THE CASH BOX

THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY

Vol. 8, No. 44
WEEK OF
JULY 28, 1947

"TWICE AS MANY" is certainly more!

The Mills Constellation gives you just that: twice as many selections by playing both sides of each record! And when players have more numbers from which to choose, the certainly have more reasons to depos their nickels, dimes and quarters. And more reasons produce mor coins . . . certainly a *big* reason to switch to the phonograph that gives you *more!*

FREE! Are you receiving the free magazine with these features:

1. Phonograph articles
2. Operating tips
3. Record reviews
4. Coin machine stories?

Write for your copy of *Horizon*. We'll be glad to send it every month without charge.

THE MILLS CONSTELLATION

Mills Industries, Incorporated · 4100 Fullerton Avenue · Chicago 39, Illino

"Strike One — You're Out!"

By Bill Gersh

If you heard — "Strike One — You're Out!" — on a baseball diamond you'd think the umpire was nuts.

You'd think you were dreaming. That everything had gone crazy.

But, it's a FACT! IT HAPPENS EVERY MINUTE OF THE DAY!

STRIKE ONE — YOU'RE OUT!

THAT STRIKE — is CANCER!

And the umpire who calls THAT STRIKE — is BLACK DEATH HIMSELF!

It STRIKES ONLY ONCE!

There's very, very little that can be done to help you!

There you are suffering the agonies of hell! The searing, deadly pain of being slowly eaten away by this most murederous of all diseases — and YOU CAN DO NOTHING ABOUT IT!

WHY? BECAUSE NO ONE YET KNOWS WHAT CANCER IS ALL ABOUT — HOW TO STOP IT — HOW TO CURE IT — HOW TO EVEN PREVENT IT!!

ONE STRIKE — that's all you get in this game!

JUST ONE — YOU'RE OUT!!

AND YOU KNOW WITH WHAT LIGHTNING SPEED THAT ONE STRIKE CAN BE PUT OVER! No — you're NOT immune! You may be full of life, fun, laughter, "feeling like a million" — and — BAM — ONE STRIKE, YOU'RE OUT!

If you're in the game now. If you're healthy! If you're full of fight and pep and vim and vigor and energy — then IT'S UP TO YOU TO PREVENT THAT STRIKE. NOT ONLY AGAINST YOURSELF—BUT—FROM SMASHING RIGHT INTO YOUR LOVED ONES — YOUR FAMILY — YOUR FRIENDS — THE PEOPLE WITH WHOM YOU'VE ASSOCIATED AND KNOWN FOR YEARS

You're being given that opportunity RIGHT NOW — to help PREVENT THAT STRIKE!

Here — in the Damon Runyon Memorial Fund for Cancer Research — YOU — CAN HELP TO BRING ABOUT THE CURE TO PREVENT THAT STRIKE!

Donate part or all of the proceeds from one, two, three or more days collections from your machines to the Damon Runyon Memorial Fund.

WRITE NOW TO — Ray T. Moloney, National Chairman, care of Coin Machine Industries, Inc., 134 North La Salle Street, Chicago 1, Ill. and TELL Ray when, where and how YOU plan to HELP!!

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TABLE SCOTT AND FELLOWS BILLS

Sub-Committee of Committee On The Judiciary Decides to Table Scott (H.R. 1269; H.R. 1270) and Fellows (H.R. 2570) Bills. Seven Public Hearings Held on These Bills. Testimony of Juke Box Coinmen Upheld. Believe Same Bills Will Be Reintroduced in 1948. Music Coinmen Hope For Creation of National Automatic Music Protective Assn. to Fight These Bills.

WASHINGTON, D. C. — Juke box coinmen who had made regular weekly trips to this city to appear before the Sub-Committee of the Committee On The Judiciary to give testimony against the Scott (H.R.1269 and H.R.1270) and the Fellows (H.R.2570) Bills were elated this past week to learn, that after a lengthy executive session, the committee had decided to pigeonhole these bills.

This means that the bills are finished as far as 1947 is concerned. But, as has already been stated by some of the leaders of the leading music groups present in Washington during the hearings, they will bring similar bills back again in 1948 and hope that the new committee which will hold hearings at that time may prove more lenient toward giving the groups such as ASCAP, NAPA, NMC, SPA, and the others, a change in the "Copyright Act of 1909" which would allow them to license juke boxes for playing their copyrighted music.

"The fight is only beginning", one noted music group leader told coinmen who were present in Washington. He also stated, "We'll come back next year and the year after that and after that but we'll keep up our fight to get every juke box in the country to pay for a license to play copyrighted music."

That is why the music men all over the nation have so enthusiastically endorsed a National Automatic Music Protective Association plan whereby the leaders in the field would come together in such eventualities and prepare their battles against national bills of this type. The average juke box operators, as coin machine leaders realize, is in no position to leave his route and rush on to Washington once or twice each week with his attorneys to fight such bills and give testimony of a nature demanded by the hearing committees.

Only an organization composed of all leaders in the juke box field can hurriedly call together their men and prepare the proper strategy and legal facts necessary to defeat a bill of this kind. And there is no doubt that ASCAP (American Society of Composers, Authors and Publishers) will be ready to present a new bill in 1948.

It was thru the efforts of the juke box men who were present in Washington that a single legal committee was formed during the hearings of the Scott and Fellows bills. This legal committee was composed of Sidney H. Levine, attorney for the New York Music Operators' Association; Wm. H. Rosenfeld, attorney for the Cleveland and Ohio state operators organization and Sol L. Kesselman, attorney for the New Jersey operators. Thru this committee was funneled all information. And it was this committee which decided on the speaker who would give testimony for them so that there would be no conflicting nor confusing statements made.

Sidney H. Levine was chosen for the operators and did one of the grandest jobs ever yet heard. The members of the Sub-Committee complimented him on the testimony he gave.

Hammond E. Chaffetz, attorney for the manufacturers also gave testimony which proved extremely effective. He was followed by David C. Rockola, president of Rock-Ola Manufacturing Corp., whose statements before the Sub-Committee clarified the entire situation and won tremendous appltuse from all coinmen who were present. Morris C. Bristol, attorney for The Rudolf Wurlitzer Company, presented a very strong and clear case before the Sub-Committee which also won favorable comment. Irving B. Ackerman, who is attorney for the Detroit and Michigan state phono ops, also gave testimony before the committee and did a fine job.

Each and everyone of the coinmen who were present are to be complimented for the grand work and the great efforts which they gave to help bring defeat to such groups as ASCAP, NAPA, NMC, SPA and all the others, who were there solely for the purpose of taxing the juke boxes of the nation whatever they could stand for the use of what they called their "copyrighted music".

From the very first day when the first batch of music coinmen walked into the Old House Office Bldg., Committee On The Judiciary room, and saw what an array of expensive legal talent and famed music names were before them, many quaked in their shoes.

After attorney Sidney H. Levine spoke, along with attorney Hammond E. Chaffetz, Mr. David C. Rockola, attorney Morris C. Bristol, and the others, and only until that time, the average juke box man present in Washington feared the worst. But after these men gave their testimony The Cash Box predicted victory at that time and this has now come into being.

It was during the hearings on the Scott and Fellows bills that the juke box leaders present urged the creation of a National Automatic Music Protective Association to fight the other music organizations that were out to get what they could grab from the juke box industry.

These men proposed a list of names which has since appeared in The Cash Box (July 14, 1947 issue) and which they believe (in addition to more names since sent in) would be the membership of the Music Association necessary to fight the battles of veryone of the juke box men in the country.

It is the sincere hope of these men that such an organization will come into being. A very well known Indianapolis, Ind. automatic music distributor wrote The Cash Box this past week, "Your article in this past week's issue of The Cash Box on a 'National Automatic Music Protective Association' was most interesting to me. I have been in the business for approximately 15 years and intend to spend the rest of my life in it concentrating on music. We would like to be a party to the above move, so please advise if we can be of any assistance whatsoever."

A great many letters of this kind have already been received by The Cash Box. Most of them carried suggestions as well as leading names in the juke box field to be included in the original list, but, most agreed that the list as it was presented on July 14, 1947 issue was "very complete."

It is now up to the members of the juke box industry to get together to prepare for whatever may be forthcoming in 1948.

COINMEN GIVING MORE ATTENTION TO P. R.

More Public Relations Work Done By Coinmen During First Half of '47 Than in Any Similar Period. Donations of Equipment and Money to Worthy Causes Plus Charitable Community Effort Most Outstanding. This Backs Up Industry's Public Relations Bureau.

NEW YORK — There is no longer any doubt that coinmen all over the country have fallen in with the plan of gaining better public relations for themselves as well as for their industry.

From everywhere in the nation during these first six month of 1947, have come reports of work done by individuals, as well as groups of coinmen, which is truly commendable, and which has not only helped these men to a better understanding in their own communities, but has won much good will for their industry.

In one well known midwest metropolis music coinmen arranged to help police set up canteens for the city's underprivileged youngsters. They not only helped with the furnishings, but also donated juke boxes and records, and have continued to give records and to service the machines free of charge.

They have also gone to the extent of arranging vacations for these youngsters by donations from among their own group. They have won the acclaim of the citizens of their community as well as the press and especially the police who are most naturally, receiving and deserving of the greater share of the credit for these canteens.

Just this past week another coinman came to the fore when his picture appeared in his local newspaper showing him donating thousands of records and seven juke boxes to underprivileged youngsters thru the police department in his city. He also arranged to deliver the juke boxes, saw to it that they contained educational as well as musical records, and is continuing to service and supply these juke boxes which are giving so much pleasure to these youngsters.

A large Chicago juke box manufacturer, working in conjunction with the national leader of boys' clubs, has arranged for his distributors to donate old juke boxes and records to the various clubs thruout the nation. Not one of his distributors has ever turned him down. Each one has gone out and given of his services, his money and his efforts to help these boys' clubs get going. In fact, his efforts in interesting these distributors in the boys' club in their own community, has resulted in the men working for these clubs long after they have donated juke boxes and records.

In almost every community in the nation coinmen have proved themselves among the very first citizens to come to the fore for all charitable causes. This has resulted in the coin machine industry winning much more good will than ever before as well as gaining the acclaim and the plaudits of the general public.

On an industry-wide basis the work now going on for the Damon Runyon Memorial Fund for Cancer Research is, in itself, some idea of how rapidly coinmen all over the nation instantly react to any suggestions which will bring them the good will of the public. Such public relations effort is not lost. It holds for years to come and, as it is amplified with time, it gains greater respect and prestige for the members of the industry from any worthwhile sources.

The success of the industry's Public Relations Bureau is based largely upon the individual efforts of coin machine men everywhere in the nation. It is their work which helps the Public Relations Bureau to formulate the larger plans necessary to creating good will in each community. Once the individual coinman has opened the path to better consideration of the field in his own city, the Public Relations Bureau is sure to succeed in whatever effort it may have under way in that same city as news is released to the press in that city.

It is therefore commendable to all the industry to note that coinmen have increased their efforts towards gaining a better public understanding toward their businesses in communities everywhere in the nation. It is also to their credit that the work of the industry's Public Relations Bureau is now much more successful and more widespread.

These first six months of 1947 have been remarkable in the fact that many coinmen actually went out of their way to gain good will for themselves and their industry in their own communities. There is no doubt that they will continue such efforts and will, because of this work, help all concerned with their trade.

For many years The Cash Box oppealed to the trade for a Public Relations Bureau to be created. When Coin Machine Industries, Inc. and the National Automatic Merchandising Assn. both created Public Relations Bureaus when the war ended, The Cash Box continued its work urging each individual coinman to now help these national organizations to an assured success by giving all possible efforts to each individual community.

The result is most noteworthy. Gradually the trade advances in its public relations efforts. More and more of the public are becoming better acquainted with the field and are realizing that this industry is composed of people like themselves who work hard and long and try with all diligence to raise their children to the highest possible standards and to the pinnacle of education while insuring their old age with whatever savings they can accumulate during their active years.

In short, they've acquainted the public with the fact that the members of this field are no different than each and everyone of themselves. And this, in addition to the good and charitable work which is being done and being continued will, eventually, raise the level of this industry to the greatest heights it has ever known.

Let's Show The World

A Guest Editorial By Ray T. Moloney National Chairman, Coin Machine Industry Committee for the Damon Runyon Memorial Fund for Cancer Research

When Walter Winchell announced in his regular Sunday radio program on July 13 that the operators, distributors and manufacturers of the coin machine industry were joining forces in a nation-wide drive for contributions to the Damon Runyon Memorial Fund for Cancer Research, he offered our industry a tremendous opportunity.

An opportunity to do a great public service. An opportunity to prove, as we proved during the war, that our industry is a powerful constructive force in America.

Let's grasp that opportunity. Let's all get behind the coin machine industry drive and, through our efforts, produce an industry contribution to the Fund so large that the whole world will applaud the public-spirited enterprise of our industry.

Every operator, distributor and manufacturer should contribute generously, knowing how worthy is this cause.

Every operator, distributor and manufacturer should conduct organized drives among their employees for contributions. Because employees of the coin machine industry will benefit directly from this great cancer research program.

Every manufacturer should and must—by letters, by telegrams, by phone calls—bring his distributors into the campaign.

Every distributor should act as a front-line fighter—contacting his operator customers, selling operators on the tremendous value of our campaign, demonstrating to operators the definite and dramatic ways in which operators can help the drive.

Every operator should obtain a contribution from every location he serves. The operator, in fact, can and must be the field-man for our industry's drive. By means of posters in his locations, placards on his machines, he should keep our drive constantly before the public.

By means of donation-boxes attached to his machines he can receive donations from the public for transmittal to campaign headquarters. By means of special events—game contests or dances sponsored by local associations—the operator can swell the fund.

And, as a climax, every operator in America should—on a day to be announced—contribute a share of his machines' earnings for the day.

Let's get going! Let's show by our actions that we are truly grateful to Walter Winchell for the opportunity he has presented.

Let's show the world that, when it comes to getting out and fighting for a great cause, our industry is the greatest industry on earth.

Let's show the world!

"YOU CAN'T SEND CAVALRY TO FIGHT TANKS"

You Can't Use A Worn-Out Old Fashioned Commission Basis in This Atomic Business Era. You've Got to Modernize Your Business Methods and Streamline Your Operations. You've Got to Be A Salesman. You Must Be Capable of Selling the Need for Your Equipment to Locations Without Giving Away the Major Share of the Proceeds.

NEW YORK—The above headline, "You Can't Send Cavalry To Fight Tanks", was given to The Cash Box in the course of conversation by a well known operator who visited the New York offices of this publication and who complimented this magazine on its efforts to "break the ice", as he termed it, of the present commission basis situation.

It has been admitted by one coin machine leader after another that the big problem in general sales today is due to the fact that the average operator is not receiving an equitable share from the intake of his equipment.

Because of this very important fact, the operator is in no position to continue buying new equipment, much as he would like to buy new machines and this, in turn, hurts the entire sales and manufacturing set-up thruout the industry which stems from the operators' earnings as its foundation.

It has been proved that the average gross national drop in collections is less than 10 per cent. It is also well known that the majority of operators of amusement and music are working on a 50%-50% commission basis.

Figuring it any way at all, the operator who works on 50%-50% is absolutely obtaining a very, very inequitable share from the intake of his equipment. In the first place his overhead has tremendously increased. Machines are much higher in price. He is charging no more to the public than he charged ten years ago. Yet, even with collections (gross) on the same average they were (with approximately 10% off the national mark at this moment) he is, therefore, earning much less than he ever did before, and is in no position to buy or pay for the new equipment he needs.

That is why sales have fallen down. The operator must be awakened to the fact that he is actually using "cavalry" with which to fight the "tanks" of this atomic business era. He must modernize his business methods. He must streamline his operations. And, to modernize and streamline, the very first thing he must do is change his worn-out, old fashioned commission basis to a new and better percentage arrangement, either 75%-25%, or $10, $15 or $20 front money guarantee.

Ever since its inception as a publication, The Cash Box has urged this upon the trade. It started out, during the war period, suggesting that while the operators were holding the top position and while business was booming from every direction, that they could, at that time, change to a better commission basis. Many operators heeded these words and have continued on a changed and better basis, thereby earning sufficient monies to continue in business successfully.

Those others who neglected to make the proper and modern changes, are now faced with much business worries and anguish. But, it is not too late. These men now realize that they simply must make the necessary change to assure themselves continuing in business on a profitable basis. They cannot long continue on the present, worn-out, old-fashioned basis they have been using for so many years. They must modernize. They must streamline their operations. They must change to a basis whereby they will be able to buy new machines to ward off competition and yet be able to amortize those machines within a reasonable period of time.

All the paralysis in the music field stems back to the operator. He is the foundation of this business. When he is happy and earning profit the effect is electrical on the field. Everyone sells, manufactures, and also enjoys profit and better business generally. But, when the operator suffers, all suffer with him. It is therefore to the best interests and welfare of all engaged in the field to see to it that the operator is educated to the need for a better commision basis.

Operators have written to The Cash Box and advised of plans and methods which they have adopted in their territories, and which have proved successful. One midwest operator, sometime ago, sent The Cash Box a self-drawn chart wherein he logically proved that the operator was giving away much of the profit he should earn to the location owners.

The effect of this poor judgement in commission percentages is not only being felt in the field of automatic music, but, also in the amusement businesss today. Many noted distributors report that they are spending more time collecting than selling. There is absolutely no reason for this.

Pinballs are bringing very good returns, but, the operators are giving away their profits to the locations. They are not retaining amount they should to help amortize the higher cost of these machines and assure themselves a reserve as well as a decent margin of profit.

From every standpoint, then, it is imperative that the nation's coin machine operators, at least those who haven't made new and better commission arrangements, do so immediately. This is the one and only way in which they will assure themselves continuing in this business on a profitable and successful basis.

YOU CAN'T SEND CAVALRY TO FIGHT TANKS!

You Can't Use A Worn-Out Old Fashioned Commission Plan In This Atomic Business Era. You've Got to Modernize Your Business Methods and Streamline Your Operations. You've Got to Be A Salesman. You Must Be Capable of Selling the Need for Your Equipment to Locations Without Giving Away the Major Share of the Proceeds.

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

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

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

NAME

FIRM

ADDRESS

CITY STATE

Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

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

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

The Nation's TOP TEN Juke Box Tunes

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

AL—ALADDIN
AP—APOLLO
AR—ARISTOCRAT
BW—BLACK & WHITE
CA—CAPITOL
CN—CONTINENTAL
CO—COLUMBIA
DE—DECCA
DEL—DELUXE
EC—EXCLUSIVE
EN—ENTERPRISE
EX—EXCELSIOR
JB—JUKE BOX
KI—KING
MA—MAJESTIC
ME—MERCURY
MG—M-G-M
MN—MANOR
MO—MODERN MUSIC
MU—MUSICRAFT
NA—NATIONAL
QU—QUEEN
RA—RAINBOW
SI—SIGNATURE
SO—SONORA
ST—STERLING
SW—SWANK
TO—TOP
TR—TRILON
VI—VICTOR
VO—VOGUE
VT—VITACOUSTIC

1 PEG O' MY HEART

Success story of this one has the biz running wild!

AL-537—Al Geyle Hermonicords
CA-346—Clerk Dennis
CO-37392—Buddy Clark
DE-25076—Phil Regan
DEL-1080—Ted Mertin
MA-7238—Danny O'Neil
ME-5052—Ted Weems
MG-10037—Art Lund
NA-9027—Red McKenzie
SI-15119—Floyd Shermen
VI-20-2272—The Three Suns
VT-1—The Harmonicats

2 I WONDER, I WONDER, I WONDER

Moves up another notch in the race for top tune honors.

CA-395—Marthe Tilton
CO-37353—Tony Pastor Orch.
DE-23865—Guy Lomberdo O.
DEL-1075—Ted Martin
MA-1124——Eddy Howard O.
MG-10018—Van Johnson
MO-20-516—The Scamps
NA-9032—Jeck Carroll
SO-2024—Ted Straeter O.
TR-114—The Vegabonds
TR-143—The Four Aces
VI-20-2228—Louis Armstrong O

3 TIM-TAYSHUN

Just driving music ops wild with reorders!!

CA-412—Red Ingle & Jo Stefford
VI-20-2336—Hollywood Hillbillies

4 WHEN YOU WERE SWEET SIXTEEN

Two smash recordings out on this tune, pegged for a long healthy ride.

DE-23627—The Mills Brothers
VI-20-2259—Perry Como

5 CHI BABA CHI BABA

Maintains its hold on the number five spot again.

AP-1064—Connee Boswell
AR-1001—Shermen Heyes O.
CA-419—Peggy Lee
CO-37384—The Cherioteers
DE-23738—Lawrence Welk O.
DEL-1080—Ted Mertin
MA-1133—Louis Prima O.
MG-10027—Blue Berron O.
SO-2023—George Towne O.
VI-20-2259—Perry Como

6 ACROSS THE ALLEY FROM THE ALAMO

Still doing tricks for a host of music ops.

CA-387—Sten Kenton O.
CO-37289—Woody Hermen
DE-23863—The Mills Bros.
ME-3060—The Starlighters
VI-20-2272—The Three Suns

7 THAT'S MY DESIRE

A batch of hit recordings out on this one.

AP-1056—Curtis Lewis Trio
CA-395—Marthe Tilton
CN-6048—Golden Arrow Quertet
CO-37329—Woody Hermen
DE-23866—Elle Fitzgereld
ME-5007—Frenkie Laine
MG-10020—Art Mooney
MN-1064—The Cets & The Fiddle
MO-147—Hedde Brooks
SO-2019—Ray Anthony O.
VI-20-2251—Semmy Keye

8 MY ADOBE HACIENDA

In sixth place last week and into the number eight slot now, nevertheless holding its own.

CA-389—The Dinning Sisters
CO-37332—Louise Massey
CT-8001—Jack McLeen
DE-23846—Kenny Beker
EN-147—The Cossman Sisters
KI-609—Billy Hughes
MA-1117—Eddy Howerd
ME-3057—Bobby True Trio
RH-101—The Esquire Trio
VI-20-2150—Billy Williems
VO-785—Art Kessel

9 RED SILK STOCKINGS AND GREEN PERFUME

Cactus tune that blossomed into nation wide popularity hot and heavy in many a machine.

AP-141—Smiley Wilson
SO-37330—Tony Pastor Orch.
DE-23946—Lawrence Welk Orch.
MA-7216—Ray McKinley Orch.
VI-20-2251—Sammy Kaye Orch.

10 MAM'SELLE

A great tune still culling coin in many a spot.

AL-536—Al Gayle
CA-396—The Pied Pipers
CO-37343—Frank Sinetra
DE-23861—Dick Heymes
EN-257—Derry Fe!!igent
MA-7217—Rey Dorey
ME-5048—Frenkie Laine
MGM-10011—Art Lund
NA-9032—Jack Cerroll
RA-10014—Marshall Young
SI-15093—Ray Bloch O.
SO-2023—George Towne O.
VI-20-2211—Dennis Day

THE CASH BOX Record Reviews

"My Romance"
"Tea For Two"
FRANK SINATRA & DINAH SHORE
(Columbia 37528)

● Pair of sides that should be on every machine in the nation is this bit by a combo that's hard to beat. Featuring Frank Sinatra and Dinah Shore on "My Romance", and "Tea For Two," the platter stacks up high in every department. And not only should the cookie be bought for its musical merits, but for its part the wax is playing in the fight to beat cancer. "My Romance" gets the nod here, with both Frankie and Dinah showing their splendid pipes in mellow movement. The pair chime in with split vocals, while the background is filled with lilting melody provided by Alex Stordahl. On the backing with "Tea For Two", the praises this ditty won so many years back are still justified today. This platter is a must in your machine — latch on!

"You're Breaking In A New Heart"
"I Miss You So"
THE CHARIOTEERS
(Columbia 37546)

● Vocal combo riding the wax horizon for a hep jump with this platter are The Charioteers, and once the ops grab on to this cookie, they'll no doubt do handstands with it. "You're Breaking In A New Heart" sez the message, and not only will the group do just that; they'll break in a new bunch of phono fans too. With the tempo spinning in slow beat, that sharp soprano vocal rises above the monotone in the background to set the pace for this disking. Ork under the direction of Mitchell Ayres rates orchids for their wonderful accompaniment. On the flip with more melancholy stuff, the boys offer "I Miss You So", in much the same manner as the top deck with the soprano piper hogging the spot all thru. If you have spots that go for top song styling, why then nab the platter.

"Aintcha' Ever Comin' Back"
"I Have But One Heart"
FRANK SINATRA
(Columbia 37554)

● Beautiful piece of music made to soothe and charm the most ardent wax lover is this platter by Frank Sinatra. Titled "Aintcha' Ever Comin' Back," Frank trills the wordage in exceptionally light phrasing, with the emphasis on Alex Stordahl's strings rising throughout the background. Frank is joined on this deck by the able Pied Pipers, whose harmony work on this cookie is superb. Aimed at the spots where the lights are turned down low, the waxing should net heavy coin play. On the backside with a ditty currently enjoying heavy plugging, Frank offers "I Have But One Heart." Altho this version doesn't show the piper up to top par, the zillion fans the Verce has should establish the disking as a coin culler. A ditto of the top tab, the platter spins in slow metro with Frankie's spooning in the sweet refrain.

DISK O'THE WEEK

"Caravan"
"Darktown Strutters Ball"
CHARLIE BARNET ORCH.
(Apollo 1070)


CHARLIE BARNET

● Shades of old Barnet—that's with this one! Resounding a familiar note of years gone by, when old Charlie tooted himself into a top spot in the band world, the maestro himself and a new aggregation come up with a piece that rates like a spade flush. "Caravan", offered with all the zest, riff and holler that your phono playing customers can stand shows Barnet and the band in a mood hard to beat. With the pace set off by some wonderful drums and horn, the band and Charlie break through with spot solos that score. Charlie's sax wails oh so pretty, and the echo you'll hear will be the buffalo hide coming at you. The music as it stands has always been of top notch caliber, and the maestro's rendition flowers and showers the piece to the fore once more. On the flip with more innuendo, the crew combine to knock some stuff that takes the shape of the old street band with a bit of Orleans thrown in.

"You Do"
"Sleep, My Baby Sleep"
LARRY DOUGLAS
(Signature 15144)

● From the 20th Century flicker "Mother Wore Tights" comes this playful ballad titled "You Do," and rendered in the Larry Douglas manner, the platter shows up well. Larry spoons the wordage in slow pacing with the Ray Bloch ork swelling full behind the boy. A hunk of wax aimed at those spots where romancers gather, the disk should serve well as a coin attraction. On the flip with a lullaby, Larry does "Sleep, My Baby Sleep" with the title giving off the pitch. Both sides make for easy listening and deserve your ear.

"Ho-Ho-Kus, N. J."
"On the Old Spanish Trail"
ALAN DALE
(Signature 15124)

● Latest addition to this indies flock of crooners steps out here to charm his listening audience with a novelty trick entitled "Ho-Ho-Kus, N. J." Altho the material chosen doesn't fit the balladeer's heavy voice, the stuff is cute nevertheless and should win the praise of many a phono op. Weaving his tale 'bout that wonderful spot, Alan is backed by a merry five from the Ray Bloch ork who blend well with the piper. Lively beat emanates throughout with Alan's voice rising above. Backing getting heavy play in many a machine fits the kid's pipes like a glove and should ride the wave along with the rest of the cookies floating around.

"What Are You Doing New Year's Eve"
"On The Old Spanish Trail"
KAY KYSER ORCH.
(Columbia 37543)

● Ditty in for a heavy ride on the phonos is this current offering by the Kay Kyser krew. Labeled " What Are You Doing New Year's Eve", the wax as it stands is an effective piece of ballading throughout with crooner Harry Babbit displaying his tonsils in fair fashion. Orchestral backing in toned down mood, allows Harry room to move about and shows that the piper still has that extra bit in him, which spells the difference between a click and flop. Lyrics spin around the title, and given adequate plugging should go places. On the flip with a ditty riding high in so many boxes throughout the nation, the crew render "On The Old Spanish Trail." Music makes for pleasant listening and offers Harry in the lime again. Both sides deserve a ride, so whirl 'em.

"Why You No Knock"
"I'll Never Leave Her Behind Again"
THE PEARL TRIO
(Pearl 59)

● This guy keeps knocking 'em out! More clickeroo out of the Larry Vincent hit parade is this recent release spelled "Why You No Knock" and "I'll Never Leave Her Behind Again." Topside tune with a tint of the Latin in it offers kicks galore, and will fill that extra spot in your tavern location to nab nickels for you. Larry spills the wordage in double take time, with the title coming in to ask 'why you no knock'. On the other end with more stuff aimed at the elbow rest spots, The Pearl Trio flavor the cookie with lots of laughs to the pitch of "I'll Never Leave Her Behind Again". Ops may have to be wary of this one, altho it shouldn't kick up a storm in the wrong places.

"You're Not So Easy To Forget"
"Cuban Love Song"
JIMMY FOSTER
(Lissen 1038)

● Peg this kid to swing a big stick in the music buiz in the near future! New balladeer with a new label bows into the limelight to grab and merit a hunk of honey on this cookie. "You're Not So Easy To Forget" from the flicker "The Song Of The Thin Man" is in for a sleigh ride with this piper as he trills to the refrain of a cupiditty bound for heavy coinage. Sweeping violins behind the vocal fill the background with magical music and blossom into a crescendo to charm the disk all the way. On the backing with an oldie that scored so many years ago, Jimmy renders "Cuban Love Song". Ops will undoubtedly remember the familiar strains of the ditty and spotted well should reap harvest for all concerned.

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

THE CASH BOX Record Reviews

"Don't Take Your Love From Me"

"Hungarian Rhapsody No. 2 In Boogie"

HADDA BROOKS TRIO

(Modern Music 153)

● Chirping low and pretty in that smoothly styled manner as only Hadda Brooks can trill, the lass with the tricky pipes comes up with a ditty that garnered a feature spot on many a phono not too long ago. Doing "Don't Take Your Love From Me," Hadda wails the sultry lyrics behind a rhythm section in efficient manner, and setting this platter in those spots that love to shuffle will make for coinage here. On the backing with piano styling that rates, Haddo runs through "Hungarian Rhapsody No. 2 In Boogie" that should set the hot jazz enthusiasts wild. Made for music lovers only, if you have spots that go for this brand, why then latch on.

"Tattletale"

"Dizzy Fingers"

BENNY GOODMAN ORCH.

(Capitol 439)

● Pair of instrumental sides that show old bee gee in the lime, and aimed at those spots that can really appreciate the finest clary tootin' in the biz spill off the wax here with "Tattletale" and "Dizzy Fingers". Maestro Benny Goodman still cops the beat when it comes to stuff like this. Trilling the stick and running up and down the scales, Benny shows his wares in such manner that make for heavy coinage. "Dizzy Fingers' 'shows the maestro all the way, with some fine backing by his boys. Both sides deserve your ear.

"Dream Street"

"I'm So Lonesome I Could Cry"

BUDDY WEED TRIO

(MGM 10049)

● Trio that slayed 'em down 52nd street way not too long ago, and still rolling up heavy B.O. figures, offer their talent on this cookie in fine manner just natural for those little quiet spots. It's the Buddy Weed Trio doing "Dream Street' and "I'm So Lonesome I Could Cry," with both sides turning up as top material. "Dream Street" grabs the flag, as Buddy pipes pretty to the wonderful accompaniment of his rhythm unit. Ditty spins in slow tempo with the wordage playing around the title throughout. On the backing with "I'm So Lonesome I Could Cry," Buddy once again emphasizes the title, and altho the lyrics point to a tear jerker, the waxing is not. Buddy's soothing voice will charm many a listener into dropping more buffalo hide into the phono—so snatch the pair.

SLEEPER OF THE WEEK

"Honky Tonk Train"

"In A Mist"

MEL HENKE

(Vitacoustic 5)

MEL HENKE

● This platter is unique — and justly so because of the resounding effect it is bound to make in music circles. Opening the way for new styling in the record biz, Mel Henke and The Honeydreamers combine with that indie diskery that has the majors looking to their laurels to knock out "Honky Tonk Train". As the platter stands it seems to be all piano at first, but once the listener snags the improvisation therein, the cookie adds up to a barrel full of coin play. The Honeydreamers render the chamber effect in the music, with Henke's piano leading the way as the choo choo runs thru the wax. It's the haunting refrain that phono fans are going to latch onto, with The Honeydreams rating orchids for their wonderful spot, not withstanding Henke's mellow ivory fingering. On the backing with "In A Mist", the combo render the same enchanting refrain with the title setting off the bill of fare. Your missing out on heavy coinage if you don't grab this pair.

"Take The A Train"

"Keep Your Hands On The Table"

IKE CARPENTER ORCH.

(Modern Music 20-522)

● Great piece of music written by a greater maestro and portrayed here by one of his best, takes shape as a hunk of wax that ops can use to favorable advantage. It's the old "Take The A Train" with Ike Carpenter's ork spilling ths sharps and flats, and the familiar note it rings makes the coinage loom. Straight instrumental all thru, the aggregation, and a fine one at that, sounds like the old Duke Ellington ork, which may fit your spots like a glove. Backing shows the band in unison as they echo "Keep Your Hands On The Table," a novelty disking with a card game as the bait. Both sides are mellow for race spots—you take it from here.

"Please Be Kind"

"Nobody Loves A Fat Man"

AL RUSSELL TRIO

(DeLuxe 1083)

● More stuff by small combos shine thru this week, with the Al Russell trio getting the nod for their efforts on this pair. Labeled "Please Be Kind" and "Nobody Loves A Fat Man", Al and his crew pipe the familiar lyrics of "Please Be Kind" on the topside tune. Waxing is set in the mood just made for dancers that go for this brand, the slow, shuffle kind. Wonderful guitar spot rounds out the side to fill the bill all the way. On the other deck with a novelty flip as the title indicates, the trio combine to spill the wordage all wrapped up with kicks galore.

"I Won't Be Home Anymore When You Call"

"My Heart Is A Hobo"

FREDDY NAGEL ORCH.

(Vitacoustic 4)

● Pair of sides that ops may latch on and use in the more sophisticated spots are these offered here by the Freddy Nagel ork on the label that's setting the world on fire. The pair, currently kicking around a bit and enjoying a healthy stay in many a machine are effectively rendered and make for fairly pleasant listening. "I Won't Be Home Anymore When You Call," featuring Ted Travers vocalizing, rates the call with Ted's vocal efforts portrayed in mellow fashion. On the backing with "My Heart Is A Hobo" from the flicker "Welcome Stranger", thrush Patti Page steps to the podium and trills smoothly throughout. Ops should be familiar with both sides, and altho they won't stop traffic, they should win the praise of a host of phono fans.

"Box Car Blues"

"Hello Baby"

WINGY MANONE

(Capitol 442)

● Long missing from the boxes and wrongly at that, is Wingy Manone, but the famed trumpeter comes up here with a pair that may well set 'em hot again. Teamed with Johnny Mercer on "Box Car Blues," Wingy flavors this waxing greatly as his hoarse vocal treatment shines thru to score. Grab the title and you've got the pitch here, with the band keeping the metro down, and breaks in between make the platter take on the appearance of a coin culler. On the flip with more Wingy on "Hello Baby," the maestro echoes the top deck in splendid fashion, with the limelight falling once again on Wingy's piping. Grab a listen here.

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

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

FOR THE WEEK OF JULY 28, 1947

New York

1. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
2. PEG O' MY HEART (The Harmonicats)
3. COME TO THE MARDI GRAS (Freddy Martin)
4. I WONDER, I WONDER, (Tony Pastor)
5. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
6. I WONDER WHO'S KISSING HER NOW (Como-Weems)
7. ASK ANYONE WHO KNOWS (Ink Spots)
8. MY ADOBE HACIENDA (Eddy Howard)
9. CHI BABA CHI BABA (Perry Como)
10. I NEVER KNEW (Sam Donahue)

St. Louis, Mo.

1. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
2. TIM TAYSHUN (Red Ingle)
3. SMOKE, SMOKE, SMOKE (Tex Williams)
4. I WANT TO BE LOVED (Benny Goodman)
5. BLUE & BROKEN HEARTED (Hal Derwin)
6. TALLAHASSEE (Bing Crosby)
7. COME TO THE MARDI GRAS (Freddy Martin)
8. I WONDER WHO'S KISSING HER NOW (The Dinning Sisters)
9. THAT'S MY DESIRE (Frankie Laine)
10. I'M SO RIGHT TONIGHT (Jo Stafford)

Salisbury, N. C.

1. TIM TAYSHUN (Red Ingle)
2. SMOKE, SMOKE, SMOKE (Tex Williams)
3. PEG O' MY HEART (Buddy Clark)
4. THAT'S MY DESIRE (Sammy Kaye)
5. I WONDER, I WONDER, (Eddy Howard)
6. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
7. CHI BABA CHI BABA (Perry Como)
8. LINDA (Buddy Clark)
9. MY ADOBE HACIENDA (Eddy Howard)
10. I WANT TO BE LOVED (Savannah Churchill)

Sioux Falls, S. D.

1. PEG O' MY HEART (The Harmonicats)
2. I WONDER, I WONDER (Eddy Howard)
3. SMOKE, SMOKE, SMOKE (Tex Williams)
4. FEUDIN' AND FIGHTIN' (Dorothy Shay)
5. CHI BABA CHI BABA (Perry Como)
6. IVY (Jo Stafford)
7. MAM'SELLE (Pied Pipers)
8. LINDA (Ray Noble-Buddy Clark)
9. A SUNDAY KIND OF LOVE (Jo Stafford)
10. ACROSS THE ALLEY FROM THE ALAMO (Stan Kenton)

Chicago

1. PEG O' MY HEART (The Harmonicats)
2. THAT'S MY DESIRE (Frankie Laine)
3. I WONDER, I WONDER, I WONDER (Perry Como)
4. CHI BABA CHI BABA (Perry Como)
5. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
6. A SUNDAY KIND OF LOVE (Jo Stafford)
7. ASK ANYONE WHO KNOWS (Dinah Shore)
8. COME TO THE MARDI GRAS (Freddy Martin)
9. RED SILK STOCKINGS (Sammy Kaye)
10. MY ADOBE HACIENDA (Eddy Howard)

Pittsburgh, Pa.

1. PEG O' MY HEART (The Harmonicats)
2. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
3. TIM TAYSHUN Red Ingle)
4. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
5. IVY (Vic Damone)
6. MY ADOBE HACIENDA (Eddy Howard)
7. THAT'S MY DESIRE (Frankie Laine)
8. LINDA (Buddy Clark)
9. SMOKE, SMOKE, SMOKE (Tex Williams)
10. AS LONG AS I'M DREAMING (Harry James)

Houston, Texas

1. SMOKE, SMOKE, SMOKE (Tex Williams)
2. PEG O' MY HEART (Ted Weems)
3. I WONDER, I WONDER, I WONDER (Eddy Howard)
4. THAT'S MY DESIRE (Frankie Laine)
5. TIM TAYSHUN (Red Ingle)
6. RED SILK STOCKINGS (Ray McKinley)
7. IT'S A SIN (Eddy Arnold)
8. CHI BABA CHI BABA (Perry Como)
9. TALLAHASSEE (Johnny Mercer)
10. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)

Philadelphia, Pa.

1. PEG O' MY HEART (The Harmonicats)
2. CHI BABA CHI BABA (Perry Como)
3. MAM'SELLE (Art Lund)
4. TIM TAYSHUN (Red Ingle)
5. TALLAHASSEE (Bing Crosby)
6. JE VOUS AIME (Andy Russell)
7. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
8. COME TO THE MARDI GRAS (Freddy Martin)
9. IVY (Vic Damone)
10. I WONDER, I WONDER, (Eddy Howard)

Los Angeles

1. PEG O' MY HEART (The Harmonicats)
2. FEUDIN' AND FIGHTIN' (Dorothy Shay)
3. CHI BABA CHI BABA (Perry Como)
4. I WONDER, I WONDER, (Eddy Howard)
5. IVY (Vaughn Monroe)
6. WHEN I WRITE MY SONG (Herb Jeffries)
7. I SOLD MY HEART TO THE JUNKMAN (Basin St. Boys)
8. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
9. I BELIEVE (Frank Sinatra)
10. SMOKE, SMOKE, SMOKE (Tex Williams)

St. Albans, Vt.

1. PEG O' MY HEART (The Harmonicats)
2. CHI BABA CHI BABA (Perry Como)
3. I WONDER ,I WONDER, I WONDER (Martha Tilton)
4. MAM'SELLE (Art Lund)
5. LINDA (Buddy Clark-Ray Noble)
6. THAT'S MY DESIRE (Frankie Laine)
7. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
8. I BELIEVE (Frank Sinatra)
9. HEARTACHES (Ted Weems)
10. MY ADOBE HACIENDA (The Dinning Sisters)

Wheeling, W. Va.

1. PEG O' MY HEART (The Harmonicats)
2. I WONDER, I WONDER, I WONDER (Eddy Howard)
3. CHI BABA CHI BABA (Perry Como)
4. THAT'S MY DESIRE (Art Mooney)
5. TALLAHASSEE (Bing Crosby)
6. JACK, JACK, JACK (Andrews Sisters)
7. LINDA (Buddy Clark-Ray Noble)
8. I BELIEVE (Frank Sinatra)
9. MAM'SELLE (Art Lund)
10. A SUNDAY KIND OF LOVE (Claude Thornhill)

Chattanooga, Tenn.

1. PEG O' MY HEART (The Three Suns)
2. I WONDER, I WONDER, I WONDER (Eddy Howard)
3. IT'S A SIN (Eddy Arnold)
4. VIOLETS (Ted Weems)
5. PO FOLKS (Roy Acuff)
6. COME TO THE MARDI GRAS (Freddy Martin)
7. STARDUST (Artie Shaw)
8. MAM'SELLE (Art Lund)
9. FEUDIN' AND FIGHTIN' (Dorothy Shay)
10. WHEN YOU WERE SWEET SIXTEEN (Perry Como)

Folks throughout the record biz viewed the recent action on the part of the Southern California Music Operators Association with great optimism this past week. SCAMOA, distributing records to music operators at wholesale prices will open the way for a great many recording companies to reach hitherto unknown music ops, they say. SCAMOA is rendering a service of tremendous value to the operator, and in so doing, is saving the op not only time in the purchase of his records, but actual cash. E. J. Bullock, president of the trade group is to be applauded for his fine efforts on behalf of his membership.

* * *

We want to take this opportunity of thanking Vitacoustic Records for the contents of their ad which appeared in our July 21 issue. In their ad Vitacoustic lauds The Cash Box for selecting "Peg O' My Heart' as a Disk O' The Week, way back in April. Vitacoustic has turned the music biz into a turmoil, with their terrific recording of "Peg", and has made record history by becoming the first independent record company to hit a million sales with one record. Thanks again, Vitacoustic.

* * *

Receiving rave notices this past week is an obscure tune titled "Red Read." Recorded by Sapphire, the ditty received a tremendous send off when Jack Shepard of the Philadelphia Operators Association ordered 500. Johnny Halonka, Mgr. of Runyon Sales record division followed that with his order of 1000. Shapiro-Bernstein & Co., one of the top song pubberies in town immediately took over the tune and now have it skedded for a major song plug. Ditty was written by Frank Adams and Max C. Freeman, authors of "Sioux City Sue".

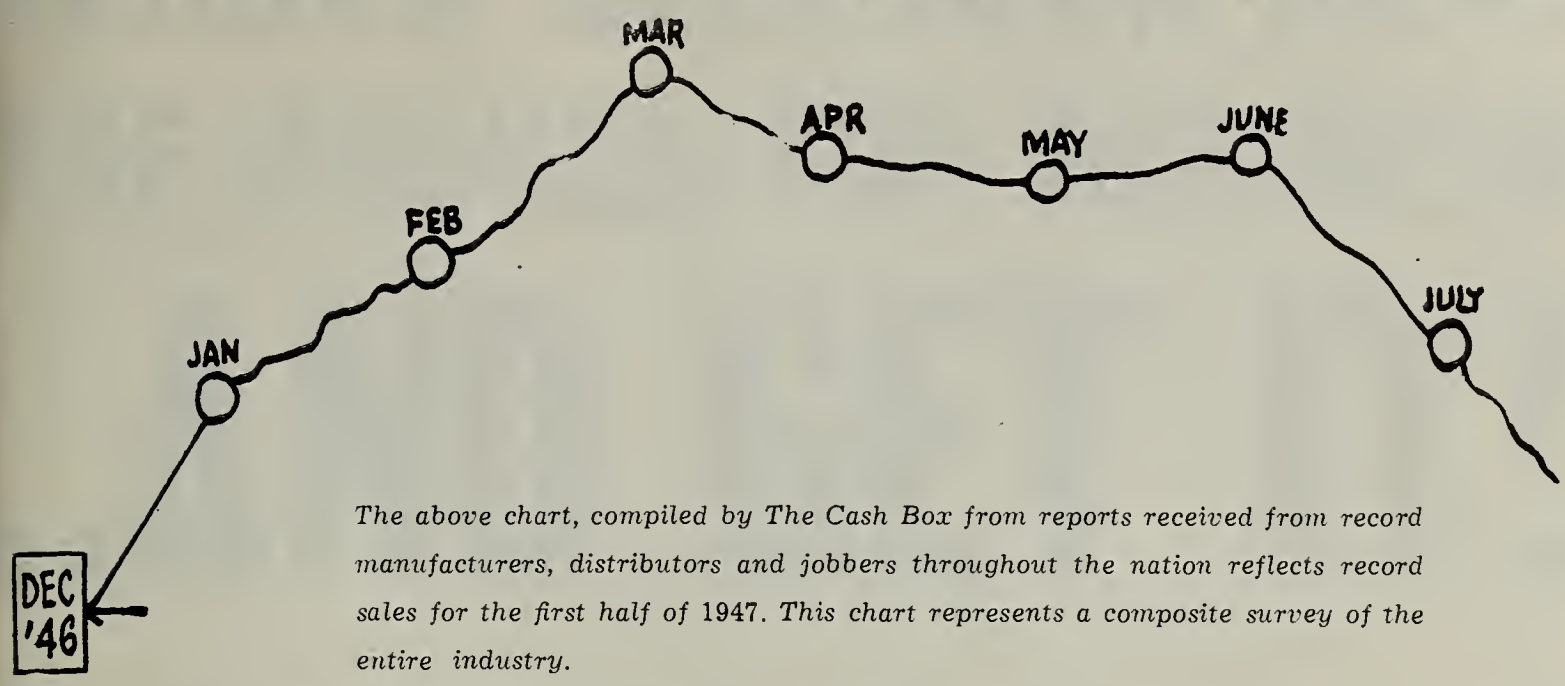
* * *

Production of the new Dumor Compound, will be doubled in the next thirty days with the completion of an addition to the present plant Dumor has at Atco, N. J., vee pee A. H. Ciaglia informs us. Lots of record folk report wonderful results with the compound . . . Vocalist Jo Stafford guested the Capitol Record Dist. Co. of Illinois this past week, when the Windy City distrib threw a cocktail party in honor of Jo . . . Seems as if everybody has a few flying saucers. The Ravens sounded the riot call last week, when they began tossing their waxing of "Old Man River' right into the river — the Hudson that is. Squads of policemen armed to the teeth, had to be soothed somehow, so the combo broke right into a couple of bars of the ditty, right there on the George Washington Bridge. And then the Bell Record Company started tossing them too, way out in Hawaii. Caused quite a stir among the military we hear.

* * *

the sudden death of renowned Jimmie Lunceford has music biz still in the doldrums. Jimmie was a great musician, and a greater person. His music will live forever . . . Capitol Records not renewing vocalist Matt Dennis' contract we hear . . . Big hullaballoo between Decca and the now defunct Cosmo over the former plattery's right to use "Tubby The Tuba". Action pending . . .

1947 RECORD SALES CHARTED



The above chart, compiled by The Cash Box from reports received from record manufacturers, distributors and jobbers throughout the nation reflects record sales for the first half of 1947. This chart represents a composite survey of the entire industry.

NEW YORK—A record sales survey, conducted by The Cash Box, and as depicted by the above chart, has brought to light many facts of tremendous importance to the recording industry.

Most important to officials of the industry is the blunt fact that altho sales for the past four months have tended to drop, present figures are still higher than those of 1946 for the same period.

December, 1946 found the public purchasing record players, phonographs, radiophono combinations, radios, etc. Dealers throughout the nation continued to stock up on these items despite warnings from trade groups, as well as the U. S. Chamber of Commerce that the public was tightening up because of rising prices.

Nevertheless, as the above chart shows, record sales for the first half of 1947 continued to reach new highs.

January, 1947, found the record buying public literally devouring such song hits as "The Old Lamplighter," "For Sentimental Reasons," "Ole Buttermilk Sky," and "Huggin' and Chalkin'." Figures show the purchase of 140 "Old Lamplighters" for every 1000 records sold.

"Open The Door Richard" opened the way for an unprecedented boom in the record market in February, and also disclosed one of the most intensive publicity campaigns ever conducted. Record sales continued to spiral upward, with automatic music merchants buying more than 50% of the total records sold.

March saw the record industry reach its peak with the sensational "Anniversary Song," which continued to flourish throughout the entire month, and early April found 160 records being purchased per every 1000 sales throughout the country.

Particularly important to music publishers are the facts revealed in the declining figures of the past four months. Except for the spurt caused by the popularity of "Peg O' My Heart", no new tune equal to the caliber of those songs produced in the early months of the year was issued.

Nevertheless, leaders in the industry point out that business in volume exists especially so in the automatic music field This is evidenced by recent surveys of the Curtis Publishing Company (Saturday Evening Post) and McCall Publications.

McCall's survey reports: "In comparing record sales with phonograph-owning homes, it should be kept in mind that about fifty percent of all records sold before the war were for use in automatic music machines in public places."

Retail record stores are now reported heavily stocked with merchandise (including such accessories as record players, radios, electric appliances, etc.) and many are running out of necessary cash to pay bills promptly, as well as order additional stock.

This situation, more than ever stresses the importance of the juke box operator who continues to order records in quantity regularly. Record distributors and manufacturers are now contacting juke box operators more than ever before. They realize now that the operator will continue to buy in quantity. They also agree that the juke box is a potent medium of exploitation, which helps increase the sales of records to the home phono owner.

Record distributors who have been smugly sitting in their offices waiting for their orders from juke box operators are now instead, intensely concentrating on reaching music operators. Practically all distributors interviewed, claimed that their juke box sales have increased due to personal contact. They admit that the cost of traveling men on the road has been overcome by the increased volume.

Therefore, even tho a decline is noticeable (on the above chart) as far as general record sales are concerned, the fact remains that the automatic music industry of America continues to use records in as large, if not larger, volume than ever before.

This, it has been proved, may save the entire record volume from further decline if greater concentration of effort is placed on personally contacting the juke box trade.

RECORD SALESMEN BEAT THE BUSHES FOR BUSINESS ..AND GET IT!

Record Distribs Thrilled With Biz Salesmen Bring From Direct Contact With Juke Box Ops in Hinterlands. "Records Still The Mainstay — Television Or No," They Happily Report.

NEW YORK—Following reports from all over the nation, leading record distribs state that they are once again "beating the bushes" and are also insisting that their salesmen get out there and "hit harder than ever" to learn whether, they state, "the record business is paralyzed because of a seasonal drop, whether it has been affected by television or whether the records themselves, because of the fact that there haven't been any real and outstanding hits produced this year to equal such tunes as "Beer Barrel Polka", "Music Goes Round and Round", "Old Man Mose", and others of this ilk, haven't been producing the business they should for the juke box field."

Results have proved tremendously elating to a great many noted record distribs. They are now learning that much of the business, "which they neglected in an effort to grab the cream off the top" (as one record distributor expressed it) "has always been there". "But," he stated, hasn't been followed up by our men who thought they were getting most of it right here in the big centers".

The best way to point out the failure which has been made by a great many of the distribs' salesmen is expressed by this noted record seller. "We got our men out on the road as they began to complain that they 'just couldn't make a living right now working their territories' because", they told us, " 'there just isn't any more record business left."

"We insisted that they beat the bushes and that they learn for us whether it was television, whether it was the seasonal drop, or whether it was our records, which weren't bringing in the business from the juke box coinmen. We learned that we could get business, and plenty of it—if we went out for it. We are now rearranging our entire sales setup. We believe that our men have neglected the man in the smaller town. He's just as important to us as is the man in the big city. We further learned that he appreciates having our man call and tell him what's new and what's hot—and not lie to him so doing.

"We're finding a big busineess spurt", he continued, "just when everyone else is crying big crocodile tears. There's no let-up in business if you go out and work for it. The record is still the vital part of every juke box in the country. The juke box men know that they need new and better records and they're constantly seeking them. With our men out there punching harder than ever we are getting business because we have shown many a juke box operator how to increase his earnings by giving his customers the latest and best in the new recordings and have also proved to him that faster changes of records will help stimulate the play in his spots."

The story is repeated by other record distributors. One noted Southern distributor stated, "Sure, there's business. Plenty of business. The only trouble is that the average record distributor and his salesmen are too lazy to go out there and fight for it. Maybe we haven't got a hit tune every week. But, we have some great tunes these days and great artists recording them. The small juke box operators wait until they hear about them, after they've been played many times, and then they'll write in for them. But, in the meantime, as they tell us, they are actually losing money waiting for the records when they could have them just as fast as the big city operators, who can walk right over and get them. The business is there. The men in the record business are at fault if they're not getting it. They've simply got to get off their office chairs and beat the bushes to bring it in."

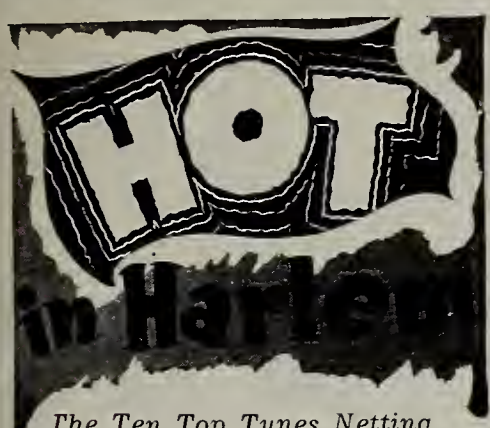
Thruout the trade, a survey has shown, that the record business may be enduring a seasonal drop, but, not of such extent as has been reported by some firms. The facts are that the average record distributor has been been waiting for "the juke box operator to come to him" instead of going out and showing the operator "why" he should have the newest and best recordings and, "what they will do for him to help him boost his take."

As far as television is concerned, it has affected some of the major metropolitan areas, but, hasn't even touched the smaller communities. Nor do the televizers themselves believe that the smaller spots will be touched for a long time to come. And, as one noted record distributor stated, "there sure is nothing wrong with the money these people pay us for our records".

One thing which all the record salesmen, as well as the distributors are crying about, is the need for sensational, national hit tunes. So far "The Anniversary Song" has been the big tune of 1947. This one clicked clear across the nation. Now "Peg O' My Heart", as first produced by "The Harmonicats" under the new Vitacoustic label, has had a national effect. But, there still hasn't been a tune which completely swept the country and which continued to bring them over to the juke boxes regardless of television and regardless of whatever economic conditions may have been in existence.

It must be remembered that the "Music Goes Round And Round" was at its height during the worst depression in all American business history. "Old Man Mose" came out when the record business was practically dead. "Beer Barrel Polka" also came out during the depression years. In short, as has been pointed out time and time again by The Cash Box. the people will play the tunes they like, and play them for all they're worth, when the tune is what they want. But. so far, there hasn't been a new tune to equal any of the aforementioned.

It is the sincere hope of those salesmen who have now started to bring in business from the remote hinterlands of the nation that the recording firms will soon produce tunes with as much sparkle and zip and appeal as the above and, they assure their firm, "business will boom regardless of what general conditions may be everywhere in the nation."



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 DON'T YOU THINK I OUGHTA KNOW
Bill Johnson Orch.
(Victor 20-2225)
Hits the number one spot after a lengthy stay in the deuce slug.

2 LADY BE GOOD
Ella Fitzgerald
(Decca 23956)
This one has the critics raving mad, with phono fans pouring coin in.

3 WHEN I WRITE MY SONG
Herb Jeffries
(Exclusive 16x)
Maintains its appeal as a strong coin caller throughout Harlem.

4 THE LADY'S IN LOVE WITH YOU
Nellie Lutcher
(Capitol 40002)
Strong styling of this one is unique, with reports pegging the ditty to higher heights.

5 ROBBINS NEST
Illinois Jacquet
(Apollo 769)
Instrumentation a la Jacquet spelling coin play galore.

6 OLD MAN RIVER
The Ravens
(National 9035)
In the number nine spot last week and up three notches here.

7 PEG O' MY HEART
The Harmonicats
(Vitacoustic 1)
The ditty that made disk history!

8 BABY, I DON'T CRY OVER YOU
Billie Holliday
(Decca 23957)
The inimitable work of Billie Holliday has ops recording but heavy.

9 SUMMERTIME
Al Hibbler
(Sunrise 2007)
Good tunes go anytime, whether fifty or a hundred years old.

10 THEM THERE EYES
Roy Milton
(Miltone 201)
We've stopped counting the play on this one — still riding high!

"WALTZ ME AROUND AGAIN, NELLIE"

Al Jolson's Sensational Comeback Plus Success of "Peg O' My Heart" Has Diskers Digging Down Deep in Storerooms Dusting Off Hits of 20 and 25 Years Ago in Effort to Find "Number One". Songs Like "I'm Forever Blowing Bubbles"; "I Wonder Who's Kissing Her Now?"; "Alexander's Ragtime Band"; "Melancholy Baby"; "Old Man Mose"; "That Certain Party"; and Deluge of Others Return for Another Shot at Bigtime. Juke Box Ops Report "Excellent Play" on the Oldies in Tavern Spots.

NEW YORK—The phenomenal success of recently revived tunes of yesteryear has music publishing firms and recording companies thruout the nation scouring their catalogs.

Major platteries for the first time since their organization, have begun to look to their laurels in view of the tremendous plaudits won by the smash success of "Peg O' My Heart."

Vitacoustic records alone, in selling over 1,000,000 platters of "Peg". proved that the public today still wants good music, regardless of age.

The average age of the returned G.I. is only 22 years; he wasn't yet born when "Peg" was a hit. Others of near and like age, even older. weren't old enough to even remember the tune. Therefore, as many noted students of the music world point out, a great many of the old tunes which clicked so well in years past, can be revived with full assurance that they have every opportunity of taking hold with the present generation and, certainly, pleasing the older folks who always hearken back to "the good old days of sweet melodies".

Adding impetus to the classic story of the oldies is the remarkable comeback of Al Jolson, whose records have the entire nation reliving the golden era of the fabled '20's.

That old tunes, which scored so heavily many years ago still appeal to a highly music conscious public today is evidenced by the fact that the average juke box now features over 30% of its recordings of a vintage of twenty-five years and more ago.

One noted music operator, when queried as to the popularity of oldies in his machines stated, "The oldies are getting more action than the popular tunes. Al Jolson's recordings were worn absolutely white in my machines."

"Recently we've been getting calls for "Old Man Mose", "Stardust", "A Pretty Girl Is Like A Melody", and others that mother sang. The play is amazing. We are continually reordering."

The success of tunes like "I'm Yours," "The Lullaby of Broadway", 'Cuban Love Song," "Lady Be Good". "The Lady's In Love With You", etc.. have pointed the way for recording firms and music publishers to dig down deep and try to come up with an old hit for another shot at the bigtime.

Not since "To Each His Own" was introduced has there been a song which has reached the proportions of such a nation wide juke box success. Music operators point out that old tunes have stimulated play, "because the public already knows of the quality of the song, knows the lyrics, and furthermore are not hesitant to invest their coin in any particular oldie".

Music publishers are feverishly working to come up with a hit song. The majority of the publishers agree that the popularity of a recording is one sure way to increase the sales of sheet music.

Recording companies and their distributors are cooperating with the automatic music merchants. The publishers, more than ever before. are cultivating the friendship of the music ops. Several already admit very good results.

"These boys know music," said one noted publisher, "and don't let anybody tell you they don't." They know what the public wants, because satisfying the listener is their business. In order to stay in business they have to maintain a good quota of song hits in their machines. And don't forget that everytime they play one of my songs it means more sheet music sold."

Also greatly influencing the record firms and the pubberies today, and of large consequence, are the influx of motion pictures currently featuring many song hits of yesteryear. Buy far some of the greatest publicity campaigns ever entered into have been produced in conjunction with those old time songs as their basis.

"The Jolson Story" saw the rebirth of that famed "mammy" singer. and also paved the way for the peak month in record sales during these past six months.

Currently the 20th Century picture. "I Wonder Who's Kissing Her Now". is receiving good notices, and has recording firms rapidly repressing these tunes. originally produced over 20 years ago.

"Rhapsody in Blue" found platteries selling more Gershwin than ever before. The forthcoming "Body & Soul." is bound to set the ball rolling for the tune of the same name.

All the above facts prove conclusively that the public today wants tunes with that same vigor. punch and vitality that commanded the forefront of the music world twenty years ago.

N. J. MUSIC OPS ASSN. FOLLOW SCAMOA PLAN

Arrange to Have All New Record Releases Previewed By Ops At Association's Offices.

LE ROY STEIN

NEWARK, N. J. — Following on the heels of the recently announced plan by the Southern California Music Operators Association to distribute records thru their organization at a savings to music operators, LeRoy Stein executive director of the Music Guild of America, Northern New Jersey Music Operators Association with headquarters in this city, announced that they have also set up a record service for their members.

"Arrangements have been made", said Mr. Stein, "to have new record releases at the Guild offices so that music operators may hear them and order their records early enough to cash in."

By far one of the heaviest complaints registered by the music op is that he hasn't received his records early enough to be put to best advantage.

"A preview of recordings by the music op will not only enable the operator to select his records prior to general release, but will also save the operator time and money", Mr. Stein continued.

"The music operator, frequently busy servicing his route, is sometimes forced to buy new releases blind in order to save time, or depends upon his distributor to furnish him with recordings which his distrib deems worthy. Thus the operator is actually buying records which he may find of no use to him at a later date. We have installed a record player at the Guild office for the use of the operator in this service."

Talk in the music and recording business of late has been to the effect that recording companies are catering to the juke box men and their associations. Discrediting that statement, one noted operator declared, "The recording firms are not catering to us in the least, but are finally realizing the potency of the juke box not only as a sales promotional medium, but also realize that the music op represents one of the largest buyers of records.

"The plan by the Southern California association and the MGA to distribute records wholesale and preview recordings will save me and other ops many a dollar," he stated.

He also said, "practically every operator visits his association headquarters weekly, and having records right there for him to listen to and select will show up in the sales charts of the recording companies cooperating with us."

SCAMOA last week announced to the trade their plan to distribute the records of several major and independent platteries thru their organization at wholesale prices. Recording firms are in contact with SCAMOA and MGA. Both organizations feel confident that their respective plans will meet with the wholehearted approval of music operators.

That the above plans have opened the way for recording companies to stimulate sales is obvious. Music ops now view the situation with greater optimism.

"Folk" and "Western" RECORD REVIEWS

BULLSEYE of the WEEK

"It's A Sin"

"The Daughter of Jole Blon"

JOHNNY BOND

(Columbia 37566)

● Nabbing the nod in this featured spot this week is a piece that's currently kicking up a storm all thru cactus country. Johnny Bond to the fore with "I's A Sin" shows the country balladeer in typical top fashion, wailing ths slow wordage to this hunk of wax as the string band back the lad effectively. Lyrics spill around the title while a cupid angle added spell coin play in many a spot. On the backing with another addition to the "Jole Blon" series, Johnny comes up with "The Daughter of Jole Blon", and makes more attractive wax for your boots and saddle spots. Lyrics grab the spot as they offer kicks galore, with Johnny's able voice shining thru. Both sides will undoubtedly boost your take — nab 'em.

"It's A Shame The Way You Treated Me"

"My Eyes Are Still Dry"

PRESTON WARD

(King 641)

● Pair of sides that spill out here, and aimed at those spots that go for hill stuff are offered by Preston Ward in pleasing tones. Titled "It's A Shame The Way You Treated Me" and "My Eyes Are Still Dry", Preston's singing is easily likened to and should fare well in many a spot. Topside tune shows Preston's heavy voice in mellow mood, with the backing weaving around the title and emulating a tear jerker. If you need good filler material in your machine this pair will do.

"Lonely Broken Heart"

"If You Need Me I'll Be Around"

CLYDE MOODY

(King 637)

● Looking for a pair of hot sides that'll fit any sagebrush spot? You'll find it with this pair by the able Clyde Moody. Titled "Lonely Broken Heart," Clyde's vocal rendition makes for top phono play, and of the brand that your customers can dance, stomp and whistle to. Ditty spins in fast metro, with accompaniment backing the lad in fine shape. On the other deck with a cookie that's just made for the faster spots, Clyde rates a two gun salute for his wonderful rendition of this piece. Grab a listen to the pair; we're sure you'll agree.

"The Tramp On The Street"

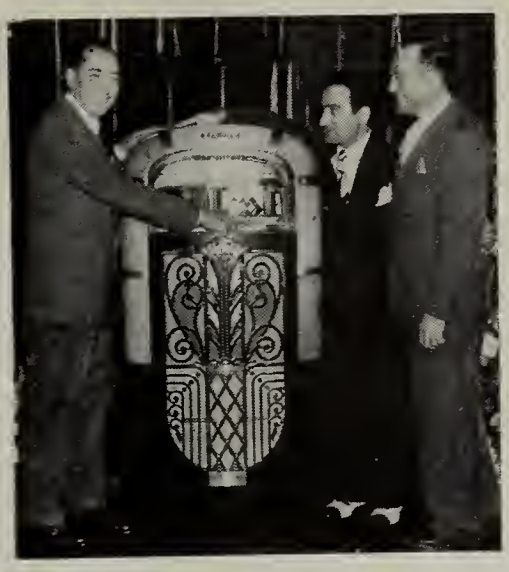
"Put My Rubber Doll Away"

CUMBERLAND MOUNTAIN FOLK

(Columbia 37559)

● Music made in the style just built for rural locations is offered here by the Cumberland Mountain Folk, and rendered in the mood that should make for nickel nabbing for you. Featuring Molly O'Day on the topside tune, the chirp trills the pleasant lyrics to "The Tramp On The Street". Nothing unusual in this disking altho Molly's calling should satisfy many a phono fan. Backing offers a bit more, and may meet with the approval of your customers in varied locations. Both sides deserve your listening time.

At Windsor Phono Meet



CLEVELAND, O.—Guesting the official opening of the Windsor Phonograph Company, this city recently are: (left to right) ork leader Louis Prima, James Ross vice president of the Cleveland Phono Ops Association and Art Weinand, salesmanager of the phonograph division of Rock-Ola Mfg. Corp.

Millet Leaves Continental

NEW YORK — Albert Millet, director of advertising and public relations has resigned his post with Continental Records, The Cash Box learned this past week.

Millet joined the diskery only three months ago, when he flew to Chicago to handle Continental's exhibit at the National Association of Music Merchants Convention. He has no definite plans for the future, Millet announced and at present is taking a vacation.

Musicraft Adds Producer; Distrib Campaign On

NEW YORK — In line with the organizational set up of Musicraft Records, Inc., this city, the diskery announced the appointment of Henry Hayward as producer this past week.

The post, comparatively new in the record business, mildly astonished record folk not knowing just what Hayward's duties would be. In explaining Hayward's position, Jack Myerson, president of the plattery said, "Hayward will supervise the recording sessions of Musicraft. We believe each cutting to be an individual production, and therefore Hayward with his background of engineering and electrical transcription work will eliminate the engineering flaws

Musicraft at present is undergoing an intensive campaign to line up the firm's distributors. In accepting orders for the firm's first releases, Myerson emphasized that any reorders the firm takes would be delivered in sufficient time, so that the distributor could capitalize on the tune's popularity.

MICHIGAN PHONO OPS ASSN. TO SPONSOR MONTHLY DISK SHOW

DETROIT, MICH. — In an announcement to the entire membership of the Michigan Automatic Phonograph Owners Association, with headquarters in this city, Morris A. Goldman, president of the trade group, notified members that plans for the formation of a huge "Record of the Month" show for teen-agers were under way.

"The show, to be sponsored by the operators association in conjunction with record companies and phonograph manufacturers would be produced in Detroit," Mr. Goldman stated.

That the show would be advantageous to both the recording industry and MAPOA is easily recognized. The record of the month selected by guests of the association, would be publicized throughout Detroit and the entire recording industry, and would be featured in the juke boxes of the city.

Disc jockeys in the Detroit area have already indicated their intentions for cooperation with the operators. City officials, viewing the proposed plan stated, the "Record Of The Month" show to be sponsored by the automatic music operators of this city will be a tremendous help in combatting juvenile delinquency. By getting those teen agers off the streets to partake in a city wide program, the music operators association have accomplished a worthy feat and deserve a vote of thanks from every member of this city."

"Block Party!"

NEW YORK — Getting set to air their "Block Party" radio show, a promotion stunt formulated by Signature Records, Inc., this city shows three Blocks of Granite toying with—blocks.

Radio show aired over the Mutual net work (Thursday's 9:30 PM) features vocalists Monica Lewis and Larry Douglas. A quiz re popular records, Signature gives the clever kids albums, single records and phono combinations.

Pictured above are ork leader Ray Bloch, radio producer Hal Block and disc jockey Martin Block.

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

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY

JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

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

CODE

AL—Aladdin	EX—Exclusive	QU—Queen
AP—Apollo	JB—Juke Box	RA—Rainbow
AR—Aristocrat	KI—King	SI—Signature
BW—Black & White	MA—Majestic	SO—Sonora
CA—Capitol	ME—Mercury	ST—Sterling
CN—Continental	MG—M-G-M	SW—Swank
CO—Columbia	MN—Manor	TO—Top
DE—Decca	MO—Modern	VI—Victor
DEL—DeLuxe	MU—Muskcraft	VO—Vogue
EL—Excelsior	NA—National	VT—Vitacoustic
EN—Enterprise		

	July 21	July 14	July 7
1—Peg O' My Heart	157.7	163.5	158.6
AL-537—AL GAYLE & HARMONICORDS *Remember*			
CA-346—CLARK DENNIS *Bless You*			
CO-37392—BUDDY CLARK *Come to Me, Bend to Me*			
DE-25075—GLENN MILLER O. *Moonlight Bay*			
DE-25076—PHIL REGAN *The Daughter of Peggy O'Neill*			
DE-23960—EDDIE HEYWOOD O. *Yesterdays*			
DEL-1080—TED MARTIN *Chi-Baba Chi-Baba*			
MA-7238—DANNY O'NEIL *I'll Take You Home Again Kathleen*			
ME-5052—TED WEEMS *Violets*			
MG-10037—ART LUND *On The Old Spanish Trail*			
NA-9027—RED McKENZIE *Ace In the Hole*			
SI-15119—FLOYD SHERMAN *Don't Cry Little Girl Don't Cry*			
VI-20-2272—THE THREE SUNS *Across the Alley from the Alamo*			
VT-1—THE HARMONICATS *Fantasy Impromptu*			
2—Chi-Baba Chi-Baba	111.9	106.5	85.6
AP-1064—CONNEE BOSWELL *There's That Lonely Feeling Again*			
AR-1001—SHERMAN HAYES *Say No More*			
CA-419—PEGGY LEE *Ain'tcha Ever Coming Back*			
COL-37384—THE CHARIOTEERS *Say No More*			
DE-23878—LAWRENCE WELK *My Pretty Girl*			
DEL-1080—TED MARTIN *Peg O' My Heart*			
MA-1133—LOUIS PRIMA *Mahzel*			
MG-10027—BLUE BARRON *Oh My Achin' Heart*			
SO-2023—GEORGE TOWNE ORCH. *Mam'selle*			
VI-20-2259—PERRY COMO *When You Were Sweet Sixteen*			
VI-25-1085—HENRI RENE MUSETTE ORCH. *Cielito Lindo*			
3—I Wonder, I Wonder, I Wonder	106.4	81.2	87.2
CA-395—MARTHA TILTON WITH D. ELLIOTT ORCH. *That's My Desire*			
CO-37353—TONY PASTOR O. *Get Up Those Stairs Mademoiselle*			
CO-37353—TONY PASTOR ORCH. *Meet Me at No Special Place*			
DE-23865—GUY LOMBARDO ORCH. *It Takes Time*			
DEL-1075—TED MARTIN			
MA-1124—EDDY HOWARD ORCH. *Ask Anyone Who Knows*			
MG-10018—VAN JOHNSON *Goodnight Sweetheart*			
MO-20-516—THE SCAMPS			
NA-9032—JACK CARROLL *Mam'selle*			
SO-2024—TED STRAETER ORCH. *My Pretty Girl*			
TR-114—THE VAGABONDS			
TR-143—THE FOUR ACES			
VI-20-2228—LOUIS ARMSTRONG ORCH. *It Takes Time*			
4—That's My Desire	95.5	84.1	93.1
AP-1056—CURTIS LEWIS *Sky Blue*			
CA-395—MARTHA TILTON—ELLIOTT ORCH. *I Wonder, I Wonder, I Wonder*			
CN—6048—GOLDEN ARROW QUARTET *I Want to Be Loved*			
CO-37329—WOODY HERMAN ORCH. *Ivy*			
DE-23866—ELLA FITZGERALD *A Sunday Kind of Love*			
ME-3043—FRANKIE LAINE *By The River St. Marie*			
MG-10020—ART MOONEY ORCH. *Mahzel*			
MN-1064—THE CATS & THE FIDDLE			
MO-147—HADDA BROOKS *Humoresque Boogie*			
SO-2019—RAY ANTHONY ORCH.			
VI-20-2251—SAMMY KAYE ORCH. *Red Silk Stockings and Green Perfume*			
5—Across the Alley from the Alamo	66.7	74.7	79.6
CA-387—STAN KENTON O. *No Greater Love*			
CO-37289—WOODY HERMAN O. *No Greater Love*			
DE-23863—MILLS BROTHERS *Dream, Dream, Dream*			
ME-3060—THE STARLIGHTERS			
VI-20-2272—THE THREE SUNS *Peg O' My Heart*			
6—Tim-Tayshun (Parody on Temptation)	45.2	51.8	32.8
CA-412—RED INGLE *For Seventy Mental Reasons*			
VI-20-2336—HOLLYWOOD HILLBILLIES *Chattanooga Choo Choo*			
7—Ivy	40.2	47.1	47.3
CA-388—JO STAFFORD — WESTON ORCH. *A Sunday Kind of Love*			
CO-37329—WOODY HERMAN ORCH. *That's My Desire*			
DE-23877—DICK HAYMES *They Can't Convince Me*			
MA-7223—RAY McKINLEY ORCH. *Meet Me at No Special Place*			
ME-5053—VIC DAMONE *I Have But One Heart*			
MG-10026—ZIGGY ELMAN *I Believe*			
VI-20-2275—VAUGHN MONROE ORCH. *Say No More*			
8—Tallahassee	30.6	29.9	20.8
CA-422—THE PIED PIPERS *Cecilia*			
CA-422—JOHNNY MERCER—WESTON O. *Cecilia*			
CO-37387—DINAH SHORE—WOODY HERMAN O. *Natch*			
DE-23885—BING CROSBY—ANDREWS SISTERS *I Wish I Didn't Love You So*			

	July 21	July 14	July 7
MA-7229—RAY DOREY *Je Vous Aime*			
MG-10028—KATE SMITH *Ask Anyone Who Knows*			
VI-20-2294—VAUGHN MONROE O. *I Wish I Didn't Love You So*			
9—Smoke: Smoke: Smoke (That Cigarette)	29.7	12.4	
CA-40001—TEX WILLIAMS *Roundup Polka*			
DE-24113—LAWRENCE WELK ORCH. *Pic-A-N-c-In (In the Park)*			
10—Mam'selle	28.5	45.9	78.1
AL-536—AL GAYLE & HARMONICORDS			
CA-396—PIED PIPERS *It's the Same Old Dream*			
CO-37343—FRANK SINATRA *Stella By Starlight*			
DE-23861—DICK HAYMES *Stella By Starlight*			
EN-257—DERRY FALLIGANT			
MA-7217—RAY DOREY *Man Who Paints The Rainbow*			
ME-5048—FRANKIE LAINE *All Of Me*			
MGM-10011—ART LUND *Sleepy Time Gal*			
NA-9032—JACK CARROLL *I Wonder, I Wonder, I Wonder*			
RA-10014—MARSHALL YOUNG *Mahzel*			
SI-15093—RAY BLOCH ORCH. *It's So Nice To Be Nice*			
SO-2023—GEORGE TOWNE ORCH. *Chi Baba Chi Baba*			
VI-20-2211—DENNIS DAY *Stella By Starlight*			
11—Je Vous Aime	26.9	20.0	17.9
CA-417—ANDY RUSSELL—WESTON ORCH. *As Long As I'm Dreaming*			
CO-37389—EDDY DUCHIN—B. CLARK *After Graduation*			
DE-23899—DICK HAYMES *Stranger Things Have Happened*			
MA-7239—RAY DOREY *Tallahassee*			
VI-20-2289—WAYNE KING ORCH. *The Church In the Valley*			
12—My Adobe Hacienda	25.1	30.0	56.2
CA-389—DINNING SISTERS *If I Had My Life to Live Over*			
CO-37332—LOUISE MASSEY *Starlight Schottische*			
CT-8001—JACK McLEAN			
DE-23846—RUSS MORGAN ORCH.—BAKER *This Is the Night*			
EN-147—THE COSSMAN SISTERS			
KI-609—BILLY HUGHES			
MA-1117—EDDY HOWARD ORCH. *Midnight Masquerade*			
ME-3054—BOBBY TRUE TRIO *Heartaches*			
RH-101—THE ESQUIRE TRIO			
VI-20-2150—BILLY WILLIAMS *Ain't Gonna Leave My Love No More*			
VO-785—ART KASSEL ORCH. *The Echo Said No*			
13—I Believe	20.6	15.9	18.9
CO-37300—FRANK SINATRA *Time After Time*			
MG-10026—ZIGGY ELMAN *Ivy*			
MU-492—ARTIE SHAW ORCH. *It's The Same Old Dream*			
VI-20-2240—LOUIS ARMSTRONG ORCH. *You Don't Learn That In School*			
14—Linda	20.4	28.1	31.8
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*			
SI-15106—LARRY DOUGLAS *Beware My Heart*			
SO-2006—BOB CHESTER ORCH. *Roses In The Rain*			
VI-20-2047—CHARLIE SPIVAK ORCH. *So They Tell Me*			
15—Red Silk Stockings and Green Perfume	15.5	20.1	20.9
AP-141—SMILEY WILSON *I'm Satisfied With Life*			
CO-37330—TONY PASTOR ORCH. *Get Up Those Stairs, Mademoiselle*			
DE-23946—LAWRENCE WELK O. *I Won't Be Home Anymore When You Call*			
MA-7216—RAY McKINLEY ORCH. *Jiminy Crickets*			
VI-20-2251—SAMMY KAYE ORCH. *That's My Desire*			
16—Passing By	15.4	1.1	8.8
AP-106—CONNEE BOSWELL *After You Get What You Want*			
CA-423—JO STAFFORD *I'm So Right Tonight*			
CO-37412—BUDDY CLARK *An Apple Blossom Wedding*			
DE-23915—EVELYN KNIGHT *Land of Dreams*			
MA-7207—RAY McKINLEY ORCH. *Hoodle-Addle*			
MU-15088—PHIL BRITO *It's Not I'm Such A Wall*			
VI-20-1951—TEX BENEKE — MILLER ORCH. *The Woodchuck Song*			
17—Stella By Starlight	15.1	8.2	3.9
CA-397—BILLY BUTTERFIELD ORCH. *Maybe You'll Be There*			
CO-37320—HARRY JAMES ORCH. *As Long as I'm Dreaming*			
CO-37343—FRANK SINATRA *Mam'selle*			
DE-23861—DICK HAYMES *Mam'selle*			
DE-23468—VICTOR YOUNG ORCH.			
ME-5050—JACK FINA ORCH. *We Knew It All the Time*			
MG-10019—JOHNNIE JOHNSTON *Spring Isn't Everything*			
VI-20-2211—DENNIS DAY *Mam'selle*			
18—Heartaches	13.7	21.8	18.8
AP-1045—GORDON MacRAE *If I Had My Life To Live Over*			
CA-372—JOE ALEXANDER *If I Had A Chance With You*			
CN-8021—RAY SMITH *Honey Be My Honey Bee*			
CO-37234—DINAH SHORE *Anniversary Song*			
CO-37305—HARRY JAMES ORCH. *I Tipped My Hat*			
DE-25071—TED WEEMS O.—ELMO TANNER *Oh' Monah*			
DEL-1069—TED MARTIN *If I Had My Life To Live Over*			
KI-598—COWBOY COPAS			
MA-1111—EDDY HOWARD O. *Don't Tell Her What's Happened to Me*			
MG-10001—JIMMY DORSEY ORCH. *There Is No Greater Love*			
NA-9026—RED McKENZIE *If I Had My Life to Live Over*			
SI-15065—RAY BLOCH ORCH. *What Am I Gonna Do About You?*			
SO-2005—TED STRAETER ORCH. *That's Where I Come In*			
VI-20-2175—TED WEEMS ORCH. *Piccolo Pete*			
19—Ask Anyone Who Knows	13.3	2.2	8.4
AP-1060—THE VAGABONDS *Oh My Achin' Heart*			
AP-1067—GORDON MACRAY *I Want to Be Loved*			
CA-410—MARGARET WHITING *Old Devil Moon*			
CO-37344—DINAH SHORE *Poppa, Don't Preach to Me*			
DE-23900—INK SPOTS *Can You Look Me in the Eyes*			
MA-1124—EDDY HOWARD ORCH. *I Wonder, I Wonder, I Wonder*			
ME-3059—ANITA ELLIS			
MG-10028—KATE SMITH *Tallahassee*			
SI-15123—LARRY DOUGLAS *Rockin' Horse Cowboy*			
VI-20-2239—SAMMY KAYE ORCH. *Would You Believe Me*			
20—A Sunday Kind of Love	12.8	28.2	13.9
CA-388—JO STAFFORD (WITH PAUL WESTON ORCH.) *Ivy*			
CO-37219—CLAUDE THORNHILL ORCH. *Sonata*			
DE-23866—ELLA FITZGERALD *That's My Desire*			
MA-1113—LOUIS PRIMA ORCH. *A Nickel for a Memory*			
ME-5019—FRANKIE LAINE *Who Cares What People Say*			
MG-10023—JIMMY DORSEY ORCH. *Pals & Pans*			
VI-20-2180—JANE HARVEY *I Had Too Much to Dream Last Night*			
21—Cecilia	12.7	17.1	16.3
CA-422—PIED PIPERS—J. MERCER—PAUL WESTON ORCH. *Tallahassee*			
CO-37342—DICK JURGENS ORCH. *I Won't Be Home Anymore When You Call*			
DE-25077—WHISPERING JACK SMITH *I'm Knee Deep In Daisies*			
MA-1145—LOUIS PRIMA ORCH. *There's That Lonely Feeling Again*			

○ ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

MUSIC

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PACKARD MFG. CORP.
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- Pla Mor Phonograph (Model 7) 795.00
- Hideaway (Model 400) 450.00
- Wall Box (Butler) 39.95
- 1000 Speaker (Paradise) 159.50
- 900 Speaker (Rose) 49.95
- 800 Speaker (Daisy) 36.95
- 700 Speaker (Dahlia) 21.95
- Walnut Adapter (Hideaway) 59.50
- Beech Adapter (Hideaway) 71.50
- Willow Adapter (Hideaway) 59.50
- Pine Adapter (Hideaway) 59.50
- Birch Adapter (Hideaway) 8.50
- Spruce Adapter 84.50

PERSONAL MUSIC CORP.
- Measured Music Boxes, 5c-10c 35.00
- Studio Amplifier 505.00
- Studio Timing Control Unit 250.00
- Master Power Supply Units 140.00

ROCK-OLA
- 1422 Phonograph (Net) 728.00
- 1424 Playmaster 440.00
- Model 1807 Moderne Corner Spkr. 107.50
- Model 1906 Remote Volume Control 6.90
- Model 1530 Wall Box 39.50
- Model 1603 Wall Speaker 42.50
- Model 1606 Tonette Wall Speaker 21.50
- Model 1608 Tone-O-Lier Speaker 65.00
- Model 1607 Tonette Wall Speaker 19.75
- Model 1531 DeLuxe Bar Bracket 8.25
- Model 1533 Universal Bar Bracket 3.90
- Model 1795 Wall Box Line Booster 16.35

SEEBURG
- 147-M Symphonola w/remote control 875.00
- 147-S Symphonola 805.00
- H-147-M RC Special 525.00
- Wireless Wallomatic 58.50
- Wired Wallomatic 46.50
- 5-10-25c Wireless Wallomatic 75.00
- 5-10-25c Wired Wallomatic 62.50
- Teardrop Speaker 19.95
- Teardrop Speaker w/volume control 22.50
- Recess Wall & Ceiling Speaker 18.00
- Mirror Speaker 49.50
- Duo Volume Control 21.90
- Power Supply 14.50
- Master Amplifier 53.50
- Master Selection Receiver 118.00
- Wired Master Selection Receiver 105.00
- Electric Selector 86.00
- Remote Speaker Amplifier 44.20
- Solenoid Drum for 147-S 60.50

SOLOTONE CORP.
- Leveling Pre-Amplifier 44.50
- Mirror-Tone Selector .....
- Solotone Individual Coin Box .....
- Solotone Adaptor-Amplifiers .....
- Solotone Studio and Telephoning Bridging Units
- Solotone Booster Amplifiers .....

MUSIC

WURLITZER
- 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 22.50
- 4006—Round Mirror Speaker 32.50
- 4007—Oval DeLuxe Speaker .....
- 4008—Super DeLuxe Speaker .....
- 4009—Recessed Wall Speaker 21.50
- Model 28—Remote Volume Control 24.00
- Model 241—Outdoor Speaker 55.00

PINS

BALLY
- Ballyhoo 279.50

CHICAGO COIN
- Play Boy .....

EXHIBIT
- Ranger .....

GOTTLIEB
- Lucky Star .....

J. H. KEENEY & CO
- Carousel .....

MARVEL MFG. CO.
- Carnival 249.50

P. & S.
- Shooting Stars 249.50

UNITED MFG. CO.
- Mexico .....

WILLIAMS
- Torchy .....

COUNTER GAMES

A.B.T. CORP.
- Challenger 65.00

AMUSEMENT ENTERPRISES, INC., N. Y.
- Whirl a Ball:
  - Single 47.50
  - 2 to 24 ..... 46.50
  - 25-99 ..... 45.00
  - 100 or more 43.50

BALLY MFG. CO.
- Heavy Hitter 184.50
  - w/stand 196.50

GOTTLIEB
- DeLuxe Grip Scale 39.50

MARVEL MFG. CO.
- Pop Up 49.50

SKILL GAMES CORP.
- Bouncer 44.50

RADIO

FIRESTONE ENTERPRISES, INC.
- At Your Service Radio .....

CORADIO
- Coradio 59.50

RA-O-MATIC CORP.
- Radio .....

TRADIO, INC.
- Tradio .....

NATIONAL SERVICE SALES
- Tourist Radio .....

RCA
- Model MI-13176 .....

PRECISION BILT CO.
- Precision-Bilt Radio .....

COIN CONTROLLED EQUIP. LTD.
- Amco, metal console radio 89.50

BELLS

AMERICAN AMUSEMENT
- 50c Golden Falls (Rebuilt) 300.00

BELL-O-MATIC CORP.
- Jewel Bell .....

GROETCHEN
- Columbia Twin JP 145.00
- Columbia DeLuxe Club 209.50

MILLS SALES CO. LTD.
- Dollar Bell .....

O. D. JENNINGS
- 5c Std Chiefs 269.00
- 10c Std Chiefs 279.00
- 25c Std Chiefs 289.00
- 50c Bronze & Std Chiefs 399.00
- 5c DeLuxe Club Chiefs 299.00
- 10c DeLuxe Club Chiefs 309.00
- 25c DeLuxe Club Chiefs 319.00
- 25c DeLuxe Club Chief 429.00
- 5c Super DeLuxe Club Chief 324.00
- 10c Super DeLuxe Club Chief 334.00
- 25c Super DeLuxe Club Chief 344.00
- 50c Super DeLuxe Club Chief 454.00
- 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 339.50
- 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
- Winter Book JP 826.00

GROETCHEN TOOL & MFG. CO.
- Columbia Twin Falls 485.00

O. D. JENNINGS
- Challenger 5-25 ..... 595.00

ONE-BALLS

BALLY
- Eureka 489.50
- Entry 595.00
- Special Entry 595.00

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

KEENEY
- Big Parlay 660.00
- Hot Tip .....

ARCADE TYPE

ALLITE MFG. CO.
- Strikes 'N Spares .....

AMERICAN AMUSEMENT CO.
- Bat a Ball 249.50

AMUSEMENT ENTERPRISES, INC., N. Y.
- Bank Ball 375.00
- One World 475.00

CHICAGO COIN MACH. CO.
- Basketball Champ 499.50

EDELMAN DEVICES
- Bang A Fitty:
  - 10' — 8" 450.00
  - 11' — 8" 450.00
  - 13' — 8" 500.00

ARCADE TYPE *(continued)*

ESQUIRE GAMES CO.
- Spotlite 399.50

FIRESTONE
- Santa Anita Handicap 269.50
- Rolloball 469.50

GENCO MFG. CO.
- Advance Roll 499.50

INTERNATIONAL MUTOSCOPE CORP.
- Atomic Bomber (Model B) 375.00
- Deluxe Movie Console 150.00
- Deluxe Movie Counter 140.00

METROPOLITAN GAMES
- Card Vendor 29.50
- Double Up Skill Bowl 399.50

SCIENTIFIC MACH. CORP.
- Pokerino, Location Model 5 ..... 279.50

SQUARE AMUSEMENT CO.
- Sportsman Roll 425.00

TELECOIN CORP.
- Quizzer .....

TELEQUIZ SALES CO.
- Telequiz 795.00

WILLIAMS MFG. CO.
- All Stars .....

MERCHANDISE MACHINES

CIGARETTE MACHINES

C. EIGHT LABORATORIES
- "Electro" 189.50

DU GRENIER CHALLENGER
- 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

NATIONAL VENDORS, INC.
- Model 9E (Electric) 321.70

ROWE
- Crusader (8 Col) w Stand 145.75
- Crusader (10 Col) w Stand 162.25

U-NEED-A VENDOR
- Monarch 6 Col w Stand 149.50
- Monarch 8 Col w Stand 159.50

MERCHANDISE VENDORS

A. B. T. MFG. CORP.
- "Auto Clerk"—(Gen'l Mdse.) .....

ASCO VENDING MACH. CO.
- Nut Vendor .....

ATLAS MFG. & SALES CO.
- Bulk Vendor .....

AUTOMATIC BOOK MACH. CO.
- "Book-O-Mat" .....

AUTOMATIC DISPENSERS, INC.
- "Drink-O-Mat" .....

BALLY MFG. CO.
- Drink Vendor .....

BERT MILLS CORP.
- "Hot Coffee Vendor" 540.00

COAN MFG. CO.
- U-Select-It—74 Model 85.50
- U-Select-It—74 Model DeLuxe 95.50
- U-Select-It—126 bar DeLuxe 127.50

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

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

INTERNATIONAL MUTOSCOPE CORP.
- Photomatic 1495.00
- Voice-O-Graph 1495.00

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

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

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

RUDD-MELIKIAN, INC.
- "Dwik-Cafe" Coffee Vendor .....

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

TELECOIN CORP.
- Tele-juice .....

THIRST—AID, INC.
- Drink Vendor .....

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

VENDALL CO.
- Candy Vendor .....

VENDIT CORP.
- Candy Vendor 149.50

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

Says Era of Automatic Stores Already Under Way

HOWARD PRETZEL

CHICAGO — Howard Pretzel, Vice President of CMAC (Coin Machine Acceptance Corp.) and who constantly is traveling thruout the trade, reported this past week, that the age of automatic stores is already well upon the trade.

He said, "Such stores, will be readily accepted and will have a tremendous influence on our mode of living". He also predicted, "They will create a simpler, faster, and more enjoyable means of consumer buying."

It is also reported that CMAC, as an indication of the enormous potentialities of this industry, has increased its staff in the past few months many times over.

Since its inception in 1941, CMAC is reported to have transacted a cash volume approaching $100,000,000.00, despite the fact that the production of machines was curtailed measurably

BETTER DISPLAY!
SUPER SERVICE!

28,000
SQUARE FEET!

MEMBER

MEMBER

IN STOCK!

NEW ADVANCE 25c SANITARY VENDERS CLUTCH HANDLE.....$22.50

OUR SUPER VALUES!

5 5c KEENEY BONUS SUPER BELL, Like New $395.00
3 25c KEENEY BONUS SUPER BELL, Like New 429.50
ROCKOLA COMMANDO—$275.00 — '39 DE LUXE—$185.00

NEW PIN GAMES

BALLY OOUBLE BARREL	$145.00
UNITEO MEXICO	295.00
BALLY BALLYHOO	279.50
CHICOIN PLAYBOY	279.50
KEENEY CAROUSEL	295.00
GOTT. LUCKY STAR	294.50
P. & S. SHOOTING STARS	149.50
MARVEL LIGHTNING	295.00
EXH. RANGER	299.50
WILLIAMS TORCHY	299.50

ARCADE MACHINES

SPEEOWAY BOMBSIGHT	$359.50
AOVANCE ROLL	469.50
PREMIER BOWLO	425.00
PREMIER TEN GRANO, 10½ Ft.	450.00
BASKET B. CHAMP	479.50
POKERINO	245.00
METAL TYPER	445.00
WILLIAMS ALL STAR	469.50
BOOMERANG	245.00
ARISTO-O-SCALE	115.00
MIR-O-SCALE	125.00
WATLING FORTUNE SCALE	WRITE
AMERICAN FORTUNE SCALE	169.50

ONE BALLS

BALLY ENTRY, P.O	$545.00
SPECIAL ENTRY, F.P.	545.00
GOTT. OAILY RACES	550.00

NEW COUNTER GAMES

POP-UP	$ 37.50	IMP., 1c or 5c	$ 14.50
ABT CHALLENGER	49.50	OAVAL OOMPH	49.50
FOLOING STANO	11.95	BEST HANO	49.50
GOTT. GRIP SCALE	39.50	MEX. BASEBALL	49.50
GRIP-VUE	49.95	SKILL THRILL	49.50
BASKETBALL. 1c	39.50	FREE PLAY—SPECIAL	45.00
WITH STANO	49.50	HEAVY HITTER	169.50
KICK. & CATCHER	37.50	WITH STANO	179.50

NEW SLOTS

	5c	10c	25c	50c
JENNINGS LITE-UP CHIEF	$295	$305	$315	$429
JENNINGS STANOARO CHIEF	245	255	265	355
MILLS BLACK CHERRY	220	225	230	320
MILLS GOLOEN FALLS. H.L., 2-5	230	235	240	330
WATLING ROLATOP	175	200	225	300

GROETCHEN OE LUXE CLUB COLUMBIA $159.50
GROETCHEN COLUMBIA. JP 115.00
MILLS VEST POCKETS ..... $74.50—LOTS OF 5 65.00

SLOT SAFES, STANDS, COUNTERS

CHICAGO METAL REVOLVAROUNO—OE LUXE
Single, $119.50; Double, $174.25; Triple $262.00
CHICAGO METAL REVOLVAROUNO SAFES—UNIVERSAL.
Single, $79.50: Ooable 116.75
HEAVY REVOLVAROUNO SAFES—10-GAUGE STEEL.
Single. $175; Ooable 225.00
BOX STANOS .....$27.50 FOLDING STANDS..... 12.50
OOWNEY-JOHNSON COIN COUNTER 217.50
ACE COIN COUNTER ANO CARRYING CASE 159.50

NEW CONSOLES

BALLY TRIPLE BELL	$795.00
OE LUXE ORAW BELL	465.00
MILLS 3 BELLS	645.00
JENN. CHALLENGER	595.00
EVANS BANGTAILS	595.00
EVANS WINTERBOOK	729.50
EVANS RACES	875.00
BAKERS PACERS, 5c, O.O.	629.50
BAKERS PACERS, 25c, O.O.	689.50
GROETCHEN TWIN FALLS	439.50

VENDORS

SILVER KING, 1c or 5c NUT OR BALL GUM	$ 13.95
SILVER KING HOT NUT VENOOR	29.95
VICTOR MOOEL V, 1c GLOBE TYPE	11.75
CABINET TYPE	13.75
25c SANITARY VENOORS	22.50
FOR ALL SPECIAL USES	WRITE

USED PIN GAMES

OYNAMITE	$169.50	TEXAS MUSTANG	50.00
SHOW GIRL	179.50	TOPIC	50.00
SMARTY	179.50	SPOT POOL	50.00
FIESTA	179.50	GENCO VICTORY	50.00
SPE CROUNO	169.50	CLOVER	49.50
FAST BALL	157.50	VELVET	47.50
SUPERLINER	149.50	PROOUCTION	45.00
STEP UP	139.50	SEA HAWK	45.00
MIOGET RACER	129.50	P. & S. SHANGRI-LA	45.00
BIG LEAGUE	124.50	EAGLE SQUAORON	45.00
STAGE DOOR CANTEEN	114.50	JUNGLE	45.00
SURF QUEEN	104.50	STAR ATTRACTION.	45.00
BIG HIT	104.50	GUN CLUB	45.00
FRISCO, F. S.	89.50	STAR ATTRAC.	45.00
SKY CHIEF	79.50	BELLE HOP	45.00
LIBERTY, GOTT.	79.50	LEGIONNAIRE	45.00
AIR CIRCUS	69.50	OOUBLE PLAY	45.00
BIG PARAOE	69.50	ALL AMERICAN	45.00
KNOCK OUT	69.50	CHAMPS	45.00
KEEP 'EM FLYING	69.50	BOLAWAY	45.00
TRAOE WINOS	69.50	SHOW BOAT	45.00
SOUTH SEAS	69.50	STARS	45.00
RIVIERA	69.50	CAPT. KIOO	45.00
WAGON WHEELS	69.50	VENUS	45.00
COVER GIRL	69.50	TOWERS	45.00
FLAT TOP	69.50	MIAMI BEACH	45.00
ARIZONA	69.50	ABC BOWLER	45.00
SANTA FE	69.50	'41 MAJORS	45.00
OKLAHOMA	69.50	INVASION	45.00
STREAMLINER	69.50	SEVEN UP	45.00
YANKEE OOOOLE	69.50	PARATROOPS	45.00
5-10-20	64.50	BOMBAROIER	45.00
MIOWAY, UNITEO	64.50	TEN SPOT	45.00
BOSCO	59.50	STRATOLINER	45.00
YANKS	$ 59.50	PLAY BALL	45.00
KISMET	59.50	CLICK	39.50
GENCO OEFENSE	54.50	BANOWAGON	37.50
HI HAT	50.00	ORUM MAJOR	34.50
		MARINES	34.50
		BIG CHIEF	34.50

SLOTS

5c MILLS BLUE FRONT, ORIG.	$ 99.50
10c MILLS BLUE FRONT	109.50
25c MILLS BLUE FRONT	119.50
5c BROWN FRONTS	109.50
10c BROWN FRONTS	119.50
25c BROWN FRONTS	129.50
VEST POCKETS, 1946 Model	59.50
5c BLACK CHERRY, ORIG., 2-5	179.50
10c BLACK CHERRY, NEW, 3-5	225.00
5c BLACK CHERRY, REC.	149.50
10c BLACK CHERRY, NEW REB.	169.50
5c JENN. SILVER CHIEF	99.50
5c JENN. CLUB CONSOLE CHIEF	149.50
COLUMBIAS J.P., 1946 Model	99.50
5c WATL. ROLATOP, $79.50; 10c	89.50

JENN. LITE-UP CHIEFS—Used 10 Oays
5c—235. 10c—245. 25c—255

CONSOLES

BAKER'S PACERS. O.O., J.P., New	$395.00
5c COMB. SUPER BELLS	79.50
BALLY SUN RAYS. F.P.	69.50
5c BUCKLEY TRACK OOOS, J.P.	435.00
HI HAND. COMB.	119.50
WATLING BIG GAME, 5c, P.O.	69.50
5c PACE SARATOGA SR., P.O.	99.50
5c PACE REELS. COMB.	109.50
JENN. FAST TIME, P.O.	59.50
BALLY BIG TOP, P.O. or F.P.	69.50
WATLING BIG GAME. F.P.	69.50
MILLS JUMBO, LATE HEAO	69.50
JENN. SILVER MOON. F.P.	69.50
5c BALLY CLUB BELL	99.50
25c BALLY CLUB BELL	154.50
EVANS LUCKY STAR	149.50
GALLOPING OOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-TONE	159.50

ONE BALLS

OARK HORSE F.P.	89.50
AUTO. SHUFFLE	$345.00
CLUB TROPHY, F.P.	109.50
VICTORIOUS, F.P., TURF CHAMP	69.50
'41 OERBY	99.50
RECORO TIME, F.P.	79.50
LONGACRE, F.P.	149.50
TURF KING, P.O.	129.50
JOCKEY CLUB, P.O.	119.50
40 MILLS 1-2-3, F.P.	89.50
MILLS OWL, 1 OR 5 BALL. F.P.	69.50
LONGSHOT, P.O.	104.50
KENTUCKY, P.O.	109.50
VICTORY OERBY, P.O.	184.50

ARCADE

EVANS TEN STRIKE, 1947 MOOEL	$279.50
EVANS TEN STRIKE	95.00
EVANS TOMMY GUN	94.50
BALLY OEFENOER	119.50
BATTING PRACTICE	89.50
PIKES PEAK	19.50
GENCO WHIZZ—Like New	79.50
EAH. CARO VENOOR, Counter Model	9.50
SHOOT TO TOKYO	79.50
SHOOT THE CHUTES	79.50
CHICAGO COIN GOALEE, Like New	194.50
GOTT. 3-WAY GRIPS	19.50
CHICAGO COIN HOCKEY	99.50
MUTOSCOPE SKY FIGHTER	99.50
RAPIO FIRE	99.50
PITCHEM & CATCHEM	50.00
BALLY SKY BATTLE	99.50
EXH. HAMMER STRIKER	57.50
AOVANCE SHOCKER	17.50
BALLY UNOERSEA RAIOER	149.50
ABT CHALLENGER, 1947 MODEL	34.50
AMUSEMATIC JACK RABBIT, F.S.	219.50
BAT-A-BALL, Brand New	139.50

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

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.

TELLS ALL ABOUT "Pinball Stylists"

SPOKANE, WASH. — Don C. Halladay, writing in the Spokane Chronicle, leading newspaper here, has probably made one of the most intensive researches as to "pinball stylists" which has ever appeared in the press.

Halladay heads his article, "PINBALLS STYLISTS PUSH, PULL, THUMP AND WIGGLE". He covers the "one nickel guy"; "the casual player"; "good husband on an allowance"; "the poker face"; "the plunger" and "the kibitzer".

Not only will the article that follows (which is completely reprinted here) prove humorous to pinball coinmen, but, they will find much truth in it, too.

The lexicographers, apparently hearing of the pinball business in Spokane and elsewhere in the state of Washington, decided it should be accorded a definition along with such oldies as table pool, croquet and other games of skill.

Listed under new words in a late edition of Webster's dictionary, the word pinball is defined as:

"A game played by driving a small ball up a groove alongside of a sloping board studded with small spikes or pins, and furnished with numbered holes, the object of the game being to cause the ball, as it rolls down the board, to fall into the highest numbered hole."

Spokane pinball athletes know, of course, the lexicographers must have been looking at the grand-daddy of all pinball machines when they put that definition together.

Long Have They Toiled

The boys who panic at a pinball payoff are a little puzzled, too, over the part in the definition which says the idea of the game is to "cause the ball" to fall into the hole. Most of them unsuccessfully have been trying to "cause" the ball to fall into the right hole for a long time.

Patrons of a certain establishment, for instance, tell of a pin-baller, who frequents the place and sometimes wins. He woudn't think of trying to "cause" the ball to fall into a hole.

He scorns technique. He puts four nickels into the pinball machine, builds up the odds, pulls the plunger, then runs like mad and hides. He waits, takes maybe a peek at the machine and if the coins don't start dropping, he does the same thing over again. "Doesn't pay," he says, "to watch the ball."

But, as any observer can see, most pinballers develop odd techniques with which they hope to induce or "cause," the ball to drop in a hole which will set the nickel-dropping apparatus in motion.

Many of the pinballers favor the push and pull technique. The idea is to give the machine a push or a pull and maybe two pushes and one pull, depending on the situation, when the ball looks like

Continued on Page 33

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

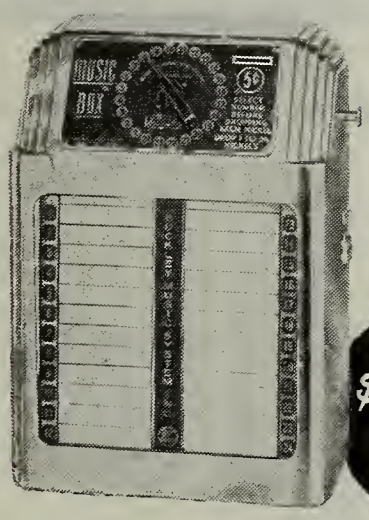
FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:

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

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

$50.00

THE NEW Music Box



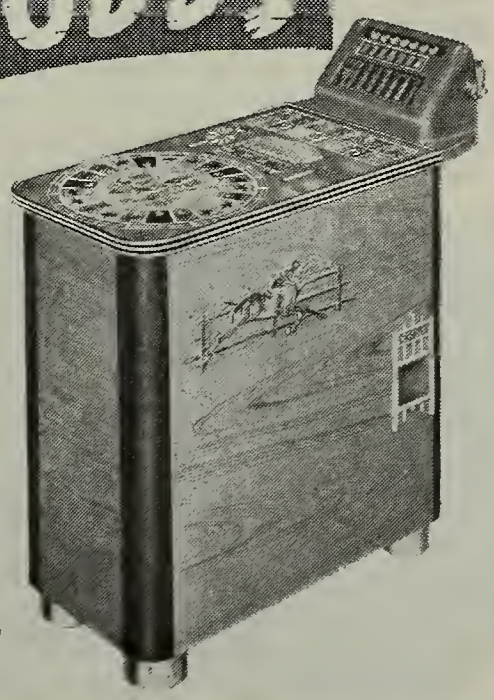
$25.00

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

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

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

TRACK ODDS



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

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

$1250.00

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONE: VAN BUREN 6636-37-38-6533

"Quizzer" Game Beats Quiz Kids

Telecoin's Chi Show Clix

CHICAGO — Telecoin Corp. executives report that their showing at the Hotel Stevens in this city on July 17 and 18 "clicked big".

They also stated, "One of the thrills of this showing was to have the 'Quiz Kids' of radio fame who are Chicago natives, pop in on us while the show was in progress and try their skill on the 'Quizzer' machine. The result was that the 'Quizzer' came out ahead, but, the kids were plenty thrilled, as were all the others who took chances 'beating' the 'Quizzer'."

Also shown were the Tele-Juice vender which attracted much attention here; a soap and bleach dispensor; the new laundry extractor machine and the new Bendix coin operated washing unit.

Accompanying the "Telecoin Caravan" here and continuing on to other cities with it, were: Arthur W. Percival, president: Howard Richhardson, manager of the special products division: Jack Cross in charge of Tele-Juice sales; Shelton Weeks, advertising and sales promotion manager; Tony Zeoli, service engineer and Irvin Robey, "Quizzer" engineer.

—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD——TALKING GOLD—TAI

SPECIAL GET ACQUAINTED OFFER ENDING MIDNIGHT, AUGUST 19th

SEND $1.00
AND GET $3.00 WORTH OF
"TALKING GOLD"
PLASTIC GRILLE CLOTH

This special sample offer is made to give every juke box operator an opportunity to discover for himself how wonderful "Talking Gold" really is. ONLY ONE SAMPLE PIECE TO AN OPERATOR AT THE SPECIAL PRICE. On larger orders, through August 19, deduct $2.00 from the total.

"TALKING GOLD" Grille Cloth Prices

WURLITZER

616	$2.40
24	1.20
600	3.90
500	3.90
700	3.90
750	1.80
800	3.90
950	2.25

ROCK-OLA

Standard	$2.55

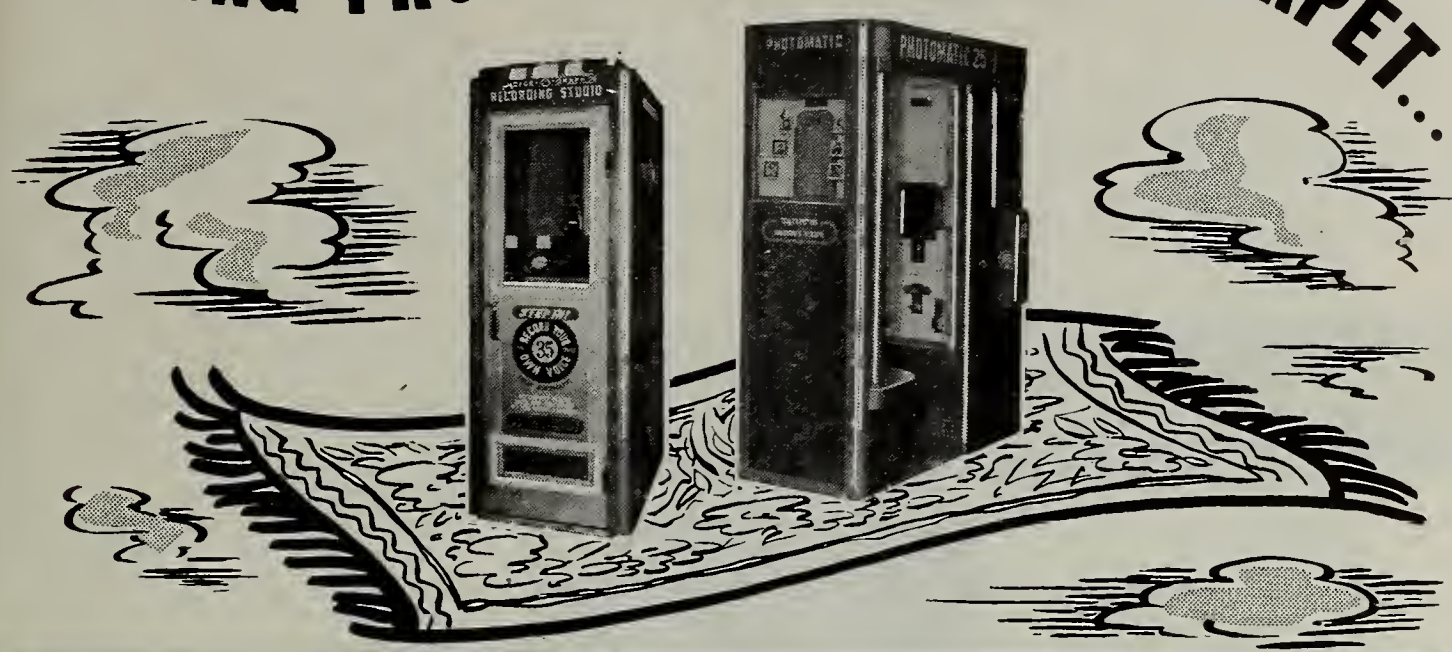
SEEBURG

Casino	$3.30
Plaza	4.05
Gem	3.00
Regal	3.00
Crown	3.90
Cadet	3.00
Classic	3.00
Vogue	3.00
Envoy	3.00
8200	5.40
8800	7.20
9800	7.95

If your model is not listed above, write for further information.

TALKING GOLD—TALKING GOLD—TALKING GOLD—

PUTTING PROFITS ON A *Magic* CARPET...



*VOICE-O-GRAPH *and* *PHOTOMATIC

HERE are two remarkable machines that will really make steady, consistent profits for you . . . year in and year out. The VOICE-O-GRAPH and the PHOTOMATIC . . . both fully automatic and coin-operated . . . both streamlined to the modern tempo of machine design — more attractive than ever . . . more profitable than ever.

*VOICE-O-GRAPH

The miracle machine that produces a recording plays it back and delivers it within 2 minutes. Can be replayed on any modern home phonograph. Special mailing envelopes vended for an additional coin.

*PHOTOMATIC

Automatic picture-taking. Sensational, universally acceptable. Snaps, develops, prints and delivers a beautifully framed picture in less than a minute.

GET ON THE MAGIC PROFIT-CARPET. MILLIONS OF RECORD-MAKING AND PICTURE-TAKING FANS WILL MAKE THESE MACHINES YOUR MOST PROFITABLE RESOURCE.

GET MORE FACTS FROM THE NEAREST AUTHORIZED MUTOSCOPE DISTRIBUTORS LISTED BELOW:

AMALGAMATED DIST. COMPANY
226 West Randolph St. Chicago 6, Ill.
Northern Illinois, Indiana, Iowa, Southern Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin, following counties: Douglas, Burnett, Washburn, Polk, Barron, St. Croix, Dunn, Pierce, Pepin, Buffalo.

AUTOMATIC SALES COMPANY
421 Boad St. Nashville 3, Tenn.
Tennnessee—Following counties in Kentucky; Christian, Todd, Simpson, Warren, Allen.

DAYTONA BEACH AMUSE. CO.
518 Live Oak St. Daytona Beach, Fla.
Florida.

H. & L. DISTRIBUTORS, INC.
1524 2nd Ave., N. Birmingham, Ala.
Alabama.

H. & L. DISTRIBUTORS, INC.
708 Spring St., N.W. Atlanta, Ga.
Georgia.

S. L. LONDON MUSIC CO., INC.
3130 W. Lisbon Ave. Milwaukee, Wisc.
Wisconsin, except following counties: Douglas, Burrett, Washburn, Polk, Barron, St. Croix, Dunn, Piece, Pepin, Buffalo.
Northern Peninsula of Michigan.

THE MARKEPP COMPANY
4310 Carnegie Ave. Cleveland, Ohio
Ohio, Kentucky, except following counties: Christian, Todd, Simpson, Warren, Allen. Following counties in West Virginia: Wood, Wirt, Roane, Clay, Nicholas, Fayette, Summer, Mercer, Raleigh, Boone, Kanawha, Jackson, Mason, Putnam, Lincoln, Logan, Wyoming, McDowell, Mingo, Wayne, Cabel, Braxton, Webster.

MILLS SALES COMPANY, LTD.
Oakland and Los Angeles, Calif., and Portland, O. California, Nevada, Oregon, Washington.

PHOENIX DISTRIB. COMPANY
611 W. Washington St. Phoenix, Ariz.
Arizona, New Mexico, Colorado, Following counties in Texas: El Paso, Hudspeth, Culberson, Loving, Reeves, Jeff Davis, Presidio and Brewster.

ROANOKE VENDING MACHINE EXCH., INC.
13 S. Jefferson St. Roanoke, Va.
Virginia, except following counties: Rockingham, Shenandoah, Frederick, Clarke. Warren, Page, Greene, Madison, Rappahanock, Fauquier, Loudoun, Fairfax, Prince. William, Culpeper, Stafford Grange, Spotsylvania, King George, Caroline, West Moreland and North Cumberland. Following counties in West Virginia: Pendleton, Pocahontas, Greenbrier, Monroe.

THE VENDING MACHINE CO.
207 Franklin St. Fayetteville, N. C.
North Carolina, South Carolina.

TORONTO TRADING POST, LTD.
736 Yonge St. Toronto 5, Ont., Canada
Eastern Canada.

UNITED NOVELTY COMPANY, INC.
111 W. Division St. Biloxi, Miss.
Louisiana, Mississippi.

W. B. NOVELTY COMPANY, INC.
1518 McGee St. Kansas City, Mo.
Kansas, Missouri.

W. B. NOVELTY COMPANY, INC.
1012 Market St. St. Louis 1, Mo.
Kansas, Missouri.

CLIFF WILSON DISTRIB. CO.
1121 S. Main St. Tulsa, Okla.
Oklahoma.

MEMBER

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET WM. RABKIN, President LONG ISLAND CITY 1, NEW YORK

MGA Votes Go Ahead For Damon Runyon Fund

NEWARK, N. J. — Three days after the official announcement of the opening of the Damon Runyon Memorial Fund for Cancer Research drive, the Music Guild of America, with headquarters in this city, held a special Board of Governors' meeting (Thursday evening, July 17) and unanimously voted for the entire organization to go ahead on the drive thru the coin machine division.

LeRoy Stein, managing director of the organization, reported this news on Monday morning, July 21, 1947 in the organization's bulletin, "Guild Notes", which is issued to all the members of this New Jersey juke box association as well as to juke box leaders everywhere in the country.

In reporting the affair, Sam Waldor, president of MGA, stated, "At a meeting of the Board of Governors (of the Music Guild of America) held on Thursday, July 17, 1947, a resolution was unanimously adopted to cooperate with the C.M.I., Inc. in its public relations program sponsoring the Damon Runyon Memorial Fund for Cancer Research collection in October, 1947.

"A substaintial portion of one day's collection is the donation the industry pledged. Won't you do your share?"

This is the first juke box association in the nation which has come to the fore to help put over the Damon Runyon Memorial Fund drive in which everyone in the coin machine industry is going all out to make one of the most outstanding charitable successes in which the trade has ever been engaged.

It is believed here that everyone of he outstanding juke box ops will immediately placard their machines (when these placards are received from the Public Relations Bureau of Coin Machine Industries, Inc.) and will also go further to attach donation boxes to their machines as well

Officers of the Music Guild of America have always been among the foremost in all charitable drives. This immediate effort on their part, it is believed, will help put their state over the top in the Damon Runyon Memorial Fund drive.

"Pinball Stylists"

Continued from Page 28

it might drop into the three hole instead of the two. These players usually pull the ball out of the two hole straight into the three.

There are those who swear by the port to starboard system. They are trying to achieve the same results as the push and pull boys only they prefer to wrestle the machine from side to side. These players face the added hazard of tilting the machine, but they don't seem to care.

Then there are some pinballers who combine the two systems. They just can't keep still. They develop a wiggle and a squirm which only an experienced pinballer at the front of a machine could execute. This is known as the health system. Win or lose, these players get an enormous amount of exercise in an afternoon of pinball play.

The machine thumpers are in a class by themselves. They apparently thump for luck or something. They put in their nickels, pull the plunger and thump the machine. Some are one-thumpers. Others thump thrice. A few start out with one thump, jump to two thumps and raise it to three.

The bane of all proprietors is the rough, tough pinballer. Given a couple of glasses of beer, he is likely to kick the machine if he doesn't win. He usually winds up by getting kicked out the place.

There are all kinds of players. A few of them are:

The one-nickel guy: He gets a nickel in change and when nobody is looking slips it in the pinball machine. He doesn't expect to win, hardly ever does.

The casual player: He can take it or leave it alone. He usually buys four-bits worth of nickels, drops them in the machine and quietly walks away. He's the kind of a pinballer who can also walk away if he happens to hit a lucky payoff. He figures there is always another day.

Good husband on an allowance: His wife has him on an allowance. By cutting corners on lunches he manages to budget $1 a week for pinball. He plays 50 cents every Tuesday noon and another four-bits every Friday after work. He is always hoping he will drain the machine, wouldn't tell his wife if he did.

The poker face: He's a big shot, buys nickels by the roll, always is sure to have a big audience when he plays. He dangles a cigarette from the side of his mouth and drops nickels in the machine like a drunken sailor. He is impressive, a real sport.

The plunger: He's like an alcoholic. He plays until he can't possibly get enough out of the machine to cover the amount he has put in. He comes in the next day and starts all over again. He's likely to put in a whole afternoon on one machine. Sometimes he wins. Like the alcoholic who takes the first drink, the plunger is off to the races on the first nickel.

The kibitzer: "Never touch the things myself," he says. "But don't mind if the others do." He is annoying at times. But he never loses anything on the pinballs.

Banner Specialty Sect'y Gets Best Pinball Story Of Year

PITTSBURGH POST-GAZETTE: WEDNESDAY, JULY 16, 1947

Playing Pin-Ball Peels Off Pounds, or So the Experts Say

—Post-Gazette Photos.

"Eye on the ball" routine does things for eye muscles, and torso, Thelma says . . . Agonized Thelma tilts machine, loses nickel . . . The old knee motion does the trick for stiffened limbs, for game, too, or so Thelma claims.

PITTSBURGH, PA. — Dominating the entire page (Wed., July 16) the story headlined as above appeared in the Pittsburgh Post and is acclaimed by all who read it, "The best pinball story of the year".

Writing from an entirely new angle, this Post reporter ventured into the realm of the female reducing fad. Said he in his subheadlines, "You can now give your girdle to Greek Relief". He also stated, "They'll try anything to reduce."

The entire story is attributed to Harry Rosenthal of Banner Specialty Co., this city. He writes, to open the item, "You can throw your corsets away gals, you can give your girdles to Greek Relief. There's a new way to stay slim and trim. Just wiggle your weight down on a daily bout with a pinball machine?"

Harry Rosenthal told this reporter, "Why should any girl have to get up early to do her daily dozen when she can get exercise during her noon hour just playing a pinball machine in almost any restaurant?"

Harry Rosenthal called in his secretary, Thelma Weinstein, to prove his point, and told her to show the reporters what he meant. The pictures above give some idea of Thelma going thru the exercises brought on by a pinball machine in Rosenthal's Banner Specialty Co. headquartered here.)

According to Thelma, "It's that wiggle that counts. Once you pull the plunger you want to get the ball into a certain groove to increase your score. To do this you must gently joggle the machine. And in order to accomplish this a lot of muscles are pulled", she said.

Thelma also went on to explain, the 'swing-and-sway' method involves lots of hip rotation. That's good, of course. Then the knee action method when you bump the machine with your knee exercises leg muscles. All the time you're getting kinda excited so you bend back and forth", Thelma continued, "even your eye muscles are exercised as you watch the ball and the score board. Wiggle just a bit too much and you'll tilt the machine", Thelma warned.

"That's enough to gripe you because you lose your nickel", she said, but added rather dreamily, "The kibitzers make up for it. Gee, you can meet some awfully nice fellows playing pinball".

IT'S EASY..

TO FILL OUT THE COUPON ON THIS PAGE TODAY AND MAIL TO

Ray T. Moloney

(National Chairman, Coin Machine Division of Damon Runyon Memorial Fund for Cancer Research)

c/o Coin Machine Industries, Inc.

134 No. LaSalle Street, Chicago 1, Illinois

Dear Ray:

I want to do my share for this great Fund. Here is my personal donation in the amount of .....

I am also going to give ☐ part or ☐ all of the collections from my machines for (day or days) .....

Signed .....

Firm .....

Address .....

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

Farnsworth Head Says Coin Operated Television Impractical

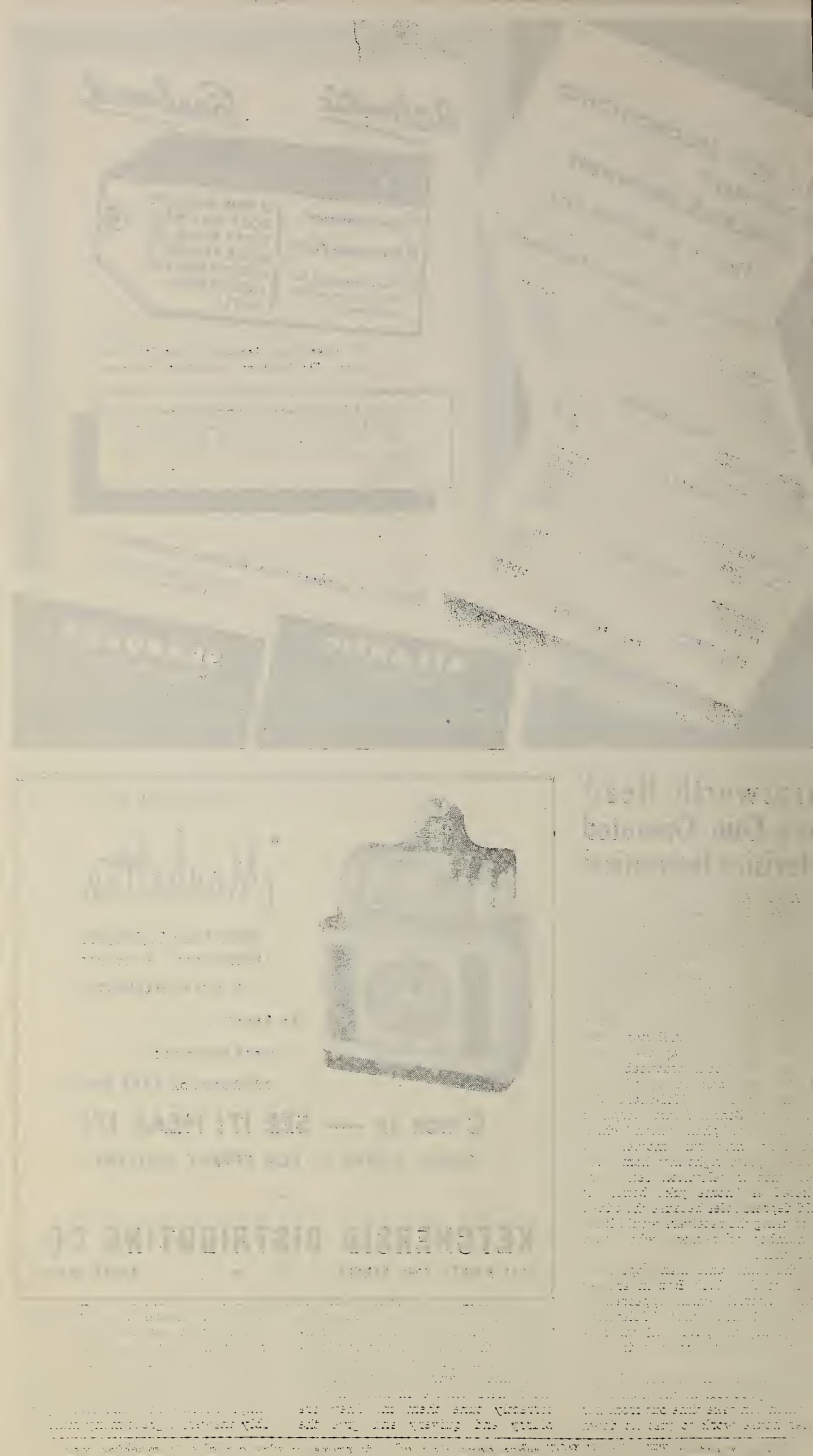
CHICAGO—As if in answer to the many juke box operators who believed that coin operated television might be the answer to their problems specially in territories where television sets are now cutting into collections, E. A. Nicholas, president of the Farnsworth Television and Radio Corp., Fort Wayne, Ind., told a group of company distributors here this past week that, "pay-as-you-see television would be impracticable

Mr. Nicholas spoke in regard to the statement of E. F. McDonald, Jr., president of Zenith Radio Corp., of the invention of "phono vision" which could send first run movies and Broadway plays right into homes for a fee, that if television sets were marketed as "home juke boxes" it would depress sales because the added cost of using the receivers would limit the number of persons who could afford them.

At the same time many ops have written to *The Cash Box* in answer to the editorial which appeared in the July 21 issue that, "Television is not giving the public all the features they can get from radio and phonos."

One op states, "In the first place it is not yet practical in the homes for no woman can take time out from her regular house work to just sit down and look at the pictures being televized. In the second place", he continued, "the average set in my locations is giving plenty of trouble. They take time to warm up and most of the owners don't even know how to correctly tune them in. They are blurry and quivery and give the viewer the shakes. Some of my accounts would get rid of them today if the fights were taken off."

But the fact that E. A. Nicholas, president of Farnsworth, has stated that coin operated television is both "impracticable and unfeasible" probably answers a great many music ops



Becomes Grandpa

WILLIAM BLATT

NEW YORK—Willie (Little Napoleon) Blatt of Supreme Distributors, Miami, Fla. was notified on Saturday, July 19 that he had become a grandpappy.

Bertram Blatt, Willie's oldest son, informed him that his wife had given birth to a girl at the Madison Park Hospital in Brooklyn. Bert, who operates thruout the city, is one of the most popular coin-men here, and his many friends were very happy to hear the good news. The daughter has been named Roberta Carroll Blatt.

Bert met his wife in London. while serving in the Army. He visited Alfie Cohen, one of the leading British coin-men, who had made many trips to this country. Bert met with Alfie's daughter, fell in love with her, married her, and when he returned home, brought the new Mrs. Blatt with him.

QUIZ KIDS Vs. "QUIZZER"

CHICAGO—When Telecoin Corporation held its showing at the Stevens, this city, three of NBC's famous Quiz Kids turned up to try their hand at the Telecoin Quizzer.

Shown in the photo above, left to right, are Naomi Cooks, Pat Conlon and Joel Kupperman, who are in deep concentration plying their knowledge against the mechanical quizmaster.

"Comics" was a favorite subject with Naomi Cooks and Pat Conlon, while Joel Kupperman favored questions on baseball.

Chicago was one of the stops of the "Telecoin Caravan", as the firm calls it, which had previously stopped off at New York City and Cleveland, and followed their Chicago display with showings in Dallas, Texas and Atlanta, Georgia.

In addition to the "Quizzer" Telecoin presented their "Tele-Juice" canned fruit jucie vender; a new laundry extractor; a new soap and bleach vender; laundry ironer; the Bendix washing machine; and "Photo Finish" a game.

All proceeds taken in on the machines during these showings are being donated to the Damon Runyon Memorial Fund.

Appointed Keeney Distrib. For Penna.

SAM STERN

PHILADELPHIA, PA. — Sam Stern, Scott-Crosse Company, this city, announces that his firm has been appointed exclusive distributor for the J. H. Keeney & Company line thruout the entire state of Pennsylvania.

One of the largest distributing firms in the country, Scott-Crosse adds the Keeney line to their many other diversified line of coin operated equipment.

"We are very happy and proud" states Stern "to announce this appointment. The entire line of Keeney pin games, consoles, etc. will now be available to the operators of our state thru our organization. Our state-wide network of salesmen will personally contact all the operators and they can be assured of the finest cooperation."

Stern, one of the most progressive distributors in the nation, refuses to listen to all the stories of grief handed out by the "groaners". He claims his one objective is to keep moving ahead, and the only way to do this is to be continually aggressive. "The Keeney line" points out Sam "is one more step to further serve the operator and at the same time improve our organization."

"Esso Stars" On Display in New York

HOBOKEN, N. J.—Jack Semel and Jack Rubin, Esso Manufacturing Corp., this city, started to run off their new rolldown game "Esso Stars" in quantities, and deliveries were being made at the end of the week.

One of the first production models went to Hymie Rosenberg of H. Rosenberg Company, New York City, who displayed the game on his showroom floor. "Operators and jobbers who visited us" states Rosenberg "were intrigued by the fast action and playing features. We found it a problem to get them away from the game so that other customers could play it. However, the results were very gratifying as we booked many orders."

CHAMPION MONEY-MAKER IN ALL LOCATIONS!

WESTERN POKERINO

MANY NEW AND NOVEL INNOVATIONS

$225.00 F.O.B. LOS ANGELES

1/3 Deposit — Balance C.O.D.

IMMEDIATE DELIVERY

DISTRIBUTORS

A FEW TERRITORIES STILL AVAILABLE

Write — Wire — Phone For Particulars

WESTERN

AMUSEMENT MACHINE COMPANY

FACTORY
2236 FEDERAL AVE.
LOS ANGELES, CALIF.
(PHONE: AR 3-9384

OFFICE
1717 HAUSER BLVD.
LOS ANGELES, CALIF.
(PHONE: YO 8875)

$800,000 U. S. TAX LOSS IN MINN. CLAIM OFFICIALS

ST. PAUL, MINN.—In a front page feature story, the St. Paul Dispatch headlined the fact that the United States will lose $800,000. in taxes on coin operated games compared to last year.

Louis H. Gollop, feature writer for the paper writes "Gov. Youngdahl's drive on gambling in this state will cost Uncle Sam $800,000 this year. This was indicated today as federal government authorities revealed that one-time pinball and slot machine operators are reluctant in buying 'gaming devices' stamps."

July 31 is the deadline for the 1947-48 fiscal year stamp purchases, and authorities said that the $100. stamps are moving much slower than last year. In the last fiscal year the government sold 8,200 licenses at $100, and government officials claim "they'll be lucky if they get 100 this year."

Minnesota coinmen who fought the passage of the recent legislation affecting the operation of games are hoping this revenue loss will bring the attention of state and local officials to this unfavorable tax condition, so that more liberal rulings may be effected for the future.

Juke Box Tax Increased in St. Paul

ST. PAUL, MINN.—St. Paul music operators were hit with an increased city tax on juke boxes when on July 17 the St. Paul City Council voted to raise the yearly fee from $15. to $25. Altho attorneys for the phono workers were at the hearing and pleaded their case, the council voted for the increase without an objecting vote. Increased fee goes into effect October 1.

Juke Box Curfew Set For 11:45 P.M.

IRVINGTON-ON-HUDSON, N. Y. — Juke Boxes in this city were placed on an 11:45 P.M. curfew this week by the police chief due to complaints of home owners who complained the music was interfering with their sleep.

Bernard F. McCall, chief of police, explained that he had no special power to order such a curfew, but would attain enforcement by arresting violators for disturbing the peace, and also submitting reports to the State Alcoholic Beverage Control Board.

Checks Equipment

CHICAGO—Leo Lewis, Coin-A-Matic, Distributors, this city, standing along side of a bell he just checked. "I personally go over every machine to make sure it's 100% mechanically and in appearance before it leaves for the purchaser" states Leo.

New West Coast Manufacturer Introduces Game

LOS ANGELES, CALIF. — Western Amusement Machine Company, this city, recently formed manufacturing company by Joe Cannella and L. A. Willis, have introduced its first game "Western Pokerino" a roll down game.

Cannella has had many years experience in the coin machine business, having spent more than ten years with Robert Wolff of New York City. Following this period, Joe moved over to the Scientific Machine Corporation where he spent the next five years. In 1942 he moved to California.

Commenting about their new game, Cannella reports "Our plant is tooled and equipped to turn out in excess of 200 games a week. We have appointed many distributors thruout the country, and are continuing to select others as we go along.

"Our firm plans on producing one new game every six months" continued Cannella.

Michigan Phono Ops Assn Drive For Better Commish Basis

DETROIT, MICH. — Accepting *The Cash Box* proposal of a better commission basis as the only means of survival, the officers of the Michigan Automatic Phonograph Owners Association, Inc., have started a concerted program to bring all phono operators in their territory (member and non-members) together to inaugurate plans to solve their current problems.

The first step by the Michigan association was a two page letter addressed to all phono ops in the territory outlining their current problems and suggesting ways and means to overcome them. Roy W. Clason and Morris A. Goldman point out that in order to successfully carry out their plans it is necessary that every operator join up with the Michigan association.

George Skinas, Morris Goldman and Roy Clason, after a great deal of study, present their program, which they feel will put the operating business on a sound profitable basis: (1) To call a meeting of all operators to discuss means of legally adjusting commission rates (2) To run a huge free "Record of the Month" show for the teen agers of Detroit to be sponsored by the Association in conjunction with record companies and phonograph manufacturers (3)An advertising program designed to teach the location owners that this business is not all profit.

"The Association feels that location owners must be taught diplomatically states Clason "that they cannot continue their unreasonable demands and expect the operator to survive. Too much of the wrong kind of information has been given location owners. Our program will make it easier to raise rates and will help restore common sense and reason to the demands of location owners.

"It is obvious" continued Clason "that we need every operator as a member in order to assure the successful completion of the above outlined program. It would be business suicide for any one operator to increase his rates, without similar adjustments being made by the other operators in the business. It is also obvious by now, to everyone familiar with the picture, that a strong association is needed to have a united front for the mutual benefit of greater Detroit operators."

Date of the meeting will be set shortly and all phono operators in the territory will notified.

Speeding Up Speedy Service

CHICAGO — Gil Kitt and Ralph Sheffield of Empire Coin Machine Exchange, this city, who instituted one of the speediest delivery systems for which they won a great many compliments from operators all over the country, are now going all out once again with a plan which they believe will outstrip their present speedy delivery.

Kitt reported this past week, "We are now completing arrangements with leading airlines based in this city for airfreight shipping of merchandise to our customers who are near airports. We feel", he continued, "that the time saved in speedier delivery of machines means many dollars to the average operator and we know from past experience that the faster we get machines to them the sooner they are going to clear away the cost of whateve requipment they purchase.

"Therefore", he continued, "Ralph and I have worked out a plan here and charted all the various airfrieght delivery set-ups in conjunction with our customers' headquarters to arrange for delivery of machines by air within a few hours after they place their orders.

In fact", he says, "we can take an order from an operator in the morning and, in some cases, the airfreight lines promise us that he will be able to have the game in operation by early afternoon, simply by picking it up at the airport on its arrival and putting it right on location."

CMI Changes Prize Awards For 1947 Public Relations Contest

The officers and directors of Coin Machine Industries, Inc. have announced a change in the prize awards for the 1947 outstanding CMI Public Relations man contest. New awards are listed as follows:

First Prize	$1,000
Second Prize	750
Third Prize	500
Fourth Prize	250

The total amount of cash awards remains the same. The officers of CMI made the decision to change these awards because it was thought that there would undoubtedly be a definite difference in the quality and quantity of public relations work on the part of all four winners.

While every kind of public relations work in the different operators' communities will be considered by the jury in making these awards, the launching of the Industry's campaign for the Damon Runyon Memorial Fund for Cancer Research, will give everyone an opportunity to become a top public relations man in his own community for the next half year. Consequently, there is bound to be a tie-up between the contest and the Drive.

Awards will be presented at the Annual Coin Machine Convention, January 19-22, 1948. These awards will be given to the four men in the Coin Machine industry who have done the best job of public relations in their own communities during the year 1947. The awards are governed by the following rules:

1. Each entrant must be a CMI member, i.e., a CMI manufacturing member or associate manufacturing member, or employee of same, or a distributor, jobber or operator, or any of their employees who are CMI associate members on our Public Relations Program.
2. A letter or document describing public relations services of the entrant, written either by himself or anyone proposing him for consideration, must be sent to CMI Public Relations Bureau, Room 2206, 134 North LaSalle Street before January 1, 1948. This letter should be concise, factual and informative. Clippings, photos, scrapbooks, etc., may or may not accompany the letter.
3. The jury will be the officers and directors of Coin Machine Industries, Inc., donor of the four cash prizes.
4. No winner of any previous award is eligible for this year's award.

The first award for individual public relations services of members of the Coin Machine Industry was won last year by Samuel "Curley" Robinson of Los Angeles, California, for work done in 1946. It was a 1947 Cadillac automobile.

All coin machine people are urged to submit their entry for this year's awards. Public relations work will be judged on the basis of quality and quantity. No doubt you have done, or are doing many outstanding things of a public relations nature this year. Write them down and you will astonish yourself by the number and nature of your contributions. Then be sure CMI receives your letter before January 1, 1948. This contest represents the compilation of the yearly story of Coin Machine Industries' public relations work, and the story is only as good as members make it.

ADVERTISERS IN THIS ISSUE

Vince Shay Receives $1,000 Donation For Runyon Cancer Fund From Sicking

Jim Mangan, director of CMI Public Relations Bureau, announces that Vince Shay, president of Bell-O-Matic Corporation and a member of the CMI Damon Runyon Cancer Drive Committee, has reported receipt of a $1000 contribution from Bill Marmer and Ben Goldberg, of Sicking, Inc., Cincinnati, Ohio.

Mr. Vince Shay states that Bell-O-Matic and Mills Industries have launched a spirited campaign to raise funds for the CMI drive. Special informative folders and other printed pieces will be mailed all Bell and music distributors and operators; Coca-Cola bottling companies and other customers of the two firms are being invited to participate and lend their support.

Mr. Shay is personally directing the organizing of all clubs, urging them to give receipts from a half day's play of Bell machines in the various clubs throughout the country to the CMI Damon Runyon Cancer Drive. Company officials will address employees at Mills and Bell-O-Matic over the public speaking system asking them to support the campaign.

THRU THE COIN CHUTE

CHICAGO CHATTER

The splendid reaction to the first announcement of the Damon Runyon Memorial Fund for Cancer Research from coinmen everywhere in the country absolutely thrilled leaders in this city. Ray T. Moloney of Bally Mfg. Co. who is National Chairman, and Dave Gottlieb, president of Coin Machine Industries, Inc., were loud in their praise of the marvelous manner in which individual coinmen, as well as leading operators' associations, instantly pledged themselves to support the Damon Runyon Memorial Fund. It is truly one of the grand gestures which can always be expected from the members of this industry and not only were the city's coin machine leaders tremendously elated, but, we hear that Walter Winchell and all the other officers of the Damon Runyon Memorial Fund, who were told the news of this immediate cooperation, were very much gratified by the enthusiastic response. Donations the very first day, from the first three wires received by Jim Mangan, Public Relations Director at Coin Machine Industries, Inc., totaled $7,500. These were individual donations of $5,000; $2,500 and $500. More have since come in we hear, and very soon complete details will be divulged. In the meantime, Jim is working hard to get signs and placards ready for those coinmen who want to put these on their machines and get started with collections for the Damon Runyon Memorial Fund. As *The Cash Box* advised in this past week's issue, there is no doubt, because of the immediate and enthusiastic response, that this Fund will become an annual drive of the coin machine industry. (If you haven't yet made your personal donation or signified your intention of having your machines donate part or all of their proceeds for any one, two, three or more days, you should do so immediately.)

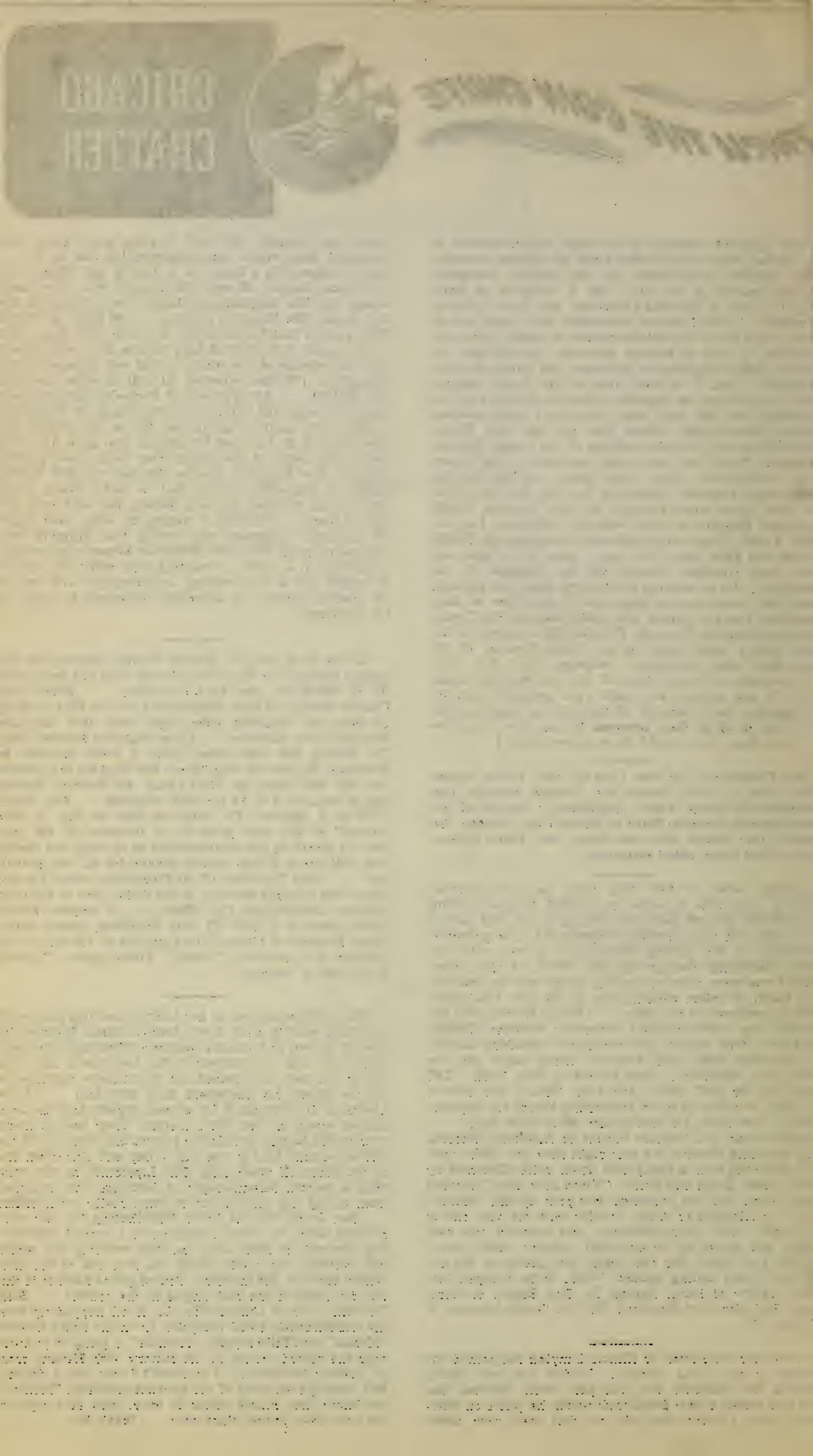
Art Churvis, son of Mac Churvis, well known adman here, was a guest aboard the Eastern Airlines new Constellation plane which established a record of 3½ hours record non-stop flight to Miami from Chicago. Art reports that aboard the same plane was Eddie Rickenbacker and many noted newsmen.

George Lewis of ABT Mfg. Corp. has just returned from a very nice vacation in Central America. Seems like Walter Tratsch convinced George to see that part of the world. He was especially impressed by the primitive existence of the Central Americans. "It was all very, very interesting" George reported. "But", he also stated, "what was even more interesting to me was the marvelous batch of orders awaiting me on the new Challenger when I returned to my office." . . . Harry Brown, who has become the communtingest commuter between Chicago and New York, reports that people are mistaking his living quarters these days. Someone asked Harry, just the other day, whether he had moved to New York. "Tell them all for me", Harry asked us, "that I still live in Chicago, but that so many interesting things are happening in New York, I'm there quite often these days." . . . Charlie Aron and Freddie Brount of Aristocrat Records are traveling thruout the east right now and while they are away the firm is being held down quite efficiently by their wives, Evvie and Millie. ("Good luck, boys", is what your wives tell you wherever you pick up this column) . . . Irv Kleiman of Atlas Novelty tells me that one of the office girls, Jean Milewski, was married this past week and leaves on an extended vacation. Atlas was a pretty busy place this past week with plenty of the out of town boys calling around. While there bumped into Dell Agnew of Sioux Rapids, Ia., Roy Brown of Gary, Ind., Bill Morris of Rockford, Ill. and Guilio Morandi of Cherry, Ill.

New Gordon Sutton of Illinois Simplex has joined the ranks of the flying coinmen. Gordon has been flying planes for sometime, but, this past week reported that he had leased a new Beechcraft which he pilots on business trips. Gordon also told me that their new phono needle the "Simplex DeLuxe" is going great guns with more and more music ops complimenting him on it . . . Over at Genco it's a honey of a time to get "Honey" to the Genco distribs all over the country who have been calling the firm longdistance almost every minute of the day. Seems like Honey is a honey . . . Al Stern of World Wide reports that he is leaving on a trip with Tony Zale to visit many of the YMCA boys' camps. Tony will impart some knowledge of the manly art of self defense to the youngsters. (Wonder whether Al will do some sparring with Zale?) . . . Art Weinand of Rock-Ola just returned from an eastern biz trip and reports things are beginning to shape up again. Waiting for Art as he entered his offices was B. D. Lazar of Pittsburgh who gave Art some really nice news of the action they have been getting with the new Rock-Ola phonos. By the way Bob Tyrell, adman at Rock-Ola, reports that he had a really swell time on his vacation at Long Beach, Ind. and sure did hate to leave . . . Git Kitt is coming up with a new angle for his many customers who realize that shipping time can, many times, mean the difference between amortizing a machine in a hurry or wasting cash while the unit is in transit. Gil is now making arrangements with one of the leading airlines to airfreight shipments to many of his customers.

All the staff over at Exhibit Supply hoping for the speedy recovery of Mrs. John Chrest, who has been quite ill, to which we also lend our voice . . . Bernie and Charlie Schutz of Coin Amusement tell me that, as busy as they are repairing rifles right now, they are also planning their vacations . . . Gerry Haley of Buckley Mfg. Co. feeling fine and rested from a swell vacation in Michigan. He advises that "boss" Pat Buckley is expected any day now from the West Coast. All Buckley factory was given July 4 to 14 for their vacation . . . Ben Siegel of P & S. Machine Co. tells me that he has "a sure winner" in the new game he is introducing. He says that "it meets all the requirements as to price and design and will prove a real money-maker for all the pinball ops" . . . Bert Davidson off to Pittsburgh where he will attend the regional showing of the Filben line at the Coin Machine Distributing Co. offices . . . If anyone knows where there is a new '47 auto available, please notify Vince Murphy of Globe: Vince got rid of his car on the promise of a new one, "Which", Vince reports, "proved to be just a 'promise'."

Mrs. Lewis suggested to her hubby, Leo, this past week that they simply shut down Coin-A-Matic Distribs for a week or two and enjoy a vacation, "Because", she said, "we're all sold out anyway." But Leo shook his head, put on his coat, and dashed out to get more machines to fill the orders his customers have sent him . . . Dave Lovitz, O. D. Jennings & Co. adman, reports that the boys busiest weeks in the firm's history. They had so many over at the factory are slowly recovering from one of the visitors around that it was just a hop and skip from one to the other all week long. Bill Lipscomb, by the way, who is eastern salesmanager at Jennings, just returned from at big trip and turned in some really swell orders . . . Ben Coven over at Coven Distributing Co. just can't be held down for even a fraction of a second anymore. Ben showed us some ideas he was working out which will, without any doubt, make the firm one of the most talked about in the industry. You've got to hand it to this boy for some of the best angles in the coinbiz . . . Billy De Selm over at United Mfg. Co. is all hepped up over the tremendously swell reception given the firm's newest. "Mexico", ond Billy reports, "Mexicos" is going to go away over the record we set in the factory with Havana from all present indications. If it doesn't I owe you a dollar." But, having seen some of the advance orders on "Mexico", we know that Billy's dollar is very, very safe right in his own little pocket right now . . . that's 30.



THRU THE COIN CHUTE

EASTERN FLASHES

We're back in the city after a few weeks in Miami Beach, Florida. And don't let them tell you it's too hot down there. It's not, particularly when all you wear is a pair of bathing trunks. Spent some time with the coinmen there and everybody seems happy . . . Willie (Little Napoleon) Blatt and Jack Lovelady, Jr. of Supreme Distributors doing a bang up job for AMI — and not working too hard, at that. Willie gets to the beach every afternoon for some sunshine and his "rummy" . . . Lee Rubinow over at Florida Automatic Sales Co. (Seeburg distrib) down at the office from early morning to late at night—except those days he goes fishing on his brand new 27 footer. Lee's not only a real fisherman, but a student of navigation . . . Tried to see another reputed fisherman, Charlie Polgaar, but they told me he had returned to his New Jersey home for a few weeks.

* * *

Visited with Joe Mangone of Packard Pla-Mor, but didn't see Milty Green, who was in New York City at the time. We were only home a day and ran into Mangone, who had driven up to Washington, D. C. for a talk with Senator Homer E. Capehart, and then came along to the city. Joe expects to vacation in New York City for about a month . . . Johnny Christopher, Christopher-Luker (Bally Distributor) was busy as a bee when we dropped in to see him. Christopher had just returned from Chicago, and was planning a trip North . . . Irving Mandell, formerly employed by Bill Gersh when he ran an advertising agency, handling publicity for some of the biggest night spots and hotels on the beach. Irv is starting an advertising agency and will contact his old coinmen friends.

* * *

Sam Taran, Taran Distributing Co. (Wurlitzer distributor) also active in distribution of many record labels and amusement games. Sam really gets around . . . Henry Stone and Dave Berger, Seminole Record Distributors, in constant contact with all Florida operators, and report biz very active . . . Murray Blaine, Melody, Music Co., returns from a three week vacation in New York City, where he saw all his old friends along Coin Row . . . Charlie Deale, Deale Music Co., operating music in the remote districts around Miami, raves about *The Cash Box* editorials . . . Sammy Getlan and Max Becker, Sunshine Coin Machine Co., take on the Filben line, and expect to run an opening showing in a week or so . . . Couldn't catch up with Frank Q. Doyle, who was always out working.

* * *

Now back to the big city notes: Harry Brown, American Amusement Co., Chicago, flies into New York for a few days. Harry tells us that his "Bat-A-Ball" games are showing up in quite a number of locations around the city. Brown will return to Chicago for a few days, and then down to Dallas, Tex. for a visit . . . Dave Stern, Seacoast Distributors, excited over the action on the 5c Hot Nut Vendor . . . Felix (Chippy) Maltz recalls the old days — when coinmen worked night and day — and loved it . . . Ben Becker of Tri-State Sales Co. and Pioneer Distributing Co. (Bally distribs) out on the road again hustling for those orders.

* * *

On Tuesday night, July 29, 8:30 P.M., a meeting of amusement game operators will be held at the Capitol Hotel, Eighth Avenue and 51st Street, to discuss the formation of an association. A tentative name "Amusement Machine Operators of New York" has been worked out, and all further details will be discussed at the meet. A group of seven coinmen have planned the preliminary outline and have contacted the amusement game operators in the city. The seven are: Joe Hirsh, Abe Koenisberg, Alec Koenisberg, Murray Lax, Irving Weiner, Sol Wohlman and Harold Kolsky.

* * *

Over at Runyon Sales Company everyone was so busy there wasn't any time to kibitz. Jack Mitnick was in serious discussion with Charley Engelman. Any time these two wits are caught in a serious mood a sale or purchase must be in the wind . . . Hymie Rosenberg's (H. Rosenberg Co.) office and showrooms were a bedlam when we dropped in — operators and jobbers playing and watching the action of Esso Manufacturing Corporation's "Esso Stars" . . . Nat Cohn, Modern Music Sales Corp., leaves his office early these days — probably to practice up navigation. Nat is hosting music ops on his new Higgins speed cruiser, combining pleasure with business. "The sale of Mills' "Constellation" phono is remarkably easy under these conditions" reports Cohn.

* * *

Sammy Stern, Scott-Crosse, Phila. in the big city for a day, and tells us that his firm has just been appointed exclusive distributors for J. H. Keeney & Co., covering the entire state of Pennsylvania . . . Bert Lane, Atlantic-Seaboard, vacationing for a week, leaving Meyer Parkoff and Harry Rosen to sweat it out in a hot city . . . Jack Block returns from Seidel Coin Machine Sales to devote his entire time to the development of new games. Max Green, who jobbed games some years back, takes Block's place as General Manager . . . Al Bloom, Speedway Products Co., never fails to test his skill on new games as they appear on Tenth Avenue. Like most coinmen, Bloom always winds up with a miserable score . . . Sidney Mittleman, Joe Eisen & Sons (Packard distribs) visiting along Coinrow flashing a big, happy smile. Must have been getting a good reaction to the new "Manhattan' phono.

THRU THE COIN CHUTE

CALIFORNIA CLIPPINGS

Plenty of swell reaction to the story about the Southern Cal. Music Ops Association handling records for the manufacturers and selling them at distributors price to the music ops. Jay Bullock managing director is setting up a department to handle the display and sales of records. It's this type of cooperation between op and record manufacturer that will prove of great help to coin men and disc manufacturers, which should set a pattern for the rest of the associations in the country to follow. Bullock further plans on creating a complete service department fully equipped with qualified service men on constant call to provide the needed mechanical requirements of the ops. This association is pledged to give its members the utmost in service and helpful cooperation.

Paul Laymon has been quite busy taking orders for the new Bally convertible five ball. It has lots of action which results in constant play. Paul has been maintaining his quota of sales and looks forward to an upswing in business conditions soon, "There had to be a shaking out period which is about over," Paul says with business picking up steadily from now on. Ed Wilks sales manager at Laymon's is slowly on the mend after a stomach ailment had him walking in circles.

Dropped around to chat with M. C. (Bill) Williams of the Williams Distributing Company. Believe me its a distinct pleasure to talk with a guy like Bill. He is one man who is always cheerful and has an air of optimism about him. Lots of the boys could use a bit of that fight that Bill has. "We enjoyed terrific prosperity during the war years with everyone riding high, and now with a month or two of dull times the boys are wailing, "*Stop Clucking,*" says Bill "and start swinging". Bill tells me "I love to read *The Cash Box* because of the wonderful editorials, they sure pep me up." We need more guys like Bill Williams.

Incidentally, I have been approached by many ops including a few new ones in the field here, who have tendered their congrats to *The Cash Box* thru me for the editorial matter it contains. Dropped around for a visit with Bill Schrader of Allite Manufacturing Company. Bill also informed me that he never fails to read *The Cash Box* and that the writings of Bill Gersh really inspire him. The firm has added a new shift to its working crew in an endeavor to speed up production to fill the heavy backlog of orders now on hand. Jack Nelson, national sales manager has been spending some time calling on the firms distribs in the midwest.

Al Silberman, sales manager of the Adams-Fairfax Company is winging his way across the country and is somewhere in New York at this time. Al plans on being out for the next month or two calling on distribs of vending machines and appointing many new distributors to handle the firm's products. Al has been sending in lots of orders for the new 5c Cash Tray according to Bernie Shapiro, president of the firm . . . Aubrey Stemler now international distributor for the Kayem Vending Machine products called to tell me that his firm has a reasonable assurance of a fair supply of Wrigley, Beech Nut and Beemans Gums from the manufacturers for their chewing gum vending machines. Aubrey tells me that it was not his intention to give anyone the impression that the gums listed above could be supplied in unlimited quantities.

The heat, smog, fog and dog days are upon us which helped keep the number of visiting ops down. A few of the most venturesome looked around coin row, included: John McGee, Downey; Milton Noriega, Colton; Jack Gilbert, Big Bear Lake; W. H. Shorey, San Bernardino; Niles Smith, Oildale; Jud Levey, Los Angeles; Charles De Witt, Redlands.

Nels Nelson has a few deals cooking which may prove to be very interesting, Nels promises something on this soon . . . The latest series of 16 M.M. coin film has just been completed by Quality Pics according to Merle Connel, manager of the film studio. It is being prepared for release soon and will be announced soon . . . Looked in at the offices of the local chapter of the I.B.E.W., local 1052 which is the game and music unit of the Electrial Workers Union. H. G. Sherry informed me that the membership in his organization is growing and now has a majority of the local music ops as members.

Ray Powers over at E. T. Mape was really busy this past week and has sold many of the new Mirror conversion cabinets and phonos. The firm is to distribute a new phono we hear. Len Baskfield of the firm's offices in San Francisco is in Chicago arranging for deliveries. Ray tells me that a sample will be on display in their showrooms soon.

Bud Parr just back from a swell fishing trip and in deep conference with a number of important coin men. Several deals are in the making for the Solotone products . . . Fred Gaunt of General Music was pinch hitting for his secretary who was off on a week's vacation at same time selling lots of games to the ops calling around their sales rooms . . . Bill Wolf of the M. S. Wolf Distributing Company is harder to catch hold of than the famed flying saucer. In again and right out again goes Bill calling on ops and visiting at his sales rooms and offices along the Coast. His latest trip is to San Francisco.

Jack Gutshall talking about a lot of the ops and distributors and recalling the good old days. Jack tells me that what is needed in our biz is the good old feeling of optimism and trust in one another. He says that conditions generally have tapered off but show definite signs of picking up again very soon . . . Business is plenty good over at Exclusive Records according to Charlie Craig. The monthly average sales of discs has been very good and at a steady level for several months in spite of the normal summer let down. According to Craig sales of platters will increase from now on . . . Floyd Bittaker of Capitol Records off to Chicago and points east to call on the firm's distribs. Chatted with George Oliver head of Promotion and Advertising at Capitol who tells me that the firm's record sales have been steadily mounting . . . Eddie Mesner of Aladdin Records still out East and due back any day . . . Howard Krause of Enterprise Records has been receiving many calls from ops for his swell suggestions to them at a recent meeting. Krause is helping the ops assn in setting up a record sales section . . . Charlie Fulcher of Mills Sales is away to Las Vegas to call on ops in that area and hopes to take some nice orders for Mills Bells. The new phonos are coming in now says Charlie.

THRU THE COIN CHUTE

MINNEAPOLIS

The yearly Aquatennial held in Minneapolis is now going on and visitors from surrounding states, and as a matter of fact, the entire country, are visiting Minneapolis during the ten days of the Aquatennial. Many operators, their wives, and their families throughout the Northwest are spending a few days seeing the sights, parades, etc. . . . Ted Bush of the Bush Distributing Company was in Chicago for the Zale and Graziano fight . . . Norman Hansen, his wife and daughter of Osakis, Minnesota were in town visting . . . Norman has sold out his summer resort to his brother and has sort of been loafing, so far, this year.

J. Allen Redding of Houston, Minnesota, in town for a few days calling on a few distributors . . . Pershing Gulden of the Gulden Sales Company, Elliott, North Dakota was in town for a couple of days calling on a few of the distributors . . . Mr. and Mrs. Gordon Stout of Pierre, South Dakota arrived in Minneapolis and expect to spend several days before returning home . . . Ike Piearsen of Bridgewater, South Dakota also in Minneapolis just for a few days making the rounds . . . Joe Engel of Pine City, Minnesota, in town for a couple of days and expecting to stay over in order to see the Aquatennial . . . Jim Donatell, Frank Davison's ace mechanic, of Spooner, Wisconsin was in town for the evening parade, accompanied by his wife and family . . . The Nittiburg Brothers of Castelwood, South Dakota, in town for a couple of days and more interested in their farm crops than in their machines. They claim that South Dakota's weather conditions have been just perfect, and the crops look to be the best in the U. S. With wheat at $3.00 a bushel, and they own several hundred acres of it, I don't blame them for feeling so high.

George Wendtland of Mankato, Minnesota, in Minneapolis just for the day after enjoying a nice week's vacation . . . Mike Crakes of the Friendly Sales Company, Minneapolis still in Chicago on business . . . George Cossette, traveling salesman for the Hy-G Music Company has made a change, and gone into business for himself in a partnership with George Mosher at Nisswa, Minnesota. George will be the route man, and expects to build it up . . . Bob More of Wilmar, Minesota is feeling much better after having disposed of his Northern route—too much for him to handle . . . Ed Swanson and Ted Anderson of the Arrowhead Music Company, Moose Lake, Minnesota in town for just the day, very much in a hurry to get back . . . Just heard that Bob Collins of Morris, Minnesota was injured while moving some phonographs around. We certainly hope Bob gets well in a hurry . . . Harold Weixel of Eureka, South Dakota in town for a few days, and the lucky so and so picked up two new panel trucks without any trade ins. Harold felt pretty good about the deals he was able to promote.

ST. LOUIS

Al Haneklau has sent partner Ben Axelrod of Olive Novelty a couple of postcards from his vacation resort up north. Al and Ben have one of coindom's most unusual partnerships, whereby Al hies north with his family to escape St. Louis' torrid summer months every year, while Ben, better accustomed to it, holds downs the fort.

Carl Trippe is back from a tour of Chicago, where he lined up the Marble franchise for new pinball equipment. He reports that the Rockola plant's plan to close the entire plant for two weeks will solve a lot of production snags normally expected in the future. "It's alright with me if the whole country closes up for two weeks" he grinned.

Visitors who bought new equipment this week were Harold Brown, Mattoon, Ill.; Fred Weal, Farina, Illinois; Simon Aaron of Ace Distributing Company; Ed. Rhinehart, Pla-Mor Music, Alton, Ill. and Bill Keller of M & K, Alton, Ill. Bill Shelby, of New Madrid, Mo. also made a flying trip into the city.

Musical Sales Company introduced the new Packard "Manhattan" phono to St. Louis ops this week, with a luncheon and refreshments. Ops agree that one way to make the phonograph pull more is to make certain that everyone sees it — and the new Packard fulfills that requirement to a T.

Ed Randolph, major domo at Ideal Novelty, is home this week with a summer attack of pleurisy. Hurry back, Ed . . . Plans for a summer all-day outing by members of the Missouri Amusement Machine Association have come a cropper, report officials. Too many men planning late vacations to insure attendance is the reason.

Ideal Sales Company will reopen shortly at 2823 Locust Street, reports Art Paulle, St. Louis punchboard king, following temporary operation at another location. Fluorine Smith, personable salesgirl, will accompany Art back to the old stand.

Another Chicago visitor this week was Del Veatch, who found that his VP Distributing Company can expect plenty of deliveries. He then popped over to Kansas City to the Aireon plant and was similarly encouraged . . . Bob Huggins of Olive Novelty has returned to the desk after a two week fishing trip. Big-operator Andy McCall of McCall Novelty is taking it easy for a couple of weeks on his Breezy Acres farm near St. Louis.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

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 – Wurlitzer 750E phonographs. Must be in perfect condition all around. Will pay $250. ea. Do not write unless you have machines that are in first class shape as I am not interested in junk. R. D. BARRY, 1624 SWETLAND ST., SCRANTON, PA. Tel: 28491

WANT – Original Mills Black Cherry and Golden Falls; Keeney Bonus Super Bells; Bally Draw Bells; New or Used Phonographs. Spot Cash. For quick sale, get in touch with us. SILENT SALES CO., INC., SILENT SALES BLDG., MINNEAPOLIS 15, MINN.

WANT–Keeney Bonus Super Bells 5-25¢ & 5-10-25¢; Bally Triple Bells; Mutoscope Fan Front & Red Top Diggers; Rock-Ola Playmasters; Orig. Brown Fronts; Chromes and Black Cherry slots. Quote best prices, quantity and condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel.: ORdway 3070.

WANT – Cellar Units – Preferably Wurlitzer 24's, Seeburg or Rock-Ola with 30 Wire Adapters. ATLAS MUSIC CO., 891 BANK ST., OTTAWA, CAN.

WANT – Wurl. & Seeb. 30 wire Hideaway Units complete 20's & 24's; Wurl. 1015's, 850's, 950's & 750E'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 and R. O.; Mills, Jenn. & Pace F. P. Mint Vendors; Post-war Photomatic; Late 5 & 1 Ball F. P. Games; used Evans Ten Strike; 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; Generators 60 cycle; all types of 25 cycle Motors, 25 cycle Flyer Motors all models. Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT – Scales, all makes, large and small types. Give name, model and condition of machine and number ready to sell. Give Cash Price. RONALD CLARK, 3200 FLORENCE AVE., APT. ONE, LOS ANGELES 43, CALIF.

WANT – Used Genco Advance Rolls and Total Rolls. Advise quantity and best price in first letter. WISCONSIN NOVELTY CO., 3734 N. GREEN BAY AVE., MILWAUKEE 6, WIS.

WANT – 5 Ball Free Play Pin Tables. All machines must be A-1 in appearance and mechanically. State condition and lowest price in first letter or wire. Distributors - Send Jobbers Prices. JOE E. FLOYD, 513 TAYLOR ST., ANDERSON, S. C.

WANT – The greatest money makers in Consoles – Bells, One and Five Ball machines, Skee Ball Alleys, and High Score Tally and Total Rolls. Thirty-five years distributors for leading manufacturers. Your guarantee of safety against misrepresentation. Let your requirements be our problem. SILENT SALES CO., SILENT SALES BLDG., MINNEAPOLIS 15, MINN.

WANT – Will buy new or used Advance Rolls. Also Chicago Coin Basketballs. State lowest price and condition. SEIDEL COIN MACHINE SALES, 458 W. 47th ST., N. Y. C. Tel: PLaza 9-1380.

WANT – Victory Specials F.P.; Daily Races F.P.; Bally Special Entrys F.P. Games must be in A-1 condition and quote lowest price in first letter. N. J. STEINKE CO., 18 E. TUPPER ST., BUFFALO 3, N. Y.

WANT – Lite-O-Cards with Spring Bumpers. Will pay $40. ea. MODERN AMUSEMENT CO., 530 URSULINE ST., NEW ORLEANS, LA.

WANT – Blue Fronts; Brown Fronts, all denominations. Write, wire or phone prices. COIN-A-MATIC DISTRIBUTORS, 3924 W. CHICAGO AVE., CHICAGO 51, ILL.

WANT – We want you to buy used machines from an established factory distributor. Don't buy from people closing out their junk or selling junk routes. Our repainted machines look like new. Proven money makers only. Authorized Mills and Keeney distributors. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

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.

WANT – Bally Fairmount Pay Tables, any number, no rebuilts. Will pay Cash or will Trade for equal value on brand new Gottlieb Daily Races Free Play. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. Tel: Garfield 3585

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

WANT

WANT – DuGrenier "S" Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN. N. Y.

WANT – 5 Ball F.P.G. Tornado, Cyclone, Dynamite, Amber, Showgirl, Miss America, Spellbound, Superscore, Kilroy, Fiesta, Crossfire. Games must be in A-1 condition for re-sale. State quantity and lowest price in first letter. Will pay $100. ea. for Seeburg Vogues. NOBRO NOVELTY CO., 369 ELLIST ST., SAN FRANCISCO 2, CALIF. Tel: TUxedo 4976

WANT – Will buy any quantity used slot machines, all makes and models. Also, NEW Pace Chrome Deluxe Slots 5¢-10¢-25¢ & $1. 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 – We want you to read our ads in the "FOR SALE" columns of this issue of THE CASH BOX. Buy the best, save with Safety at Silent Sales Co. Authorized Mills and Keeney Distributor. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., 200 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE

FOR SALE – 8 - 24's 30 wire Seeburg Wall Boxes; 5-10-25 Wurlitzer Wall Boxes. All kinds of Music Boxes for sale. PIONEER MUSIC CO., INC., 329 WARREN ST., ROXBURY 19, MASS.

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 – We offer only top flight machines proven money makers repainted and rebuilt. Keeney Consoles; Mills and Jennings Bells; Mills Consoles; Evans Consoles; Bally Victory Derby and Draw Bells; Keeney Big Parlay F.P. and P.O. Authorized Mills and Keeney Distributors. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., MINNEAPOLIS 15, MINN.

FOR SALE – Bally High Hands $39.50 ea.; Jennings Silver Moon Totalizers free play $35. ea.; Mills Slots; Gottlieb 3 Way Grippers, post-war, write for prices; Rock-Ola and Wurlitzer 46 models, write for prices. RUGINIS NOVELTY CO., 320 E. 7th ST., MOUNT CARMEL, PA.

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

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FOR SALE - 1 Home Run $35.; 1 Knockout $40.; 1 Big Parade $45.; 1 Bally Rocket (write for price); 2 Superliners $140. ea.; 2 Spellbounds $150. ea.; 1 Suspense $130.; 2 Fast Balls $150. ea. A-1 condition. NEW ORLEANS AMUSEMENT CO., 201 SO. CLAIBORNE AVE., NEW ORLEANS 13, LA.

FOR SALE – Mexico; Honey; Ranger; Torchy; Carousel; Ballyhoo. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel: Pop. 3299

FOR SALE – 1 Keeney 3-Way Bonus Superbells, excellent condition $900.; 4 Atomic Bombers, like new $275.; 2 Jack Rabbits $250.; Genco "Whizz" $75.; Amusematic Lite League $115.; Ace Bomber (Mutoscope) $115. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel. 6-1994

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FOR SALE – 5 Panorams, complete, extra clean $250. ea. 1/3 deposit. BIRMINGHAM VENDING CO., 2117 THIRD AVE. NO., BIRMINGHAM 3, ALA.

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THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

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FOR SALE – While they last. Mills new Vest Pockets $64.50 ea.; lot of five $62.50 ea.; A.B.T. Challengers, latst model, in lots of five or more (write for price). Save with Safety. Buy from Authorized Distributors. Est. in 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – Write In And Get On Our Mailing List: Lite League $149.50; Rol-A-Score (write); Supreme Skee Ball $149.50; 616 Plain $99.50; Seeburg Cadet $269.50; Rock-Ola Deluxe $229.50; Seeburg Classic $239.50. NATIONAL NOVELTY CO., 183 E. MERRICK ROAD, MERRICK, L. I., N. Y.

FOR SALE – ABC Bowler $20.; Big Parade $34.; Band Wagon $29.; Eagle Squadron $49.; Kismet $54.; Production $37.; Venus $22.; Yankee Doodle $39. All in good order on location or just off. Many others at comparative low prices. Will trade. SUN SALES CORP., 3817 N.E. 2nd AVE. MIAMI 37, FLA.

FOR SALE – Arcade Equipment; All Star Hockey; Super Torpedo; Sky Fighter; 3 Supreme Rocket; Periscope; 3 Liberators; Champion Hockey; 1 Zingo. Ready for Location. Make us an offer. RICHMOND SALES CO., 803-05 W. BROAD ST., RICHMOND 20, VA.

FOR SALE – Big Hit $125.; Superliner $125.; Spellbound $135.; 5-10-20 $45; Miss America $175.; Step-Up $145.; Midget Racer $125.; Frisco $99.50; Four Aces $45.; Bombardier $45.; Argentine $35.; '41 Major $35.; Laura $65.; Knockout $50.; Hi Hat $35.; Spot Pool $35.; Wild Fire $25. Defense $25. CENTRAL COIN MACHINE CO., 482 CENTRAL AVE., ROCHESTER 5, N. Y.

FOR SALE – Mills original Black Cherry and Golden Falls; Polished Chromes, new cabinets. Set of three - nickel, dime, quarter; Mills Brown fronts, repainted; Jennings Chiefs – Silver Club; Silver Chiefs; Four Star, with new paint job and rebuilt like new. Write for our low prices. Save with Safety. For the best in Bells, prices the Lowest. Authorized Mills and Keeney Distributors. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – We have about 50 WS-2Z Seeburg Wall-O-Matics and are offering them at a special price of $24.50 ea. The covers are not broken and every one has a 70L7 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA. Tel: 33

FOR SALE – 25 Model 80 Kirk Astrology Scales $169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

FOR SALE – Ten Keeney Three Way Bonus Bells, like brand new $1100. ea.: Ten Evans Bangtails 1947 Models, used ten days $450. ea. SPEER COIN MACHINE SERVICE, 418 THIRD ST., SANTA ROSA, CALIF. Tel: 3713

FOR SALE – 10 Panorams, clean, perfect condition mechanically, excellent outward appearance. These Panorams were used in our own Arcade $199.50 ea. 1/3 deposit with order, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE – Solotone Boxes, slightly used $20.; new Solotone Boxes $25.; Solotone Location Amplifiers $50.; Studio Unit $175.; Kirk Guesser Scales $50.; Watling Fortune Scales $50. Send 10% deposit, balance C.O.D. KNUDSEN MUSIC CO., 287 NORTH 3rd EAST, PROVO, UTAH.

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FOR SALE – The Best Mills Blue Fronts in the South. Any denomination. Ready for location. Refinished in Crackle Finish Baked on Paints. Also Mills Bells Refinished and Overhauled for $30.; parts are extra. Sixteen years experience. Send one in by Express. Work gauaranteed. MILTON BRAUN, RT. 3, BOX 428, FERGUSON AVE., SAVANAH, GA. Tel: 3-5432

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 – The best one balls ever made. Victory Derby with new guarantee $150. and up; Keeney Big Parlay F.P. & P.O. (write). Save with Safety. Buy from authorized Mills and Keeney Distributor. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

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

FOR SALE – 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 – Free Play Adapter for Model 1015 Wurlitzer in production. Adapter allowing Free Play of Phonograph without Moto-Drive Register. Perfect for party jobs, continuous play and allows selection of records $5. ea., 3 for $12.50. COHEN AMUSEMENT CO., P.O. BOX 301, MONTGOMERY, ALA.

FOR SALE – 23 late Packard Wall Boxes $27.50 ea.; 1 Packard #400 Hideaway (write); 3 - 1¢ ABT Challengers (late) $27.50 ea.; 1 Bally Club Bell $75.; 1 Keeney 4 Way Super Bell $250.; 3 Bally Double Barrel 5 ball free play $95. ea.; 3 Bally Surf Queen 5 ball free play $95. ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

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 – Jennings 10¢ Super Deluxe Electric Club Chief, used two weeks (write); Mills Black Cherry in original crates, never opened, one nickel-one quarter $400. for the two; Pinball Games – Smokey $180.; Mystery $189.; Maisie $195. 1/2 deposit, balance C.O.D. BUSINESS STIMULATORS, 4912 E. WASHINGTON ST., INDIANAPOLIS, IND.

FOR SALE – One Ball Pin Games: 1 Bally Victory Derby '46 $235.; 1 Bally Santa Anita $45.; 2 Bally Sport Special F.P. $29. ea.; 3 Bally Blue Grass F.P. $26. ea.; 2 Record Time F.P. $28. ea.; 1 Stoner Zipper $11.; Bally Jockey Club P.O. $95.; 1 Bally Race King $37. STEWART NOVELTY CO., 1361 SO. MAIN ST., SALT LAKE CITY 4, UTAH. Tel: 7-8171

FOR SALE – Bally Fairmounts; Jockey Clubs; Turf Kings with chrome rails $60. to $70., repainted like new $80. to $90. Santa Anita, Kentucky, Sport Kings, in good shape $40. Save with Safety, buy from authorized Mills and Keeney distributor. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., 200 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE– Bally Hi-Hand $75.; Jumbo Parade F.P. $40.; Keeney Super Bell 5-25 C.P. $100.; Sportsman $50.; Thorobred $125.; Royal Draw 5¢ $20.; 25¢ $50.; Paces Reels 10¢ $50.; Bally Big Top $50.; Big Game $20.; Wurl. Twins $125.; Wurl. 145 Steppers $15. ea.; Seeburg Adapters for Wurl. $15.; Mills Empress $195.; Throne $150.; Bally Club House 7 coin head $40. AUBREY STEMLER DIST. CO., 2323 W. PICO, L. A. 6, CALIF. Tel.: FEderal 5169.

FOR SALE – Set of nickel, dime and quarter playMills Club Bells in brand new cabinets. Guaranteed equipment $600.; Wurlitzer Model 950; 500-42's; 600-42's. Wire for quotations. Large stock of new Mills Slot Parts; new Free Play Pin Game Coin Chutes; also Penny Bulldog Coin Chutes. WANT – Rock-Ola Counter Models. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: M. 1323

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 – Keeney Super Bonus 5¢ $350.; Draw Bell $250.; High Hands $50.; Club Bells $50.: Hitone Conversions, completely illuminated dome with speaker in top and crystal pickup. Cabinets refinished, looks and operates like new $400. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – Total Roll $275.; Rol-A-Score (write); Super Triangle $185.; Jack Rabbit $175.; Tally Roll $160.; Lite League $125.; 14 ft. Genco Bankroll $75.; Chicoin Hockey $50.; Rapid Fire $40.; Superliner $125.; Laura $50.; Grand Canyon $40.; Super Score $135.; Baffle Card $145. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE. SCHENECTADY 4, N. Y.

FOR SALE–Act Now–All machines clean and in excellent condition – Used Evans Bangtails 7 coin F.P.-P.O. J.P., Keeney 5¢ Super Bell Comb., Keeney 25¢ Super Bell Comb., 5¢ Bonus Bell, 5¢ Draw Bell, Jumbo Parade 5¢ comb., Jumbo Parades 5¢ comb. F.P., Hi-Hand 5¢ comb., Total Rolls, Victory Specials, Longacres, Pimlicos, Club Trophys, '41 Derbys, 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 all orders, balance C.O.D. ART WEISS CO., 1130 W. COLORADO BLVD., ARCADIA, CALIF. Tel.: Atwater 73511.

FOR SALE – 10 Super Skee Rolls $110. ea.; 2 Air Raiders $65. ea.; 1 Rapid Fire $65. ea.; 2 Brand new, in cases, Champion Hockey $85. ea.; 1 Defender $95.; 1 Premier Skee Roll with Barrel $195. WANT – Total Rolls. MARCUS KLEIN, 577 – 10th AVE., N. Y. C.

FOR SALE – Rolldowns – largest stock in Michigan. Immediate delivery out of stock at substantially reduced prices. Also Premier Bowlo; Sportsman Roll; One World. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE – Rock-Ola Commando $150.; Watling 25¢ Rol-A-Top $65.; 9 column National Cig Machine $20.; Mills Four Bells $175.; Mills Futurity $49.; Mills Thrones $200.; Foot Ease $45.; Model 9800 $200.; Glitter Gold Mills 5¢ chrome $60. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO Tel: 750

FOR SALE – Wurlitzers: 1 – 500K $135.; 10 – 600R – $150. ea.; 5 – 700 $250. ea.; 8 – 750E $325. ea.; 6 – 800 $300. ea. 4 Seeburg Envoys RCES $200. ea. All in good order on location or just off. 60 unit AMI Hostess Equipment. Write for price. SUPREME DISTRIBUTORS, INC., 3817 N.E. 2nd AVE., MIAMI 37, FLA.

FOR SALE – New Packard 1000 "Out Of This World" Revolving Speakers and all other models; Adaptors for Twin 12 Wurlitzer; new and used Pla-Mor Boxes; 5000 ft. 30 wire Cable; Special Pedestals to mount Pla-Mor and other boxes on the Dance Floor and many other places; new Phono Casters, fit any model, sample set $1. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1323

FOR SALE – 36 Solotone Boxes, all in good condition $21.50 ea. MUSICAL CORP., 214 W. 42nd ST., NEW YORK 18, N. Y.

FOR SALE – Used Mills Slots: 5¢ Bonus $137.50; 10¢ Bonus $147.50; 5¢ Blue Front $97.50; 5¢ Brown Front $107.50; 10¢ Gold Chrome Bell $160.; 25¢ Gold Chrome Bell $165.; 25¢ Black Front Special $150.; 5¢ Cherry Bell $107.50. Brand new post-war Jennings Chief Jackpot Bells in all models available for immediate shipment. Write for complete list. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD, MASS. Tel: 4-1100

FOR SALE – We offer you repainted cabinets – some in their original design, others better than original. Consoles: Mills Three Way, L.H. Four Way; Keeney Bonus Super Bells and Super Bells; Evans Galloping Dominos. For the best in consoles. Authorized Mills and Keeney Distributors, Est. in 1905. SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – Ski Balls – 5, 11½ ft. Bowl-A-Ways; 1, 11ft. Bomber Ball; 1, 11 ft. Rocket. All in A-1 condition. Just off location. Make me an offer. GEM NOVELTY SALES, 1410 BUCHANAN ST., RACINE, WIS.

FOR SALE – Complete line of Mills new Black Cherry slots, Buckley's new Track Odds, rebuilt Black Cherry and Golden Falls machines in 5¢, 10¢ & 25c denominations. We are in a position to fill all your slot machine requirements. Immediate delivery on Black Cherry or Golden Falls complete Case & Casting assemblies. Contact us for highest quality merchandise at standard prices. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1312.

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

FOR SALE–Attention Arcade Owners! Slightly used, and floor model Atomic Bombers, almost like new $275.; also 1 Mills Panoram in excellent condition and thoroughly reconditioned. Will sacrifice at $225. For used phonographs, beautifully reconditioned, we have what you want. Write and let us know what you need. Seeburg Phonograph Distributors. AUTOMATIC EQUIPMENT CO., INC., 919-921 N. BROAD ST., PHILA. 23, PA.

FOR SALE – 12 Pinball Games, in excellent condition. Reasonable. Also 10,000 used records. X-CEL NOVELTY CO., 5240 N. 11th ST., PHILA., PA. Tel: MI. 4-2624

FOR SALE – Automatic Hostess Studio-Muzak type Background studio doing $50,000. annually. Situated between New York and Phila. No competition. Enormous possibility for Expansion. Write: BOX 130, THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE – All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEmple 1-7455

THE CASH BOX COIN MACHINE MART

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FOR SALE – County Closed. Over one hundred fifty games for sale. Ten to Twenty percent less than Cash Box prices. One Balls from '41 Derbys to Big Parlays. Five Balls from Victorys to Kilroys and Tornadoes. Consoles from Jumbos to Bonus Bells and Deluxe Draw Bells. IVAN WILCOX, 1320 W. MYRTLE, VISALIA, CALIF.

FOR SALE – Genco Playballs, excellent condition $115. ea.; Keeney Air Raider (Gun) $50.; Bosco, Bowler, New Champ, Gold Star, Home Run '42 $150. for the lot. S. J. WEISSER, 2931 JOHN R ST., DETROIT 1, MICH.

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 – Here are some Bargains on used pin games that are better than news: Exhibit Mysterys $149.50; United Sea Breezes $99.50; Gottlieb A.B.T. Bowlers $20.; Bally Big Leagues $79.50; Williams Tornadoes $159.50; Gottlieb Keep 'em Flying $40.; Chicoin Spellbounds $97.50; Williams Lauras $47.50; Bally Midget Racers $79.50; Chicoin Kilroys $37.50; Bally Surf Queens $57.50. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA.

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

FOR SALE – Six (6) Rol-A-Score Roll Down Games (Electromaton). Reconditioned like new. Latest model $225. ea. uncrated. H. ROSENBERG CO., INC., 625 - 10th AVE., NEW YORK, N. Y. Tel: LOngacre 3-2478

FOR SALE – Minnesota is down. We can furnish you with consoles and payout 1-ball machines at less than Cash Box low price. Let us know what you want. HY-G MUSIC CO., 1415 WASHINGTON AVE. S., MINNEAPOLIS 4, MINN. Tel: Atlantic 8587.

FOR SALE – Rio $150.; Panorams $225.; Super Score $125.; Pitch'em and Catch'em $50.; new Mills Black Cherry Bell 5¢ Slot, never out of crate $225. 1/3 with order, balance C.O.D. LEWISTON DISTRIBUTING MART, INC., 27 VALLEY ST., LEWISTON, PA.

PARTS AND SUPPLIES

FOR SALE – Money Wrappers, Tubular Coin Wrappers, 1¢, 5¢, 10¢, 25¢. Steel Strong means no splitting of seams, is self opening, the only perfect wrapper. 70¢ per 1,000 9 boxes 5¢ wrappers to a case $6.30; 1¢ and 10¢ wrappers come packed 10 boxes to a case. Send for samples. Also quantity prices. Terms: 1/3 deposit, balance C.O.D. ST. LOUIS NOVELTY CO., 2718 GRAVOIS AVE., ST. LOUIS 18, MO.

FOR SALE – Coin Machine Needles made sp. for Coin operated automatic phonos. Durable – Long lasting No. 10 J Straight: 50 needles, 44¢ ea.; 100, 40¢ ea.; 500, 36¢ ea.; 1000, 36¢ ea. plus 100 needles Free. Small bulbs, pilot lites: No. 51 & 55 – 10 for 48¢, 100 for $4.40; 300, $.042 ea. No. 40, 46, 44, 47 – 10 for 58¢, 100 for $5.30, 300, $.05 ea. 3AG, 2 Amp. Fuses – $3. per 100. Less 2% C.O.D. BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE–Westinghouse Mazda Lumilines, 24 to carton; Big Lamps 7½ to 75 Watt; Approved Plug Fuses 3 & 6 amp. (100 to pack) 5½¢ ea.; Glass Fuses (Auto Type) (little Fuse or Buss) (100 to pack) 1-2-3 amp. 3¢ ea.; ½ amp. 4¢ ea.; Rubber double action male plugs 8½¢ ea.; G.E. Mazda small bulbs number 51, 55, 63, 44, 46, 47 and 50. For best results use G.E. Mazda only. G.E. Mazda 1489 Gun Bulbs 45¢ ea. (Tops All). ARCADE BULB CO., 56 W. 25th ST., N .Y. 10, N. Y. Tel.: WAtkins 9-7490.

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.

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