW-1001—Larry Vincent



# THE CASH BOX

# Record Reviews

"Would You Believe Me"

"A Thousand And One Nights"

SKITCH HENDERSON

(Capitol 402)

● Chalk one up for Skitch Henderson. A guy who has been offering plenty of first rate melody on plenty of disks, Skitch is not too well known on the phonos as yet, but this latest offering of "Would You Believe Me," should certainly help out to get him up there. A smart romantic ballad to begin with, Skitch's piano lends strong support to the music that brings to the fore the voice of Eileen Barton, and her performance is a credit to all concerned. The flip, "A Thousand And One Nights," is another fine Henderson vehicle, and another strong thing for locations where love makers gather. Ray Kellogg does the warbling on this side, and his performance is workmanlike.

"To The Outskirts Of Town"

"Cherry"

"FATS" PICHON

(De Luxe 1072)

● Race spots should provide ready customers for this disk featuring "Fats" Pichon, a lad with a blues voice that's loaded with the tricks that attract plenty of attention. Offering "To The Outskirts Of Town," "Fats" sings a lyric to the invisible gal that's edged with just enough purple to be labeled "cute." The flip, "Cherry," is an oldtimer that's given a fresh interpretation on the side, and should do well as a backer to "Outskirts." Strictly an item for listening spots, the instrumental backing that's provided by a little crew of rhythm makers helps give the sides a portion of the appeal they certainly do carry.

"A Thousand Times A Day"

"I'll String Along With You"

JOE ALEXANDER

(Capitol 407)

● Ever since Joe Alexander made his first appearance on wax, we've been waiting for him to get a song that would serve as an effective showcase for the top grade vocal talent he possesses. "A Thousand Times A Day," a better romantic ballad, appears to have much of the stuff to accomplish that purpose; for, with it, Joe really begins to show the depth and quality of his voice. What's more, where others have used tricks to score, here it can be plainly heard that Joe need only demonstrate pure talent to score a wow. All he needs is a song with plenty of depth, and lyrics built on plenty of feeling. The flip, "I'll String Along With You," is the well known oldie, and Joe carries it off in fine style. This is undoubtedly Joe's best platter to date, and Harlem ops would do well to take note. It should be added, too, that the instrumental support of the Dave Cavanaugh ork is tops.

"It's A Low Down Dirty Shame"

"Hey Boogie Schewoogie"

OLIE SHEPARD TRIO

(Apollo 385)

● Taking a page out of yesteryear, the Olie Shepard Trio come up with "It's A Low Down Dirty Shame". Some low, moaning blues prevails throughout, with Olie telling his story in slow fashion.

## DISK O'THE WEEK

(DUAL SELECTION)

"Alexander's Ragtime Band"

"The Spaniard

That Blighted My Life"

BING CROSBY & AL JOLSON

(Decca 40038)



● Here's a disk that should prove a bit of happiness for many a coinman with the weeps over low collections. What with Al Jolson and Bing Crosby paired to deliver a pair of favorite ditties in "Alexander's Ragtime Band" and "The Spaniard That Blighted My Life," how can anybody help but make coin action. Of the platter, little need be said: it's great. As for appeal, just remember what happened when they appeared together on the radio. If that's still not convincing enough, just put it out on the route, and it's a bet you'll say "thank you."

"Almost Like Being In Love"

"Smokedreams"

JO STAFFORD

(Capitol 401)



JO STAFFORD

● Jo Stafford, who can do lots of things for the phonos when she gets a good song, gets two more of them on this, her latest, disk. "Almost Like Being In Love" is a hit tune from the hit Broadway musical "Brigadoon," and, as Jo sings it, it comes up as a sure hit for the phonos as well. Just latch on, and remember we told you so. The flip, "Smokedreams," should be well known to just about everybody, because it's the theme tune for the Chesterfield Supper Club radio show. The first time on wax, it will snatch plenty of action on its own. There's not much else to say about this disk except get it. As usual, Paul Weston's ork is great.

Music ops may remember the tune as done by Billy Ekstine so many years ago, which may earn the tune replay action. Actually the stuff is of the finer brand of race music, and will go in picked spots only. The flip is just what the title indicates, some fast beat-up boogie music with the riff on the ivory all the way thru. It's good stuff if you cater to that hep crowd. Topside tune for the money.

"The Covered Wagon Rolled Right Along"

"A Little Too Fer"

JOHNNY MERCER

(Capitol 400)

● A pair of gay little novelties offered in the folk music manner is this latest platter by popular Johnny Mercer, who assures a big following for the disk by teaming himself with Wesley Tuttle and Merle Travis to make it a pair of triple threat sides. Of the two, "The Covered wagon" will probably ring a familiar echo with the trade, since the lyric and melody are easy to remember and, for that purpose, more effectively timed. It's a bright little jingle that tells of grandpappy's and grandmaw's ride across the wide open spaces. The flip, "A Little 'Too Fer," tells about the gal who went just that way. With Johnny leading the way, Wes and Merle combine well with him to make one of the better folk trios you've heard.

"Through"

"Sunrise Serenade"

TEX BENEKE & THE MILLER ORCHESTRA

(RCA-Victor 20-2234)

● Latest ballad to emerge on wax under the Beneke and Miller ork signature is "Through," which, as the title implies is a real blue one, done with plenty of muted brass and why-did-you-say-it flavor. Handling the lyrics, and very well, too, is Garry Stevens, who holds the mood with feeling and most of the other necessary vocal accessories. The flip, "Sunrise Serenade," is a remake of the old Glenn Miller classic, and as it emerges here it's still an item that should draw plenty of coin action from the legions of customers to whom Glenn's name still recalls plenty of musical magic.

"When Am I Gonna Kiss You Good Morning"

"Serenade To Love"

FREDDY MARTIN ORCHESTRA

(RCA-Victor 20-2233)

● A pair of strong romantic ditties composes Freddy Martin's latest contribution to the wax circle, and, as accomplished here, provide good phono material. Of the pair, "When Am I Gonna Kiss You Good Morning," is the livelier, with Clyde Rogers and the Martin Men adding a well performed vocal to a tune that should earn its share among locations frequented by the younger folk. The flip, "Serenade To Love," is in the strictly-for-romancers category, and is probably the side that'll get heaviest action. Stuart Wade steps in to deliver the lyrics, and his performance is strictly top drawer. Combining that factor together with the belief that the tune is a natural, you've got a disk you can ride with. As usual, the melody Martin and his boys make is a treat for dancers and listeners alike.

"As Long As I'm Dreaming"

"You'll Know When It Happens"

BOBBY DOYLE

(Signature 15089)

● Pair of waxings in the romantic theme shape up nice for Bobby Doyle here, as he spins thru "As Long As I'm Dreaming" and "You'll Know When It Happens". Topside tune is from the flicker "Welcome Stranger" which might add to its coin-appeal. Of course Bobby's voice is in there all the way, and although the ditty isn't top drawer stuff, ops might be able to use the wax. Backing is Doyle again with a ditty that the starry-eyed crowd might like. Ray Bloch comes through for the kid to render some terrific backing which more or less, highlights the pair.



# THE CASH BOX

# Record Reviews

## "Things Ain't What They Used To Be"

### "Jeeps Blues"

IKE CARPENTER ORCH.

(Modern Music 20-513)

● Reviving a money-maker of yesteryear, the Ike Carpenter ork come up with "Things Ain't What They Used To Be." Aimed at the crowd who care for this stuff, and what with the trend being towards oldies, the ditty might catch coin in spots. Ellington of course can't be beat, and Carpenter's rendition doesn't match the Duke. On the backing with "Jeeps Blues," the ditty is strictly for those jazzophiles that crave this brand. It's a slow instrumental jog with the boys taking licks in the middle. Of the brand you want to sit down and listen to, the better type of music lover will go for this. "Things Ain't What They Used To Be", is there for the asking.

## "Sweet Corrina Blues"

### "No Good Woman Blues"

BILL OSBORNE & HEPTETTE

(Continental 6043)

● Sounds out of the bayou country, that's with this one. Bill Osborne and crew offer "Sweet Corrina Blues", in a style that's typical New Orleans, or a reasonable facsimile of it. Stuff is good, and aimed at those race spots, should catch coin action. Bill's vocal is in the deep refrain with the rhythm accompaniment filling the bill. On the backside with "No Good Woman Blues", Bill offers ops a thing that could be termed strictly stock. If you need fillers, this side might do. We like "Sweet Corrina Blues".

## "That's My Desire"

### "Red Silk Stocking and Green Perfume"

SAMMY KAYE ORCH.

(Victor 20-2251)

● Riding the wave for a barrel full of coin-play, "That's My Desire" with the swing and sway man Sammy Kaye at the baton, shapes up pretty all thru. Pipeman Don Cornell & The Kaydets join hands here to render effective ballading, while the maestro comes through for the kids in the background. Ops know the tune is catching coin, and this version won't hurt the take a bit. "Red Silk Stockings . . ." is definitely a comer, and should be grabbed. Essentially a western, Don Cornell gives the thing some beautiful treatment to make this thing top drawer quality. You'll like the pair, so lend an ear.

## "Beside You"

### "Your Wish Is My Command"

FREDDY MARTIN ORCH.

(Victor 20-2208)

● Two light romantic platters out of the Freddy Martin hit-rack stack up nicely for the maestro as he puts forth "Beside You" and "Your Wish Is My Command". With piper Stuart Wade on the topside ditty; the number isn't one that will stop traffic but nevertheless rates your listening time. "Your Wish Is My Command" offers some nice background by the ivory-man, and has choir-boy Gene Conklin on the bandstand. Both vocal jobs don't hit the pitch, although you might use them for fillers. "Beside You" will attract coin-play once its daddy, "My Favorite Brunette" hits the local circuit.

# SLEEPER OF THE WEEK

## "Chi Baba Chi Baba"

### "Mahzel"

LOUIS PRIMA ORCH.

(Majestic 1133)



LOUIS PRIMA

● Oh, will they play this one! You'll go wild listening to the re-plays on "Chi Baba Chi Baba", that's how good it is. Louis Prima, the kid with that truck in his tonsils makes some terrific music with this ditty. Done up in a slow refrain, with Louis echoing the title, the maestro pipes a lullaby to his bambino while the rest of the crew make mellow music. Novel thing about this is that Louis lends the number a touch of melancholy with the bandsmen playing in organ-grinder fashion. A slow, tenor solo rounds out the frame which spells heavy coin-play. The maestro couples with chirp Cathy Allen; whose voice fits this affair like a kid glove. The slow treatment Louis gives out with, will make kids from 90 to 9 hum, whistle and sing this tune. The flip shows Mr. Prima in a novelty score fast sweeping the country. "Mahzel" (means good luck), and that's just what you'll have with this pair.

## "Chi-Baba Chi-Baba"

BLUE BARRON ORCHESTRA

(M-G-M 10027)



BLUE BARRON

● Here's a number you can mark down on your cuff, because it has all the earmarks of breaking into a great big thing. Tabbed "Chi-Baba Chi-Baba," it's built on an old Italian nursery rhyme, and as modernized, comes up a cracker-jack novelty ditty that's given a fine interpretation by the Blue Barron ork. With the entire ensemble following along on the lyrics, it comes up one of the happier items we've heard in months. By all means give it a hearing. The flip, "Oh! My Aching Heart," is another effective offering, that's a good show case for Blue's instrumental styling. In addition, Charlie Fisher and a Quartet do well by all concerned on the vocal

## "There's Them That Do"

### "We Knew It All The Time"

BOBBY SHERWOOD ORCH.

(Capitol 404)

● Long missing from the phonos, here's stuff that the great Bobby Sherwood ork might step in with to rake in some nice coin. It's "There's Them That Do"; and believe me, everybody will want to get next to this one. Light novelty ditty wrapped up in a buffalo package for music ops shows vocal-lass Lynn Stevens as a chirp that definitely has it. Utilizing a quiver in her tonsils to give the side flavor, our gal teams with maestro Bobby to set the pace. The ice-cream parlor trade will order more vanilla while hopping to this bit of wax. On the flip with the fast rising "We Knew It All The Time", our chanteuse Lynn Stevens gets an A on her report card for this job. A slow melodic thing, Lynn's voice is one to be heard. Both sides rate high, so lend an ear to this pair.

## "You Don't Learn That In School"

### "I Believe"

LOUIS ARMSTRONG ORCH.

(Victor 20-2240)

● We warned you to get on the bandwagon—and here's ole Satchmo Louis Armstrong adding flavor and quality to this fast rising ditty. "You Don't Learn That In School", while Louis preaching the thing, makes it one which the Armstrong fans will want to get next to. Satchmo treats the kids with a lick on the horn, and of course, the kid is still tops. Backing from the pic "It Happened In Brooklyn" is one that's keeping the collectors busy already. Louis' bounce adds zing to it, gaming the tune for those race spots. Get next to this pair!

## "I Never Knew"

### "Why Did It Have To End So Soon"

SAM DONOHUE

(Capitol 405)

● More oldie stuff headed ops' way is a cookie that's mellow and bright all thru, and one that will no doubt, keep the revival parade going. It's "I Never Knew" with the Sam Donohue crew knocking out some stuff in the background that rates a flush anytime. With choir boy Bill Lockwood up to the mike, teamed with the "Blue Hues", the kid renders romantic ballading in top manner. The combo chorus are happy throughout as is maestro Sam's effective bg work. On the flip with more ballad material; "Why Did It Have To End So Soon" shows piper Lockwood again in high fashion with this subdued bit. This side can go as good filler material, and if you can stand it, it's yours. "I Never Knew" is the McCoy.





**BYRDE'S EYEVUE  
ROUND THE WAX CIRCLE**  
by  
*Byrde Gore*

All around the wax circle (with darn few exceptions) spokesmen for the platteries are singing the blues — but loud. The sale of platters via the retail market has slumped to the point where the minor diskers without a click are growing increasingly alarmed. As in all businesses when such a condition arises, there is an abundance of crying towels present. But there is, too, an indication that those who are in the business are taking a tough screening, whereby some will fall by the wayside and those with the guts, confidence and imagination will remain, and in a stronger position than ever before. That there are many who are in this business because it started out as a joyride that kept going with such momentum that a man could be carried along merely on the mass sales tide, is well known. Well, the free ride is over now and anybody who wants to keep going has got to earn his ticket; and that holds for all from the manufacturer on down to the distributor's salesman.

One of the interesting things one finds in watching the record lads with their heads in their hands is the fact that all have a single error against them. Without exception, every one of them had been guilty of it. It's this: there has been a lack of balance on the part of the record manufacturers that has bounced all the way down the line until it stopped — right with the guy who was supposed to buy the record. Too few people in the recording industry are truly aware that making money and a reputation in this business requires the cooperation of every man in the organization. Thus, for a firm to produce a record without considering every aspect such as the potential market, distribution facilities in relationship to that market, competition, timing, promotion, etc., is to invite Uncle Samuel's 77B. Yet it's amazing how many labels will sign an artist and cut a tune with practically no such consideration and planning.

Of course, it's to be realized that in this business everything's a gamble, but as every gambler worth his salt well knows, the more elements of risk that are removed in the play, the better the chance for a click. Thus far, too many platteries have shown too much disregard for the aspects mentioned before. Of course, the smaller labels have been more at fault than the others. But in these days, when it's getting tough to sell anything but an established hit, the manufacturers must use greater judgment than ever before. If that means changing a few established policies, then they must be changed. At any rate, an examination of current and past sales figures should point the reasons why . . . It's up to the manufacturers to make doing business with a friendly distributor the pleasure it should be.

We've heard quite a few new cuttings of "Mah-Zel" (the good luck song) recently, and from all of them, we'd pick the Murphy Sisters' waxing of it as the best of the lot. We mentioned that around Apollo Records recently, and the boys let out with a big "I Told You So" . . . Speaking of clicks, show biz folk are saying very nice things about the way the Charioteers did "Chi-Baba Chi-Baba" . . . Fred Kleiman writes from Chicago that we should get a look at and a listen to a gal named "Wyoma," a new thrush recently inked by Aristocrat Records. Fred describes her singing as "sexsational." Fred! The language you use!

**CASH IN**  
with  
**CAPITOL**

**3**

**BIG SONGS**

The experts predict smash success for these new records . . . top tunes plus top artists. You'll want them on your boxes — now!



**'MAM'SELLE'**  
Based on a theme from the  
20th Century Fox Picture  
"The Razor's Edge"  
AND  
**'IT'S THE SAME  
OLD DREAM'**

From the M-G-M Picture,  
"It Happened In Brooklyn"

**THE PIED PIPERS**

With Paul Weston and His Orchestra

CAP.  
396



**'I WONDER,  
I WONDER'  
I WONDER,**

AND



**'THAT'S MY DESIRE'**

**MARTHA TILTON**

With Vocal Group and Dean Elliott

And His Orchestra

CAP. 395



**'YOU DON'T LEARN THAT  
IN SCHOOL'**

AND



**'MEET ME  
AT NO**

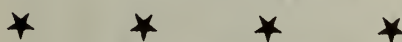
CAP. 393

**SPECIAL PLACE**

(And I'll Be There At No Particular Time')

**THE KING COLE TRIO**

Vocal by King Cole



Fast, Complete Service  
Always Assured From  
Your Capitol Distributing  
Branch . . . 28 Located  
Throughout the Country.

**Capitol**  
**RECORDS**

FIRST WITH THE HITS FROM HOLLYWOOD



# Entire Record Industry Salutes Ohio State Phono Ops Assoc.

CLEVELAND, O. — Music operators, recording artists and record manufacturers throughout the nation, this past week took time out to salute the Ohio State Automatic Phonograph Operators Association, and wish them success at their convention this week in Cleveland.

"The Ohio association has long been recognized as a pioneer in the industry", said one leader in the music industry, "and we extend our sincerest wishes for the continued success of the organization," he continued.

At last report from the Banquet

Committee headquarters, the convention has all the ear marks of being a gala success. "The affair is completely sold out", said Jack Cohen, committee chairman of the group.

"We are sure the entertainment being provided will meet with the approval of all the membership and guests invited, and we are sorry that we have had to refuse requests from so many people who wanted so to come down", said Cohen.

Eddy Howard and Gene Krupa orchestras, and the Murphy Sisters will be on hand for the convention.

# Spivak and Krupa Invite Ops Backstage

PHILADELPHIA, PA. — Invitations have been extended to music operators in the Philadelphia area to visit with Charlie Spivak, currently appearing at the Earle Theatre, this city.

This invitation on the part of Spivak, further illustrates that individual artists and performers are gradually becoming aware of the part the automatic music operator plays in promoting records through the medium of the juke box.

A similar invitation has been extended by Gene Krupa to music operators in the Detroit area, where the Krupa orchestra will appear throughout the week of May 16 at the Eastwood Gardens.

# Myerson-Gordon Deal With Musicraft Denied

NEW YORK — Vehemently denying existing rumors to the effect that he was contemplating switching to Musicraft Records, Jack Myerson, general manager of World Broadcasting, disclosed that at present, he would stay put at the Decca subsidiary.

"I was not even contacted for a statement," said Myerson in regard to a story currently making the trade journal rounds.

Admitting that he was approached regarding a position with Musicraft, Myerson denied rumors that both he and Herb Gordon also of World Broadcasting, had definitely accepted any position with the platter firm.

Musicraft Records, postponing the announcement of new management personnel, disclosed late this past week that a definite statement would be forthcoming in the immediate future.

It was also admitted that for the past several weeks offers had been made to prominent figures in the record industry, such as Eli Oberstein-RCA-Victor, Morty Palitz of Decca and others, though no final agreements were reached with any of them.

# The Saga Of A Find —

NEW YORK — Local record buyers have discovered a new novelty sensation in Apollo Records' "Joe & Paul." It all started with a comedy team called the Barton Brothers, who got together with Irv Katz of Apollo to turn out a Yiddish take-off on the now famous "Joe & Paul." The record is strictly "party", but Apollo disclosed other types definitely are following so that juke box customers can appreciate the humor therein.

**HOT TIP!!!**

**From THE PUBLISHER**

First it was

"Huggin' and Chalkin' "

**NOW IT'S...**

**"I Had A Wonderful Time in Columbus"**

Play smart . . . ask for it now  
so as not to get caught short  
when the song breaks!

**HUDSON MUSIC CORP.**

KERMIT GOELL, Pres.

SOLLY COHN, Prof. Mgr.

OFFICES

1650 BROADWAY  
NEW YORK, N. Y.

1510 FOREST KNOLL DRIVE  
HOLLYWOOD, CALIF.

**You've Heard DINAH SHORE'S "Anniversary Song"**

The Leading Record On The Juke Box Parade

**FLIP IT OVER — AND HEAR**

**DINAH SHORE**

WITH SPADE COOLEY  
AND HIS ORCHESTRA

REALLY SELLING

**HEARTACHES, SADNESS AND TEARS**

IT'LL MAKE YOUR WORRIES MELT AWAY

Columbia Record No. 37234

**YOU'VE GOT IT!! FLIP IT!!**

ENTIRE FRONT INDUSTRY SCHEDULE  
THIS STATE FROM THE ASSOCIATION

THE  
SCHEDULE  
FOR THE  
MONTH OF  
I Had A Wonderful  
Time in Columbus  
KNOX MUSIC CORP.

LAST ORDER...  
MAIL...

BEATLES SWEET AND TEARS  
FLIP IT OVER AND HEAR  
DINAH SHORE  
THE GREAT  
THE GREAT

# LATEST RELEASES FROM RCA VICTOR!

## SAMMY KAYE!

### The Egg and I

Hit from the movie "The Egg and I," with Mory Marlow's vocals  
AND

### After Graduation Day

Top song from the new musical, "Barefoot Boy with Cheek"  
Lyrics: Johnny Ryon and The Choir

RCA Victor 20-2209

## TOMMY DORSEY!

Both ore from MGM's "It Happened in Brooklyn"  
Stuart Foster, vocals

### Time After Time

AND

### It's the Same Old Dream

RCA Victor 20-2210

## VAUGHN MONROE!

Voughn and The Moon Moids singing on both sides

### You Can't Hide Your Heart Behind a Kiss

AND

### Dreams Are a Dime a Dozen

RCA Victor 20-2226

## BETTY RHODES!

with Charles Dont and his Orchestro

### Tonight Be Tender to Me AND The Man Who Paints the Rainbow in the Sky

RCA Victor 20-2227

## DENNIS DAY!

with Charles Dont and his Orchestra

### Mam'selle

(From "The Rozor's Edge")

AND

### Stella by Starlight

RCA Victor 20-2211

## LOUIS ARMSTRONG!

### It Takes Time

AND

### I Wonder, I Wonder, I Wonder

RCA Victor 20-2228

## ERSKINE HAWKINS!

### I Had a Good Cry

Louro Woshington, vocals

AND

### Hawk's Boogie

RCA Victor 20-2169

● **BILLY WILLIAMS**  
and The Pecos River Rogues  
**Green Grass of Wyoming**  
AND **Remember Me**  
(When the Candlelights Are  
Gleaming)  
RCA Victor 20-2229

● **THE RANGERS  
QUARTET**  
**You Got to Get Right  
if You Would Win** AND  
**Listen to the Bells**  
RCA Victor 20-2213

● **CLAUDE CASEY**  
and The Sagedusters  
**Days Are Long,  
Nights Are Lonely**  
AND **I Wish I Had  
Kissed You Goodbye**  
RCA Victor 20-2230

● **RODGERS AND HART  
ALBUM**  
with Betty Garrett, Milton  
Berle, Marie Greene, Vic  
Damone, Chorus plus  
Lehman Engel and his  
Orchestra. (RCA Victor  
Musical Smart Set, P-170)  
**This Can't Be Love**  
AND **Falling in Love  
with Love**  
(both from "The Boys from  
Syracuse")  
RCA Victor 45-0015

**The Lady Is a Tramp**  
(from "Babes in Arms")  
AND  
**There's a Small Hotel**  
(from "On Your Toes")  
RCA Victor 45-0016

**Ev'rything I've Got**  
(from "By Jupiter")  
AND **Here in My Arms**  
(from "Dearest Enemy")  
RCA Victor 45-0017

**Mountain Greenery**  
AND **Manhattan**  
(both from "The Garrick  
Gaieties")  
RCA Victor 45-0018

● **HENRI RENÉ**  
and his Orchestra  
**Quand l'Amour Meurt**  
(When Love Is Gone)  
AND **Sous les  
Ponts de Paris**  
(Under the Bridges of Paris)  
RCA Victor 25-0079

● **THE SIX FAT  
DUTCHMEN**  
**Schmaltz** — Polka  
AND **Johan Pa  
Snippen Peninsula**  
Schottische  
RCA Victor 25-1078

● **TED JOHNSON**  
and his Midnight Sons  
**Glada Toner**—Schottische  
(Happy Tunes)  
AND **Paa Bejaron**  
Hambo (By Request)  
RCA Victor 26-0055

● **LOS GUARACHEROS  
DE ORIENTE**  
Orlando Guerra (Cascarita)  
y la Orquesta Casino de la  
Playa  
**El Jaleo** — Son Montuno  
AND  
**Ya se Pasó la Negra**  
Guaracha  
RCA Victor 23-0564

● **SACASAS**  
y su Orquesta  
**Lengua Mala**  
Guaracha Rumba  
Canta: Rubén González  
AND

**Te Seguiré Queriendo**  
Bolero. Canta: Bobby Ramos  
RCA Victor 23-0573

● **CONJUNTO CASINO**  
**La Última Noche**  
Bolero—Cantan: Faz y Espí  
AND **La Vaca Lechera**  
Guaracha  
Cantan: Faz, Espí y Ribot  
RCA Victor 23-0598

● **PEE WEE KING**  
and his  
Golden West Cowboys  
**Texas Toni Lee**  
AND **Southland Polka**  
RCA Victor 20-2212

● **PAT FLOWERS**  
**Aloysius, Do the Dishes**  
AND **Nevertheless**  
(I'm in Love with You)  
RCA Victor 20-2215

● **ETTA JONES**  
with J. C. Heard and his Band  
**I Sold My Heart  
to the Junkman** AND  
(Go to Sleep)  
**My Sleepy Head**  
RCA Victor 20-2231

● **BILL JOHNSON**  
and his Musical Notes  
Vocals by Bill, Gus Gordon  
and the Quartet  
**Don't You Think  
I Oughta Know?** AND  
**Shorty's Got to Go**  
RCA Victor 20-2225

● **LIL GREEN**  
and her Orchestra  
**How Come You Do Me  
Like You Do?**  
AND **No Good Man**  
RCA Victor 20-2214

● **JAZZ GILLUM**  
**Can't Trust Myself**  
With James Clark, piano;  
Willie Lacey, guitar;  
R. Knowling, string bass;  
Judge Riley, drums  
AND **All in All Blues**  
With Big Maceo, piano;  
Leonard Caston, electric  
guitar, and Alfred Elkins,  
string bass  
RCA Victor 20-2232

THE STARS WHO MAKE THE HITS ARE ON



# RCA VICTOR RECORDS





# Burning the Jukes in HARLEM

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

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

2—OLD MAID BOOGIE  
EDDIE VINCENT  
(Mercury 8028)

3—MAM'SELLE  
FRANKIE LAINE  
(Mercury 5048)

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

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

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

7—FOOLISHLY YOURS  
SAVANNAH CHURCHILL  
(Manor 1046)

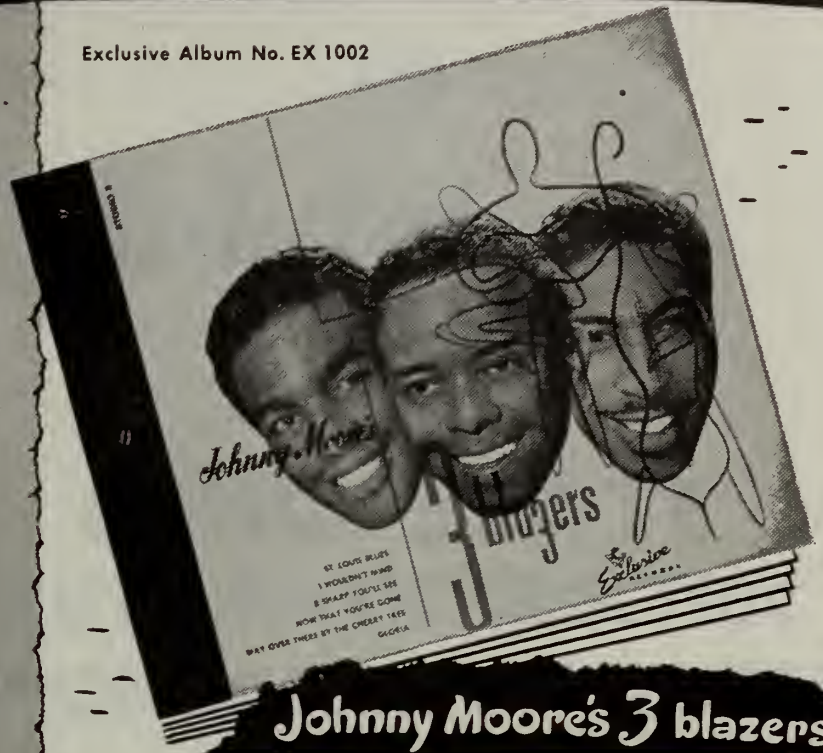
8—POSTMAN BLUES  
DINAH WASHINGTON  
(Mercury 8024)

9—YOU DON'T LEARN THAT IN SCHOOL  
KING COLE TRIO  
(Capitol 393)

10—MEET ME AT NO SPECIAL PLACE  
KING COLE TRIO  
(Capitol 393)

exclusively yours

Exclusive Album No. EX 1002



Johnny Moore's 3 blazers

The nation's No. 1 trio presents intimate renditions of famous ballads plus instrumental novelties to please the most discriminating taste:

"ST. LOUIS BLUES" • "GLORIA" • "I WOULDN'T MIND" • "WAY OVER THERE BY THE CHERRY TREE" • "B SHARP YOU'LL SEE" • "NOW THAT YOU'RE GONE"

Exclusive Album No. EX 1001



Herb Jeffries-Magenta Moods

With BUDDY BAKER and His Orchestra

The dulcet tones of Herb Jeffries augmented by the superb accompaniment of Buddy Baker and his Orchestra in modern stylings of these favorites:

"FLAMINGO" • "ALL OF ME" • "BASIN STREET BLUES" • "THESE FOOLISH THINGS" • "I DON'T WANT TO CRY ANY MORE" • "SOLITUDE"



Exclusive records

SUNSET AT VINE HOLLYWOOD

# HARLEM

Harlem, N.Y. ...

## THE HARLEM ...

... of joy ...

... the maid ...

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## Labels Vie For Music Op Trade As Retail Market Hits Slump

NEW YORK — With retail record sales at its lowest ebb in the past six months, record manufacturers throughout the country are making a concerted effort to stimulate and uphold their sales amongst the automatic music merchants, it was disclosed this past week.

Leaders in the field realize that the music operators are the people in this industry who have at their disposal a sales promotion medium that is recognized by the buying public; that medium being the automatic phonograph.

They further realize that the music operator represents a steady volume of purchasing power, since the music operator must, in order to increase his own sales, continually change his records to meet the demands of their locations and customers. The music operator, in dealing with the masses, must maintain a fairly steady amount of popular music hits in his phonographs, to satisfy the demands of the millions of people playing the phonos.

Heeding the cry of the automatic music merchants to give them records containing the high shellac quality that was put out prior to the war, many leaders in the industry are finally taking cognizance of the plight with which the music operators find themselves in. Many are also investigating the plan to furnish the trade with "vinylite" records.

Prominent figures in the industry feel that the current slump in retail sales is partially due to the present buyers' strike, and the high cost of radio-phonograph combinations. With the buying public aware of the present high cost of living, the price of phonograph models, which does not meet the average wage-earner's pocket, continues to stay at its high level.

"Our production figures at the present time, exceed the demand for records," said one prominent leader in the industry. "We fully realize the potency of the automatic music trade, and know that the juke-box represents potential repeat-sales," he continued.

"We are going to make a diligent study of the needs of the music operator, and hope to meet and satisfy them in every way possible," he said. "Our plans at present indicate sales-promotion campaigns, a stronger relationship between the music operator and our factory, and furnishing the music trade with song hits that will earn them, and ourselves, profits," he concluded.

## De Luxe Records Adds New Distributors

LINDEN, N. J. — De Luxe Records, headquartered here, announced to the trade the addition of three new distributors to handle the platter's line.

Alpers Distributing Co., San Francisco, has been named to cover the West Coast area.

Standard Distributing Co., Pittsburgh, Pa., will handle the De Luxe line in Western Pennsylvania.

Commercial Music Co., St. Louis, Mo., has been named to cover the state of Missouri.

# GREETINGS

AND

*Salutations*

TO THE

## OHIO STATE AUTOMATIC ELECTRIC PHONOGRAPH OWNERS ASSOCIATION

FROM YOUR "NICKEL NABBING"  
FRIENDS

JACK FINA

REX ALLEN

(APPEARING IN PERSON)

FRANKIE LAINE

TWO TON BAKER

TED WEEMS

ANITA ELLIS

HARRY COOL

VIC DAMONE

JOHN LAURENZ

ALBERT AMMONS

EDDIE VINSON

GLEN GRAY

TINY HILL

WALLY FOWLER

And the Other Famous

# MERCURY RECORD ARTISTS



# JERRY MURAD'S "HARMONICATS"



Thank "The Cash Box"

for picking

"Peg o' My Heart"

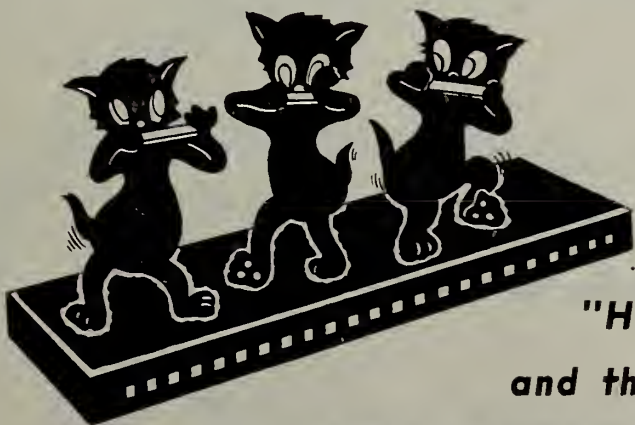
and

"Fantasy Impromptu"

as

The Disc of the Week

in the April 28th "Cash Box"



THE

"HARMONICATS"

and their inimitable

jump style are heard exclusively on



Exclusive Management

MUTUAL ENTERTAINMENT AGENCY

203 N. WABASH AVE.

CHICAGO

## WHAT'S HOT ON THE RECORDS For The Week of May 5, 1947

### Los Angeles

1. HEARTACHES (Ted Weems)
2. ANNIVERSARY SONG (Tex Beneke)
3. LINDA (Buddy Clark-Ray Noble)
4. GLOCCA MORRA (Dick Haymes)
5. I'LL CLOSE MY EYES (Andy Russell)
6. SANTA CATALINA (Freddy Martin)
7. THAT'S MY DESIRE (Frankie Laine)
8. THAT'S HOW MUCH I LOVE YOU (Frank Sinatra)
9. AIN'T NOBODY HERE BUT US CHICKENS (Louis Jordan)
10. JALOUSIE (Harry James)

### San Antonio, Texas

1. HEARTACHES (Ted Weems)
2. ANNIVERSARY SONG (Al Jolson)
3. GUILTY (Margaret Whiting)
4. GLOCCA MORRA (Buddy Clark-Ray Noble)
5. MY ADOBE HACIENDA (Eddy Howard)
6. MAM'SELLE (Dick Haymes)
7. MANAGUA NICARAGUA (Guy Lombardo)
8. LINDA (Buddy Clark-Ray Noble)
9. SOMEDAY SWEETHEART (Joe Liggins)
10. I'LL CLOSE MY EYES (Andy Russell)

### Omaha, Nebr.

1. HEARTACHES (Eddy Howard)
2. LINDA (Buddy Clark-Ray Noble)
3. I'LL CLOSE MY EYES (Dinah Shore)
4. MY ADOBE HACIENDA (Eddy Howard)
5. GUILTY (Tony Martin)
6. GLOCCA MORRA (Dick Haymes)
7. IF I HAD MY LIFE TO LIVE OVER (Bob Eberle)
8. AIN'T NOBODY HERE BUT US CHICKENS (Louis Jordan)
9. ALL BY MYSELF (Sammy Kaye)
10. IT'S A GOOD DAY (Phil Harris)

### Washington, D. C.

1. ANNIVERSARY SONG (Al Jolson)
2. MY ADOBE HACIENDA (Eddy Howard)
3. LINDA (Buddy Clark-Ray Noble)
4. MAM'SELLE (Art Lund)
5. HEARTACHES (Ted Weems)
6. BACIAGALOO (Louis Prima)
7. MANAGUA NICARAGUA (Freddy Martin)
8. ACROSS THE ALLEY FROM THE ALAMO (Stan Kenton)
9. THAT'S MY DESIRE (Frankie Laine)
10. THE FRECKLE SONG (Larry Vincent)



SOMETHING NEW IN RECORDS.. "LIVING SOUND"

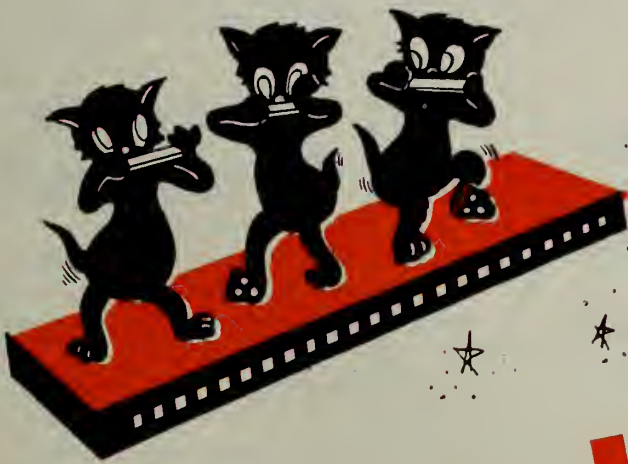
First VITAcoustic Records

score smash hit

with JERRY MURAD'S

HARMONICATS

AS PREDICTED BY BILLBOARD APRIL 12, '47



RECORD POSSIBILITIES

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard feature of the Chart.

PEG O' MY HEART.....The Harmonicats.....Vitacoustic No. 1 & 2

There's a story that goes with this one. Vitacoustic, newly formed Midwest label out of the former Universal diskery, launched their harmonica version of "Peg" just recently. Mouth-organning was highlighted by a unique echo chamber effect giving depth and glucose which helps cover up other technical flaws. Disk has created a mild panic in Chicago and St. Louis at this writing, and looks to spread fast. Harmonicats, trio, handle the grand old song sweet and slow, with a string guitar finishing off measures with echoed notes. Flip on No. 1 and No. 2 are Chopin's "Fantasy Impromptu" and "Malaguena." Latter stands out as especially suited to unique harmonica treatment and probably makes No. 2 the better disk for coin boxes and home trade. Record biz has seen everything but a harmonica platter hit--this might be the baby to do it.

1A Peg o' My Heart 1B fantasy impromptu

more and better hits from VITAcoustic

2A malaguena

2B harmonica boogie

Jerry Murad's HARMONICATS and their inimitable style

3A Alexander's Ragtime Band 3B "What is this thing called love"

MEL HENKE and the "Honeydreamers" something diff'rent with a piano, quintet, bass & guitar

4A "My Heart is a hobo" 4B "I won't be home anymore" (when you call)

FREDDY NAGEL and his orchestra featuring vocalist Patti Page and Tod Trovers

VITAcoustic TONE CONTROLLED "LIVING SOUND" Records

CHICAGO NEW YORK HOLLYWOOD



## Capitol To Shift Eastern Quarters

NEW YORK — Capitol Records will shift their Eastern headquarters from 1 East 57th Street, this city, to 250 West 57th Street, as soon as normal telephone service is resumed, it was announced this past week by a spokesman for the firm.

The shift will provide the diskery with the larger office space, necessary to consolidate their Eastern and recently created International divisions at a single address.

In charge of the entire Eastern operations for the label will be John Griffin, a top Capitol executive; in addition, the new quarters will contain the offices of: Walter Rivers, Assistant Director of Repertoire; Sandor Porges, chief of the International Division; Walter B. Davidson, chief of the Transcription Department; John Scalisi, chief of Chain Store Sales; Robert Stabler, Eastern Regional Manager; and Robert O'Brien, Purchasing Agent.

## Eckstine Cuts First Sides For M G M

NEW YORK — Billy Eckstine, split between National and MGM Records at the present time, announced this past week, that he will reorganize his band and immediately begin playing engagements in the east again.

Eckstine has recorded four sides for MGM, which are to be released as soon as he has fulfilled his commitments with National Records.

● *Best Wishes*

to the Operators of the

*Ohio State Automatic*

*Phonograph Owners Association*

on their 8th Annual Convention  
and thanks for the swell job being done on our  
Current Hit Song

# "ROSES IN THE RAIN"

As Recorded by

FRANKIE CARLE — Columbia      CHUCK FOSTER — Mercury  
PAUL WESTON & MATT DENNIS — Capitol  
BOB CHESTER — Sonora      CHUCO MARTINEZ — Apollo

**BARTON MUSIC CORPORATION**

1619 BROADWAY

NEW YORK 19, N. Y.

# Thanks...

**OHIO STATE  
AUTOMATIC  
PHONOGRAPH  
OWNERS ASSN.**

**FOR SELECTING OUR BAND**

To Play Your

**8th ANNUAL CONVENTION**



P.S.—Thanks to all the operators in the association for their swell response to our current

**COLUMBIA RECORDINGS**

**"IT'S A GOOD DAY"**

**"STORY of a SLOW MOSQUITO"**

COLUMBIA No. 37209

**"OLD DEVIL MOON"**

**"SAME OLD BLUES"**

COLUMBIA No. 37270



# GENE KRUPA





# Mirror Columnist At Mills Showing

# Manor Records Heads On Good-Will Tour



NEW YORK — Adding to the host of notables present at the recent Mills Phonograph showing by the Modern Music Sales Corp., this city, was the noted syndicated columnist, Nick Kenny. Pictured above with Nat Cohn of Modern Music, the pair eye the Mills machine.

## Sonora Employees Reach Settlement

NEW YORK — The impending strike at the Sonora Radio & Television plant in Meriden, Connecticut has definitely been called off, officials of Sonora and the negotiating union disclosed late this past week.

Details of the settlement were not announced, although it was stated that final agreement was only a mere formality, with legal papers waiting to be signed.

It is believed that the presence of Joe Gerl, president of Sonora, who flew in from Chicago last week to negotiate with the union's representatives, eased matters considerably and hastened settlement.

Had the firm's employees gone on strike, they would have immediately curtailed all production of Sonora records.

Whether or not the agreement reached will hit or force Sonora to revise their present low-price policy, was not learned although it is felt in music circles that the firm would continue to issue their present 39c platter.

Involved in the then impending strike were 250 employees of Sonora, whose demands ranged from increases in wages to health and vacation benefits.

NEW YORK — Manor Records, this city, announced this past week that Sam Lehrer, treasurer and Julius Schiff, general sales manager, will leave on a good-will tour of the firm's distributing offices throughout the western and southern states.

The pair will meet many of their distributors for the first time, and, in so doing, will try to coordinate the sales promotion ideas that the distributors may have.

Having never exploited the plattery to any great extent before, the firm's policy will be radically changed in the near future. Plans include promotion of artists, advertising campaigns and a closer relationship between the home office and the distributing offices.

Schiff and Lehrer will hit Los Angeles, Oakland, Dallas, Houston, New Orleans, St. Louis, Pittsburgh, and Baltimore. The pair will wind up their tour with the National Association of Music Merchants Convention in Chicago, June 2nd through the 5th.

*Modern* RECORDS  
686 NORTH ROBERTSON BOULEVARD  
*hollywood*

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

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

**8 CONSECUTIVE WEEKS  
IN 1<sup>ST</sup> PLACE**

**Manor**  
REG. U.S. PAT. OFF.  
313 W. 57th St. • New York 19, N. Y.

**Greeting! OHIO STATE AUTOMATIC PHONO OWNERS ASSOCIATION**

**On Your 8th Annual Convention**

**THANKS — FOR THE GREAT JOB BEING DONE ON**

**“MY ADOBE HACIENDA”**

RECORDED BY

- |                           |                |                        |                    |
|---------------------------|----------------|------------------------|--------------------|
| EDDY HOWARD .....         | Majestic 1117  | BILLY WILLIAMS .....   | RCA-Victor 20-2150 |
| THE DINNING SISTERS ..... | Capitol 389    | KENNY BAKER .....      | Decca 23846        |
| JACK McCLEAN .....        | Coast 8001     | THE ESQUIRE TRIO ..... | Rhapsody 101       |
| ART KASSEL .....          | Vogue 785      | BOBBY TRUE TRIO .....  | Mercury 3957       |
| COFFMAN SISTERS .....     | Enterprise 147 | BILLY HUGHES .....     | King 609           |
| LOUISE MASSEY .....       | Columbia 37332 |                        |                    |

Sole Selling Agents

**SOUTHERN MUSIC PUBLISHING CO., Inc.**

1619 BROADWAY

NEW YORK 19, N. Y.



# RECORDS



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

(Listed Alphabetically)

## A SUNDAY KIND OF LOVE

CLAUDE THORNHILL  
(Columbia 37219)

FRANKIE LAINE  
(Mercury 5018)

## IT'S A GOOD DAY

PHIL HARRIS  
(Victor 20-2163)

## STELLA BY STARLIGHT

BILLY BUTTERFIELD  
(Capitol 397)

DICK HAYMES  
(Decca 23861)

## THE EGG AND I

DINAH SHORE  
(Columbia 37278)

## TIME AFTER TIME

MARGARET WHITING  
(Capitol 383)

TEDDY WILSON QUARTET  
(Musicraft 462)

# BMI *Run-up Sheet*

To the  
**OHIO STATE AUTOMATIC  
PHONOGRAPH OWNERS ASSN.**  
A Salute from BMI

in appreciation of the cooperation and efforts extended  
by your entire membership in making popular the music  
of BMI and of its affiliated publishers.

## Hit Tunes for May (On Records)

### ANOTHER NIGHT LIKE THIS (Marks)

Dick Haymes — Dec. 23731 : Desi Arnaz — Vic. 20-2052  
Hal Derwin — Cap. 336 : Herb Kern-Lloyd Sloop — Tempo 984  
Larry Douglas — Sig. 15085 : Hal Winters-Jose Morand—Apollo 1034  
Don Alfredo — Pan-Amer. 076 : Tommy Tucker — Col. 37339

### FOR SENTIMENTAL REASONS (Duchess)

Eddy Howard — Maj. 1071 : Charlie Spivak — Vic. 20-1981  
Ella Fitzgerald — Dec. 23670 : Dinah Shore — Col. 37188  
King Cole Trio — Cap. 304 : Art Kassel — Vogue 781  
Fran Warren — Cosmo 514 : Brown Dots — Manor 1041  
Skip Strahl — Emerald 104

### ILLUSION (Uñ Sueno) (Pemora)

Hal Winters — Apollo 1034 : Don Jose — Gotham 3003  
Xavier Cugat — Col. 37319 : Bobby Doyle — Sig. 15079  
John Paris — Vic. 26-9021

### IT MIGHT HAVE BEEN A DIFFERENT STORY

(Campbell-Porgie)  
Tex Beneke — Vic. 20-2123 : Hal Derwin — Cap. 377  
Buddy Clark — Col. 37302

### IT TAKES TIME (London)

Benny Goodman — Cap. 376 : Louis Armstrong — Vic. 20-2228  
Guy Lombardo — Dec. 23865 : Doris Day — Col. 37324

### MANAGUA, NICARAGUA (Encore)

Freddy Martin — Vic. 20-2026 : Guy Lombardo — Dec. 23782  
Kay Kyser — Col. 37214 : Gordon Trio — Sonora 3032  
Two Ton Baker — Mercury 5016 : Dick Peterson — Enterprise 251  
Julie Conway — Sig. 15086 : Jose Curbelo — Vic. 26-9015

### MY ADOBE HACIENDA (Peer)

Billy Williams — Vic. 20-2150 : Jack McLean — Coast 8001  
Coffman Sisters — Ent. 147 : Esquire Trio — Rhapsody 102  
Hammondairs — Mars 1037 : Eddy Howard — Maj. 1117  
Bobby True Trio — Mercury 3057 : Kenny Baker — Dec. 23846  
Dinning Sisters — Cap. 389 : Louise Massey — Col. 37332  
Art Kassel — Vogue 785 : Billy Hughes — King 609

### MY PRETTY GIRL (Republic)

Spike Jones—Vic. 20-2023 : Cliffie Stone — Cap. 378  
Lawrence Welk — Dec. 23878 : Ted Straeter — Sonora 2022

### THAT'S HOW MUCH I LOVE YOU (Vogue)

Bing Crosby — Dec. 23840 : Frank Sinatra — Col. 37231  
Louis Prima — Maj. 2107 : Eddy Arnold — Vic. 20-1948  
Alvino Rey — Cap. 363 : Wally Fowler — Mercury 6031  
Fred Kirby — Sonora 7023 : Red Foley — Dec. 46028

### UNLESS IT CAN HAPPEN WITH YOU (Stevens)

Three Suns — Vic. 20-2197 : Frankie Carle — Col. 37311  
Mr. & Mrs. Andy Russell — Cap. 386 : Lawrence Welk — Dec.†  
Blue Barron — MGM 10014 : Johnny Long — Sig 15109  
The Starlighters — Mercury†

### WE COULD MAKE SUCH BEAUTIFUL MUSIC

(BMI)  
Vaughn Monroe — Vic. 20-2095 : Frankie Carle — Col. 37222  
Monica Lewis — Sig. 15068 : George Towne — Sonora 2002  
Billy Butterfield — Cap. 371 : Blue Barron — M-G-M 10005

### YOU DON'T LEARN THAT IN SCHOOL (Vanguard)

King Cole Trio — Cap. 393 : Louis Armstrong — Vic. 20-2240  
Rosemary Calvin — Maj. 1119 : Roberta Lee — Sonora 2016  
Jack McLean — Coast† : King Sisters — Vogue†  
Les Brown — Col.† : Sunny Skylar — Mercury†  
Sherman Hayes — Aristocrat†

†Soon to be released.

## BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.  
NEW YORK • CHICAGO • HOLLYWOOD



## Music Ops Call For Vinyl Disks

(Continued from Preceding Issue)

NEW YORK — Viewing the introduction of vinyl records as the only solution to the problem of poor record wear, many leading music operators thruout the country have asked that *The Cash Box* investigate for the trade the possibility of an early appearance of such platters.

In last week's discussion it was pointed out that most of the larger companies have the facilities and are producing limited numbers of vinyl disks for sale to the public, but at a price much too high for the average music operator's record budget. It was also disclosed that at the present time there is a critical shortage of the materials that go into the manufacture of a vinylite, and most observers see practically no let up in that shortage or price structure for some time to come.

As a result, many of the leading record firms for some time have been knee-deep in experimentation and research, seeking adequate substitutes for those materials that are the cause of high production costs.

It is well known that a few record manufacturers have made much progress in that direction. One factory spokesman disclosed to *The Cash Box* that his firm has already developed a process which would eliminate some of the high cost in the production of a vinyl-like record, but, even with that, enough difficulties remain to forbid producing such a record at less than one and a half times the cost of the present shellac platter.

At another factory, a spokesman, without confirming or denying that his firm was engaged in such experimentation, did make a comparison to a process that in many instances helped cut the price of shellac when that product was at its sky-highest.

He mentioned the practice of using an "expander," which would allow the manufacturer to produce a vinyl-like disk at a lower cost.

Several record companies are now reported to be using the "expander" developed as a shellac substitute, whereby the compound used in the production of the record "biscuit" can be processed with a smaller percentage of the high-priced shellac.

That such an "expander" for use in place of the scarce and very expensive vinylite ingredients has yet been developed by any of the record companies is doubtful. If and when it is it's a good bet that the news will be announced from the hilltops of Recordom.

The record manufacturers all agree that the first to come along with a vinyl disk at a competitive price will cut for his company a tremendous swath in the national record market as a whole, in addition to the patronage they could certainly expect from the harried music operator.

# ELECTION BULLETIN

LATEST RETURNS FROM THE NATION'S JUKE BOXES INDICATE THAT . . .

## EDDY HOWARD

IS OFF TO A STRONG LEAD IN THE CAMPAIGN FOR ELECTION OF

"1947 LEADING NICKEL PULLER"

INTERVIEWED YESTERDAY MR. HOWARD SAID . . .

"I WISH TO THANK ALL MY CONSTITUENTS, ESPECIALLY THOSE WHO SO LOYALLY STUFFED THE BALLOT BOXES WITH THEIR NICKELS IN MY BEHALF."



**WHAT'S HOT  
ON THE RECORDS  
For The Week of  
May 5, 1947**

**Chicago**

1. HEARTACHES  
(Ted Weems)
2. PEG O' MY HEART  
(The Harmonicats)
3. LINDA  
(Ray Noble)
4. MY ADOBE HACIENDA  
(Eddy Howard)
5. ANNIVERSARY SONG  
(Al Jolson)
6. MAM'SELLE  
(Frankie Laine)
7. GUILTY  
(Tony Martin)
8. MANAGUA NICARAGUA  
(Guy Lombardo)
9. I'LL CLOSE MY EYES  
(Dinah Shore)
10. THAT'S WHERE I CAME IN.  
(Perry Como)

**Danbury, Conn.**

1. MAM'SELLE  
(Art Lund)
2. MY ADOBE HACIENDA  
(Eddy Howard)
3. FRECKLE SONG  
(Larry Vincent)
4. HEARTACHES  
(Ted Weems)
5. ANNIVERSARY SONG  
(Guy Lombardo)
6. LINDA  
(Buddy Clark-Ray Noble)
7. GLOCCA MORRA  
(Martha Tilton)
8. IF I HAD MY LIFE TO LIVE OVER  
(Bob Eberle)
9. THAT'S MY DESIRE  
(Frankie Laine)
10. GUILTY  
(Margaret Whiting)

**Montgomery, Ala.**

1. HEARTACHES  
(Ted Weems)
2. MAM'SELLE  
(Art Lund)
3. EVERYTHING MOVING TOO FAST  
(Peggy Lee)
4. CARLE'S BOOGIE  
(Frankie Carle)
5. THAT'S MY DESIRE  
(Hadda Brooks)
6. LINDA  
(Charlie Spivak)
7. MANAGUA NICARAGUA  
(Guy Lombardo)
8. I WANT TO BE LOVED  
(Savannah Churchill)
9. HOODLE ADDLE  
(Ella Mae Morse)
10. MY ADOBE HACIENDA  
(Eddy Howard)

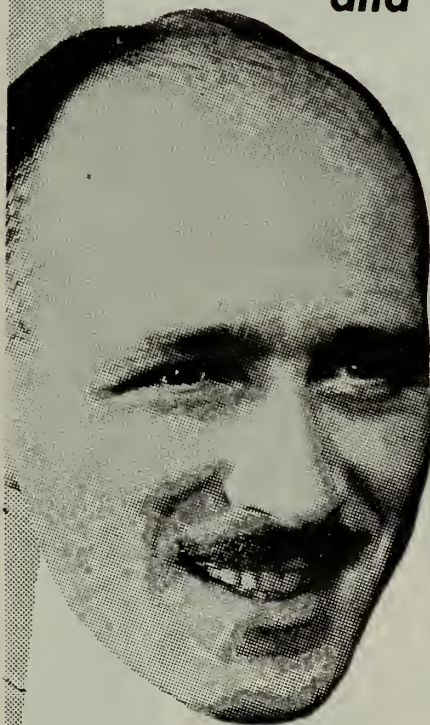
**Willow Springs, Mo.**

1. HEARTACHES  
(Ted Weems)
2. MANAGUA NICARAGUA  
(Freddy Martin)
3. ANNIVERSARY SONG  
(Guy Lombardo)
4. LINDA  
(Buddy Clark-Ray Noble)
5. GUILTY  
(Margaret Whiting)
6. GLOCCA MORRA  
(Martha Tilton)
7. HAWK'S BOOGIE  
(Erskine Hawkins)
8. LAZY RIVER  
(Mills Brothers)
9. AIN'T NOBODY HERE BUT US CHICKENS  
(Louis Jordan)
10. THAT'S HOW MUCH I LOVE YOU  
(Bing Crosby)

*Signature's* Stetson is off to  
**LINN BURTON**  
whose WIND and WAAF record shows rate right on top in Chicago. Linn knows good music, that's why Ray Bloch's records are always a hit with him.

**D-Day now means DUEL DAY  
and SIGNATURE has it with**

**RAY BLOCH  
and his Orchestra**



**DUEL  
in the SUN**

(From David O. Selznick's  
"Duel In The Sun")  
**PARTS 1 AND 2**  
VOCAL BY LARRY DOUGLAS  
SIG 15112

**COUSIN JOE with Dickie Wells'  
Blue Seven**

**I HAD TO STOOP TO CONQUER YOU, BABY**

**BACHELOR'S BLUES**  
VOCALS BY COUSIN JOE

SIG 1012

*Signature* records

See your GESCO distributor or write direct to  
Signature Records, 601 W. 26th St., New York 1, N. Y.

DISTRIBUTED BY  
**GENERAL ELECTRIC  
SUPPLY CORPORATION**





# Briefs

Morty Palitz, Decca recording head, moves out to the California office, while Paul Cohen, in charge of folk disks, moves in the general recording department . . . Continental Records price slash reported meeting with the favor of a host of music ops throughout the country . . . Ops who use stuff aimed at the jazzophile crowd would do well to take a look-see at the Super-Disc line.

\* \* \*

Ray Bloch, Larry Douglas and Mary Osborne set for the big event over at Atlantic New York Corporation . . . Musicdom will honor the memory of "Fats" Waller through the week of May 18th to the 25th . . . Who's got that bet about "Peg O' My Heart" moving . . . Latest reports have it that Stan Kenton is coming along fine, taking it easy out California way. Stan's chirp, June Christy, is out on a single right now, but will rejoin the band once Stan is up and around again.

\* \* \*

Marie Ruebens, pilot of Sonora Records, on the Coast prowling for platter talent to ink, and also cut four sides with Ginny Simms . . . Entire record biz applauds Enterprises' "Who's On First", from which royalties will go to the Lou Costello Foundation. Happy Chandler even gave the firm permission to sell the platter at all ball parks throughout the country

\* \* \*

Capitol and Columbia platteries plan three albums each on the score from Walt Disney's latest musical "Fun and Fancy Free." Stuff will be handled between Dinah Shore, The Kings Men and Anita Gordon, the Dinning Sisters, Billy Gilbert and Cliff Edwards . . . John Birge, Columbia Records' ad head, recently returned from a tour of the middle-west, accompanied by Arthur Kemp, of McCann Erickson, Inc. The pair visited Columbia distribs and salesmen . . . Mitchell Ayres, Recording Director at Columbia, just back from Chicago, where he supervised new recording by Dick Jurgens and ork.

\* \* \*

Sherman Hayes, just cut "Chi Baba" on that new indie label out Chicago way . . . Will somebody please tell Symphony Sid what Freddie The Fish Is? . . . Reports have it that England has had enough of Richard . . . Musicians Union out Hollywood way has suspended 823 members for non-payment of dues . . . Dave Miller named production chief over at Enterprise Records . . . Apollo Records announce the signing of Toni Bari, popular Neopolitan singer.

## TOP PRICES PAID FOR USED RECORDS

SELL TO Chicago's Largest Distributor of Used Records

Write, Call or Ship Today!

We Pay the Freight!

Will Pick Up Within 100 Mile Radius  
USED RECORD EXCHANGE

1736 N. Keeler Ave., Chicago 39, Ill.  
Tel.: CAPitol 7852

# CASH BOX SAYS:

"It's better than six, two and even that Frankie comes up among the biggest coin winners you've ever displayed on your route."



"THAT'S MY DESIRE"

"SUNDAY KIND OF LOVE"

AND NOW  
"MAM'SELLE"  
Backed by "ALL OF ME"

SUNG BY  
**FRANKIE LAINE**  
ON MERCURY RECORDS

Best wishes to the Ohio State Automatic Phonograph Owners Association on the occasion of their 8th Annual Convention. Many, many thanks for the swell job you're doing for me. Believe me, I appreciate it.

Sincerely  
*Frankie Laine*

DICK SAM SEYMOUR  
Personal Mgt. — GABBE, LUTZ, & HELLER — 6406 Sunset Blvd., Hollywood

Direction —



**GENERAL ARTISTS CORPORATION**

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON



# "Folk" and "Western" RECORD REVIEWS

"Who Me"  
"New Jole Blon"

RILEY SHEPARD  
(Majestic 6012)

● Something new in the line of folk songs kicking the gong around is this latest jog by Riley Shepard titled "Who Me." Novel item here is that the ditty is straight talk all through, with a combo chorus jotting down a line here and there. Riley injects a bit of humor into the number as he has that finger pointed at him every now and then with "Who Me." On the other side with "New Jole Blon," Riley does a ditty that's a natural for your phono. Currently enjoying peak success in so many folk locations, you can't miss with this one. Riley does a double take with the lingo which adds to the tune's attractiveness. Both sides deserves your ear.

"Hitler Lives"  
"I Can't Tell That Lie  
To My Heart"

ROSALIE ALLEN  
(Victor 20-2237)

● You'll want to place this thing in your machine right away—it's that good. "Hitler Lives" — a ditty with a sock message behind it, shapes up as one which, by virtue of the punch it carries will catch coin for you. Rosalie Allen grabs the limelight here, and rates an orchid for her efforts. Weaving her tale around aiding the forgotten vet and coupling a plea for unison amongst all mankind, Rosalie scores with this bit. On the flip with "I Can't Tell That Lie To My Heart," Rosalie confirms her inner thoughts of her love for her man. Slow tempo set the pace, while the Black River Riders fill the bill with accompaniment. "Hitler Lives" belongs in your phono.

"I Love You True Lou"  
"Bessie James"

SLIM BRYANT TRIO  
(Majestic 11010)

● Some terrific folk music headed ops' way is this piece titled "I Love You True Lou," with the Slim Byrant Trio taking honors for the waxing. Ray Bryant is the lad who makes this side attractive, with a vocal that rates way up high. The ditty is catchy with the "True Lou" phrase echoing in every chorus. Number offers a beat to add flavor and zing to the waxing, while the trio provide adequate accompaniment. The flipover, "Bessie James," is there for the asking, as the crew knock this bit out in fast rhythm. You'll like "I Love You True Lou."

"It's Too Late To Change  
Your Mind"  
"You Laughed And I Cried"

JACK GUTHRIE  
(Capitol 406)

● This boy can sing! Here's Jack Guthrie doing "It's Too Late To Change Your Mind," as sure a coin-culler as you'll find floating around. Jack's spiel concerns his gal's leaving him,—dig the title and you've got the rest of the story. It's slow stuff all thru, with the rest of the crew making merry music in the bg. On the backside with "You Laughed and I Cried." Jack wails the blues here just as the title indicates. Jack's voice is of the finer set of tonsils, and a natural in your phono. Get next to this pair, by all means.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On This Page.

# Ray McKinley

And his ORCHESTRA

selected by **THE CASH BOX** (April 14, 1947)  
as a **SLEEPER OF THE WEEK**

for his Boffo MAJESTIC Recording of

## "RED SILK STOCKINGS and GREEN PERFUME"

Majestic Record No. 7216

Read  
what  
the bible  
of the  
Juke Box  
Industry  
says:

### SLEEPER OF THE WEEK

"Red Silk Stockings  
And Green Perfume"

RAY MCKINLEY ORCHESTRA

(Majestic 7216)



RAY MCKINLEY

● When a novelty clicks, it clicks like thunder, and this latest platter by the Ray McKinley ork tabbed "Red Silk Stockings and Green Perfume" sounds ready to score a boffo. Featuring Ray on the western styled lyric, with the entire crew coming in for a bar of chanting every so often, the windup is a rip roaring hunk of melody that spells for great big action wherever it's placed. By all means give this platter a ride. And we mean everybody from Broadway to Vine Street. The flip, "Jimminy Cricket," is an all-instrumental that shows the McKinley crew to good advantage, but the big side wears "Red Silk Stockings."

Personal Management:

WILLARD ALEXANDER, Inc., 30 Rockefeller Plaza, N. Y.



Best Wishes  
to  
OHIO STATE  
AUTO. PHONO  
OWNERS ASSN.

from

**F  
R  
E  
D  
  
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W  
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R  
Y**

AND

**DOROTHY  
RAE**

On COLUMBIA RECORDS

Thanks for keeping the  
Jukes hummin' with our  
current Columbia

Standards —

"TOO LATE"

"BY THE WATERS  
OF

MINNETONKA"

Columbia No. 37172

and for suggesting the  
recording of

"INDIAN LOVE  
CALL"

Columbia No. 32000

which is doing  
SENSATIONAL!



**Money Makers for Your Machines**  
by  
*"The Man Who Plays  
The Sweetest Trumpet in the World"*

**CHARLIE SPIVAK**

**Extends  
Greetings**  
to the  
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**WHAT'S HOT  
ON THE RECORDS  
For The Week of  
May 5, 1947**

**New York**

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

**Portland, Ore.**

1. HEARTACHES (Ted Weems)
2. GLOCCA MORRA (Dick Haymes)
3. ANNIVERSARY SONG (Tex Beneke)
4. SANTA CATALINA (Eddy Howard)
5. ALL BY MYSELF (Freddy Martin)
6. LINDA (Charlie Spivak)
7. NEW JOLE BLONDE (Riley Shepard)
8. YOU CAN'T SEE THE SUN WHEN YOU'RE CRYING (Vaughn Monroe)
9. SO ROUND, SO FIRM (Texas Tyler)
10. YEARS & YEARS AGO (Dinning Sisters)

**St. Albans, Vt.**

1. ANNIVERSARY SONG (Andy Russell)
2. HEARTACHES (Ted Weems)
3. LINDA (Paul Weston)
4. GLOCCA MORRA (Martha Tilton)
5. MANAGUA NICARAGUA (Kay Kyser)
6. GUILTY (Margaret Whiting)
7. I'LL CLOSE MY EYES (Andy Russell)
8. APRIL SHOWERS (Al Jolson)
9. OH BUT I DO (Margaret Whiting)
10. FOR SENTIMENTAL REASONS (Ella Fitzgerald)

**Pittsburgh, Pa.**

1. MY ADOBE HACIENDA (Eddy Howard)
2. ANNIVERSARY SONG (Guy Lombardo)
3. HEARTACHES (Dinah Shore)
4. MAM'SELLE (Dick Haymes)
5. THAT'S MY DESIRE (Frankie Laine)
6. MANAGUA NICARAGUA (Guy Lombardo)
7. GLOCCA MORRA (Martha Tilton)
8. ANNIVERSARY SONG (Andy Russell)
9. GUILTY (Ella Fitzgerald)
10. I WANT TO BE LOVED (Savannah Churchill)





**Opry Stars Ogle A M I**



NASHVILLE, TENN. — Grand Ole Opry Stars of radio station WMS, this city, pictured above listening to the AMI phonograph at a recent showing tendered by Harold Midyett, Tennessee Music Distributors, Inc.

Left to right: Ernest Tubb, star of the Grand Ole Opry show, James Washer of the Allied Dinner Club, Nashville, San Antonio Rose and Leon Short of the widely known radio show.

**Rosalie Allen Scores With "Hitler Lives"**

NEW YORK — The much disputed and controversial song "Hitler Lives", currently gaining wide recognition in music circles, has set something of a precedent in music heretofore known as "folk or western".

The song, set in a "folk" pattern is novel in the sense that it is one of the few around to deliver a message within its lyrics.

Based upon the idea that Hitler lives—if you hurt your fellow men, the song carries a plea for tolerance, good-will and unison amongst all mankind.

"Hitler Lives", has been recorded by Rosalie Allen, RCA-Victor recording artist.

**T. Dorsey To Resume**

HOLLYWOOD, CAL. — Tommy Dorsey, having been idle since he disbanded his orchestra at the end of his Capitol Theatre, N. Y. engagement last January, will resume band activity on the coast, it was disclosed this past week.

Dorsey continued recording for Victor these past few months, although the band personnel with which he will reorganize, differs from his recording unit.

*Hoagy Carmichael's*

**"IVY"**

From the Universal-International Picture, "IVY"

\*Recorded by

- |               |   |                |
|---------------|---|----------------|
| VIC DAMONE    | ● | MERCURY        |
| ZIGGY ELMAN   | ● | MGM            |
| DICK HAYMES   | ● | DECCA          |
| WOODY HERMAN  | ● | COLUMBIA       |
| RAY McKINLEY  | ● | MAJESTIC       |
| VAUGHN MONROE | ● | VICTOR         |
| EDDIE OLIVER  | ● | TOWN & COUNTRY |
| JO STAFFORD   | ● | CAPITOL        |

\*Listed Alphabetically

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and his Orchestra

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STYLED THE BLUE BARRON WAY"**

**FOR QUICK TURNOVER!**

The New Novelty Lullaby Smash

**"CHI-BABA  
CHI-BABA"**

(My Bambino Go To Sleep)

M-G-M 10027

Going Strong! "MIDNIGHT MASQUERADE"

"UNLESS IT CAN HAPPEN WITH YOU"

M-G-M 10014

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## THE MUSIC OP SPEAKS

Editor

The Cash Box

Sir: As you well know, much has been said in recent months pertaining to the building of a closer understanding between the record manufacturer and the music operator, but so far as I (and many, many others known to me personally) am concerned, too little has been actually done, despite the fact that time and again we have offered suggestions that would be of benefit to both of us.

We have asked for title strips, and, with few exceptions, there have been no title strips; we have asked for improvements in record quality, and especially in so far as amounts of play are concerned, and again there has been little action taken; we have asked that music operators be given a price break on their record purchases in consideration of the advertising medium we offer to the record company and their artists, and again, there has been no such move undertaken by any of the labels.

If there is good reason behind such an attitude, I cannot see it. But allowing that it does exist, than I offer still another ground on which a record company could demonstrate that they have some conception that we have some little place and identity in their industry.

That suggestion refers to the present policy by which the record manufacturers allow a 5% return privilege to record retailers, but stop short at making any such allowance to the music operator.

Surely, by the very fact that we buy and place their records before the public and carry the risk that there will be no profit in its placement (as happens with countless "stiffs") should be acknowledged by the record people with more than a thank-you. As long as a record retailer (who does darn little to promote the actual sale of a number) is given that return privilege, why shouldn't we?

Of course, we can't give back the records. So far as the public is concerned, no matter how few plays the record did draw on the machine, once it was on it's considered used. So how about giving the operator a straight 5% rebate, payable every so often, on the total amount of his purchases. In fact, we'd take that amount as a credit to be applied to purchases of other records.

Like most other businesses, juke box routes have suffered a sharp cut in recent months. That 5% would be a big help to us today. If a record manufacturer wants to be my friend, I'm waiting for his move where it would do the most good: on my balance sheet.

Cordially yours,  
Charles Bernoff  
Regal Music Company  
New York, N. Y.

**Eddy Howard**

made a truly  
great recording  
of

**"My Best to You"**  
BACKED BY  
**"MISSOURI WALTZ"**  
on *Majestic Record 1074*

★ We think this is going to be the biggest of all Eddy Howard HITS!!

**FORSTER MUSIC PUBLISHER, INC.**  
216 S. WABASH AVE., CHICAGO 4, ILL.



Faint, illegible text on the right side of the page, possibly bleed-through from the reverse side or a very light print.

**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 \_\_\_\_\_

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THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY BASED ON WEEKLY NATIONAL SURVEY

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

CODE

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

The Cash Box

April 28 April 21 April 14

- VI-20-2109-JOHNNY DESMOND I'll Close My Eyes, 3-Anniversary Song 119.8 128.1 154.2, CA-368-ANDY RUSSELL (WITH PAUL WESTON ORCH.) My Best to You, CO-37289-WOODY HERMAN O. No Time, CO-37234-DINAH SHORE Heartaches, Sadness and Tears, DE-23799-GUY LOMBARDO O. Uncle Remus Said, DE-23714-AL JOLSON Avalon, MA-1107-LOUIS PRIMA O. That's How Much I Love You, ME-3036-ANITA ELLIS I'm Yours, MU-428-ARTIE SHAW ORCH. Guilty, SI-15075-LARRY DOUGLAS The Girl That I Marry, SO-2004-GEORGE TOWNE ORCH. Sonata, VI-20-2126-TEX BENEKE O. Hoodle Addle, 4-Mam'Selle 88.9 70.6 18.8, CA-396-PIED PIPERS It's the Same Old Dream, CO-37343-FRANK SINATRA Mam'selle, DE-23861-DICK HAYMES Stella By Starlight, MA-7217-RAY DOREY Man Who Paints The Rainbow, MGM-10011-ART LUND Sleepy Time Gal, SI-15093-RAY BLOCH ORCH. It's So Nice To Be Nice, VI-20-2211-DENNIS DAY Stella By Starlight, 5-Guilty 79.2 69.2 114.6, BW-821-NICK DeLANO, CA-324-MARGARET WHITING Oh, But I Do, DE-23844-EDDIE HEYWOOD ORCH. Sentimental Journey, MA-1106-TONY MOTTOLA FOUR Trigger Fantasy, ME-3042-TONY MARTIN Dreamland Rendezvous, MU-429-ARTIE SHAW ORCH. Anniversary Song, SI-15090-MONICA LEWIS Exactly Like You, VI-20-2109-JOHNNY DESMOND I'll Close My Eyes, 6-How Are Things in Glocca Morra? 64.1 68.5 82.3, CA-345-MARTHA TILTON Connecticut, CO-37223-BUDDY CLARK If This Isn't Love, DE-23830-DICK HAYMES 'Twas Only An Irishman's Dream, MA-12009-GEORGIA GIBBS Necessity, ME-3056-HARRY BABBITT Oshkosh, Wis., SI-15064-JOHNNY LONG ORCH. Last Night On The Back Porch, SO-3043-BOB HOUSTON WITH ORCH. Dream, Dream, Dream, VI-20-2121-TOMMY DORSEY O. When I'm Not Near the Girl I Love, VI-45-0011 (P-167) RUSS CASE O. That Great Come and Get It Day, 7-My Adobe Hacienda 54.9 24.9 19.4, CA-389-DINNING SISTERS If I Had My Life to Live Over, CO-37332-LOUISE MASSEY Starlight Schattische, DE-23846-RUSS BAKER ORCH. This Is the Night, MA-1117-EDDY HOWARD ORCH. Midnight Masquerade, ME-3054-BOBBOY TRUE TRIO Heartaches, VI-20-2150-BILLY WILLIAMS Ain't Gonna Leave My Love No More, VO-785-ART KASSEL ORCH. The Echo Said No, 8-Monogua, Nicoraguo 52.2 71.3 97.9, CO-37214-KAY KYSER O. That's the Beginning of the End, DE-23782-GUY LOMBARDO O. What More Can I Ask For?, ME-5016-TWO TON BAKER, SI-15086-JULIE CONWAY & CHICKERING FOUR If I Had My Life To Live Over, SO-3032-THE GORDON TRIO Jealous, VI-26-9015-JOSE CURBELO O. The Breeze and I

April 28 April 21 April 14

- VI-20-2026-FREDDY MARTIN O. Heaven Knows When, 9-Jalousie 26.7 17.8 10.3, CA-335-BILLY BUTTERFIELD ORCH. Steamroller, CO-37218-HARRY JAMES ORCH. The Man With the Horn, CO-36475 (C-80) SELINSKY & SALON Ay, Ay, Ay, CO-36571-MAREK WEBER ORCH. A Medio Luz, CS-510-TONY PASTOR ORCH. Margie, DE-23311-FRED WARING ORCH. Holiday for Strings, DE-23480-LOS ANGELES PHILHARMONIC ORCH., DE-23542-KITTY CARLISLE Beat Out That Rhythm on a Drum, MA-20002 (M-201) A. NEWMAN ORCH. Hora Staccato, MA-1090-THE THREE SUNS Sonata, ME-2057-BUDDY MORROW ORCH. Lullaby, SI-15015-RAY BLOCH ORCH. Espanharlem, VI-12160-BOSTON "POPS" ORCH. Ritual Dance of Fire, VI-20-1961-HERBIE FIELDS ORCH. Among My Souvenirs, VI-25-0059-HENRI RENE ORCH. Hora Staccato, 10-I'll Close My Eyes 25.4 51.4 40.6, CA-342-ANDY RUSSELL It's Dreamtime, CO-37213-DINAH SHORE My Bel Ami, DE-23756-HILDEGARDE There's No Holding Me, MA-1093-MILDRED BAILEY Mo and the Blues, ME-3046-JACK FINA Solve Me A Dream, MU-15097-TEDDY WALTERS The More I Go Out With Somebody Else, SI-15066-JOHNNY BOTHWELL ORCH. I Won't Promise, SO-3034-RAY ANTHONY ORCH. Margie, VI-20-2109-JOHNNY DESMOND Guilty, 11-Across the Alley From the Alamo 19.4 4.0 —, CA-387-STAN KENTON O. No Greater Love, CO-37289-WOODY HERMAN O. No Greater Love, DE-23863-MILLS BROTHERS Dream, Dream, Dream, 12-I Want to Think Your Folks 16.6 18.5 22.9, CA-356-KING COLE TRIO You Should Have Told Me, CO-37251-FRANK SINATRA Why Shouldn't It Happen to Us, DE-23851-INK SPOTS I Wasn't Meant for Love, MA-1105-EDDY HOWARD & ORCH. Too Many Times, SI-15084-LARRY DOUGLAS Why Did It Have To End So Soon, SO-2007-SAXIE DOWELL ORCH. Sh-h, The Old Man's Sleepin', VI-20-2117-PERRY COMO That's Where I Came In, 13-The Egg and I 16.4 — —, CO-37278-DINAH SHORE Who Cares What People Say, MA-1112-THE MERRY MACS Open The Door Richard, ME-5019-HARRY BABBITT When Am I Going To Kiss You Good Morning, VI-20-2209-SAMMAY KAYE ORCH. After Graduation Day, 14-Sonata 14.7 11.7 20.8, CA-337-JO STAFFORD Through A Thousand Dreams, CO-37219-CLAUDE THORNHILL ORCH. A Sunday Kind of Love, DE-23747-CARMEN CAVALLARO ORCH. Through A Thousand Years, MA-1090-THE THREE SUNS Jealousy, ME-3045-TONY MARTIN Years and Years Ago, SO-2004-GEORGE TOWNE Anniversary Song, VI-20-2033-PERRYCOMO That's The Beginning of the End, VI-20-2010-L. GREEN ORCH. I Haven't Got A Worry in the World

Week of May 5, 1947

April 28 April 21 April 14

- 15-Time After Time 14.3 — —, CA-383-MARGARET WHITING Spring Isn't Everything, CO-37300-FRANK SINATRA I Believe, MA-7215-GEORGE OLSEN ORCH. Let Me Call You Sweetheart, ME-5041-GLEN GRAY ORCH. Necessity, MU-462-TEDDY WILSON QUARTET Moon Faced, Storry Eyed, VI-20-2210-TOMMY DORSEY ORCH. It's The Same Old Dream, 16-Peg O' My Heart 13.4 6.1 —, CA-346-CLARK DENNIS Bless You, VT-1-THE HARMONICATS Fantasy Impromptu, 17-Santa Catalina 13.2 24.7 13.6, CO-37328-MODERNAIRES-PAULA KELLY, MA-1114-EDDY HOWARD ORCH. Don't Tell Me That Story, VI-20-2136-FREDDY MARTIN ORCH. Say So, 18-I Believe 10.6 — —, CO-37300-FRANK SINATRA Time After Time, MU-492-ARTIE SHAW ORCH. It's The Same Old Dream, 19-For Sentimental Reasons 10.1 7.5 23.9, CA-304-KING COLE TRIO The Best Man, CO-37188-DINAH SHORE You'll Always Be the One I Love, DE-23670-ELLA FITZGERALD-DELTA RHYTHM BOYS Rhythm Boys, DE-18895 (A-467) FRED WAMINO O. You'd Be So Nice to, etc., MA-1071-EDDY HOWARD ORCH. Why Does It Get So Late So Early?, VI-20-1891-CHARLIE SPIVAK O. It's All Over Now, VO-781-ART KASSEL ORCH. Sooner Or Later, 20-It's the Same Old Dream 9.2 — —, CA-396-THE PIED PIPERS Mam'selle, CO-37288-FRANK SINATRA The Brooklyn Bridge, MU-492-ARTIE SHAW ORCH. I Believe, VI-20-2210-TOMMY DORSEY ORCH. Time After Time, 21-You Can't See the Sun When You're Crying 8.8 6.0 1.7, CA-344-PIED PIPERS Make Me Know It, CO-37240-THE CHARIOTEERS Open the Door, Richard, DE-23809-INK SPOTS That's Where I Came In, ME-5011-STEVE GIBSON & RED CAPS Bless You, VI-20-2053-VAUGHN MONROE O. And So to Bed, 22-Moon-Faced, Starry-Eyed 6.9 18.4 20.7, CA-376-BENNY GOODMAN ORCH. It Takes Time, VI-20-2176-FREDDY MARTIN ORCH. What Good Would The Moon Be?, MU-462-TEDDY WILSON QUARTET Time After Time, 23-That's How Much I Love You 6.6 12.3 13.5, CA-363-ALVINO REY ORCH. Why Don't We Say We're Sorry, CO-37231-FRANK SINATRA I Got a Gal I Love, DE-46028-RED FOLEY Rye Whiskey, MA-1107-LOUIS PRIMA ORCH. Anniversary Song, ME-6031-WALLY FOWLER ORCH. Brown Eyes a Cryin' In the Rain, VI-20-1948-EDDY ARNOLD ORCH. Chained to a Memory, 24-I Tipped My Hat and Slowly Walked Away 6.1 2.6 1.5, CA-364-JACK SMITH If This Isn't Love, CO-37305-HARRY JAMES O. Heartaches, DE-23835-BOB EBERLY If I Had My Life To Live Over, VI-20-1997-BUDDY SAGAR Not So Long Ago, 25-That's Where I Came In 5.5 17.1 8.4, CA-355-JO STAFFORD-P. WESTON O. Give Me Something to Dream About, CO-37290-DICK JURGENS O. It's Dreamtime

April 28 April 21 April 14

- 1-Heartaches 134.1 148.6 156.2, AP-1045-GORDON MacRAE If I Had My Life To Live Over, CA-372-JOE ALEXANDER If I Had A Chance With You, CO-37234-DINAH SHORE Anniversary Song, CO-37305-HARRY JAMES ORCH. I Tipped My Hat, DE-25071-TED WEEMS O.-ELMO TANNER Oh' Manoh, MA-1111-EDDY HOWARD O. Don't Tell Her What's Happened to Me, MG-10001-JIMMY DORSEY ORCH. There Is No Greater Love, NA-9026-RED McKENZIE If I Had My Life to Live Over, SI-15065-RAY BLOCH ORCH. What Am I Gonna Do About You?, SO-2005-TED STRAETER ORCH. That's Where I Came In, VI-20-2175-TED WEEMS ORCH. Piccolo Pete, 2-Linda 124.4 128.8 120.8, CA-362-PAUL WESTON ORCH. Roses in the Rain, CO-37215-RAY NOBLE ORCH. (FT) Love Is a Random Thing, DE-23864-GORDON JENKINS O. Maybe You'll Be There, ME-3058-CHUCK FOSTER ORCH. Roses in the Rain, MU-428-ARTIE SHAW ORCH. Anniversary Song, SI-15106-LARRY DOUGLAS Bewara My Heart, SI-15090-MONICA LEWIS Exactly Like You, SO-2006-BOB CHESTER ORCH. Roses in the Rain, VI-20-2047-CHARLIE SPIVAK ORCH. So They Tell Me





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Solenoid Drum for 147-S .....	60.50
<b>SOLOTONE CORP.</b>	
Leveling Pre-Amplifier .....	44.50
Mirror-Tone Selector .....	
Solotone Individual Coin Box .....	
Solotone Adaptor-Amplifiers .....	
Solotone Studio and Telephoning Bridging Units	
Solotone Booster Amplifiers .....	

## MUSIC

<b>WURLITZER</b>	
1080 Colonial .....	875.00
1015 Std Phonograph .....	914.50
1017 Concealed Chgr. ....	499.50
3020 5-10-25c 3-Wire Wall Box .....	69.50
3025 5c 3-Wire Wall Box .....	42.50
3031 5c 30-Wire Wall Box .....	39.50
3045 5c Wireless Wall Box .....	48.50
215 Wireless Transmitter .....	17.50
216 Wireless Impulse Rec. ....	22.50
217 Aux. Amplifier .....	30.00
218 30-Wire Adap. Terminal Box .....	15.00
219 Stepper .....	35.00
4000 Aux. Steel Speaker .....	45.00
4002 Aux. Plastic Speaker .....	45.00
4003 Aux. Wooden Speaker .....	17.50
4004 Musical Note Speaker .....	27.50
4005—Round Walnut Speaker .....	
4006—Round Mirror Speaker .....	
4007—Oval DeLuxe Speaker .....	
4008—Super DeLuxe Speaker .....	
4009—Recessed Wall Speaker .....	
Model 28—Remote Volume Control .....	
Model 241—Outdoor Speaker .....	

## PINS

<b>BALLY</b>	
Rocket .....	279.50
<b>CHICAGO COIN</b>	
Kilroy .....	279.50
<b>EXHIBIT</b>	
Mystery .....	299.50
<b>GOTTLIEB</b>	
Maisie .....	294.00
<b>MARVEL MFG. CO</b>	
Carnival .....	249.50
<b>P. &amp; S.</b>	
Shooting Stars .....	249.50
<b>UNITED MFG. CO.</b>	
Havana .....	295.00
<b>WILLIAMS</b>	
Cyclone .....	304.50

## COUNTER GAMES

<b>A.B.T. CORP.</b>	
Challenger .....	65.00
<b>AMERICAN AMUSEMENT CO.</b>	
Junior League Bat-A-Ball .....	79.50
<b>AMUSEMENT ENTERPRISES, INC., N. Y.</b>	
Whirl a Ball:	
Single .....	47.50
2 to 24 .....	46.50
25-99 .....	45.00
100 or more .....	43.50
<b>CHAMPION MFG. CO.</b>	
Basketball .....	
<b>GOTTLIEB</b>	
DeLuxe Grip Scale .....	39.50
<b>MARVEL MFG. CO.</b>	
Pop Up .....	49.50
<b>SKILL GAMES CORP.</b>	
Bouncer .....	44.50

## RADIO

<b>FIRESTONE ENTERPRISES, INC.</b>	
At Your Service Radio .....	
<b>CORADIO</b>	
Coradio .....	59.50
<b>RA-O-MATIC CORP.</b>	
Radio .....	
<b>TRADIO, INC.</b>	
Tradio .....	
<b>NATIONAL SERVICE SALES</b>	
Tourist Radio .....	
<b>RCA</b>	
Model MI-13176 .....	
<b>PRECISION BILT CO.</b>	
Precision-Bilt Radio .....	
<b>COIN CONTROLLED EQUIP. LTD.</b>	
Amco, metal console radio .....	89.50



# MANUFACTURERS' NEW EQUIPMENT

## BELLS

<b>AMERICAN AMUSEMENT</b>	
50c Golden Falls (Rebuilt) .....	300.00
<b>BELL-O-MATIC CORP.</b>	
Jewel Bell .....	
<b>GROETCHEN</b>	
Columbia Twin JP .....	145.00
Columbia DeLuxe Club .....	209.50
<b>MILLS SALES CO. LTD.</b>	
Dollar Bell .....	
<b>O. D. JENNINGS</b>	
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
50c Silver Eagle .....	

## PACE

5c DeLuxe Chrome Bell .....	
10c DeLuxe Chrome Bell .....	
25c DeLuxe Chrome Bell .....	
50c DeLuxe Chrome Bell .....	
\$1.00 DeLuxe Chrome Bell .....	
5c Cherry Bell .....	
10c Cherry Bell .....	
25c Cherry Bell .....	
50c Cherry Bell .....	
\$1.00 Cherry Bell .....	

## CONSOLES

### BALLY

DeLuxe Draw Bell 5c .....	512.50
DeLuxe Draw Bell 25c .....	532.50
Hi-Boy .....	
Roto-Lete (Roulette) .....	
5c Draw Bell .....	477.50
25c Draw Bell .....	497.50
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 .....	
-------------------------	--

### BUCKLEY

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

### EVANS

Bangtails 5c Comb 7 Coin .....	674.50
Bangtails 25c Comb 7 Coin .....	764.50
Bangtail JP .....	671.50
Bangtail FP PO JP .....	839.50
Evans Races .....	
Casino Bell .....	
1946 Galloping Dominoes JP .....	671.50
Winterbook JP .....	826.00

### O. D. JENNINGS

Challenger 5-25 .....	595.00
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### KEENEY

Bonus Super Bell 5c FP & PO .....	
Bonus Super Bell 5c 25c FP & PO .....	
Bonus Super Bell 5c 5c FP & PO .....	
Bonus Super Bell 5c 10c 25c PO .....	

## ONE-BALLS

### BALLY

Entry .....	595.00
Special Entry .....	595.00

### GOTTLIEB

Daily Races (F. P. Model) .....	650.00
---------------------------------	--------

### KEENEY

Big Parlay .....	660.00
------------------	--------

## ARCADE TYPE

### AMERICAN AMUSEMENT CO.

Bat a Ball .....	249.50
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### AMUSEMATIC CORP.

Boomerang .....	
-----------------	--

### AMUSEMENT ENTERPRISES, INC., N. Y.

Bank Ball .....	375.00
One World .....	475.00

## ARCADE TYPE (continued)

<b>CHICAGO COIN MACH. CO.</b>	
Basketball Champ .....	499.50
<b>EDELMAN DEVICES</b>	
Bang A Fitty:	
10' - 8" .....	450.00
11' - 8" .....	450.00
13' - 8" .....	500.00
<b>ELECTROMATON, INC.</b>	
Rol-A-Score .....	469.50
<b>ESQUIRE GAMES CO.</b>	
Spotlite .....	399.50
<b>FIRESTONE</b>	
Santa Anita Handicap .....	
Bonus Roll .....	
Rolloball .....	469.50
<b>GENCO MFG. CO.</b>	
Advance Roll .....	499.50
<b>INTERNATIONAL MUTOSCOPE</b>	
Photomatic .....	1495.00
Voice-O-Graph .....	1495.00
Atomic Bomber .....	495.00
<b>METROPOLITAN GAMES</b>	
Card Vendor .....	29.50
Double Up Skill Bowl .....	399.50
<b>SQUARE AMUSEMENT CO.</b>	
Sportsman Roll .....	
<b>TELEQUIZ SALES CO.</b>	
Telequiz .....	795.00

## MERCHANDISE MACHINES

### CIGARETTE MACHINES

<b>COAN MFG. CO.</b>	
U-Select-It—74 Model .....	85.50
U-Select-It—74 Model DeLuxe .....	95.50
U-Select-It—126 bar DeLuxe .....	127.50
<b>C. EIGHT LABORATORIES</b>	
"Electro" .....	189.50
<b>DU GRENIER CHALLENGER</b>	
7 Column Flat Mach w Stand .....	155.50
9 Column Split Mach w Stand .....	165.50
9 Column Flat Mach w Stand .....	171.50
11 Column Split Mach w Stand .....	176.50
<b>NATIONAL VENDORS, INC.</b>	
Model 9E (Electric) .....	321.70
<b>ROWE</b>	
Crusader (8 Col) w Stand .....	145.75
Crusader (10 Col) w Stand .....	162.25
<b>U-NEED-A VENDOR</b>	
Monarch 6 Col w Stand .....	149.50
Monarch 8 Col w Stand .....	159.50

### MERCHANDISE VENDORS

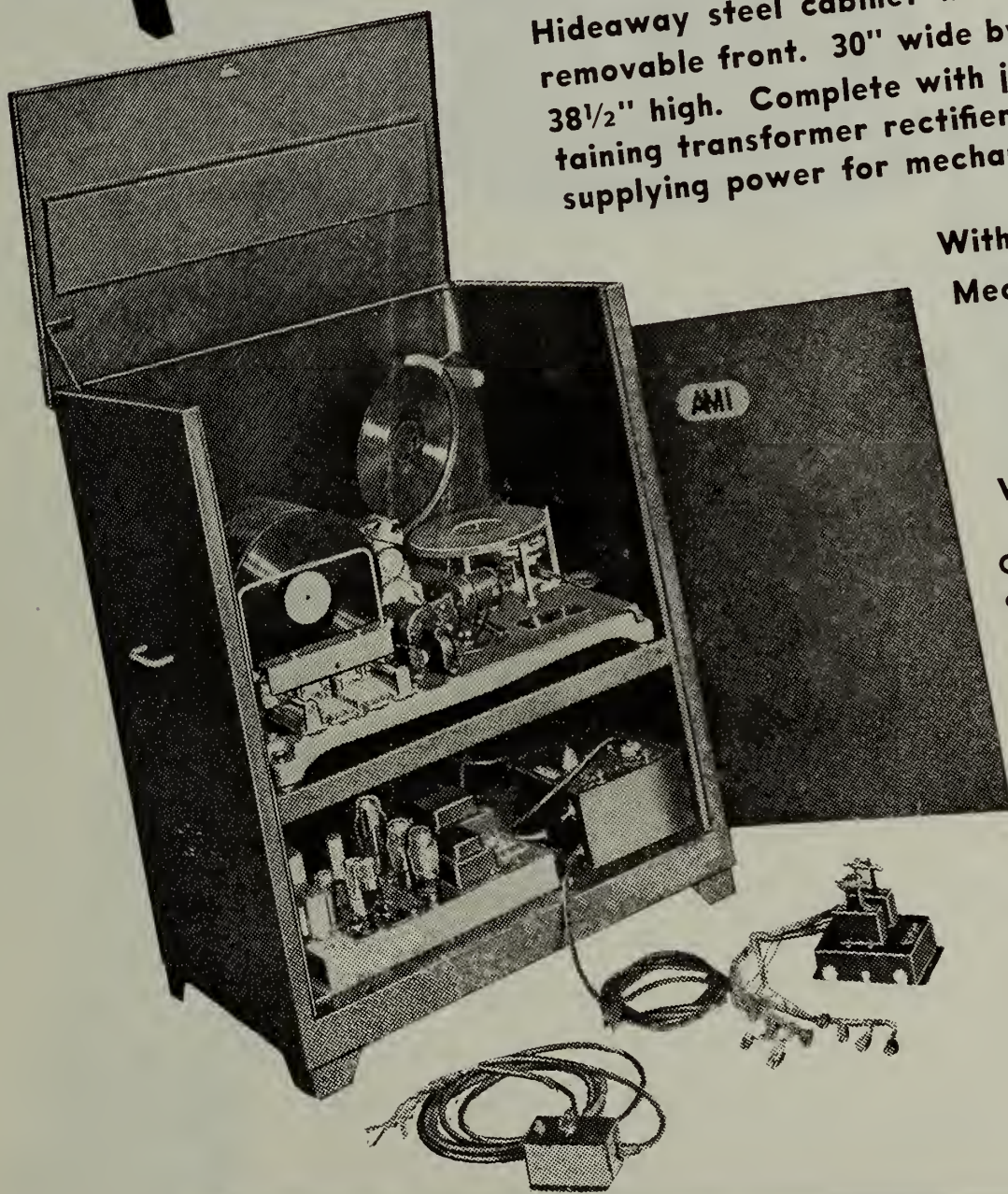
<b>A. B. T. MFG. CORP.</b>	
"Auto Clerk"—(Gen'l. Mdse.) .....	
<b>ASCO VENDING MACH. CO.</b>	
Nut Vendor .....	
<b>ATLAS MFG. &amp; SALES CO.</b>	
Bulk Vendor .....	
<b>AUTOMATIC BOOK MACH. CO.</b>	
"Book-O-Mat" .....	
<b>AUTOMATIC DISPENSERS, INC.</b>	
"Drink-O-Mat" .....	
<b>BALLY MFG. CO.</b>	
Drink Vendor .....	
<b>BERT MILLS CORP.</b>	
"Hot Coffee Vendor" .....	540.00
<b>DAVAL PRODUCTS CO.</b>	
Stamp Vendor .....	
<b>HOSPITAL SPECIALTY CO.</b>	
Sanitary Napkin Vendor .....	
<b>MALKIN-ILLION CO.</b>	
"Cigar Vendor" .....	
<b>NORTHWESTERN CORP.</b>	
"Bulk Vendor" .....	
<b>REVCO, INC.</b>	
Ice Cream Vendor .....	
<b>RUDD-MELIKIAN, INC.</b>	
"Dwik-Cafe" Coffee Vendor .....	
<b>SHIPMAN MFG. CO.</b>	
Stamp Vendor .....	
<b>THIRST-AIR, INC.</b>	
Drink Vendor .....	
<b>U. S. VENDING CORP.</b>	
Drink and Merchandise Vendor .....	
<b>VENDALL CO.</b>	
Candy Vendor .....	
<b>VENDIT CORP.</b>	
Candy Vendor .....	149.50
<b>VIKING TOOL &amp; MACH. CORP.</b>	
Popcorn Vendor .....	

Made for Purest Sound  
Not The Patrons' Sight

# AMI'S HIDEAWAY CABINET

Concentrated Perfection in Engineering Performance

Hideaway steel cabinet with hinged lid and removable front. 30" wide by 20 1/2" deep by 38 1/2" high. Complete with junction box containing transformer rectifier combination for supplying power for mechanism.



With AMI Selective Play  
Mechanism and Remote  
Volume Control

**\$515**

With AMI Continuous  
Play Mechanism  
Complete with Amplifier  
and Remote Volume Control  
\$482.50

Complete with Amplifier  
but without Remote Volume  
Control  
\$470.00

Complete without Amplifier  
and without Remote Volume  
Control  
\$410.00

Prices F.O.B. Grand Rapids  
Excise Tax Included  
Plus Local Taxes

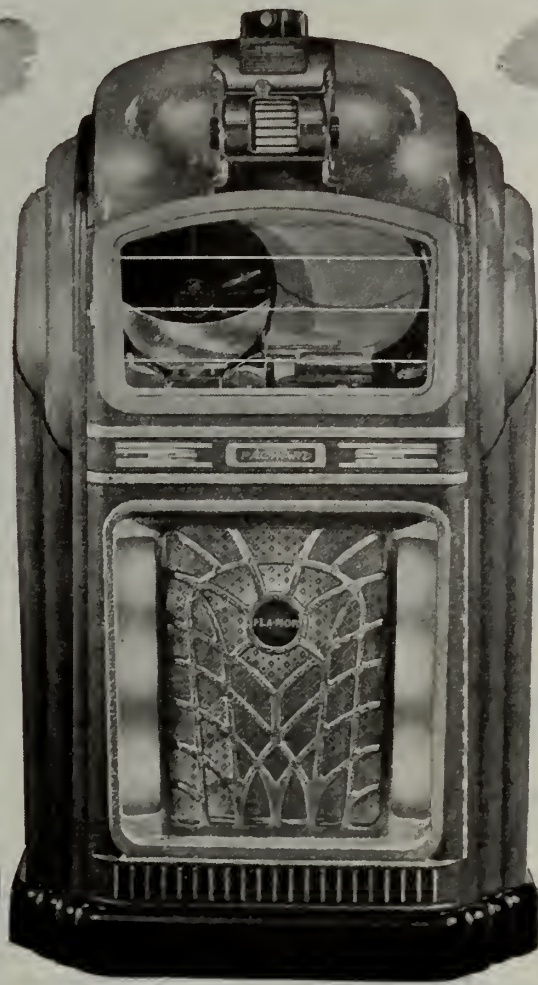


## RUNYON SALES CO.

123 W. RUNYON STREET, NEWARK 8, N. J.  
Tel. Blgelow 3-8777

593 TENTH AVENUE, NEW YORK 18, N. Y.  
Tel. BRyant 9-2235





# OPERATOR'S PATH TO PROFIT

• Let your "route" become a broader "path" to profit—with Packard! Synonymous with play appeal, Packard Wall Boxes have the irresistible *spinning wheel!* Whirling, flashing knob! They're coin coaxers! Music hostesses! Always ready! *Always inviting another tune!* They're fit companions to Packard's magnificent new Model 7 Floor Phonograph and new Auxiliary Speakers. Truly, today's perfection in high-fidelity music reproduction. Yes, *your* "route" will become a broader "path" to increased music profits . . . if you . . . Go PACKARD *All the Way!*

PACKARD MANUFACTURING CORP., INDIANAPOLIS 7, INDIANA



PIONEER OF THE INSTRUMENTS

POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES  
• TITLE SLIPS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS  
• ACCESSORIES • 30-WIRE CABLE •







**GOT YOURS YET?**

*Chicago Coin's*  
**KILROY**

**THE *Greatest* 5 (or 3) BALL EVER MADE**

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

MEMBER

**Bazelon Sees "Havana"**



CHICAGO — Getting an eager eye-ful of "Havana," at United Manufacturing Company's display room here, was Roy Bazelon, of Monarch Coin Machine Company. With his distributing company located in Chicago also, local wags claim Roy made the fastest trip to Havana on the cointrade record.

**Idaho Town Passes Stiff Bell Tax**

HAZELTON, IA. — In line with the recent passage of the state law providing for the licensing and taxation of bell machines, the village trustees of this locality recently passed an ordinance that calls for the payment of 50% of the gross deposited in the machines as a tax. In addition, the minimum annual license fee of \$500, as provided by the state law, was set in case proceeds from the equipment do not net enough.

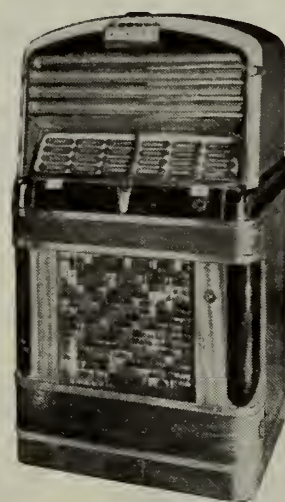
**"Fiesta"**  
DE LUXE  
**GRABS THE SPOTLIGHT**

FROM NOW ON

**Aireon**

*SUPER DE LUXE MODEL  
ALSO AVAILABLE*

**EXCLUSIVE DISTRIBUTORS —**



**TRI-STATE DISTRIBUTING CO.**  
248 CHARLOTTE STREET, ASHEVILLE, N. C.

**WE ARE PROUD TO ANNOUNCE**

Our appointment as distributor for Genco Games for the District of Columbia and the State of Virginia, featuring the new sensational skill game, "Advance Roll." Music Machines for sale, one to one hundred machines—on or off location—straight and remote spots. Call or Write.

**HENDRIX NOVELTY COMPANY**

3603 14TH STREET, N. W.

WASHINGTON 10, D. C.

Phone: Decatur 6675 or Decatur 6171





# Relax After "Rocket" Showing In Peoria



This group of Peoria coinmen and a pair of Coven representatives were taking "time out" at one of Peoria's leading niteries following the showing of the Bally Rocket." Gathered above (l to r) are: Mrs. Richard Frasco, Al Kapprasch and Bob Schaefer, of the Coven Distributing Co., Chicago, Mr. and Mrs. Woods, Richard Frasco, and Mr. and Mrs. L. T. Sprague.

CHICAGO—Ben I. Coven of Coven Distributing Co., this city, distributors for Bally Manufacturing Co., reported this past week that the two showings of the new Bally Rocket game the firm made in Peoria and Rockford, Ill. clicked so well that these will become a policy of the firm with all Bally products.

At the Peoria showing, with Bob Schaefer and Al Kapprasch in charge, the ops simply flocked to the hotel and both Bob and Al report that the orders taken for Bally Rocket exceeded anything ever before shown in this territory.

Among the crowds of Peoria ops who attended the showing were: Snooks Gordon, Barney McKay, of Galesburg, Ill.; Bill Rigney, Peoria; Frank Rose, Galesburg; H. L. Hexamer, Washington, Ill.; Ralph Smith, Pekin, Ill.; L. T. Sprague, Peoria; Eddie Moore, Peoria; Pete Beres, Pekin, Ill.; Les Montooth, Babe Koren, Frank Kinsey, Chet Johnson, Art Harrison, Bill Fleming, Carbristo Collins, Jack Ashby and Andy Frasco of Peoria, Ill.

From this showing Bob and Al went on to Rockford, Ill. to the Hotel Nelson in that city and were again elected by the great reception Bally Rocket received. Attending this showing were: Joe Ruttenberg of Rockford; Wayne Robinson of Pekin; John Crim of Macomb, Ill.; Robert Hallgren of Moline; E. A. Rainey of Macomb; O. E. Fisher of Rockford; Arnold Foch of Beloit, Wis.; Charlie

Obligatto also of Beloit, Wis.; George Snyder of Woodstock, Ill.; Harold Hopperstad of Woodstock; Lee Davey of Elizabeth, Ill.; Ernie Kyler of DeKalb, Ill.; Harry Fields, Otto Flamm and the Yell boys of Sterling, Ill.; Bill Morris of Rockford, Ill.; Sam Seritino and Lew Casola and John Dochas of Rockford; Dan Savage of Beloit, Wis. and Harold Shouts of Monroe, Wis.

**FOR SALE**  
**MILLS VEST POCKETS**  
**CHROME**  
**\$49.50**

**McCALL NOVELTY CO.**  
 3147 Locust St. St. Louis 3, Mo.  
 (Tel: 1644 - 1645)

**Williams'**

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**IS SENSATIONAL!**

**FASTER ACTION!**

**SCORES TO**  
**950,000**

**CONVERTIBLE: 5-BALL**  
**OR 3-BALL PLAY**

Exclusive Distributors

**CONSOLIDATED**  
**DISTRIBUTING CO.**  
**1910 GRAND AVENUE**  
**KANSAS CITY, MO.**

**It's What's In The Cash Box**  
**—That Counts**

"A.M."

IT'S...THE DAWN OF A NEW ERA

IN AUTOMATIC SELLING!

THE OUTSTANDING MUSIC MERCHANDISING LINE FOR 1947 !!!

Aireon

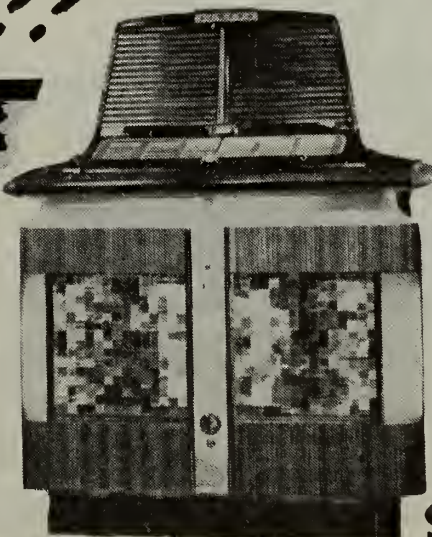
FIESTA DE LUXE

SUPER DE LUXE

EXCLUSIVE DISTRIBUTORS

V. P. DISTRIBUTING CO.

2336 OLIVE ST. ST. LOUIS 3, MO.



Super De Luxe



Fiesta De Luxe



# Coin Machine Acceptance Corporation

A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES



**FIRST AND LARGEST ORGANIZATION DEVOTED EXCLUSIVELY TO COIN MACHINE FINANCING**

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS

717 MARKET ST.  
SAN FRANCISCO, CALIF.

761 PEACHTREE ST., N.E.  
ATLANTA, GEORGIA

710 CONSTRUCTION BLDG.  
WOOD & AKARD STS.  
DALLAS, TEXAS

## Murphy Sisters Listen In



CINCINNATI, O. — Recent visitors at Triangle Distributing Company's headquarters here were the Murphy Sisters, recording artists for Apollo Records. Leo Dixon, president of the firm, introduced the girls to hosts of local music operators, and, to help Leo demonstrate the natural tone quality of Aireon phonographs, sang their latest recorded tune, "Mah-Zel," while the disk was being played on the machine.

## Bill To License Bells Given To Michigan Legislature

LANSING, MICH.—A bill that would license bells has been placed before the Legislature here. Rept. Arthur C. Hauffe (R. Saginaw) said his bill was in the nature of a "trial balloon." It would tax bells \$10 per month.

# Bally ROCKET

5 KICK-OUT POCKETS  
SCORES UP TO 490,000  
FAST FRENZY OF ACTION

Location tests prove ROCKET out-earns all competition. Simplified score-system attracts players who walk away from complicated games. Fast ball-action holds players spellbound by the hour. NEW IMPROVED MECHANICAL UNITS insure trouble-free operation.

Order ROCKET today.

CONVERTIBLE  
5-BALL or  
3-BALL PLAY

•

CONVERTIBLE  
NOVELTY or  
FREE PLAY

TRI-STATE SALES CO. | PIONEER DIST. CO.  
NEW YORK and NEW JERSEY | NEW ENGLAND  
585 Tenth Ave. (Phone: CHelsea 2-4648) New York



# Buckley BUILDS THE Best

## NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS  
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

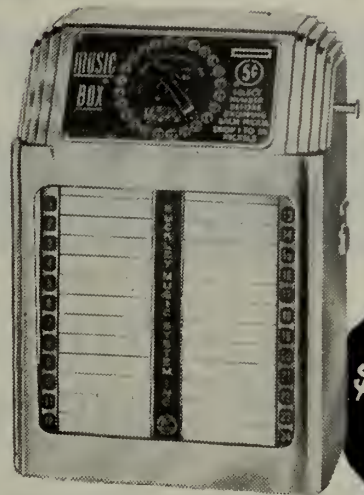
Cherry or Diamond Ornaments,  
Maroon, Copper, Gold, Green,  
Aluminum Gray, Chocolate, Surf  
Blue.

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

\$50<sup>00</sup>



## THE NEW Music Box



\$25<sup>00</sup>

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

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

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

## TRACK ODDS



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

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

\$1250<sup>00</sup>

## Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

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



# IT'S NEW! IT'S REVOLUTIONARY! IT'S GREAT!

## BALLY ROCKET

**FAST AND FURIOUS ACTION  
FANTASTICALLY HIGH SCORES**

**5 KICK-OUT  
POCKETS...**

Simplified score-system — high-score plus Special and Super Special Bumpers — attracts players who walk away from complicated games. Fast and furious ball-action holds players spellbound by the hour. Sensationally high scores create plenty of repeat-play excitement. NEW IMPROVED MECHANICAL UNITS insure trouble-free low-cost operation. Location tests prove ROCKET out-earns all competition. One sample will convince you in a hurry.

**CONVERTIBLE: NOVELTY — FREE PLAY**

**ORDER NOW!**



**CONVERTIBLE  
5-BALL  
OR  
3-BALL  
PLAY**

# PAUL A. LAYMON, INC.

DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIFORNIA, SO. NEVADA, ARIZONA, AND THE HAWAIIAN ISLANDS  
1503 W. PICO STREET Phone: DR. 3209 LOS ANGELES 15, CAL.

## Arcade Operator Stresses Service

INDIANAPOLIS, IND. — F. D. Munson, operator of the Terminal Arcade in this city, has some very definite ideas on how to improve public relations in the coin machine industry. Recently he told the CMI Public Relations Bureau that his golden rule has always been "We are what we do." He believes that policy is firmly established by the manner in which the individual business is run

Elaborating on his pet theory, Munson stresses SERVICE. "We make an honest effort to have all machines which are in service, clean and in perfect operating condition. It is much better to take a machine out of service than to allow it to operate improperly or not at all. Nothing will do more to dampen the enthusiasm of a coin machine patron than the disappointment of no response or a half-hearted response from the machine he patronizes..."

Munson feels that the customer is actually less impressed with not receiving the merchandise or amusement, as he is by the inadequate service. This, he thinks, affects the whole industry and loses many potential clients. Consequently, whenever the unavoidable comes up and a machine is out of whack, he sees that the dissatisfied customer gets his coin back and, a free play

Next to service, Munson advocates strict adherence to Laws. Prevention of unfavorable publicity is, he is convinced, the foundation plank in any Public Relations Program.

*THE OUTSTANDING MUSIC  
MERCHANDISING LINE  
FOR 1947!*

**Aireon**

**EXCLUSIVE  
DISTRIBUTORS**



*Fiesta Deluxe  
Super Deluxe*

**HERMITAGE MUSIC COMPANY**  
423 BROAD STREET NASHVILLE 3, TENN. 1904 EIGHTH AVENUE, N. BIRMINGHAM, ALABAMA

## Test of Pinball Ban Moves To High State Court

CARTERSVILLE, GA.—A test in the Georgia Supreme Court has been decided upon as the next step over the issue as to whether or not municipalities in this state have the right to ban pinball machines, following a ruling in Superior court:

The attorney for the operators declared that he was seeking an injunction on the grounds that the basis for his case was different from that on which the pinball issue last went before the Supreme Court in October 1940.





# We're In A Wonderful Business — IF

A Guest Editorial



By BARNET (Shugy) SUGERMAN  
Runyon Sales Co. of New York

The subject of discussion whenever coin machine men get together is whether our industry is a profitable one or not at this time. Thru experience in various other fields, I would say that from the manufacturer, to the distributor, down to the operator, we are in one of the most lucrative, interesting and most exciting businesses that exists in our country today. Of course, each man or organization, to be successful, must know and understand his branch of the business—and how to run it wisely.

The current problems that have existed in our industry during the last year or so, have been of various natures beyond our control, depending on the different branches of the business we are in. The manufacturer has had supplies trouble, strikes and other headaches which have held up his production and caused him no end of expense and concern. The distributors had spent plenty of money remodeling their places of business, and waited for the manufacturer to make deliveries which did not come as they anticipated, thereby accruing a large overhead expense running their organizations. The operators also had their troubles, awaiting new equipment for their locations, high cost of trained labor, increased costs of records, and rising costs of parts. All these varied problems are due to a reconversion period we have been going thru following the war, and are only now starting to shape up to normalcy.

Of course there are some distributors and operators who refused to face reality. It is this type who have really gotten themselves into bad shape financially. They are the so-called "Johnny come latelys," who entered the industry during the war period and were going to burn up the world when the war was over. They are the kind who wanted to represent all manufacturers and were going to handle every line.

During the war period they ran their businesses in their hats, did not need any accountants, never built up bank credit, but felt they knew the business because they bought recklessly and made money. Instead of checking their resources and trying to handle one line, they wanted all the deals, extending themselves beyond their financial capabilities. They got those deals. Today

they are in serious financial trouble and every cent they made during the war is now just a memory for most of them.

The distributors who knew what they were doing — who knew what kind of organization was necessary to handle a line, and knew how to arrange their finances, today are running a smooth business successfully. These are the distributors in whom the operator has confidence and they are the ones who will remain in business.

The same goes for the operator. Those who run their operation like a real business, and do things sensibly will remain in business and enjoy the profits from a very lucrative business.

To get down to real facts, our industry has grown to such large proportions that it is considered one of the largest in the country today. A word to the wise should be sufficient. Today you must run your coin machine business like a real business man and you will survive and enjoy plenty of profits. The days of running your business in your hat are over. What will happen to those who run their business as a war baby only time will tell.

**Williams'**

**"CYCLONE"**

**IS SENSATIONAL!**

**CONVERTIBLE 5-BALL**

**OR 3-BALL PLAY**

**The VENDING MACHINE CO.**

**FAYETTEVILLE, NORTH CAROLINA**

**U. S. A.**

**IN FLORIDA**

**S U P R E M E**

**WE WILL SELL THESE MACHINES AT ANY REASONABLE PRICE**

We need the space, so come on and make an offer for one or the entire lot. All these machines are rebuilt and guaranteed to work 100% regardless of price.

**FREE**

The buyer of the entire lot of Club Bells will receive free of charge about \$1500.00 worth of console parts, mostly Bally Club Bell.

- 20—Club Bells Comb. F.P. & C.P. Extra Clean and Bug Free
- 5—Sun Rays FP
- 8—Jumbo Parades CP
- 4—Pace Reels—Jr. CP
- 8—Beulah Parks CP
- 1—25c Stanco Bell CP
- 1—25c Bally Roll 'Em
- 1—5c Bally Roll 'Em
- 1—5-25 Keeney Super Bell CP
- 1—25c Keeney Super Bell Conv. FP & CP
- 3—Duo Bells
- 2—Mills 4 Bells Specially Rebuilt 5-5-5-25
- 1—Buckley Track Odds Belgian Mod.
- 1—Bally Colors
- 2—HiTones 8800
- 10—600 Keyboard
- 5—24A
- 1—716
- 1—616
- 1—412
- 1—Crown
- 1—Rex
- 1—Melody King
- 1—Rock-Ola 16
- 1—Imperial 16
- 1—71
- 2—Envoy
- 2—Vogue
- 2—Classic

**6 SUPREME SKEEROLLS**

**1/3 CASH WITH SHIPPING INSTRUCTIONS—BAL. C.O.D.**

SUPREME is Exclusive Florida Distributor for  
**AMI, INCORPORATED**  
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**... IS COMING..**

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- PERSONAL 'MEASURED MUSIC'
- DAVAL'S PRODUCTS
- H. C. EVANS' COMPLETE LINE
- SQUARE AMUSE. GAMES
- FIRESTONE'S GAMES
- UNITED STATES VENDING CORP. MERCHANDISERS
- FILBEN '47 PHONOGRAPHS
- UNITED'S "HAVANA"
- MARVEL'S "POP-UP"
- ELECTROMATON'S "ROL-A-SCORE"

*Wisconsin's Leading Distributors*

**UNITED COIN MACHINE COMPANY**

6304 W. GREENFIELD    SPRING 8446-8447    MILWAUKEE 14, WISC

**COIN MACHINE MOVIES**

FOR REGULAR PANORAMS AND SOLO-VUES

REELS OF 8 AND 6 SUBJECTS

Our Films Get The Dimes

PRICE \$32.50 TO \$38.50 Per Reel

**PHONOFILM**

3331 No. KNOLL DR., HOLLYWOOD 28, Cal.

**MOTORS REPAIRED** WURLITZER — AMI  
— SEEBURG — ROCK-OLA — MILLS. Rewound to Factory Specifications. Rapid service—repaired or exchanged within 24 hours after arrival.

**Complete No Extras \$6.00**

**M. LUBER**  
503 W. 41st (Longacre 3-5939) New York



# Shows How Bells In Clubs Served As A Boon To Community

NORMAL, ILL. — What could well be considered one of the most effective arguments in favor of the placing of bell machines in private clubs was aired here recently in the form of a letter to the editor of "The Normalite," local newspaper, from one who signed himself "Fraternal Organization Member."

Written in protest to recent drives by authorities to remove the machines from private clubs located here, the letter is reprinted below as an example for coinmen faced with much the same problems to gain better public relations for themselves and for bell machines as an operation.

The letter reads:

"Several weeks have passed since the slot machines were taken from the private clubs; but those authorities who took the machines are doing the community a great deal more damage than good. The public should realize just what the funds raised in this manner have been used for before passing judgment.

"The community has an iron lung which was bought solely with funds raised from a slot machine in a private club. This was presented as a gift so that any one in the community needing such medical facility would have it available. It was accepted and appreciated even though the funds for its purchase were raised 'illegally.'

"The isolation ward for infantile paralysis has had a gift of some \$500 from a private club, and this, too, was made by the club on its slot machine. No one turned down the gift because of the manner in which it was raised, and it will do as much good as money raised in any other manner.

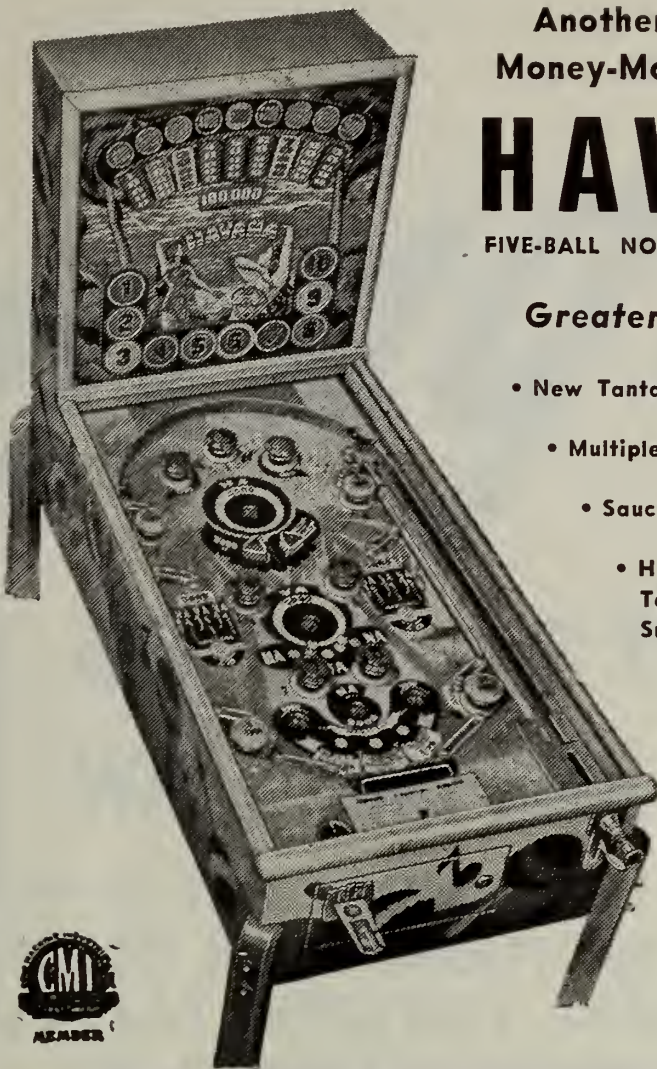
"The private club has its slot machine plainly marked, 'This Is for Donation.' You will find that on every slot machine in a private club. If the members care to play, they know what they are doing. No one but members has access to the machine. The slot machine in a private club is a matter entirely different from one in a tavern, where its use is open to all. The private club should not have been considered in the light of the public tavern, and it should have been treated differently. The public is hurting only itself when it lets its county officials act in this manner. And the public should remember this at election time."

—Fraternal Organization Member

## Baum Takes New Quarters

ST. LOUIS, MO. — D. Baum, Baum Distributing Company, has announced the removal of his firm to new and larger quarters at 2332 Locust Street, this city.

The firm serves as distributors here for the Allite Manufacturing Company, Chicago Coin Machine Company, and the Chicago Metal Manufacturing Company.



Another Great New Money-Maker by United!

# HAVANA

FIVE-BALL NOVELTY-REPLAY GAME

Greater Than "RIO"!

- New Tantalizing Ball Action
- Multiple Scoring Pockets
- Saucer Kick-Out Pockets
- HA-VA-NA Feature is Terrific Build-Up for Super-High Scores
- Cross-Ball Action
- Fourteen Ways to Score Replays

See Your Distributor Now!

## UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

### ELECTRO POKER

(POKERINOS)  
Something New and Different  
Post-War Model with Added Features

NEW GROUP GAMES  
WITH ENTIRELY DIFFERENT  
FEATURES

PHOTOMATICS — Factory Reconditioned  
Like New  
10 FT. NEW SUPERROLLS (SKEEBALLS)  
COMPLETE PENNY ARCADE OUTFITS

BACKBOARD GLASSES FOR POKERINOS  
BACKBOARD GLASSES FOR SUPER ROLLS  
Write for Prices

ZIP CORD — RUBBER COVERED,  
UNDERWRITERS APPROVED  
Per 1000 Ft. ....\$17.50

Write—Wire—Phone

**MIKE MUNVES**

510-514 W. 34th STREET, N. Y. 1, N. Y.  
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IS SENSATIONAL!  
CONVERTIBLE: 5-BALL  
OR 3-BALL PLAY

**V. P. DISTRIB. CO.**

2336 Olive St. — 2339 Pine St.  
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Exclusive Distribution

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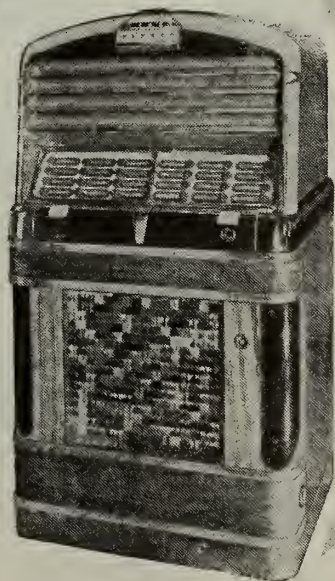
WILLIAMS  
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**"fiesta"** IS IN THE SPOTLIGHT FROM NOW ON!  
DE LUXE  
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EXCLUSIVE DISTRIBUTORS

## TRIANGLE DISTRIBUTING COMPANY

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# Coming!!

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THE PERFECT MATE TO THE SENSATIONAL AMI MODEL "A" 40 SELECTION PHONOGRAPH OR THE AMI CONTINUOUS PLAY HIDEAWAY CABINET. SEE US TODAY FOR COMPLETE DETAILS!

Exclusive AMI Factory Distributors for Northern Illinois and Lake County, Ind.

## AUTOMATIC DISTRIBUTING CO.

806 No. MILWAUKEE AVE. (All Phones: CHesapeake 4900) CHICAGO 22, ILL.

### Katz Travels Nation For Esquire Games



CHARLES KATZ

NEW YORK — Visiting with his firm's distributors thruout the nation, Charles Katz, of Esquire Games Company, arrived here during this past week for a brief stay with local coinmen before returning to the organization's brand new headquarters at 1701 Belmont Ave., Chicago.

The big news Charlie brought to local coinmen was to the effect that the firm's "Spotlite" is well on its way in production, and deliveries are scheduled for an early date.

"We believe we have the answer to bigger and better collections for the entire amusement games division of the industry," Charlie declared, "and on the basis of my conversation with our distributors in all parts of the country, I can say that belief is really widespread."

Prior to his arrival in the East, which he will cover during the next few weeks, Charlie visited R. F. Volk, Salt Lake City; Jack Williams, of Capitol Music, Denver, Colo.; Al Armos, Golden Gate Novelty Co., San Francisco; Paul Laymon, Los Angeles; J. Orr, Border Amusement Co., Albuquerque; Pete Blum, United Distributors, Wichita, Kans., and Cliff Wilson, of Tulsa, Okla.

## Bally ROCKET

5 KICK-OUT POCKETS  
SCORES UP TO 490,000  
FAST FRENZY OF ACTION

Location tests prove ROCKET out-earns all competition. Simplified score-system attracts players who walk away from complicated games. Fast ball-action holds players spellbound by the hour. NEW IMPROVED MECHANICAL UNITS insure trouble-free operation.

Order ROCKET today.

CONVERTIBLE  
5-BALL or  
3-BALL PLAY

CONVERTIBLE  
NOVELTY or  
FREE PLAY



## JONES DISTRIBUTING CO.

127 EAST 2nd, SOUTH, SALT LAKE CITY, UTAH  
1454 WELTON STREET DENVER, COLORADO



# SOUNDIES

## New COINCRAFT Reels Feature "Sure-Fire" Talent

SOUNDIES offers you the finest array of talent ever assembled. There are three reels in this *brand new* series, C-100, C-200, C-300. The reels feature the top names in the entertainment field . . . including luscious lovelies like Sally Rand, Faith Bacon and June St. Claire. *Man—they're terrific!* Many other great stars appear in the six pictures on each reel to make this Coincraft Series the biggest money-maker you've ever seen.

Coincraft pictures have 16mm RCA Sound Track and the finest film available, properly processed for clear tone and trouble-free operation. Each subject is approximately 1½ minutes running time. Don't delay . . . Order today.

If check received with orders, reels shipped prepaid. Otherwise, shipped C.O.D.

Per Reel  
Of Six  
Pictures

**\$36<sup>00</sup>**

Complete Series  
of 3 Reels  
Per Reel

**\$32<sup>00</sup>**

F.O.B. Chicago

Exclusively for Solovue and Peep Machines.



# SOUNDIES

## FILMS, INC.

209 W. JACKSON BLVD., CHICAGO 6

## Amer. Amuse. Opens Branch In Idaho



HARRY H. BROWN

IDAHO FALLS, IDA. — Harry Brown, American Amusement Co., Chicago, Ill., announced the opening of a branch office in this city, where they are rebuilding old Mills escalator slots into their "Golden Falls." John Collette, well known coinman, is the general manager of this office, and reports the distribution of their bells at a very active pace.

Other offices are to be opened in the Western states in the near future, the next being in Las Vegas, Nevada. According to Harry Brown, one of the most outstanding coinmen in the business will be placed in charge of this office.

Brown, who has been traveling extensively the past two months, is now visiting in the East. He will spend about a week in New York City and then return to Chicago.

## WINNING COMBINATIONS

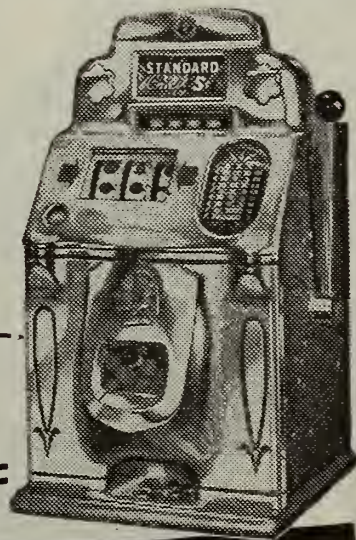


In Music  
it's

LISZT and his PIANO

In Coin Machines

it's JENNINGS  
and the  
STANDARD CHIEF



**O. D. JENNINGS AND COMPANY**  
4307-39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS

..... The Leader in the Field for over 40 Years .....





# Moore Sues Spokane On Pingame Ban

SPOKANE, WASH. — A suit challenging this city's ban on pingames has been filed here in federal district court, it was disclosed here recently.

Prepared in the form of a petition, the action was filed in the name of the Jack R. Moore Co., well known coin-trade distributing firm, alleging that \$22,000 in conditional sales contracts are owing to it and would be forfeited as a result of the move.

Though bells were not expressly mentioned in the ban, seven private clubs have filed Superior Court actions, seeking to enjoin the city from enforcing the measure.

# Pantages To Show At Ohio Convention



H. F. DENNISON

NEW YORK — Pantages Maestro Company, manufacturers of the new mirrored cabinets for phonos, will show at the convention of the Ohio State Phonograph Merchants Association, it was announced here this past week by H. F. Dennison, Eastern Sales Manager for the firm.

The showing in Cleveland should prove an easy assignment for Dennison, who has been setting a whirlwind pace for coinmen in this area. Now in the process of setting up distribution for the product thruout the East, Dennison is reported to have visited cointrade headquarters of six states in six days.

"We have a sensational product," Dennison said, "and you've got to do some sensational things to even keep up with it."

## WILL BUY ANY TYPE MILLS ESCALATOR SLOTS

MENTION QUANTITY AND PRICE IN FIRST LETTER

American Amusement Company  
164 E. Grand Ave., Chicago 11, Ill.  
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# NEEDED!! 100 USED PHONOGRAPHS

We have Export orders for 100 used phonographs in good condition . . . for the month of May only.

We will allow unusually high trade - ins on the New 1947 PACKARD Phonograph.



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5 KICK-OUT POCKETS  
SCORES UP TO 490,000  
FAST FRENZY OF ACTION

Location tests prove ROCKET out-earns all competition. Simplified score-system attracts players who walk away from complicated games. Fast ball-action holds players spellbound by the hour. NEW IMPROVED MECHANICAL UNITS insure trouble-free operation.

Order ROCKET today.

CONVERTIBLE 5-BALL or 3-BALL PLAY

CONVERTIBLE NOVELTY or FREE PLAY



# ATLAS NOVELTY CO.

2217 FIFTH AVENUE, PITTSBURG, PENNSYLVANIA



# Runyon Holds 2-Day AMI School For Ops

NEW YORK — Runyon Sales Co., this city, held a two day school session at their showrooms for music operators of AMI equipment. An average of 75 operators and their mechanics attended each day to listen to the lectures of Monte West, AMI factory field engineer.

The entire staff of Runyon Sales Co. attended, headed by Barney (Shugy) Sugerman, Jack Mitnick, sales manager, and Sam Lerner, Runyon service engineer. The classes started at 7:30 P.M. and lasted until 9:30, after which the operators were served refreshments.

"The operators" reports Mitnick, "were highly enthusiastic over the many problems tackled and solved, and acknowledged that it will save them considerable time and expense when they run into these problems on location."

# Bandits Rob Ravreby's N.Y. Arcade; \$1000 Loot

NEW YORK — "Playland," one of this city's best known arcades located in the heart of Broadway, and owned by Ed Ravreby, prominent Boston coinman, was held up on the morning of April 28 by robbers who entered just before the opening hour to find Herbert Hoff, the manager, at the open safe preparing to take the week-end's receipts to the bank.

Hoff, who had his back to the door of his office, heard the intruders only when they were practically upon him; the next thing he knew, Hoff reports, he felt a gun pressed into his back. A voice ordered: "Don't turn around; go over to the corner and lie down, face downward. If you turn around, you'll get it."

Hoff obeyed, and as he lay on the floor the gun was still pressed against him, while the bandit's accomplice collected the loot. In a few seconds they were gone, and Hoff ran out, but the men had disappeared. Police were notified, and a detective was assigned to the case.

# MAPE'S BETTER BUYS!

**PHONOGRAPH Replacement Plastics**  
for all popular Phonograph Models. Guaranteed perfect fit. Write for prices.

**KEENEY Super Bonus Bells**  
Singles, two-ways, three-ways. Slightly used, refinished. Write for prices.

**TERMS:** 1/2 deposit with order, balance C.O.D. F.O.B. Los Angeles or San Francisco.  
**SAN FRANCISCO, General Office:** 284 Turk Street - Phone PRospect 2700  
**STOCKTON:** 21 No. Aurora Street - Phone 7-7903  
**LOS ANGELES:** 1701 W. Pico Boulevard - Phone DR. 2314

**SPECIALS**

SEEBURG Baromatics, 5, 10, 25c Wireless.....	\$34.50
SEEBURG Baromatics, 5, 10, 25c 3-Wire.....	29.50
SEEBURG Wallomatics, 5c Wireless .....	27.50
SEEBURG Wallomatics, 5c 3-Wire .....	24.50
PACKARD Wallboxes (used) .....	24.50
BUCKLEY Chrome Boxes .....	17.50
BUCKLEY Chrome Boxes .....	15.00

**FEATURE ITEMS**

PICKUP COILS (for all Seeburgs exc. Hitones) .....	\$ 1.50
FIBRE INSERTS (For Seeburg Wall Boxes) Sets each 25c—Minimum Order 10 sets.....	2.50
SEEBURG Wall Box Covers—Cream or Brown	4.95
FIBRE Main Gears (Wurlitzer or Seeburg).....	3.25
Lots of 10 — \$2.75; Quantity Lots .....	2.50
B-3 CRYSTAL PICKUPS—DATED — Rock, or Mills .....	2.75
FLOCKING KITS (Includes Gun, Ivory and Brown Felt Flock, Undercoats, Thinner, Brush. Instructions — Dealers' Net .....	6.45
STAPLE DRIVER (Walsco) Dealers' Net .....	4.26

**REPLACEMENT MOTORS**  
For Wurlitzer-Seeburg Phones .....ea. \$22.50  
110V-60 Cycle—Reconditioned Motors — Will Give Excellent Service — 30 day Guarantee.

**PLASTIC SHEETS**  
20" x 50" (red) 60 Gauge — each .....\$ 9.50

**E. B. MAPE Distributing Co.** INCORPORATED  
SAN FRANCISCO  
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All Merchandise TRIPLE-WARRANTED by Pacific Coast's largest distributor of coin operated equipment.

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**BALLY'S GREATEST—"ROCKET"**  
**WILLIAMS' "CYCLONE"**  
IMMEDIATE DELIVERY  
Exclusive Distributors for MICHIGAN

**King-Pin**  
**EQUIPMENT COMPANY**  
KALAMAZOO 21, MICH. 826 Mills Street Phone 2-0021  
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DETROIT 1, MICH. 3004 Grand River Phone Temple 2-5788

**TEXAS OPERATORS**

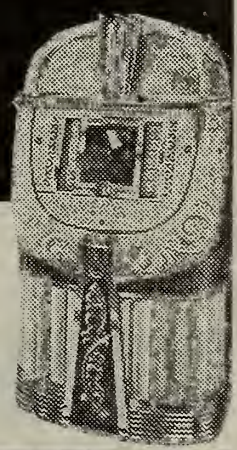
**Williams' CYCLONE**  
IS SENSATIONAL  
FASTER ACTION!  
SCORES TO 950,000!  
CONVERTIBLE: 5-BALL OR 3-BALL PLAY

**GENERAL DISTRIBUTING CO.**  
"Largest Distributors of Coin Operated Machines in Texas"  
2812 MAIN ST.  
DALLAS, TEXAS  
Offices in San Antonio — Houston — El Paso

**FIRESTONE GAMES**  
TOP-FLIGHT MACHINES  
**FIRESTONE GAMES**  
TOP MONEY MAKERS  
**FIRESTONE ENTERPRISES, Inc.**  
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40-SELECTION PHONOGRAPHS

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EXCLUSIVE DISTRIBUTOR  
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Say "I Saw It In THE CASH BOX"



# YOU'LL GO FARTHER and GET MORE with GOTTLIEB GAMES!



**DAILY RACES** 1-Ball, convertible to fast 5-Ball Play. Changing Multiple Odds. Automatic Shuffle Board. Available in Replay or Payout Models. The leader in action and features that keep earnings at record levels.

## MAISIE

There's amazing new high scoring in this 5-Ball Free Play attraction. Intriguing Ball and Backboard action sustains interest — develops top earnings.

## DeLuxe GRIP SCALE

Consistently Best Since 1927!



SEE YOUR DISTRIBUTOR

"There is no Substitute for Quality!"

# D. Gottlieb & Co.

1140 N. KOSTNER AVE.

CHICAGO 51, ILL.

TWENTY YEARS OF LEADERSHIP



## Philly Ops' Group Donates Phonos



PHILADELPHIA, PA.—Happy children grouped around a donated juke box at Holy Rosary Hall in this city are shining examples of good public relations work achieved by the Phonograph Operators Association of Eastern Pennsylvania and New Jersey.

Jim O'Brien, Business Manager, suggested that the Association contribute juke-boxes to the youth centers—and since last December fifteen have found their way into various civic clubs and schools. Leading figures in the fight against juvenile delinquency cooperate with the Association to prove that prevention is better than cure. Preteens as well as teensters hold weekly dances under the auspices of church and school.

Service and maintenance is also contributed by the Eastern Operators, and the entire executive ledger of the association backs this program. O'Brien reports that results have been most gratifying and that commendation from civic sources has really given the Association a boost in Philadelphia.

This practice of donating phonographs to civic and church groups for the purpose of providing youngsters with better and more supervised recreational activities has been carried out by many associations in all parts of the country, and reports indicate that it is one of the better means of gaining more favorable public relations that have been attempted on the community level.

ORDER DIRECT FOR FASTEST DELIVERY  
The New WILLIAMS

### CYCLONE 5-BALL GAME

Rapid fire fast play . . . a cyclone of action with irresistible appeal. Balls ride the shoot the chute. Unusually high score.

FOR YOUR SOURCE IT'S SCOTT-CROSSE

**SCOTT-CROSSE COMPANY**  
1423 Spring Garden St., Phila., Pa.

**FREE:** 1 PFANSTIEHL TONE ARM SCALE WITH EVERY ORDER OF 50 PFANSTIEHL NEEDLES.

Pfanstiehl Needles.....Ea. 50c

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**ATTENTION!**

5 Total Rolls, Like New, Ea...\$290.00  
1 Pokerino and 1 Western, Both ..... 75.00  
1 Mills Three Bells, A-1 ..... 250.00

**OLSHEIN DISTRIBUTING CO.**  
1100-02 B'WAY, ALBANY 4, N. Y.



# ADVANCE ROLL

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

## GENCO'S NEW SENSATIONAL ROLL DOWN GAME

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



### NEW FEATURES

•

### NEW SCORING FEATURES

•

### PLAYER CONTROLS BALL

•

### STURDY

•

### BEAUTIFUL

•

### \* FLOATING ROLLOVER BUTTON

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

ORDER FROM YOUR NEAREST DISTRIBUTOR

**GENCO** **BUILDS GREATER GAMES**  
 2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS







# Indie Music Op Denied Injunction To Halt N. Y. Union's Pickets

NEW YORK—In a decision handed down late this past week, a judge of the Supreme Court, county of Queens, refused to grant the temporary injunction sought by an independent music operator against the Automatic Music Operators Association, local trade group, and the International Brotherhood of Electrical Workers, Local 786 (AFL).

The music operator, Alfred Riddle, charged in his action that there was a conspiracy between the two organizations to injure and destroy his business; he asked that court grant him relief from this allied conspiracy and to enjoin the union from continuing to picket locations in which his phonographs are installed.

Representing the music ops, association were Al Denver, A.M.O.A. president, and Sidney H. Levine, attorney for the organization.

In his reply to the allegations made by the plaintiff, Levine pointed out that, so far as a "conspiracy" between the association and the union, the charge was "ridiculous." The only connection between the two groups, Levine pointed out, was a collective bargaining agreement that exists between all members of the association and the union; and that agreement, Levine continued, touches only upon the factors of wages, hours, and other general labor conditions.

As a result of the arguments offered by Levine and Samuel Mezensky, attorney for the union, the judge denied Riddle the temporary injunction he sought pending a court trial of the issue, which has been scheduled for May 19, 1947.

## BEN RODINS SELLS FOR LESS SENSATIONAL VALUES

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SUBJECT TO PRIOR SALE

### Your Choice \$25.00 each

ANY FOUR FOR \$85.00

Legionnaire Star	Marines at Play	Girls Ahoy
Bomb The Axis	G.I. Joe	All American
Sluggo	On Deck	Fox Hunt
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Invasion .....	\$49.50	Flat Top .....	\$9.50
Midway (Rev.) .....	49.50	Liberty .....	69.50
Bubbles .....	59.50	Laura .....	89.50
Big Top .....	59.50	Big Hit .....	99.50
Grand Canyon .....	69.50	Dynamite .....	150.00
Catalina .....	69.50	Spellbound .....	150.00
		Cover Girl .....	85.00

### Your Choice \$34.50 each

ANY THREE FOR \$95.00

Eagle Squadron	Gobs
Venus Play Ball	Home Run '42
	Do Re Me

# MARLIN

AMUSEMENT CORPORATION

412 NINTH STREET, N. W.

WASHINGTON 4, D. C.

District 1625

# Bally ROCKET

5 KICK-OUT POCKETS  
SCORES UP TO 490,000  
FAST FRENZY OF ACTION

Location tests prove ROCKET out-earns all competition. Simplified score-system attracts players who walk away from complicated games. Fast ball-action holds players spellbound by the hour. NEW IMPROVED MECHANICAL UNITS insure trouble-free operation.

Order ROCKET today.

CONVERTIBLE  
5-BALL or  
3-BALL PLAY

CONVERTIBLE  
NOVELTY or  
FREE PLAY



# B. D. LAZAR CO.

1635 FIFTH AVENUE, PITTSBURGH, PA.

## GLOBE... WHERE SMART OPERATORS BUY!

— NOW DELIVERING —  
ALL THE LATEST FACTORY RELEASES

### NEW 5 BALLS

Rocket  
Kilroy  
Havana  
Carnival  
Maisie  
Mystery

### ARCADE

Chicoin Basket Ball  
Boomerang

### COUNTER GAMES NEW SLOTS

All Makes and Models

### By Far The Best THE DOWNEY-JOHNSON COIN COUNTER

IMMEDIATE  
SHIPMENT  
1 Year  
Guarantee



\$217.50

F.O.B.  
Chicago

GLOBE COIN SORTER.....\$290.00

### 1-BALLS

Bally Entry  
Bally Special Entry

### CONSOLES

Jennings Challenger  
Bally De Luxe Draw Bell  
Bally Triple Bell  
Evans Consoles  
(All Models)  
Mills 3 Bells

Distributors. Send for Full Particulars. — Free Circular Available Upon Request!

WRITE FOR LIST: RECONDITIONED 5 BALL PIN GAMES, CONSOLES,  
ARCADE EQUIPMENT, 1 BALL MULTIPLE TABLES, SLOTS  
TERMS: 1/3 DEPOSIT — BALANCE C.O.D. OR SIGHT DRAFT.

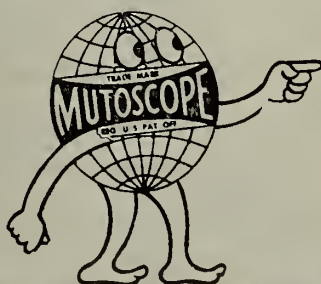


CHARLES (JIMMY) JOHNSON

VINCE MURPHY

# GLOBE DISTRIBUTING CO.

1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. · ARM. 0780



## THOUGHTS for THIS WEEK

• Spiritually, it is a good plan to live to-day as though to-morrow were to be your last. But it's a pretty wise scheme to plan your business for to-morrow; to-day will soon be past.

\* \* \*

• Three of the most profitable operators' machines ever built: PHOTOMATIC, VOICE-O-GRAPH, ATOMIC BOMBER.

# INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET

WM. RABKIN, President

LONG ISLAND CITY 1, NEW YORK



# OPERATORS SAY

# CYCLOPONE

## IS THE BEST...

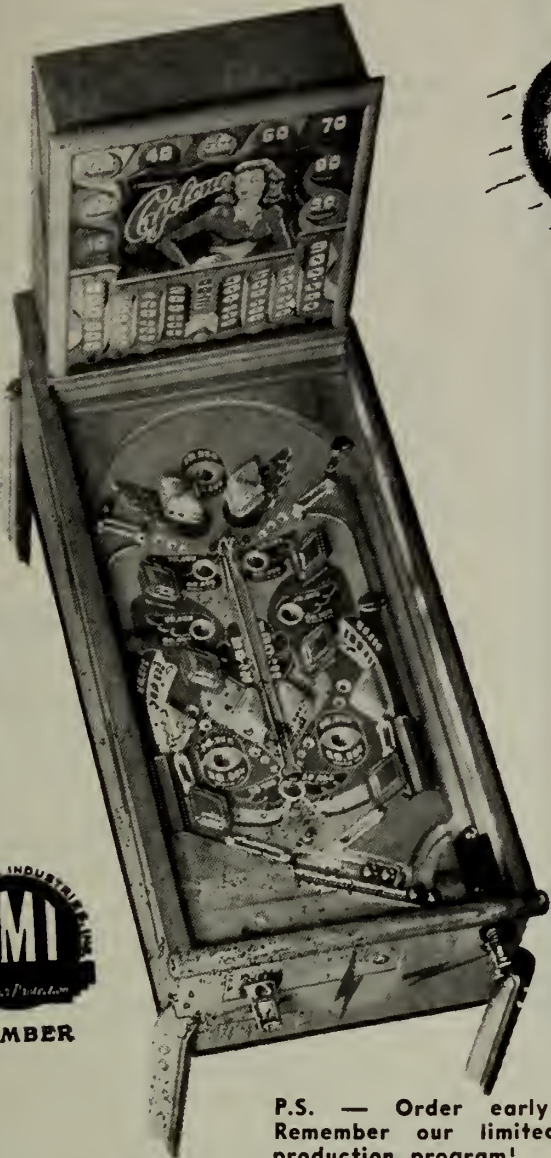
... AND YOU KNOW WE HAVE MADE  
PLENTY OF HIT GAMES! 'NUF SED!

### FASTER ACTION SCORES TO 950,000!

CONVERTIBLE: 5-BALL OR 3-BALL PLAY  
ORDER FROM YOUR DISTRIBUTOR TODAY!

*Williams*  
MANUFACTURING  
COMPANY

161 W. HURON ST., CHICAGO 10, ILLINOIS



P.S. — Order early!  
Remember our limited  
production program!

## Mulligan Distributing Co. Moves



BEN LONG



JACK MULLIGAN

PITTSBURGH, PA.—Jack Mulligan, general manager and Ben Long, sales manager of Mulligan Distributors, Inc., move into their three story building at 1400 Fifth Avenue on May 1.

This firm, who are distributors for Aireon in Western Pennsylvania and part of West Virginia, purchased the building over a year ago, but due to the many building obstacles, have been unable to move in until now. Only one more problem has to be overcome, and that is the telephone installation. Until the time when the stike is settled, Mulligan will maintain their phones at 1024½ Fifth Avenue, their old address.

"The building will give us over 10,000 square feet of floor space" re-

ports Mulligan," the first floor being devoted to offices and display rooms, the second floor will house our service and repair departments, and the third floor will be used for storage space."

### CLEARANCE

PIN BALL—Clean and Reconditioned	
Big Parade .....	\$ 64.50
Sky Raider (Big Parade) .....	49.50
Knockout .....	64.50
Army-Navy (Knock Out) .....	49.50
Air Circus .....	59.50
Catalina (Slightly Used) .....	99.50
MUSIC	
Wurlitzer 61's .....	\$124.50
Wurlitzer 616's (life up Grill).....	\$119.50
Seeburg 12's .....	74.50
Wurlitzer Model 120 Wall Boxes.....	17.50
MISCELLANEOUS	
Used Records—Recent Popular Numbers, Packed 25 Asstd. to Carton, Prepaid..	\$2.75
Tubular 5c Wrappers, Per 1000.....	.85
1/3 Deposit, Balance C.O.D.	
<b>IRWIN DISTRIBUTING CO.</b>	
106 S. GROVE	WICHITA 7, KANSAS
Phone 5-9697	

## P. & S. "SHOOTING STARS"

This 5 Ball Free Play  
Game Will Bring You  
MORE PLAY

It costs LESS to  
Buy and OPERATE

WRITE FOR DESCRIPTIVE CIRCULAR  
**P. & S. MACHINE CO.**

3017 N. Sheffield Av. Chicago 14, Ill.



JOE ASH

**ACTIVE**  
Reconditioned  
**GAMES**  
'NUF SAID!  
For A  
Complete  
List of  
Specials

Drop a Line  
to Any One  
of Our  
3 Offices

**Active Amusement Machines Co.**  
666 NORTH BROAD ST., PHILA. 30, PA.  
Phone: Fremont 7-4495  
1060 BROAD STREET, NEWARK, 2, N. J.  
Phone: Mitchell 2-7646  
1120 WYOMING AVE., SCRANTON, PA.  
Phone: Scranton 4-6176



## West Coast Operator Killed In Airplane Crash

LOS ANGELES — One of the best known operators in this territory, Ray Smith, of Barstow, was killed last week when his private plane crashed at Guthrie, Iowa, it was learned by his many friends here.

Smith had flown his wife to the Iowa town to visit with her parents, and, after landing there, Smith and the airport manager went up for a flight in the coinman's BT-13 type airplane.

During the flight the aircraft suddenly went out of control and crashed, killing both Smith and his passenger.

At last reports it was not known whether the body would be returned here for burial or would be interred in Iowa.

## Joe Kelly Purchases Phoenix Distrib Firm

PHOENIX, ARIZ.—Phoenix Distributing Company, this city, has been purchased by Jim Kelly, it was announced here recently.

Kelly was sales manager for Brown and Bigelow, a national advertising concern, representing them in an executive capacity in Minneapolis, St. Louis, Detroit and New York City.

"I have had the opportunity," reports Kelly, "to serve the coin machine business and observe the wishes of coin machine operators in each of these territories. I shall cooperate with all coinmen in my territory and will be available to them for every possible service."

## Happy Birthday!



IRV ORENSTEIN

NEWARK, N. J.—Irv Orenstein, in charge of Seacoast Distributors' offices in this city, celebrated a birthday anniversary on May 3rd.

**METAL TYPER DISCS**  
FOR GROETCHEN TYPER  
Finest Aluminum--Standard Thickness  
Satin Finish



PRECISION DIES **\$850**  
Per 1000  
1/3 Dep. with Order  
Money Back Guarantee—Samples on Request  
**MAX GLASS** DISTRIBUTING COMPANY  
914 DIVERSEY CHICAGO 14, ILL.

# Empire Coin Values

### SLOTS

5c BLACK CHERRY, ORIG., 2-5.....	\$119.50
5c WATL. ROLATOP	\$79.50, 10c \$89.50
5c JENN. SILVER CHIEF	119.50
5c MILLS BLUE FRONT, ORIG.	109.50
10c MILLS BLUE FRONT	119.50
25c MILLS BLUE FRONT	129.50
5c BROWN FRONTS	119.50
10c BROWN FRONTS	129.50
25c BROWN FRONTS	139.50
VEST POCKETS, 1946 Model	59.50
5c QT., LATE, Glitter Gold Front..	87.50
25c QT., LATE, Glitter Gold Front..	109.50
5c JENN. CLUB CONSOLE CHIEF	149.50
10c 4-STAR CHIEF	119.50
COLUMBIAS, J.P., 1946 MODEL	99.50
5c BLACK CHERRY, REC.	149.50
10c BLACK CHERRY, NEW REB.	169.50
5c PACE DELUXE \$69.50, 25c, \$79.50	
SLOT STANDS COMPLETE	\$17.50
5-10-25c JENN. LITE-UP CHIEFS	Write

### CONSOLES

5c KEENEY SUPER BONUS BELLS.....	\$595.00
25c KEENEY SUPER BONUS BELLS....	695.00
5c BALLY DRAW BELL	\$349.50
25c BALLY DRAW BELL	395.00
BAKER'S PACERS, D.D., J.P., NEW	395.00
5c COMB. SUPER BELLS	149.50
BALLY SUN RAYS, F.P.	89.50
5c BUCKLEY TRACK ODDS, J.P.	435.00
HI HAND, COMB	139.50
WATLING BIG GAME, 5c, P.O.	89.50
5c PACE SARATOGA SR.	99.50
BALLY BIG TOP, P.O. or F.P.	89.50
WATLING BIG GAME, F.P.	79.50
MILLS JUMBO, P.O. LATE HEAD	99.50
JENN. SILVER MOON, F.P.	79.50
5c BALLY CLUB BELL	159.50
25c BALLY CLUB BEL	184.50
EVANS LUCKY STAR	149.50
GALLOPING DOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-Tone	249.50

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C.O.D. OR SIGHT DRAFT.

### ONE BALLS

VICTORY SPECIAL	\$469.50
CLUB TROPHY, F.P.	139.50
VICTORIOUS, F.P., TURF CHAMP	69.50
'41 DERBY	149.50
RECORD TIME, F.P.	99.50
LONGACRE, F.P.	249.50
TURF KING, P.O.	189.50
JOCKEY CLUB, P.O.	175.00
40 MILLS 1-2-3, F-P	89.50
MILLS OWL, 1 OR 5 BALL, F.P.	69.50
LONGSHOT, P.O.	129.50
KENTUCKY, P.O.	149.50
BLUE GRASS, F.P.	109.50
VICTORY DERBY, P.O.	325.00

### ARCADE

BALLY DEFENDER	\$119.50
GENC OWHIZZ—Like New	89.50
MUTO, VOICE-A-GRAPH	\$875.00
TOTAL ROLL, LIKE NEW	375.00
EV. SUPER BOMBER	189.50
BATTING PRACTICE	85.00
ELECTRIC DEFENSE GUN	24.50
HOLLY GRIPS	11.50
EXH. CARD VENDOR	9.50
EXH. STREAMLINE CARD VENDOR	24.50
SHOOT TO TOKYO	109.50
CHICAGO COIN GOALEE—Like New	239.50
GOTT. 3-WAY GRIPS	19.50
CHICAGO COIN HOCKEY	119.50
MUTOSCOPE SKY FITER	159.50
RAPID FIRE	99.50
BLOW BALL	109.50
PITCHEM & CATCHEM	89.50
BALLY SKY BATTLE	139.50
ABT TARGET, MOD. F., BLUE	29.50
ABT CHALLENGER, 1946 MODEL	34.50
SET 3 ADVICE METERS & STAND	119.50
VICTORY STAMP VENDOR, New	24.50

## Empire Coin

### MACHINE EXCHANGE

2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6288 · CHICAGO 47, ILLINOIS

# Bally ROCKET

5 KICK-OUT POCKETS  
SCORES UP TO 490,000  
FAST FRENZY OF ACTION

Location tests prove ROCKET out-earns all competition. Simplified score-system attracts players who walk away from complicated games. Fast ball-action holds players spellbound by the hour. NEW IMPROVED MECHANICAL UNITS insure trouble-free operation.

Order ROCKET today.

CONVERTIBLE  
5-BALL or  
3-BALL PLAY

CONVERTIBLE  
NOVELTY or  
FREE PLAY



## LAKE CITY AMUSEMENT CO.

1621-33 SUPERIOR AVENUE

CLEVELAND

OHIO

You Get The Best Deal When You Deal With The Cash Box



# ENTIRE PHONO BIZ ENDANGERED!

## Congressional Committee Sets May 23rd For Public Hearing On Infamous Scott Bill

NEW YORK — Notification was received by *The Cash Box* late this past week that the House of Representatives' Committee On The Judiciary has scheduled a public hearing on the Scott Bill (H.R. 1269), and it will take place in Washington, D.C. on Friday morning, May 23rd, at 10 a.m. Scene of the proceedings will be Room 346 of the old House Office Building.

News of the Committee's action came from Maurice J. Speiser, general counsel for the National Association of Performing Artists, and chief proponent of the Scott Bill.

*That a public hearing on the measure has been set should well serve to sound a most anxious alarm among all members of the coin machine industry in any way connected with automatic music, since cointrade leaders who have reviewed the bill describe it "as the most vicious piece of legislation ever written against the music operator, and threatening the very existence of automatic music as a business.*

That the bill was even considered worthy of a public hearing came as a sharp surprise to many coinmen who have been maintaining a close watch on all legislation that carry any of the earmarks of being discriminatory and confiscatory, but now that it did, all agree that every member of the trade must join in the fight to stop it before it is pushed along any farther.

"We must have the most adequate representation possible at this hearing," a leading Eastern coinman declared. "We must have representatives from all phases of the business, manufacturers, distributors, operators, servicemen — yes, and a few ambassadors of the finance companies wouldn't do any harm either!" he declared. "The fact and figures of our business speak out in themselves a thousand reasons why such a bill would tax us out of existence."

As has been pointed out by *The Cash Box* in three preceding issues, The Scott Bill (H.R. 1269) would, if passed into law, wipe out that part of the United States copyright laws that specifically exempt coin ma-

chine operators from paying out royalties to any performance rights group for "the privilege of using music protected" by such an organization. This would allow ASCAP, BMI and other such groups to demand an annual fee from every music operator in America as "royalty" for the records featured on his equipment.

In addition to H.R. 1269, Speiser and Scott have another little measure up their legal sleeves to boomerang upon the coinman. That's H.R. 1270, which, if passed, would allow the recording artists to copyright their interpretation of a song on records. That's where Speiser and the NAPA come in. They are, in effect, the ASCAP of the performing artist, and if both bills are pushed thru, the music op will have to shell out for the "privilege" of featuring records "interpreted" by any artist who is a member of the organization.

### IMPORTANT!

Individuals and groups desiring to be represented and heard at the Public Hearing on the Scott Bill (H. R. 1269) should give notification of an intention to be present at the proceedings by making such announcement in the form of a letter addressed to The Clerk, Committee On the Judiciary, House of Representatives, Washington, D. C.

The Committee should be so informed by May 20th.

In addition, all who intend to be present and give testimony should carry with them a written copy of the statement they intend to make, as well as any other pertinent information they wish to have entered for consideration by the Committee.

IT'S ALWAYS "fiesta" TIME  
WHEN MUSIC OPERATORS  
MAKE THEIR COLLECTIONS  
FROM THE

**Aireon**

"fiesta"  
DE LUXE

Exclusive Distributors



**MATHENY VENDING CO.**  
564 W. DOUGLAS STREET, WICHITA 12, KANSAS





### Spokane Location Owner Hits 'Blue Noses' On Pins

SPOKANE, WASH.—With the echoes of the recent pinball controversy here still audible, the following letter, written by A. J. Shoberg, a location owner, was printed in one of the leading newspapers.

"To the Editor of The Spokesman-Review: I'm a believer in churches and God, but I don't believe the church people should try to rule the city, or a group of 1000 should tell us what we have to do. If we want to go to church that is our business. If we want to play the pin-ball machines that, too, is our business. No one is being forced to play them.

"If the pinballs and slot machines are thrown out, realize how many people are going to be thrown out of work in all lines. I myself will have to lay off six regular help and four extra and run the business myself, as we do depend on some of the revenue from the machines to tide us over. Also the city and state government get their tax from them. Why not let well enough alone?

"Just think, there won't be any taverns, dance halls or shows in town as some one will think they are a sin to run, too. Then our business in Spokane will all be run up to Idaho.

### Greenbaum & Palastrant Tour New England

NEW YORK—R. R. (Rudy) Greenbaum, vice president and general sales manager of Aireon Manufacturing Corp., and Ben Palastrant, regional sales manager for the firm, completed a whirlwind tour of the New England distributors this past week.

Greenbaum and Palastrant visited within one week Ralph Calucci, State Distributing Company, Hartford, Conn.; Joe Greene, Greene Distributing Co., Boston, Mass.; Al Bergman, Alfred Sales Co., Buffalo, N. Y.; Art Hermann, The Art Hermann Co., Albany, N. Y. and then on to Detroit, Mich.

While up-state New York, Greenbaum and Palastrant spent a little time at Saratoga Springs and then a day at Art Hermann's country home at Lake George for a barrel of fun. Art's guests for the day also included Al Bergman and Moe Fine of Montreal, Canada.

Palastrant reports that Aireon's "Fiesta" will be in the hands of his distributors very shortly, and that each of them will have a special showing for the trade. The operators will be informed of the dates of these showings by the distributors.

**A Great New Bell Is Born!**

## MILLS DOLLAR BELL

with the **EXCLUSIVE GIANT SIZE HAND LOAD JACKPOT**

Available in **Black Cherry** and **Golden Falls** Models

2/5 and 3/5 Pay Schedules

IMMEDIATE DELIVERY

Manufactured and Distributed by **MILLS SALES CO., LTD.**

1640 18th STREET, OAKLAND, CALIF.

600 S.E. STARK, PORTLAND, OREGON

2827 W. PICO BLVD., LOS ANGELES, CALIF.

## Brilliant's HOUSECLEANING

THESE MACHINES IN A-1 SHAPE RECONDITIONED and GUARANTEED

### WURLITZER

WURLITZER 616 (ILL.) .....	\$139.50	WURLITZER 700 .....	\$300.00
WURLITZER 616 .....	119.50	WURLITZER 750M .....	375.00
WURLITZER 600R .....	195.00	WURLITZER 750E .....	395.00
WURLITZER 600K .....	225.00	WURLITZER 780M .....	300.00
WURLITZER 500K .....	225.00	WURLITZER 700E .....	325.00
WURLITZER 800 .....	\$375.00		

### ROCK-OLA

'39 STANDARD .....	\$199.50	'39 DE LUXE .....	\$225.00
'40 SUPER .....	\$249.50		

### SEEBURG

SEEBURG CLASSIC .....	225.00	SEEBURG COLONEL RC .....	\$269.50
SEEBURG VOGUE .....	225.00	SEEBURG HI-TONE 8800 .....	249.50
SEEBURG COLONEL .....	249.50	SEEBURG HI-TONE 8800RC .....	279.50

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

## Brilliant MUSIC CO.

Rock-Ola Distributors for EASTERN MICHIGAN  
4606 CASS AVENUE, DETROIT 1, MICH.

(Phone: TEmple 1-7455)

## Bally ROCKET

5 KICK-OUT POCKETS  
SCORES UP TO 490,000  
FAST FRENZY OF ACTION

Location tests prove ROCKET out-earns all competition. Simplified score-system attracts players who walk away from complicated games. Fast ball-action holds players spellbound by the hour. NEW IMPROVED MECHANICAL UNITS insure trouble-free operation.

Order ROCKET today.

CONVERTIBLE 5-BALL or 3-BALL PLAY

CONVERTIBLE NOVELTY or FREE PLAY



## EASTERN SALES CO.

1824 MAIN STREET

ROCHESTER

NEW YORK



# SCIENTIFIC HAS A NEW GAME!!!

● ON YOUR TOES--GET READY--GET SET--GO!

● JUMP THE GUN--GET ADVANCE INFORMATION NOW!

● WRITE--WIRE--PHONE TODAY!

??  
**YES...**  
 This is a "teaser."  
 We admit its only purpose is to arouse your curiosity about our amazing 5-ball roll down game. It's really something! It's worth your sending a card, letter or wire to

**SCIENTIFIC MACHINE CORP.**  
 229 WEST 28<sup>TH</sup> STREET NEW YORK 1, N.Y.

**TOPS IN TAVERNS**

?  
 ????  
 ?

**SCIENTIFIC MACHINE CORP.**  
 229 WEST 28<sup>TH</sup> STREET NEW YORK 1, N.Y.

**LOCATIONS RAVE ABOUT IT**

??  
**SCIENTIFIC'S 5 BALL ROLL DOWN**

**EVERY LOCATION A GOLD MINE**

??  
 SCIENTIFIC'S 5-BALL ROLL-DOWN  
 Priced Right at \$279<sup>50</sup>

**SCIENTIFIC MACHINE CORP.**  
 229 WEST 28<sup>TH</sup> STREET NEW YORK 1, N.Y.

??  
**LOOKS LIKE \$500.00 EARNS LIKE \$1000.00 PRICE ONLY \$279.50**

**SCIENTIFIC MACHINE CORP.**  
 229 WEST 28<sup>TH</sup> STREET NEW YORK 1, N.Y.

??  
**\$279.50 WORTH \$500.00**

**SCIENTIFIC MACHINE CORP.**  
 229 WEST 28<sup>TH</sup> STREET NEW YORK 1, N.Y.

PHONE: PENNSYLVANIA 6-8217

## NAAMO Sponsored Mechanics School Begins

NEW YORK—The school to train coin operated machine mechanics started May 5th at the Manhattan Trades Center, New York City. Sponsored by the National Association of Amusement Machine Owners, the program is being conducted by the Board of Education of the City of New York for the Veterans and Reconversion Training Program, under the G.I. Bill of Rights.

The twenty-four young men selected to take this course were interviewed at the school by a NAAMO committee consisting of F. McKim Smith, President; Al Rodstein, vice-president, and Al Blendow, former president. Over thirty veterans were first assembled in one of the classrooms and A. P. Henry, senior teacher, Smith and Rodstein addressed the men. These prospective students ranged in age from twenty-two to forty-one. Joseph Cooke represented the Veterans Administration.

Henry outlined the course, rate of pay and prospects for gainful employment in the coin machine field. Smith stressed the fact that the demand for experienced coin operated machine mechanics far exceeded

the supply and that the young men were very fortunate to have the opportunity to earn while learning. This is only made possible by a grateful government in recognition of the veterans service to his country, he said. Rodstein spoke on the bright future of coin operated machines and the need for experienced mechanics to service them.

The six months course these veterans will receive is divided into two sections; the first twelve weeks consisting of basic training in the use of machine and hand tools lathe work, electronics, photography, projection, coin chutes, rejectors and totalizers.

The second half will consist of actual experience on coin operated machines divided in three groups; mechanical, electrical and those which combine radio and electrical mechanism. Machines from each group will be installed at the school. The school will always be under the supervision of two Board of Education instructors and a current guest instructor, furnished by the manufacturers for their own machines. Students are all high school graduates who have finished a one year radio course.

## Nelson In Action With New Vendors

CHICAGO — Jack Nelson, of Jack Nelson & Company, well known coin machine distributors, announced this past week that the market for his firm's line of vending machine equipment is the "Pop-adding that increasing numbers of operators are adding merchandise machines to current amusement and music operations.

Latest addition to Nelson's roster of vending equipment is reaching new highs, Master," a new pop-corn machine, which he will distribute for the Chicago area. Meanwhile, Bernie Droeger, road man for the firm, is reported to have returned from a trip thru the territory with a great many orders for the firm's "Cash Tray" salted almond vendor and for their line of Victor merchandise machines.



# Mangan Speaks At Omaha Chamber Of Commerce Luncheon

OMAHA, NEB. — James T. Mangan, Director of the CMI's Public Relations Bureau, appeared on Tuesday, April 29th, before the Omaha Chamber of Commerce at a special luncheon attended by the business leaders of this city.

At the speaker's table with Mangan were Hymie Zorinsky of the H. Z. Vending and Sales Company, headquartered here, and Jack Keeney, Jr., son of J. H. Keeney of the J. H. Keeney Company, who is associated with the Frankel Distributing Company in Omaha.

Mangan's speech covered all phases of the coin machine industry, and traced some of its early history. In text and effect it was an aid to the creation of better public relations between the business leaders of this area and members of the cointrade.

Excerpts from Mangan's talk are reprinted below as material for coinmen to include in speeches they may deliver in their own communities in the interests of bettering local public relations.

"The Coin Machine Industry is bigger than most people think. It is actually as big as Human Nature.

"In our industry we have: 100 factories making complete coin machines . . . 1500 factories making parts and materials for coin machines . . . 67,000 part-time and full-time operating businesses . . . 1000 distributors and jobbers with sales and service headquarters . . . The Industry has hundreds of millions of dollars of invested capital . . . We give income to 2,000,000 public establishments and locations . . . Over 75,000,000 Americans use the service of coin machines every week.

"Though the first coin machine was used in Egypt over 3,000 years ago for the purpose of selling Holy Water, the industry's birthplace and home is the U.S.A.

"The Industry started about 60 years ago. It received its biggest impetus during the recent depression. With a running start in 1930 it proceeded to grow by leaps and bounds. In fact, the automobile industry and the coin machine industry have been pointed to as the two great American industries to beat the depression.

"So big is the coin machine business that several large companies have installed separate coin machine departments with staffs whose sole work is to cooperate with coin machine operators. Among them are: Coca-Cola, Pepsi Cola, Nehi, Wrigley, American Chicle, Mars, Hershey's and most big record companies.

"The Music and Amusement sides of the industry are even bigger than vending. There are, operating today, approximately 400,000 coin-operated phonographs. Their effect on music popularity is almost incalculable.

"The game side of the Coin Machine Industry is perhaps its most thrilling division. The game of Bagatelle was developed in this country in the 1880's. About 1932 it had a renaissance and was called pinball. It is a great American sport, ranking with baseball, basketball, and bowling in popularity. Yet, many people don't understand it and are inclined to minimize its great contribution to American recreation.

"The whole coin machine industry is an industry because of the PERSONAL INDUSTRY of its members. They work two days in one. They stay up all night when necessary. Yet, there is no guarantee of success. Manufacturers have five failures or mediocrities for every winner.

"For some time the Industry has recognized the need for Public Relations. We think we are as great and fine as any other industry, but some segments of the public have failed to see our point of view.

"Individuals, in our industry, have contributed great public service in the past. All our Company had Treasury

# Bally ROCKET

**5 KICK-OUT POCKETS**  
**SCORES UP TO 490,000**  
**FAST FRENZY OF ACTION**



**Location tests prove ROCKET out-earns all competition. Simplified score-system attracts players who walk away from complicated games. Fast ball-action holds players spellbound by the hour. NEW IMPROVED MECHANICAL UNITS insure trouble-free operation.**

**Order ROCKET today.**

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EXCELLENT CONDITION ..	79.50
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Excellent Shape .....	79.00
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Perfect .....	325.00

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# THRU THE COIN CHUTE



# CHICAGO CHATTER

One of the most interesting weeks has just passed by. Ops. jobbers, distribs and manufacturers were all enthused over the way the amusement field has awakened and the tremendous interest which is being shown in pin games especially. The trade is all hepped up and visitors pouring into town are yelling for more and still more games. In fact, if some of the bigger factories here open up wide on production the general belief is that this will be one of the biggest runs in their history. Furthermore, it seems that every new game being introduced is a clicker—and that helps plenty to zoom the popularity of the pins over the top thruout the nation.

\* \* \* \*

One of the very neatst sales letters we have ever seen was shown to us by Grant Shay of Bell-O-Matic Corp. Grant can take a deep bow for this one which is headlined, "It's more fun to send a collector than a serviceman". If you didn't get one—just get in touch with Grant . . . One thrill we got this past week was from Herb Jones whose ads are well known to all in the coinbiz. While visiting with Herb over at Bally Mfg. Co. he likened The Cash Box to the Saturday Evening Post. (Thanx a zillion, Herb) . . . Over at Empire Coin everyone seems to be in a rush these days. Ralph Sheffield hasn't been in the place for about six weeks supervising construction of their brand new offices and showrooms on Milwaukee Ave. Howard Freer was poring over ads and scratching away with his pencil preparing new ones. Gil Kitt was out in the field. Shirley Corush, who has her own assistant now was, as per usual, busier than ever . . . Over at Globe Distributing Co. "Dr." Vince Murphy was getting thru on the long distance phones and doing a whale of a job selling the firm's products while Jimmy Johnson was pointing at the walls and shouting about using great big blow-up panels of their coin counter and coin sorter and other new products of Globe Distributing Co.

\* \* \* \*

Wally Fink over at World Wide Distribs busier than a bee this past week trying to get a zillion things done all at one and the same time . . . Roy Bazelon over at Monarch looking wistfully into the sunshiny sky and saying how much nicer it would be to be playing golf than selling coingames. But Roy is stuck to his desk while Clayton Nemeroff is on his vacation traveling by car with Mrs. Nemeroff and will stop at Hot Springs for some well earned baths. He is calling on customers all the way down . . . Bill Mashek of Central Distributing Co., Oklahoma City, partner of "Rosy" Rosenberg and Tim Crumplett, was in Chicago this past week wearing a colossal slinky drape spring suit. "Bye Bye" Bye called him "the picture of sartorial elegance" . . . Harry Salat rushing off to the bank and Al Sebring disappearing leaving Bell Products Co. and the Beacon Coin Changer to their own ways as the first sunny day comes along . . . Clarence Camp of Southern Amuse. Co., Memphis, Tenn. in town this past week reports that business is getting better all of the time and that the reason he came to town was to get more and still more delivery . . . Bill (Bye-Bye) Bye seen zooming down Randolph Street in the early dawning hours with a gang of guys all about and around him. (You can't do that in Philly, can you Bill?) . . . Sam Taran of Miami, Fla. in town all tanned and healthy looking advising that he isn't getting enough games and came up here to cure this matter.

\* \* \* \*

Joe Frank of Nashville, Tenn. was also in town and during the chatting we learned that Joe went on the wagon August 11, 1945 and claims, "Ahm goin' t'stay thataway". In the meantime, Joe advises, that the coinbiz is in for some splendid times. . . . Ed Wurgler of Wurlitzer also in town this past week and learns that you can't play gin in the early dawning hours and win, too . . . Ted Mair of MAC seen here and there . . . Larry Cooper came down from Minneapolis and the very first thing out of the box was his report on the "spinning peg" which he just originated. But according to those present, Cooper is losing his spinning touch . . . Martin Balenseifer (AKC) is teaching some noted coinmen how to train their dogs. (By the way, AKC is for American Kennel Club) . . . Jack Walsh, the Coca-Cola fiend of Mills Industries, took 20 kids to the circus to celebrate his son's birthday. Jack's son has just come thru an eye operation. But, according to others around Mills, instead of Jack spending all that jack to take the kids to the circus—all he had to do was to sit them around him in a circle and just walk around—that's a circus in itself . . . Tommy (Ting-Ling) Callaghan is spreading much interest thruout the Bally plant with a brand new multi-color-writing pen he has just obtained. Everyone is trying to grab the 'ex' on it. If you haven't seen this pen which can write in more than one colored ink—drop into Tommy's office and watch it work.

By the way—where was Georgie (Flintheart) Jenkins this past Wednesday???? . . . Gordon Sutton of Illinois Simplex celebrating the fact that they've at last found a home to live in up in Wilmette . . . Ben Coven getting shaved in the Bally factory and not closing his eyes for a moment while some famous kidders are around. And that reminds me—it seems that "Bally" Sally Goldstein, Ben's very efficient secretary, is the one who helps to get Ben on that barber chair before a lot of other guys . . . Dick Law, Mills Industries adman, has a new grey tone in his private offices which is something to see if you like color . . . Vince Shay as happy as a lark this past week Wednesday and telling the world all about the Jewel Bell.

\* \* \* \*

Things I never knew 'til now—that Rosey Rosenberg of Kansas City likes lots of flowers . . . Bumped into Charley Ewing of Evansville, Ind. and learned that things are going great guns for him down in his part of the world . . . Morrie Ginsberg on his way into the hospital for a gall bladder operation while Eddie takes over the executive duties of the firm. Eddie is quite lost without his car which is being shipped up from Florida and which has been delayed en route somewhere along the line . . . Oscar (Shvitzbood) Schultz, Joe Simon and Midge Ryan having dinner at the Celtic Safe and talking things over. Schultz offers to drive Midge out to San Francisco in a few weeks. "Just for the ride", Oscar says . . . Frank Bannister of Indianapolis around town this past week looking for more and still more games. "Sure can use 'em", Frank claims.

\* \* \* \*

One of the most interesting stories we've yet heard came from Sam Wolberg of Chicago Coin this past week. Sam showed us a letter from some of the execs over at AC Spark Plugs advising that one of their very noted engineers was retiring and the men there wanted to give him one of Chicoin's games as a gift. This engineer had been with Chicoin during the war period and fell very much in love with pins. Now both Sam Wolberg and Sam Gensburg are up against the problem of what games to ship him so that this famed engineering genius will really have a grand time. Of course, what was even more thrilling was the recognition of pin games as such an outstanding and relaxing entertainment by these AC executives for a man who wanted to retire . . . Harry Brown, American Amusement Co., in the East, visiting coinmen in Phila. and New York for a few weeks. Understand Harry will be ready to make a big announcement when he returns to the windy city.

\* \* \* \*

Myer Gensburg, still peeling at the brow from his Florida sojourn, telling us about the terrific rise in costs of materials and components and the fact that many are hesitating prior to going into production of new products these days. Brother Lou Gensburg listening and explaining how rising costs have kicked hard into all manufacturing profits. But, Lou was more interested in telling about the marvelous time he had in Las Vegas with Mrs. Gensburg . . . Harry Williams busier than ever this past week with Tony Gasparro out of town but looking forward with great eagerness to Saturday when he can get up in his plane and spin around the countryside just like a little bird . . . Lindy Force at AMI busy clearing away all those files of letters, orders, etc. which have gathered on his desk while helping to condense present office space.

\* \* \* \*

Dave Gottlieb gave us a very interesting definition of "Bagatelle" which should be of real interest to all in the trade. This is one word which should never be used to describe the present pinball amusement games. And those who are using it should drop it right now. Ask Dave, he'll tell you why . . . Al S. Douglass of Daval back in town from a Florida vacation . . . That meeting of the CMI was reported to have been very interesting with Jim Mangan's report on the public relations work already accomplished most impressive to many who were present . . . Quite a few of Chi's music machine men are expected to be present at the Ohio State Phono Ops meet—right while you are reading this item. (I'll be seeing you there.)



## THRU THE COIN CHUTE



## EASTERN FLASHES

Basically coinmen are optimists at heart. Word that pin games are doing so well thruout the country, even tho they cannot be run here, has given local operators a great lift. They are settled down to the realization that the "picnic" is over and are now working hard with their routes—buying new equipment, dressing up others, contacting locations personally, switching, changing, hustling — and the results have shown increased averages.

\* \* \* \*

Mike Munves, assisted by brother Max, still the two busiest men in town, shipping arcade equipment for the opening of the season . . . Some of the arcades at Coney Island, Rockaway, and Atlantic City, which opened for week-ends during this month, report a brisk business . . . Harry Brown, American Amusement Co., Chicago, who has been "knocking down the doors" of his customers thruout the country, in the city for a few weeks . . . Charlie Katz, Esquire Games Co., Chicago, another visitor here . . . And here's an incident that won't happen once in a hundred years. Brown and Katz saw each other for the first time in a long while—meeting in a subway train, both heading for coinrow. The two transplated New Yorkers echoed the same sentiment "It's great to visit around with the boys here, talking with friends who haven't been seen for many years".

\* \* \* \*

Monte West, popular AMI service engineer, conducts a two day service school at Runyon Sales Company, attended by many operators and their mechanics . . . Ben Becker, Tri-State Sales Company and Pioneer Distributing Company, out on the road telling the trade about Bally's "Rocket". Regardless of those 240 pounds, when Becker gets into action, he's somewhat of a rocket himself . . . Willie (Little Napoleon) Blatt, Supreme Distributors, Miami, Fla., on coinrow with his two boys, Bertram and Martin. The youngsters are running an operation of music and cigarette machines. Willie, who will be in town for only two days, heads back for Miami. Then after about a week or so intends to fly to Chicago. While in New York, Blatt "paid" his respects to his pals at the Music Machine Operators Association.

\* \* \* \*

A well known distributor is now renovating the spot between H. Rosenberg Company and Seacoast Distributors, and will soon be ready to open up . . . H. F. (Dennie) Dennison, eastern sales manager for Pantages Maestro, visiting along Tenth Avenue. Dennie had just returned from a six day

trip, covering six states, winding up in Miami, Fla. for one day. Then on to Cleveland, O. to show his music mirrored cabinet at the meet of the Ohio State Automatic Phonograph Owners Association . . . Mike Spector, Spector Distributing Co., Philadelphia, and Hymie Rosenberg wave to us as they ride in Mike's car. Mike yells out "Everything going great" . . . Al Bloom, Speedway Products, hustling down Tenth Avenue with a piece of his "Talking Gold" plastic grille cloth in his hand. The sun strikes it and Al looks like he's surrounded by a "halo".

\* \* \* \*

Bess Berman, completely recovered from her recent illness, back on coinrow looking great. Bess still gets a wonderful thrill when she tells about the bouquet of flowers sent her by Charlie Bernoff of Regal Music Company, a customer and friend. She was in bed feeling pretty sick when the flowers arrived, giving her a great lift. Hey Charlie, Bess attributes her rapid recovery to your thoughtfulness . . . Dave Lowy and Phil Mason, Dave Lowy & Company, in Chicago for a week . . . Dave Stern and Harry Pearl at the New York offices of Seacoast Distributors, and Tom Burke, the other member of the trio arrives a few hours later. They'll have something to tell the trade soon.

\* \* \* \*

Nat Cohn and Earl Winters, Modern Music Sales Co., still playing host to music operators who come in to see the Mills' "Constellation" on display in their showrooms . . . Jack Fitzgibbons in a position where he hasn't a spare moment during the day. With customers phoning in orders for Williams' "Cyclone" and plenty of visitors looking at Square Amusement's "Sportsmans Roll" Jack and his staff are stepping at a lively pace. Leo Knebel, Jack's associate on Musical Minutes, in the same predicament—not enough hours in the day . . . Max Levine and Fred Hailparin, Scientific Machine Company, working day and night to get their games out, and production will be ready sooner than expected . . . Bert Lane, Atlantic New York Corp. and Seaboard New York Corp., returns from a short rest in Miami Beach. Bert is well tanned and when seen next to his associate Meyer Parkoff (now referred to as "Paleface" Parkoff) looks like a million bucks. With the telephone strike over, their removal begins, and the opening party at their new headquarters (postponed twice) will take place in a few weeks—date will be announced next issue . . . Moe Luber, recently injured in an auto accident, on the road to recovery, and wants his friends who called him to know he appreciates their solicitude.



# THRU THE COIN CHUTE



## CALIFORNIA CLIPPINGS

Paul Laymon really had the boys in his place stepping this past week. Business was booming, Paul tells me. The ops are showing a terrific interest in the new "Rocket," the Bally five-ball, and lots and lots of orders were placed after the boys had a look and played the sample. Laymon has his fingers crossed hoping for early shipment and in large quantities. The firm hasn't been moved yet and from the looks of the situation in the telephone strike it may be some time yet before service can be connected, which is holding Paul's move to his new offices and shops.

One of the best known local operators, Ray Smith of Barstow, was killed when his private plane crashed at Guthrie, Iowa. Smith flew his wife down to the Iowa town to visit her parents last week and, after landing, Smith decided to give the local airport manager a ride in his BT-13. The plane went out of control and crashed killing both Smith and his passenger. It is not known whether the body will be brought back here for burial or will be interred in Iowa.

Bill Happel, of Badger Sales, plans on a trip to Big Bear Lake this week end to be present when Ray Reynolds opens his new arcade in that summer resort. Bill has sold Ray lots of new equipment and wants to be on hand when the crowds start coming in. He tells me that he has taken many orders for the new automatic bowling game "Strikes N' Spares" and is waiting for a shipment which is due any day. Bill has just received the new Rock-Ola model 1426 and is displaying the new machine in one of his very attractively decorated private rooms.

Charlie Fulcher, of Mills Sales' Los Angeles offices is impatiently awaiting the arrival of the new Mills phono which has been promised him for some time. He has taken a number of orders on the strength of the pictures he has of the new machine. Frank X. Gehrie is handling sales of the new Mutoscope in the Los Angeles office and is getting many pointers about local ops from Charlie. It looks like Frank will do ok, as he has a terrific sense of humor and a winning way . . . We hear that the Como Manufacturing Company, formerly of Chicago, is now located out here. According to rumors the firm will make a new claw machine.

H. G. Sherry, general manager of the Commercial Coin Radio, informs us that his firm has just moved into their new building at 1705 W. Pico Blvd., where they will set up their assembly plant and offices. Sherry informs me that his firm is doing a large export business in addition to taking many orders for their coin operated radios across the country. They plan an important announcement to the cointrade within the next week or two.

Among the coin ops shopping for new games and equipment along coin row this past week were: Fred Allen, Bakersfield; Niles Smith, Oildale; Stewart Metz, San Bernardino; Frank Milano, Los Angeles; W. H. Shorey, San Bernardino; George Pierson, Fresno; Ben Korte, Glendale; Jack Hull, San Francisco; Glen McCarter, Beaumont; B. N. Hart, Los Angeles; Claude Sharpsteen, Warren, Arizona; D. D. Brymer, Pasa Robles; R. Post, Glenwood; E. E. Simmons, Pasa Robles.

Bill Williams, of the Williams Distributing Company, this city, has been calling on many of the local distribs taking orders for the new Williams "Cyclone." The game is being well received by the ops and may prove to be a Cyclone on location in raking in lots of those nickels.

Bill is a firm believer in the movement to remove all old and worn out games from locations and sweeten them up with new and interesting equipment. He has found that out in his chats with the boys in the county.

Jack Gutshall was very deeply affected by the sudden death of Ray Smith of Barstow. They were good friends, both having spent many pleasant hours together . . . Jack tells of a definite increase in the sales of independent records. He is distributing several top independent labels in California, besides being Southern Cal distributor for Packard.

Bud Parr of Solotone has been keeping his firm's factory going at full speed getting their new Solotone box out, as well as the new Mirror-Tone cabinet. Parr plans on an extensive ad campaign shortly which will stimulate things in the music field right across the country

. . . Fred Gaunt of General Music has been adding a few coins to his bank roll showing the boys how to play the new "Pokerino." It's a fascinating game, and with Fred teaching the boys with the stakes kept low, they've been selling quite a few of the games . . . Merle Connel, of Quality Pics, plans on going into production of a new series of 16 MM. coin films for panorams and solovues and plans on a series of announcements in the very near future.

Modern Records' plant is going full blast filling the many orders pouring in for the firm's discs . . . Saul Bihari leaves for the East Coast this week . . . Aladdin Records has just cut a new series of torrid race tunes which should be ready for release within the next few weeks.

Capitol Records have been breaking all their old sales records by continually increasing their sales over the previous months' high mark, according to George Oliver. The firm has consistently turned out one hit recording after another . . . Exclusive Records has just released a group of western recordings which look like they will really go to town, and they have just completed cutting a series of new recordings which will not be released for a few weeks. After a quick listening to four sides of these latest discs me thinks the boys have really come up with something. Leon Rene, President of Exclusive, has an uncanny ear for hit tunes.

Ray Powers, of E. T. Mape, telling about the terrific demand for the firm's new conversion cabinet "Mirror-Matic." They are filling all orders as rapidly as they come in as the firm has a large plant going full blast in the Bay City Area . . . Len Micon will be back to his offices this week after being home sick for the past seven weeks.

Hear that "Strikes N' Spares" will be rolling soon. The factory has been going at full blast on a double shift and, according to reports, the game that stole the show at the recent convention will be in the hands of the distribs across the nation . . . "Hum" Brokamp, of Pantages Maestro Wired Music, has been putting on more help at his very spacious factory on McCadden Pl. in Hollywood to catch up with the back log of orders for the firm's wired music cabinets and conversion cabinets . . . Danny Jackson and Sam Donnin of Automatic Games have been doing a very good business selling lots of bells. Danny tells me that the demand for new and used bells is increasing right along . . . Morrie Wiczer has been pretty busy out at his showrooms supplying the much needed parts to keep the games and phonos now out on location in going shape.



# THRU THE COIN CHUTE



## MINNEAPOLIS ST. LOUIS

W. J. Kelley of Sioux Falls, South Dakota made his appearance in Minneapolis quite suddenly. It's been several years since Kelley was in Minneapolis, since selling his route a few years ago. The truth of the matter is he looks very good and keeps himself busy with a few taverns that he owns . . . J. Allan Redding of Houston, Minnesota is spending a couple of days in Minneapolis just sort of taking it easy . . . Jess Waddel of Charles City, Iowa drove up to Minneapolis in a brand new Hudson automobile to spend a couple of days visiting several of the distributors . . . Bill Welch and his son, of Chippewa Falls, Wisconsin came in town just for the day making a few calls.

\* \* \* \*

Mr. and Mrs. Gordon Stout of Pierre, South Dakota were in town for a few days making the rounds. Gordon was very disappointed in not being able to see the opening Minneapolis ball game . . . Lowry Nelson of St. Cloud, Minnesota, Bob Collins of Morris, Minnesota, and Eddy Klein of Alexandria, Minnesota were just a few of the operators who arrived in Minneapolis, to attend the opening ball game which was washed out.

\* \* \* \*

Jack Lowrie of Wabasha, Minnesota finally opened his new night club last week and served over 800 dinners that evening. Nice going, Jack . . . Walter Thorn of Staples, Minnesota was in town just for the day . . . Leonard Zelinko of J & L Novelty Company, Lakefield, Minnesota visited Minneapolis for a couple of days . . . Orville Lugaard, former mechanic with Zenith Fireworks Company of Duluth, Minnesota is now with the La Beau Novelty Company, St. Paul, Minnesota . . . Ted Bush of the Bush Distributing Company of Minneapolis came back last week after having a very fine vacation in Miami, Florida and also visiting Cuba . . . Ozzie Troupman of the Bush Distributing Company is very happy that he is back as he plans on taking a little trip to New York.

\* \* \* \*

Shorty Kendall of Lake City, Minnesota is back on his set again after being ill for two weeks . . . Frank Philips of Winona, Minnesota was in town just for the day . . . H. Wells of Sioux Falls, South Dakota was in town for a couple of days making the rounds.

It was a dead week in the 49th state as operators resigned to "No's" from distributors, stayed home for the better part of a fortnight. Only a few pinballs were received at any distributor's, and most of them were never uncrated . . . E. J. Ruth of Farmington, Mo. was the only exception, coralling five new Rock-Ola's in the middle of the week for Farmington routes. With Ted Keys, Ruth has sewed up most of the mid-Missouri locations still available. Many spots which hadn't seen a workable phonograph during the entire war are blossoming out with new machines.

\* \* \* \*

Visiting this week were Bud Hasman of Springfield, Mo., Elmer Cobetto of Taylor Springs, Illinois, Harold Brown of Mattoon, Ill. and Frank Ballogg of Springfield, Illinois. All were on the usual quest for new equipment, although Ballogg hauled home a load of parts . . . Bill Weinischke and son are scouring the city for nickel counters. Those pesky little counting helps are hard to find these days. Both were nursing sore fingertips after the first warm weather brought the populace out into local taverns . . . Art Paulle has moved his Ideal Sales Company, formerly on the balcony at Ideal Novelty, over to 2220 Market Street. Reports have it that genial Carl Trippe still has the controlling interest.

\* \* \*

Early summer floods are playing havoc with roadside locations to the west and south of St. Louis. A dozen operators were rushing around jacking up their phonographs, or even hoisting them up on the bar where possible. "Fine time of year to be wading in to change records" Jimmy Carmody groaned . . . Del Veatch over at VP Distributing Company has announced the appointment of Bob Anderson to cover the territory for Pantages Mirrored Music, new enterprise with VP. Bob will be seen all over the city in the next few weeks. Del also played host to George and Marvin Buescher, visiting from Washington, Missouri. Long time no see the Buescher brothers . . . Dan Baum is busily renovating his new quarters after his last month's split with former partner Art Heimke. Art, who took over the routes while Dan stuck to distributing, reports himself equally busy.

\* \* \*

National Slug Rejectors is falling victim to a common problem these days—shortages of freight cars. The telephone strike has made it mean to find when raw materials are forthcoming, says ad manager Cleary.

\* \* \* \*

Best news of the week to everybody is the return of Joe Morris from Phoenix, Arizona. Joe, who left J. S. Morris & Sons to convalesce out in the Arizona desert, will 'take it easy for awhile" but is much better.





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**BUSINESS REPLY CARD**

FIRST CLASS PERMIT No. 42309, SEC. 510, P. L. & R., NEW YORK, N. Y.

THE CASH BOX  
381 FOURTH AVENUE  
NEW YORK (16), N. Y.



# ALL FOR \$1

ALL YOU CAN WRITE ON THIS  
CARD—WHATEVER YOU HAVE  
FOR SALE OR WANT TO BUY—  
WILL APPEAR IN NEXT WEEK'S  
ISSUE — CLASSIFIED SECTION.

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

for all subscribers. Maximum space 5 Lines. All ads over 5 Lines—add 50c per Line.

**FREE AD EACH WEEK for all \$48.00 per Year Subscribers, Maximum Space 5 full Lines.**

50c per Line for Non-Subscribers, Minimum Ad 2 Lines.

**ALL ADS — CASH WITH ORDER****WANT**

WANT — Will buy any quantity used slot machines, all makes and models. Quote your lowest prices in first letter. All machines must be in first class condition. Will buy Bally Draw Bells, Bally Triple Bells, Keeney Bonus Bells, Single, Doubles and 3 Ways. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

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

WANT — Genco Total Roll. State condition and lowest price in first letter. EMPIRE AUTOMATIC CORP., 799 CONEY ISLAND AVE., BROOKLYN 18, N. Y.

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

WANT — New Ball Gum Machines. Only the Best. Also Bubble Gum and Ball Gum for Machines. National Cigarette Machines. KEELY-YURATICH CO., 4036 ST. CHARLES AVE., NEW ORLEANS, LA.

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

WANT — Keeney Super Bells. Will pay \$35. for single, \$60. for twins. EAST COAST MUSIC CO., 10th & WALNUT STS., CHESTER, PENNA. Tel: Chester 2-3637.

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

WANT — Bally Triumphs. Must be on 60 cycle. Write us stating price and condition of these. Any quantity. MOUNT ROYAL SPECIALTY REG'D., 2316 BEAUBIEN ST., EAST, MONTREAL, QUEBEC, CANADA.

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

WANT — Victory Derbies; Three and Two Way Keeney Bonus Super Bells. Will pay cash if price is right or will trade for Four Bells at \$150., Three Bells at \$300. Daily Races at \$515. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH.

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

WANT — Tone Arm for Wurlitzer 61 Phonograph. Will pay \$10. WESTERN MUSIC CO., 17617 DETROIT AVE., CLEVELAND 7, OHIO. Tel: AC. 5656

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

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

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

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



**THE CASH BOX****COIN MACHINE  
MART****CLASSIFIED ADVERTISING SECTION****WANT**

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

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

**FOR SALE**

FOR SALE - Used Mills, Jennings, Pace and Watling Jackpot Bells; 5¢ Mills Blue Fronts \$97.50; 5¢ Mills Brown Fronts \$107.50; 5¢ Mills Melon Bells \$117.50; 25¢ Mills Gold Chrome Bells \$137.50; 5¢ Mills War Eagle Bell \$65.; 25¢ Mills Dragon Head Bells \$49.50; 5¢ Mills Bonus Bells \$137.50; 10¢ Mills Bonus Bells \$147.50; 25¢ Mills Bonus Bells \$157.50; 5¢ Jennings Silver Moon Chiefs \$89.50; 5¢ Jennings Silver Chiefs \$84.50; 5¢ Jennings Big Chiefs \$84.50; 5¢ Jennings Four Star Chiefs \$70.; 5¢ Jennings Post-war Black Hawk Bells \$150.; 5¢ Pace All Star Comet Bells \$59.50; 25¢ Pace Deluxe Rocket Slug-Proof Bells \$117.50; 5¢ Watling Rol-A-Top Bells \$59.50; Groetchen Standard Columbia Bells \$75.; Groetchen Chrome Club Columbia Bells \$85. and many others. Satisfaction guaranteed. All machines ready for location. Terms: 1/3 deposit with order, balance C.O.D. Write for descriptive folder on new slot machines. Established fifteen years. Reference Dun & Bradstreet. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD 4, MASS.

FOR SALE - Wurlitzer 412 \$85.; 61 \$95.; 71 \$145.; 42-600 \$195.; 500 with adapter \$195.; 780-E \$350.; 850 \$395.; 950 \$445.; Rock-Ola Std. Dial-A-Tone \$225.; Deluxe Dial-A-Tone \$225.; Dial-A-Tone Boxes \$8.; Evans Lucky Lucre 5-5¢ \$74.50. EDWARDS MUSIC CO., BOX 400, DOUGLAS, WYO.

FOR SALE - 25 Wurlitzer 616 Lite Up Top & Bottom. Excellent Working Condition. Best Offer. TRI-STATE MUSIC CO., 1423 N. 3rd ST., HARRISBURG, PENNA.

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

FOR SALE - Bargain Of The Year. We have for immediate delivery 500 good—clean—guaranteed used games—just off location. Don't delay. Wire Order with 1/3 Deposit Today. Midget Racer \$120.; Big League \$105.; Surf Queens \$90.; Stage Door Canteen \$90.; Super Liner \$140.; Fast Ball \$120.; Big Hit Single \$90. Exclusive Bally Distributors. COIN MACHINE SALES CO., 3804 TRAVIS ST., HOUSTON 6, TEXAS.

FOR SALE - \$25.00 and up Mills, Jennings, Watling Slots in 5-10-25¢ A-1 operating condition; 5 Ball Free Plays; 1-ball P. O. games Mills Panoram \$325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel.: Mitchell 3254.

FOR SALE - Mechanical Orchestra of 11 pieces. Made by Automatic Piano Co. Original cost \$5,000. Make offer to PLAYLAND ARCADE, 25 E. WASHINGTON ST., PHOENIX, ARIZONA.

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

FOR SALE - Complete wired music studio equipment including one personal music master control unit, studio amplifier, distributing panel and electric time clock switch, all in perfect operating condition. Price complete \$675. This equipment can be used for any type of wired music transmission. ANGOTT SALES CO., 805 E. GENESEE AVE., SAGINAW, MICH.

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

FOR SALE - Operator selling out. All Mills slots, clean and ready to operate. Will sell all or part. 1-5¢ Cherry Bell \$85.; 2-5¢ Chrome Bells \$90. ea.; 7-10¢ Blue Fronts \$90. ea.; 3-25¢ Blue Fronts \$95. ea.; 5-5¢ Brown Fronts \$95. ea.; 6-10¢ Brown Fronts \$100. ea.; 5-5¢ Bonus Bells \$110. ea.; 2-10¢ Bonus Bells \$125. ea.; 1-25¢ Cherry Bell \$95.; New Mills Cherry Bells Guaranteed new in original crates, never opened 5¢, 10¢ 25¢ play \$195.; 10 used Revolveraround Safes \$75. ea. Don't delay. Write now to STAD DISTRIBUTING CO., 467-9 HIGH ST., CENTRAL FALLS, R. I.

FOR SALE - 50 new machine vendors, nut or candy. Mfgd. by L. A. Mfg. Co. Will sell for \$20. ea. A. G. POULLOS, 219 W. 3rd ST., GRAND ISLAND, NEBR.

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

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

FOR SALE—7 Ace Coin Counters, new \$99.50 ea.; 15 Big Game Consoles, Fruit Symb. Cash P. O. \$60. ea.; Genco Whizz with stand, Floor Sample \$49.50. HY-G MUSIC CO., 1415 WASHINGTON AVE. S., MINNEAPOLIS 4, MINN.

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

FOR SALE — 50 Victory Duplex U. S. Stamp Machines with 50,000 folders \$27.50 ea.; 30 Wire Cable (Coded) 22¢ per ft., in 1000 ft. rolls — 20¢ per ft.; 25 Ideal Card Vendors, 1000 cards with each machine \$25. ea.; Atomic Bomber (floor sample) write; Gott. Grippers new \$39.50. SILENT SALES SYSTEM, 635 D ST. N.W., WASHINGTON 4, D. C. Tel: DI. 0500.

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

FOR SALE — Brand new Packard Wall Boxes (write); 2 Conductor stranded speaker wire 1¢ per ft.; Collection Books \$5.50 per 100; 100 new 2051 Ken Rad tubes \$1.25 ea. Write for complete price list new pins, phonographs. WANT — Genco "Whizz". CENTRAL COIN MACHINE CO., 482-488 CENTRAL AVE., ROCHESTER 5, N. Y.

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

FOR SALE — 35 Exhibit Card Vendors, like new \$22.50 ea.; 5 Supreme Skee Ball 9 ft. \$139.50 ea.; 2 Flash Hockey \$75. ea.; 2 Premier Skee Ball with Barrel 10-1/2 ft. \$300. ea.; 1 Atomic Bomber, write; 2 Sky Fighter \$125. ea.; 2 Air Raider \$85. ea.; 1 Supreme Bolascor \$125. MARCUS KLEIN, 577 — 10th AVE., NEW YORK, N. Y.

FOR SALE — Almonds, Baby-Size 700 ct. for Vending Machine Operators and/or Distributors. All other Nuts. Also write for Price List. CASH BOX SPECIAL. — Almonds 75¢ lb. 300 lbs. up only. QUALITY PLUS CO., 572-10th AVE., NEW YORK 18, N. Y.

FOR SALE — New 30 Wire Alpha Cable \$250. Spool 1000 ft.; Maple Skeeballs 3-1/8" 52¢ ea., \$50. per 100; 2-3/4" 48¢ ea., \$46. per 100; 2-1/2" 48¢ ea., \$46. per 100; 2-1/4" 45¢ ea., \$43. per 100. Largest parts supplier in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PA.

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

FOR SALE — Arcade Equipment: 1 Wurlitzer Skee Ball (14 ft.) \$175.; Genco "Skill Roll" (9 ft.) \$150.; 1 Super Roll (like new) \$300.; 1 Test Pilot \$95.; 1 Rapid Fire \$75.; 5 Ten Strike \$50. ea.; New Rol-A-Score, Sportsmans, "One World" (write.) Pin Games: 1 Cadillac \$25.; 1 Big Chief \$32.; 1 Chevron \$25.; 1 Flicker \$30.; 1 Hi Dive \$40.; 1 Blondie \$22.; 1 Zombie \$40.; 1 Captain Kidd \$30.; 1 Show Boat \$40.; 1 Duplex \$40.; 1 Leader \$29.50; 1 Stratoliner \$45.; 1 Jungle \$50.; 1 Monicker \$45.; 1 Lone Star \$45.; 1 Owl \$40.; 1 Idaho \$125.; New Kilroy, Double Barrel, Bally "Rocket", "Maisie", "Havana" (write); Genco Total Roll (just like new) \$325.; Genco Total Roll (brand new) \$350. One-Balls: 1 Keeney Big Parlay (new) write; 1 Preakness (used) \$35.; 1 Pace-maker (used) \$35. Bells: New Black Cherrys; New Jennings; Mills Safe Stands (new or used); Chicago Metal Safes (new) write. Consoles: 3 Mills 4 Bells (very clean) \$200.; 2 Keeney 5¢ Super Bonus Bells and 2 Keeney 5¢ & 25¢ Super Bonus Bells (write); 15 Jumbo Parade P.O. \$50. ea.; 4 1946 Bakers Racers (like new) and 2 Jennings "Challenger" write. Music: 1 — 12 Record Rock-Ola \$75.; 2 Seeburg Classic R. C. \$250. ea.; 1 Seeburg Envoy E.S.R.C. \$280.; 2 Wurlitzer 616 Lite-up \$100. ea.; 1 Wurlitzer 713 \$125.; 1 Wurlitzer Twin 12 steel cab. with Seeburg Steppers \$150.; 10 Seeburg 5¢ Wall-O-Matic Wireless \$22.50 ea.; New Packard Bar Brackets \$4.; 10 Speak Organ's P M Speakers \$10. ea.; 3 Buckley Wall Boxes \$10. ea. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO. Tel: Superior 4600.

FOR SALE — One Ball Pin Games: 1 Bally Blue Grass F.P. \$49.; 1 Bally Sports Special F.P. \$61.; 1 Bally Dark Horse F.P. \$63.; 1 Bally Record Time F.P. \$79.; 1 Bally Jockey Club \$149.; 1 Derby Day \$23.; 2 Keeney Winning Tickets \$23. ea.; 1 Western Center Smash \$23.; 2 Mills Spinning Reels \$23. ea.; 1 Stoner Zippers \$23. STEWART NOVELTY CO., 1361 SO. MAIN ST., SALT LAKE CITY, UTAH. Tel: Dial 3-5055

FOR SALE — Total Rolls \$275.; Total Roll (Free Play) \$325.; New Goalee \$275.; Super Triangle \$225.; Tally Roll \$200.; Undersea Raider \$135.; Lite League \$125.; Genco Bankroll 14 ft. \$125.; C. C. Hockey \$75.; Bally Rapid Fire \$40.; Jack Rabbit \$250.; Grand Canyon \$75.; Laura \$75.; S. D. Canteen \$95.; Surf Queens \$95. 1/3 deposit F.O.B. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHE-NECTADY 4, N. Y.





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

FOR SALE - We have about 50 WS-2Z Seeburg Wall-0-Matics and are offering them at a special price of \$24.50 ea. The covers are not broken and every one has a70L7 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA. Tel: 33

FOR SALE - Laura, Arizona, Oklahoma, Cover Girl, Catalina, Gottlieb's Shangri-La, Liberty, Brazil, Streamliner \$60. ea. - in lots of 5 or more ass't. \$250. for five; New Bat-A-Ball Jr. \$44.50 ea. - in lots of 5 only \$39.50 ea. K. C. NOVELTY CO., 419 MARKET ST., PHILADELPHIA 6, PA. Tel: Market 4641

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

FOR SALE - 5 Bally Big Tops Free Play \$35 ea.; 5 Bally Hi-Hands \$65. ea.; 5 Keeney Bonus Super Bells 5¢ single (write). All equipment in A-1 condition. RELIABLE COIN MACHINE CO., 192 WINDSOR ST., HARTFORD 5, CONN.

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

FOR SALE - 3 Bowl-A-Ways 11 ft. Bowling Alleys \$125.; 1 Bomber Ball; 1 Rocker Ball 11 ft. Bowling Alleys \$75. All in A-1 condition. 1 Williams Suspense \$125. 25% deposit, balance C.O.D. GEM NOVELTY SALES, 1410 BUCHANAN ST., RACINE, WIS.

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

FOR SALE - 200 One Balls all makes. Victory Derby \$339.50, in lots of 5, better deal. Bang-A-Fitty distributor for Minnesota. New and used Phonographs, all makes. New 5-Balls: Double Barrel; Kilroy; Mystery; Tornado; Havana; Vanities (write). Kicker & Catcher (write). MIDWEST COIN MACHINE CORP., 777 UNIVERSITY AVE., ST. PAUL 4, MINN.

FOR SALE - We have them in stock. Contact us for your Hlrsh 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., LAKE LAND, FLA.

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

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

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

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

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

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

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

FOR SALE - 1-700 Wurl.; 1-500 Wurl.; 2-600 Wurl.; 6-616 Wurl.; 1-1940 Rock-Ola C. M.; 1-Seeburg Rex; 1-Seeburg Gem; 6-Pinball Games. All Machines are in perfect condition. X-CEL NOVELTY CO., 5240 N. 11th STREET, PHILADELPHIA 41, PENNA.

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



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

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

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

FOR SALE - Canadian Operators! Twelve year old route in Eastern city with splendid returns and all legal equipment for sale. Contract Music and Free Plays only. Unusual amount of good will and splendid staff with it. \$10,000 will handle. COIN CRAFT CANADA, 441 ABERDEEN AVE., HAMILTON, ONTARIO, CANADA.

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

FOR SALE - A-1 Consoles: 1 Buckley Flashing Ivory; 1 Buckley 7 Bells; 1 Buckley Longshot; 7 Exhibit Jockey Club; 7 Exhibit Chuck-A-Lette; 4 Paces Races; 2 Bally Rays Track; 1 Dominette; 2 Genco Derby Day; 2 Stoner Zippers; 1 Exhibit Shoot-the-Moon; 2 Jennings Liberty Bells. LAWTON NOVELTY CO., 321 "C" ST., LAWTON, OKLAHOMA.

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

FOR SALE - Priced for Quick Sale. All cleaned and ready for location. Gun Club \$25.; Jungle \$25.; Argentine \$35.; Bandwagon \$25.; Marines-At-Play \$30.; Bosco \$25.; Four Roses \$25.; Four Diamonds \$25.; West Wind \$25.; 8 Club Bells \$75. ea.; G. I. Joe \$30.; 2 Wurl. 616 \$80. ea. COIN AMUSEMENT CO., 546 WEST STATE ST., OLEAN, NEW YORK

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

FOR SALE - Rocket; Double Barrel; Maisie; Kilroy; Havana; Mystery; Basketball Champ; Keeney Bonus Bell. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Pop. 3299

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

FOR SALE - ABC Bowler; Argentine; Big Chief; Big Show; Big Town; Blondie; Bordertown; Bosco; Capt. Kidd; Dixie; Drum Major; Formation; Fox Hunt; Gun Club; Hi-Dive; Hi-Hat; Home Run '41; Jolly. Refinish New Legs Plastic Bumpers \$25. ea. BONNIVILLE AMUSEMENTS, 1613 GRANBY ST., NORFOLK 10, VA.

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FOR SALE - 1 Rapid Fire Gun \$50.; 1 Supreme Roll Skee-ball \$90.; 3 Western Baseball Machines \$75. ea.; 1 Four Diamonds; 2 Big Chiefs; 1 Bandwagon; 1 Barrage; 1 Star Attraction; 1 Hi-Hat; 1 Spot-A-Card; 1 Venus; 1 All American; 2 Roll-A-Ball Skee-balls 7 ft. size. Write for Prices. WESTCHESTER AMUSEMENT CO., 86 OAK ST., YONKERS 2, N. Y.

FOR SALE - Victory Specials, clean and ready for locations \$325.; Victory Derbys \$300.; Daily Races (write). 1/3 deposit. STAR COIN MACHINE CO., 1502 N. W. 25th St., FT. WORTH 6, TEXAS

FOR SALE - 100 Wurlitzer Model 100 Wall Boxes; 13 Wurlitzer Model 120 Wall Boxes; 6 Wurlitzer Model 332 Wall Boxes; 30 Wurlitzer Model 331 Bar Boxes; 41 Wurlitzer Model 310 Wall Boxes; 50 Packard Wall Boxes. Make us an offer. LAWTON NOVELTY CO., 321 "C" ST., LAWTON, OKLAHOMA.

FOR SALE - A.M.I. Hostess! Located in Eastern Penna. Heart of Industrial Section. 40 Station Studio. 35 Locations in Operation. Must be sold to settle estate. A real buy! Write for complete information. BOX 111, C/O THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.



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

FOR SALE - Reconditioned Slots, Consoles & 1 Balls. Watling 5¢ 1946 Rol-A-Top \$150.; Chrome Club Columbia \$75.; Mills 5¢ Vest Pocket \$40.; 5¢ Bonus Bells \$175.; 5¢ H. L. \$150. Pace 5¢ All Star Comet \$65. Bally: Victory Special \$335.; Dust Whirls \$125.; Club Trophy \$100. Jennings: Good Luck C. P. \$75.; Silver Moon F. P. \$65.; Bobtail F. P. \$50. Mills Jumbo Parade D. P. \$65.; Bally Draw Bell \$275.; Keeney Super Bonus Bell \$425. Twin \$650.; Triple \$1000. Write, wire or phone INTERSTATE COIN MACHINE CO., INC., 314 LOCUST ST., SPRINGFIELD, MASS. Tel: 3-9088.

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

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

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

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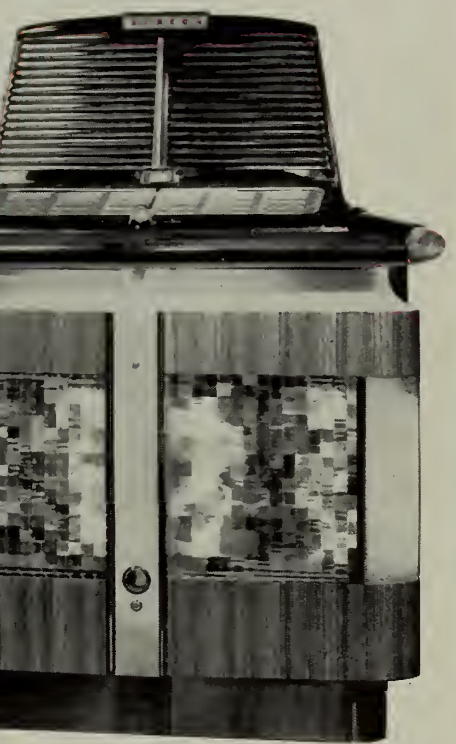
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