

# THE CASH BOX

THE  
CONFIDENTIAL WEEKLY  
OF THE  
COIN MACHINE INDUSTRY

Vol. 8, No. 35  
WEEK OF  
MAY 26, 1947

**ACTION!**

**THRILLS!**

# BASEBALL!

**SUSPENSE!**

IT'S ALL THERE IN

*Williams*

**COLOR!**

# ALL STARS

## NEW REPLAY SENSATION!

**IT'S A  
HIT!  
5¢**

**NOT LIGHTS... BUT REAL  
LIFE-LIKE PLAYERS RUN THE  
BASES IN THE BACKBOARD!**

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**IT'S A  
HIT!  
10¢**

**REAL BATTING ACTION  
ON THE DIAMOND!**

Batter Up! Player controls swinging bat — singles, doubles, triples, homers, strikes, sacrifices, outs, etc. Powerful skill-appeal!

**IT'S A  
HIT!  
25¢**

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DROP HEAD CHUTE!**

Exclusive Williams coin play. Accepts 5¢, 10¢, 25¢ coins... speeds play, increases revenue and profits! Credit Unit records advance payments and replays.

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*Williams*

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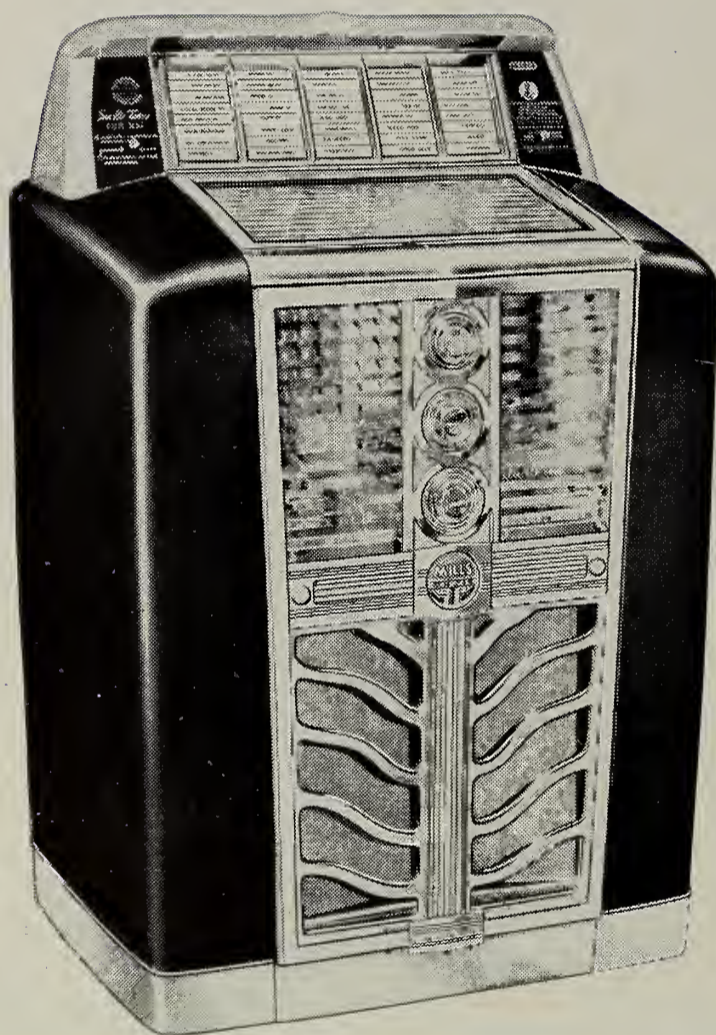
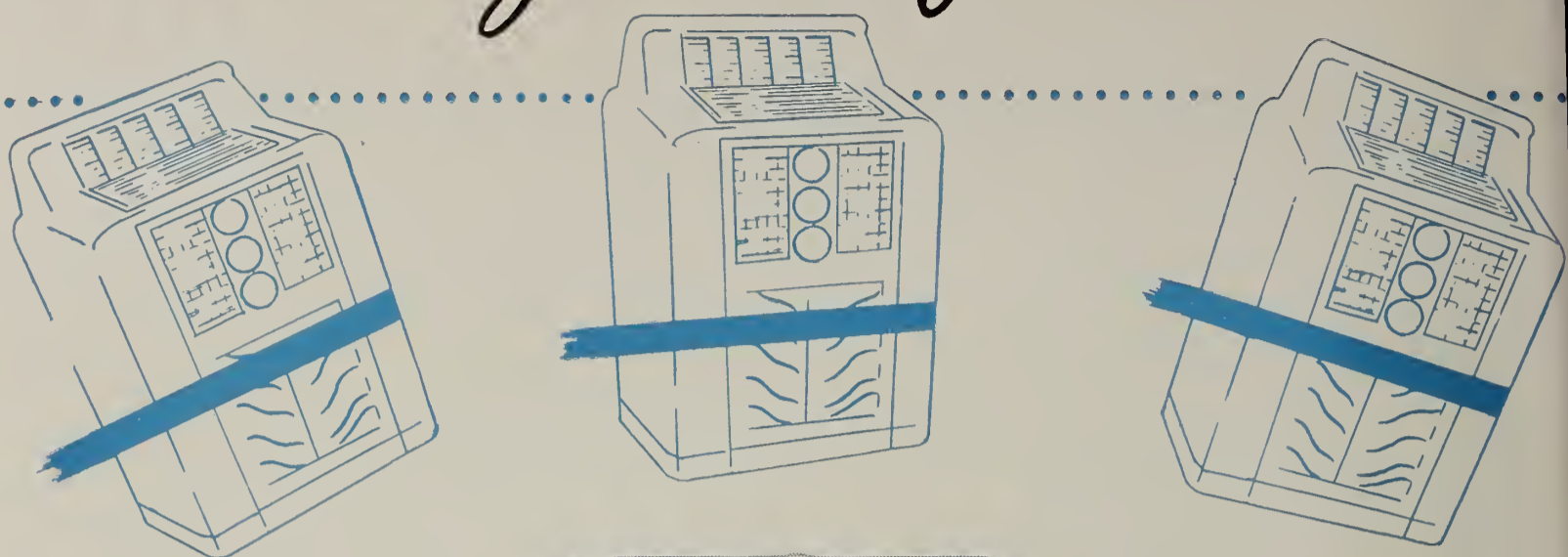
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**Another Long-Life Williams Money Maker!**



MEMBER

# All-Angle Performance



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

Here's an important *slant* on the Mills Constellation. The record changing mechanism will operate perfectly, and the needle will track properly, at angles up to 30°. The tone arm will engage at the correct starting point, play through the entire record, shut off properly, and the changer will operate perfectly, whether completely level or not. That's a worth-while *angle*. Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois.

the **MILLS** Constellation

Here's the  
Answer on  
How to Prevent  
Juvenile  
Delinquency

By Bill Gersh



The above picture appeared in the April 28, 1947 issue of *The Cash Box*. It is the reproduction of a picture which appeared in *The New York Post* along with a story of how a juke box was helping to prevent juvenile

This is good public relations. This is the sort of thing which will help this industry for years and years to come and will place the juke box in ever higher favor with all the public everywhere.

# IMPORTANT MUSIC OPERATORS READ PAGE 31 FULL REPORT ON SCOTT BILL HEARING

The Boys Clubs of the nation have now also turned to juke boxes. Leading members have been scouting the country asking coinmen to donate their old music machines to these clubs where underprivileged children gather and where they can be entertained by the sort of music they like.

A great many juke boxes, these past months, have found their way into Boys Clubs thruout the country. Some of the leading automatic music men have made it their business to obtain these for the Boys Clubs.

If you, too, have an old phono you would like to donate to some Boys Club get in touch with George A. Ramey, Jr., Boys Clubs, 11 South La Salle Street, Chicago, Ill.

Police stations have recognized the need for youth canteens and have established these on unused floors of police stations thruout the nation. The first such picture of a Police youth canteen was published in *The Cash Box* sometime ago. And—the main attraction here—was the juke box which started the idea of police youth canteens.

Everywhere in the nation the juke box is being recognized as the most outstanding instrument ever devised to help combat juvenile delinquency. The trade, therefore, can gain tremendously good relationships with officials as well as with the public by working along this direction.

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that is being done at this time by public spirited men to eliminate the evil of juvenile delinquency.

## THE CASH BOX

**"THE CONFIDENTIAL WEEKLY OF  
THE COIN MACHINE INDUSTRY"**

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# MORE GAMES WANTED

**Trade Continues All Out Swing to Games Field. Ask for Greater Production. Collections Best in Years. New Games Reported to be Clicking Everywhere. Boom Goes on Unabated.**

CHICAGO — The demand for more and more pin games continues unabated. It seems that all the trade has suddenly swung over to the pin game. And, as reported in this past issue, the pinball machine has zoomed back into first place in the industry.

Now, as the fever pitch is being reached in pin game demand, along comes a cry for more and still more volume. The average distributor is not too anxious to jump into large volume sales, even tho the market is there. It is his belief, as it is that of the manufacturer, that a great share of the profit lies in the trade-in valuation of the machine.

This is helping to make the operation of pin games profitable. After the operator gets started with his first machine, regardless of the price he pays, he finds that he can continue from then on at a lower purchase price once his trade-ins get under way.

The fact is, because the manufacturers are holding down production and the distributors themselves are selling on a short quota basis, the operator is being protected on the trade-in valuation of his equipment. Prices at trade-in time, even after three and four months of constant operation of the machine, are far above and beyond what they ever were in pre-war days even on a comparative percentage basis.

To even add to this situation, where the trade-in price remains high

for a much longer period than ever before, is the further fact that collections have been better than at any other time in pin game history. It seems that the public has taken to the games and is continuing to play them more than ever before.

As one noted operator reported to *The Cash Box*, "Collections are best in years." This is something which is bringing in more and more coinmen to the pin game division of the industry. There is no longer any doubt that, with territory opening here and there thruout the country, the pin game will revive a great deal of interest in all types of coin operated equipment.

Another fortunate factor is that the new games which the manufacturers are producing, are all clicking wherever placed. The manufacturers turned from complicated, multi-scoring games to the simple high score machine of yesteryear, but, with features and beauty of construction never before seen in the field.

The pin game is therefore the new king of the industry. It has returned to the position it occupied in the thirties. It is the most outstanding phenomenon of the post-war era. It continues on ahead with ever more satisfied operators.

The public, the most important factor in all coin machine production and operation, like the pin game to such an extent that they are, once

again, becoming familiar with names, according to leading pin game ops, and are asking for their favorite games wherever they decide to play. This is stimulation of an unpurchasable nature. It also means the further and greater development of pin game play—and, naturally, manufacture and sales.

It is much to the credit of the present pin game manufacturers that the game leaped back into first place in the trade. By adopting the principle of shorter production runs for each game and working closely with the operators, jobbers and distributors to learn just what the public wanted by pre-testing all new machines weeks in advance, they have been able to win great acclaim for their actions and have, thereby, allowed the operator to profit both from the operation of the machine as well as from its trade-in.

There is no longer any doubt that, if the manufacturers will continue to pursue their present policies, the pin game will remain in first place and will, eventually, reopen much territory which has been lost to the trade for some years.

Already many coinmen are at work quietly to regain some of the lost areas in the nation. This was only brought about by the fine manufacturing which is now going on and which has made the pin game the king of the field.

# MORE GAMES WANTED

Trade Commission All Out Swing to  
James Field. Ask for Greater Production.  
Institutions Best in Year. New House  
Reported to be Closing Everywhere.  
Suee Goes on Unstable.

# TRADE ACCLAIMS PUBLIC RELATIONS INSTITUTE

## Agree Permanent Display Showing What Coin Machine Industry Has Done and is Doing to Help All Nations to Enjoy Prosperity Will be of Great Value.

NEW YORK—Ever since this past week's revival of a three year old suggestion by *The Cash Box* that there should be created a "Public Relations Institute" this publication has been in receipt of letters from many well known coinmen from all over the country acclaiming this proposal.

All agree with the need for such an institute as an adjunct to the present Public Relations Bureau of the CMI. Everyone also seems to believe that permanent and portable visual display of the public relations work already accomplished by this industry and the work which has gone on quietly for years will gain better public favor for the trade.

One noted association leader wrote, "This is one of the best suggestions which *The Cash Box* has ever offered to the trade. Tho originally we voted for your idea of a 'Public Relations Bureau' we now feel that with a 'Public Relations Institute' the 'Public Relations Bureau' of the CMI would really mean something to the man in the street, as well as to a great many operators who just don't seem to understand what public relations work is."

He also writes, "Your idea of showing how the many millions of feet of lumber, the miles of copper wire, the metals and plastics and other materials help all industry and all people all over the world is something which will be appreciated by every man who ever sees such a display. We sure do hope that a 'Public Relations

Institute' comes into being and that it is set up in some very prominent building in Chicago where all the public, the press, the officials and people from our own industry can walk in and view the display to their heart's content. In fact, we even suggest that the CMI make this the kind of display which can be shipped about the country and shown in all leading cities which would help all of us in the field with the people right in our own communities."

This idea of a traveling display is extremely well taken by *The Cash Box* which fully believes it would be of tremendous value to the entire industry. Such a display set up in various centers thruout the country, inviting the public, the press, officials, civic leaders, large industry groups, and others to view it, along with the members of this industry, is sure to win the greatest possible favor for the trade and will bring about better understanding of the industry to all in the country.

The average man has little or no idea of the great amount of materials being used by the coin machine business which helps him to continue to earn his living. From the miner to the finisher — the coin machine brings wages and happiness. Therefore, such display is sure to gain a better public understanding and result in a closer relationship with all in the nation who are interested in progressive industry which keeps this country prosperous.

Not only that, but peoples all over

the world profit from coin machines. Many imported raw materials go into the manufacture of components for coin operated machines of all types. This is keeping peoples in other countries at work. Even eliminating the direct sales factor of the coin machine itself—this is of great importance to all in the industry and will, because of its effectiveness, present an entirely new and better picture of the field.

From the peanut machines thru every type of automatic vending machine to the amusement games and into the juke box field—there are extremely interesting facts which the public would appreciate knowing. It certainly would be of great advantage to the men in this trade to let the public know what they have been doing to help all peoples everywhere to enjoy greater prosperity. Certainly to enhance and make greater the prestige of their own nation.

One well known coinman writes, "There have been many, many excellent and outstanding suggestions brought to this industry by *The Cash Box* which have won tremendous acclaim. This new suggestion for a 'Public Relations Institute' is, in my belief, the best which you have ever yet offered. You should be complimented and acclaimed by all in this industry for the marvelous work you have done and are doing. And, in the case of this 'Public Relations Institute' idea, which should be adopted immediately, this industry owes you a rising vote of thanks."

# TRADE ACCLAIMS PUBLIC RELATIONS INSTITUTE

After a thorough study of the Institute's work, the American Public Relations Association has declared that the Institute is doing a job of great value. The Institute's work is being done in a most efficient manner and its results are being made known to the public in a most effective way.



# PHONOS START GOING UP

**Ops Report Collections Rising. Believe They Will Hit Peak When Vacations Start. Hideaway Installations Increase. Seek Big Hit Tunes to Help Boom Collections.**

CHICAGO — Reports have at last started coming in that phonos have started to go up once again as far as collections are concerned. Juke box take dipped, after a short-lived rise a few months ago, and the climb back has been much slower than expected.

Among the leading juke box men there are a great majority who feel that collections will return with the start of the summer vacation season. It is known that a large number of factories plan to close down for a period of two weeks and give their employees a vacation all at one and the same time. This principle was evolved by those who felt that production was seriously affected when vacations were spread thin over a three months period instead of clearing them off in a short two week period.

Leading juke box ops report that they have placed machines in all available mountain and shore resort spots and believe that the play on these this summer will be better than ever before.

One thing which the entire automatic music trade bewails is the fact that there just aren't outstanding hit tunes which bring collections back to peak immediately. There is a great and crying need for something like "Beer Barrel Polka", "Old Man Mose", "The Music Goes Round and Round", and many others of like ilk which zoomed the take on jukes to all time highs. Should any such tune come into being this summer there is no doubt that the great expectations of the average music operator will be more than fulfilled.

Distributors, too, look forward to the next few months to help them get going once again. Already factory men are pouncing down hard on many distribs to get them to better cover their territories. As one noted factory man stated, "We've got them out ringing doorbells and polishing

door knobs once again. And," he continued, "they've learned that there is still a great deal of business which they haven't even touched and which has been waiting for someone to go out and get."

The average operator isn't satisfied with the way his routes are going. But, as has become generally known, these routes have, in a great many cases, been very sadly neglected and aren't, therefore, bringing the returns they should were there more effective use of proper music accessories and new instruments, as well as use of the new ideas now being featured by the more progressive automatic music merchants.

The cry thruout the entire trade is the high price of equipment as well as the much increased overhead expense. Tho a great many operators have cut down tremendously on their overhead expense they do not expect any decreases in the cost of present equipment and are, therefore, replacing on a small percentage basis instead of on large scale. They feel that they shall have to slowly renew their routes as they begin to enjoy better collections and also begin to amortize the cost of the first new installations.

Therefore it is very thrilling to a great many in the coinoperated music field to hear that collections have started upward again. This means that in a much shorter period of time than originally figured the sales will again return to much larger volume and the operators will have the opportunity of putting the newest equipment on their locations.

One noted music merchant stated, "We have continued to buy new machines right along, but, we haven't bought in the quantity we used to buy. We are taking it easy, but not neglecting to replace worn out machines with new instruments. The best way to get a route in top shape

today is to buy slowly and make sure that each and every new phono is taking in what it should. We arrange for new machines only on those locations where we can obtain a much better percentage commission than we are now getting."

The average operator has purchased new machines. Tho these may not bulk into large volume which was expected to continue this year the number sold during the past year and into the first few months of this year amounts to a very respectful figure, according to those who seem to know their sales figures.

The balance of this year will probably be devoted to concentrated effort on the part of the factories and their distributors to help the operators to the best possible collections while bringing them the very latest ideas in use to earn greater profits with the new equipment.

Hideaway sales have gone up very well. There seems to be a complete turn to this sort of installation with operators reporting that, in certain types of locations, this is the most profitable.

There has been a complete swing away from single channel non-selective music. Wired telephone music would still get many sales were the telephone lines available. This seems to be the only thing holding back greater sales of wired telephone music.

There has been an increase in factory, retail store and professional music, but, not of so large a nature as to capture domination of the present automatic music scene.

Most encouraging is the fact that music merchants are once again reporting an upswing in collections. This, if it reaches the peak that is expected during the summer vacation months, will be the answer to what sales can be expected this coming fall and winter.

# PHONOS START

## GOING UP

Big Hit Times as Help from Collectors.  
Midway installations in progress. Start  
They will be from when Vaseline start.  
Big Report Collections Rising. Believe

# 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—ALLADIN	EX—EXCELSIOR	QU—QUEEN
AP—APOLLO	JB—JUKE BOX	RA—RAINBOW
A—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 MUSIC	VI—VICTOR
DEL—DELUXE	MU—MUSICRAFT	VO—VOGUE
EC—EXCLUSIVE	NA—NATIONAL	VT—VITACOUSTIC
EN—ENTERPRISE		

- 1 MAM'SELLE**  
*Hits the top after sensational rise.*

CA-396—The Pied Pipers	MA-7217—Ray Dorey	RA-10014—Marshall Young
CO-37343—Frank Sinatra	ME-5048—Frankie Laine	SI-15093—Ray Bloch O.
DE-23861—Dick Haymes	MGM-10011—Art Lund	SO-2023—George Towne O.
EN-257—Derry Falligant	NA-9032—Jack Carroll	VI-20-2211—Dennis Day
  
- 2 MY ADOBE HACIENDA**  
*A slew of hit records for the machines.*

CA-389—The Dinning Sisters	EN-147—The Cossman Sisters	RH-101—The Esquire Trio
CO-37332—Louise Massey	KI-609—Billy Hughes	VI-20-2150—Billy Williams
CT-8001—Jack McLean	MA-1117—Eddy Howard	VO-785—Art Kassel
DE-23846—Kenny Baker	ME-3057—Bobby True Trio	
  
- 3 LINDA**  
*Still rates high as coin catcher.*

CA-362—Paul Weston O.	DE-23864—Gordon Jenkins O.	SO-2006—Bob Chester O.
CO-37215—Buddy Clark—Ray Noble O.	ME-3058—Chuck Foster O.	VI-20-2047—Charlie Spivak O.
	SI-15106—Larry Douglas	
  
- 4 HEARTACHES**  
*Not an op that had a heart-ache with this.*

AP-1045—Gordon Macrae	KI-598—Cowboy Copas	NA-9026—Red McKenzie
CA-372—Joe Alexander	MA-1111—Eddie Howard O.	SI-15065—Ray Bloch O.
CN-8021—Ray Smith	ME-3057—Bobby True Trio	SO-2005—Ted Straeter
CO-37305—Harry James O.	MGM-10001—Jimmy Dorsey Orch.	VI-20-2175—Ted Weems O.
DE-25017—Ted Weems O.		
DEL-1068—Ted Martin		
  
- 5 THAT'S MY DESIRE**  
*Shot up like a bolt to satisfy so many ops.*

AP-1056—Curtis Lewis Trio	CO-37329—Woody Herman	MN-1064—The Cats & The Fiddle
CA-395—Martha Tilton	DE-23866—Ella Fitzgerald	MO-147—Hadda Brooks
CN-6048—Golden Arrow Quartet	ME-5007—Frankie Laine	SO-2019—Ray Anthony O.
	MG-10020—Art Mooney	VI-20-2251—Sammy Kaye
  
- 6 ANNIVERSARY SONG**  
*Plug tune from "The Jolson Story", remains a money maker.*

CA-368—Andy Russell	DEL-1057—Russ David O.	MU-428—Artie Shaw O.
CO-37234—Dinah Shore	MA-1107—Louis Prima O.	SI-15075—Larry Douglas
DE-23714—Al Jolson	ME-3036—Anita Ellis	SO-2004—George Towne O.
DE-23799—Guy Lombardo O.	MGM-10003—Kate Smith	VI-20-2126—Tex Beneke—Miller O.
  
- 7 ACROSS THE ALLEY FROM THE ALAMO**  
*Started out of nowhere, and look where it is!*

CA-387—Stan Kenton O.	DE-23863—The Mills Bros.	ME-3060—The Starlighters
CO-37289—Woody Herman		
  
- 8 GUILTY**  
*Still kicking around, and filling the bill.*

BW-821—Nick Delano	EN-247—Del Courtney O.	MU-428—Artie Shaw—Mel Torme
CA-324—Margaret Whiting	MA-1106—Tony Mottola Four	SI-15090—Monica Lewis
DE-23844—Ella Fitzgerald	ME-3042—Tony Martin	VI-20-2109—Johnny Desmond
  
- 9 MANAGUA NICARAGUA**  
*Tongue-twister that reaped harvest.*

CO-37214—Kay Kayser	KI-620—Homer & Jethro	SO-3032—The Gordon Trio
DE-23782—Guy Lombardo	ME-5016—Two Ton Baker	VI-20-2026—Freddy Martin
EN-251—Dick Peterson	SI-15086—Julie Conway	
  
- 10 PEG O' MY HEART**  
*The classic story of the oldies — watch it!*

CA-346—Clark Dennis	ME-5052—Ted Weems	VT-1—The Harmonicats
DEL-1080—Ted Martin	NA-9027—Red McKenzie	

# The National TOP TEN Annual Survey

...of the nation's top ten...

Rank	Name	Address	City	State	Zip
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# THE CASH BOX

# Record Reviews

"Better Watch What You Do"

"I Love To Make Love To You"

JOHNNY MOORE'S THREE BLAZERS

(Exclusive 243)

● Pair of sides aimed at the race spots turn up fine here for the Johnny Moore ensemble as you catch them doing "Better Watch What You Do", and "I Love To Make Love To You". Featuring Charley Brown on the vocal, the kid comes thru for ops as he sings oh so sweet in that toned down manner of his. Accompaniment offered is tops on both sides, matching the pipers tonsiling. The pair spin in slow fashion throughout, and have a tendency to tone the hep crowd down a bit. It's good stuff, of the kind you can use in practically any race spot. Latch on.

"If My Heart Had A Window"

"Boin-n-n-g"

KAY KYSER ORCH.

(Columbia 37338)

● Pair of sides rushing up at ops are these latest out of the Kay Kyser collection, titled "If My Heart Had A Window" and "Boin-n-n-g". Topside tune spins in slow fashion with piper Harry Babbitt pitching effective romantic moods, while the ork keeps the break down in the background. On the other end with "Boin-n-n-g" vocal-lass Jane Russell hogs the lime on a cute novelty ditty that has remote possibilities. The chirp's voice is fair to hear, and singing in a soft light manner, adds to the ditty's attractiveness. Both sides won't stop traffic by any means, but nevertheless deserve your listening time.

"Rockin' Horse Cowboy"

"Midnight Masquerade"

FRANKIE CARLE ORCH.

(Columbia 37337)

● Ditty spooning in the slumber land fashion peels off the Frankie Carle piano to turn up sweet in every respect. "Rockin' Horse Cowboy", showing chanteuse Marjorie Hughes in high style, blends well to spell coin-play for the host of ops looking for good material. Marg weaves her tale about that kid going off to bed and the thing is really done up in neat fashion. On the flip with "Midnight Masquerade", ops already know of this tunes coin-value. An established draw as it stands, the touch that maestro Frankie lends the number should add to its action. Get next to "Rockin' Horse Cowboy".

"Something For Nothing"

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

GEORGE OLSEN ORCH.

(Majestic 7232)

● Pair of sides that ops can look at and possibly use as good filler material bounce around here in fair style by the George Olsen crew. Titled, "Something For Nothing", ditty spins in the romantic mood—add the title pitch and you've got the story. Chirp Betty Norman renders effective piping for the boys and rates your ear here. On the flip "I Won't Be Home Anymore When You Call", this thing isn't going anywhere, but then again neither are a dozen other songs. It's cute and opens with a telephone jingle, but that's all. Ops may use the side to good advantage as a filler, but then again you know your route better than we do, so go to it.

## DISK O'THE WEEK

"Ask Anyone Who Knows"

"Oh My Achin' Heart"

THE FOUR VAGABONDS

(Apollo 1060)



THE FOUR VAGABONDS

● Ditty soon to climb the ladder is this hunk of wax offered by a fairly new combo on "Ask Anyone Who Knows". It's The Four Vagabonds, and if you're looking for peak success, this ditty has it to offer. Spinning slow, the group gather gold in their tonsils with this rendition. In the romantic refrain, the simplicity of the rendition is really something beautiful to listen to. The crew should stop any show cold, just as they'll stop your customers and make them play this thing. Using only a guitar for accompaniment, the song stacks up high as a kite. On the flipover with "Oh My Achin' Heart", the crew come thru again with some wonderful ballading. The kid that does the solo work for this outfit really is sensational, and that's just how you'll find this pair. Latch on to this wax, it's sure-fire coin action.

"Chi Baba Chi Baba"

"Ain'tcha Ever Coming Back"

PEGGY LEE

(Capitol 419)

● This kid has it! Using a novel twist to this fast rising hit, Peggy Lee comes up with an ace in the hole for music ops the nation round with her version of "Chi Baba Chi Baba". The chirp adds a bit of a jazz theme to the ditty, flavoring it with spice that's nice. The Dave Barbour ork add to the tunes chances, by giving it lots of moxie and kick with a picked up beat in the second chorus. Peggy's voice in there pitching all the way, and the gal can really sing. On the flipover with a romantic bit, Peggy offers "Ain'tcha Ever Coming Back", ditty spinning slow with the chirp's pipes getting orchids. The pair is fair, so lend an ear—huh?

"Duel In The Sun"

Parts I and II

LARRY DOUGLAS

WITH RAY BLOCH ORCH.

(Signature 15112)

● Plug tune from the picture of the same name, shapes up nice here as Larry Douglas combines with the Ray Bloch ork to turn up "Duel In The Sun". Echoing a symphonic mood, Larry pipes the lyrics on Part I in neat fashion, as Ray's strings and reeds give off with weird effects. The numbers chances are enhanced through pic plugging and might go once the thing gets around a bit more. The Ray Bloch crew once again come up with a scintillating arrangement, and rate orchids for a fine performance. Ops may be able to use the wax to good advantage—so give it a whirl.

"Mahzel"

"I Want To Be Loved"

BENNY GOODMAN ORCH.

(Capitol 416)

● Looking for some sweet instrumental work—you'll find it in Benny Goodman's "Mahzel". The ole King of Swing really plays some terrific clary here, and if you have spots that go for this stuff, latch on and you'll reap harvest. Benny gives the thing some meat and bounce as he trills the stick. The boys join in with spot solo work that rates like a spade flush. On the backing with the popular "I Want To Be Loved", chirp Lillian Lane steps to the fore to render effective music. The canary's pitch is off par a bit, as she goes off the deep end chopping down the Savannah Churchill ditty. Both sides are worthy of a fling, so spin it.

"Come In Out Of The Rain"

"Can You Look Me In The Eyes"

KING COLE TRIO

(Capitol 418)

● Platter neat coming at your feet, and done up in the style that spells coin play is this latest cookie by the King Cole Trio. Titled "Come In Out Of The Rain" (and that's just what your customers will do), the ditty has that splendid quality that has in the past distinguished this combo. Spinning slow with Nat's tonsils in there all the way, the number shakes a stick at a quarrel the pair had, to usher in Nat and the title. The boys lay off the instrumental side of this thing and feature King's voice in top style. The stuff sets you down a peg and makes you wanna listen—it's that good. On the flip with a romantic pitch the crew offer "Can You Look Me In The Eyes". Echoing its top mate in slow tempo, Nat excels on this side which definitely rates your listening time. Peg the topside tune for coin play—it'll be worth your while.

"Am I Blue"

"You Took My Man"

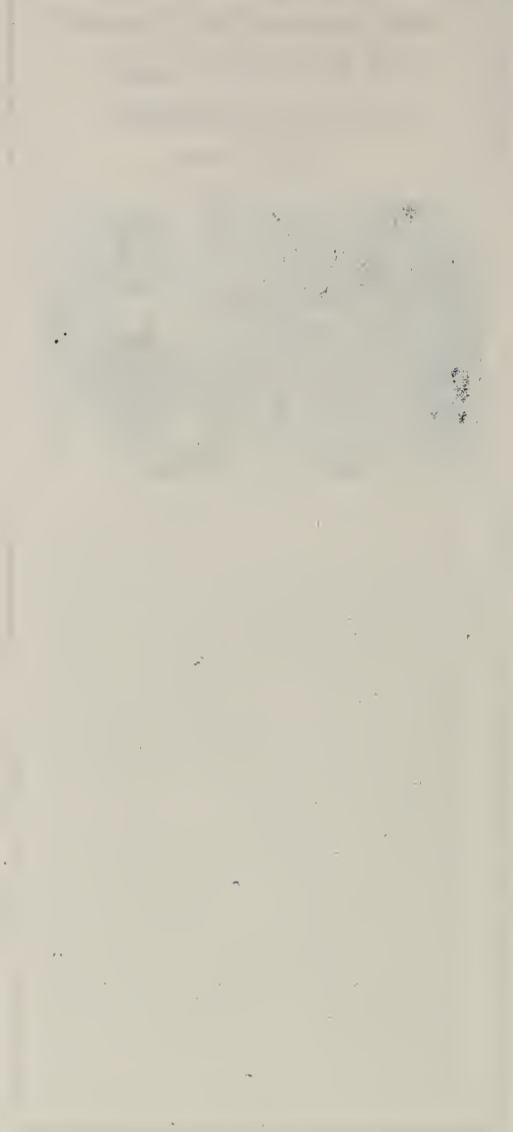
ETHEL WATERS

(Continental 10008)

● Pair of sides that ops might use to good advantage shape up here nicely, with Ethel Waters grabbing the lime. The lady spoons slow, in that low somber mood of hers, as she offers the old standard "Am I Blue" and "You Took My Man". The gal has a following, and ops who have spots that cater to this sort might find the pair worthwhile. "Am I Blue" gets the top nod as the oldie wave continues on its merry way. The tune went so many years ago, and given adequate plugging might go now. On the other side with "You Took My Man", Ethel does the side up brown as the wax spins in slow fashion. Give the pair a whirl.



THE CITY



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**THE CASH BOX***Record Reviews***"As Long As I'm Dreaming"****"Je Vous Aime"**

ANDY RUSSELL

(Capitol 417)

● A top tune is Andy Russell's meat, and this is a top tune that'll send the Russell fans racing for the phonos. "As Long As I'm Dreaming" is the ditty, and it's to be featured in a big flicker tabbed "Welcome Stranger." Add to that the fact that the musical arrangement is rightly geared for dancers, too, and you have a double threat side. Hear it. The flip, "Je Vous Aime," is another lush romantic thing, and Andy's pleading voice caresses the lyrics in a fashion that should score with his public. Not as effective as the top deck, it should get many a ride on the French influence set by "Mam'selle."

**"Things Are No Different Now"****"I Won't Be Home Anymore  
When You Call"**

FREDDY MARTIN ORCHESTRA

(RCA-Victor 20-2267)

● Freddy Martin does one of his better jobs with this sweet romantic ballad tabbed "Things Are No Different Now," with Stuart Wade on the vocal, and it's a side sure to be given many a spin wherever romancers gather to hold hands or dance cheek to cheek. Of course, the Martin piano is in there, and it's a stand-out feature. But if you figure the deck as a worthy buy, give twice as much credit to the flip, "I Won't Be Home Anymore When You Call," because if oldies cull coin favor on your route, this one's a natural, right down to the vocal delivered by a chorus with plenty of remember-when flavor. Get next to it.

**"I Feel Like Layin'  
In Another Woman's Arms"****"There Was A Lil' Mouse  
Lived On A Hill"**

DANNY BARKER SEXTETTE

(Apollo 382)

● Here's a platter that can be used to best advantage only for spots where a purplish lyric is favored, because that's what this platter offers, despite the fact that the musicianship is tops. Blu Lu Barker emotes the story of "I Feel Like Layin' In Another Woman's Arms," and she does it in what has come to be known as "race-style." That her performance is first rate as performances go is a fact, and the backing of the Danny Barker Sextette matches it perfectly. If you place this side, place it carefully. The flip, "There Was A Lil' Mouse Lived On A Hill," is a very cute novelty ditty that should stand up well in Harlem and Central Avenue spots. The same combo interprets it.

**SLEEPER  
OF THE WEEK****"I Want To Be Loved"**

BERYL DAVIS

(RCA-Victor 20-2268)



BERYL DAVIS

● Best bet this week is offered by a brand new vocalist—new to the U. S., that is, because Beryl Davis sang her way to the top of Britain's wax heap before crossing the pond recently and if she continues along the same track she cut with this version of "I Want To Be Loved," America's most popular music maids might best look to their laurels, 'cause Beryl has what it takes to snatch 'em. "I Want To Be Loved," as most ops know, recently scored a terrific boffo up Harlem way as done by Savannah Churchill. Beryl now offers this lovely ballad in a way that pegs it as a "must" for just about every type of location. Just give it a whirl, and you'll see for yourself. The flip, "If My Heart Had A Window," is another romantic thing, and a pleasant one at that, but, for the time being, the big money is in the top deck. Try it.

**"For You"  
"Ain't Got No Loot"  
BASIN STREET BOYS  
(Exclusive 245)**

● Riding the wave on this oldie currently being revived come the Basin Street Boys to turn in a worthy rendition of "For You." Ditty kicked around so many years back, and coined oh so much then, has a chance of getting into the lime if given enough plugging. The combo does the thing up in slow manner, with harmony echoing throughout. On the flip with a cute novelty ditty, "Ain't Got No Loot," shapes up nicely as the crew wail about about the feds not taking an interest in them. Ditty couples a nice beat to the group's piping, rounding out the side in fine fashion. Both sides are there for the asking and deserve your listening time.

**"You Don't Learn That In School"  
"The Better To Love You"  
SHERMAN HAYES ORCHESTRA  
(Aristocrat 102)**

● First platter to be cut by the (well known in Chicago) Sherman Hayes Orchestra offers one of the better arrangements of the ditty "You Don't Learn That In School," a tune loaded up for a big click. Handling the vocal chorus in neat style, Sherman proves himself worthy of a national phono audience, and given proper plugging he'll get it. The flip, "The Better To Love You," is a pleasant enough tune, also done by Sherman on the lyrics, and should serve as an adequate filler after the top deck has been played out. The combo is capable of producing a "great," but until it comes along, this one will do well enough.

**"When I Write My Song"****"Why Can't I Forget About You"**

HERB JEFFRIES

(Exclusix 16x)

● Given the right tune, Herb Jeffries can really showcase his voice to earn top returns for the trade, and that's a proven fact; however, we believe that what he does here doesn't fit him half as well as it does the great talents displayed by the Buddy Baker Orchestra, which accompanies him on both decks, and they're so good that this platter should certainly be pegged into your classier spots (ops in larger cities, take note). The Baker ork plays great music, just give it a listen. Next time we'd like to hear that ork on its own; their arrangements are of the very best. As for this platter, Herb has a loyal enough following to make it a success.

**"As Long As I'm Dreaming"****"My Future Just Passed"**

JOE DOSH

(Continental 11000)

● Joe Dosh, who gave up a G-Man's badge for a show business career, displays enough talent on his latest platter to consider the switch as a profitable one for the trade. Offering "As Long As I'm Dreaming," a top plug ballad by a top pubbery from a top flicker, "Welcome Stranger," the side is a natural for any spot where romancers gather. In addition, the arrangement by all concerned is smooth enough to draw action as both a dancers' and listeners' item. The flip, "My Future Just Passed," is another very neat ballad that's torchy as well, and Joe handles it in fine style. All things considered, this platter is a very good buy, and Joe has earned himself a phono ride. Give him one.

**"Saloon"  
"Cowpasture Polka"**

JERRY COLONNA

(Capitol 420)

● Jerry Colonna has long been due for a click, and on this platter it's very likely he has succeeded, not only once but twice; since both sides of this platter are first class phono fare. "Saloon" is a ditty that has been kicking around for some time, but we believe that Jerry has given it the first interpretation that's well fitted for the cointrade, and as he does it, it's tailor made for tavern spots in any territory where he's a drawing card. The flip, "Cowpasture Polka," is well suited for the same type of spot as the top deck, tho it's likely to get wider audiences, thanks to the theme he offers. Even tho you've paid little heed to Colonna on wax before, this platter rates your attention.





# JUKE BOX REGIONAL RECORD REPORT

## The Ten Top Records-City by City

FOR THE WEEK OF MAY 26, 1947

### New York

1. MAM'SELLE  
(Art Lund)
2. MY ADOBE HACIENDA  
(Eddy Howard)
3. LINDA  
(Buddy Clark-Ray Noble)
4. IF I HAD MY LIFE TO LIVE OVER  
(Larry Vincent)
5. APRIL SHOWERS  
(Al Jolson)
6. A SUNDAY KIND OF LOVE  
(Claude Thornhill)
7. CHI BABA CHI BABA  
(Lawrence Welk)
8. IT'S A GOOD DAY  
(Gene Krupa)
9. ACROSS THE ALLEY FROM THE ALAMO  
(The Mills Bros.)
10. MANAGUA NICARAGUA  
(Freddy Martin)

### San Antonio, Texas

1. HEARTACHES  
(Ted Weems)
2. ANNIVERSARY SONG  
(Al Jolson)
3. MAM'SELLE  
(Dick Haymes)
4. GUILTY  
(Margaret Whiting)
5. MY ADOBE HACIENDA  
(Eddy Howard)
6. LINDA  
(Buddy Clark-Ray Noble)
7. GLOCCA MORRA  
(Buddy Clark-Ray Noble)
8. APRIL SHOWERS  
(Al Jolson)
9. MANAGUA NICARAGUA  
(Guy Lombardo)
10. THAT'S MY DESIRE  
(Frankie Laine)

### Minneapolis, Minn.

1. MAM'SELLE  
(Dennis Day)
2. HEARTACHES  
(Ted Weems)
3. A SUNDAY KIND OF LOVE  
(Jo Stafford)
4. ACROSS THE ALLEY FROM THE ALAMO  
(Stan Kenton)
5. LINDA  
(Buddy Clark-Ray Noble)
6. MY ADOBE HACIENDA  
(Eddy Howard)
7. DREAMS ARE A DIME A DOZEN  
(Vaughn Monroe)
8. THE EGG AND I  
(Dinah Shore)
9. SMOKE DREAMS  
(Jo Stafford)
10. I BELIEVE  
(Frank Sinatra)

### Danbury, Conn.

1. MAM'SELLE  
(Art Lund)
2. THAT'S MY DESIRE  
(Frankie Laine)
3. PEG O' MY HEART  
(The Harmonicats)
4. MY ADOBE HACIENDA  
(Eddy Howard)
5. LINDA  
(Buddy Clark-Ray Noble)
6. HEARTACHES  
(Ted Weems)
7. ANNIVERSARY SONG  
(Guy Lombardo)
8. GLOCCA MORRA  
(Margaret Whiting)
9. IF I HAD MY LIFE TO LIVE OVER  
(Bob Eberle)
10. I'LL CLOSE MY EYES  
(Andy Russell)

### Chicago

1. MAM'SELLE  
(Art Lund)
2. PEG O' MY HEART  
(The Harmonicats)
3. LINDA  
(Buddy Clark-Ray Noble)
4. HEARTACHES  
(Ted Weems)
5. ANNIVERSARY SONG  
(Al Jolson)
6. MY ADOBE HACIENDA  
(Eddy Howard)
7. CHI BABA CHI BABA  
(Lawrence Welk)
8. I WONDER, I WONDER,  
I WONDER  
(Eddy Howard)
9. GLOCCA MORRA  
(Dick Haymes)
10. THAT'S MY DESIRE  
(Frankie Laine)

### Ft. Wayne, Ind.

1. MY ADOBE HACIENDA  
(Eddy Howard)
2. MAM'SELLE  
(The Pied Pipers)
3. HEARTACHES  
(Ted Weems)
4. LINDA  
(Buddy Clark-Ray Noble)
5. ACROSS THE ALLEY FROM THE ALAMO  
(Woody Herman)
6. YOU CAN'T SEE THE SUN  
(Vaughn Monroe)
7. CARLE BOOGIE  
(Frankie Carle)
8. SUNRISE SERENADE  
(Frankie Carle)
9. ANNIVERSARY SONG  
(Al Jolson)
10. I WANT TO THANK YOUR FOLKS  
(Eddy Howard)

### Saginaw, Mich.

1. MY ADOBE HACIENDA  
(Art Kassel)
2. MAM'SELLE  
(Art Lund)
3. HEARTACHES  
(Ted Weems)
4. LINDA  
(Buddy Clark-Ray Noble)
5. APRIL SHOWERS  
(Guy Lombardo)
6. THAT'S HOW MUCH I LOVE YOU  
(Red Foley)
7. ANNIVERSARY SONG  
(Guy Lombardo)
8. JALOUSIE  
(Harry James)
9. YOU BROKE THE ONLY HEART  
THAT EVER LOVED YOU  
(The Mills Bros.)
10. ACROSS THE ALLEY FROM THE ALAMO  
(The Mills Bros.)

### Omaha, Nebr.

1. MAM'SELLE  
(Dick Haymes)
2. HEARTACHES  
(Eddy Howard)
3. MY ADOBE HACIENDA  
(Eddy Howard)
4. LINDA  
(Buddy Clark-Ray Noble)
5. ACROSS THE ALLEY FROM THE ALAMO  
(Woody Herman)
6. THE EGG AND I  
(Dinah Shore)
7. GUILTY  
(Ella Fitzgerald)
8. APRIL SHOWERS  
(Al Jolson)
9. I TIPPED MY HAT  
(Harry James)
10. PRAY FOR THE LIGHT TO GO  
OUT  
(Phil Harris)

### Los Angeles

1. HEARTACHES  
(Ted Weems)
2. MY ADOBE HACIENDA  
(Eddy Howard)
3. MAM'SELLE  
(Frankie Laine)
4. THAT'S MY DESIRE  
(Frankie Laine)
5. A SUNDAY KIND OF LOVE  
(Frankie Laine)
6. ACROSS THE ALLEY FROM THE ALAMO  
(The Mills Bros.)
7. I WONDER, I WONDER,  
I WONDER  
(Eddy Howard)
8. IF I HAD MY LIFE TO LIVE OVER  
(Larry Vincent)
9. LINDA  
(Buddy Clark-Ray Noble)
10. MOON FACED, STARRY EYED  
(Johnny Mercer)

### New Orleans, La.

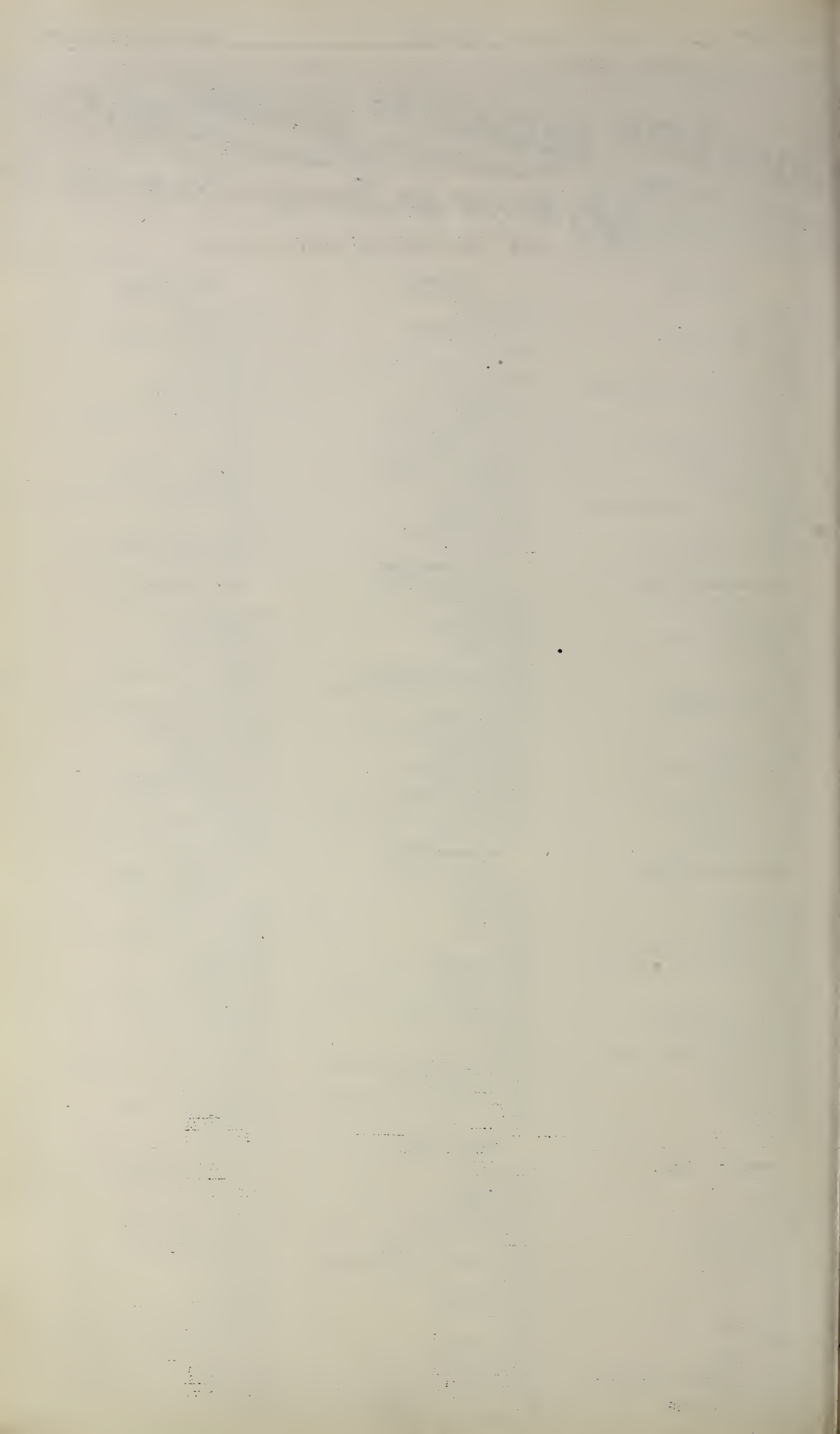
1. MAM'SELLE  
(Frankie Laine)
2. HEARTACHES  
(Ted Weems)
3. LINDA  
(Buddy Clark-Ray Noble)
4. GUILTY  
(Tony Martin)
5. IF I HAD MY LIFE TO LIVE OVER  
(Martha Tilton)
6. THAT'S MY DESIRE  
(Frankie Laine)
7. GLOCCA MORRA  
(Dick Haymes)
8. MY ADOBE HACIENDA  
(The Dinning Sisters)
9. JALOUSIE  
(Harry James Orch.)
10. ACROSS THE ALLEY FROM THE ALAMO  
(The Mills Bros.)

### Woodburn, Ore.

1. MY ADOBE HACIENDA  
(Eddy Howard)
2. LINDA  
(Buddy Clark-Ray Noble)
3. MAM'SELLE  
(Dick Haymes)
4. HEARTACHES  
(Ted Weems)
5. LIGHT OF THE SILVRY MOON  
(Ray Bloch)
6. ANNIVERSARY SONG  
(Al Jolson)
7. MANAGUA, NICARAGUA  
(Freddy Martin)
8. ACROSS THE ALLEY FROM THE ALAMO  
(The Mills Bros.)
9. MY HEART IS A HOBO  
(Tex Beneke)
10. I'M RESTLESS  
(Roy Rogers)

### Montreal, Quebec

1. MAM'SELLE  
(Art Lund-Frankie Laine)
2. LINDA  
(Buddy Clark-Ray Noble)
3. I DO DO DO LIKE YOU  
(Johnny Mercer)
4. I BELIEVE  
(Frank Sinatra)
5. MAHZEL  
(Art Mooney)
6. ANNIVERSARY SONG  
(Andy Russell)
7. A SUNDAY KIND OF LOVE  
(Claude Thornhill)
8. JACK, JACK, JACK  
(Jack Smith)
9. HEARTACHES  
(Ted Weems)
10. GUILTY  
(Johnny Desmond)



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

Following our mention here of the RCA Victor platter 25-7027A, we've been deluged with calls—and quite a few were from biggies of rival platteries, who wanted to know the tune, where they could get it, etc. . . . Meanwhile, Jack Silverman, local RCA Victor distrib, tells us the platter has been a steady seller for years, tho it's his belief that the flip, or "B" side, is even better than the deck we've been blowing our stack about . . . Milt Benjamin, veepee in charge of sales for Sonora Records, off to Chicago again. He says it was with the greatest reluctance that they had to do away with their 26c (wholesale) label, but, he points out, "We're still the lowest priced record on the market."

\* \* \*

In from the Windy City came Milt Salstone, popular head of M-S Distributing Co., and with him were Howard Pretzel, vice president of the Coin Machine Acceptance Corporation, and Joe Collins, sales rep for the firm. Milt reports that Hadda Brooks and Roy Milton are wowing them on wax in the Windy City territory . . . Seems like everybody in the biz is on a "Peg O' My Heart" ever since the Harmonicats clicked so big with their version. Still, it's to be remembered that when the Clark Dennis (Capitol Records) version appeared some months ago, it quickly climbed right into the ten top disks on New York phonos. Was that a tip off for the 'Cats? . . . Lots of folks wondering why Sonora is peddling Ginny Simms' platters at a 60c list, when all others are pegged at a half buck.

\* \* \*

Big doings shaping up in the internal organization of Apollo Records . . . Over at Decca, Harry Kruse, vice president and general sales manager, in huddles with Al Simpson and other sales department biggies, over the standing order question. To continue the practice or not to continue it. That is the question . . . George Hayes, in charge of M-G-M Records sales for the New York Zenith distrib is planning an open house for music ops in the territory . . . All reports to the contrary, Bob Thiele (Signature Records prexy) and Monica Lewis remain Mr. and Mrs. . . . One of the nicest and most competent publicity guys we know is Wayne Varnum, former Columbia press chief, and present head of his own flackery, Wayne Varnum Associates.

\* \* \*

Everybody in the music biz awaiting the much heralded "Robins Nest"—claim the ditty is going to be the next "big one" . . . In from the coast are Glen Wallich and Floyd Bittaker, Capitol Records chiefs huddling in their New York offices . . . Folks still wondering about the hush-hush over at Musicraft Records and just what their position will be . . . Platteries are swarming toward the forthcoming NAMM convention in Chicago like a hive of bees . . . Will Continental Records have an important announcement of direct concern to music ops in the near future? . . . Bob Thiele, Signature Record prexy seen rubbing elbows with Dick Haymes this past week . . . Mannie Sacks, vp over at Columbia Records off to Los Angeles to confer with the coast plant as well as listen to new talent . . . Eddie Heller, over at Rainbow Records, tells us that he has a real hit in his Tribute to Glen Miller album . . . Get a load of Morey Amsterdam on a new indie label, Lissen Records.

**MORE JACK-POT HITS!**

**Hit Parade Star . . .**

**Juke Box Favorite . . .**



**ANDY RUSSELL**

*These Tunes Will Pull In the Coin!*

**'AS LONG AS I'M DREAMING'**

Hit song from the new Paramount pix, "Welcome Stranger" with Andy's intimate delivery adding coin-appeal.

**FLIPOVER:**

**'JE VOUS AIME'**

From Andy's new United Artists release, "Copacabana." After they see Andy in this, they'll want to hear him—often!

**CAP. 417**

\* \* \*

**'DREAMS ARE A DIME A DOZEN'**

Andy's fan clubs are running a temperature over this one. An ideal ballad that is going places fast.

**FLIPOVER:**

**'UNLESS IT CAN HAPPEN WITH YOU'**

**With ANDY and DELLA RUSSELL**

They all want to hear Andy, with his lovely wife, who is a mighty smooth singer in her own right.

**CAP. 386**

\* \* \*

*Tops and Still Climbing . . .*

**'I'LL CLOSE MY EYES'** **FLIPOVER: 'IT'S DREAMTIME'**

**With THE PIED PIPERS**

From the Universal-International

Picture, "I'll Be Yours"

**CAP. 342**

**With PAUL WESTON and His Orchestra**





His friends  
 ...  
 Love you  
 Friends ...

ANDY RUSSELL

AS LOW AS 47¢ PER POUND

IF YOU'VE EVER

ORDERED FOR A BIRD & BIRD

YOU'VE BEEN MISSING OUT

ON THE BEST BIRD

FOR THE BIRD



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## Signature Aims For Top Indie Spot

### Herb Allen Named To Head Sales Post



HERB ALLEN

NEW YORK — Signature Records, this city, announced to the trade a three fold expansion policy designed to increase production and sales at a Board of Directors meeting this past week.

Confirming his belief in the future of the record industry, Bob Thiele, president of Signature Records, announced the acquisition of a new plant in Shelton, Conn., the appointment of Herb Allen, former RCA-Victor field sales manager, and the formation of a music publishing company to be known as R-T Music Publishing, Inc.

"These important steps", said Thiele, "come at a time when retrenchment is becoming a familiar word. Signature Records, even during the peak sales months following the war, followed a conservative line. Now that the boom days are over for dealer and manufacturer alike, I believe that only those companies built on a sound foundation can exist. To achieve that end we are adding to, and improving, the elements of our conservative long term policy".

Herb Allen joins the Signature firm on June 1st in the newly created post of vice-president in charge of sales. Allen, well known to many music operators has been with RCA-Victor for the past eleven years, and comes to Signature with an exhaustive background in the record business.

"The new building will accommodate 88 presses and will augment the present facilities we have", said Thiele.

The final step in the firm's expansion policy is the formation of the music publishing business, to be jointly headed by Thiele and Ray Bloch, musical director of the platter. The addition will enable the label to control to a large extent, the copyright and publishing of songs they record. The firm also will publish material to be used by other recording firms.

## Basie Cops Coveted Service Engagement

NEW YORK — Count Basie and his Orchestra have been chosen to perform at one of the most impressive mass inductions of Navy and Marine Corps reservists it was revealed this past week.

The ceremony, to take place in the Palestra of the University of Pennsylvania will highlight the mass induction of more than 200 members of the Marine Corps and 1000 members of the Naval Reserve. A large delegation of service officials and congressmen will attend.

### Gremlins —

NEW YORK — A gremlin got into the Burke & Van Heusen ad of May 19, listing the recording artists on the tune "As Long As I'm Dreaming". Her Royal Nibs, Georgia Gibbs, Majestic recording artist, was listed as Virginia Gibbs. Beg pardon.

# A Midwest Label for Midwest Ops

Kermit (Huggin' and Chalkin') Goell's and Bee Walker's

## "I Had A Wonderful Time in Columbus"

recorded on

# OHIO RECORDS

featuring Jack Lathrop and

The Buckeyes with the Billy Rowland Four

place orders through

# CECILLE MUSIC CO.

1674 BROADWAY

NEW YORK, N. Y.

## Standard Songs are MONEY MAKERS!

### "I COVER THE WATERFRONT"

Recorded by

BILLY HOLIDAY—Commodore 559

JOHNNY GREEN—Decca 23531

INK SPOTS—Decca 18864

Published by: Harms, Inc.

MUSIC PUBLISHERS HOLDING CORP.  
NEW YORK, N. Y.



VITA Records CHICAGO NEW YORK HOLLYWOOD  
GENERAL OFFICE & STUDIOS 42nd FLOOR - 20 N. WACKER DRIVE - CHICAGO 6, ILL.

## FOR CRYING OUT LOUD

Here's the Juke Box Novelty creating all that Noise !!



HOAGY CARMICHAEL

on DECCA RECORD No. 23862

BREEZY

BUFFOONING

BUFFALO-NABBING

## "SH-H THE OLD MAN'S SLEEPIN' "

It Will Wake Up Your Locations — and don't get caught napping—feature SAXIE DOWELL'S Recording (Sonora No. 2007) too— of "SH-H THE OLD MAN'S SLEEPIN' "

AMERICAN ACADEMY of MUSIC Inc.

SIDNEY MILLS, Gen. Prof. Mgr. 1619 Broadway, New York 19, N.Y.

6533 Hollywood Boulevard Hollywood 28, Calif.

Sole Selling Agent: MILLS MUSIC, INC.





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** **OLD MAID BOOGIE**  
**EDDIE VINCENT**  
 (Mercury 8028)  
*Riding the Mercury-Hit Wave for the 2nd consecutive week.*
- 2** **THEM THERE EYES**  
**ROY MILTON**  
 (Roy Milton 201)  
*Ditty with lots of meat catching coin to beat.*
- 3** **IT SHOULDN'T HAPPEN TO A DREAM**  
**DUKE ELLINGTON with AL HIBBLER**  
 (Musicraft 484)  
*Bounced into the top ten a short while ago and currently edging on.*
- 4** **THAT'S MY DESIRE**  
**FRANKIE LAINE**  
 (Mercury 5007)  
*Plug tune on Mercury wax rates high by Laine.*
- 5** **A SUNDAY KIND OF LOVE**  
**FRANKIE LAINE**  
 (Mercury 5018)  
*Ditty pegged here several months ago, enjoying peak phono success.*
- 6** **I WANT TO BE LOVED**  
**SAVANNAH CHURCHILL**  
 (Manor 1046)  
*You know about this one!*
- 7** **MAM'SELLE**  
**FRANKIE LAINE**  
 (Mercury 5048)  
*Ops using this one all over the town.*
- 8** **YOU DON'T LEARN THAT IN SCHOOL**  
**KING COLE TRIO**  
 (Capitol 393)  
*A fairly new tune climbing fast.*
- 9** **KIDNEY STEW**  
**EDDIE VINCENT**  
 (Mercury 8028)  
*The other side of "Old Maid Boogie" and number five for Mercury in the top ten.*
- 10** **TIME ON MY HANDS**  
**BILLY ECKSTINE**  
 (National 9030)  
*Just goes to show that oldies catch coin too!*

*Signature's*  
**SPOTLIGHT FALLS ON**



**PAUL BRENNER**

Paul Brenner's "Requestfully Yours" stanza comes on over WAAT in Newark every day from 5 to 7:30 P.M. He features all types of popular music on his show, catches listeners of all age groups and lots of fan mail.

LARRY DOUGLAS

**ALMOST LIKE BEING IN LOVE**

(FROM THE MUSICAL, "BRIGADOON")

**I KISS YOUR HAND, MADAME**

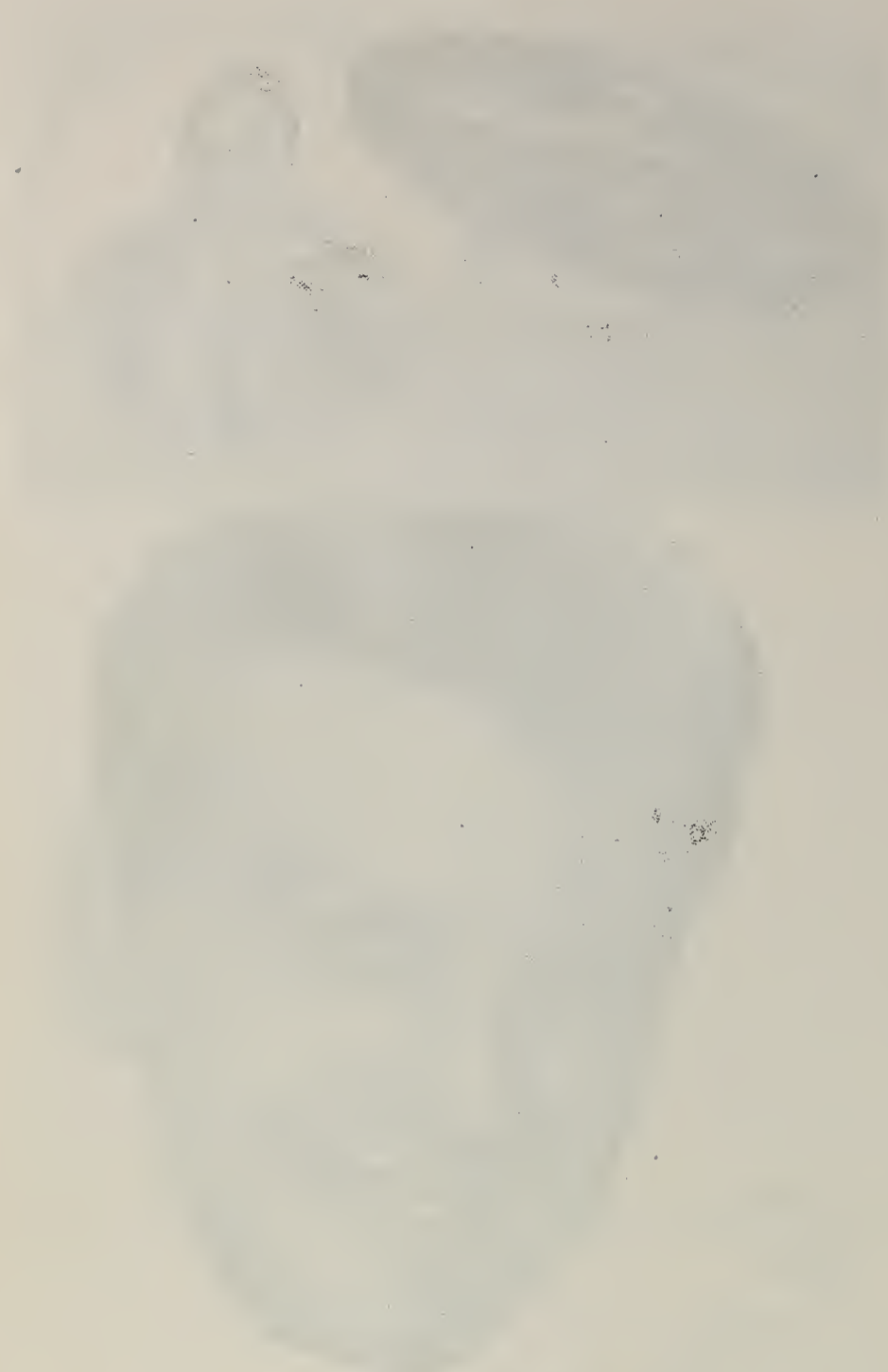
(FROM PARAMOUNT'S, "THE EMPEROR WALTZ")

SIG. 15117

*Signature*  
**records**

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 SUPPLY CORPORATION

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 15. ...  
 16. ...  
 17. ...  
 18. ...  
 19. ...  
 20. ...

VERY  
 DANGER  
 MARCH 1918  
 I GET YOUR LETTER  
 ...





# RECORDS



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

(Listed Alphabetically)

CHI BABA  
CHI BABA

PERRY COMO  
(Victor 20-2259)

LAWRENCE WELK  
(Decca 23878)

I BELIEVE  
FRANK SINATRA  
(Columbia 37300)

IVY  
JO STAFFORD  
(Capitol 388)

I WONDER,  
I WONDER,  
I WONDER  
EDDY HOWARD  
(Majestic)

THE THREE BEARS  
PAGE CAVANAUGH TRIO  
(Victor 20-2085)



Causing a . . . SENSATION!

## THE CHARIOTEERS

COLUMBIA RECORD  
of the Novelty Smash

### "CHI-BABA CHI-BABA"

(My Bambino Go To Sleep)

COLUMBIA  
RECORD No. 37384

\*It's a "SUPER NATURAL"  
that will zoom the take on  
all your machines.

ON Columbia Records

## SHERMAN HAYES

and his Orchestra

FIRST!

ON  
ARISTOCRAT RECORDS

with that great  
New Ballad



### "THE BETTER TO LOVE YOU"

(You Don't Learn That in School)

Aristocrat 102



The ARISTOCRAT Record Corp.  
7508 S. Phillips Ave.  
Chicago 49, Ill.

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PHYSICS

DEPARTMENT

UNIVERSITY OF CALIFORNIA

# SHOWBIZ MAG HAILS AUTOMATIC PHONO KING

## Music Publishers Agree That Juke Box Play Essential To Top Song Publishing

NEW YORK—Hailing the "jukebox" as king, Variety Magazine this past week made known to the trade that music publishers in the industry have generally agreed that the automatic phonograph is by far the most impressive means of record exploitation.

Referring to the jukebox and the record business, the article published in the May 21st issue of the trade paper went on to say, "the present downbeat in the music business is forcing publishers to admit that the tail is wagging the dog".

"Technically a by-product, none the less it is generally agreed that the jukebox is king, and the era of a publisher sending out his plugging staff to 'get on a song,' no longer applies. A professional staff is still necessary but today, not as effectual, it is argued, as when the General Professional Mgr. would line up a Kate Smith, the Lombardos, Whiteman, etc. Today all this must be backed up by a strong record. Somehow the jukebox is the sparkplug", the article concluded.

As has been repeatedly pointed out in the past, record manufacturers are gradually taking cognizance of the importance of the automatic music merchant. The music operator wielding a tremendous force of potential sales promotional power in the medium of the automatic phonograph has been sadly neglected by the recording industry in the past. Demands of music operators, ranging from the return privilege granted to retail dealers and not operators, to free title strips have in the past fallen by the wayside.

## NAMM Showing Nears; Booths Sold Out

CHICAGO — Reiterating his statement to the effect that the forthcoming NAMM (National Association of Music Merchants) show at the Palmer House in Chicago, June 1st to the 5th, will house by far one of the largest registrations in the history of the trade, Mr. Louis G. LeMair, again advised members of the industry planning to attend the convention, to make reservations as soon as possible.

Automatic music merchants, who have a direct interest in this forthcoming convention have already shown their interest in attending, and a large and impressive showing by this group is planned.

In an announcement from the trade groups headquarters, Mr. LeMair stated that "a host of record manufacturers have already made provisions for display booths at the show, and we believe that every booth at the showing will be sold".

Of particular interest to many coinmen, who are in turn record retailers and distributors for many of the recording companies, will be the proposal by the organization to have each retailer donate one dime for every \$100 gross sale, for music promotion.

Spokesmen for several major recording companies have already taken the initiative and are investigating claims by music operators to the effect that their records do not hold up; that music operators have been neglected insofar as delivery is concerned, and also are taking steps to include the music operator in the firm's sales promotional plans.

Music operators feel that since the jukebox makes for repeat retail sales, they should be allowed the same return privilege that retailers are. In addition, music ops voice the opinion that since they, through the medium of the automatic phonograph, promote records and artists to such a large extent, they should be given the same deal as the record retailer is currently getting

Repeated efforts on the part of the music operator, to obtain a higher quality record have met with little or no attempt by record manufacturers to show their interest in behalf of the music op. Several recording companies are at present investigating the possibility of using new shellac compounds in their process of records. What success they have or will meet has not been determined as yet.

Music operators point out that retail sales at present have fallen down a bit, yet manufacturers continue to show the retailer preference in their dealings. Nevertheless, the music operator must continue to purchase records; change the music in his machines to stay in business and satisfy the demands of a highly music conscious public.

SAY, "I SAW IT IN THE CASH BOX."

## Littee Signs CODA Pact

NEW YORK — Ramon Littee, well known in the music trade and associated as being one of the foremost exponents of Latin-American music, has signed a contract to record for CODA Records. His first release will be an album of Latin-American music, currently gaining wide attention



"THAT'S MY DESIRE"  
"HUMORESQUE BOOGIE"

Modern RECORDS  
686 NORTH ROBERTSON BOULEVARD  
hollywood

### DISTRIBUTORS

- |   |   |
|---|---|
| Record Sales<br>2117 Third Ave. N.<br>Birmingham, Ala.        | 8-cker Novelty<br>97 Dwight St.<br>Springfield, Mass.     |
| Jack Gutshall<br>1870 Washington Blvd.<br>Los Angeles, Calif. | Pan-American Distr.<br>2747 Woodward<br>Detroit, Mich     |
| Melody Sales<br>369 Sixth St.<br>San Francisco, Cal.          | Commercial Music<br>Kansas City, Mo.                      |
| Davis Sales, Co.<br>1010 17th St.<br>Denver, Colo.            | Runyon Sales Co.<br>593 Tenth Ave.<br>New York, N. Y.     |
| Taran Distr. Co.<br>90 Riverside Ave.<br>Jacksonville, Fla.   | Commercial Music<br>510 N. Sarah St.<br>St. Louis, Mo.    |
| Taran Distr. Co.<br>170 N. W. 23rd St.<br>Miami, Fla.         | David Rosen<br>855 N. Broad St.<br>Philadelphia, Pa.      |
| M. S. Distr.<br>1350 E 61st St.<br>Chicago, Ill.              | Music Sales Co.<br>680 Union Ave.<br>Memphis, Tenn.       |
| Music Sales Co.<br>303 N. Peter St.<br>New Orleans, La.       | M. B. Krupp Distr.<br>506 N. Kansas St.<br>El Paso, Texas |
| Standard Music<br>1913 Leeland<br>Houston, Texas              | C & C Distrs.<br>902 4th Ave.<br>Seattle, Wash.           |
| Mangold Distrs.<br>211 Utaw St.<br>Baltimore, Md.             | Record Sales<br>351 Edgewood Ave.<br>Atlanta, Ga.         |
| Standard Music<br>510 - 7th St.<br>San Antonio, Tex.          | Standard Music Co.<br>2034 Commerce St.<br>Dallas, Texas  |
|   | Blue Bonnet Distr.<br>3235 Ross Ave.<br>Dallas, Texas     |



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These machines are the only ones  
in the world that type as fast as  
you write.

NEWBOLD'S PATENT  
AUTOMATIC TYPING MACHINES  
TYPE AS FAST AS YOU WRITE



NEWBOLD'S PATENT  
AUTOMATIC TYPING MACHINES  
TYPE AS FAST AS YOU WRITE

# "Folk" and "Western" RECORD REVIEWS

## BULLSEYE OF THE WEEK

"Candlelight And Roses"

"I Wish You The Best  
Of Everything"

ELTON BRITT

(RCA-Victor 20-2269)

● Elton Britt becomes a cowboy in love as he delivers this pair of ballads that are heavy on romance. Of the two, "Candlelight and Roses," Billy Hill's last song, should score best with the gals in gingham, and Elton really warms to the subject on his vocal delivery. The flip, "I Wish You The Best Of Everything," is equally effective as a serenader, and Elton's performance adds up to where he looms big as the Sinatra on horseback.

\* \* \*

"Coo Se Coo"

"What Is Life Without Love"

RED RIVER DAVE

(Continental 8024)

● Undoubtedly one of the best Western and Folk novelties heard this week is this thing done by Red River Dave, tabbed "Coo Se Coo." It's got lots of zip, and stacks up as a strong laugh provoker. Give it a whirl. It's a bet the customers will be annoying the devil out of each other coo-se-cooing, once the side gets around. The flip, "What Is Life Without Love," is a stock ditty over which Red becomes the cowboy with a torch. You and everybody else have heard similar things and if the customers like 'em, they'll like this one.

\* \* \*

"Sing Tom Kitty"

"Jole Blon"

JOHNNIE and JACK

(Apollo 142)

● Want a good hunk of folk novelty? Just hear Johnny and Jack deliver "Sing Tom Kitty." The way the lyric is handled, and the way the Tom Kitty contributes its vocal stint peg the side for plenty of listener interest in any spot where they're tired of hearing the usual. Pay the side your listening time. The flip is the very well known "Jole Blon," tho Johnnie and Jack again come up to give it a very different treatment, in fact, so different does it become that lots of folks may wonder if it's really "Jole Blon" at all; nonetheless, the boys make it good, and that's what pays off.

\* \* \*

"Love In The First Degree"

"Too Many Blues"

JOHNNIE and JACK

(Apollo 147)

● Ops who use Western and Folks disks would do well to keep a sharp eye and ear tuned to Johnnie and Jack. The boys can really deliver the goods, and, if their other platter is good, which it is, this one serves to prove it was no accident. The tunes offered are "Love In The First Degree" and "Too Many Blues," and to them, the boys have brought a very fresh style that should click big on location. By all means go out of your way to give them a hearing. Both decks are money-makers.

# Songs Your Home Town Sings

## Operators!! Hear These Best Bets!

### SCARS UPON MY HEART

CLIFF CARLISLE .....VICTOR  
JIM EANES .....NATIONAL  
TOMMY SOSEBEE .....APOLLO

### ROCKIN' CHAIR MONEY

RED FOLEY .....DECCA  
JOHNNY TYLER .....VICTOR

### SING TOM KITTY

(HEAR THE SINGING DUCK)

JOHNNY & JACK .....APOLLO  
with Eddie Hill and Ray (Duck) Atkins

### DEATH BY THE ROADSIDE

CLIFF CARLISLE .....VICTOR  
TOMMY SOSEBEE .....APOLLO

### LOVE IN THE FIRST DEGREE

JOHNNY & JACK .....APOLLO

### A MEAN MAMA DON'T WORRY ME

JIM EANES .....NATIONAL  
with the Blue Mountain Boys

More Records Coming On All

HOMETOWN MUSIC COMPANY, Inc.

Sole Selling Agents

BURKE & VAN HEUSEN, Inc.

NEW YORK  
CHICAGO

CINCINNATI  
HOLLYWOOD

Longer than  
Home Town  
Songs

### STYLISH

THE  
LATEST  
TRENDS  
IN  
CLOTHING  
AND  
ACCESSORIES

FOR  
THE  
SEASON

SEE  
THE  
LATEST  
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CLOTHING  
AND  
ACCESSORIES

FOR  
THE  
SEASON

Operational Heat  
These Best Bets!

NEARS UPON MY HEART  
LITTLE BIRD  
LITTLE BIRD  
LITTLE BIRD

ROCKIN' CHAIR MOBILE  
LITTLE BIRD  
LITTLE BIRD  
LITTLE BIRD

SING TOM KITTY  
LITTLE BIRD  
LITTLE BIRD  
LITTLE BIRD

DEATH BY THE ROADSIDE  
LITTLE BIRD  
LITTLE BIRD  
LITTLE BIRD

LOVE BY THE BLUE OCEAN  
LITTLE BIRD  
LITTLE BIRD  
LITTLE BIRD

A MAN MADE DON'T  
WORRY ME  
LITTLE BIRD  
LITTLE BIRD  
LITTLE BIRD

There's no one else like you

# Capitol Phono Guests Bob Smith

# Three New Indies Bow



Left to right: Kay Zurich, Minerva Leichtman, Diane Harris and Bob Smith.

NEW YORK — Capitol Automatic Music Co., this city, recently played host to Bob Smith, RCA-Victor recording artist when the crooner visited the offices of the phono firm, in conjunction with Bob's recording of "Where Is Sam".

## Alladin Distribs Open New York Offices

NEW YORK — Major Distributing Co., this city, this past week announced the opening of their New York Offices at 563 West 42nd St.

The firm, exclusive distributors in this city for Alladin, Haven and Bullet Records, will maintain offices in Brooklyn. Heading the New York department will be H. S. Zebley and Mr. Ed Levy.

The firm, now located in the heart of New York's coinrow, feel they will be able to give music operators better service than heretofore.

"We are here to serve the music operator in any way we can", said Mr. Zebley, "and we feel that the line we carry will do much toward benefitting every music operator."

## Majestic Drops Rogers; Pacts Lombardo, Gibbs

NEW YORK—Majestic Records, this city, in a three-fold announcement this past week disclosed the signing of orchestra leader Vic Lombardo, the contract severance of Timmie Rogers and the renewal of contract by Georgia Gibbs.

Lombardo, fronting an ork for the first time since leaving brother Guy, has already recorded his initial waxing, to be released some time next moth. Miss Gibbs dispelled rumors to the effect that the singer had planned on leaving the diskery.

## Apollo Signs Martinez

NEW YORK — Apollo Records, this city, announced the signing of Chu Cho Martinez this past week. Martinez, a well known name in the music business is to do popular recordings for the firm, and his first release "Roses In The Rain" is to be expected shortly.

## Keynote Names McKinney Chairman

NEW YORK — At a meeting of the Board of Directors of Keynote Records, the first since the firm's reorganization, Robert McKinney was elected as chairman of the board. John Hammond will preside as president, while Max Lipin has been named executive vice-president. Malverne distributors has been appointed the New York outlet for the firm's line of records.

NEW YORK — Adding to the growing list of new independent record manufacturers this week came, three new outfits — Cyclone, Lissen and Meltone Records.

The former, headed by Sam Manning will have headquarters in this city and have already signed The Peters Sisters and Buck and Bubbles, former vaudeville actors. First release by this indie will be a four calypso sides by The Peters Sisters.

Lissen Records debuts with Morey Amsterdam in an album of recorded laughs. Heading the firm is Frederick E. Loewus, long associated with the music business.

Morris J. Zucker, vice-president of Meltone Records announced the signing of Phil Rose, who has already recorded four sides for this indie. Distributor assignments for the above firms have not been disclosed as yet, but an announcement should be made soon.

★ ★

**Have You Heard  
John Laurenz'  
Latest  
Mercury Record  
"Here We Are"  
and  
"There Is No  
Greater Love"**

★ ★

*Another HIT Song  
an HIT-Records  
by HIT Artists*

★ ★ **MIDNIGHT** ★ ★

★ ★ **MASQUERADE** ★ ★

★ ★ By BERNARD BIERMAN, ★ ★

★ ★ ARTHUR BERMAN and JACK MANUS ★ ★

*Recorded By*  
(listed alphabetically)

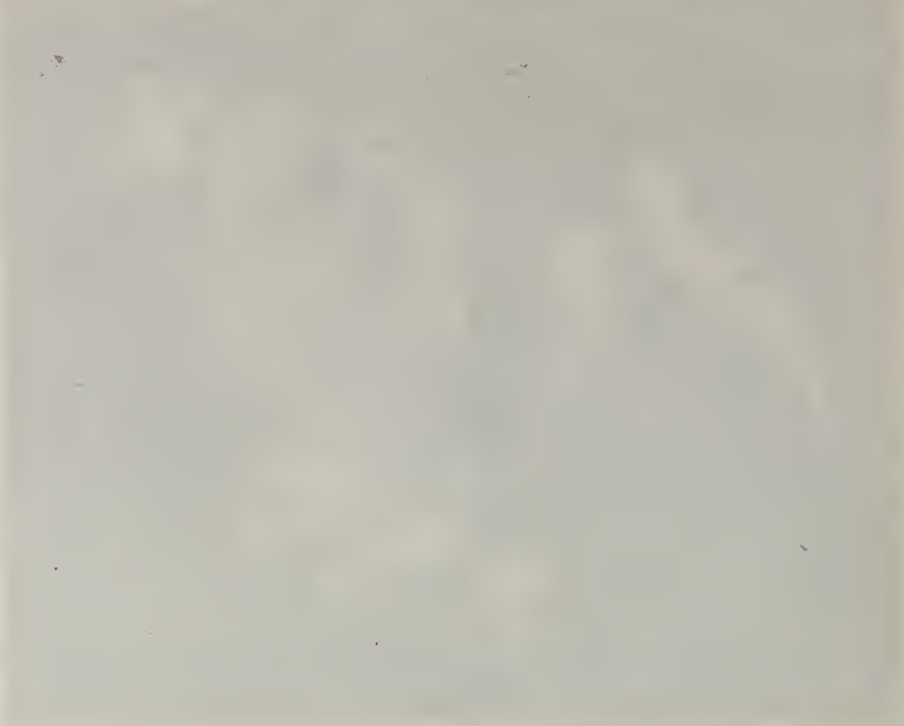
BLUE BARRON	M. G. M. #10014
FRANKIE CARLE	COLUMBIA (to be released shortly)
CARMEN CAVALLERO	DECCA #23852
JOHN CONTE	APOLLO #1044
GLEN GRAY	MERCURY #5035
EDDY HOWARD	MAJESTIC #1117
SAMMY KAYE	VICTOR #20-2122
MONICA LEWIS	SIGNATURE #15078
ALVINO REY	CAPITOL #390
TED STRAETER	SONORA #2003

**PUBLISHED BY**

**SHAPIRO, BERNSTEIN & CO. INC.**

RKO BUILDING, 1270 SIXTH AVENUE, NEW YORK 20, N. Y.

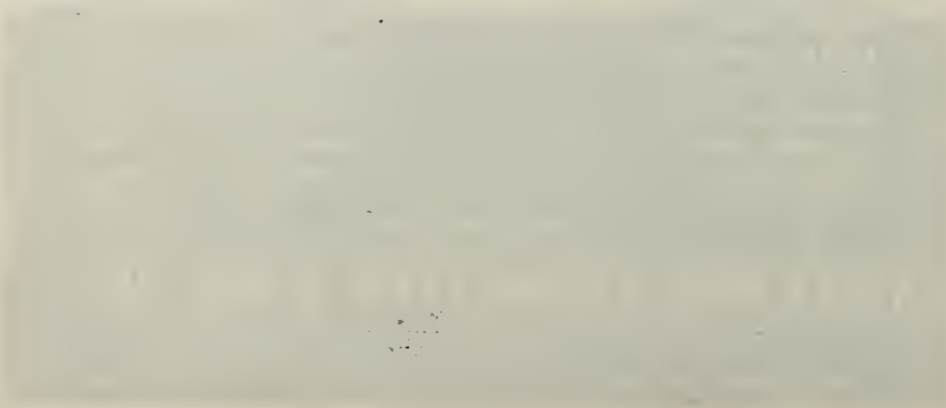
LOUIS BERNSTEIN, President      GEORGE PINCUS, General Manager



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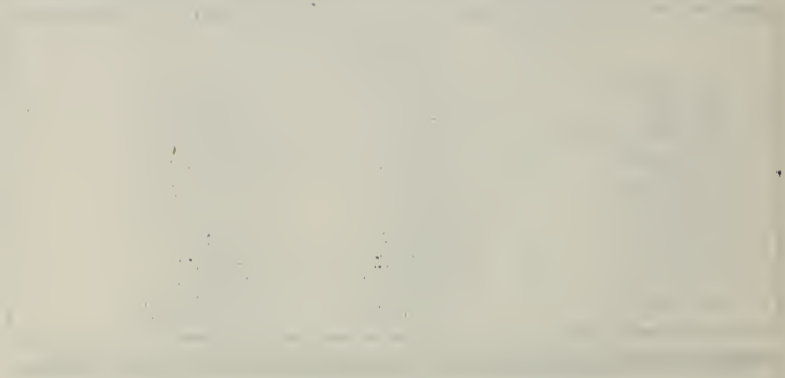


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BOX ROOM

NEW YORK  
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W/Amplifier and Remote Volume Control .....	482.50
W/Amplifier—No Remote Volume Control .....	470.00
Complete—No Amp., No Volume Control .....	410.00
<b>AIREON</b>	
Super DeLuxe Phonograph .....	897.00
Fiesta Phonograph .....	
Trio (Wall Box) .....	69.50
Solo (Wall Box) .....	46.50
Impresario (Speaker) .....	42.27
Melodeon (Speaker) .....	52.97
Carillon (Speaker) .....	56.18
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Phonograph .....	
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Music Box .....	25.00
<b>MUSICAL MINUTES, INC.</b>	
Musical Minutes Box .....	
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1000 Speaker (Paradise) .....	159.50
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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
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## MUSIC

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216 Wireless Impulse Rec. ....	22.50
217 Aux. Amplifier .....	30.00
218 30-Wire Adap. Terminal Box .....	15.00
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4005—Round Walnut Speaker .....	22.50
4006—Round Mirror Speaker .....	32.50
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4008—Super DeLuxe Speaker .....	
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Model 28—Remote Volume Control .....	24.00
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<b>MARVEL MFG. CO</b>	
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2 to 24 .....	46.50
25-99 .....	45.00
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<b>MARVEL MFG. CO.</b>	
Pop Up .....	49.50
<b>SKILL GAMES CORP.</b>	
Bouncer .....	44.50

## RADIO

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

# MANUFACTURERS' NEW EQUIPMENT

## BELLS

<b>AMERICAN AMUSEMENT</b>	
50c Golden Falls (Rebuilt) .....	300.00
<b>BELL-O-MATIC CORP.</b>	
Jewel Bell .....	
<b>GROETCHEN</b>	
Columbia Twin JP .....	145.00
Columbia DeLuxe Club .....	209.50
<b>MILLS SALES CO. LTD.</b>	
Dollar Bell .....	
<b>O. D. JENNINGS</b>	
5c Std Chiefs .....	269.00
10c Std Chiefs .....	279.00
25c Std Chiefs .....	289.00
50c Bronze & Std Chiefs .....	399.00
5c DeLuxe Club Chiefs .....	299.00
10c DeLuxe Club Chiefs .....	309.00
25c DeLuxe Club Chiefs .....	319.00
25c DeLuxe Club Chief .....	429.00
5c Super DeLuxe Club Chief .....	324.00
10c Super DeLuxe Club Chief .....	334.00
25c Super DeLuxe Club Chief .....	344.00
50c Super DeLuxe Club Chief .....	454.00
50c Silver Eagle .....	
<b>PACE</b>	
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

<b>BALLY</b>	
DeLuxe Draw Bell 5c .....	512.50
DeLuxe Draw Bell 25c .....	532.50
Hi-Boy .....	
Roto-Lete (Roulette) .....	
Triple Bell 5-5-5 .....	895.00
Triple Bell 5-5-25 .....	910.00
Triple Bell 5-10-25 .....	925.00
<b>BELL-O-MATIC</b>	
Three Bells, 1947 .....	
<b>BUCKLEY</b>	
Track Odds DD JP .....	1250.00
Parlay Long Shot .....	1250.00
<b>EVANS</b>	
Bangtails 5c Comb 7 Coin .....	674.50
Bangtails 25c Comb 7 Coin .....	764.50
Bangtail JP .....	671.50
Bangtail FP PO JP .....	839.50
Evans Races .....	
Casino Bell .....	
1946 Galloping Dominoes JP .....	671.50
Winterbook JP .....	826.00
<b>GROETCHEN TOOL &amp; MFG. CO.</b>	
Columbia Twin Falls .....	485.00
<b>O. D. JENNINGS</b>	
Challenger 5-25 .....	595.00
<b>KEENEY</b>	
Bonus Super Bell 5c FP & PO .....	
Bonus Super Bell 5c 25c FP & PO .....	
Bonus Super Bell 5c 5c FP & PO .....	
Bonus Super Bell 5c 10c 25c PO .....	

## ONE-BALLS

<b>BALLY</b>	
Entry .....	595.00
Special Entry .....	595.00
<b>GOTTLIEB</b>	
Daily Races (F. P. Model) .....	650.00
<b>KEENEY</b>	
Big Parlay .....	660.00
Hot Tip .....	

## ARCADE TYPE

<b>AMERICAN AMUSEMENT CO.</b>	
Bat a Ball .....	249.50
<b>AMUSEMATIC CORP.</b>	
Boomerang .....	
<b>AMUSEMENT ENTERPRISES, INC., N. Y.</b>	
Bank Ball .....	375.00
One World .....	475.00

## ARCADE TYPE (continued)

<b>CHICAGO COIN MACH. CO.</b>	
Basketball Champ .....	499.50
<b>EDELMAN DEVICES</b>	
Bang A Fitty:	
10' - 8" .....	450.00
11' - 8" .....	450.00
13' - 8" .....	500.00
<b>ELECTROMATON, INC.</b>	
Rol-A-Score .....	469.50
<b>ESQUIRE GAMES CO.</b>	
Spotlite .....	399.50
<b>FIRESTONE</b>	
Santa Anita Handicap .....	269.50
Bonus Roll .....	
Rolloball .....	469.50
<b>GENCO MFG. CO.</b>	
Advance Roll .....	499.50
<b>INTERNATIONAL MUTOSCOPE</b>	
Photomatic .....	1495.00
Voice-O-Graph .....	1495.00
Atomic Bomber .....	495.00
<b>METROPOLITAN GAMES</b>	
Card Vendor .....	29.50
Double Up Skill Bowl .....	399.50
<b>SCIENTIFIC MACH. CORP.</b>	
Pokerino, Location Model 5 .....	279.50
<b>SQUARE AMUSEMENT CO.</b>	
Sportsman Roll .....	
<b>TELEQUIZ SALES CO.</b>	
Telequiz .....	795.00

## MERCHANDISE MACHINES

<b>CIGARETTE MACHINES</b>	
<b>C. EIGHT LABORATORIES</b>	
"Electro" .....	189.50
<b>DU GRENIER CHALLENGER</b>	
7 Column Flat Mach w Stand .....	155.50
9 Column Split Mach w Stand .....	165.50
9 Column Flat Mach w Stand .....	171.50
11 Column Split Mach w Stand .....	176.50
<b>NATIONAL VENDORS, INC.</b>	
Model 9E (Electric) .....	321.70
<b>ROWE</b>	
Crusader (8 Col) w Stand .....	145.75
Crusader (10 Col) w Stand .....	162.25
<b>U-NEED-A VENDOR</b>	
Monarch 6 Col w Stand .....	149.50
Monarch 8 Col w Stand .....	159.50

## MERCHANDISE VENDORS

<b>A. B. T. MFG. CORP.</b>	
"Auto Clerk"—(Gen'l. Mdse.) .....	
<b>ASCO VENDING MACH. CO.</b>	
Nut Vendor .....	
<b>ATLAS MFG. &amp; SALES CO.</b>	
Bulk Vendor .....	
<b>AUTOMATIC BOOK MACH. CO.</b>	
"Book-O-Mat" .....	
<b>AUTOMATIC DISPENSERS, INC.</b>	
"Drink-O-Mat" .....	
<b>BALLY MFG. CO.</b>	
Drink Vendor .....	
<b>BERT MILLS CORP.</b>	
"Hot Coffee Vendor" .....	540.00
<b>COAN MFG. CO.</b>	
U-Select-It—74 Model .....	85.50
U-Select-It—74 Model DeLuxe .....	95.50
U-Select-It—126 bar DeLuxe .....	127.50
<b>DAVAL PRODUCTS CO.</b>	
Stamp Vendor .....	
<b>HOSPITAL SPECIALTY CO.</b>	
Sanitary Napkin Vendor .....	
<b>MALKIN-ILLION CO.</b>	
"Cigar Vendor" .....	
<b>NORTHWESTERN CORP.</b>	
"Bulk Vendor" .....	
<b>REVCO, INC.</b>	
Ice Cream Vendor .....	
<b>RUDD-MELIKIAN, INC.</b>	
"Dwik-Cafe" Coffee Vendor .....	
<b>SHIPMAN MFG. CO.</b>	
Stamp Vendor .....	
<b>THIRST-AID, INC.</b>	
Drink Vendor .....	
<b>U. S. VENDING CORP.</b>	
Drink and Merchandise Vendor .....	
<b>VENDALL CO.</b>	
Candy Vendor .....	
<b>VENDIT CORP.</b>	
Candy Vendor .....	149.50
<b>VIKING TOOL &amp; MACH. CORP.</b>	
Popcorn Vendor .....	

**ONCE IN A LIFETIME OPPORTUNITY**  
**TOP DISTRIBUTORS**  
**WANTED**  
**FOR THE NEW**  
**TEL-O-MATIC**  
**ROBOT**

We have a terrific deal to offer on the most  
sensational new development in  
commercial music.

Here is a once in a lifetime opportunity  
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***For Complete Details***  
***Write — Wire — Phone***

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BRyant 9-2235

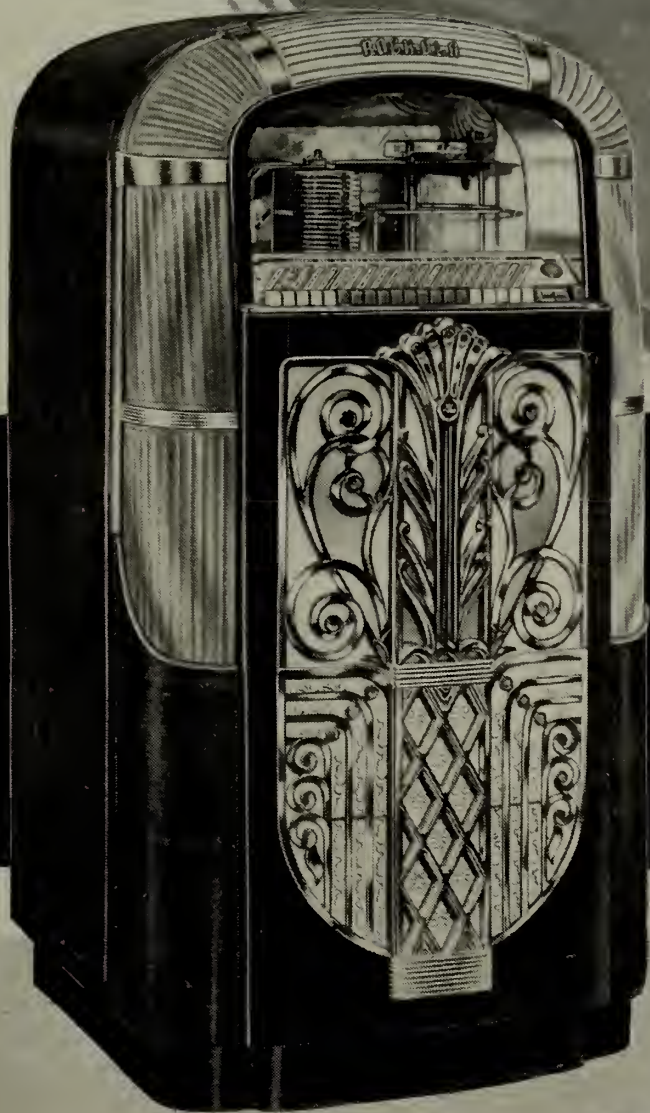
123 W. RUNYON STREET, NEWARK 8, N. J.

Bigelow 3-8777





# Dependable Performers



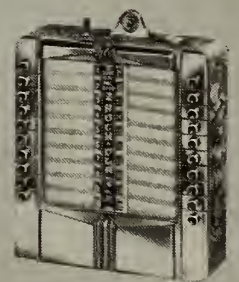
Rock-Ola music equipment assures operators of dependable performance at all times.

# ROCK-OLA

THE PHONOGRAPH THAT *Sells* MUSIC



PLAYMASTER Model 1424

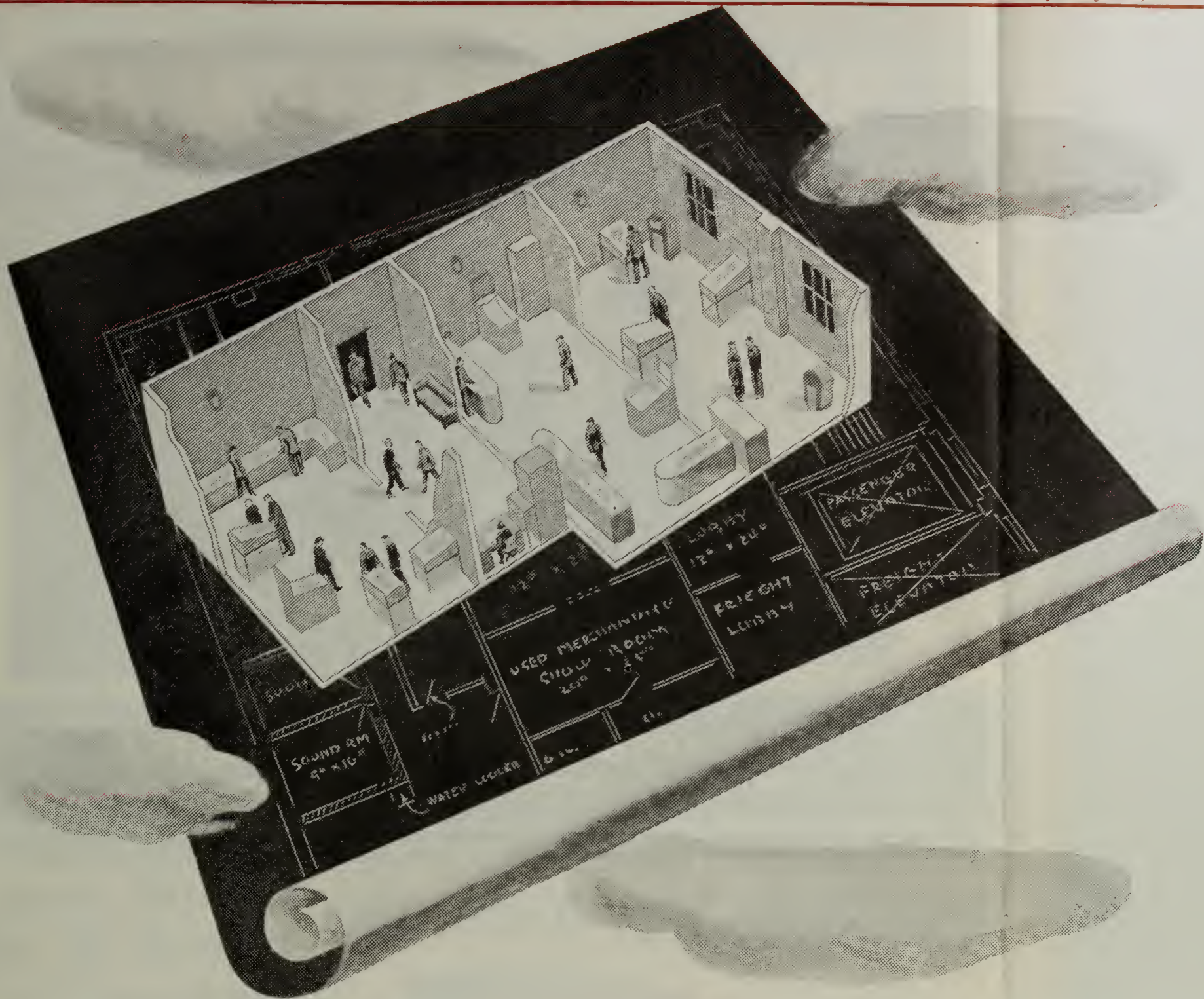


WALL BOX Model 1530

**ROCK-OLA**  
*Manufacturing Corp.*

800 NORTH KEDZIE AVENUE  
CHICAGO 51, ILLINOIS





## 15,000 FEET OF FAITH IN THE FUTURE

THAT'S THE KEYNOTE FOR ATLANTIC-SEABOARD'S FABULOUS NEW QUARTERS: THE SHOW-PLACE OF THE INDUSTRY—THE TALK OF THE INDUSTRY—THE SPIRIT OF THE INDUSTRY!

"ARE YOU CRAZY?" they asked us at our grand opening last week. "Your new New York offices and showrooms are the finest yet . . . your service departments are out of this world . . . but why go into this terrific expansion program in such uncertain days?"

Uncertainty? NUTS!!!

America's greatness began in far tougher days. Our own industry became a big business in the panic of the early 30's.

Look how much better off we are today! Look at the savings, employment, productive capacity, consumer demand in America right now — the

greatest peacetime prospects in the history of the world!

Sure, we can talk ourselves right into a depression. But now's the time to stop talking and start working! Now's the time to stop coasting and start pushing! Now's the time to strip off the fat and toughen up!

There's plenty of business to be gotten . . . but there's a war over . . . so you've got to go and get it!

We at ATLANTIC-SEABOARD have that kind of faith. Faith in the future of our country and our industry. Faith in the great equipment we offer

today, and in the greater equipment we'll offer tomorrow—thanks to the never-ending ingenuity of America's coin machine manufacturers.

Yes, FAITH! Faith in the sound business judgment of the operators, distributors and jobbers we serve. Faith in the loyalty and hard work of our entire expanded organization.

That's why we've gone ahead to build the most modern and complete sales and service facilities in America . . . 15,000 FEET OF FAITH IN THE FUTURE!

### NOW DELIVERING . . .

Seeburg Symphonola and Remote Control Equipment  
Genco's Advance Roll  
Allite's Strikes and Spores  
Viking's Minitpop  
And the Best Reconditioned Equipment Available Anywhere.

ATLANTIC: Music Division • Exclusive SEEBURG Distributors  
SEABOARD: Games & Vending Division • Exclusive Distributors for GENCO, VIKING, ALLITE, DAVAL, KEENEY  
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# ATLANTIC-SEABOARD

America's Most Progressive Distributing Organization



*Even Professional Basketball Stars Say...*

# BASKETBALL CHAMP

*Is GREAT FUN to Play!*



Cy Kaselman, Howard Dallmar, George Senesky, Angelo Musi and Joe Fulks—coach and stars of the famous Philadelphia Warriors Professional basketball team say they enjoy the THRILL OF THE GAME. And so will YOU—in everyone else. That's why it's THE big earning game of the year!

**ORDER FROM YOUR DISTRIBUTOR TODAY!**



## CHICAGO COIN MACHINE CO.

1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

### License Fee Suit May Be Delayed Until September

ALIQUIPPA, PA. — Coinmen thruout this state are observing with interest the progress of a suit filed here recently which attacks the right of this borough to impose a tax upon phonographs and pingames, on the grounds that such taxation is in violation of the constitution of Pennsylvania and the 14th amendment to the constitution of the U.S.

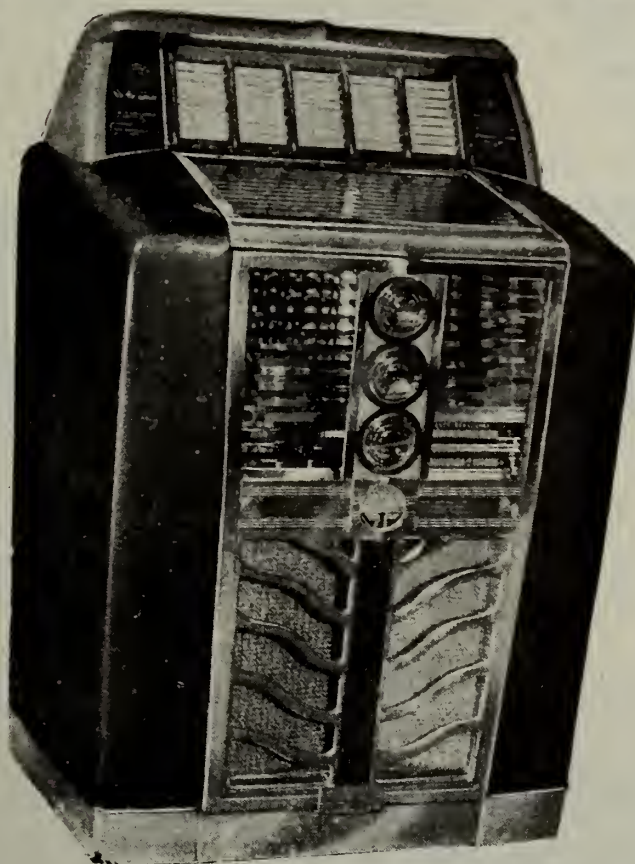
The outcome of the action is seen as having wide repercussions among coinmen thruout the state.

The suits were filed by Thomas Mowad, Aliquippa, and Frank Impronto, Ambridge, attacking the recent tax ordinances imposed by the borough on the coin machines, after a number of machines owned by them had been disconnected by local authorities because the licenses had not been procured for their operation.

Already placed on the Equity Court trial list, legal observers here do not expect for the case to come up for trial until September, since the list for June is already filled.

In their reply to the coinmen's allegations, attorneys for the Borough claim that the tax ordinances are within the proper exercise of police powers, and that the borough has the right to regulate the machines. They also deny that the ordinances are discriminatory.

### *the Mills Constellation*



40 selections . . .  
automatic hit tune selector . . .

wide range tone . . .

X coin slot . . .

eye-level, tip-touch selection . . .

table top service . . .

All-angle performance  
revolutionary aluminum cabinet . . .

exceptionally light weight.

**We Invite You To See The "Constellation" IN OUR SHOWROOMS**

## MARQUETTE MUSIC CO.

3770 WOODWARD AVENUE, DETROIT, MICH.

Exclusive Distributors for

MICHIGAN: Lower Peninsula • INDIANA: DeKalb & Steuben Counties  
OHIO: Defiance, Fulton, Lucas, Ottawa, William & Wood Counties



# Rock-Ola Maids Ready For Season



CHICAGO — It's "Play Ball" time as the Rock-Ola Music Maids swing into action for the 1947 season. Music Maids sponsored by the Rock-Ola Manufacturing Corporation have added "Beauty to Baseball" (note photo).

Having garnered five championships in the past eight years of play, the Rock-Ola girls began their "winning ways" in 1939 by capturing the championship of Chicago's Metropolitan Girl's League, an amateur loop. After a "let down" for a few years, they came back and took the title in 1942, 1943 and 1944. In 1944 they not only won the Metropolitan title, but added the Interstate Championship held under the auspices of the American Softball Association.

Amateur competition proved to be too weak for the Music Maids and in 1945 they joined the National Girls Professional League. The Maids promptly went into action and captured the title of this newly formed loop, consisting of a six team circuit playing in four Chicago Stadiums. Other teams in the league are the Queens, Cardinals, Chicks, Parichy Bloomer Girls and the Bluebirds.

R. P. Sanders, Manager of the Rock-Ola Music Maids, has high hopes for his girls this season as there are several newcomers who have blossomed forth and should bolster the team's hitting in their ninety game schedule.

The Rock-Ola Stadium, 4200 N. Central Avenue, underwent a recent face lifting. Enlarging of the entrance and stands, plus a new paint job has made the stadium one of the better parks in the Chicago area.

YOUR PENNANT  
WINNER FOR '47!  
**ALL  
STARS**

**WILLIAMS  
REPLAY HIT**

**GREATEST  
BASEBALL  
GAME OF  
ALL TIME!**

Tremendous player and  
spectator appeal . . .  
Terrific play with new  
3-coin drop head chute  
— 5c, 10c, and 25c!

**ORDER FROM**  
**SICKING COMPANY**  
927 FORT WAYNE AVE.  
INDIANAPOLIS, IND.

**EXCLUSIVE DISTRIBUTORS FOR**

**UNITED WISCONSIN and UPPER MICHIGAN**

<ul style="list-style-type: none"> <li>• PERSONAL 'MEASURED MUSIC'</li> <li>• DAVAL'S PRODUCTS</li> <li>• H. C. EVANS' COMPLETE LINE</li> <li>• SQUARE AMUSEMENT'S "SPORTSMAN ROLL"</li> <li>• UNITED STATES VENDING CORP. MERCHANDISERS</li> </ul>	<ul style="list-style-type: none"> <li>• FILBEN '47 PHONOGRAPHS</li> <li>• UNITED'S "HAVANA"</li> <li>• MARVEL'S "POP-UP"</li> <li>• ELECTROMATON'S "ROL-A-SCORE"</li> </ul>
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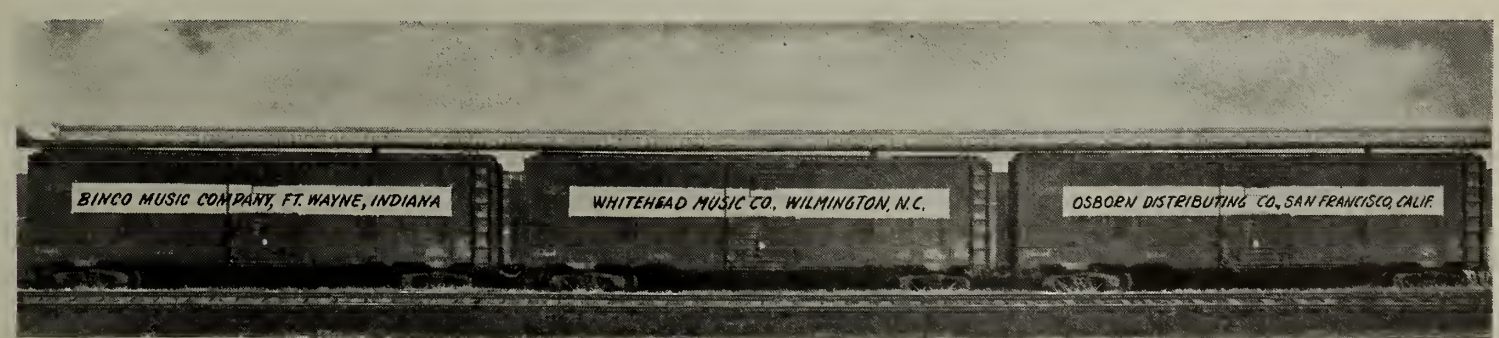
*Wisconsin's Leading Distributors*

**UNITED COIN MACHINE COMPANY**

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

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

## Packard Phonos Roll To Distributors In Carload Lots



INDIANAPOLIS, IND. — "Hot on the (w)heels' of the last record breaking 15-carload shipment of Packard Pla-Mor Floor Phonographs, is a new 12 carload string that recently left the yards at Packard Manufacturing Corporation's plant here," a spokesman for the firm announced.

Distributors to whom the 12 cars were consigned are Frankel Distributing Com-

pany, Omaha, Nebraska, and Walbox Sales Company, Dallas, Texas, two cars each. One car each went to Binco Music Company, Ft. Wayne, Indiana; Whitehead Music Company, Wilmington, N. C.; Ajax Music Company, Denver, Colorado; Musical Sales Company, St. Louis, Missouri; Fields Distributing Company, Wallace, Idaho; Osborn Distributing

Company, San Francisco, California; Phoenix Distributing Company, Phoenix, Arizona; and Frankel Distributing Company, Rock Island, Illinois.

Besides the large shipments of Model 7 Phonographs, Packard officials report extensive shipments of the new line of Packard Pla-Mor wall auxiliary speakers and Pla-Mor Wall Boxes.





# MUSIC OPS GET NO CHANCE TO TALK AT SCOTT BILL HEARING

**Rep. Frank Fellows (Me.) Introduces Surprise Bill (H.R. 2570) to Help ASCAP. NAPA, ASCAP, SWPA, on Hand with Batteries of Attorneys. Sub-Committee Halts Meeting After Testimony from Fred Waring and Atty. M. J. Speiser of NAPA and Gene Buck of ASCAP. Promise Music Ops Time to Speak at Next Hearing. Sen. Homer E. Capehart Promises Coinmen to Watch Bill. Music Ops Present Ask More Coinmen to Attend Next Hearing When Date Is Set.**

WASHINGTON, D.C.—Your reporter was stunned when he entered the hearing room of the Sub-Committee of the Committee of the Judiciary) Friday morning, May 23) to find the room jam-packed with attorneys and representatives of all the music industry associations all dressed up in their best and looking like the upper crust of the legal fraternity of the nation. It instantly gave all coinmen who attended a weak feeling in the pit of their stomachs to see what faced them and to realize, at long last, that *The Cash Box* had not been crying out in vain these many months to all the coin operated music machine industry to hurry and defend itself before the Scott Bill might become Federal law.

The chairman of the sub-committee was Rep. E. R. Lewis (Rep.O.) and the other five members were: Rep. E. W. Chadwick (Rep. Pa.); Rep. K. B. Keating (Rep.N.Y.); Rep. F. E. Walter (Dem.-Pa.); Rep. J. R. Bryson (Dem.S.C.) and Rep. T. J. Lane (Dem.Mass.).

The hearing opened with a surprise move by Rep. Frank Fellows (Rep.Me.) a member of the Committee on the Judiciary, who introduced an entirely new bill (H.R.2570) before anyone could offer any testimony and which bill, he stated, was being introduced in behalf of ASCAP (American Society of Composers, Authors and Publishers. It duplicated the present Scott Bill (H.R.1269). He made a long talk regarding this new bill and stated that the juke boxes were "playing music as a public performance for profit". (This has always been the ASCAP contention and that is why they want every juke box in the nation to pay them an annual license fee to play their copyrighted music.)

After the introduction of this new, surprise bill, testimony started. Maurice J. Speiser, attorney for NAPA (National Association of Performing Artists) introduced Fred Waring, president of NAPA. Waring gave testimony regarding the fact that they favor H.R.1269 and H.R.1270 and also reported that "the performer has no right to his music."

Following him came Maurice J. Speiser, general counsel for NAPA, who attacked the current copyright act which he stated during a very lengthy dissertation had been written to cover the old ear phone music in penny arcades but

that the men who drew up this bill never dreamed that this would turn into an industry with a \$230,000,000 yearly income. Speiser then jumped into the story on the record label (which *The Cash Box* wrote about some years ago when asking for the creation of a special label for the juke box industry) which refers to use on home phonographs. In this regard he stated, "It was never made to be exploited by a juke box". He claimed that his organization had a membership of over 800 popular and classical artists. In regard to the artist he said of the juke box, "If you consistently play an artist you hurt him". His testimony was very lengthy.

Following him, Gene Buck of ASCAP took the stand and stated that he was appearing before the committee as a composer and author and in behalf of composers and authors. His testimony was to the effect that he was in favor of H.R.1269 and H.R.2570 (the bill just introduced) but said, "I am vehemently opposed to H.R.1270" (It is understood by your reporter that Gene Buck told the coinmen who attended the hearing that they, too, had best work hard to see that H.R.1270 did not pass and that they had best work with ASCAP who, he claimed, would play square with them.)

Sidney H. Levine, attorney for the Automatic Music Operators Assn., of New York, then called for the floor and asked the chair when the music machine men present would be given an opportunity to testify. He was told that they would be given ample time to present their side of the story, but due to an early roll call the meeting was adjourned without the automatic music men present being given an opportunity to testify. The sub-committee chairman advised that there would be another hearing at a date selected by the committee and all those who were present would be notified by letter.

Also present at the hearing was John Shulman of SWPA (Song Writers Protective Assn.) who did not testify. S. M. Kaye, attorney for BMI (Broadcast Music, Inc.) was also present and told your reporter, "We are not here to offer testimony for or against 1269".

For the coin machine industry there was present at this first hearing: Al Denver, president of the Automatic Music Ops. Assn., New York and Sidney H.

Levine, attorney for the same organization. Jack Cohen, president and Sanford H. Levine, secretary-Treasurer of the Cleveland Phonograph Owners Assn., Cleveland, O. Wm. L. King, president and Jack Shephard, vice-president of the Phonograph Operators Assn. of Eastern Pennsylvania, Philadelphia, Pa. Irving B. Ackerman, attorney for the Michigan Phonograph Owners Assn., Detroit, Mich. Sol. L. Kesselman, attorney and LeRoy Stein, director of the Music Guild of America, Newark, N. J. Hammond E. Chaffetz, attorney and L. P. Meyer, executive secretary of the Automatic Phonograph Manufacturers Assn. Also present to testify in behalf of the music ops was Ralph E. Curtiss, attorney for the Associated Tavern Owners of America, Inc. who claim a membership of over 12,000 taverns.

Your reporter had an opportunity to speak with Senator Homer E. Capehart the evening before the hearing and heard the Senator state that he would watch this bill very closely.

There is now no longer any doubt (as there never should have been if the automatic music trade would have listened to *The Cash Box*) that ASCAP and NAPA and the others are out to hit this industry with everything they have and hit it hard. They are out to make a clean up in this field. They want a share of what every phonograph in the nation earns and they are going to fight tooth and nail to get it.

They made the coin machine men present look weak with the batteries of upper crust attorneys they brought along with them. They tried to knock down the juke box men from every angle.

Those music operators and their attorneys who were present now realize that they are in a battle to the death. They need help. They need every single music machine operator in the nation present at the next hearing. They especially need every association and the attorneys and friends which these associations can muster to help their cause. This is not the time to hesitate and to ponder anymore—the battle is on—this is the fight to the finish. Every music operator in the United States should make it his business to be represented at the next open hearing and bring every single friend he can with him—or else.



## Young Appointed Wurlitzer Distributor For Michigan

NO. TONAWANDA, N. Y.—E. R. Wurgler, Gen'l Sales Manager of The Rudolph Wurlitzer Company, has announced the appointment of Young Distributing Company as Authorized Wurlitzer Phonograph Distributors for the Michigan territory.

Young Distributing Company will retain the Wurlitzer distributorship for the State of Ohio where regional offices have been maintained for the past seven years. Joseph R. Young, president of the firm, has had long and varied experience with all aspects of the commercial phonograph business.

Young Distributing Company will continue the established Wurlitzer distributing headquarters at 167 E. Jefferson Street in Detroit. Wilfred Fritz, General Manager of Young Distributing Company, has assumed the managership of this office. Other offices of Young Distributing Company are located at Columbus, Cleveland, Cincinnati and Toledo.

Wurgler urged Wurlitzer Music Merchants in the Michigan territory to visit the Young office in Detroit at their earliest opportunity to become acquainted with the Young organization.

## Bush Tenders 'Fiesta' Party & Phone Show

MINNEAPOLIS, MINN.—“Fiesta Time,” a showing of the new Aireon “Fiesta” model phonograph, on Sunday and Monday, May 25th and 26th, was the highlight on the schedule of Ted Bush and the Bush Distributing Company, this city.

The gala open house party was reported to have drawn the attendance of large numbers of coinmen from all parts of the territory. It was sparked with refreshments and prizes totaling \$1,000 in new merchandise, a spokesman for the firm declared.

### TRI-STATE

SALES COMPANY  
NEW YORK and NEW JERSEY

### PIONEER

DISTRIBUTING CO.  
NEW ENGLAND

585 10th Ave. New York, N. Y.  
(Phone: CHelsea 2-4648)

288 Frelinghuysen Ave., Newark, N.J.  
(Phone: Blgelow 3-1767)

### NOW DELIVERING

**ALL Bally**  
**PRODUCTS**

#### ROCKET

CONVERTIBLE 5-BALL or 3-BALL PLAY

#### HEAVY HITTER

FAST ACTION BASEBALL COUNTER GAME

#### BALLY ENTRY

AUTOMATIC MULTIPLE

#### TRIPLE BELL

5c - 10c - 25c or ANY COMBINATION

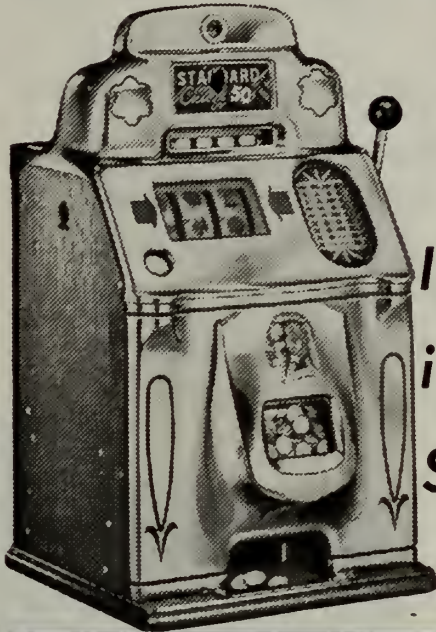
#### DeLUXE DRAW BELL

CONSOLE 5c and 25c PLAY

WINNING

COMBINATIONS

In Music it's MOZART  
and his Compositions



In Coin Machines  
it's JENNINGS  
STANDARD CHIEF

**O. D. JENNINGS AND COMPANY**

4307-39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS

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

## See FRANKEL First!

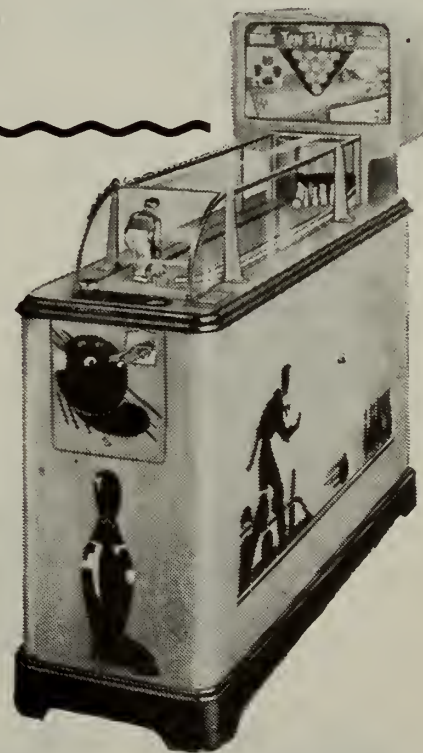
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Fast Profits

Evans

New 1947

## TEN STRIKE

You'll score 300 when you put this on location. It's the original and greatest money maker of all bowling games.



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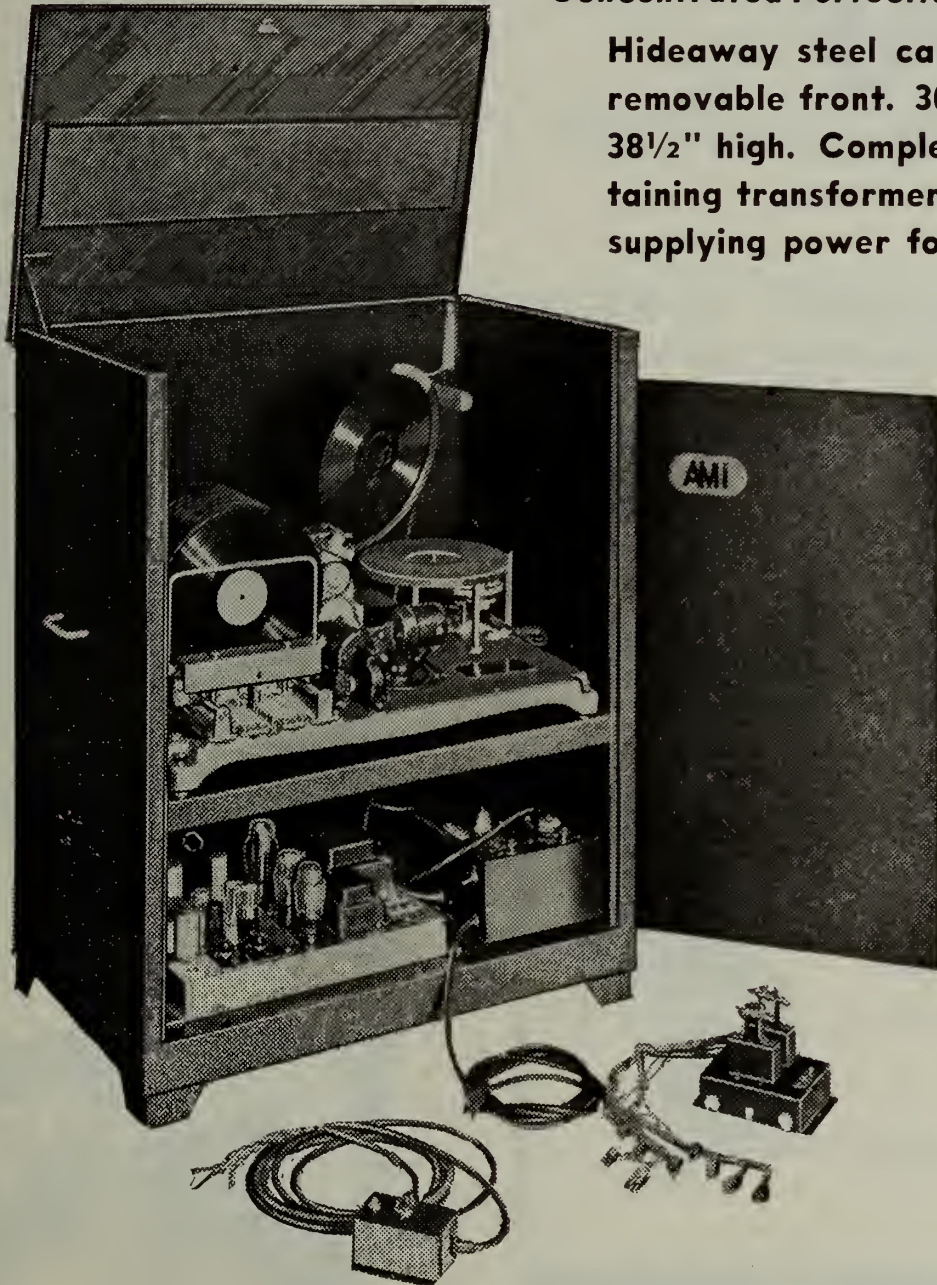
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# AMI HIDEAWAY CABINET

*Concentrated Perfection in Engineering Performance*

Hideaway steel cabinet with hinged lid and removable front. 30" wide by 20½" deep by 38½" high. Complete with junction box containing transformer rectifier combination for supplying power for mechanism.



With AMI Selective Play  
Mechanism and Remote  
Volume Control

**\$515**

With AMI Continuous  
Play Mechanism

Complete with Amplifier  
and Remote Volume Control  
\$482.50

Complete with Amplifier  
but without Remote Volume  
Control  
\$470.00

Complete without Amplifier  
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\$410.00

Prices F.O.B. Grand Rapids  
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# GRIFFIN DISTRIBUTING CO.

3604 TULANE AVE., NEW ORLEANS 19, LA.

106 MINERVA ST., JACKSON, MISS.

322 FOURTH ST., SHREVEPORT, LA.



## Readies Surprise



GEORGE PONSER

NEW YORK — George Ponser, well known coin machine manufacturer, revealed here this past week that he will announce "a most important surprise" to the trade very shortly.

## Newell Visits 'Havana'



CHICAGO — A recent visitor at United Manufacturing Company's display rooms here was Ed Newell, of Music Sales Co., Memphis (Tenn.), seen here with "Havana."



# WATCH FOR DETAILS

IT'S ALWAYS "fiesta" TIME

WHEN MUSIC OPERATORS  
MAKE THEIR COLLECTIONS  
FROM THE

# Aireon

"fiesta" DE LUXE

Exclusive Distributors

**TRIANGLE DISTRIBUTING COMPANY**  
4608 PROSPECT AVE., CLEVELAND, O. • 212 EAST 8th ST. CINCINNATI, O.  
DRESSEL DISTRIBUTING CO., 300 North High St., Columbus, Ohio

Now! THE GREATEST OF ALL  
Williams' Games

# "ALL STARS"

A Baseball Game With  
ACTION — THRILLS — SUSPENSE — COLOR

Featuring

- ★ REAL BATTING ACTION ON THE DIAMOND
- ★ LIFE-LIKE PLAYERS RUN THE BASES IN THE BACKBOARD
- ★ NEW 3-COIN DROP HEAD CHUTE

ORDER NOW!

Exclusive Distributors  
**MICHIGAN and NO. INDIANA**

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# King-Pin

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826 Mills Street Phone 2-0021

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<b>SPECIALS: WURLITZER 950's \$350.</b>		Wurlitzer 120 Wall Boxes, ea.....\$12.50
Each .....		Seeburg Speakers, ea..... 25.00
		Wurlitzer 430 Speaker W.B..... 50.00
<b>NEW EQUIPMENT</b>	A.B.T. Challengers, ea.....\$45.00	Buckley's Blue Krinkle Cabinets with Jack Pots, ea.....\$75.00
	Daval's Marvels, ea..... 33.50	Baker's Gold Chrome ..... 35.00
	Daval's American Eagles, ea..... 33.50	Black Cherry ..... 35.00
	Slot Stands, ea..... 22.50	
<b>USED EQUIPMENT</b>	Genco Whizz, ea.....\$75.00	Mills Mint Vendor Slots, ea.....\$50.00
	Solotone Wall Boxes, ea..... 15.00	Solotone Amplifiers, ea..... 69.50
	Record Changers, ea..... 50.00	Wurlitzer 12 Record ..... 15.00
	A.B.T. Guns, ea..... 35.00	Box Stands, ea..... 15.00

NOW DELIVERING  
Williams' CYCLONE  
Williams' ALL STARS  
Jennings' CHALLENGERS  
Jennings' STANDARD CHIEFS  
Keeney's BONUS BELLS

See Aireon's  
NEWEST PHONOGRAPH  
"FIESTA"  
IN OUR SHOWROOMS NOW

**J. H. PERES DISTRIBUTING CO.**

922 POYDRAS STREET (Phone: MA 4644-4645)

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IT'S WHAT'S IN THE CASH BOX THAT COUNTS

**Airbon**  
 Soap  
 The Best Soap for the Money

A watch or jewelry advertisement with a faint image of a watch face.

THE ONLY DISTRIBUTOR OF  
 AIRBON SOAP IN THE  
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**AIRBON**  
 THE BEST SOAP FOR THE MONEY

THE ONLY DISTRIBUTOR OF  
 AIRBON SOAP IN THE  
 UNITED STATES

A watch or jewelry advertisement with a faint image of a watch face.

WATCH  
 FOR  
 DETAILS



# Buckley BUILDS THE Best

## NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS  
HAMMERLOID OR WRINKLE  
YOUR CHOICE OF:

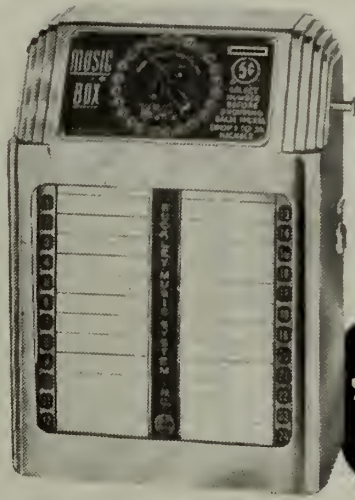
Cherry or Diamond Ornaments,  
Maroon, Copper, Gold, Green,  
Aluminum Gray, Chocolate, Surf  
Blue.

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

\$50<sup>00</sup>



## THE NEW Music Box



\$25<sup>00</sup>

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

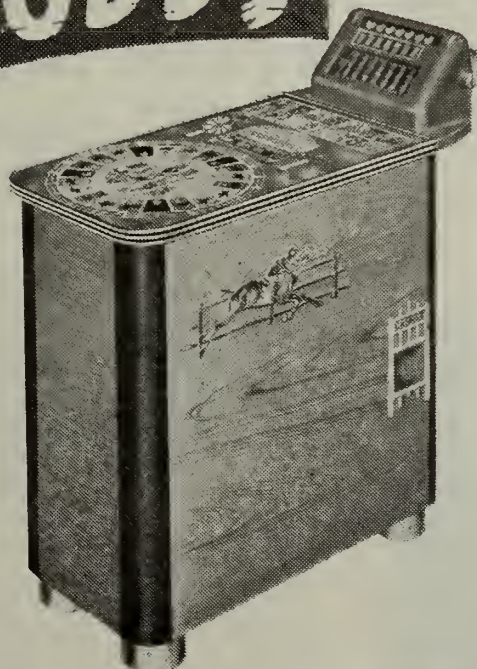
Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

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

## TRACK ODDS

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

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



\$1250<sup>00</sup>

## Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

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



# PHILA. MUSIC OPS HOLD BIG DINNER-MEETING

## Will Present Plans For "Hit Tune Party" In Conjunction With Click Club, To Further Public Relations Program; Speakers Rally Music Ops To More United Effort. Jim O'Brien, Managing Director, Tells Of Plans.



JIM O'BRIEN & BILL KING

PHILADELPHIA, PA. — An outstanding success for the big dinner party tendered by the Phonograph Operators Association of Eastern Pennsylvania was predicted this past week by leaders of the group, who have arranged a unique program in celebration of the event, scheduled to take place in this city's Click Club, on Monday, May 26th, at 6:30 p.m.

A top highlight of the day will be the inauguration in this area of the "Hit Tune Party," which has met with such favor as conducted by musicians in Cleveland.

Tendered in cooperation with the Click Club, the party will be conducted regularly as an integral part of the wide public relations program that will be outlined for the group at the dinner meeting by Jim O'Brien, managing director of the association, and William L. (Bill) King, president.

Guest speakers at the conclave include Bill Gersh, of *The Cash Box*, who will sound a call for greater unity among the members of the industry in dealing with current problems, and a report on the critical Scott Bill (H.R. 1269) will be delivered.

Officials of the association said they expected a record breaking attendance for the affair.



Dimensions—Each Machine—18" Wide—30" Long—38" High

## "THE NEW DOUGLAS AUTOMATIC SHOESHINER"

Safe — Dependable — Simple — Profitable

THESE STREAMLINED MACHINES WILL GIVE THE PUBLIC A GOOD SHINE FOR 10c IN ONE MINUTE. THERE IS NO OTHER MACHINE LIKE IT.

SHIPMENTS NOW BEING MADE BY OUR FACTORY!  
ORDER FROM YOUR DISTRIBUTOR FOR EARLIEST DELIVERY

1/3 Down Payment, Balance Sight Draft Bill of Lading

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OAKLAND, CALIF.

(CERTAIN STATE TERRITORIES STILL AVAILABLE)

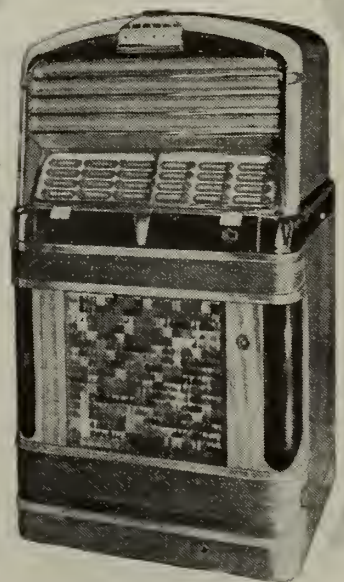
# "fiesta" DE LUXE

IS IN THE SPOTLIGHT FROM NOW ON!

# Aireon

EXCLUSIVE DISTRIBUTORS

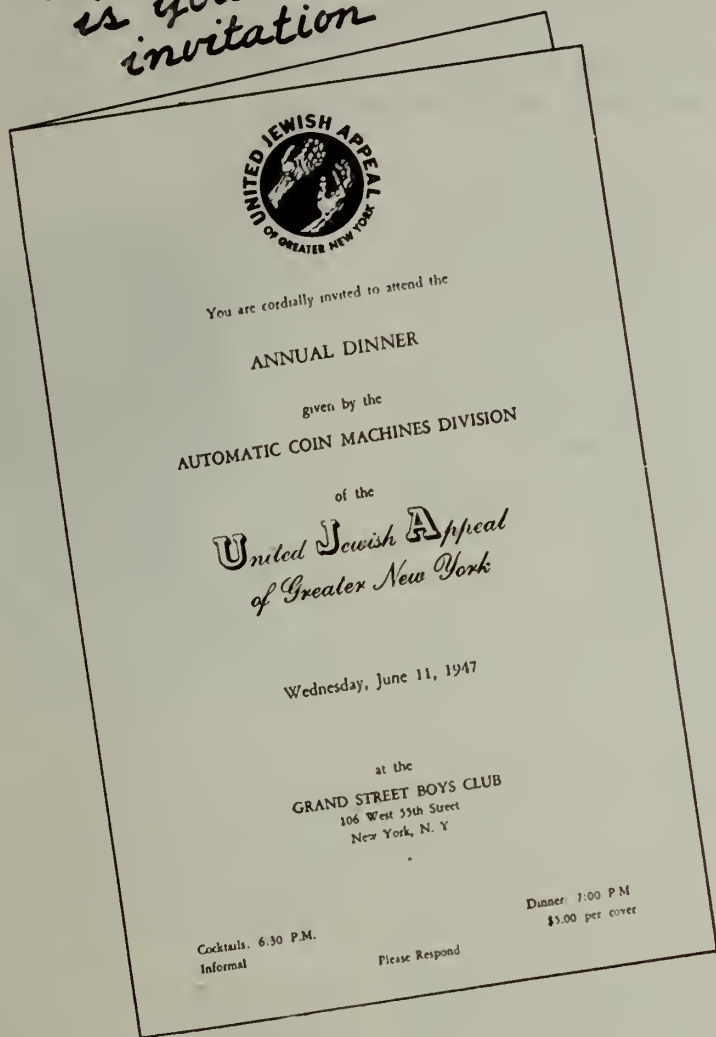
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248 CHARLOTTE STREET  
ASHEVILLE, N. C.



SUPER DE LUXE MODEL ALSO AVAILABLE



*This is your invitation*



## Passport to Life

"I have been a stranger in a strange land." . . .  
Genesis.

Strangers in a land turned strange after centuries, Europe's surviving Jews seek a home.

They have survived a tempest of death and a hurricane of destruction.

They want to live again.

But their rescue is not yet complete. We remain their only salvation.

We have preserved them. But that is not enough . . . we must be their lifeline to a new life, secure and free from fear.

As we have preserved them, we must preserve that life—which is OUR life—in which "liberty and the pursuit of happiness" are guaranteed. We must be alert, vigilant sentinels of democracy.

The United Jewish Appeal is their PASSPORT TO LIFE and our ARSENAL FOR FREEDOM.

**This advertisement is sponsored by  
The Executive Committee of the  
AUTOMATIC COIN DIVISION**

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MAX WEISS  
M. W. Vending Co.

**Please Mail Reservations to  
AUTOMATIC COIN DIVISION**

**UNITED JEWISH APPEAL OF GREATER NEW YORK**

250 WEST 57th STREET

NEW YORK 19, N. Y.



# WILLIAMS INTRODUCES NEW TYPE BASEBALL GAME

**First Game to Feature 5c-10c-25c Three Coin Drop Chute Action Crediting Players For Unused Part of Coin; Has Three Dimensional Player Action In New Style Pin Game Size Cabinet.**



TONY GASPARRO

CHICAGO — Williams Manufacturing Co., this city, makers of many hit pin games, introduced an entirely different type baseball machine this past week named "All Stars," with an unusually new feature that captured the interest and attention of all who previewed it at the firm's plant.

The new feature, is a three-coin drop chute which will accept nickel, dime and quarter coins and not only allow the player to play off his game but will credit him with the unused part of the coin.

According to Tony Gasparro of Williams Mfg. Co., "This is the first time in amusement game history that a three-way drop coin chute which acts as a 'credit chute' for the players has ever appeared. The players", Gasparro continued, "can insert a dime or even a quarter and will get their one play and will be given credit for the additional plays coming to them which they can play off one at a time or cash them in, as they wish."

Tony also said, "We have found in actual test locations, that the triple coin chute, 5c, 10c and 25c on 'All Stars' brings in better play and more money and cuts down 'nickel servicing' by the operators. Instead of the player now rushing up to the counter to ask the storekeeper for change, we have found that he will insert the dime or quarter that he has and play these coins.

"In one test spot where 'All Stars' was placed for two days it took in \$50 and in this collection there was \$12 worth of dimes and quarters. It isn't the size of the collection that counted with us, but rather the proof that the players definitely will insert dimes and quarters."

The firm reports that this is the first really different baseball machine ever built. "All Stars," Gasparro stated, "is entirely different from any baseball machine that has ever been introduced to the amusement machine industry."

He also said, "This is a real baseball game that actually plays baseball. The players are running the bases in the backboard cabinet and do so mechanically. Furthermore," he reminded, "All Stars has been introduced right in the very heart of the baseball season. Yet, it's a real 'Williams' long-life game' and we believe that five years from today the operators will still be obtaining good collections from All Stars."

Most interesting to all those who previewed the game was the fact that it had the first "coin changer type of drop chute unit." This feature created a great deal of excitement with all Williams' distributors who were present at the preview showing. One noted distrib stated, "It is my belief that this opens an entirely new era for the entire amusement game field."

## BEN RODINS SAYS

*Keep Posted...*

*On Prices for New and Used Equipment*

WRITE TODAY . . . A Postcard Will Do  
*Let BEN RODINS add your name to his Mailing List*  
REMEMBER—If I Can't Guarantee It . . . I Won't Ship It!

## MARLIN

**Amusement Corporation**  
412 9th St., N. W. • DI. 1625  
WASHINGTON 4, D. C.

### COIN MACHINE MOVIES

FOR REGULAR PANORAMS AND SOLO-VUES  
REELS OF 8 AND 6 SUBJECTS  
Our Films Get The Dimes  
PRICE \$32.50 TO \$38.50 Per Reel  
**PHONOFILM**  
3331 NO. KNOLL DR., HOLLYWOOD 28, CAL.

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

Pfanstiehl Needles.....Ea. 50c

Get On Our Mailing List.  
Write for Our Latest Price List of Used Equipment.



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## BARGAINS!! \$SAVE!!

7 Lite-Up Buckley, 24 Boxes, All...\$40.00  
Mills Three Bells .....\$249.50  
Pace Royal Club Bell, 5c and 10c .....\$95.00 each; \$175.00 pair

4 Victory Specials, each .....\$345.00  
Jennings Club Slot, 25c .....\$95.00

### ARCADE BUYS!

Super Triangle .....\$195.00  
Bowling League Skee Ball ..... 49.50  
Rock-Ola World Series ..... 45.00  
Skyfighter ..... 65.00  
Total Rolls .....\$245.00  
Bank Rolls ..... 150.00  
Keeney Submarine ..... 45.00  
Tally Rolls ..... 200.00

LOTS OF USED MUSIC AT AMAZING PRICES! PHONE NOW!  
Lots of Post War Pin Games on Hand Priced Low. Contact Us! Save!  
IMMEDIATE DELIVERY JEWEL BELL!!! WRITE!

## OLSHEIN DISTRIBUTING COMPANY

1100-02 BROADWAY (Phone: 5-0228) ALBANY 4, N. Y.

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

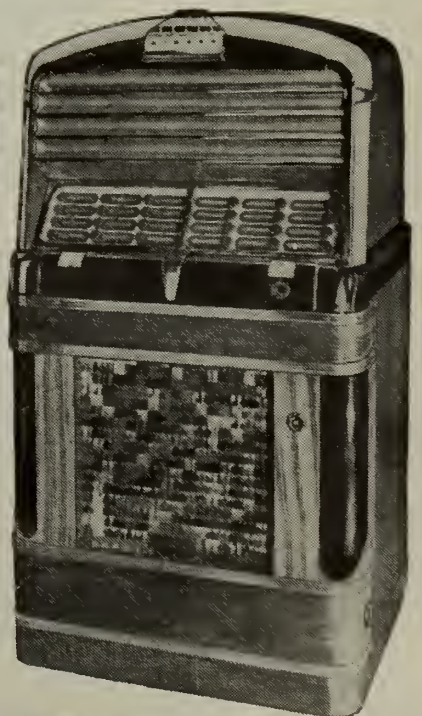
From the **Aireon** "fiesta"

EXCLUSIVE DISTRIBUTORS

## HERMITAGE MUSIC COMPANY

423 BROAD STREET  
NASHVILLE 3, TENN.

1904 EIGHTH AVENUE, N.  
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THE PATENT

## WILLIAMS PATENT

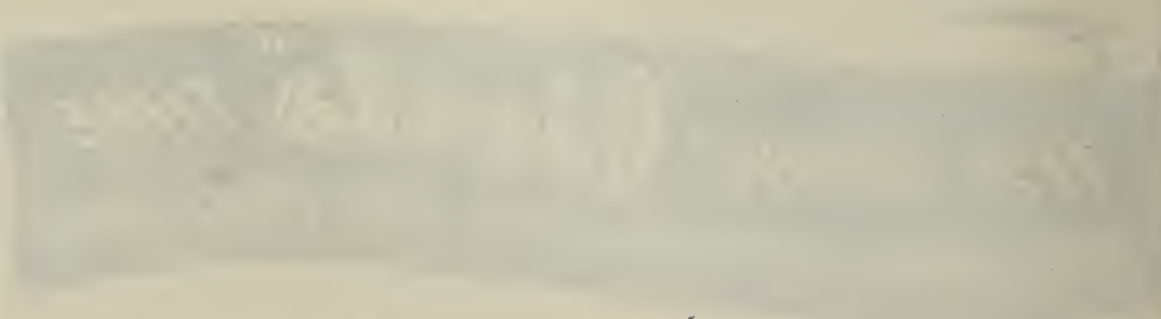
THE PATENT

## WILLIAMS PATENT

THE PATENT



WILLIAMS PATENT



WILLIAMS PATENT



## Hermann Returns To Wurlitzer Fold



ART HERMANN

ALBANY, N. Y. — Art Hermann, of the Arthur Hermann Co., headquartered here, announced this past week the appointment of his firm as Wurlitzer distributors for this territory.

The appointment of Hermann marks a second time the nationally known coinman has represented the Wurlitzer line in this area, and, commenting on this, Hermann declared: "It gives us sincere pleasure to say that we are once again part of the Wurlitzer family, and we extend to all the trade a cordial invitation to visit us at our offices and showrooms here."

## Location-Type 'Pokerino' Battery In B'way Arcade

NEW YORK — Announcement was made here this past week of the installation of a battery of location model "Pokerino" tables in the brand new Mardi Gras arcade, located in the heart of this city's Broadway and Times Square.

Max D. Levine, head of Scientific Machine Corp., manufacturers of the well known roll-down game, said that he was not only pleased but proud that Moe Biers, Daniel Baretz, Wallace Pricham and Lewis Yankowitz had elected to feature "Pokerino" in their Mardi Gras arcade, since the rental for the location is probably more per square foot in that section than any other place in the world.

"To meet such an overhead," Max pointed out, "a game must really pull. We have a battery of 20 games in a single row there, and after watching the way the Times Square crowds are responding to it, I believe that our "Pokerino" in its new 5-foot location model is greater than ever."

# 3 Mills BELL Console

REVOLUTIONARY Design • Beauty

Triple Profit Maker

5c-10c-25c

Manufactured and Distributed by MILLS SALES CO., LTD.

Main Office:

1640 18th St., Oakland, Cal.

Branches:

600 S. E. Stark, Portland, Ore.

2827 W. Pico Blvd., Los Angeles, Cal.



Another Great New Money-Maker by United!

# HAVANA

FIVE-BALL NOVELTY-REPLAY GAME

Greater Than "RIO"!

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

See Your Distributor Now!



## UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

## Now! THE GREATEST OF ALL Williams' Games

# "ALL STARS"

A Baseball Game With ACTION — THRILLS SUSPENSE — COLOR

Featuring

- ★ REAL BATTING ACTION ON THE DIAMOND
- ★ LIFE-LIKE PLAYERS RUN THE BASES IN THE BACKBOARD
- ★ NEW 3-COIN DROP HEAD CHUTE

ORDER NOW!



# TRIMOUNT

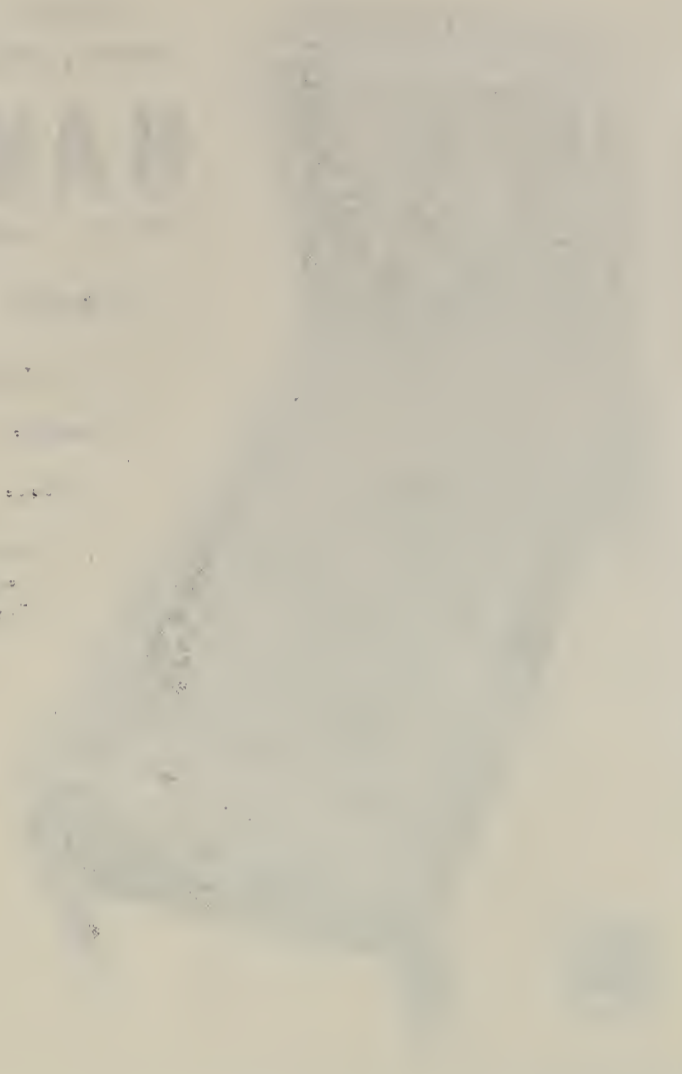
40 WALTHAM STREET

COIN MACHINE CO.

BOSTON 18, MASS.

(PHONE: LIBERTY 9480)

ANAYAN



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Faded text located below the first main section.

“ALL STARS”



Faded text block on the right side of the lower section.

Faded text at the bottom of the page, possibly a signature or reference.



# Now! THE GREATEST GAME OF ALL TIME

Williams'

# "ALL STARS"

A Baseball Game With

## ACTION — THRILLS SUSPENSE — COLOR

Featuring

- ★ REAL BATTING ACTION ON THE DIAMOND
- ★ LIFE-LIKE PLAYERS RUN THE BASES IN THE BACKBOARD
- ★ NEW 3-COIN DROP HEAD CHUTE

ORDER NOW

Exclusive Distributors

TENNESSEE ARKANSAS and NORTH MISSISSIPPI

# S & M SALES CO.

1074 UNION STREET  
MEMPHIS, TENN.

## Mills Sales Ltd. Shows 'Constellation' in 3 Cities

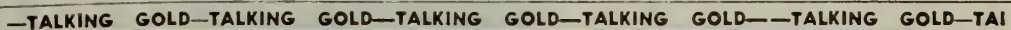


WARREN H. TAYLOR

OAKLAND, CALIF. — The first display models of the new Mills "Constellation" were received with tremendous enthusiasm by Pacific Coast operators at the premier showings, according to Warren H. Taylor, General Sales Manager, Mills Sales Company, Limited. The showings were held at Portland, Oregon, Tuesday, May 20; San Francisco, Friday, May 23; and Los Angeles, Tuesday May 27.

Charles Schlicht, Mills Industries, Chicago, and Warren Taylor were on hand for the three showings to explain the various new features of the Mills "Constellation." Schlicht made the trip to the Pacific Coast expressly for that purpose.

According to Taylor, "Operators were particularly impressed by the streamlined beauty and rich, mellow tone of the new Mills 'Constellation,' plus its lighter weight yet sturdier construction, and the equalizer which permits smooth play even when the phonograph is tilted."



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

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

## BEWARE!!

### "TALKING GOLD"

PLASTIC GRILLE CLOTH

### IS BEING IMITATED

With Genuine "Talking Gold" you are assured of

- Full Brilliant Color
- No Rub Off
- Perfect Tone
- No Tarnish
- Maximum Volume

**"TALKING GOLD" Grille Cloth Prices**

WURLITZER		SEEBURG	
616	\$2.40	Casino	\$3.30
24	1.20	Plaza	4.05
600	3.90	Gem	3.00
500	3.90	Regal	3.00
700	3.90	Crown	3.90
750	1.80	Cadet	3.00
800	3.90	Classic	3.00
950	2.25	Vogue	3.00
		Envoy	3.00
		8200	5.40
		8800	7.20
		9800	7.95
<b>ROCK-OLA</b>			
Standard	\$2.55		

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

**SPEEDWAY**

**PRODUCTS, INC.**

**502 W. 45th ST.**

**N. Y. 19, N. Y.**

### In compliance with President Truman's request for price reduction we have slashed our prices to rock bottom.

AL BLOOM  
President

Tel. Longacre  
5-0371

Now! THE CHEAPEST  
GAME OF ALL TIME

Williams

"ALL STARS"

PLAY IT - WIN IT  
25 CENTS - 50 CENTS

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# Ark. Teen Club Wins New Phono



LITTLE ROCK, ARK. — An important public relations move, demonstrating that the juke box and the teen age canteen play an important part in the war on juvenile delinquency, took place here recently when representatives of Royal Crown Cola, nationally known soft drink manufacturers, presented "The Hive," local teen age club, with a brand new Wurlitzer 1015, for winning the grand prize in the contest they had sponsored.

The Wurlitzer was presented to the Little Rock club at a special Valentine party given to club members in honor of the award in the gymnasium of the high school. Also present at this celebration were William Phillips, J. A. Everett and Mrs. W. Potter, co-sponsors of "The Hive," W. K. Amo, recreation director, Dan T. Sprick, Mayor of Little Rock, and James D. Hood, local R. C. Cola executive.

After all guests and visitors were introduced, and Mr. Hood had explained the part that Royal Crown Cola had played in pioneering the teen-age club movement among the youth of our country, Mr. Flood presented the club members with their RC Certificate of Recognition.

Presentation of the Wurlitzer was made by Mr. Ed Davidson, who spoke on nationwide teen-age club activities in building citizens of tomorrow out of the youth of today. The Wurlitzer was unveiled in the darkened room, and with the flash of many colors from the cabinet simultaneously came the strains of the first record. Thunderous applause and cheers greeted the appearance of the instrument, which was received by Miss Betty Short, president of the club, on behalf of the membership of "The Hive."



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**Williams' Games**

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**YOU'LL BE AHEAD OF THE GAME WITH GOTTLIEB GAMES!**



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

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

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**GRIP SCALE**

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Since 1927



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*D. Gottlieb & Co.*

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CHICAGO 51, ILL.

TWENTY YEARS OF LEADERSHIP



**Coin Operated Typewriter Readied For Distribution**

JACKSONVILLE, FLA. — The coin operated typewriter invented by M. C. Ford, of this city, and reported almost a year ago in *The Cash Box* is set for mass production, and a firm has been organized to distribute the machines nationally.

Differing from the coin controlled typewriters now in use in that the machine sells 325 linear inches of type rather than thirty minutes of use for ten cents, the machine, with stand to match, will be made by The Self Service Typewriter Company,

Robert C. Marshall has been named as president of the company formed to distribute the machine.

Tho a number of the machines have already been produced and are now on location here, production is not expected to hit high gear until the present typewriter shortage is ended, and Ford expects that condition to ease very shortly.

**'Automatic Hostess' — In Person**

PASSAIC, N. J. — Customers at a local Automatic Hostess location were treated to a bit of a surprise recently, when the gal with the warm hello—via the phono—decided to drop in and visit her customers.

Twist to the tale is that the gal was described by the local press as more stunning than the gal whose photo adorns the machine. At any rate, the op reports greater action from the spot ever since.

How'd the Dodgers make out? Think Feller can win 30 this year? Oh them Detroit's! I got the Cubs.

**THAT'S ALL THEY TALK ABOUT  
BASEBALL AND**



WILLIAMS  
**ALL STARS**

NOT LIGHTS . . . BUT REAL LIFE-LIKE PLAYERS RUN THE BASES IN THE BACKBOARD

As many as four 3-dimensional ball players "run" the bases according to real hits made on the playing field.

More Fun Than A Double Header  
World Series  
NEW 3-COIN

DROP HEAD CHUTE

Exclusive Williams coin play. Accepts 5c, 10c and 25c coins — faster play and higher profits. Credit Unit records advance payments and replays.

ORDER NOW

**Scott-Crosse Co.**

1423 SPRING GARDEN ST. PHILA. 30, PA.





# Plan UJA Dinner For N. Y. Coinmen



NEW YORK — Gathered for a meeting to plan final arrangements for the Coin Machine Division, United Jewish Appeal Dinner to be held June 11th at the Grand Street Boys Club, members of the Committee include (left to right) Max Weiss, Leo Bernstein, Ben Smith, Charles Aronson, Albert S. Denver, William Rabkin, Chairman, Max Schaffer, Harry Krain, Jack Schoenbach, Al Bloom and S. Craig, Trade Secretary, Automatic Coin Machines Division.

## Pilot-Coinman Named For Efficient Service

NEW YORK — "Sales Management," well known trade journal, recently devoted an article to a discussion of small planes as an aid to businessmen, and pointed to as an example of how aircraft have brought about greater efficiency in the coverage of a wide territory was Ken Brown, Long Beach (Calif.) coinman and pilot.

According to the article, Brown's hourly operating cost is \$8.50. It went on to say that he often traveled between Los Angeles and Phoenix, 350 miles, at a cost of \$18 each way, carrying about 800 pounds of merchandise. By automobile, the trip takes seven hours.

## 'PX' Shown In N. Y.

NEW YORK — Julius A. Levy, recently appointed representative for Lehigh "PX" Cigarette Vendor for New York and New Jersey, headed a week long showing of the machine at the Hotel New Yorker. Starting on May 19, coinmen continually dropped into the display room to view the machine and talk things over with Levy.

Assisting Levy during the showing were M. J. Auerbach, chief of engineering and research, and John Klein, local mechanic.

"Operators visited us thruout the entire week," reports Levy, "and were enthusiastic over the machine, particularly the simplicity of operation and trouble-free construction."

Levy is seeking offices in the city, and until the opening will be located at 17 W. 67th St.

**A**  
**M**

... IS COMING..  
WATCH FOR IT!!

IT'S A HIT! IT'S A MONEY MAKER!  
WILLIAMS  
**ALL STARS**

Action in the BACKBOARD!  
Action on the FIELD! Miniature ball players in startling 3-dimension effect actually "run" bases!

Baseball fans will play extra innings—Extra Earnings for You!

New 3-Coin Drop Head Chute — 5c, 10c, 25c.

Order Yours NOW!

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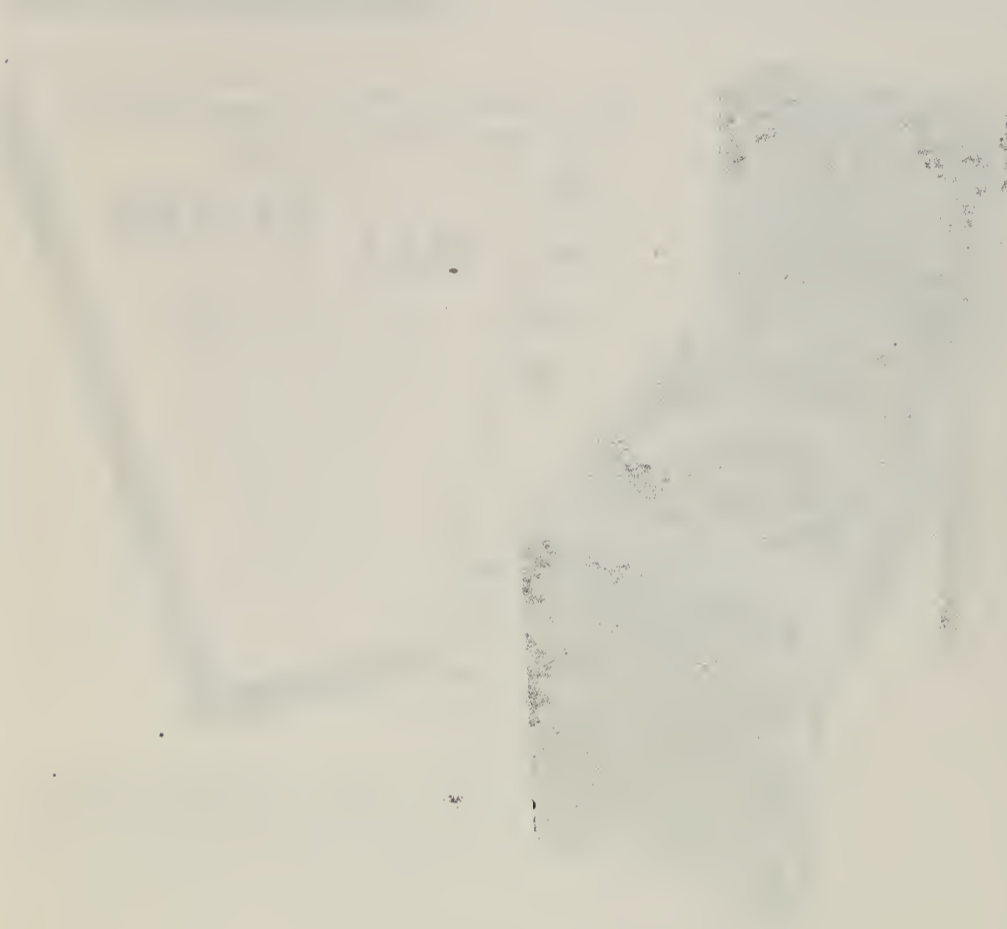
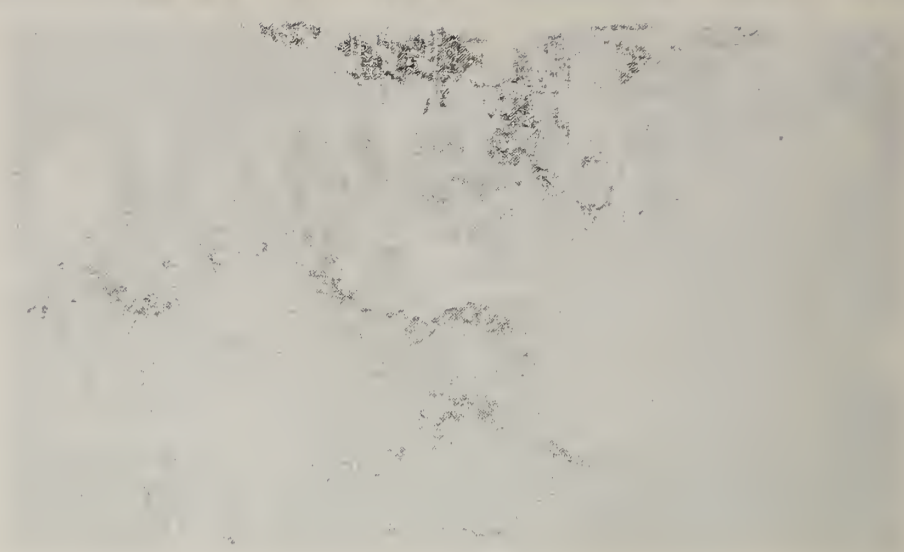
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TOP MONEY MAKERS  
**FIRESTONE ENTERPRISES, Inc.**

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BROOKLYN 30, N. Y.  
ESplanade 5-5700

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

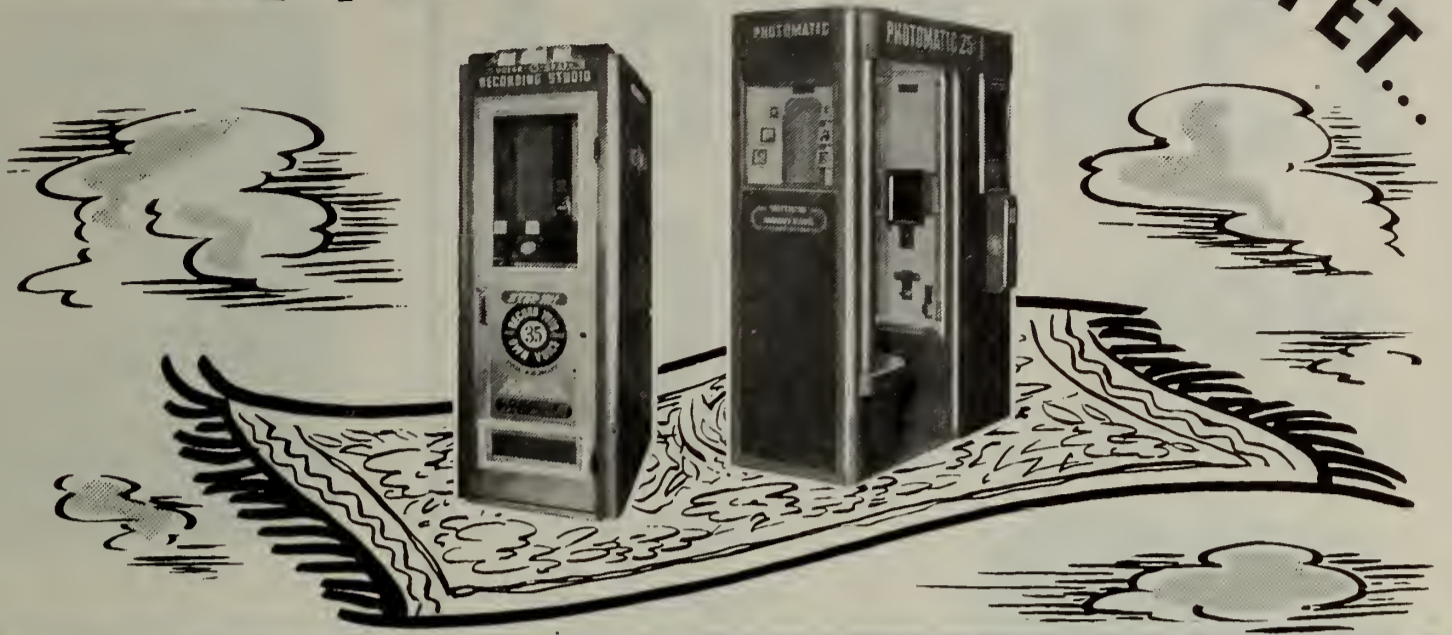
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"fiesta" DE LUXE  
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## \*VOICE-O-GRAPH and \*PHOTOMATIC

**H**ERE 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.

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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.

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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.**

THE PROOF IS IN THIS COUPON.  
MAIL IT OUT FOR COMPLETE DETAILS  
ON MARVELOUS EARNING POWERS  
OF THESE TWO MACHINES.

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# Phone Strike Over; Laymon Moves



PAUL A. LAYMON

LOS ANGELES, CALIF. — Paul A. Laymon, who heads the firm of the same name here, is busy moving into his new quarters. With the telephone strike over he is assured of phone service which is a vital necessity.

"Operators are continually phoning in for those Bally games" reports Laymon "and I couldn't take a chance on moving without being assured of this service. 'Rocket' and the new counter game 'Heavy Hitter' are in such great demand that the operators are always calling in about deliveries and increasing their orders. Now that the strike has been settled I'm ready to take care of everything at my new quarters."

# G ENCO'S

# ADVANCE

# ROLL \* WITH FRB

*\*Floating  
Roll-over  
Buttons*

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



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**G ENCO** **BUILDS GREATER GAMES**  
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**Now**  
**THE GREATEST**  
**OF ALL**  
**Williams' Games**  
**"ALL STARS"**



**A Baseball Game With**  
**ACTION — SUSPENSE**  
**THRILLS — COLOR**

*Featuring*

- ★ REAL BATTING ACTION ON THE DIAMOND
- ★ LIFE-LIKE PLAYERS RUN THE BASES IN THE BACKBOARD
- ★ NEW 3-COIN DROP HEAD CHUTE

**ORDER NOW!**

**SICKING, INC.**

1401 Central P'kwy, Cincinnati, O.  
*Distributors for*  
**ENTIRE STATE OF OHIO**



# MIKE IMIG BEGINS FIGHT TO END SO. DAK. PHONO BAN

## Wins Temporary Injunction Barring Removal Of Equipment

YANKTON, S. D. — A most important court fight to test the South Dakota law prohibiting the placement of juke boxes in premises where liquor is consumed was launched here this past week by Mike Imig, well known coinman, and president of the state phonograph operators association.

In the first round of the battle that even now shapes up as among the most important ever waged by a member of the trade in this state. Imig was awarded an important, tho temporary, victory, when he obtained a restraining order enjoining the attorney general, the state's attorney, the county sheriff and the chief of police from causing the removal of his machines from the locations he has here that fall under the type in which the phonos are currently "prohibited" under the state law.

The temporary injunction was granted Imig pending a hearing on May 26, at which time attorneys for the state must show cause why an injunction permanently prohibiting official interference should not be issued.

At Pierre (S.D.), the attorney general's office declared that the case would be decisive, although it is technically limited to this city. State officials admitted that if Imig won his case, the ruling would be brought into play to open up like locations in all other parts of the state.

Only a week before Imig had filed his action, the state's attorney had ordered Imig and other music ops to remove their machines from the locations in question. Imig had complied with this instruction and had shut off the power lines to the phonos immediately; and then he obtained the temporary injunction.

In his complaint, Imig charged that the phonos were not used for dancing or as games of chance. The disputed statute bans "any form" of amusement, entertainment, recreation or gambling in the on-sale liquor establishments.



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### New and Used Equipment

- Exceptional Buys!
- First Come, First Served!

Pace's Reels with Rails .....	\$73.50
Bolly Triple Bells (New) .....	Write
Bolly Triple Bell (Floor Model, never out).....	Write
Keeney Super Bells, 5c ploy .....	99.50
Bolly Big Top, Free Ploy .....	55.00
Jennings Silver Moon .....	49.50
Bolly Club Bells .....	95.00
Bolly Drow Bells .....	229.50
Mills Jumbo Parade, Cosh Payout.....	49.50
Jungle Camp .....	39.50
Bolly High Hand .....	72.50
Bolly Roll 'Em .....	72.50
Bolly Sun Roy, Free Ploy .....	74.50
Genco Whizz .....	84.50
Dovol Free Ploy (Brond New).....	42.50

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## Now THE GREATEST OF ALL Williams' Games "ALL STARS"



A Baseball Game With  
**ACTION — SUSPENSE  
 THRILLS — COLOR**

Featuring

- ★ REAL BATTING ACTION ON THE DIAMOND
- ★ LIFE-LIKE PLAYERS RUN THE BASES IN THE BACKBOARD
- ★ NEW 3-COIN DROP HEAD CHUTE ORDER NOW!

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

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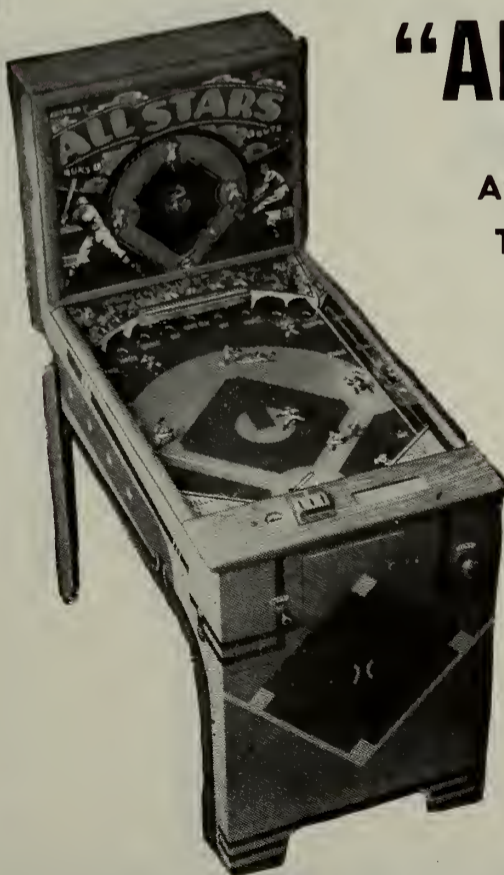
### "ALL STARS"

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**ACTION — SUSPENSE  
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Featuring

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- ★ LIFE-LIKE PLAYERS RUN THE BASES IN THE BACKBOARD
- ★ NEW 3-COIN DROP HEAD CHUTE

**ORDER NOW**



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# Clubs Use Bells For Worthy Causes



M. M. ZIV

CHICAGO — The operation of bells in clubs as a means to raise funds in behalf of worthy causes was explained here recently by M. M. Ziv, sales manager in charge of clubs for the Bell-O-Matic Corporation, urging that the industry secure wider recognition for the job these machines have been doing in that direction.

A member of the Mills Industries, Inc., organization for 15 years prior to his present association with Bell-O-Matic, Ziv's wide experience with bells and clubs have enabled him to be of service to the many organizations that operate their equipment for charitable purposes.

"It's the painless way for communities to give," Ziv says the organizations have found, pointing out that many hospitals, iron lung machines, etc., have been purchased with the proceeds obtained.



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# MAPE'S BETTER BUYS!

## Save Record Wear CRYSTAL PICKUP CONVERSION KITS

For all Seeburg  
Phonographs

- Tone Arm and Crystal
- Elec. Cut-off Switch
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- 24 Volt Transformer
- Cancel Button
- Volume Control
- Wire Leads

Modernize Your Old  
Equipment in 20 Minutes

COMPLETE PACKAGE \$19.95

**TERMS:** 1/2 deposit with order, balance C.O.D. F.O.B. Los Angeles or San Francisco.

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## SPECIALS

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

## FEATURE ITEMS

PICKUP COILS (for all Seeburgs, including Hitones) .....	\$1.50
FIBRE INSERTS (For Seeburg Wall Boxes) Sets each 25c—Minimum Order 10 Sets.....	2.50
B-3 CRYSTAL PICKUPS—DATED—Rock. or Mills	2.75

## Electric Cancels and Cut-Off

For all Seeburg Phonographs (complete) ..... 7.95

## REPLACEMENT MOTORS

For Wurlitzer-Seeburg Phones—ea. ....\$19.50  
110v-60 Cycle—Reconditioned Motors—Will give Excellent service—30 day Guarantee.

## PLASTIC SHEETS

20"x50" (red) 60 Gauge—each .....	\$9.50
20"x50" (red) 30 Gauge—each .....	6.50

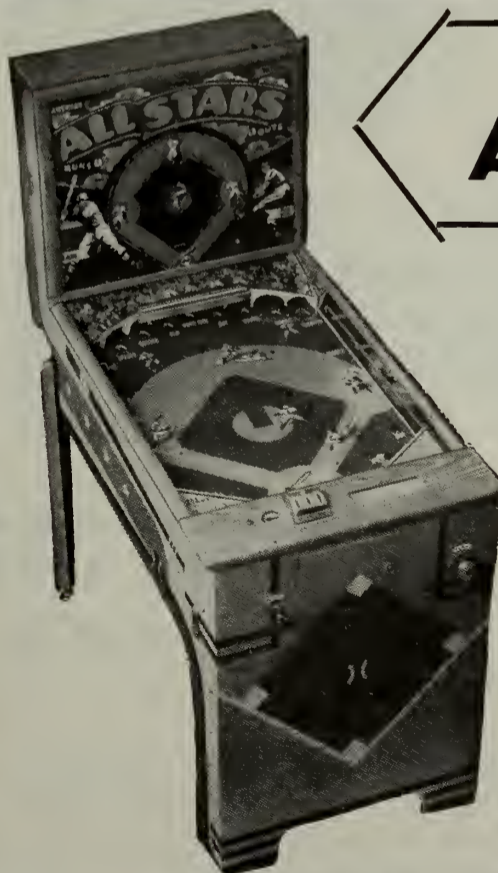
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All Merchandise TRIPLE-WARRANTED by Pacific Coast's largest distributor of coin operated equipment.



## SEE! PLAY! ORDER ALL STARS

### WILLIAMS REPLAY SENSATION!

### GREATEST BASEBALL GAME OF ALL TIME!

Life-like ball players actually "run" bases IN THE BACKBOARD · Fast batting action on the diamond · Player controls pitcher and bat · New 3-Coin Drop Head Chute — 5c, 10c, 25c!

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**ORDER TODAY!** →

## PRICE REDUCTION

SOLOPHONE WALL BOXES (Used Two Weeks), Each .....	\$13.50
AMPLIFIERS, Each .....	69.50
RECORD CHANGERS, Each .....	50.00

**J. H. PERES DISTRIBUTING CO.**

922 POYDRAS STREET (Phone: MA 4644-4645)

NEW ORLEANS, LA.



## Bally Sales Reps On Western Air Tour

Al Sleight, Western Regional Sales Manager, Bally Mfg. Co., and Tom Callaghan of Bally sales staff, start on air tour of eleven western states, Alaska and western Canada. The plane, a new Stinson Voyager, is piloted by Sleight.

**"A.M."**  
**IT'S...THE DAWN OF A NEW ERA**  
**IN AUTOMATIC SELLING!**

**WILL BUY ANY TYPE MILLS ESCALATOR SLOTS**

MENTION QUANTITY AND PRICE IN FIRST LETTER

**American Amusement Company**  
 164 E. Grand Ave., Chicago 11, Ill.  
 Tel. Whitehall 4370

## Coven Reports Big 'Rocket' Demand

CHICAGO — Ben Coven, of Coven Distributing Company, headquartered here, disclosed this past week that the demand for the new Bally "Rocket" has been such that he has been forced to call in Bob Schaeffer, road man for the firm, to help take care of all the business that has been coming in for the machine via the telephone.

"We are still keeping faith with our many friends, however," Coven pointed out, "and we are doing everything in our power to fill all orders just as quickly as they are received."

Also reported as enjoying big action is Bally's "Heavy Hitter," the firm's brand new counter game.

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



**PRECISION DIES** **\$850**  
 Per 1000  
 1/3 Dep. with Order  
 Money Back Guarantee—Samples on Request

**MAX GLASS** **DISTRIBUTING COMPANY**  
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**OUT OF THE BALL PARK --**  
**OUT OF THIS WORLD!**

Williams Does It Again  
 With The New

**ALL STARS**

The real baseball game with real 3-dimensional, life-like players running bases.

Make a real hit on the playing field and as many as four miniature figures run the bases in the backboard.

Tremendous Appeal —  
 Terrific Action

**NEW 3-COIN DROP HEAD CHUTE**  
 Accepts 5c, 10c and 25c coins — faster play and higher profits. Credit Unit records advance payments and replays.

**ORDER TODAY**

**WORLD DISTRIBUTORS**  
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Exclusive Williams Distributors for New York State and Connecticut.

**NOW DELIVERING Bally's SENSATIONAL MONEY MAKERS**

<b>ROCKET</b> CONVERTIBLE: NOVELTY OR FREE PLAY. 5-BALL OR 3-BALL PLAY.	<b>\$279.50</b> F.O.B. FACTORY	<b>SPECIAL ENTRY</b> REPLAY MULTIPLE. DOUBLES AND TRIPLES NORMAL ONE-BALL PROFITS.	<b>\$595.00</b> F.O.B. FACTORY
<b>HEAVY HITTER</b> OPERATE AS COUNTER GAME. REAL BASEBALL THRILLS.	<b>\$184.50</b> F.O.B. FACTORY	<b>TRIPLE BELL</b> TRIPLE PLAY! TRIPLE PROFITS! 5-5-5 • 5-5-25 • 5-10-25.	<b>Write</b>
<b>DeLUXE DRAW BELL</b>	<b>FASTEST PROFIT-PRODUCER EVER CREATED IN BELL-CONSOLE CLASS. NICKEL OR QUARTER PLAY.</b>	<b>Write</b>	

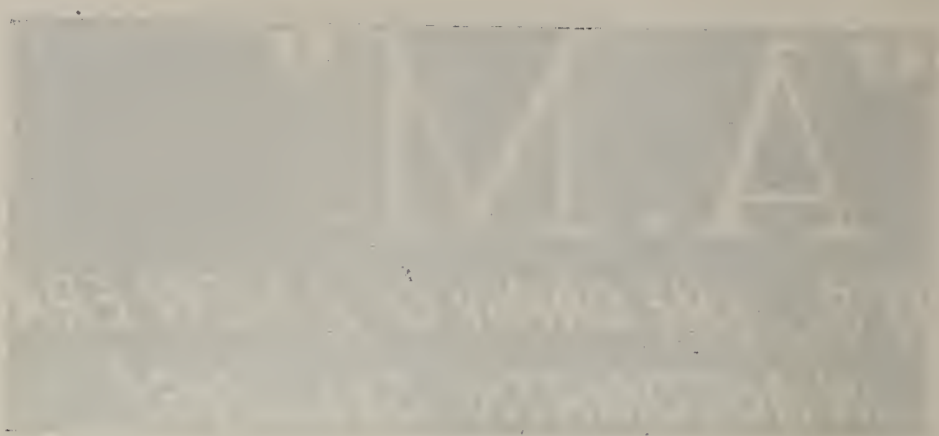
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DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIFORNIA, SO. NEVADA, ARIZONA, AND THE HAWAIIAN ISLANDS

1503 W. PICO STREET Phone: DR. 3209 LOS ANGELES 15, CAL.

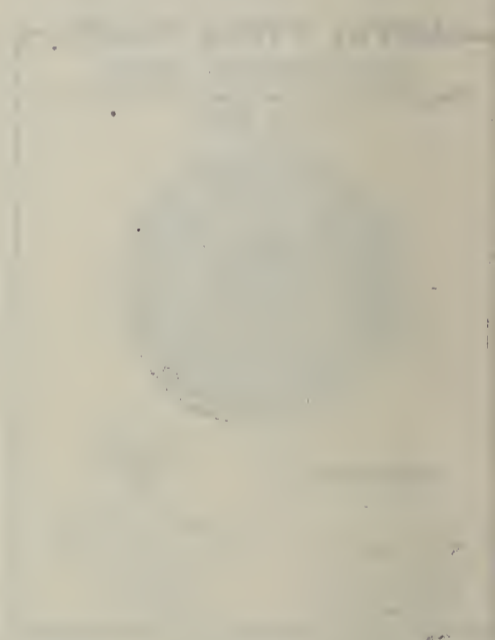
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THE NATIONAL ARCHIVES



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# "Strikes 'N Spares" Fly East



NEW YORK — "Strikes 'N' Spares," Allite Manufacturing Company's new, completely automatic bowling game, is received at Newark (N.J.) Airport by Herb "Red" Horowitz (right foreground) salesman for Atlantic-Seaboard, distributors for the game. "Strikes 'N' Spares" was shipped by air from California to Newark, uncrated, and worked perfectly the moment it was assembled at Atlantic-Seaboard's showrooms, a spokesman for the firm reported.

\* \* \*

PHILADELPHIA, PA. — The importance of speed in all aspects of the coin machine business was demonstrated here recently by Sam Stern of Scott-Crosse Co., well known Eastern distributors, when two "Strikes 'N' Spares," automatic bowling games, were flown in from the coast to make a special shofing for operators in Easterin Pennsylvania, New Jersey, Delaware, Maryland, and Washington, D. C.

## Lawrence Is Host To N. J. Music Op Group



NEWARK, N. J. — For the first time in the history of the automatic music industry in the state of New Jersey, The Board of Governors and the members of the Music Guild of America were tendered a luncheon at which the host was an outstanding recording artist.

Elliott Lawrence, Columbia Record artist, in appreciation of the cooperation given him by the New Jersey organization, recently threw a luncheon to a gathering of the Music Guild of America. Members of E. B. Latham & Co., the local Columbia distributor, and factory representatives and executives from the Bridgeport, Conn., office traveled to Newark to honor their artist and pay their respects to the association.

Pictured above, Lawrence greets LeRoy Stein, Managing Director of the MGA.

**MOTORS REPAIRED** WURLITZER — AMI  
—SEEBURG—ROCK-  
OLA—MILLS. Rewound to Factory Specifications. Rapid service—repaired or exchanged within 24 hours after arrival. **\$6.00**  
**Complete No Extras**  
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503 W. 41st (L'ONGacre 3-5939) New York

**Coming ...  
KEEP YOUR  
EYE ON  
NUMBER 5**

**ATTENTION! OPERATORS EVERYWHERE!!**

WE HAVE  
ALL THE  
LATEST  
BRAND NEW  
FACTORY  
RELEASES!

BY FAR THE BEST  
THE DOWNEY-JOHNSON  
COIN COUNTER



IMMEDIATE  
SHIPMENT.  
1 Yr.  
Guarantee.

**\$217.50**  
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MACHINES DEFY  
ALL  
COMPARISON!  
Send For Our  
Complete List!  
We are interested  
in obtaining a  
large quantity of  
Post War 5 Balls.  
Send Your List.  
Cash Waiting!

GLOBE COIN SORTER .....\$290.00

Distributors, Send For Full Particulars, Free Circular Available Upon Request!

**CHARLES (JIMMY) JOHNSON** **VINCE MURPHY**

**GLOBE DISTRIBUTING CO.**

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



**Cyclone**

A Williams "LONG-LIFE" GAME!

**IT'S A WHIZ OF A GAME**  
**More ACTION!**  
**More SPEED!**  
**More PLAY APPEAL!**  
**SCORES UP TO**  
**950,000!**

**ORDER FROM YOUR  
DISTRIBUTOR NOW!**

*Williams*  
MANUFACTURING  
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Order Early! Production program is limited! 161 W. Huron St.  
Chicago 10, Ill.



EVERY ONE  
HAS ONE  
OF THESE



ALL THE  
SWEET  
IS HERE  
FOR YOU  
TO ENJOY  
IT ALL  
THE YEAR  
LONG



# Manhardt Moves To New Quarters



Vic Manhardt, left, checking over the plans for his new quarters with P. A. Tennis, General Credit and Collection Manager of Mills Industries, Inc., prior to his removal.

MILWAUKEE, WIS. — Vic Manhardt, head of Vic Manhardt Co., Inc., this city, announced the removal of his firm to its new offices and showrooms at 1705 West Clybourn Street.

Distributors for the Mills "Constellation" in this territory, Manhardt moves into these quarters in time to display the phonograph.

"We get so many enthusiastic comments about the wonderful appearance of the "Constellation" we just had to move into new showrooms in order to completely show off the machine in the proper setting" reports Manhardt.

**Now**  
**THE GREATEST**  
**OF ALL**  
**Williams' Games**  
**"ALL STARS"**





A Baseball Game With  
**ACTION — SUSPENSE**  
**THRILLS — COLOR**

Featuring

- ★ REAL BATTING ACTION ON THE DIAMOND
- ★ LIFE-LIKE PLAYERS RUN THE BASES IN THE BACKBOARD
- ★ NEW 3-COIN DROP HEAD CHUTE

**ORDER NOW!**

**J. H. PERES**  
**DISTRIBUTING CO.**  
 922 POYDRAS STREET  
 NEW ORLEANS, LA.

**LOVE -- BASEBALL**  

**AND**

**POKERINO**



**PERMANENT**  
**AMERICAN**  
**PASTIMES**

Sooner or Later  
**YOU**  
 Will Operate  
**SCIENTIFIC**  
**POKERINO**

**SCIENTIFIC MACHINE CORP.**  
 229 WEST 28TH STREET PENNSYLVANIA 6-8217 NEW YORK 1, N.Y.

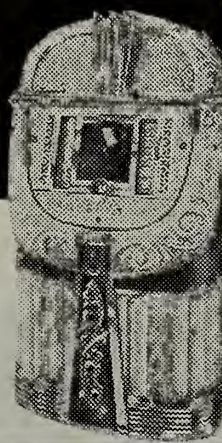
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 EXCLUSIVE DISTRIBUTOR  
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 PHONE: STEVENSON 2258

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

**NEW GROUP GAMES**  
 WITH ENTIRELY DIFFERENT FEATURES

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

BACKBOARD GLASSES FOR POKERINOS  
 BACKBOARD GLASSES FOR SUPER ROLLS  
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## Florida Senator Wants 20% of Gross Juke Take

TALLAHASSEE, FLA. — Senator Riddle of Darlington, Fla. has presented a bill to the state legislature here asking for 20 per cent of the proceeds from all the juke boxes in the state.

Sen. Riddle estimates that his bill will net the state of Florida about \$1,000,000 each year.

## New Frankel Salesman



ROCK ISLAND, ILL.—Larry Frankel of Frankel Distributing Co., this city, sends in the above picture with the following statement, "This is a picture of myself with my son, Alan, who is turning out to be one of the best salesmen we have on our force."

According to Larry's report it seems that Alan has been doing some real selling among all his friends. "Pretty soon", Larry reports, "he'll have all the kids in the neighborhood operating machines."

We also are given to understand that Alan has already learned all the ins and outs of his dad's juke box business.

### BEN RODINS SAYS

I NEED HELP

I NEED A SALESMAN

I NEED A GOOD SALESMAN

I need a man who wants a steady job selling guaranteed used and new equipment . . . a man with plenty of competitive spirit — a man who does his best when the competition is stiffest.

WORK FOR BEN RODINS . . . one of the biggest, most reputable dealers in coin machines. WRITE TODAY . . . give complete information and references.

## MARLIN

AMUSEMENT CORPORATION  
412 9th Street, N.W. - DI. 1625  
WASHINGTON 4, D.C.

## Rescind Pinball Ban-Tax Games \$25 Instead

WEYMOUTH, MASS. — Pinball machines, which were to be banned June 1 from all liquor places here, will instead now be licensed at the rate of \$25 each per year, the selectmen of this city voted this past week.

Selectmen Everett E. Callahan, who proposed the original motion banning the machines, was the one who moved to rescind the order.

**ALL NEW YORK COINMEN WILL BE THERE--**

**NEW YORK COINMEN UJA DINNER**

**JUNE 11TH Phone: CO-5-1579**

## WHAT A PEACH FROM GEORGIA!



# ALL STARS

**WILLIAMS GREAT NEW REPLAY HIT! MOST SENSATIONAL BASEBALL GAME EVER BUILT!**

Life-Like Baseball Action On Playing Field and In The Backboard!

**ORDER NOW for EARLY DELIVERY!**

**HEATH DISTRIBUTING COMPANY**  
217 THIRD STREET MACON, GEORGIA

# Empire Coin Values

### SLOTS

5c BLACK CHERRY, ORIG., 2-5	179.50
10c BLACK CHERRY, NEW, 3-5	225.00
5c JENNINGS SILVER CHIEF	99.50
5c MILLS BLUE FRONT, ORIG.	\$109.50
10c MILLS BLUE FRONT	119.50
25c MILLS BLUE FRONT	129.50
5c BROWN FRONTS	119.50
10c BROWN FRONTS	129.50
25c BROWN FRONTS	139.50
VEST POCKETS, 1946 Model	59.50
25c QT., LATE, Glitter Gold Front	109.50
5c JENN. CLUB CONSOLE CHIEF	149.50
10c 4-STAR CHIEF	39.50
COLUMBIAS, J.P., 1946 MODEL	99.50
5c BLACK CHERRY, REC.	149.50
10c BLACK CHERRY, NEW REB.	169.50
5c WATL. ROLATOP, \$79.50; 10c	89.50
5-10-25c JENN. LITE-UP CHIEFS	Write
PACE ROCKET, S.P., 5c	79.50
PACE ROCKET, S.P., 25c	89.50
SLOT STANOS, Complete	17.50

### CONSOLES

BAKER'S PACERS, O.D., J.P., NEW	\$305.00
5c COMB. SUPER BELLS	149.50
BALLY SUN RAYS, F.P.	89.50
5c BUCKLEY TRACK ODDS, J.P.	435.00
III HANO, COMB.	139.50
WATLING BIG GAME, 5c, P.O.	89.50
5c PACE SARATOGA SR.	99.50
BALLY BIG TOP, P.O. or F.P.	89.50
WATLING BIG GAME, F.P.	79.50
MILLS JUMBO, P.O. LATE HEAD.	79.50
JENN. SILVER MOON, F.P.	79.50
5c BALLY CLUB BELL	129.50
25c BALLY CLUB BELL	154.50
EVANS LUCKY STAR	149.50
GALLOPING DOMINOS, J.P.	149.50
BANGTAILS, J.P. 2 TONE	159.50

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

### ONE BALLS

VICTORY SPECIAL	\$425.00
CLUB TROPHY, F.P.	109.50
VICTORIOUS, F.P., TURF CHAMP	69.50
'41 DERBY	119.50
RECORD TIME, F.P.	89.50
LONGACRE, F.P.	219.50
TURF KING, P.O.	169.50
JOCKEY CLUB, P.O.	159.50
40 MILLS 1-2-3, F.P.	89.50
MILLS OWL, 1 OR 5 BALL, F.P.	69.50
LONGSHOT, P.O.	129.50
KENTUCKY, P.O.	149.50
BLUE GRASS, F.P.	109.50
VICTORY DERBY, P.O.	310.00

### ARCADE

MUTO, VOICE-A-GRAPH	\$875.00
TOTAL ROLL, LIKE NEW	375.00
EV. TEN STRIKE	95.00
EV. TOMMY GUN	94.50
EV. SUPER BOMBER	189.50
BALLY DEFENDER	119.50
BATTING PRACTICE	85.00
PIKES PEAK	19.50
GENCO WHIZZ—Like New	89.50
EXH. CARO VENDOR	9.50
SHOOT TO TOKYO	79.50
CHICAGO COIN GOALEE—Like New	219.50
GOTT 3-WAY GRIPS	19.50
CHICAGO COIN HOCKEY	119.50
MUTOSCOPE SKY FIGHTER	129.50
RAPID FIRE	99.50
PITCHER & CATCHER	89.50
BALLY SKY BATTLE	119.50
EXH. HAMMER STRIKER	57.50
ADVANCE SHOCKER	17.50
MAJOR LEAGUE BASEBALL	149.50
VICTORY STAMP VENDORS, NEW	24.50
ACE BOMBER	169.50

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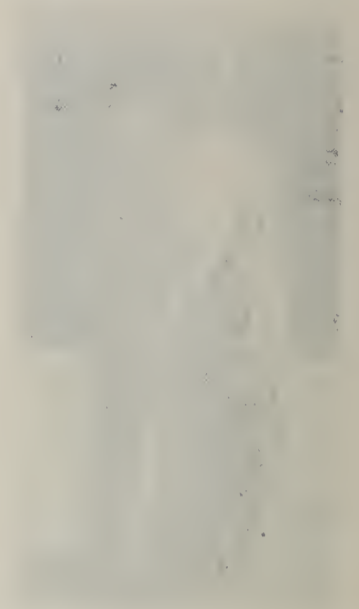
# ALL STARS

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## Super Bowl XXXII

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# Penney's Ciggy Tax Hike Hits Venders

HARRISBURG, PA.—With the signing into law of the administration bill this past week by Gov. James H. Duff increasing the cigarette tax from 2c to 4c per pack, cigarette machine operators thruout the state are being put to a great expense to change all present mechanisms and will also have to pay much more for their cases of cigarettes.

Formerly cigarettes sold in this state for 20c per pack thru the vending machines. Now, according to leading ops, this will have to be changed to at least 22c. It will also mean, they report, thousands of dollars spent in revamping their mechanisms on almost everyone of their machines so that the venders will be able to take the new combinations of two dimes and one nickel, or five nickels, or one dime and three nickels.

This new administration bill becomes effective on June 1 and it is estimated that it will raise an additional \$39,000,000 in cigarette taxes for the state.

By becoming effective on June 1 and first being signed by the Governor on May 13, this gives cigarette machine operators in the state only two weeks in which to change over the mechanisms of their present machines.

Some of the ops in the state believe that their machines, at least a part of them, will have to remain idle until they can get around to them to make the changeover.

# Fight 11:30 P.M. Curfew Plus \$25 Tax on Jukes

YONKERS, N. Y.—Not satisfied with the fact that she wants an 11:30 P.M. curfew on all the juke boxes located in this city, Councilman Edith P. Welty also asked that a tax of \$25 be placed on each automatic phono in this community.

This is reported to be one of the harshest measures ever asked here and phono ops are going to strongly contest it. Not only will they lose much of their peak hour play time, but, the addition of a \$25 per year tax will absolutely kill any possibility for profits from their machines, they claim.

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*Let It Strike You . . .*

The newest and fastest 5-ball Pin Game. It beats anything you have ever seen. **IMMEDIATE DELIVERY!**

**SPECIAL**

5-10-25c Brown Fronts  
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Chicago Metal Double and Triple Revolve Around Safe Stands.  
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125 Phonettes, Used, 5c .....	10.00 Each
75 Solotone, Used, 5-10c .....	7.50 Each

Personal Music Studio Unit Including:  
2-20 Record Seeburg Units & Studio Amplifier, \$375.00 (Slightly used)

Solotone Studio Unit Including  
2-20 Record Rockola Units & Studio Amplifier \$300.00 (Slightly Used)

50% off List on Personal Music Brackets Cable, T-Connectors, Etc.

**WRITE OR WIRE**

## PEERLESS MUSIC COMPANY

1932 Broadway Denver 2, Colorado

<p><b>NEW</b> VEST POCKET BELLS, \$59.50</p>	<p><b>NEW</b> COLUMBIAS WRITE</p> <hr/> <p><b>NEW</b> COLUMBIA DELUXE WRITE</p> <hr/> <p>USED COLUMBIAS, \$49.50</p>	<p><b>NEW</b> DAYAL FREE PLAY GAME WRITE</p> <hr/> <p><b>NEW</b> ROYAL NUT VENDORS, \$6.95</p>
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VICTORY DERBYS—Very Clean—PRICED TO SELL  
RECONDITIONED SOLOTONE BOXES—Priced To Sell  
JOCKEY CLUBS—TURF KINGS (Late).....\$125.00

**NEW** MUTOSCOPE ATOMIC BOMBER WRITE FOR PRICE  
**NEW** MUTOSCOPE VOICE-O-GRAPH

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<p><b>CONSOLES</b></p> <p>GALLOP, DOM., 5c, J.P., P.O., '41, Two-Tone. \$159.00  SARATOGA WITH RAILS, 5c, P.O. .... 49.00  TRACK TIME, 5c, P.O. .... 89.00  BALLY CLUB BELL, P.O., 5c. .... 129.50  BALLY CLUB BELL, P.O., 25c. .... 159.00  FAST TIME, P.O., 5c. .... 69.50  FAST TIME, P.O., 25c. .... 89.50  MILLS 3 BELLS, Clean, Excellent Condition. .... 319.00  MILLS 4 BELLS, 5-5-5-5, Late Heads. .... 275.00  MILLS JUMBO, P.O., 5c, Ani. Reels, Late Hd. .... 69.50  LUCKY STAR, Excellent Buy .... 129.50</p> <p><b>ARCADE</b></p> <p>Chicoin Goalee.  Like new ... \$229.50  Evans Ski Ball.  Excellent cond. 79.00  Line-A-Basket.  New ..... 49.00</p> <p><b>MUSIC</b></p> <p>AMI Streamliner  Clean  \$179.50</p> <p><b>PARTS - SPECIALS!</b></p> <table border="0" style="width:100%"> <tr> <td>Lg. Rubber Rings, 100 \$2.75</td> <td>Plastic Grill Cloth, Gold or Silver 50"x20" \$7.50</td> </tr> <tr> <td>Med. Rubber Rings, 100 \$2.35</td> <td>SERVICE KIT \$12.50 Value Now \$6.50</td> </tr> <tr> <td>Sm. Rubber Rings, 100 \$2.15</td> <td>PLUNGER SPRINGS Hvy. or Lt. \$3.50, 100</td> </tr> </table>	Lg. Rubber Rings, 100 \$2.75	Plastic Grill Cloth, Gold or Silver 50"x20" \$7.50	Med. Rubber Rings, 100 \$2.35	SERVICE KIT \$12.50 Value Now \$6.50	Sm. Rubber Rings, 100 \$2.15	PLUNGER SPRINGS Hvy. or Lt. \$3.50, 100	<p style="text-align:center"><b>SLOTS</b></p> <p>JENNINGS 25c CLUB SPECIALS ..... \$119.00  JENNINGS 5c SILVER CHIEF ..... 89.00  JENNINGS 10c SILVER CHIEF ..... 89.00  JENNINGS 5c VICTORY CHIEF ..... 79.00  JENNINGS 10c VICTORY CHIEF ..... 89.00</p> <p style="text-align:center"><b>1-BALL</b></p> <p>Record Time, F.P. ....  Excellent Condition ..... \$ 89.50  Victory Specials, F.P. ....  Like New ..... 375.00  Derby '41, F.P. ....  Victory Derby ..... 329.00  Good Shape ..... 139.00  Club Trophy, F.P. .... 129.00  Sportsmen, F.P. .... 50.00  Turf King ..... 129.00  Jockey Club ..... 139.00  Fairmount ..... 149.00</p> <p style="text-align:center"><b>5-BALLS</b></p> <p>Surf Queens. \$139.50  Big League .. 149.50  Brite Spot .. 29.50  Metro ..... 29.50  Dixie ..... 24.50  Grand Canyon 89.50</p>
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# THRU THE COIN CHUTE



## CHICAGO CHATTER

Weather sure has a lot to do with dispositions. This was proven this past week as the weather cleared and the sun began to shine once again. Coinmen were all pepped up. Looks like better times are ahead, is the attitude of the average coin machine man in this town, and especially from all visitors. With things pepping up now there is no doubt that the boys are going to go on ahead and solve problems as they come to the fore.

Bumped into Harold Motherway in the lobby of the Bismarck the other day and learned that he was taking the missus and his son, Mickey, to a dinner there in Mickey's honor. It was Mick's birthday. In the meantime, Harold advised that everyone of the Illinois phono ops should pull together to overcome Rep. Blomstrand's bill (H.B.74) which asks \$50 per year license fee per phono . . . While we're on that subject, sure wish that Harold would have been present to listen to Gordon Sutton of Illinois Simplex speak before the committee open hearing and the report he gave (especially the way he gave it) warmed the cockles of many a coinman's heart who was there. You can be sure, Harold, that the boys are going right ahead and are going to battle this bill to a fare-thee-well. Just get everyone of the phono ops you know to help Ray Cunliffe, Gordon Sutton and all the others who are now on the firing line by passing the ammunition.

M. S. (Bill) Wolf of Los Angeles in town this past week with Russell Smith. Bill claims that things are starting to perk up once again and that many surprises are under way which will soon shake the coinworld and will come right from his headquarters in L.A. . . . DeWitt (Doc) Eaton also in town and reports that he is clearing away last personal effects from his apartment here and moving these down to the farm he bought in Maryland. Doc claims things going great and that, "my heart's still in the coinbiz" . . . Saw Art Fried rushing to get a plane ticket and get back to his beautiful home in California. Art, while rushing by, stated that he had been in town for the past seven weeks. Wonder where he was hiding? . . . Bill (Bye-Bye) Bye of Philadelphia, who is one of our town's regular commuters nowadays, in and out again, and advising that maybe very soon he'll again be footloose and fancy free. . . That man was here again this past week—Sam Stern of Scott-Crosse Co. . . Harold Midyett of Tennessee Music Distributors also in our town and doing things in a hurry. One thing about Harold—he sure gets things done and done well.

"Dapper" Tom Callaghan of Bally Mfg. Co. just returns from a flying good will tour. Tom's pilot was Al Sleight, Bally's west coast regional man and one of the flying heroes of World War II. Not only did Tommy get himself flown around hither, thither and yon—but—they even turned him into a bronco buster—with chaps and all that goes with them. Ask Herb Jones what Tom looks like on one of the horse pictures he took . . . Georgie Jenkins returns to the Bally plant too, after an extended family visit to Oklahoma—and we don't mean the musical play—actually the state of Oklahoma where Georgie tells me Mrs. Jenkins has "family" . . . Leading the new contest for the industry's best dressed men are three guys from Bally—Ray Moloney, Earl Moloney and last year's winner—Tom Callaghan. Know anyone else? . . . Paul Bleck of Fond Du Lac, Wis. also in our town this past week and they tell me, Paul may soon pop up as an automobile distributor in addition to music.

J. R. (Pete) Pieters of Kalamazoo and Detroit, Mich. in town this past week with Mrs. Pieters. They left their beautiful daughters at home. Pete reported that business was great and that his only problem these days was to get enough new games. By the way, Pete, that seems to be the problem of most of the boys . . . Bill Olsher of Abco Novelty claims that he's doing the biggest job in the country on used counter games

. . . Lindy Force of AMI who is doing a grand job trying to satisfy demand advises that more and more AMI distributors are flocking into town trying to get phonos . . . We hear that Ben W. Fry, president of National Vendors, Inc., St. Louis, celebrated the firm's 14th anniversary on May 13, 1947. National Vendors was incorporated on May 13, 1933 and those 14 years have been busy as well as progressive ones for the firm. The personnel heard of the grand plans which Fry has for the future . . . Got a wire a few minutes ago advising that the Western Pennsylvania Automatic Phonograph Owners Assn., Inc. will hold their annual banquet at the Castleton Hotel in New Castle, Pa., Saturday, May 24 at 6 P.M. They're inviting you and you and you to be present.

In keeping with the above we just received a letter from our good friend, Jim O'Brien, manager of the Phonograph Ops Assn of Eastern Pa. and Southern N. J. who advises that they are having one of the biggest banquet meetings of all time and also turning this into what they are going to call the "Click Hit Tune of the Month" party at the big Click Theatre Cafe, with Frank Palumbo, famed night club impresario co-operating with the ops in the choice of a tune for the jukes in Philly each month. This meeting will take place on Monday, May 26 at the Click Theatre Cafe, 824 Catherine St., Phila., Pa. Time is 6:30 P.M.

Mike Spagnola of Automatic Distributing the AMI distributors here advises that business is very good and getting better each day . . . Dave Gensburg of Genco still out of town while Myer and Lou Gensburg keep pushing out those Advance Rolls each and every day . . . Harry Brown of American Amusement Co. still out in the far, far west . . . Grant Shay of Bell-O-Matic is shining up his golf clubs as the "uncrowned champ" of the coin machine business. Here, you golf bugs, is some competish . . . Ben Coven of Coven Distributors busier than ever trying to get those Bally games out to the boys. Ben wasn't in when we visited there last week but the very capable and efficient "Bally" Sally Goldstein was holding forth with great praise of the way business was booming for the firm . . . Gil Kitt of Empire Coin getting all hepped up about his moving to his brand new "Empire Bldg." which has won much interest from all in the trade . . . Vince Murphy of Globe Distributors working like a beaver these days to get all those machines out to the boys as they call in for them . . . Dick Law over at Mills Industries busier than ever these days and Charles Schlicht, Mills' man for the Constellation reports that the phono boys are enthusiastic as can be over this brand new machine.

J. A. (Art) Weinand of Rock-Ola Mfg. Corp. is one of the busiest of all the busy boys in the phono trade these days. Just watch that ad Art springs with on the front cover of this paper in the next issue . . . We hear that Johnny Bertucci and Nick Carbajal were in town this past week. We weren't able to catch up with them as they sped about the city visiting here and there . . . Had a long talk with Gene Bates over at Pace Mfg. Co. and believe me you guys who run bells—if you want to hear something which will really surprise and interest and, at the same time, earn you some real mazzamah, listen to what Gene has to say about percentages and how they have proved themselves over a period of time in actual operation. Gene has a complete fund of information in this regard and it sure will pay to listen to these facts and figures . . . The beauteous Evelyn Aron of Aristocrat Records called on us this past week to tell us that the juke box ops are now getting more and more interested in the firm's latest recordings. But, there is no doubt in our mind that if Evelyn makes a few calls about the cointrade that even more (many, many more) juke box ops will suddenly begin purchasing Aristocrat Records. Evelyn also advised that Jimmy Martin would now handle Aristocrat Records in Illinois and Indiana.

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# THRU THE COIN CHUTE



## EASTERN FLASHES

The big event of the week is the opening party of Atlantic-Seaboard New York Corporation at their new headquarters on West 58th Street on Sunday, May 25. This is being written before the party takes place, but will be read after the event is over. However, arrangements have been made to make this opening the biggest ever to take place. (Details will be fully reported in the next issue of *The Cash Box*). Bert Lane, Meyer Parkoff and Harry Rosen have already made hotel reservations for over 50 out-of-town coinmen who have expressed their intention of being present. Stars of screen, stage and recording will be present in abundance. Special arrangements have been made in the spacious quarters to present the performers to the coinmen, a stage being built for their use.

\* \* \* \*

Barney (Shugy) Sugerman, Runyon Sales Company, held a special showing of the Tel-O-Matic system at his Newark, N. J. offices, introducing a new feature. "Shugy" tells us that those coinmen who attended the showing were highly enthusiastic over the new features . . . Louis Boasberg, New Orleans Novelty Co., New Orleans, La., visiting the big city . . . Charlie Katz, Esquire Games Co., one of the busiest men in town. If he keeps hustling around that way he's been doing, his nickname "Slim" will actually be a description . . . Seen in a serious sidewalk conference: Ed Hartman of Allied Electronics and Sam Kramer, the music op . . . Teddy Blatt expected back from Florida this week. "But" sighs Max Schiffman, his partner "if the weather is good in Miami Beach, Teddy will probably stay another week." Meanwhile Max is kept busy buying and selling all types of equipment.

\* \* \* \*

Willie (Little Napoleon) Blatt, Supreme Distributors, Inc., Miami, Fla. writes us that legislation to legalize consoles in that territory looks encouraging . . . Jack Bloch, mgr. Seidel Coin Machine Sales, threw a "Sweet Sixteen" party for his daughter with all the trimmings, including a "juke" box naturally . . . Woolf Solomon, Central Ohio Coin Machine Exchange, Columbus, O., in town. Woolf recuperating from a recent siege in the hospital, informs us he's in great shape once again . . . Dave Stern, Seacoast Distributors (Rock-Ola distributors) working out some stunts to promote the Rock-Ola phono . . . George Ponser, Amusement Enterprises, Inc., testing a new roll down game on location, and reports deliveries being made this week.

Jack Fitzgibbons, Jafco, Inc., recovering from his recent illness, and should be back on the job when you read this. Jack will have plenty to do when he returns what with Williams' "All Stars" baseball game in great demand . . . Nat Cohn, Modern Music Sales Corp., expects deliveries of Mills' "Constellation" phono this week. Nat, by the way, devoting almost all of his time these days, to the promotion of a drive for the Rockaway Beach Hospital. As chairman of the banquet committee, Nat is loaded down with details for the big dinner being held at the Waldorf on June 7 . . . Milt Salstone, M-S Distributing Co., Howard Pretzel and Joe Collins of CMAC, come in from Chicago for a few days on business.

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Sammy Stern, Scott-Crosse, Philadelphia, Pa. returns from Chicago, and raves about Williams' new baseball game "All Stars" . . . Ben Becker, Tri-State Sales Co. and Pioneer Distributing Co. (Bally distributors) in a tumult these days trying to satisfy the demand for Bally's "Rocket" and the new counter game "Heavy Hitter." Marilyn Gibs, Ben's secretary, brings in some flowers to decorate the office, and almost causes a catastrophe. Becker is a victim of Rose Fever, and the flowers almost put him out of action . . . Morris Hankin, H. & L. Distributing, Atlanta, Ga. in town for one day . . . Mike Munves makes a special deal and will have an announcement to make soon.

\* \* \* \*

The Phonograph Operators Association of Eastern Penna., holding a dinner at Frank Palumbo's Cafe on Monday, May 26. The meet was called for two reasons: Create good-will among all the operators and discuss association value; and initiate their first attempt to hold a hit tune of the month program . . . Nat Goros, Commercial Amusement Service, writes us a long and learned letter in which he takes us to task about our recent item regarding his gym program. Nat refutes our statement that the purpose of the program was to "take off weight." "Rather than take off weight" writes Goros "I am seeking to gain more, but only in the form of muscular bulk and greater strength." Goros claims that his gym program has built him up from 167 pounds to 190 pounds in a period of nine months . . . Ben Palastrant, regional sales manager for Aireon Manufacturing Corp., on a merry-go-round visiting the many distributor "Fiesta" showings.

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# THRU THE COIN CHUTE



## CALIFORNIA CLIPPINGS

Now that the telephone strike is over and installation of telephones have been resumed Paul Laymon plans on being in his new store within the next week or ten days. The place has been all set for some time now and at long last Paul is going to move. Laymon has just received a nice shipment of new games which includes the Bally "Rocket," "Heavy Hitter" and several others. Paul is making deliveries on the Bally Triple Bell, Bally Entry, Deluxe Draw Bell and Bally Special Entry . . . Bill Happel, Jr. of Badger Sales ruefully looking at a big hole in the wall in the repair department of his sales rooms. It seems several burglars broke in and after leisurely selecting the right tools from a large selection in the shop proceeded to smash open the safe. From evidence gathered some of the boys couldn't resist the temptation to play some of the games Bill has on his showroom floors. Some of the games were found with plugs in the wall sockets and cigarette butts left on the glasses . . . Rudy Greenbaum of Aireon Manufacturing Company in town the past few days talking things over with Ed Wisler and Nels Nelson. The new Aireon Fiesta model will be shown in town shortly according to Nelson.

Bud Parr in animated conversation, with his associates at Solotone, making plans to exploit the firm's new products. An announcement has been promised and should be forthcoming soon according to Parr. The Solotone plant has been in full production turning out the new Solotone Box and Mirror Cabinet . . . According to info heard along coin row, a new music unit is being formed under the I.B.E.W. of the A.F. of L. A meeting is scheduled to be called soon.

Some of the ops stayed home and away from the smog and heat but a host of the boys come in each week to shop along coin row regardless of the weather. They included: Ivan Wilcox, Visalia; Burt Polin, San Luis Obispo; E. E. Simmons, Pasa Robles; Niles Smith, Oildale; George Koch, Lake Arrowhead; M. H. Stearns, Marysville; Ray Reynolds, Big Bear Lake; Walt Lehnart, Bellflower; E. C. Jerome, San Bernardino; M. McGehee, Ontario; L. A. Barnes, Long Beach; Saul Allen, formerly of Phoenix now operating in Santa Barbara; Perry Irwin, Ventura; Pete Shupp formerly of Las Vegas now in Los Angeles; Jack Sheeter, Pasadena; William Owens, Stockton; Jack Mallett, Claremont; Les Jordan, Coronada; Bill Sparrow, Santa Baraba; Homer Gillespie, Long Beach; Joseph Dippolito, San Bernardino; R. A. Hendricks, Hanford; Art Weiss, Arcadia; Al Berton, San Fernando.

Bill Leuenhagen, local record distribs boasts that he can and does obtain all of the hard to get records for local music ops . . . Jack Gutshall spent several enjoyable hours this past week end with Homer Capehart, chairman of the board of Packard phono. Jack and Capehart are old friends and talked over the old days. Gutshall is currently distributing Rainbow Records in Southern Cal., Arizona and New Mexico and tells us that this label is really hotter'n a three dollar bill.

Many of the local platter firms are planning on attending the Music Merchants Convention in Chicago in early June. Leon Rene of Exclusive Records while attending

will be joined by Charles Craig of the publicity, advertising and promotion department, Buddy Baker, head of the music department and Herb Jeffries featured vocalist of the firm. Craig accompanied by Jeffries plans on a swing to New York, Phila., Washington, Detroit, St. Louis and San Francisco. Following the convention in Chicago, they plan on a series of personal appearances for Jeffries as guest star on outstanding Disc Jockey programs in the cities they will visit . . . As briefly mentioned last week, C. W. Coleman and L. G. Berg of Crystalette Radio have come up with something very novel in the coin radio field which they tell me will not be ready for release for several weeks. The gadget has been placed on several test locations and has done very well . . . Jules and Saul Bihari of Modern Records plan on taking in the coming music convention in Chicago the first of June, then plan a trip to New York for a few days. A new record by Hadda Brooks is being released the end of the month and sounds like a winner . . . Eddie Mesner of Aladdin Records has been off to the windy city of Chi and is due back this week.

William (Bill) Williams, distributor of the new Williams Five Ball "Cyclone," has been taking some swell orders and is expecting some sizeable shipments of the games soon . . . There has been a lot of action in town this past week, with many of the distribs buying up all the Total Rolls they were able to get their hands on for shipment to eastern markets. Some of the more alert boys cornered the market early, shipping all or most of the games east by air . . . Lyn Brown, Pokerino Distrib has been getting all of his games shipped in by air via Slick Air Lines. The Slick outfit are former pilots of the Flying Tigers and are doing very well in the coin field . . . Len Micon of Pacific Coast Distribs, local distributor for the Genco Manufacturing Company has been taking many Total Rolls in on good trades for the new Advance Rolls.

Danny Jackson of Automatic Games has just returned from a quick trip to Las Vegas where he completely outfitted a new club with Bells. Danny tells that his firm plans on eventually handling new and used bells exclusively, eliminating all other types of equipment . . . H. G. Sherry of Commercial Coin Radio is getting his offices and shops all fixed up, ready to go into full production of the firm's new coin radio . . . Allite Manufacturing Company, creators of the fabulous "Strikes 'N' Spares" are hitting high speed in turning out their all electric automatic bowling game and are shipping in ever increasing quantities to their distributors. The firm plans on announcing their distribs very shortly where showings of the new game will be held in various cities.

A lot of reaction has set in over the proposed Scott bill now pending in Congress. Many of the local ops who have followed the stories appearing in the "Cash Box" are fully aware of the implications of this bill and have written their Congressmen . . . Van Es Record Company one of the newer platteries, plans a series of announcements for the coin trade. The firm has come up with several good discs which should go places.

ADMINISTRATIVE  
PROGRAMS



FOR THE BOARD OF TRUSTEES

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# THRU THE COIN CHUTE



## MINNEAPOLIS ST. LOUIS

Here we go again with a little bit of news about the Twin Cities and happenings in the great Northwest . . . Every operator I know that went fishing last week, came back with nothing to show for their efforts but a good time. Weather was too cold and the Walleyes just were not biting . . . However, fishing will get better just as soon as we get a little warm weather in this part of the country . . . Emil Sirianni from Eau Claire, Wisc. drove into Mpls. in his new Chrysler. Parked it in a loop parking lot and found a bent fender when he returned to drive away. Things like that bring on old age . . . Mr. and Mrs. Milton Casebere of the C. & N. Sales Co., Mankato, Minn. in town for just the day calling on a few distributors . . . Mr. & Mrs. Frank Betz of St. Cloud, Minn. in town for just the day, doing a little shopping.

\* \* \* \*

Bill Hatlestadt of Cottonwood, Minn. in town for the day. His first visit in quite a long time . . . I. F. LaFleur, Jr. in town a few days spending most of his time at the HY-G Music Co. brushing up on Seeburg equipment . . . C. W. Collins of Morris, Minn. entered the hospital at Morris, for a check-up. Same old kidney trouble . . . Herb Greenfield's wife is back home recuperating from an operation two weeks ago . . . Kenny Ferguson of Stillwater, Minn. very busy installing phonos in many spots as he expects a big tourist business.

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The Bush Distributing Co., very busy sending out invitations to the operators in the territory inviting them to the Fiesta Party to be held this week. One thousand dollars in prizes will be given away during the two days . . . Art Berg of Fairmont, Minn. in town for the day . . . Izzie Alpert of Twin Ports Sales Co., Duluth, Minn. in town and spending the day at his branch office in Mpls.

\* \* \* \*

Joey Atol and Morris Berger friendly competitors of Duluth, Minn. drove into Mpls. for the day calling on a few distributors . . . Wally Jones of the Hy-G Music Co. is expecting a little bundle in two weeks. Hopes it's a girl as he already has three boys. We're pulling for you Wally . . . Gerty Yank of the Acme Novelty Co., Mpls. is getting hitched next month . . . Frank Davidson of Spooner, Wisc. in town for the day calling on the jobbers. Frank is manufacturing a floor stand for phonographs and doing a nice job.

A stream of ops poured through the doors of V P Distributing Company over the weekend as Del Veatch welcomed the trade with a buffet supper, a few cold bottles, and the new 1947 Aireon. Among those who joined the fun were Jimmy Carmody, Chuck Larcom, Walter Bowman, Howard Richart, Ted Keyes, Freddie Voucher and other notables of the music-string world.

Down on Franklin Street we hear that collections have held up without a break for the Ford Brothers who run Ford Phonograph Company. Andy Ford is sporting a new car and having a bit of a vacation for himself this month.

The recent opening up of the East St. Louis territory for pin games has put even more pressure on distributors now calloused about telling ops that "nothing is available." Consequently, stocks of old games pining for use have been magically rejuvenated and put into operation on the East Side.

We got in touch with National Slug Rejector Co. to find that august group busy with experiments and test runs on new multiple vending slots—of the kind which will accept \$1.98 for a white shirt or 33 cents for a pound of lard. According to advertising manager John Clearly, the multiple slot will just about revolutionize the vending world; and not too long in the future. E. C. Steffens has been travelling continuously in the interest of these new projects, including constant visits to Chicago. Okay, National, we're watching!

A lot of perspiration followed at Ideal Novelty during last week when Carl Trippe's freight elevator broke down. At the same time operator S. A. Black of Cerro Gordo, Ill. came by to claim eight new Rockolas which were due him. So the Ideal crew fell to, all hands, and hustled the boxes up from the basement on their collective backs!

The projected meeting of the Missouri Amusement Machine Association, scheduled tentatively for May, has been called off, says prexy Lou Morris. However, a special meet will be called when representative Gilmore of the CMI will be on hand to discuss public relations for the industry through an attorney's eyes.

We found Ben Axelrod happy for once, over two shipments of new pin games, including the Exhibit "Crossfire," and Gottlieb "Maisie," both of which rested on the warehouse floor just long enough for Ben and partner Al Haneklau to call in their long-waiting owners. Among the visitors who hauled the games away were Frank Kretzer from Columbia, Mo., E. J. Ruth and Ted Keyes from Farmington, Mo., Freddie Voucher from Festus, Mo., and several other well-liked ops.

The Cardinal's slump has a very real effect on juke play, according to Mike Ogilvy. When the team hit bottom, a lot of the crowd who usually enjoys cold beer around the tavern radio began disappearing. Now, with things on the upturn, the radios are beginning to be crowded up again.



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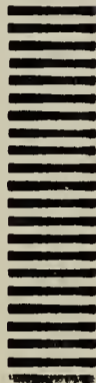
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WANT — Used Keeney Twin Bonus Bell 5 5¢. 25¢-5¢ Models. Write giving full details, prices, conditions, etc. Also Keeney Super Tracktime, good condition, give full details. No Junk. Write at once to: RICHMOND SALES CO., 803-807 W. BROAD ST., RICHMOND 20, VA.

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 — Lite-0-Cards with Spring Bumpers. Will pay \$40. ea. MODERN AMUSEMENT CO., 530 URSULINE ST., NEW ORLEANS, LA.

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 — Will trade brand new Gottlieb's free play "Daily Races" for new or used Victory Derbys, Daily Races, P.O. Model, Two or Three Way Super Bonus Bells, Scales, Mutoscope Diggers, etc. Daily Races are brand new in original cases. Need P.O. machines. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH.

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

WANT — Exhibit Rotaries — Pusher Type. Any quantity. NATE LAMBERT, RHODES APT. HOTEL, HOUSTON, TEXAS.

WANT — Any type of roll down games. We buy, sell and exchange. Write us what you have, stating price and condition. We do not buy junk. SEIDEL COIN MACHINE SALES, 458 W. 47th ST., N. Y. C. Tel: PLaza 9-1380

WANT — Watling and Pace Scales; Rotary Claws and Merchandisers; Mutoscope Diggers; Two and Three Way Super Bonus Bells; Victory Derbys and Specials. Will sell or trade for any of the above. Wurlitzer Skee Balls, Four Bells \$150. ea. Arcade equipment, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH.

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

WANT — Seeburg Wireless Stepper Units, Converters from 25 cycle to 110 V 60 cycle. ADVANCE MUSIC CO., 1606 GRAND AVE., KANSAS CITY, MO.

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

WANT — Keeney Super Bells 5¢, 5-5¢, 5-25¢ and 5-10-25¢; Bally Draw Bells, new or used; Bally Triple Bells; Mutoscope Fan Front and Red Top Diggers; Late Pingames. Quote best prices, quantity and condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: Ordway 3070

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

WANT — Bally Triumph in good shape. Send Price. L. & A. AMUSEMENTS CO., LTD., P.O. BOX 16, LACHUTE, QUE., CAN.

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MART****CLASSIFIED ADVERTISING SECTION****WANT**

WANT - 7 Genco Total Rolls. Must be in first class condition throughout. Also used Panoram Film in first class condition. Send lowest prices. SAM APPEL, 164 DARTMOUTH ST., PORTLAND, MAINE.

WANT - Old Gooseneck Slots, Mills, Jennings, Watling, Pace, Caille. 5¢ Only. Mills Q.T.'s B. T. SHEFFLER, 1106 SO. WESTERN, LOS ANGELES 6, CALIF. Tel: RE. 6845

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

**FOR SALE**

FOR SALE - 5¢ Keeney Bonus Super Bell F.P. Comb. \$460.; 5-5¢ Keeney Bonus Super Bell F.P. Comb. \$675.; 5-25¢ Keeney Bonus Super Bell F.P. Comb. \$675.; 5¢ Bally Draw Bell \$310.; 5¢ Bally Deluxe Draw Bell (write); Bally Triple Bell (write); 5-5¢ Duo Bell F.P. \$185.; 5-25¢ Duo Bell F.P. \$185. SILENT SALES SYSTEM, 635 D ST., N.W., WASH. 4, D.C. 2505 N. CHARLES ST., BALTIMORE 18, MD.

FOR SALE - Victory Derbys \$199.50; Jockey Club \$129.50. 200 other one balls from \$39.50 to \$119.50. All makes new 5-balls - write; new Slots-floor samples-Jennings Chief 5¢, Pace Bells 5¢ & 10¢, Mills Cherries 5¢ & 10¢. Bang-A-Fitty distributor for Minnesota. Now it can be shown - "Spotlite" - sensational - legal every where, MIDWEST COIN MACHINE CORP., 777 UNIVERSITY AVE., ST. PAUL 4, MINN.

FOR SALE - Genco "Advance Roll"; Bally "Rocket"; Heavy Hitter; Double Barrel; Special Entry; Williams "Cyclone. Also three brand new High Dials for Ten Strike at \$37. ea. KING-PIN DISTRIBUTING CO., 3004 GRAND RIVER, DETROIT, MICH. Tel: 25788

FOR SALE - 25,000 new and used records for sale, assorted popular labels, late popular songs. Will close out cheap. Wire, phone or stop in. INTERNATIONAL RECORD CO., 2 KINGSLAND AVE., HARRISON, N. J. Tel: HU. 3-1721

FOR SALE - '41 Derby \$125.; Record Time \$95.; Completely rebuilt (616) Wurl. Amplifiers \$37.50 guaranteed; Collection Books \$5.50 per 100; Service Kits \$7.50; Wurl. 61 counter model \$100.; New Ken Rad No. 2051 Tube \$1.85.; Universal Amplifier \$47.50; Speaker wire 1¢ ft. CENTRAL COIN MACHINE CO., 482 CENTRAL AVE., ROCHESTER 5, N. Y.

FOR SALE - Attention Operators! "Sportsman Roll" new roll down game with the Alligator feature now on display in our showroom. Come in and see it today. We sell, buy and exchange all types of roll down games. SEIDEL COIN MACHINE SALES, 458 W. 47th ST., N.Y.C. Tel: PLaza 9-1380

FOR SALE - Total Rolls \$260.; Total Roll (Free Play-Factory Built) \$300.; Super Triangle \$225.; Tally Roll \$200.; Undersea Raider \$135.; Lite League \$125.; Genco Bankroll 14 ft. \$125.; C.C. Hockey \$75.; Bally Rapid Fire \$40.; Jack Rabbit \$250.; Grand Canyon \$75.; Laura \$75.; Electromaton's Rol-A-Score (write). MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY 4, N. Y.

FOR SALE: 6 Bally Victory Derbys, 5 Silvermoon Consoles, 1 Bally Victory Special, 2-5¢ Keeney Super Bells, 2-25¢ Keeney Super Bells, 15 Mills Jumbo Parades, (5 free play and 10 cash payouts), 6 Mills 1-2-3 and 6 Mills Owls, 1-50¢ Emerald Chrome and 1-5¢ Pace. MAKE US AN OFFER. TRI-STATE MUSIC CO., 1909 EIGHTH ST., PORTSMOUTH, O.

FOR SALE - Genco Total Rolls, perfect \$250.; Bally Draw Bells, red button \$275.; Bally Deluxe Draw Bells (write); Keeney 5¢ Super Bonus Bell, very clean \$375. Terms: 1/3, balance C.O.D. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel: Market 7-4641

FOR SALE - 20 Bally Victory Derby automatic payout one ball pin games. Used only 1 week. In perfect condition, just like new. Make me an offer. F.O.B. Tucson. Write or Wire. JOHN LIVOLSIC, 15 W. 27th ST., TUCSON, ARIZONA.

FOR SALE - Used Mills Slots: 5¢ Original Bonus, J.P.B., like new \$250.; 10¢ Original Bonus, J.P.B., like new \$275.; 25¢ Original Bonus, J.P.B., like new \$300.; 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¢ Dragon Head \$49.50; 25¢ Black Front Special \$150.; 5¢ Cherry Bell \$107.50. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD, MASS. Tel: 4-1109

FOR SALE - 6 Super Skee Rolls, 9 ft. \$145. ea.; 1 Tri Score \$265.; 2 Goalee \$245. ea.; 3 Champion Hockey \$79.50 ea.; 3 Genco Playballs \$129.50 ea.; 2 Air Raiders \$69.50 ea.; 1 Premier Skee Roll with barrel, 10½ ft., like new \$325.; 5 Total Rolls \$300. ea.; 25 Exhibit Post Card Vendors \$19.50 ea. MARCUS KLEIN, 577 - 10th AVE., N. Y. C.

FOR SALE - 4 Watling 5¢ Rol-A-Tops, refinished and overhauled \$70. ea. 1/3 with order. 1 Groetchen Metal Typer, Skyfighters, Drivemobile. All kinds Arcade equipment. Will sacrifice. In other words, make me an offer. COIN MACHINE REPAIR SERVICE, 2410 WHITAKER ST., SAVANNAH, GA.

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FOR SALE - Write in for our Illustrated Mailing List! Electromaton Rol-A-Score (write); Wurlitzer 700 \$385. Rock-Ola Deluxe \$240.; F P & K Skee Barrell Roll \$225.; Bol-O-Score \$135. NATIONAL NOVELTY CO., 183 E. MERRICK ROAD, MERRICK, L. I., N. Y.

FOR SALE - 40 Buckley Aluminum Bar Brackets, screw type, perfect \$35. takes the lot. M. LUBER, 503 W. 41st ST., NEW YORK, N. Y.

FOR SALE - Original Challenger phonographs, 30 record Floor Model \$650. H. ROSENBERG, 625 - 10th AVE., N. Y. C.

FOR SALE - Western Operators! Well established coin machine business. Widely known name, same location and phone for many years. Complete work shop, retail store and office. All kinds of spare parts for any game or machine. All legal equipment on location, with good return. To be sacrificed. Call or write if interested. Will answer immediately. SAN DIEGO AMUSEMENT CO., 726 MARKET ST., SAN DIEGO, CALIFORNIA. Tel: M-0566

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FOR SALE - Nineteen Victory Postage Stamp Vending Machines. Four new - others slightly used. Thousands of folders included. These machines will be sold very reasonably. CHUCK HAWLEY, 2617 - 14th AVE. W., SEATTLE, WASH. Tel: ALder 0293

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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 - 11 Jennings Cigarollas, slightly used \$40. ea. or all for \$400. or will trade for other equipment. What have you? PENNY VENDING MACHINE CO., 2112 E. FAIRMOUNT AVE., BALTIMORE 31, MD.

FOR SALE - 2 Wurlitzer Skee Balls \$75. ea.; Reconditioned Mills Club Bells 3-5¢ \$95.; ea.; 1-25¢ \$149.50 ea.; 2-50¢ \$275. ea.; 9 Wall-O-Matic Boxes \$22.50 ea.; 10 Select-O-Matic Boxes \$10.50 ea.; 2 Keeney Super Bells, ready for location \$165. ea. STANLEY AMUSEMENT CO., 1534 COMMERCE ST., TACOMA 2, WASH.

FOR SALE - Two Units Rock-Ola Mystic Music. Two Central Stations. 20 - 1940 Super Model equipped Mechanical Wire. Extra Record Racks. Bargain! GEO. J. YOUNG DISTRIBUTING CO., 3302 COLLEY AVE., NORFOLK 8, VA.

FOR SALE - Wurlitzer Model 500 \$125; Model 600 \$100.; Model 412 \$50.; Model 24 \$90.; Model 750E \$300.; Model 800 \$335.; Seeburg 9800 \$200.; Classic \$150.; Mills Four Bells \$100.; New Vest Pocket 5¢ \$50.; Jennings 5¢ Chief \$25.; 5¢ Rol-A-Top \$40. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: Bridgeport 750

FOR SALE - 1 Brand new 25¢ Bally Draw Bell \$400.; 1 Brand new Goalee \$250.; 1 Twin 616 Wurlitzer in Packard steel cabinet, 6 Packard Wall Boxes, Packard No. 400 Speaker \$275. for lot; 2 Wurl. 600-K, very clean \$185. ea.; 1 Wurl. 600 Dial, very clean \$175.; 1 Wurl. 24 Victory Cabinet \$175. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

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

FOR SALE - Keeney Super Bonus 5¢ \$400.; Twin Bonus 5-10¢ \$575.; Deluxe Draw Bell (write); Draw Bell \$275.; High Hand \$50.; Club Bells \$50. ROYAL MUSIC CO., 76 MAIN ST., WEBSTER, MASS.

FOR SALE - Used Wall Boxes - AMI, Wurlitzer and Buckley Chrome \$5. ea.; Seeburg Remote Boxes \$19.50; 1 Wurlitzer Model 500 Victory \$125.; 1 Columbia Slot \$25. All items sold with Money Back Guarantee. FRANK GUERRINI, BURNHAM, PA. Tel: 5726

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

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

FOR SALE — 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 CD., 733 MAIN ST., OSAGE, IOWA.

FOR SALE — 1 Bally Hi Hand \$80.; 6 Silver Moon F.P. \$65. ea.; 2 Surf Queens \$115. ea.; 1 Hi Dive \$45.; Knockout \$50.; 1 Soft Ball Queens \$115.; Play Ball \$35.; Horoscope \$35.; 3 Bally Big Top C.P. \$85. ea.; 1 Mills Throne \$160.; 4 Wurlitzer 600 Victory Cabt. \$225. ea. Good shape. HUTZLER VENDING MACHINE CO., 900 WINCHESTER AVE., MARTINSBURG, W. VA.

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 — We have Consoles to trade for Chicken Sams, Jail Birds, or Shoot The Japs, Seeburg Guns. We will buy Seeburg Guns any quantity. State condition and prices. Write or Wire. COIN AMUSEMENT GAMES, INC., 1335 N. 47th ST., CHICAGO 15, ILL.

FOR SALE — 10 Clean, perfect Genco Total Rolls \$250. ea.; 25 new Bat A Ball, Jr. \$44.50 ea., in lots of 5 \$39.50 ea.; 2 perfect, clean, like new Undersea Raiders \$149.50 ea. Terms: 1/3 deposit, balance C.O.D. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel: Market 7-4641

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

FOR SALE — 1946 Phonographs; Wurlitzer 1015; Seeburg model 146; Rock-Ola Model 1422; and Aireon model 1200. Write for prices. Seeburg Factory Distributors. DAVIS DISTRIBUTING CORP., 738 ERIE BLVD. E., SYRACUSE, N. Y. 875 MAIN ST., BUFFALO, N. Y.

FOR SALE — Every type of used equipment available for immediate delivery. Total Rolls; 5¢ Super Bells; 25¢ Super Bells; 5¢ and 25¢ Super Bells F. P. & P. O.; 4 Bells Late Head; 4 nickel two tone '41 Lucky Lucre; Hi-Hand; 10¢ Saratoga C. P. & F. P.; New Packard Boxes; Speakers; Hideaway; 1000 Out of this World Speakers. Write for our amazingly low prices. PACIFIC COAST DISTRIBUTORS, 1347 W. WASHINGTON BLVD., LOS ANGELES 7, CALIF.

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FOR SALE — All Mills Slot parts. Immediate Delivery. COIN-A-MATIC DISTRIBUTORS, 3924 W. CHICAGO AVE., CHICAGO 51, ILL. Tel: Belmont 7005

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

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FOR SALE - Slightly used Rol-A-Scores. Also Skee Balls of all sizes. Will take Total Rolls or other type of amusement equipment in trade. Write or wire for prices. BAY RIDGE AMUSEMENT MACHINE CO., 3903 - 7th AVE., BROOKLYN 32, N. Y.

FOR SALE - Brand new Mills Black Cherries, Nickel and Quarter \$400. takes both; guaranteed new Jennings 10¢ Super Deluxe Club Chief, used one week (write); Victorious One Ball (47) \$45.; Consoles - Exhibit Dominette and Longcha p \$49.50 ea. BUSINESS STIMULATORS, 912 E. WASHINGTON ST., INDIANAPOLIS, IND.

FOR SALE - 1 Pre-Flight Trainer \$150.; 12 - 5¢ Silver Moons \$35. ea.; 1 Shoot Your Way To Tokio \$35. EAST COAST MUSIC CO., 10th & WALNUT STS., CHESTER, PA. Tel: Chester 2-3637

FOR SALE - Cross Fire, Cyclone, Maisie, Havana, Rocket, Skill Thrill, Basketball Champs, Keeney Bonus Bells. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. 1 Tel: Pop. 3299

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FOR SALE - 4 Baker's Pacers with check separator and daily double, used 30 days \$115. ea.; 1 Ball payouts in good condition: Kentuckys \$100.; Long Shots \$90.; Sport Kings and Santa Anitas \$75.; 2 Skylarks F.P. & P.O., in excellent condition \$60. ea.; 1 Paces Reels \$50.; 1 - 1938 Keeney Tracktime, like new \$75.; Columbia Jackpot Bells \$30. ea.; 2 Keeney Super Bells, 5-25¢ comb. \$150. ea. AUTOMATIC GAMES CO., 1816 BROADWAY, TOLEDO 9, OHIO.

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FOR SALE - 1 Baker Pick Pack \$7.; 2 5¢ Bally Reliance \$29. ea.; 1 25¢ Buckley Bones \$34.; 3 '46 5¢ Nut Vendors, Los Angeles Mfg. \$9. ea.; 1 Mills Candy Bar Vendor '41 \$44.; 9 Mills Tickets \$4. ea.; 1 Stewart McGuire Cigarette Vendor \$44.; 1 Standard Johnson Coin Counter \$165.; 1 Brandt Electric Coin Counter \$475. STEWART NOVELTY CO., 1361 SO. MAIN ST., SALT LAKE CITY, UTAH. Tel: Dial 3-5055

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FOR SALE - Large Stock Post-war Slot Machine Repair Parts, including Clock Gears, Escalators, Springs, Pay Out Slides, Cabinets, Mechanism Bases, 5¢ & 10¢ & 25¢; Pay Slides, Cash Boxes, Reel Assemblies, Jack-Pot & Cash Cups; Cabinet & Handle Bolts by the 1000; 70 ft. new Brass Coin Tube 5¢; Mills Rebuilt Clocks. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1323

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NOTICE - ATTENTION! We submit the opportunity every operator needs & desires. We are proud to offer: 1) All equipment sent open account to established, accredited operators. 2) 10 Day free operating trial period. 3) Reasonable discounts for cash. 30 Weeks or more to pay if you wish. All types of new & used equipment available for immediate delivery. It will pay to be on our mailing list. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA, N.Y. Tel: 6-386.

NOTICE - We carry a complete line of all the latest equipment of all the leading manufacturers - plus an extensive selection of guaranteed reconditioned equipment of all types. Special! Undated glasses for Track Times. Wire, phone, write. PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-2892

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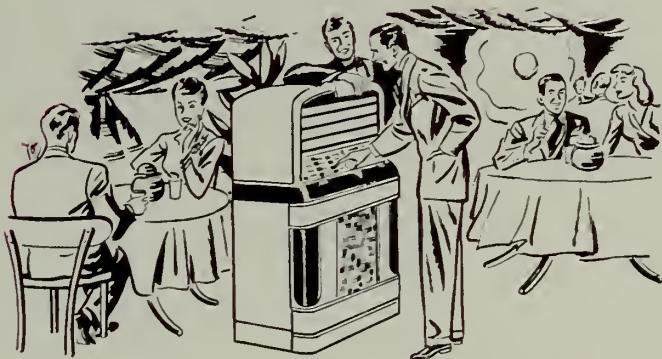
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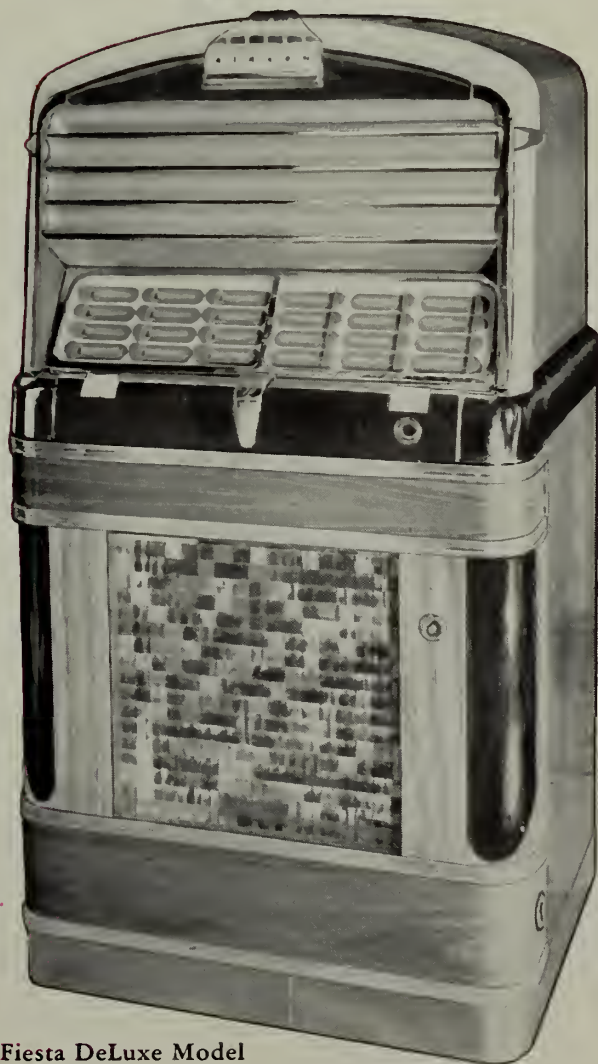
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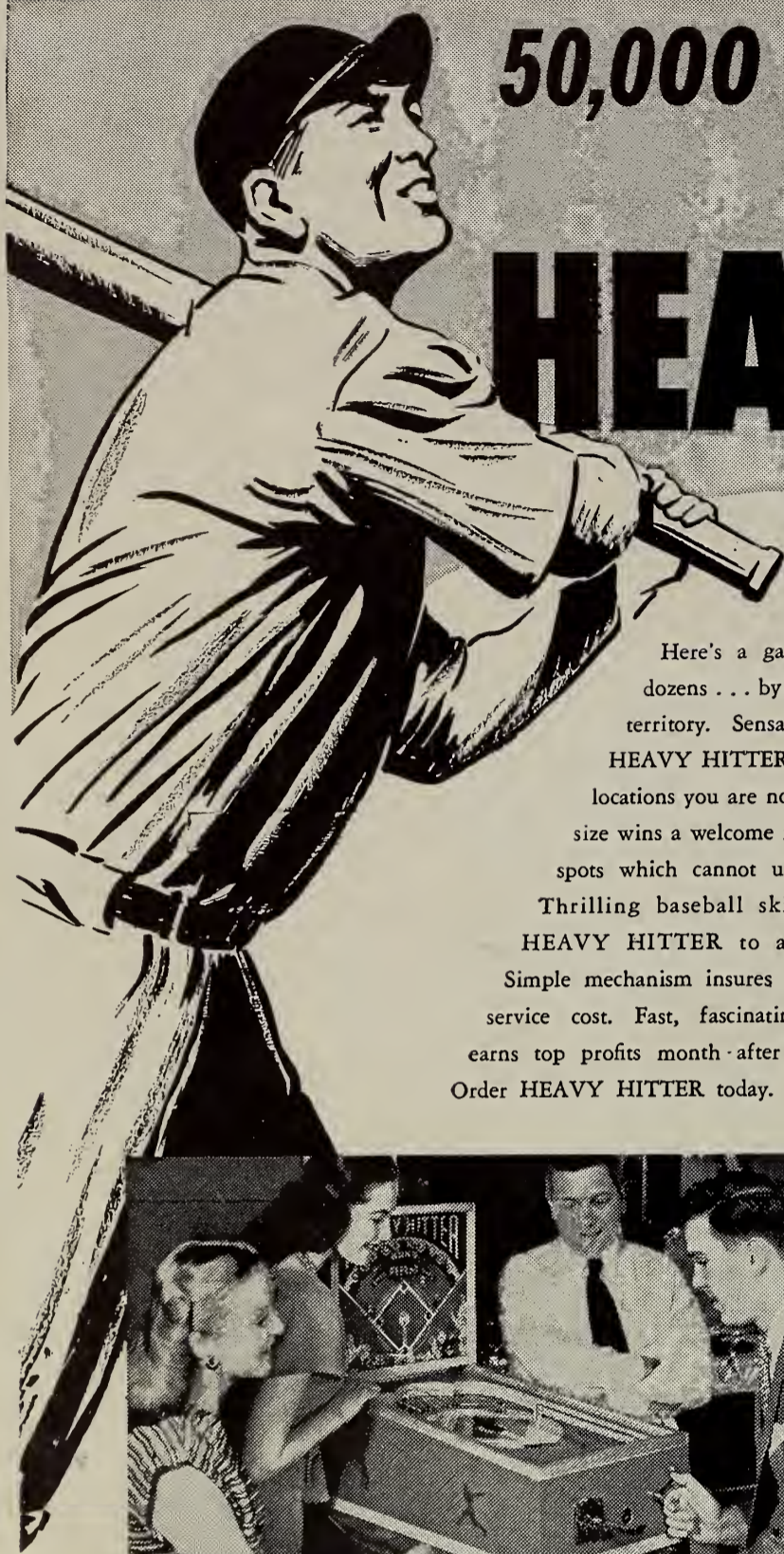
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