Wurlitzer Launches a Triple Action National Advertising Campaign

To Popularize Wurlitzer Locations and Make Money for Wurlitzer Factory-Approved Music Merchants

Part of Wurlitzer’s Program to extend its leadership is the FIRST and ONLY NATIONAL advertising campaign ever launched to popularize phonograph locations.

This sensational step to promote phonograph play and profits will cause location owners and location goers alike to want only a Wurlitzer Phonograph.

The public will look for locations that have Wurlitzer Phonograph Music, “America’s Favorite Nickel’s Worth of Fun”. Wurlitzer Factory-Approved Music Merchants and Wurlitzer Location owners will make more money.


*The Name That Means Music To Millions.

Wurlitzer “Triple Action” Advertising Campaign will reach Everybody... Everywhere.

NATIONAL MAGAZINES

Full page, full color Wurlitzer advertisements in the SATURDAY EVENING POST, COLLIER’S, LOOK and LIBERTY during 1946 will tell all America to look for the Wurlitzer Sign of the Musical Note and they’ll find “America’s Favorite Nickel’s Worth of Fun”.

BILL POSTERS

Colorful bill posters from coast to coast, many of them in your own locality, will tell everyone who rides or walks “It’s fun to go where you can play Wurlitzer Music”.

SIGNS IN LOCATIONS

Wurlitzer, Musical. Note decalcomanias and colorful, play-promoting Wurlitzer posters in permanent frames in Wurlitzer Phonograph locations everywhere will stimulate play on and profits from every Wurlitzer location.
We guarantee every AMI phonograph against defective material or workmanship of any part of its mechanism manufactured by the Automatic Instrument Company for one year after you put it in operation. This guarantee tells better than a million words exactly what we think of our product.

AMI

AUTOMATIC INSTRUMENT COMPANY
679 North Wells Street • Chicago 10, Illinois
Coin Machines Are "Big Business"

By Bill Gersh

Thruout the width and breadth of America coin-operated machines have burst into the news as "big business."

In Wall Street, where millions are discussed in the same terms as coimmen talk about buying another machine or two, the stock market has lifted its blase and quizzical eyebrows to look with greatly renewed interest at the coin machine industry.

The "Wall Street Journal," outstanding paper of all those tightly crammed into the canyon of this world famed financial street, is publishing an article about juke boxes designed to gain the interest of Wall Street's biggies.

Thruout the press of the nation break stories of automatic frankfurter venders that grill these into a sand-which automatically.

A doctor at one of the nation's leading univerities, addressing a poultry council, tells about his idea to roast eggs automatically and sell these thru vending machines—and what this can mean to future egg marketing.

Frozen food manufacturers are enthusiastic about operators accepting their products for sale via refrigerated vending machines.

Cigarette, candy and nut producers vie for the interest of the automatic merchandisers.

The U. S. Government's Post Office Department, noting the success enjoyed by many small retailers thruout the country, decide to install stamp venders in all post offices. This in addition to their large "Mailomat" machine developed by Pitney-Bowes.

In short, every industry, everywhere in the country, seems to suddenly have discovered that there are coin operated machines. And that these machines do have the finest method for merchandising directly to Johnny Q. Public—actually right on Johnny's doorstep.

Bendix, Westinghouse and other washing machine manufacturers are starting up coin operated laundry stores.

Coca-Cola, Pepsi-Cola, Royal Crown Cola, Canada Dry Ginger Ale, and many others are fighting hard to get beverage vender leadership.

And all this, most naturally, attracts dozens upon dozens of financing organizations, banks and private loan firms to this industry.

Wall Street's promoters and financiers can picture an era of high finance stock promotion. And that means that millions of dollars can be mulcted from the public unless this industry forgets "big money" and continues along conservatively, carefully and logically to build and develop its future on a sound basic structure.

These bankers, financiers and stock firms are tremend-ously interested, especially when they note average routes selling in six figures and that coimmen, them-selves, are eagerly willing to "lay it on the line" for new equipment to the extent of many thousands of dollars.

Yes, coin machines are rapidly becoming "big busi-ness." It is now up to all coimmen to carefully watch that this industry does not become the prey of those highly promotional, speedy stock selling, Wall Street manipulators.

If ever consideration of every move was ever needed by those engaged in this business—it is sorely needed now. It is up to all coimmen to astutely guard themselves from being gobbled up by "big business" and its fast, promotional, get-rich-quick schemes.

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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NEW YORK—From all over the nation came letters, phone calls and wires, commending The Cash Box on its unifying efforts to get the country’s juke box industry to arrange for a 70%-30% commission basis with location owners.

Now that the trade realizes that the prices of the new phonos, speakers, adaptors, wall and bar boxes, and all other accessories and supplies will be much higher than pre-war (due, in great part, to the increased costs of labor and materials which was predicted by The Cash Box when it started its campaign to get juke box men to change the present 50%-50% commission basis over three years ago) now ask that the 70% to the operator and 30% to the location commission basis be put into immediate practice.

There is no longer any doubt that with phonos costing over $700 and with the average operator’s overhead increased far over and above 20 percent that to meet this increased overhead and to amortize his equipment within an 18 to 24 months period, he must get 70% of the intake from each one of his locations.

The increased labor cost of servicemen, mechanics and agents alone is far above 100 percent over pre-war wage scales. Records, tubes, needles, cable, trucks, tires, rent and every other item of overhead expense has risen up and above 20 percent to 50 percent to the juke box operator—everywhere in the nation.

In addition to these increases he now is faced, in a great many territories, with higher license fees than he ever before had to pay. And these are daily growing. Even the finance firms are now taking license costs into consideration when arranging for loans to juke box men. They realize how this bites into actual profits.

With the national juke box collection average around $8 per week this means that it will require almost two years to amortize the cost of the new phonos alone—not taking into consideration the additional costs involved if new wall and bar boxes and auxiliary speakers are installed in the location.

During the pre-war period the average juke box operator gave himself 18 months as the maximum period in which to amortize the cost of his phono alone.

Therefore, with his overhead increased, in addition to the higher cost of the new equipment, he simply must obtain 70 percent of the gross collections from each location to assure himself remaining in a sound financial condition.

Operators all over the country agree with The Cash Box that they should be getting 70% of the gross collections from all of their locations. Their only fear is, they claim, that competitors will blast them out of their spots if they go to such a commission basis without full agreement of all the other juke box operators in their territory.

Since this seems to be the major reason why a great many juke box ops haven’t adopted the 70%-30% commission basis then these men must come together with all the others in their territory—if just for this good reason alone.

Some juke box men point out that there will be a grand rush of new blood to the field and that in their ignorance of actual operating costs and general conditions they will pay the location owners 65 percent commission (in addition to giving them cash for the spot, sometimes as high as $500) and thereby will be getting only 35 percent for themselves. These men claim such conditions actually exist in many territories right now.

It therefore becomes ever more imperative that juke box men, in every territory in the nation, come together to agree to a 70%-30% commission basis. Eliminate cash inducements to obtain locations. Arrange for leases and contracts (whichever prove best) to protect their locations. And thereby assure themselves that they will continue in business and remain financially solid.

The juke box operator must also realize that only one percent or two percent of the locations in any territory are worth 50 percent of the take. The average location should never get more than 30 percent. And there are a large number of locations today which could never amortize the cost of the new juke boxes even in five years, unless at least 70 percent is obtained by the operator.

It is up to America’s juke box operators to decide their own future. The 70%-30% is imperative.
CMI CLAIMS "WITHOUT PUBLIC OPINION ON OUR SIDE IT WILL BE TOUGH TO FIGHT LEGISLATION REGULATION AND TAXES"

Report Public Relations Program is Designed to Help Coinmen Stay in Business. State that $25 Membership is Insurance Investment

CHICAGO—The CMI (Coin Machine Industries, Inc.) 134 North La Salle Street, this city, who are urging all members of the industry, regardless of the type of equipment they operate, to enter into the public relations program with them by becoming associate members of the organization for a $25 fee, reported that, "The public relations program of Coin Machine Industries, Inc. is the most valuable service to the industry as a whole which has ever been undertaken by any association of the industry."

This program has been urged upon the industry for over three years by The Cash Box when it first brought to light the need for a "Public Relations Bureau." Since then coinmen all over the nation have been urging the trade to immediately adopt a "Public Relations Bureau."

This effort by the CMI is therefore giving everyone of the nation's coinmen the opportunity to help create a "Public Relations Bureau" which will work to win better relationships with the public and will bring about better understanding of this industry. That means finer operating conditions and bigger profits for all concerned.

As one leading manufacturer of CMI stated, "This is an excellent idea and the time is appropriate. We hope that distributors and operators will realize that this is a very necessary move if they hope not to be taxed or otherwise run out of business as, without public opinion on the side of the coin machine industry, it will become increasingly tough to fight legislation, regulation and taxation which might eventually ruin the industry, either by outlawing the operation of certain types of machines or taxing them so high that they are unprofitable to operate. We will certainly do our share when called upon."

Jim Gilmore, managing director of CMI also reports, "We assume that it is a foregone conclusion that all distributors and operators of coin operated machines desire to stay in business. Our public relations program is designed toward that end. A $25 associate membership is a small investment in insurance. We need the cooperation and support of all coin machine men."

He also appealed to all coinmen by saying, "Any distributor or operator who has not already mailed in his application and check is invited to do so without further delay. If they have no application form all that is necessary is to attach their $25 check to their letterhead or card and mail directly to: Coin Machine Industries, Inc., 134 North La Salle Street, Room 508, Chicago 2, Illinois."

It will prove of good interest to all the trade to note that the manufacturers have come to recognize the value of good public relations work in an effort to withhold any further drastic taxation moves.

The statement of this anonymous manufacturer that public relations effort will forestall, "legislation, regulation and taxation which might eventually ruin the industry" is extremely heartening to everyone of the coinmen in the country who are today being faced with excessive and inequitable taxation.

It is therefore of tremendous value to any member of this industry to realize that the $25 he invests to become an associate member of CMI is being invested in protecting himself from future raids upon his income via taxation drives now being instituted in almost every town, village, city and state in the country.

There is no question anymore that this is the cheapest insurance he can purchase. It means his continued good welfare in this industry. Certainly $25 is a cheap price for such protection.
NEW BLOOD WANTS IN

Biggest Influx Returning Vets. Many Seeking Small Sideline Operations

NEW YORK — From all over the nation come reports from leading distributors and jobbers that they are deluged with requests from new blood who want to enter into this industry as fast as possible.

It is also noticeable that these men are intent on entering the field with new machines. They believe that this will then give them the opportunity to overcome some of the tough, old-line competition which they will have to face to get locations.

It is generally believed that this is the result of the acquaintance which the average layman has gained with coin machines on various locations throughout the country and, in the case of the returning vets, from his experiences with coin operated equipment F/X's as well as in all the foreign bases he visited.

Many noted writers have seized this as an opportunity to write books on coin machines as a business investment.

Forbes Magazine was among the very first to note that this industry would prove profitable to those people who had small capital to invest. Other writers pointed out this same fact. In short, an actual deluge of books about small business opportunities has flooded the newsstands and bookstores and has been sold to returning G.I.'s thru Post Exchanges all over the world.

Even such outstanding organizations in this industry as Rowe Manufacturing Co., noted cigarette and candy machine manufacturers, have issued a "guide book" for returning veterans.

In short, from every angle and in every place in the nation, there are now business books telling the average layman, and especially the returned G.I., all about the opportunities offered by this coin operated machines industry.

The music operators association of Southern California, noted this fact and have issued an edict to their members to protect these returning veterans from having to invest in this business foolishly thru high pressure tactics of promoters who guide these men wrong.

Other organizations throughout the nation have also adopted some sort of protective agency among themselves to protect the newcomers.

In the meantime the long established operator is become more and more worried about his future welfare with such a terrific influx of new blood into this industry.

He wonders will he be able to stand up under this rush to get locations. He is planning in many instances to get a 70%-30% commission arrangement working with his locations, at least the juke box operators are, and they now fear that new blood entering into the field at this crucial period, as the new machines come to market, may cause these men to try for any sort of commission basis even as little as 25% from the location owners to get spots.

Some organizations of operators throughout the country, who are protected by unions where picketing will go into immediate effect should a location be lost on such a basis, are not so much worried about the loss of too many locations but they, too, realize that it is extremely difficult to withhold the returning G.I. from getting into this industry. They have, instead, decided to invite him into their ranks in a congenial fashion so that they can guide his entrance into this field.

In Milwaukee, Wis., the juke box operators asked the license department to stop issuing any more licenses as competition would develop which would create loss to all already in the juke box business. The commissioners refused to stop issuance of further juke box licenses on the appeal of a returned veteran that he wanted to enter into the field. This will probably prove a precedent for all other organizations attempting the same thing in their areas.

It is therefore culminating in a fear throughout the industry that some of the coinmen are going to but hurt tremendously unless something is immediately done to correctly guide the entrance of returning vets and others into this business.

What is most feared are those former war workers who seek to enter into small operations as a sideline. They will not require full commissions. The few dollars extra they can earn, working their routes during their off hours and in the evenings, will prove very big money to them. These men, some leaders state, may upset a great many territories in the nation.

In the meantime the industry continues on allowing this problem to solve itself. It seems to be something which everyone believes he can meet when the time arrives.

But from experiences already proved in many areas it had better be arranged for immediately or many a coinman is going to prove a sorry individual.
They are Producing Many Outstanding Numbers Featuring Good Talent. Leading Juke Ops Urge Trade to Swing Lion’s Share of Biz to them Immediately.

NEW YORK — From everywhere in the nation has arisen a demand from leading juke box ops that this division of the industry go all out to help the many smaller, independent record manufacturers.

As one noted music coinman who operates over 1,000 music machines stated, “This is the time for the entire industry to swing its business to these new and smaller, independent record manufacturers. They are keeping us alive. They have kept us going during difficult war years when the “big four” wouldn’t even supply us with records. They are deserving of everything we can do for them.”

“We should, as an industry, if we want to be able to get all the records that we need now and will especially need in the future as more and more locations are opened everywhere in the country, create more record manufacturers of good sound financial stability to help us get what we want.”

As many a music operator throughout the nation knows, it is still almost impossible to obtain a sufficient supply, even to meet minimum demands, from the “big four.”

Therefore it is the belief of those juke box ops who have been trying to keep their machines alive that the trade swing the “lion’s share of its business” over to these new record manufacturers so that they will be able to go out and purchase the finest talent available in the nation to make records for them, which means that all the juke box industry will be filling its requirements.

“There is hard sense and good logic in this reasoning,” one noted music man stated.

He reported, “I have been able to get records from the smaller, new manufacturers in the quantity that I need. I have also learned that some of the records which they produce get as good, and in many cases a better, reception from the locations than do the records of the bigger manufacturers.”

These findings by juke box ops throughout the country are of tremendous value to this field. It means that a path is at last opened where the industry will not be subject to an actual record monopoly. That the trade can now go forth and obtain records from new manufacturers comes as a boon to all concerned.

Everyone realizes that the record is the vital, pulsing heart of his music equipment. Without records the finest and most beautiful music machine manufactured would be worthless. Therefore, the juke box trade needs records and needs plenty of them at prices which will allow the industry to see a profit.

The new manufacturers who are springing up all over the country, with the biggest number of these concentrated in the Los Angeles and Hollywood areas, are trying their hardest to produce recordings especially fitted for the juke box trade’s needs.

These men should therefore be given every encouragement to continue on ahead and produce for this industry. They should be allowed to obtain the finest talent available.

The one and only method which can be used to make this possible is for this industry to see to it that it gives them all the business it possibly can for the records that it can use and, just as it did in years gone by, develop the stars which appear to these recordings as it developed other stars who are now featured by the “big four.”

“It can be done,” one juke box operator reports, “if this trade will go all out to make it possible for the public to hear some of these new people being presented on records by the new record producers.”

“We can make these recording artists just as outstanding stars as we helped make others big stars. It is up to us, right in this business, to work with these new manufacturers and make them successful so that we will be able to get the records we need in the quantity we require.”

It is up to the juke box operator, who has complained all during the war period and is complaining now about receiving records to fill his needs, to point the course which will assure him future happiness in obtaining the records he wants at the prices he should pay.
NEW YORK—There is a belief throughout the merchandising machine division of the industry that the greatest growth which this field will enjoy will be in this part of the business.

Leaders in vending machines claim that high finance is already interested in merchandise machines. They also report that this big capital is willing to back many of the new manufacturers who are going to appear in this field for unlimited amounts of money.

They point to the tremendous number of orders already in the hands of the cigarette and candy manufacturers as an illustration of what is happening in this field.

They claim that everyone of these manufacturers has already practically sold his output according to the present facilities of his plant. Whether this is or is not true will be noted as production get under way and the capacity of these plants are tested.

In the meantime, these men claim, the trade can foresee that the beverage venders will most definitely win the greatest share of interest, not only from coinmen already engaged in this field and other ops who want to enter into this division of the business, but also from big outside capital.

They point out that Coca-Cola, Pepsi-Cola, Royal Crown Cola, Canada Dry Ginger Ale and many other leading beverages are already fighting hard to obtain first place in the coin operated beverage dispensing business. Each one of these firms, they believe, will put up the greatest competitive fight to gain leadership.

Such firms as General Electric, Westinghouse and many others, they claim, are already deep in this business.

The development of better packaging and freezing methods by the frozen foods people has opened the way to the use of refrigerated venders.

This field, which they believe will get a very late start this year, will assume tremendous proportions sometime in 1947 and will eventually prove one of the leading merchandise machine divisions.

They again go back to the old story of the "24 hour per day salesman," which the merchandise machine definitely is considered by all intelligent merchandisers, and believe that this fact alone will bring to this business coffee venders, bread and food machines and many, many other types of vending machines never before so highly promoted or so well backed by financiers.

The vending machine ops are tremendously enthused in their belief that their division of the coin machine industry will bring greater respect, finer acclaim and in due time, complete acceptance, to this business.

It is a well known fact that this year, for the first time, vending machines of all types have gained more lineage and therefore greater prominence in the press of the nation than ever before in history.

Every new type of merchandiser is instantly pounced upon by the nation's press and is featured today.

Even the said "New York Times" has been telling women the story of frozen food venders, beverage dispensers and many other types of merchandisers which will appear in the post-war world.

The public relations program already undertaken by the NAMA (National Automatic Merchandisers Association) is sure to build greater acceptance for all this field.

These men claim, "This industry can look forward to its greatest and finest growth from merchandise machines."
Man I Love
Slick Chick
Barney Kessel's All Stars
(Atomic 210)

- Here's a good small aggregation of jazz artists and on "Man I Love," the Gershwin classic, the boys do a smooth job. It's in slow, quiet style and good for playing where people are dining. It's what you might call an "atmosphere number." The other side, "Slick Chick," is done in typical hot jazz fashion, with the Kessel crew beating out a nice fast rhythm. Even here they stick more or less to the subdued vein, although in spots they hit the noisy blast so often associated with jazz. All in all, however, it's a good disk and will draw plenty of cash where jazz is the specialty.

Lovers' Lament
Miss Betty's Blues
Joe Liggins and His Honeydrippers
(Exclusive 213)

- "Lovers' Lament" is just what is says and as done by the Liggins' mob should start plenty of tears flowing in the wet spots. Liggins handles the vocal and repeats on the other side, "Miss Betty's Blues." This is one of those "he's gone away and left me" numbers and right down the race spot alley. On both sides the Liggins' boys do a nice job with the background.

Do You Love Me?
I'm in Love with Two Sweethearts
The Three Suns
(Majestic 7168)

- The Three Suns have been aired from the Hotel Picadilly in New York for more years than you can remember and have built up quite a fan club all over the country. Their latest recording will satisfy their most ardent fan, as both numbers are done in their typical fashion. Artie Dunn, as usual, does the vocals ad has a voice the girls go for. A good buy for all but race spots.

Empty Bed Blues
Ain'tcha Glad?
Monte Easter
(Stirling 103)

- "Empty Bed Blues" is another of those slow blues with Monte Easter doing the torchy vocal in his customary manner. The backing, "Ain'tcha," is a number guaranteed to get any race spot jumping. It's that fast type of tune. Monte again does the wailing, with his boys chiming in to supply a nice backdrop.

SLEEPER OF THE WEEK
Patience and Fortitude
Ray McKinley
(Majestic 7169)

- Here's a disk to tab and a bandleader-singer to keep an eye on. For Ray McKinley boasts the swinghatted leadcasts of the Glenn Miller-Air Forces band overseas after Miller was lost. Ray built himself a following of some four million GIs and their gals and is one of the music favorites to come out of the war. In this waxing he displays an extremely pleasing voice which projects his personality right through the needle. His is a distinctive style, a sort of swingy Will Rogers of song. He's been dubbed "Mr. Rhythm" for his great work on the drums, but his singing style is sure to add another moniker, like "philosopher of swing" for example. For topical songs are right down his alley and he has a knack of selling them. And on "Patience and Fortitude" McKinley really does a bangup job. The disk is surefire to top the cash box lists in no time. The flipover is the oldie, "You Got Me Crying Again," with a swell vocal by Peggy Mann.

Remember I Knew You When
What's the Mottie?
Dale Mullings
(Atomic 248)

- For the spots that siphon out beer to music lovers, this disk is a natural. It has tears on the "Remember" side and laughs on "Mottie." Dale Mullings does a nice job with the singing. Herbie Haymer's sax and Johnny White's vibraphone get good plays on both sides. The small hot jazz group supporting Mullings is right up to snuff.

You Ran Around
I've Done All I Know
Terry Fell and His Fellers
(Memo 3001)

- Terry Fell is one of the hillbilly favorites and on these two sides he is at his best. A proven seller in certain spots, this latest Fell disk will do plenty of repeat business in the same boxes.

Just That Way
Lonesome Baby
The Captivate-Airs
(Memo 7003)

- It's been a long time since we heard Bonnie Baker, the original "Oh, Johnny" girl. On "Just That Way" Bonnie is her sweet sounding little self and we liked her. Maybe it's because it's been so long since we last heard her. At any rate she does a nice job with this tune and there must be plenty of new fans waiting for this gal. On the backing, Ralph Wolf does a nice vocal, with the Captivate-Airs providing a good background. We venture to go on record as saying that this disk will do all right in the music machines.

The Mad Boogie
Patience and Fortitude
Count Basie
(Columbia 36946)

- "The Mad Boogie" is a true Basie number with the Count tapping out most of the spinning with his terrific piano. It's sure to click in all spots as Basie is a universal favorite. On the other side, "Patience," Jimmy Rushing handles the vocal in attractive style. If Ray McKinley hadn't made a waxing of the same number, you could put this version up at the top of the recordings of the old Mayor LaGuardia plea. With all that, we think that "Mad Boogie" will be the side getting the bigger play in the music boxes. Just jot it down it's a good buy.

RECORD MANUFACTURERS
Send Your New Releases to:
DAVE QUIRK
\c THE CASH BOX, 381 4TH AVE. NEW YORK 16, N. Y.
FOREWORD  Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter The C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market quotation board at the Stock Exchange posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than show no price, retains the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be taken into consideration. The C.M.I. Blue Book reports each quotation exactly as it is made and depends on the subscriber to make average price adjustment to fit the peculiarities of his own territory.

METHOD  The C.M.I. Blue Book should be read as follows: First price listed is lowest price for the week; Second price listed is highest price. Where only one price appears this should be considered lowest price.

IMPORTANT  Machines underlined mean these were most active in trading the past week.

CODE  Check this code carefully. Become acquainted with each one of the code numbers and what they signify. These code numbers appear in front of the name of each machine.

1 MEANS PRICE WENT UP.
2 MEANS PRICE WENT DOWN.
3 MEANS MACHINE JUST ADDED TO LIST.
4 MEANS PRICES WENT UP AND DOWN DURING THE PAST WEEK.
5 MEANS PRICES REMAINED SAME AS IN LAST PRICE LISTS.
6 MEANS NO PRICES QUOTED FOR PAST TWO WEEKS.
7 MEANS NO PRICES QUOTED FOR PAST THREE WEEKS.
XX MEANS NO PRICES QUOTED FOR MANY WEEKS — PRICE SHOWN IS LAST KNOWN QUOTATION.
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## MILLS

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## PACKARD

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5. Bally Convoy .......................................... 115.00
6. Bally Defender ........................................ 150.00
7. Bally Eagle Eye ...................................... 49.50
8. Bally King Pin ........................................ 195.00
9. Bally Lucky Strike .................................. 125.00
10. Bally Rapid Fire .................................... 49.00
11. Bally Bull Jap Con .................................. 25.00
12. Bally Shoot-the-Bull ............................... 50.00
13. Bally Sky Battle .................................... 130.00
14. Bally Racer .......................................... 80.00
15. Bally Torpedo ........................................ 75.00
16. Bally Undersea Raider ............................ 399.50
17. Bang-A-Deer ........................................... 35.00
18. Bank Ball ............................................. 375.00
19. Bell-O-Ball ........................................... 35.00
20. Blister Gunner Con .................................. 10.00
21. Bowl-A-Bomb ......................................... 125.00
22. Bowling League ...................................... 125.00
23. Buckle De Luxe Dig ................................. 100.00
24. Buckley Treas' Is. Dig ............................ 25.00
25. Casino Golf .......................................... 15.00
26. Chicoon Goalee ...................................... 325.00
27. Chicoon Hockey ..................................... 159.50
28. Chicoon Rolla Score ............................... 60.00
29. Chester Pollard Golf .............................. 34.50
30. Circus Romance ...................................... 195.00
31. Cupid Wheel .......................................... 90.00
32. Daval U-Roll It ..................................... 75.00
33. Daval-U-Roll It ..................................... 44.50
34. Evans Duck Pin Alley ............................. 189.50
35. Evans In-the-Barrel ............................... 75.00
36. Evans Super Bomber ............................... 225.00
37. Evans Play Ball ..................................... 135.00
38. Evans Ski Ball ....................................... 60.00
39. Evans Ten Strike, LD ............................. 30.00
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45. Exhibit Hi-Ball ....................................... 63.00
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48. Exhibit Rotary Mdr ............................... 200.00
49. Exhibit Vitalize ...................................... 75.00
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55. Groetchen Metal Typo ............................. 65.00
56. Gottlieb Skeet Balaoete .......................... 50.00
57. Jenn. Roll-in-the-Bar ............................ 139.50
58. Keeney Air Raider .................................. 125.00
59. Keeney Anti-Aircraft, Br. ....................... 47.50
60. Keeney Anti-Aircraft, Bl. ....................... 32.50
61. Keeney Bowlette .................................. 150.00
62. Keeney Navy Bomber ............................. 125.00
63. Keeney Sub Gun ..................................... 95.00
64. Keeney Texas Leaguer ............................ 39.50
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66. Kirk Night Bomber ............................... 200.00
67. Keep Punching ...................................... 69.50
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*Note: Prize money amounts are in dollars.*
### THE BAKER'S FACING DD

#### 1. Mills 4 Bells

*Price: $319.50 / $695.00

#### 5. Mills 3 Bells

*Description: Auto Dice 25c
*Price: $350.00

#### xx. Pace Century

*Price: $300.00 / $350.00

#### xx. Pace Marathon

*Price: $92.50

#### 5. Pace Races Bl. Cab.

*Price: $95.00

#### 2. Races Br. Cab.

*Price: $110.00

#### xx. Races Red Arrow

*Price: $125.00 / $150.00

#### xx. '39 Sarasota

*Price: $42.50 / $75.00

#### 5. Races '40 Sarasota

*Price: $125.00 / $165.00

#### 7. Races Saratoga w. rails

*Price: $110.00 / $135.00

#### 7. Races Saratoga no rails

*Price: $65.00 / $75.00

#### 5. Races Saratoga Comb

*Price: $125.00 / $135.00

#### 7. Races Saratoga Jr. PO

*Price: $100.00

#### xx. Sarasota, Sr.

*Price: $75.00

#### 7. Races Reels Comb

*Price: $150.00 / $184.00

#### 5. Pin Reels Jr. PO

*Price: $50.00

#### 1. Reels, Sr. PO

*Price: $100.00 / $186.50

#### 5. Reels, rails

*Price: $110.00

#### 5. Races no rails

*Price: $75.00

#### 5. Races Twin 5-10

*Price: $215.00 / $250.00

#### 3. Fast-Twins

*Price: $195.00 / $215.00

#### 1. Pastime

*Price: $195.00 / $215.00

#### xx. Paddock Club

*Price: $50.00

#### xx. Park-Twins

*Price: $34.50 / $49.50

#### xx. Parlay Races

*Price: $35.00 / $49.50

#### xx. Pay Day

*Price: $145.00

#### xx. Pheasant

*Price: $6.00

#### xx. Pickem

*Price: $22.50

#### xx. Lucky Time

*Price: $18.50 / $49.00

#### 5. Rio

*Price: $25.00

#### xx. Riviera

*Price: $150.00 / $275.00

#### xx. Roll-A-Parlay

*Price: $47.50

#### 5. Roll-A-Parlay Jr. (41)

*Price: $125.00

#### xx. Roll-A-Parlay Sr.

*Price: $499.00 / $499.50

#### 5. Royal Draw

*Price: $60.00 / $105.00

#### 1. Royal Flush

*Price: $30.00

#### xx. Royal Lucre '41

*Price: $275.00 / $290.00

#### 2. Roll Vm

*Price: $89.50 / $145.00

#### xx. Roulette 25c Callie

*Price: $230.00 / $275.00

#### xx. Serbog Races

*Price: $35.00

#### xx. Saddle Club

*Price: $45.50 / $47.50

#### xx. Silver Bell

*Price: $25.00 / $45.00

#### xx. Silver Moon, Comb

*Price: $140.00 / $155.00

#### 2. Silver Moon, Pk

*Price: $135.00 / $155.00

#### 5. Silver Moon, PO

*Price: $92.50 / $115.00

#### 5. Silver Moon, 10c

*Price: $159.50 / $265.50

#### 5. Silver Moon, 25c

*Price: $215.00 / $230.00

#### xx. Silver Super-Flip

*Price: $50.00

#### xx. Skillo

*Price: $180.00

#### xx. Skill Time '37

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#### xx. Skill Time '38

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#### 6. Skill Time '41

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#### 1. Square Bell

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#### xx. Stanco Bell Double

*Price: $119.50

#### xx. Stanco Bell Single

*Price: $110.00

#### xx. Sugar King

*Price: $25.00 / $50.00

#### 4. Sun Ray

*Price: $135.00 / $145.50

#### 2. Super Bell 5c Comb

*Price: $225.00 / $310.00

#### 1. Super Bell 25c Comb

*Price: $305.00 / $395.00

#### 4. Super Track Time

*Price: $245.00 / $295.00

#### xx. Super Track Time TKT

*Price: $260.50

#### xx. Suize Q

*Price: $15.00

#### 6. Suize Q - 5c

*Price: $25.00 / $45.00

#### xx. Track King

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#### xx. Track Meet

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#### xx. Track Odds, West

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#### 5. Track Odds, Buckley

*Price: $150.00

#### xx. Track Odds, Daily Dbl

*Price: $179.50

#### 6. Track Odds, DD, JP Buckley

*Price: $575.00 / $695.00

#### 3. Track Odds, DD, JP Buckley (New)

*Price: $995.00

#### 5. Track Plus, Buckley

*Price: $100.00

#### 2. Track Time '38

*Price: $25.00 / $125.00

#### 2. Track Time '37

*Price: $6.00 / $75.00

#### xx. Track Time '37 TKT

*Price: $75.00

#### 2. Track Time '37 TKT

*Price: $35.00 / $49.50

#### 5. Track Entry

*Price: $135.00 / $155.00

#### 2. Two-Way Super Bell 5-25

*Price: $295.00 / $375.00

#### 1. Two-Way Super Bell 5-25

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### C.M.I.

#### BLUE BOOK

#### SLOTS

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**Week of February 25, 1945**

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<td>1. Home Run '42</td>
<td>65.00</td>
</tr>
<tr>
<td>1. Horoscope</td>
<td>64.50</td>
</tr>
<tr>
<td>2. Idaho</td>
<td>229.50</td>
</tr>
<tr>
<td>4. Invasion (Rev)</td>
<td>92.50</td>
</tr>
<tr>
<td>7. Jap</td>
<td>15.00</td>
</tr>
<tr>
<td>6. Jeep (Rev)</td>
<td>115.00</td>
</tr>
<tr>
<td>xx. Jumper</td>
<td>25.00</td>
</tr>
<tr>
<td>2. Jungle</td>
<td>39.50</td>
</tr>
<tr>
<td>4. Keep 'em Flying</td>
<td>124.50</td>
</tr>
<tr>
<td>xx. Kean-A-Ball</td>
<td>24.50</td>
</tr>
<tr>
<td>7. Kismet</td>
<td>199.50</td>
</tr>
<tr>
<td>xx. Klick</td>
<td>15.00</td>
</tr>
</tbody>
</table>

FREE PLAY PIN GAMES

- 2. A. B. C. Bowler    $47.50 $49.50
- 2. Action (Rev)       90.00 125.00
- 6. Air Circus         115.00 125.00
- 2. Air Force          79.50  
- xx. Airliner          15.00 27.50
- xx. Airport           25.00  
- 5. Allegheny (Rev)    75.00  
- xx. Ali Baba          29.50  
- 5. All American       25.00 65.00
- xx. All Out (Rev)     59.50  
- 4. American Beauty (Rev) 39.50 135.00
- 6. Anabel             29.50  
- 2. Arizona (Rev)      235.00 239.50
- 5. Armada             29.50  
- 2. Argonne            29.50 72.50
- xx. Arrowhead         19.50 50.00
- 5. Attention          49.50 69.50
- xx. Avalon            15.00 27.50
- xx. Airway            22.50  
- 5. Bally Beauty        25.00 45.00
- xx. Banner            17.50  
- 1. Bandwagon           39.50 45.90
- xx. Bang               15.00 25.00
- 5. Barrage             20.50 55.00
- xx. Battle             87.50 100.00
- 1. Belle Hop           64.50 69.50
- 5. Big Chief           34.50 49.50

5. Big League           22.50 40.00
1. Big Parade           109.50 135.00
xx. Big Ten             20.00  
2. Big Six              15.00 19.00
4. Big Three (Rev)      85.00 175.00
8. Big Seven            50.00  
1. Big Top              199.50 249.50
1. Big Town             21.50 40.00
xx. Blackout            15.00 35.00
2. Blorange             89.50 169.50
1. Bombardier (Rev)     69.50 85.00
xx. Bomb-the-Axis       64.50 79.50
1. Boomtown             35.00 45.00
xx. Bordertown          35.00 40.00
2. Bosco                69.50 80.00
xx. Bounty              12.00 25.00
xx. Bowling Alley       20.00 35.00
xx. Contest             15.00 25.00
2. Brazil (Rev)         253.00 235.00
1. Brite Spot           22.50 32.50
5. Broadcast            55.00 69.50
5. Band Girl            19.50  
xx. Burleek             89.50  
2. Cadillac             30.00 34.50
xx. Canteen             149.50 190.00
5. Cap. Kidd            20.00 79.50
xx. Casablanca (Rev)    179.50 225.00
2. Champ                35.00 49.50
xx. Champion            12.50 39.50
xx. Charm               20.00  
2. Chevron              10.00 35.00
xx. Chief               15.00  
6. Chubbie              17.50 49.50
2. Circque              25.00  
2. Click                54.50 74.50
xx. Clipper             25.00  
2. Clover               75.00 84.50
xx. C. O. D.            15.00 22.50
xx. Commander (Rev)     50.00 35.00
2. Commodore            24.50  
xx. Congo               24.50 25.00
xx. Conquest            16.95 27.00
xx. Contest             25.00  
1. Contest              94.50 104.50
xx. Convention          20.00 32.50
2. Cowboy               19.00 25.00
7. Cover Girl           125.00 200.00
2. Cross Line            39.50 45.00

The Cash Box  Page 21 Week of February 25, 1945
MANUFACTURERS' NEW EQUIPMENT

MUSIC

AIRSON
- Fiesta
- Artisan
- Air Liner

WURLITZER
- #1015
- #3020—5/10/25c 3-wire Wall Box
- #3031—5e Wall Box
- #4000—Speaker

SEESEBURY
- #146M
- #146S

PINS

GOTTLEB
- Stage Door Canteen $249.50

MARVEL
- Hollywood $249.50

UNITED
- South Seas

WILLIAMS
- Suspense
- Laura $249.50

P & S
- Kiamet $249.50

PIONEER
- Smiley

EXHIBIT
- Big Hit
- Single & Multiple Play

BALLY
- Surf Queen

ARCADE

CHICAGO COIN
- Goalee $525.00

GENCO
- Total Roll

JAFCO
- Roll-A-Ball $379.50

MUNVES
- Super Skee Roll $49.50

AMUSEMENT ENTERPRISES CO.
- Bank Ball $375.00

SUPREME
- Bola Score

BALLY
- Undersea Raider $99.50

AMUSEMATIC CORP.
- Lite League

CONSOLES

KEENBEY
- Bonus Superbell

ONE-BALLS

BALLY
- Victory Derby
- Victory Special

SLOTS

MILLS
- 5c Black Cherry Bell $205.00
- 10c Black Cherry Bell $210.00
- 25c Black Cherry Bell $215.00
- 50c Black Cherry Bell $292.00
- New Vest Pocket Bell $74.50

O. D. JENNINGS
- Bronze Chief
- Club Chief
- Standard Chief

www.americanradiohistory.com
Action ... from—Stars
Ajax ... from—Score Card
All Out ... from—Cross Line
Archery ... from—Cadillac
Arizona ... from—Sun Beam
American Beauty ... from—Attention
Battle ... from—Zombie
Big Tent ... from—Big Show
Big Three ... from—Twin Six, Clever, Sky Ray
Bingo ... from—Lite-A-Card
Bombardier ... from—Follies '40
Bowling Alley '42 ... from—Bowling Alley
Brazil ... from—D-Re-Mi
Borleska ... from—Follies '40
Casablanca ... from—Glamour
Cupid ... from—Roxy
De-Icer ... from—Red, White & Blue
Destroyer ... from—Cadillac
Dive Bomber ... from—Formation
Eagle Squadron ... from—Big League
Easy Pickin' ... from—O'Boy
Falling Suns ... from—Ten Spot
Fan Dancer ... from—Roxy
Flash ... from—Punch
Flat Top ... from—Broadcast, Crossline
Flight ... from—Sporty
Flying Tigers ... from—Play Ball
Foreign Colors ... from—Owl
Grand Canyon ... from—Double Play
Hi-Boy ... from—Metro
Hi-Jinks ... from—Glamour
Hit-The-Japs ... from—Gold Star
Hockey '42 ... from—Silker Skates
Idaho ... from—Zombie
Jeep ... from—Duplex, Leader, Sky Blazer
Kismet ... from—Scop
Knock-Out-The-Japs ... from—Knockout
Liberty ... from—Flicker
Luxury ... from—Rotation
Marines-At-Play ... from—Flicker
Midway ... from—Zombie
Nite Club ... from—Formation
Nine Bells ... from—Mr. Chips
Over-The-Top ... from—Powerhouse
Parade Leader ... from—Drum Major
Paratroop ... from—Powerhouse
Peacherino ... from—Jolly Pep
Playtime ... from—Gold Star
Pin Up Girl ... from—Silver Skates
Production ... from—Blondie
Rat ... from—Zig Zag
Redheads ... from—Blondie
Roll Call ... from—Vacation
Sailorettes '42 ... from—Follies '40
Scout Commander ... from—Fleet
Sea Power ... from—Four Roses
Sentry ... from—Leader
Shangri-La ... from—Mr. Chips
Sink-The-Jap ... from—Seven Up
Sixty Grand ... from—Big Town
Sky Rider ... from—Pan American
Slap-The-Jap ... from—Stratoliner
Smak-The-Jap ... from—Ten Spot
South Seas ... from—Knockout
Speedway ... from—Entry
Spot-Cha ... from—Attention
Stage Door Canteen ... from—Liberty
Starlight ... from—Triumph
Stepper ... from—Blondie
Strip Tease ... from—Chi-Go Games
Torpedo ... from—Formation
Trade Winds ... from—Sky Blazer
Triple Entry ... from—Home Run
Wagon Wheels ... from—Duplex
White Sails ... from—Silver Spray
Yankee Doodle ... from—Stratoliner

REVAMPS

All-American Derby ... from—Sport Special
Record Time
Big Three ... from—Sport Special
Dust Whirls ... from—Club Trophy
Fast Track ... from—Sport Page, Blue Ribbon
Foreign Colors ... from—Owl

Race King ... from—Thistledown, Sea Biscuit
Rockingham ... from—Grand Stand, Grand National, Pacemaker
Victorious ... from—Turf Champs
War Admiral ... from—Grand Stand
Whirlaway ... from—Blue Grass, Dark Horse

Silver Skates, Air Force

REVAMPED ONE-BALLS

All-American Derby ... from—Sport Special
Record Time
Big Three ... from—Sport Special
Dust Whirls ... from—Club Trophy
Fast Track ... from—Sport Page, Blue Ribbon
Foreign Colors ... from—Owl

Race King ... from—Thistledown, Sea Biscuit
Rockingham ... from—Grand Stand, Grand National, Pacemaker
Victorious ... from—Turf Champs
War Admiral ... from—Grand Stand
Whirlaway ... from—Blue Grass, Dark Horse

Silver Skates, Air Force
SELL US YOUR MUSIC MACHINES OR YOUR A.M.I. TELEPHONE STUDIOS AND EQUIPMENT

TAKE ADVANTAGE OF TODAY'S PRICES!

Want Any Quantity — On Or Off Location Or Complete Routes — Anywhere In U.S.A.
Will Pay Highest Cash Prices! Phone — Wire — Write

MUSIC MACHINES READY FOR LOCATION

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Wurlitzer 412</td>
<td>$179.00</td>
</tr>
<tr>
<td>5 Wurlitzer 414</td>
<td>$209.00</td>
</tr>
<tr>
<td>2 Wurlitzer 600</td>
<td>$495.00</td>
</tr>
<tr>
<td>2 Wurlitzer 711</td>
<td>$199.00</td>
</tr>
<tr>
<td>1 Wurlitzer 717</td>
<td>$169.00</td>
</tr>
<tr>
<td>5 Wurlitzer 12-12</td>
<td>$235.00</td>
</tr>
<tr>
<td>5 Seeburg T-12</td>
<td>$325.00</td>
</tr>
<tr>
<td>5 Seeburg Adapter</td>
<td>$375.00</td>
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NEW AMI STREAMLINERS WRITE

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 AMI Highboys 40 Records, Factory Crated</td>
<td>$649.00</td>
</tr>
<tr>
<td>25 New 20 Record AMI Bar Boxes</td>
<td>$23.00</td>
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</tbody>
</table>

MISCELLANEOUS

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Packard Boxes</td>
<td>$27.00</td>
</tr>
<tr>
<td>30 Seeburg Boxes — 20 &amp; 24 Records, Swing Door, Lifelike, latest model, Like New</td>
<td>$17.50</td>
</tr>
<tr>
<td>10 Wurlitzer 3125, 5/10/25c</td>
<td>$22.50</td>
</tr>
<tr>
<td>10 Wurlitzer 3125 Fast Stopper</td>
<td>$20.00</td>
</tr>
<tr>
<td>10 Wurlitzer 3205 Stepper</td>
<td>$19.50</td>
</tr>
<tr>
<td>10 Wurlitzer 3100 Boss Hi-Wire</td>
<td>$19.50</td>
</tr>
<tr>
<td>5 Rock-Ola Wall Boxes</td>
<td>$15.00</td>
</tr>
<tr>
<td>4 Seeburg 20 Inch, Wireless 5c</td>
<td>$15.00</td>
</tr>
<tr>
<td>5 Seeburg Bar-O-Matic 5/10/25c Wireless</td>
<td>$9.50</td>
</tr>
<tr>
<td>50 Keeney Boxes</td>
<td>$2.50</td>
</tr>
</tbody>
</table>

50 Keeney Boxes, converted to 10-Wire Boxes $5.50
10 Seeburg 24 Boxes — 3-Wire, 5c $25.00
10 Wurlitzer Bar Brackets $1.95
50 Keeney Pedestals $2.50
5 Wurlitzer 412 Amplifiers, less tubes $25.00
5 Rock-Ola Amplifiers, less tubes $25.00
Used 10-Wire Cables, from 10 ft. lengths, per ft. $1.00
5 Chandelier Speakers Life—up $10.00
5 Chandelier Speakers plain $10.00
50 Buckey Boxes 24 Record, 6th door $9.50
10 Keeney Speaker Baffles $1.50

TERMS: 1/2 Certified Deposit Must Accompany All Orders, We Ship Balance C.O.D., F.O.B. Newark, N. J.

RUNYON SALES COMPANY
123 West Runyon Street, Newark, N. J.
Michigan Op Asks Mfrs For Games To Sell To Taverns

DETROIT, MICH. — I. Edelman of 2459 Grand River Ave., this city, well known coinman here, reports that in the January 30 issue of The New York Times, listed under "Distributors Wanted" there is an ad by an operator from this state asking manufacturers for "games to sell direct to Taverns."

Edelman reports that all the trade in this state should immediately investigate this advertisement. He believes that such actions can be nipped right in the bud if coinmen will check thru to learn who this party is and just as rapidly show him he would be hurting other operators in the state by such sales.

"There have been many cases of this kind in the past," Edelman reports, "but now is the time to put a halt to this sort of selling. Everyone of the operators here can be hurt by such action. We have to protect ourselves since there is no other way we have of appealing to anyone to protect us."

He also suggests that operators get together everywhere to watch for this sort of advertising and selling and thereby stop this practice once and for all time.

Edelman is backed in his statements by operators here and throughout the country who are in full agreement with him that the time has arrived, especially with competition on the way that will be tougher than ever to handle, to halt all further attempts at direct sales to storekeepers of machines of any kind.

A movement is now getting under way, it is reported, in many territories where ops will contact leaders to help them halt further sales of this kind.
Here's an amplifier that's so different it CAN be called a NEW AMPLIFIER

Check these features:

- New and different 2-way circuit.
- Automatic Volume Control WITHOUT the use of microphones.
- Complete new sound engineering.
- Noise waves picked up through the speaker of the machine.
- Compression and expansion action which holds the volume at a constant level.
- Automatic matching of input with EITHER crystal or magnetic pickup.
- Automatic matching of output to speaker...number of speakers...or any number of auxiliary speakers.
- More wattage with undistorted output.
- Modern, greater quality music from old phonographs.
- Record savings will pay for new amplifier.
- Liberal trade-in terms on obsolete amplifiers for this new Universal amplifier.

LIST PRICE $79.50

Developed by one of the most outstanding sound engineers in the country and practical, experienced operators who know operator's needs.

DISTRIBUTORS NOW BEING APPOINTED THROUGHOUT THE UNITED STATES

Liberal Commissions — Immediate Delivery
Write — Wire — Phone

Leo J. Dixon

THE OHIO PHONO-TRONIC COMPANY
1540 EAST 49TH STREET
CLEVELAND, OHIO

Frank W. McNichols

EXPRESS 5794
Bill Wolf Changes Firm Name

M. S. (BILL) WOLF
LOS ANGELES, CAL—M. S. (Bill) Wolf has just changed the name of his firm to the M. S. Wolf Distributing Co. The firm was formerly known as the California Amusement Co.

Wolf has now also been given more territory for AMI and will handle distribution in the following states: California, Nevada, Arizona, Oregon, Washington and the Hawaiian Islands.

The firm now have offices in operation in this city, San Francisco, Cal., San Diego, Cal., Seattle, Wash. and Portland, Ore.

The latter two offices were just opened this past week and are located at: 2313 Third Avenue in Seattle and at 427 S. W. 13th Avenue in Portland, Ore.

Wolf reported, "This increase in our territory to distribute the AMI phonos and music accessories means that we will be able to service the entire West coast as well as the states of Nevada and Arizona and the Hawaiian Islands.

"We are at present considering opening offices in these three latter states and will advise the trade in a few weeks as to our decision in this regard."

S P O T L I G H T  R E C O R D S

No. 2001 "STEP DOWN" A SOLID BEAT — LARGE BAND BUT GOOD "MIDNIGHT MAGICAL MIDNIGHT" EXCITING

No. 2006 "BOOGIE WOOGIE PONY" BOOGIE WITH A BRASS BAND — HI-Z "INDIAN RIVER" RHYTHM TUNE WITH GINGER

No. 2007 "CALGARY BLUES" A GREAT WESTERN "TEXAS GAL" A BALLAD OF HEART APPEAL

FOLK SONGS OF LONG AGO

No. 2003 "THE BLUE TAIL FLY" "DOWN IN THE VALLEY"

No. 2004 "THE GENTLEMAN WHO DIDN'T KNOW HOW TO COURT" "OLD SMOKY"

SWEET TUNES

No. 2002 "GIVE ME A KISS FOR TOMORROW" MUSIC RANKS WITH FINEST WRITTEN "LET'S TALK ABOUT THE WEATHER"

No. 2005 "THE COBBLERS SONG" "TIE A STRING AROUND YOUR HEART"

No. 2008 "WESTERN LULLABY" "WHERE THE ANDROSCROGGIN FLOWS"

A FEW AVAILABLE TERRITORIES STILL OPEN

ALL RECORDS LIST—79¢ TAX PAID DEALERS & OPERATORS 49¢ TAX PAID

PROMPT SERVICE FROM YOUR DISTRIBUTOR

REPLACEMENT PLASTICS
for all makes and models of
AUTOMATIC PHONOGRAPHs
(the oldest and newest)
NOW AVAILABLE RIGHT PRICES

SEND FOR COMPLETE PRICE LIST

EAGLE
COIN MACHINE CO.
1514 N. FREMONT AVE.
Michigan 1247
CHICAGO 22, ILL.

CUMBERLAND, MD.—In one of the most outstanding stories ever to appear in any newspaper, "The Cumberland News," this city, this past Thursday (February 14) headlined the fact that one of the music operators here, V. H. Ruppenthal of the Ruppenthal Music Service, 446 North Mechanic street, (whose new and complete building appears in the above picture) claimed that "Jazz saved America's musical life."

Ruppenthal interviewed by one of the reporters of this paper gave a complete history of the juke box business from its growth.

He also told how he entered into the music field the moment he took off his uniform after World War I. He also told how this business continued to grow and attract the attention of all America. It helped lead the citizens of this nation to understand and love music, he said.

Regarding the juke box business, Ruppenthal stated, "You've got to remember we are in business for the common citizen not the wealthy man or woman."

He also advised this newspaper that he had signed a large contract with Wurlitzer and that he was going to spread music into every possible location in this territory, "from beauty shops to factories." He believes that this is the time for classical music to enter the juke box field.

In this newspaper Ruppenthal thinks, "that radio, the movies and the juke boxes have done their preliminary spade work in the garden of music and that now the public is about ready for the works. In other words, your nickel will get Brahams and Beethoven just as easily as 'Hubba, Hubba, Hubba.'"

Ruppenthal also told the press, "Right now we are preparing to merchandise good music on a scale never before attempted. We're going to supply background music for the public whether it's in the factory or beauty parlor."

(This is, naturally, of great interest to all in the juke box field, and once again proves the need for good publicity of this kind addressed directly to the public thru the public's daily newspapers. Such items appearing all over the country will win tremendous good will for this industry. It is believed that the work of other juke box ops throughout the country in this direction will bring greater interest to their businesses.)

NEWSPAPERBoosts Juke Box As Saving American Music
We Distribute

AMI Phonographs

AMI Automatic Music

in

CALIFORNIA

OREGON

WASHINGTON

NEVADA

HAWAIIAN ISLANDS

ARIZONA

BILL WOLF
M. S. Wolf Distributing Co.

2313 3rd Avenue, Seattle, Washington • Just Opened
427 S.W. 13th Avenue, Portland, Oregon • Just Opened
1305 Kettner Boulevard, San Diego 1, California • Main 3068
1175 Folsom Street, San Francisco 3, California • Hemlock 0575
1348 Venice Boulevard, Los Angeles 6, California • Prospect 4191
Micro-Master Mfr. Double-Point Needle

CHICAGO — An announcement was made this week by a firm of Patent Attorneys here that one of their clients has perfected a new and revolutionary idea in a long-play phonograph needle which, in their opinion, “is destined to receive great popularity among music operators and automatic phonograph servicemen.”

The manufacturer of this new needle is the Micro-Master Company, 2733-37 North Pulaski Road, this city.

“So simple and practical is the idea,” said one of the officials of the Micro-Master Company, “that experienced music men say ‘Why didn’t someone think of it before?’”

The manufacturer states that, “Like phonograph records playing on both sides or double edge Safety Razor Blades, the new Double-Point Needle is just as practical. When one point shows wear, the serviceman merely reverses the needle and uses the extra point.”

The manufacturer also stated that, “Each of the two playing-points on the new Double-Point Needle will play up to 5,000 recordings.” The Double-Point Needle was developed and perfected two years ago and although the needle was ready for production six months ago, actual manufacture was purposely delayed until recently because of the wartime shortage of the precious metals used, such as Osmium, Iridium and Platinum.

Chicago Coin Machine Co.
1725 Diversey Boulevard
Chicago 14, Illinois

BUY 3-STORY PITTSBURGH BLDG.

PITTSBURGH, PA. — Ben Long, sales manager and Jack Mulligan general manager of Tri-State Distributing Co., whose temporary headquarters are in the Hotel William Penn, this city, and who are distributors for Airone in Western Pennsylvania and part of West Virginia, announced this past week that they had just purchased a three story building at 1400 Fifth Ave., this city.

Long reported, “This building will give us over 10,000 square feet of floor space. On the first floor we intend to have one of the most modern and outstanding display rooms for the Airone phonos and all Airone music accessories.

“The second floor is planned for service and repair departments and also the very latest in spraing equipment, machinery and all that is required to make this the most outstanding shop of its kind in this area. “At the present time we plan to use our third floor solely for storage space and we will make it our business to try and keep all the machines, parts, supplies, etc. on hand at all times so that the music operator will know that he can always get what he wants when he visits us.’’

Jack Mulligan of the firm, who has had quite a bit of experience with music, reports, “We are very much enthused over the new Airone line and the investment we are making in purchasing this building right in the heart of Pittsburgh’s coin machine row is only a small one compared to other ideas we have in mind to make our showrooms and offices and all the departments we will create the most attractive in the industry.”
Without any doubt, "love" is the most used word in our business—either expressed or implied. We—music equipment manufacturers and music equipment operators—give voice to America's favorite love songs.

But we don't want to talk about love songs particularly. We have a love-story to tell. We have said many times that we love the operators.

Call our love for the operator materialistic if you will. It is. And that's the kind of love that counts—for you and for us. We love operators because they keep us in business. And we want the operators to love us in the same materialistic way. That's why we ply them with profit opportunities—increasingly good ones. We enjoy helping them stuff their wallets. That's why every Packard Pla-Mor product is good when it's offered—and better and better as time goes on. That's why we keep reminding them of the new Pla-Mor phonograph—the greatest thing yet in the automatic phonograph world. And that's why the Pla-Mor Automatic Phonograph is the sensational, exciting instrument it is. We love the operator and we're dedicated to being steadfastly deserving of his love in return.

PACKARD MANUFACTURING CORP., Indianapolis 7, Indiana

Now THE NEW PLA-MOR PHONOGRAPH
Bonnie Baker Now On Memo Disks

J & J Advise Trade On Ownership

DETROIT, MICH. — The following letter was received this past week from James A. Passante of J & J Novelty Co., this city.

"For upwards of fifteen years, the J and J Novelty Company of Detroit has been engaged in the sale of coin operated devices, both as distributors and wholesalers. During that time we have attained an enviable reputation for honesty and fair dealing. For the past two years, however, because merchandise was not available, our business has been inactive.

"It has recently come to our attention that certain unauthorized persons have been representing themselves to manufacturers and trade publications that they are in some manner associated with our company.

"Will you please have your records show that the only persons authorized to represent the J and J Novelty Company of Detroit are James A. Passanne and L. T. Passanante, and such as have signed authorization to do so.

"We would thank you if you would advise us if anybody other than those above mentioned calls upon you, supposedly in our behalf."

Jack Kenny Signs For Spotlight Disks

HOLLYWOOD, CAL. — Jack Kenny, well known and well liked Western singing star will now be recording exclusively for Spotlight Records. Kenny is well known as a composer of many Western tunes. He has just completed his forty-second song in the past two years. He has been signed to work exclusively for Spotlight singing his own tunes with his "Lone Star Playboys."

He also reports that he anticipates releasing several new disks for Spotlight each month from now on.

At the present time Kenny is the Gallagher part of the new vaudeville Gallagher & Shean team, in addition to his recording work.
The Super-Illuminated, 20 Records, 40 Selections AMI Phonograph and AMI Automatic Music will be distributed by us in Louisiana

LOUISIANA COIN MACHINE SERVICE

931 Poydras Street, New Orleans, Louisiana, Phone: Raymond 1934

The new "mechanism of the AMI phonograph plays 20 records either side to give 40 selections.
SOUTH SEAS
CONVERTED FROM
"KNOCKOUT"

We Are Also Converting
ZOMBIE
DO-RE-MI
SUN BEAM
STARS
DOUBLE PLAY
LEADER
WEST WIND
DUPLEX
SKY BLAZER

NOTE
We will buy at $60.00 each, f.o.b., our factory, any of the above listed games.

See Your Distributor or Write Direct!

UNITED MANUFACTURING COMPANY
4125 N. WESTERN AVE.
CHICAGO 45, ILLINOIS

MONTANA EXPECTS
$60,000 REVENUE
FROM SLOT LICENSES

HELENA, MONT. — The Montana board of equalization reported on January 15 that with only 24 hours left to go 87 organizations had already applied for licenses for 461 slots.

Last year 77 organizations licensed 491 slots and paid the state $24,275 in license fees.

This year, fees totaling $55,150 have already been received and it is believed that before the deadline would be reached that the state would benefit to the tune of $60,00 or better, since a number of organizations were understood to have delayed mailing in their applications.

Under the law only religious, fraternal, charitable and non-profit organizations may own and operate slot machines in the state of Montana. All applications for licenses must be processed before January 16th. This law was authorized by the 1945 state legislature.

JUKE BOX DANCE
BRIDGEPORT, CONN. — A Valentine’s Juke Box Dance was sponsored in this city this past week by the Honespot Mother’s Club in the First District Republican Clubrooms.

Receipts from this dance, the club reported, would be used to improve the school library.

WATCH FOR GRAND OPENING
GOLD COAST COIN
MACHINE EXCHANGE
LOS ANGELES, CALIF.
DISTRIBUTORS FOR
GOTTlieb
QUALITY PRODUCTS

TIME LISTS ROWE AS
CIG MACHINE
INVENTOR

NEW YORK — In its column, “Unusual Obituaries of the Past Twelve Months”, The New York Times lists: W. H. Rowe (who passed away at the age of 61 in Los Angeles) in the following manner: “He invented the cigarette vending machine (1926).”

MAGAZINETELLS ABOUT
COFFEE MACHINES

NEW YORK — The magazine “American Cookery” advises that the public may soon be purchasing its coffee from automatic machines. This item has created much interest among noted coffee firms.

NEW MASTER
VENDORS
available for im-
mediate delivery,
To buy or sell
Coin Machines in
Columbus, Ohio
SEE
G. H. VENDING
COMPANY
643 W. Broad St.
Columbus, Ohio
20 years experience
in coin machines.

WILL PAY $250.00 FOR PANORAMS
Must Be Sent Open Account For Inspection — If Satisfactory, Check Sent Same Day Received.
NEW ORLEANS NOVELTY CO.
Aireon

IS ON THE WAY!

... AND SO IS

Your Personal Invitation to the

WORLD'S PREMIER SHOWING

in our Show Rooms
of the

Aireon Electronic PHONOGRAPH

The Musical Sensation of the Century

DON'T MISS

Jack Gutshall's Great Open House
Celebrating the
Exclusive
Aireon Features

24

Be Sure — Insure — See and Hear Aireon — Write or Call Us Today

JACK GUTSHALL DISTRIBUTING CO.

1870 W. WASHINGTON BLVD.

LOS ANGELES 7, CALIF.

(ROchester 2103)
"There is No Substitute for Quality"

STAGE DOOR
CANTEEN
Proves It With Profits

ORDER FROM YOUR
DISTRIBUTOR NOW

D. GOTTLIEB & CO.

"First with the Finest"

1140 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

- JOIN CMI NOW -

Slots Become Toys

GREENVILLE, O.—Cops here have developed a new angle for seized slots. Instead of just busting them up and throwing them into the river they now smash them—but gently—so that the mechanism and parts are still good—and turn them over to the Greenville Boys' Club where, of all things, they are turned into toys and various other items by the manual training classes.

(Wonder if the kids, will, while developing toy ideas, bring about some new kind of toy from which coin operated machines have developed in the past? This may be worth looking into.)

Nation's Press All Hepped on Frozen Food Vending

NEW YORK—No one seems to be able to predict which way the nation's press will swing when one of the large wire services releases a news item.

Release of the fact that there might soon be frozen food venders seems to have attracted all the leading newspapers with the result that items have been appearing everywhere in the country regarding these venders.

There is no doubt that with so much publicity running rampant on the frozen food venders that many a retailer in the nation is waiting to purchase some of these for his own use.

And many an operator, as well, are looking forward to the day when they will be able to inspect these machines for various plans they have developed for their operation.
4 \times 1 = 8

A REMARKABLE LESSON IN HUMAN PSYCHOLOGY, TESTED AND PROVED THROUGHOUT THE U. S.

*PHOTOMATICS in groups increase receipts in much greater proportion than a single PHOTOMATIC.

Only a few examples: One owner placed two PHOTOMATICS where one had previously been located . . . receipts tripled! Another placed four in a group in a spot formerly having one . . . receipts increased, not four times, but EIGHT times!

INTERNATIONAL MUTOSCOPE CORP.
44-01 Eleventh Street
Long Island City 1, N. Y.

Gentlemen:

Please send me information on PHOTOMATIC and other PROFITABLE COIN MACHINES when available.

Name

Address

City State

FILL THIS COUPON OUT — TODAY! ORDERS NOW BEING TAKEN FOR FUTURE DELIVERY

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 ELEVENTH STREET  WM. RABKIN, President  LONG ISLAND CITY 1, NEW YORK
NEW YORK — The new (and very vague) “wage and price” policy instituted by Washington to settle the steel strike was done to meet the increased cost of living. This increase is computed by government experts at about 33% above pre-war.

To meet this increase, wages were allowed to go up 18%, and to match this wage increase, steel producers were given a $5 per ton price raise.

By the way, this same 33% increased cost of living expense also applies to all commodities.

In addition, and as business expense, every juke box man will admit that his wage scale for service, mechanics, office employees and agents has increased, in most cases, over 100% above pre-war levels.

Costs of supplies and parts, not only for his juke boxes, but for everything else concerned with his business, have increased anywhere from 20% to over 50% in most instances. And, according to all reports, this is considered a “conservative estimate.”

Therefore, to match these increases and to follow along in the footsteps of Uncle Sam—the members of this industry, since they can’t add $5 per ton to their location servicing costs, can at least adopt the 18% increase to meet their operating-living costs.

In short, then, instead of paying 50% commission to the locations—they should cut off at least 18%—which would mean paying 32% (or to make this an even figure) 30% to the owner of the location and 70% to the juke box operator.

It is now over three years since The Cash Box first advocated the 70%-30% commission basis. This was urged on the juke box operator when it was noted that prices of equipment were going up, costs of supplies were increasing and wage scales were rising to match these other raises.

Regardless of how many new means and methods will be proposed to help increase the take, the fact remains that the juke box operator does not want to increase the price of his music above the 5c per tune he is now getting.

There is a movement afoot to obtain 10c per song, three records for 25c. This is already in effect in some of the wired (telephone, double channel) music operations. But even these operators realize that when the new equipment comes to market in quantity and competition becomes keener, they will be forced to return to the 5c per record play.

Regardless of the new commercially sponsored single channel music, whereby the sponsor pays part of the operating cost, via the transcription piped into the location in between the continuous music and at regular intervals during the day, this still does not lower the actual and basic operating expense.

It will, therefore, pay the juke box operator to follow the lead which the government has set in settling the steel wage and price dispute and arrange to obtain his additional 20% to match the increased cost of operating his music equipment these days.

The juke box trade, all of it, everywhere in the nation, must go to the 10%-30% commission basis to begin to again realize profit.

This basis is necessary because it is the one and only method which will allow the operator to amortize his equipment within an 18 to 24 months period at the new prices.

It will continue him in business in a financially solid and liquid condition.

It will keep him from ever again becoming “machine poor.”

GIVE US YOUR THOUGHTS REGARDING THE 70%-30% COMMISSION BASIS. TELL US WHY YOU THINK IT WILL OR WON'T WORK.
Unsurpassed for Beauty and Drawing Power!

PUT ON A GOOD FRONT!

It Pays

Here is the opportunity you've been looking for to get TOP MONEY from your present machines. The BRAND NEW AMERICAN SILVER CHROME CABINETS are NOW AVAILABLE! Beautiful lustre, eye-appealing silver whose superior appearance will draw in your customers, increase the "take" for your machines. This is PRE-WAR SILVER CHROME, good for the life of the machine.

Fit all Mills Escalator Type Machines. Place your mechanism in our new cabinets and your machines will LOOK LIKE NEW!

We also have GOLD or COPPER CHROME CABINETS whose appeal will mean more $ $ $ $ 

These NEW features are included in all American Chrome Cabinets:

- light, durable wood cabinet
- drill proof lining
- castings (silver, copper or gold)
- metal reward plate
- club handle
- denominator
- knee action
- unbreakable jackpot glass

COMPLETE CABINET ONLY

$39.50

DOUBLE VALUE FOR THE SAME LOW PRICE

completely assembled, drilled and tapped; packed in individual cartons. Specify 5¢, 10¢ or 25¢ play, 2/5 or 3/5 pay.

Order Your Silver Chrome Cabinets Now!

American Amusement Co.
4047 W. Fullerton Ave., Chicago 39, Illinois
Capitol 5300

"IF YOU MISS US - YOU MISS MAKING MONEY"
not just another skee ball alley . . .

It's the greatest income producing LEGAL GAME ever manufactured. And that has been proven where the proving means most . . . on location. Hundreds of BARREL ROLLS are now in operation throughout the nation nobbing nickles . . . fast. Get Your Share of This Gravy! ORDER YOUR BARREL ROLLS TODAY!

\[\text{Jofes Inc.} \]

AIREON ELECTS BOWERS VICE-PRES - TREASURER

KANSAS CITY, MO. — Walter A. Bowers has been elected vice-president and treasurer of the Aireon Manufacturing Corporation, R. C. Walker, president, announced today.

Mr. Bowers goes to Aireon from the Lawrence Aeronautical Corporation of Linden, N. J., where he was vice-president and treasurer. Prior to joining Lawrence in May, 1944, he had fifteen years in executive and administrative positions in government service.

Mr. Bowers is widely known in banking circles throughout the Middle West. He was born in Illinois. As assistant to a vice-president of the Harris Trust and Savings Bank, Chicago, and later as assistant group manager of the South-West group for Halsey Stuart and Company, he traveled widely throughout the Southwest section of the United States.

Jersey Town Ups Pin License Fee To $1,000

Plus $100 For Location

WESTFIELD, N. J.—This town has just arranged a new license fee for all pinball machines. The cost of the license was set at $1,000 for each unit, payable by the owner of the machine, and $100 additional payable by the proprietor of the building in which the machine is located. This makes the dual license fee for the operation of a single pin game one of the very highest in the country.

MILLER VENDING COMPANY

OFFERS

NEW MACHINES IN ORIGINAL CARTONS, IN STOCK

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Genoa Total Roll</td>
<td>$425.00</td>
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<tr>
<td>Gottlieb Slugs Door Contest.</td>
<td>$249.50</td>
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<tr>
<td>Strip Tracer</td>
<td>$169.50</td>
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<tr>
<td>Big Top</td>
<td>$249.50</td>
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<td></td>
<td>$249.50</td>
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COMPLETLY RECONDITIONED 5-BALL FREE PLAYS

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>ABC Bowler</td>
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<tr>
<td>Big Parade</td>
<td>$109.50</td>
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<tr>
<td>Brass</td>
<td>$195.50</td>
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<tr>
<td>Flat Top</td>
<td>$229.50</td>
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<tr>
<td>Four Aces</td>
<td>$164.50</td>
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<tr>
<td>Five Ten Set</td>
<td>$164.50</td>
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<tr>
<td>Grand Canyon</td>
<td>$195.00</td>
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<td>$249.50</td>
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RECONDITIONED ONE-BALL FREE PLAYS

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<tr>
<td>Sport Special</td>
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<tr>
<td>Dark Horse</td>
<td>$137.50</td>
</tr>
<tr>
<td>Gold Cup</td>
<td>$165.00</td>
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<tr>
<td>Blue Grass</td>
<td>$147.50</td>
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<tr>
<td>Victrix</td>
<td>$97.50</td>
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<tr>
<td>Red Rose</td>
<td>$107.50</td>
</tr>
<tr>
<td>Kelly Anti-Aircraft, brown</td>
<td>$45.50</td>
</tr>
<tr>
<td>Belly Bally Fives, A-1 condition</td>
<td>$95.00</td>
</tr>
<tr>
<td>Seaburg Sheet the Charms, A-1 condition</td>
<td>$45.50</td>
</tr>
<tr>
<td>Race Trays 5c, brown cabinet</td>
<td>$75.00</td>
</tr>
<tr>
<td>TELS: Certified booklet with order, Bally C.R.</td>
<td></td>
</tr>
</tbody>
</table>

MILLS ELECTRIC COMPANY

42 FAIRBANKS STREET, N.W.
GRAND RAPIDS 2, MICH.

(Phones: 9-6532 - 9-6047)

PHILIP RECORDS Change Name To Medlee

LOS ANGELES, CAL.—Leo Mesner of Philip Recordings, this city, reports that as of March 1st Philip Recordings will become Medlee Recordings, Inc.

“I only the name will be changed,” Mesner reports, “the ownership, artists and high standard of recordings will be the same.”

Mesner also advises that the firm are coming out with a series of new recordings which will be of very good interest to the juke box trade. Releases will be announced in the very near future.

CASH WAITING FOR

WALLBOXES
Blim or nickel play
16-20-24 Selections any make, matt wire.

FLEETWOODS
Must be perfect every way.

FOUR ROSES ditto.

We pay premium price for any and all 25 cycle equipment. All goods wanted only.

No Junk at any price.

COIN CRAFT CANADA
HAMILTON, ONTARIO, CANADA

The Cash Box  Page 40  Week of February 25, 1945

http://www.adhistory.com
Soon your waiting days will be over and from America's coin machine production lines will come the great, new, modern devices that will excite your admiration... meet ever higher standards of efficiency... produce greater operating profits than you've ever known before. American-Coin-O-Matic is ready for that day. We have a solid organization of experienced coin-machine personnel, outstanding service facilities and exclusive distributorships for the top lines of the nation.

HERE IS THE EQUIPMENT THAT WILL PRODUCE THE BIG MONEY IN 1946 AND THEREAFTER

AMI MUSIC • BUCKLEY GAMES • EXCLUSIVE & EXCELSIOR RECORDS
STANDARD GAMES PRODUCTS • AMUSEMENT ENTERPRISES PRODUCTS
G & G RECORDINGS • ACME PLASTICS • VICTOR BULK VENDORS

AMERICAN COIN-A-MATIC MACHINE CO.
SAM STRAHL
Exclusive Distributors in Western Pa., W. Va. and Va.
1435 FIFTH AVENUE PHONED ATLANTIC 0977 PITTSBURGH 19, PA
Cops Probe Cops

TOLEDO, O.—Cops here are probing the cops and all due to the fact that a "pin game" which was seized this past week was found with the cash drawer forced open.

When the machine was taken to the Safety Bldg. here, Patrolman Wm. M. Meyers, property custodian, refused to accept it. He notified detective Lieut. John Michalak.

The detective claimed he did not know if it was looted. A city employee who hailed the machine to the Safety Bldg. denied he tampered with it.

Now the big probe is who tampered with the pin game from the time it was picked up until it reached the Safety Building?

Minneapolis Food Stores Told About Juke Commercials

MINNEAPOLIS, MINN.—The "Food Merchandiser" magazine of this city is advising the food and grocery stores here of new commercials which are being sponsored over the single channel music systems.

The magazine twisted the facts by informing food dealers here, "When you spend your nickel in the new type juke box you will not only hear your favorite recording that you have selected but you receive as a free deal advertising commercials similar to those now being heard over the radio."

The there is a movement now afoot to again introduce records with commercials on them, the music which the "Food Merchandiser" has reference to is the single channel continuous free programs piped into the grocery stores.

In between the music being played, at certain intervals, commercials regarding the various products in the store are given on regular transcription recordings.

The music is sold on a weekly or monthly fee basis to the sponsors of the programs.

Some years ago one firm in the industry attempted to give records away on which there would be commercials at the end of the number. This did not meet with the approval of the juke box ops at that time and failed to get started.

Cops Probe Cops

TULSA, OKLA.—Bus operators here were finding that their coin fare boxes were suddenly continuing to ring up extra fares even when there were no nickels being placed in the boxes.

An investigation disclosed that the fare boxes didn't take very well to nickels which the ladies held between their lips, when their arms were full of bundles on boarding the bus, because of the lipstuck left on the nickel which acted to continue ringing up extra fares.

Lipstick Upsets Bus Coin Boxes

PHILADELPHIA, PA.—Joe Ash of Active Amusement Machines Co., this city, reports that the firm have an "official games tester" who tests each new game the firm receives for play appeal.

Joe calls his son (as shown in the above picture) "A vest pocket edition of the old man." He claims, "When Junior likes to play a game then we know that the game is going to click in this area. He's our official tester and, believe me, he has never yet failed."

Joe writes, "That's me leading 'Vest Pocket' to one of the new games we've just received."
Trouble-Free

Bank Ball is an operating joy . . . because it is constructed and designed to give operators that money-making, time-saving feature . . . a mechanism with all the bugs removed . . . to guarantee an operation that is . . . TROUBLE-FREE.

And a TROUBLE-FREE mechanism is a feature that will always be a MUST in An AMUSEMENT ENTERPRISES CO. Product.

AMUSEMENT ENTERPRISES CO.
GEORGE PONSER  IRVING KAYE  2 COLUMBUS CIRCLE, NEW YORK, N. Y.  PHONE: CIRCLE 8-6631

9 FOOT SIZE  $375.00  F.O.B. N.Y.
12 AND 14 FOOT SIZES  PRICES ON REQUEST
ORDER FROM YOUR NEAREST DISTRIBUTOR

Distributed in Southern Florida by
CHRISTOPHER-LUKER CO.
135 S. W. 8TH ST., MIAMI 32, FLA.

Distributed in Oklahoma by
GLIF WILSON DIST. CO.
111 SOUTH MAIN ST., TULSA, OKLA.

Distributed in Eastern Pa. & Southern N. J. by
LADY JOHN EDGEB
166 NORTH BROAD ST., PHILA, 23, PA.

Distributed in Texas & New Mexico by
WALBORG SALES COMPANY
1501 YOUNG ST., DALLAS, TEXAS

Distributed in Western Pa. by
AMERICAN COIN-A-MATIC MACHINES CO.
1517 FIFTH AVE., PITTSBURGH, PA.

Distributed in Northern N. J. by
HERCULES SALES & DIST. CO.
415 FRELINGHUYSEN AVE., NEWARK 5, N. J.

Distributed in Illinois, Iowa, Ind., & Wis. by
BELL PRODUCTS CO.
2000 N. OAKLEY, CHICAGO, ILL.
WURLITZER LAUNCHES INDUSTRY'S FIRST NATIONAL ADVTSG PROGRAM

Saturday Evening Post, Collier's, Look and Liberty to Break with First Full Page Ads in March. A National Schedule of Outdoor Posters Set to Go. All Tied in with Location Displays and Door Decals.

W'CHESTER MUSIC OPS JOIN N.Y. ASSN IN COMPLETE BODY

NEW YORK — Nine of the twenty leading music machine ops in Westchester County signed up in a body joining the AMA (Automatic Music Association) of New York this past week.

The original intention of the Westchester group, according to reports, was to formulate their own organization of music ops. But after Sidney H. Levine, attorney for the ops here, spoke to them at their first get together, they decided instead, to enter into the New York organization. The nine members who attended this first meeting joined as a complete group.

This will now extend the jurisdiction of the association here through the Westchester County area. It is believed that the remaining music ops will also enter into the organization in due time.

Those members who have already joined the New York group are: Louis Tartaglia, County vending Co.; Portchester; Arone Goldberg of White Plains; Louis Levy, Ave Vending Service of Mt. Vernon; Jim Smith of Pleasantville; Carl Paresi of Hawthorne; Frank De Muro of Empire Phonograph Co., Yonkers; Seymour Pollock of Tarretown; George Chan of New Rochelle; Nathan Benksy of Peeksill.

A drive is already under way, among these new members of the AMA, as well as among the regular members of the organization to enlist the remaining Westchester County music ops in the organization.

This will give the New York AMA a group of cohen who will remain a complete section of the organization and yet whose territory is many miles from the heart of New York City but directly connected with the city and therefore capable of spreading the work of the organization.

It is also reported that these Westchester ops are very much enthused over their entrance into the AMA and intend to start association activities working in their area.
PRE-WAR PRICES

PRECISION PARTS FOR BLUE FRONTS, BROWN FRONTS, GOLD CHROMES

New Payout Slides (Specify 5c-10c-25c 3/5 or 2/6) Per Set (1) ....................................... $6.00
Individual Slides (Order by Part Number — 2/5 or 3/6) Each ........................................... 1.00
Slide Cover Complete (Specify 5c-10c-25c) ................................................................. 1.50
Slide Posts (Set of 4) ...................................................................................................... 1.00
Shim for Lower Lever Guide ....................................................................................... 1.00
Payout Tube, Complete with Hopper (10c or 25c) ......................................................... .25
Escalator (Specify 10c or 25c) in exchange for Old Escalator and Clock Gear (Large — Complete with Dogs and Springs) .................................................. 3.50
Clock Gear (Intermediate — Complete with Pinion) ..................................................... 1.20
Clock Gear (Large — Complete with Pinion) ............................................................... 2.00
Clock Rebuilt, Your Old Clock and ................................................................. 1.50

NEW ALUMINUM BROWN FRONT CASTINGS

Including: Bottom Front Casting with coin cup cover — Top Front Casting with Coin Denominator — Back Top Casting equipped with angles and riveted strap for back door protection — Etched Metal Reward Plate — Chromed Cherry Jewel.

NEW ALUMINUM GOLD CHROME CASTINGS

Beautiful Glitter Gold Enamel Finish with Gleaming Chrome Ornaments.

Including: Bottom Front Castings with Coin Cup Cover — One Piece Payout Cup Casting — Diamond Ornaments — Top Front Casting with Coin Denominator and Intake Casting — Back Top Casting equipped with angles and riveted strap for back door protection — Etched Metal Reward Plate and Rivets.

Club Handle, Beautifully Designed & Plated (Specify Brown, Gold Chrome or Blue) ....... $3.50
Standard Handle, Stamping .......................................................................................... 1.50
Plate Insert for Reserve Jackpot Opening ....................................................................... 1.00
Cherry Jewel for Brown Front or Cherry dell .................................................................. 3.00
Etched Metal Reward Plate (Specify 2/5, 3/5, Brown Front or Blue Front) ................. 1.50
Etched Metal Reward Plate (Specify 2/5 or 3/5 for Gold Chrome) ................................. 4.00
Reel Strips, Per Set ....................................................................................................... 4.50
Complete Set Slot Springs, Plus Spares (50) .................................................................. 5.00
Assorted Nuts, Bolts, Lock Washers, Cotter Pins, Rivets ............................................. 3.00
Coin Denominators (5c-10c-25c for Brown or Brown Front) ..................................... 3.75
Coin Denominators and Intake Casting (New Style) 5c-10c-25c for Gold Chrome ..... 1.50
Knee Action Stop Levers, Per Set .................................................................................. 1.25
Star Wheels for Reels (20 Stop) .................................................................................... 1.00
Reel Discs, Each $2.00, Set of 3 (Standard 3/5, Club or 2/5 Single Cherry P.O.) ......... 1.50
Pin Reel Assembly ......................................................................................................... 6.00
Complete Set and Discs (3/5, Club or 2/5 P.O.) ............................................................. 1.25
Hardened Steel Drill Proof Plates for Side of Cabinet, Set of 2 ..................................... 4.00

WRITE FOR COMPLETE LIST OF PRECISION PARTS FOR BLUE FRONTS — BROWN FRONTS — GOLD CHROMES

BUCKLEY TRACK ODDS PARTS ........................................... PRE-WAR PRICES
BUCKLEY MUSIC SYSTEM PARTS ...................................... PRE-WAR PRICES

National Slug Rejectors:
N-101, 5c .............................................................................. $4.00
200-A — 201A (5c-10c-25c) .............................................. 10.00

BUY FROM BUCKLEY WITH CONFIDENCE
ANY PURCHASE MADE IS BACKED BY OUR GUARANTEE OF SATISFACTION — OR YOUR MONEY REFUNDED WITHIN 30 DAYS OF SHIPMENT.

BUCKLEY TRADING POST
4223 WEST LAKE STREET
CHICAGO 24, ILLINOIS
(ALL PHONES: VAN BUREN 6636-6637-6638-6533)
NEW YORK — Since publication of the ad and story showing scales being sold direct to drug stores this past week (February 18 issue) an actual avalanche of mail came down on The Cash Box offices here regarding the fact that there seems to be a very definite belief in the minds of a great many ops that there will be more direct selling than ever before in the history of this field.

One of these men writes, "For sometime I have been predicting that because so many similar type products are going to appear on the market all at one and the same time that there will definitely be sales made direct to the locations by many unscrupulous persons who will want to get their machines sold.

"This is something that is extremely difficult to prevent. From past history we know what such direct sales mean to operators. We have fought them for a long while and it takes years to remove equipment from a location when that location owns its machines. They won't give them up even if we prove to them that we will earn them more money with the new equipment.

"We realize that The Cash Box is the one and only publication in this field that has gone away out of its way to fight this great evil. Here, in our territory, we have a union affiliated with our association, and the union claims that any spot which will buy equipment direct, thereby throwing one of the union members out of this place, will immediately be picketed. That's the one great reason we joined up.

"What's more, it's about time that everyone in the industry agrees with The Cash Box that wholesalers stop advertising in magazines which every storekeeper can buy (and does buy) and learns where to buy machines and what they cost. He also learns a lot about our business and many times this isn't favorable to us."

Most noteworthy is the fact that the average coinman believes that because there will be such a batch of similar equipment sold when production gets under way and, as one coinman writes, "We can't buy 'em all," it will mean that somewhere down the line someone is going to unload machines in locations wherever he can.

In addition, it is well known in the trade that many are tempted to sell direct because of the big prices they get.

In pre-war days salesmen who could purchase machines from jobbers, and in some cases from distributors, made a business of time-payment sales to location owners.

The down payment which these men received for the machine usually covered all the money they had paid for it, plus a profit. If the location owner then sent in the difference in payments — it was just so much more gravy for the salesman.

In the meantime, some operator was being knocked out of a location and this developed into a vicious circle which actually started to sweep the industry to the point where, for a time, it looked like this evil would gain the upper hand.

Even before the new scales started to appear on the market one organization in Nashville, Tenn., calling themselves the "Nation Manufacturing Co." used a full page advertisement in "Drug Topics" magazine, leading drug trade paper, to tell druggists the advantages of buying their own scales. (The entire page ad was reproduced in the February 18 issue of The Cash Box.)

This alone gives some idea of how intense some of the people who know the inside of the coin machine industry are to get started selling direct to locations.

Further encouragement by open publication of prices and products is certainly not going to help the operator whose money is invested in this business and who must earn a livelihood from the machines he already has on locations.

Surely, not one man engaged in the business of operating or wholesaling or manufacturing coin operated equipment of any type, will agree that it pays to sell direct to location owners. This is just about the most shortsighted sales policy which any firm could ever adopt.

It is not to the advantage of the seller. The buyer, the retailer himself, has plenty of headaches from the very moment he gets the machine into his place. There are only a very, very few who know how to set up and take care of a machine. And even these will never let go of a machine once they have it on their floor until it falls apart.

Therefore, it is up to the members of this coin operated machine industry to make certain that no renewal of direct sales will occur.
TELL IT TO

THE CASH BOX

381 FOURTH AVENUE
New York 16, N. Y.

32 WEST RANDOLPH STREET
Chicago 1, Illinois
All Phones: DEArborn 0045

422 WEST 11th STREET
Los Angeles 15, Calif
All Phones: PROspect 2687

Two Chicago Dept Stores Plan To Use Frozen Food Vendors

CHICAGO—Two of this city’s largest department stores, Marshall Field’s and Wieboldt’s, are planning to install frozen food vendors just as soon as these coin operated merchandisers are ready.

Both stores, it is reported, believe that they will not only speed up buying in their food departments but that they will enjoy increased sales by using the frozen food vendors.

Marshall Field’s is well known to everyone in this area and throughout the country. Installation of frozen food vendors in this famed store is sure to help speed similar installations in other department stores throughout the country.

There is no doubt, department store merchandising experts believe, that other stores throughout the nation also featuring food departments will turn over an entire section to coin operated frozen food vendors.

All department stores throughout the country can make extremely good use of frozen food vendors in their present food departments.

At the same time installations will probably appear in smaller retail stores due to the acceptance of the frozen food vendors by Marshall Field’s and Wieboldt’s Department Stores.

READY FOR IMMEDIATE DELIVERY! NEW AMI STREAMLINERS CRATED

10 RECORDS — 20 SELECTIONS........... WRITE

UNIVERSAL AMPLIFIERS—Built Specially For U. S. Govt.
For all Wurlitzer, Rock-Ola, Seeburg Machines. Tone Quality and plenty of volume with switches, volume control, and tone control. Order Immediately! Price

$47.50

We take old amplifiers in trade-ins

RUNYON SALES CO. of NEW YORK
593 TENTH AVENUE (LONGACRE 3-4820) NEW YORK CITY

TAKES THE BACON AND THE SLOT, TOO
DALLAS, TEX. — One storekeeper here reported to the police that not only did burglars break in and grab the bacon and cigarettes but they stole her slot machine, too.

And what seems to have irritated the location owner more than anything else was the fact that the slot was stolen.

Seems like burglars now are more interested in coin machines than in the bacon and cigarettes even whiskey that they can steal.

HAVE YOU JOINED THE CMI PUBLIC RELATIONS PROGRAM?

SALES—10 Air Balloons $800.00. These machines were all on location and crated four months ago when boy left for service. Selling machines as is. Also: 8 Batting Practice $15.; 20 pin tables: Big Chief, Four Roses, Venus, Fantasy $900.00 for set. $1/2 Deposit. MAKE MUSIC, 810-31st STREET, UNION CITY, N. J.

TELLS GROCERS ABOUT SANDWICH VENDERS
NEW YORK—The New York City Progressive Grocer magazine ran an article in its February issue with a small cartoon telling its grocery readers all about the sandwich vendors.

The “Canteen” hot dog machine and other sandwich type vendors are explained. It seems that there is a market in many grocery locations for such vendors.

www.americanradiohistory.com
The Cash Box

Page 48
Week of February 25, 1945

ILLUMINATED

Super De Luxe CLUB CHIEF

A REAL THRILL with more action! More suspense than ever before witnessed! Its sparkling, illuminated front out-classes them all. That's the proud boast of the JENNINGS SUPER DE LUXE "CLUB CHIEF" now at your distributor and dealer.

The JENNINGS SUPER DE LUXE "CLUB CHIEF" is 100 per cent mechanical in operation! No electrical fittings or functions to halt play or cause costly servicing.

ORDER IMMEDIATELY FOR EARLIEST POSSIBLE DELIVERY

MODELS NOW ON DISPLAY
AT YOUR DISTRIBUTOR OR DEALER

O. D. JENNINGS & COMPANY
4307-39 WEST LAKE STREET CHICAGO 24, ILL.

www.americanradiohistory.com
WE ARE MAKING IMMEDIATE DELIVERIES OF

"SUPER SKEEROLL"

The sensational, proven, location-tested money maker! Features the most colorful light-up backboard on any skeeball — larger playing field — steel runners to avoid ball jams — mechanical ball release — 9 ft. long, 25" wide.

DISTRIBUTORS - GET IN TOUCH WITH US IMMEDIATELY FOR A REAL MONEY-MAKING DEAL

MIKE MUNVES
510 WEST 34th ST. (Phone: BR. 9-6677) NEW YORK, N. Y.

ORDER FROM YOUR NEAREST DISTRIBUTOR

RUNYON SALES CO.
123 W. RUNYON STREET
NEWARK, N. J.

RUNYON SALES CO. of N. Y.
570 TENTH AVENUE
NEW YORK CITY

BADGER NOVELTY CO.
2546 NORTH 30th STREET
MILWAUKEE, WISC.

AMERICAN COIN-S-MATIC MACHINE CO.
1435 FIFTH AVENUE
PITTSBURGH, PA.

ATLAS VENDING CO.
410 NO. BROAD STREET
ELIZABETH, N. J.

RUNYON SALES CO.
1290 DELAWARE AVENUE
BUFFALO, N. Y.

CLARENCE BAGGETT
915 NORTH 21st STREET
OKLAHOMA CITY, OKLA.

CALIFORNIA AMUSEMENT CO.
1348 VENICE BOULEVARD
LOS ANGELES, CALIF.

ROTH NOVELTY CO.
54 PENNSYLVANIA AVENUE WILKES-BARRE, PA.

J. J. GOLUMBO & CO.
116 NEWbury STREET
BOSTON, MASS.

MARLIN EQUIPMENT CO.
412 NINTH STREET, N. W.
WASHINGTON, D. C.

SILENT SALES CO.
200 ELEVENTH AVE., 50.
MINNEAPOLIS, MINN.

THE MAKEKEF COMPANY
4310 CARNEGIE AVE., CLEVELAND, OHIO

EMPIRE COIN MACHINE EX.
2117 W. NORTH AVENUE
CHICAGO, I11.

HEATH DISTRIBUTING CO.
217 THIRD STREET
MACON, GEORGIA

SOUTHWEST AMUSEMENT CO.
2916 MAIN STREET
DALLAS, TX.

LOUISIANA COIN MACHINE CO.
931 Poydras STREET
NEW ORLEANS, LA.

JULES OLSEIN CO.
1100 BROADWAY
ALBANY, N. Y.

BIRMINGHAM VENDING CO.
2111 EIGHTH AVENUE
BIRMINGHAM, ALA.

MODERN SOUTHERN DIST. CO.
410 RIVERSIDE AVENUE
JACKSONVILLE, FLA.

MODERN VENDING COMPANY
255 N. W. 27th STREET
MIAMI, FLA.

L. C. FORCE JOINS AMI

CHICAGO — Lyndon C. Force, well known in music and general coin machine merchandising, has just joined the AMI organization as Assistant Sales Manager to DeWitt (Doc) Eason, General Sales Manager.

Doc says, "All of us at AMI are most enthusiastic about having Lindy Force join our organization. He has been in automatic music from its very inception and his technical knowledge of phonograph operation and phonograph service details is comprehensive. His knowledge of factory procedures will be of immense benefit to all AMI customers and will speed up deliveries. Mr. Force will work from our Chicago headquarters, handling all details of shipments and customer service. He will be a liaison man between our Sales Department and our Grand Rapids factories."

Lyndon C. Force is widely known for his work in general merchandising as well as coin machine merchandising. He is a veteran of World War I, in fact, he is one of the youngest veterans of World War I. Force worked at Mills Novelty Company and Mills Industries, Inc. for many years in the capacity of Sales Promotion Manager on music and ice cream freezers.

He also worked for several years at O. D. Jennings, D. Gottlieb & Co., and The Brunswick-Balke-Collender Co. During the war Mr. Force attained fame as one of the best expeditors of war work in the United States.

ARNOLD GREENE HEADS SERVICE DEPT

BOSTON, MASS.—Arnold H. Greene, son of Joseph Greene, Greene Distributing Company, this city, has joined the latter firm to head its service department. Arnold brings with him an interesting music machine background. At one time he had the distinction of being the youngest juke box operator in the country, servicing a route of 50 machines at the age of 17.

Arnold Greene temporarily severed his connection with the coin machine industry in 1942 when he joined the U. S. Air Corps to become an airborne radio and radar operator mechanic.

ROWE DISPLAYS AT NEW ORLEANS NATD MEET

NEW ORLEANS—Frank Hopewell, Sales Manager of P. Lorrillard & Co., congratulates George M. Seddon, Secretary of the Rowe Cigarette Service Company on the new Crusader cigarette merchandising machine. The Crusader was on display at Rowe's booth at the New Orleans regional meeting of the National Association of Tobacco Distributors, February 14-16.
“Curley” Robinson Acclaims CMI Public Relations Program

LOS ANGELES, CAL. — In a letter addressed to Jim Gilmore, managing director of CMI, Samuel (Curley) Robinson, managing director of the AOLAC, this city, advised, “It is with deep feeling of satisfaction that I note the Coin Machine Industries, Inc. launching a public relations program. No one has been stronger for this than the writer and the efforts put forth by the Associated Operators of Los Angeles County, Inc. in its public relations work has shown the possibilities of a proper program exploited in a proper manner and that it can create the two things so vitally necessary to our business, namely: good will and tolerance.

“This is a program that will elicit considerable criticism and help due to the fact that everyone has a different opinion as to how a public relations program should start. However, the criticism and help will be more helpful in attaining the goal set forth by the Coin Machines Industries, Inc. in this program. Anything and all things that we can do will be done.”

“Curley” also enclosed checks from himself and many from the member-

ship of the AOLAC which have ar-

ranged for these men to become as-

sociate members of Coin Machine

Industries, Inc. and thereby help get

the CMI public relations program

under way.

The public relations work which

AOLAC have done with limited

funds is considered the very best

which has ever yet appeared in this

industry. Members of this organiza-

tion are grateful for this work for it

has kept this one territory operating

for a great many years and has won

better understanding of their business

from the public here.

UNCOMPROMISING POLICY

F:ROM 1917 TO 1942

"ENDORISING ONLY THE BEST"

In 1942 war restrictions and conditions called for at least a compromise in our policy if we were to continue our business.

Rather than do that we stopped!

Being sure now that nothing can compel us to make even a remote change in our original policy, we are renewing our activities in every field of the Coin Machine Industry with this pledge.

We shall recommend and sell Only The Best Amusement-Merchandising-Music Machines and Accessories.

Our new home at 199 W. Girard Avenue, THE LARGEST OF ITS KIND, will provide most modern facilities to serve operators, jobbers and manufacturers in a manner not equalled anywhere in the United States.

Soon we shall announce our new method of distribution which will be a liberal departure from old fashioned methods and which will benefit the entire industry. Schedules to complete our new home by February 20th are upset by present strikes. We are driving hard to finish the job by March 20th.

Our Pittsburgh branch, however, is now in full swing under the direction of Harry Rosenthal.

BANNER SPECIALTY COMPANY

199 W. GIRARD AVENUE
PHILADELPHIA 23, PA.

1508 FIFTH AVENUE
PITTSBURGH 19, PA.

OPERATORS — Save Time! — Save Money! . . .

KEEP YOUR LOCATION WORKING WITH A TRIMOUNT UA-15 ALL-PURPOSE AMPLIFIER

A universal replacement for most all phonograph amplifiers. Various Seeburg, Wurlitzer, and Rock-Ola members are stumped adjacent to each socket.

CHECK THESE FEATURES

- 15-watt, high impedance amplifier, solid metal chassis . . .
- Line face 3 angels . . .
- Dimensions 14½ x 17 x 9½ . . .
- Two 6 & 7 tubes in input stage, part of volume and tone control circuits cut in for proper bias and less distortion in grid circuit . . .
- 16 tubes beam power transformer used in push-pull output stage. Output voltages appear across output transformer with resistors across output winding to control tube load . . .
- Theremin push-pull output transformer used for matching external P.M. speakers (lapped at 4-8-15 ohms).
- Switch controls P.M. speakers . . .
- Power supply uses heavy duty transformer with 304 full wave rectifier and Theremin high filter choke with regular filter condensers of 10 MFD at 400 volts . . .
- Condensers and resistors are standard radio parts and are mounted on one block for easy service.

TRIMOUNT AUTOMATIC SALES CORP.
40 WALTHAM STREET
BOSTON 18, MASS.

Liberty 9480

PEACHES FROM GEORGIA

DIXIE’S MOST PROGRESSIVE DISTRIBUTORS ARE EXCLUSIVE DEALERS IN

G E O R G I A

FOR

O. D. JENNINGS & CO.
H. C. EVANS CO.
D. GOTTLIEB & CO.

HEATH DISTRIBUTING CO.
217 THIRD ST. (PHONES: 2681-1611) MACON, GA.
CLEVELAND, O.—The new amplifier being introduced to the trade by The Ohio Phono-Tronic Co., this city, is reported to have been engineered and developed for the firm by Raymond Binney who started the radio world back in 1944 with his method for transmitting television broadcasts over an ordinary telephone wire. This was announced by Homer E. Capehart of Packard Mfg. Co., Indianapolis, Ind., at that time.

Now, according to Leo Dixon, president and Frank W. McNichols, general manager of The Ohio Phono-Tronic Company, “Binney has helped to invent and engineer one of the most outstanding amplifiers ever yet produced in the automatic music industry.”

According to McNichols, “Binney has helped by his wizardry to bring coinmen all over the nation a new and different two-way circuit. At the same time this amplifier features volume control without the use of a microphone. Noise waves are, instead, picked up by the speaker of the machine itself. Compression and expansion action holds the volume at a constant level.

“At the same time,” McNichols continued, “Binney is giving the industry automatic matching of input with either a crystal or magnetic pickup. At the same time this also gives automatic matching of output to the speaker, number of speakers or any number of auxiliary speakers. It allows for more wattage without distorted output. In short, it will allow old phonos to now feature modern quality music.”

The Detroit Sunday Times in a feature story told all about Raymond Binney and called him the “radio wizard.” “His new effort in this amplifier,” McNichols says, “is proof of his wizardry with electronics. He is certainly revolutionizing the automatic music business for he is giving the juke box operator the opportunity of reviving old machines to give the finest quality tone ever heard and all the new and modern features by just using this new amplifier.”

Raymond Binney “Radio Wizard” with Ohio Phono-Tronic

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AL BERGMAN'S
SHOUTING
FROM THE
ROOF TOPS

LOOK
WHAT HE OFFERS
YOU!
- The integrity and prestige of
  a top-flight distributor organi-
  zation.
- Complete and unqualified
  financial and moral respon-
  sibilities.
- A young, aggressive and on-
  their-toes organization of
  skilled and specialized per-
  sonnel.
- A modern, well-equipped
  building — with spacious
  showrooms and an up-to-the-
  minute service department.
- An earnest pledge to give you
  the most mutually profitable
  distribution in this territory.

I'M
DELIVERING
- BALLY'S UNDERSEA RAIDER
- BALLY'S VICTORY DERBY
- CHICAGO COIN GOALIE
- MARVEL'S HOLLYWOOD
- GENCO'S TOTAL ROLL

EXCLUSIVE
DISTRIBUTOR
Aireon
in Western New York
Tomorrow's Electronic
Phonograph Today!
Get on the highway to greater
profits — From now on —
AIREON!

ALFRED SALES, INC.
Distributors of Coin Operated Machines and Devices
1006-1008 MAIN ST. Lincoln 9107 BUFFALO 2, N. Y.

ED BROWN BUSTS 'EM UP

Makes Way for the New Cig Vendors
by Destroying Old Machines

ED BROWN

DALLAS, TEX. — Ed Brown, noted
cigarette machine distribs, this city,
his started a new program for his
organization which is winning the
acclaim of leading cig machine op's
through this territory.
Brown is breaking up all the old
cigarette machines he can lay his
hands on whether these are taken in
trade or fall into his possession by
purchase.
"This," Brown reports, "will mean
that here in Texas we will once again
progress with the same sort of speed
we always did in the past. We want
only the finest and most outstanding

vending machines on location in this
territory.
"To do this we decided that what-
ever old machines came into our
hands we would bust these up to
make way for the new.''
The picture of one of Brown's
servicemen busting up a lot of old
cigarette machines has been showing
to many merchandise ops and they

about the fastest-
growing distributor-
ship in Western New
York and Northern
Pennsylvania...
Electronic Phonograph and Accessories
ARE HERE
"A" DAY...

AT
RICHMOND, VA.
IS
FEBRUARY 28th
AT
JOHN MARSHALL HOTEL
(PARLOR "A" — MEZZANINE FLOOR)

AT
MARIETTA, OHIO
IS
MARCH 1st
AT
SHOWROOMS OF
R & S SALES CO.

COME ONE — COME ALL

TED SHEARLY
R. D. ROSE
South Carolina Gets $69,255 Revenue From Machines

COLUMBIA, S. C.—Regardless of a ruling here that certain types of machines are “illegal” T. M. Howell, director of license tax division, reported that 4,617 licenses for machines of all types brought this state $69,255. Of the 4,617 licenses issued this year 374 were for vending machines, the other 90% were for slot machines.

Notification of this revenue incensed some of the newspaper writers, especially W. D. Workman, Jr. of the Charleston (S. C.) News and Courier. He wrote a lengthy article in his paper decrying the fact that “Illegal machines bring S. C. annual revenue of $69,255.”

He advises the public that at the bottom of each license there is printed a warning against the operation of unlawful equipment. He specifically recalls the various ruling and laws on coin machines. Throughout his entire article there is a definite trend to outlaw all types of equipment.

He writes, “Sases involving apparent conflict in the laws of the state have twice come before the South Carolina supreme court. In both instances the court ruled that the devices in question were illegal and that the subsequent tax legislation did not amend the criminal code and vest the machines with legality.”

Greenbaum Flies To Appoint Distributor

MOBILE, ALA. — R. R. (Rudy) Greenbaum, vice-president of Aireon Manufacturing Corp., Kansas City, Mo., flew down here on his way back from Miami in the firm’s plane to appoint Jack G. Chalcraft and Dave Bradley of the George Distribution Company, 364 South Washington Ave., this city, Aireon’s distributors for southern Alabama and northwest Florida.

Both Jack Chalcraft and Dave Bradley report that it was a real thrill to see the Aireon plane coming into the field here. “This,” Jack Chalcraft said, “is what we call the modern way of doing things. When we first talked with Rudy,” he continued, “he told us he would be here in a day or two and would wire us the of his arrival. No sooner said than done. Bingo — and he was here — landing at our airport in Aireon’s two-motored airplane.”

From left to right at Mobile’s airport with the Aireon plane as background are: Jimmy Redwine, the pilot; Dave Bradley of George Distributing Co.; R. R. (Rudy) Greenbaum, Aireon vice-president and Jack G. Chalcraft of George Distributing Co.
This ad may be worth thousands of dollars to you if you are an

OPERATOR OF SELECTIVE WIRED MUSIC

TRITELY but truly it has been said that "the early bird catches the worm". At no cost to you — and with practically no effort — you will receive $52 additional per year for each location you serve. One hundred locations means $5,200 more for you. Five hundred locations will bring you $26,000 extra per year. No comparable proposition has ever before been made to operators of selective wired music.

Only a limited number of licenses will be granted. At the most, one out of every three operators is all we can service. If you are an operator with a top-notch reputation we believe you will want to have full details quickly.

There is no obligation on your part. Either you go for our idea 100% or you toss it in the waste basket. There's no way you can decide unless you clip out the coupon right away and send it to us before it slips your mind. It might turn out to be the most profitable coupon you ever clipped.

COMMERCIAL RECORD CORP. OF AMERICA
545 Fifth Avenue, New York City 17. (Telephone MU 2-4217)
PACE 1946 "DELUXE" CHERRY BELLS

$1.00 — ONE DOLLAR

50¢ — HALF DOLLAR

NOW PRODUCING — DELIVERY DAILY — NO DELAY!!

VELVET FINISH STAINLESS STEEL DRILL-PROOF RUST-PROOF PLATES ON BOTH SIDES OF CABINET OUTSIDE

DELIVERY NOW NOT PROMISES

FINEST "BELL" EVER MADE IN AMERICA — THAT'S ALL

FOR INFORMATION AND PRICES WRITE THE DISTRIBUTOR IN YOUR TERRITORY

AMERICAN DISTRIBUTING CO., INC. 2734 Commerce Street, Dallas, 1, Texas

ATLAS NOVELTY COMPANY 300 N. Western Ave., Chicago 47, Illinois

AUTOMATIC AMUSEMENT COMPANY 1009 Pennsylvania Ave., Evansville 10, Indiana

AUTOMATIC COIN MACHINE CO. 12 West Linwood Blvd., Kansas City 2, Missouri

AMERICAN RADIO HISTORY www.americanradiohistory.com

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

NOTE: All of our Film for use in Panorams and Solo-Vues is specially treated and prepared to assure smooth running and maximum service.

DISTRIBUTORS FOR PHONOFILM PRODUCTIONS AND QUALITY PICTURES

PHONOFILM 3311 North Knoll Drive Hollywood 28, Calif.

merchandise right in leading stores in any section of the country.
The plans now being developed by some coinmen is to arrange for single channel music featuring continuous programs to be sent into leading stores and have this music sponsored for a regular weekly or monthly fee, guaranteeing the sponsor so many plugs for a certain number of min-

WANT TO BUY

• FIVE BALLS
• ONE BALLS
• PHONOGRAPH
• ARCADE EQUIPMENT
• SLOTS AND CONSOLES

State Condition, Price and Quantity in your first letter. Write Today!

AL SEBING

BELL PRODUCTS CO. 2000 NORTH OAKLEY CHICAGO 47, ILL. RUMBOLO 3027

NO DELAY!!
"Just Used For Fun" Is Slot Play Plea

SALT LAKE CITY, UTAH. — This city’s citizens (and especially coinmen) were treated to a new angle when attorney Ray S. McCarty representing William A. Gundry owner of a machine which was picked up on October 28, 1944, contested the petition asking for the destruction of the machine by stating that Gundry did not use the machine as a game of chance but for amusement purposes only, keeping it in a back room and using only slugs to play it.

The arguments waxed fast and furious and there was a belief, for a time, that McCarty had brought about something new in slot hearings which have been going on in this city.

Many a slot man began to have visions of pleading "for fun only" anytime a machine was picked up. In fact, the idea of "for fun only," could be worked out into a great many angles—regardless of whether slugs were or were not being used—and there is no doubt that this would have opened the way to some greater "fun" ideas with slots.

But, hopes dimmed when City Judge Joseph C. Jeffson ordered the machine destroyed on February 25 and also ordered the county sheriff to hold the machine’s contents pending further order from the court.

McCarty, it is reported, will appeal the case to a higher court.

Coinmen here claim that they are going to keep watch on this case in the hope that perhaps lawyer McCarty may have found something which will give them relief from the many problems they have had to contend with in the past.

As one op stated, "Why can’t there be a la which says you can play slots just for fun?"
H. R. MATHENY
Is Happy And Proud To Extend
An Invitation To The Music Operators
OF KANSAS...

COME TO THE
LASSEN HOTEL
WICHITA, KANSAS
ON
MARCH 2nd and 3rd

DISTRIBUTORS
91.50

"PENICILLIN

OR

WICHITA

WOULD

219.50

WICHITA

CO.

564 W. DOUGLAS

WICHITA 12, KANSAS

CONSOLES — ONE BALLS — ARCADE EQUIPMENT — SLOTS

— CONSOLES —

SANTA ANITA 185.00

CHICAGO SPORTSMAN — F.P. 195.00

SKYLANE — F.P. OR P.O. 175.00

SPORT SPECIAL — F.P. 187.50

RECORD TIME F.P. 175.00

LONGACRE F.P. 435.00

— ARCADE EQUIPMENT —

RAPID FIRE — A.E. 145.00

SHOOT THE CHUTES 109.50

RAPID FIRE GUN GATINGS — NEW 11.50

CHICAGO COIN HOCKEY 219.50

SKILL JUMP & STAND 95.50

TOMMY GUN — LATE MODEL 149.50

PENNY PHONO — COINEMATONE 99.50

ROCKOLA WORLDS SERIES 99.50

SHOOT TO TOKYO 139.50

AIR RAID 174.50

ZINGO — PERFECT 179.65

ROOVERS NAME TAPES MACH. & TAPES 149.50

DEL. TEXAS LEAGUE 91.50

PIKES PEARS 19.50

MULTI-SCOPE DRYMObILE 279.50

EVANS TEN STEEKS 79.50

BATTING PRACTICE 109.50

EVANt DIDGEZ 79.50

KEENLY SUBMARINE 169.50

KEEL EM PUNCHING 81.50

GENO COOPS 97.50

— SLOTS —

1st: JENN. SKY CHIEF — SPECIAL 189.50

2nd: WALT. ROTATOR — REBUILD 179.50

3rd: MILLS 6-1 69.50

4th: JENN. MUSCLE CONSOLE 249.50

5th: CHERRY BELL — C.N.A. 141.50

6th: BLUE FRONT — PERFECT 167.50

7th: MILLS CHROME 299.50

GROETSHEN COLUMBIA — G.A. 85.50

SLOTS MACHINE — BLUE & GOLD 85.50

25c CAILLE — 35 — RED ENAMEL 69.50

25c BLUE & GOLD VEST PockEts 54.50

25c CHROME VEST Pockets 159.50

25c BROWN FRONT 179.50

25c WALTING ROTATOR 99.50

25c AMERICAN EAGLES 14.50

25c MILLS MELON BELL 189.50

25c JENN. SILVER CHIEF 197.50

25c MILLS REFLECTOR CHROME 269.50

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

EMPIRE COIN MACHINE EXCHANGE, 2812 W. NORTH AVE., CHICAGO 47, ILLINOIS

HUMBOLDT 6288-89

JUKE BOX OPERATORS

MEMO LABEL

BONNIE BAKER and CAPTIVATIVE-AIRS

7002 "IT MAY BE WRONG"

7003 "JUST THAT WAY"

ATOMIC LABEL

SLIM (FLAT FOOT FLOOGE) GAU3ARD

A215 "ATOMIC COCKTAIL"

A216 "PENICILLIN BOOGIE"

OPERATOR’S PRICE 55c

TERRITORIES OPEN!! DISTRIBUTORS WANTED!!

K & M DISTRIBUTORS

1913 W. PICO BLVD.

LOS ANGELES 6, CALIF.

PHONE: (EX: 8011)

"The Phonograph Sensation of the Century"

MATHENY VENDING CO., Inc.
NEW YORK—Dave Margolin, head of Manhattan Phonograph Company, this city, has just announced the date for the display of the new Air- eon Electronic Phonograph and acces- sories. The big showing will be on Sunday, March 3, at their show- rooms.

Manhattan Phonograph Co. has been preparing for "A" day for months. Their offices and display rooms at 767 Tenth Avenue have been completely renovated from floor to ceiling. New materials of all kinds have been used to modernize the offices. In addition drapes have been hung all along the walls, and com- pletely surround the display stand on which the Aireon phone will be shown.

The service department has been completely renovated and operators will be able to drive their cars right into a landing platform inside the building. A special entrance around the corner from Tenth Avenue has been arranged for operators who just want to enter the service department.

On Sunday, Dave Margolin and his associate Leo Knebel, will be on hand to greet all their music friends. All Manhattan's mechanics will also be present to answer any questions asked. They have been schooled in all the mechanics of the Aireon phone at the Aireon school in Kan- sas City.

"We're all ready to go," exclaims Margolin excitedly, "and I can hardly wait to see the faces of the music operators when they get their first look at the Aireon phones. I've been distributing phonos for quite a few years and can promise, without a question of a doubt, that they will see and hear the greatest automatic musical instruments ever produced."

The firm are also arranging for the Aireon-schooled mechanics to give complete demonstrations to juke men throughout this entire area. They believe that in this way the men who buy Aireon phonos will be able to handle them with complete ease and will need little future coaching as to mechanism or any other parts of the units.

seem to realize that the voice comes to him in the same fashion as his telephone.

The column is interesting from the standpoint that it proves youth is listening carefully to all develop- ments in juke box music.

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**WANT 500 GAMES**

Can use 500 free play games

(Parts must be complete)


Send Your List Stating Quantity, Price and Condition.

**MID-STATE CO.**

20x35 W. ROOSEVELT RD. CHICAGO 12, ILL. TELEPHONE: SACRAMENTO 3-793

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**NEW RELEASES**

**UNITED — FOR BETTER BUYS**

**NOW DELIVERING**

| St. Blue Front | $120.00 |
| St. Blue Front | $120.00 |
| Sc. Brown Front | $145.00 |
| Sc. Brown Front | $145.00 |
| 5c Chrome | $195.00 |
| 5c Chrome | $195.00 |
| 5c Silver Map CM | $250.00 |
| 5c Silver Map CM | $250.00 |
| 5c Silver Map CM | $250.00 |
| 5c Silver Map CM | $250.00 |
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**ARCADE EQUIPMENT**

| Bowl A Ball | $950.00 |
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| Bowl A Ball | $950.00 |
| Bowl A Ball | $950.00 |
| Bowl A Ball | $950.00 |
| Bowl A Ball | $950.00 |
| Bowl A Ball | $950.00 |
| Bowl A Ball | $950.00 |

**FONDS — SPECIALS**

| Two Door Stands, No Locking Bars | $35.00 |
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| Two Door Stands, No Locking Bars | $35.00 |
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| Two Door Stands, No Locking Bars | $35.00 |
| Two Door Stands, No Locking Bars | $35.00 |

**WATCH FOR OTHER NEW BALLY PROFIT-PRODUCERS**

**PAUL A. LAYMON**

1503 W. PICO BLVD. LOS ANGELES 15, CAL.

(WIRE - WRITE - PHONE) * DIRECT LINE DISTRIBUTORS * (TEL: DR 3209)
BALLY ANNOUNCES NOVELTY GAME

CHICAGO — Production of Bally's first post-war novelty game, "Surf Queens," commenced this week.

George Jenkins, vice-president and general sales manager of the Bally firm states that a steady volume of novelty games will flow from the assembly lines without interfering with production of "Victory Derby" and "Victory Special" multiples.

"Expanded plant facilities and streamlined assembly methods," Jenkins said, "permit us to produce all three games, together with the "Undersea Raiders" target game. Production, of course, will be somewhat limited by material shortages, which we hope to overcome in the near future."

Jenkins also reported, "Surf Queens" combines tried and tested novelty features with several new high-score ideas that will bring the slowest novelty spot back to life in a hurry. The game is especially strong on the "piece-meal-try-again" appeal that insures plenty of repeat play. Back-glass, play-field and cabinet rank among the most colorful and attractive ever produced by Bally. The bumber layout is designed for the kind of fast "all-over-the-board" action that players want. And, of course, "Surf Queens" is quickly interchangeable from novelty to re-play."

CMA Banquet Held At Waldorf

NEW YORK—The annual banquet of the CMA (Cigarette Merchandisers Association) of this city was held at the Hotel Waldorf-Astoria this past week (Friday evening, February 22) with a very large gathering of all the cigarette machine operators in this area as well as many of the supply firms, distributors and manufacturers present.

Matthew Forbes, managing director of CMA, reported that the banquet was a huge success and was even greater than their banquets held in former years. This annual affair of the CMA always attracts a large turnout. This year's attendance was among the largest yet gathered in this area.

Even the date of the banquet forced many of the ops and others to come into town, because it was held the evening of Washington's Birthday, this did not in any fashion whatsoever dampen the festivities.

NEW Corp to Have Commercial Music

NEW YORK—The formation of the Commercial Record Corporation of America, 545 Fifth Ave., this city, with Robert Van Santen as president of the firm, has interested a great many music operators who specialize in double channel telephone music.

The organization also reports that its production manager will be Marvin Rothenberg who is well known in the recording field for his work with records which were popular on newstand-a year ago. Rothenberg also made movies for the U. S. Army and now in his new civilian occupation will be in charge of all record production for the new corporation.

Van Santen of the firm stated, "We are helping to help telephone operators to earn more money than they ever did before. Our entire program is now ready and all we ask is for all operators of telephone wired music to contact us immediately. Territories are being let just as rapidly as we can get around to making complete arrangements."

Day Phone 125 Night Phone 352-W
F. & W. AMUSEMENT CO.
FRED BURKS, Mgr.

COOKEVILLE, TENNESSEE

CHECK THIS AD AND BE FIRST TO GET IN ON THIS NEW SALE OF USED AND NEW EQUIPMENT AT THESE PRICES:

PHONOGRAPHES

ESO's $85.00
750's $100.00
750M's $175.00
800's $250.00
800R's $300.00
412's $125.00
412's Ex & REC $145.00
402's $99.50
Symphonola, 2 Rec $110.00
㎡ & 12 Rec $135.00

PINBALL & ARCADE EQUIPMENT
A-1 $10.95
O-Ray $19.50
Yankees $14.95
Shoe Me $9.95
Bat & Racket $6.95
Cap'n Kidd $6.95
Liberty $17.95
Jungle Camp, P. $17.95
Yonkers Double, Floor Sample $27.95

EQUIPMENT & REPAIR PARTS
3-145 Impulse Stoppers, Per $2.50
8 Music Transmitters $3.00
2 Wire Switches $1.25
1 Metal Outside Speaker $3.00
525 Wire Wall Boxes $5.00
120 Speaker $1.00
Emerson Ironwood Game Boxes $2.50
7 Kenney Bases $2.75
142 New Tone Bars $2.00
1809 Used Tune Arms $2.00
New Slag ELECTRIC'S, Super & Master $1.75
New Turnbuckle Motors $1.50
Mechs, Rocking Top or Bottom $1.00

NEW EQUIPMENT
Galoons $225.00
Tahle Roll $425.00
Scallop Roll $310.00
Wagon Wheel $249.00
23-D Post-War Five-Ball Counter Game "Smiley" $19.50

RECONDITIONED GAMES
Streamliners $249.50
South Sea $349.50

Wire, write or phone your orders
½ deposit with order, bal. C.O.D.

GET ON OUR MAILING LIST FOR THE LATEST IN NEW EQUIPMENT, USED EQUIPMENT, REPAIR PARTS AND THOUSANDS OF USED RECORDS.

F. & W. AMUSEMENT CO.
FRED BURKS, Mgr.

COOKEVILLE, TENNESSEE

Day Phone 125 Night Phone 352-W

ECONOMY SUPPLY CO.
615 TENTH AVENUE, NEW YORK, N. Y.

(Phone Bryant 9-2313)

PARTS—SUPPLIES

Faultless Casters for All
Music Boxes, per set of 4...$1.25

Soldering Irons
Fast Heating $1.75 ea.

FLASH! NEW RELEASES NOW READY

RELEASE SHEET OF NEW RECORDS
READY FOR SHIPING FEB. 1, 1946

BERGER ENTERPRISE
Producers and Manufacturers of
ENTERPRISE RECORDS
8111 Santa Monica Blvd.
Hollywood 46, Calif.

LARRY WILLIAMS — and his "Cowards"
Western songs with rhythm and pape to wake the lumbering souls.

#101-W "I'M A RIDIN' TOWARD THE SUNSET LITTLE DARLIN'"

#103-W I CAN READ BETWEEN THE LINES. I'M LOST WITHOUT YOU MY LOVE

BUDDY WEBBER — and his "Shabbie Jumpers"
Largest little Western Band in Hollywood.

#118 SLIP ME YOUR SIPPERS SUGAR DARLIN' I'M A RIDIN' THE RAILS

#115-B "I'M A ROUNDIN' UP MY LOVE, MY LOVE FOR YOU FIDDLIN' DAN FROM OLD CHEROKEE"

LOIS POWELL — and his "Shabbie Jumpers"
The sweet and lovely voiced Western Gal we have waited for so long for.

#127 IS IT WRONG SOME MOTHER'S DARLIN'

#129-B "’IPPIE AYE I WANT JUST ONE LITTLE DARLIN'"

HELON DALE — and his "Shabbie Jumpers"
Little Relicantly (COWBOY) So easy on your ears, but pulls at your heart strings with his pliable melodies.

#121-D TONIGHT THE STARS ARE PLAYIN' peek-A-BOO MY STAR IN HEAVEN TONIGHT

#122-D WHEN THE MOUNTAINS KISS THE SKY MY STABLE THERE'S AN EMPTY STALL

#123-B WHEN THE MOUNTAINS KISS THE SKY A Soft home-spun voice Western Led direct from the Plains.

#125-X THERE'S A BREAK RAIN IN THE SKY OVER THE OKLAHOMA GAL

#311-X SILVER DEV ON THE BLUE GRASS TONIGHT TRAIL TO SAN ANDREAS

RUSS PIKE — and his "Prairie Kings"
Eighteen years on the radio and at last on records, a treat for his thousands of friends!

#313-B I HAVN'T GOT A NICKEL (OR A DIME)

#135-Y I FORGIVE ME LITTLE DARLIN' I WON'T HANG AROUND YOU ANY MORE

TERRITORIES OPEN!!

DISTRIBUTORS WANTED!!

ALL RECORDS RETAIL 75¢

DEALERS 40% OFF PLUS TAX

THIS IS YOUR ORDER BLANK
INSERT FIGURE WANTED IN SQUARE

TEAR OFF AND MAIL TODAY
ALL RECORDS GUARANTEED
24 HOUR SERVICE
25%, WITH ORDER BAL. C.O.D.

Ship By ___________________________
Ship To ___________________________
Street ___________________________
City & State _______________________
Ordered By ________________________

The Cash Box Page 60 Week of February 25, 1945
DENVER GIVES HOME JUKES CREDIT ON HELPING TO SOLVE YOUTH PROBLEM

DENVER, COLO.—The Denver Post, leading newspaper, this city, came out with flaring red headlines Sunday, February 17, telling the story of two homes and contrasting the efforts made by the parents in these homes in helping to solve the youth problem.

The most interesting part of this fine story was the fact that Jerry and Jack Wood, sons of Robert G. Wood, this city, were being trained to be representative citizens of their community and the nation as well.

Outstanding was the large two column picture which appeared on the front page of this newspaper to illustrate the story and which showed both Jerry and Jack playing musical instruments with a juke box in the background.

According to The Denver Post, “As the Wood children grow up they don’t need to go hunting for juke box tunes in the corner tavern. Their juke box at home plays without nickel and as long as anybody wants to listen or dance. It’s a real juke box with the nickel slot disconnected, a far superior musical instrument in the eyes of youth than an ordinary radio or phonograph.”

L. D. Shulman of Modern Distributing Company, this city, reports, “We have, in the past, sold many music boxes for home use. We have, of course, removed the complete coin chute mechanism, so that it can never be used for commercial purposes.”

Sales of juke boxes have been going on to homes here for sometime as they have been in other parts of the country.

Many old juke boxes, leaders in the trade believe, will find themselves in rumpus rooms and other places in homes where these are traded in as the new machines come to market.

As Shulman writes, “This good news items shows that a home which has children is a much better home when equipped with a juke box. At least, this is the thought that is given the public when they read this story and see the Illustration.”

Most important to the entire juke box industry is the fact that this story ties in with the campaign of U. S. Attorney General Tom Clark to help solve the problem of juvenile delinquency.

Since juke boxes are so well featured in the story itself and especially in the illustration there is no doubt that greater public good will for juke boxes has been won with this item appearing in The Denver Post.

OPERATORS
LET US KNOW WHAT YOU NEED WHAT HAVE YOU TO SELL?
YOU’LL GET FAST SERVICE
Our fleet of trucks will deliver and pick up in the territory mentioned above.

 Operators For AMI — BALLY

Distributors For DE LUXE RECORDS AMUSEMENT ENTERPRISES CO.

IN EAST, PA., SOUTH JERSEY & DELAWARE

David Rosen

NOW DELIVERING — ORDER TODAY!

Bank Ball, 9 Ft. Skeu Alley

(12 Ft. & 14 Ft. Skeu — Prices on Request)

Getchell’s "Stage Door Cantos" 249.50

Genco’s Total Ball 425.00

Chicago Cool "Galeas" 325.00

Bally "Underside Rider" 399.50

Jack Nelson’s "Double Polo" Needles, 10,000 Plays Write

WATCH FOR OUR ANNOUNCEMENT OF THE GRAND OPENING OF OUR NEW BUILDING.
You’ll Be Invited

Dave Engels

IRV ORENSTEIN

HERCULES SALES & DIST. CO.

"A NAME YOU CAN TRUST"

415 FRELINGHUYSEN AVE., NEWARK 5, N. J.
PHONE: BIEGLOW 8-3524 — CABLE HERDISCO

JUKE BOX HITS
BY
THE DYNAMIC BARON OF BOOGIE
IVORY JOE HUNTER
ON PACIFIC LABEL #602
"BOGGIN’ THE BASEMENT"
"DON’T LEAVE ME"
#601
"SEVENTH STREET BOOGIE"
"RECONVERSION BLUES"
WHOLESALE PRICE 65c

COINMATIC DISTRIBUTORS

2712 W. PICO BLVD.
LOS ANGELES 6, CALIF.

ORDER FROM YOUR NEAREST DISTRIBUTOR

JAMES H. MARTIN
1407 Diversey Boulevard, Chicago, Ill.

DOBBS OF DALLAS
2821 Live Oak Street, Dallas, Texas

COMMERCIAL MUSIC CO.
510 North Sarah Street, St. Louis, Mo.

MUSIC SALES CO.
680 Union Avenue, Memphis, Tenn.

SOUTHERN MUSIC SALES
303 North Peter St., New Orleans, La.

C. & C. DISTRIBUTING CO.
712 4th Avenue, Seattle, Washington

BIRMINGHAM VENDING CO.
2117 3rd Ave. North, Birmingham, Ala.
TAVERN PAPER THINKS SLOT CHECK-UP GOOD

YOUNGSTOWN, O.—The “Buckeye Tavern,” tavern paper in this state, reported that the “Youngstown Vindicator,” local paper, merely checked U. S. slot licenses to learn that there were 240 spots with slots at $100 per year.

This tavern paper then says, “It sounds like such a simple procedure that one wonders why it isn’t used more frequently.”

As yet no tavern owners have complained regarding slots in their places of business.

**ECONOMY SUPPLY COMPANY**

1925 MARYLAND AVENUE, BALTIMORE, MARYLAND

**WE WANT ALL TYPES OF MACHINES!**

**MUSIC — AMUSEMENT — VENDING**

**SEND YOUR LIST AND PRICES TO: - - -**

Joe Ash
Pennsylvania

Irv Morris
New Jersey

**ACTIVE AMUSEMENT MACHINES COMPANY**

900 N. FRANKLIN STREET
PHILA., 23, PA.

417 FREELINGHUYSEN AVE.
NEWARK 5, N. J.

BEGLOW 8-1195

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

**ELECTRONIC PHONOGRAPHS**

**LOOK TO THE GENERAL FOR LEADERSHIP**

**STAGE DOOR CANTENE — LAURA — HOLLYWOOD — ARIZONA — IDAHO — SANTA FE — TRADE WINDS — OKLAHOMA — GRAND CANYON**

Immediate Shipmen...$249.50 ea.

**ATTENTION!!**

**ATTENTION!!**

**NOW DELIVERING**

Goade
$525.00

Life League
$425.00

Victory Derby
$575.00

Victory Special
$595.00

**BRAND NEW RELEASES FROM THE FACTORIES**

Ev. Bangsill 5c Combination F.P. & P.O. 7 Coin Head $694.50
Ev. Bangsill 10c Combination F.P. & P.O. 7 Coin Head 764.50
Jennings Brave Chief Jr. 290.00 10c 290.00 5c 269.00
New Mills 5c Yast Packets 74.50 ea. Evans 10 Strike 372.50

**Foil Puck**
Kentucky
$495.00

Santa Anita
$375.00

Jockey Club
$375.00

Kentucky
$275.00

Foil King
$495.00

Spinning Reels
$110.00

War Admiral
$249.00

York Fortune
$200.00

Spun Silk
$49.50

**SPECIALS**

Ev. Rotary Merchandiser Pocket Type, In Beautiful Condition...
Mills and Elias & Gold 5c Yast Packets, Perfect Condition, Ea.

Greenwich Metal Type LIKE NSW with 10c Coin...
New Pin Game Cartons, Ea.

2-A-B-T. Automatic Elks Rangers, Complete with 2 Rifles, Ea...

WRITE FOR LIST: Special Rebuilt Slot Machine Values, Arcade Equipment, Automatic Pin Game Consoles, 1 & 5-Ball P.P. Pin Games and 1-Ball Multiples P.O. Table.

TERMS: 1/3 Deposit, Balance C.O.D. or Sight Draft

**MONARCH COIN MACHINE COMPANY**

1545 N. FAIRFIELD AVE.

CHICAGO 22, ILL.
SOUTHWEST AMUSEMENT COMPANY

has just been appointed

Distributor

for

TEXAS

for

AMI

AMI Phonograph and AMI Automatic Music

Scoop!
The all new mechanism of the AMI phonograph plays 20 records either side to give 40 selections

Branches: Houston
San Antonio
Fort Worth
Mineral Wells

SOUTHWEST AMUSEMENT COMPANY
2910-18 Main St., Dallas 4, Texas • Phone Riverside 5141
SPECIALS.....
AN ENTIRELY NEW LOT OF COMPLETELY REFURBISHED AND REBUILT SLOTS - - - OFFERED FOR THE FIRST TIME UNCONDITIONALLY GUARANTEED REGARDLESS OF PRICE

11 5c MILLS ORIGINAL BLUE FRONT.................. $120.00
  3 5c MILLS ORIGINAL CHERRY BELL.................. $129.50
  1 5c MILLS ORIGINAL GOLD CHROME................ 179.50
  2 5c MILLS ORIGINAL SILVER CHROME................ 179.50
  1 5c MILLS ORIGINAL HAND LOAD, JACKPOT........... 190.00
  1 5c WATLING ROLATOP................................ 65.00
  1 5c MILLS ORIGINAL WAR EAGLE 3/5 PO............. 95.00
  1 5c MILLS ORIGINAL WAR EAGLE 2/4 PO............. 69.50
  8 10c MILLS ORIGINAL BLUE FRONT.................. $135.00
  2 10c WATLING ROLATOP 3/5 PO........................ 79.50
  1 10c MILLS ORIGINAL SANTA ANITA.................. 99.50
  10c JENNINGS THREE STAR CHIEF..................... 130.00
  25c MILLS ORIGINAL BLUE FRONT..................... 130.00
  2 5c MILLS ORIGINAL CHERRY BELL.................... 129.50
  1 5c MILLS ORIGINAL SILVER CHROME................ 179.50
  1 5c MILLS ORIGINAL CHERRY BELL.................... 175.00
  1 5c JENNINGS CHIEF.................................. 129.50
  2 25c WATLING ROLATOP FRONT VENDER................. 85.00
  1 5c MILLS ORIGINAL ROMAN HEAD.................... 345.00
  1 5c MILLS HAND LOAD JACKPOT WAR EAGLE WITH LATE CHROME BELL MECHANISM, SLITTER GOLD 365.00
  1 50c MILLS ORIGINAL WAR EAGLE..................... 235.00
  1 50c JENNINGS CHIEF.................................. 295.00
  3 50c MILLS ORIGINAL SILVER CHROME................ 209.50
  2 50c MILLS ORIGINAL CHERRY BELL.................... 175.00
  2 50c JENNINGS CHIEF.................................. 129.50
  1 50c WATLING ROLATOP................................ 85.00
  1 50c WATLING ROLATOP................................ 85.00
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  1 50c WATLING ROLATOP................................ 85.00

ONE-BALLS
17 KENTUCKYS........................................... $195.00
12 LONGSHOTS........................................... 148.00
10 SANTA ANITA.......................................... 115.00

3 WINNING TICKET......................................... $75.00

PHONE — WIRE — WRITE YOUR ORDER

TERMS: 1/3 Certified Deposit, Balance Sight Draft or C.O.D.

MULLININX AMUSEMENT CO.
1514-16 BULL STREET (ALL PHONES: 3-6601)
SAVANNAH, GA.

Own Any Hockeys?
THEN...

HERE’S GOOD NEWS FOR YOU
WE’LL CONVERT THEM TO DOUBLE PLAY — SO TWO CAN PLAY THE GAME AS WELL AS ONE — IT CREATES GREATER PLAYER INTEREST AND DOUBLES YOUR CASH BOX RECEIPTS

Ask Any Operator Who Has Seen It!!
WRITE — WIRE — PHONE
LEWIS COIN MACHINE SERVICE
3924 W. CHICAGO AVE. (BELMONT 7005) CHICAGO, ILLINOIS

WANTED TO BUY!
KEENEY
TWIN SIX - SKY RAY - CLOVER
WILD FIRE - VELVET - FOUR DIAMONDS

Write — Wire — Phone TODAY!

Pioneer Coin Machine Co.
2634 N. Laramie Ave., Chicago 39, Ill.
NATional 2018
MICHIGAN OPERATORS
Are Invited
TO SEE AND HEAR THE
PHONOGRAPh SENSATION OF ALL TIME

Aireon
ELECTRONIC PHONOGRAPh AND ACCESSORIES

KING PIN EQUIPMENT CO.
826 MILLS STREET (PHONE: 2-0021) KALAMAZOO, MICH.

The Heart of America
WE CAN NOW SUPPLY YOU WITH GOTTLIEB'S
"STAGE DOOR CANTEEN"

WE STAND READY TO SERVE THE OPERATORS IN "THE HEART OF AMERICA" WITH THE ROCK-OLA "PHONOGRAPh OF TOMORROW"

B. D. LAZAR COMPANY
1635 FIFTH AVENUE (All Phones: GRant 7818) PITTSBURGH, PA.
Now Delivering!!

FOR
BALLY MFG. CO.

VICTORY DERBY
1 BALL CASH PAYOUT

VICTORY SPECIAL
1 BALL MULTIPLE F.P.

SURF QUEEN
5 BALL F.P.

ORDER TODAY!

UNDERSEA RAIDER
One Piece Electric Gun

WATCH FOR
MULTIPLE MUSIC

WE ARE ALSO FACTORY DISTRIBUTORS FOR A. C. EVANS & CO.
IN NO. N. J. & EA. N. Y. STATE — GET ON OUR MAILING LIST!
PALISADES SPECIALTIES CO.
418 Anderson Ave., Cliffside Park, N. J.
Phone: CLiffs 4-1972

NOW DELIVERING!!

DISTRIBUTORS FOR
BLACK CHERRY BILLS
VEST POCKET BELLS
MUSIC
WORTH WAITING FOR

MILLS

DISTRIBUTORS FOR
INTERNATIONAL MUTOSCOPE

TERRITORY: MAINE, VERMONT,
NEW HAMPSHIRE, MASSACHUSETTS,
RHODE ISLAND

FOR SALE
An excellent paying Music and
Pre-Flight Trainer Pin Route in & around Boston.
Write — Phone — Wire

ED RAVREBY
ASSOCIATED AMUSEMENTS, INC.
72 BROOKLINE AVENUE

SAN FRANCISCO, CAL. — Al Sebring of Bell Products Company, Chicago, showed the new Williams Manufacturing Company’s five-ball pin game, “Suspense,” at the Mark Hopkins Hotel in this city this past week.

Reaction to the game was reported to be so good that Sebring was on long distance phones with the factory in Chicago continuously asking for larger and speedier shipments.

It is also reported that a very large number of coinmen came over to the Mark to compliment Al on taking over the territory for the Williams Manufacturing Co. and complimenting him on his first showing.

GOLDEN GLOVES BOUTS
DRAW MANY COINMEN

NEW YORK — The finals in the Golden Gloves tournament at Madison Square Garden in this city drew a large number of coinmen from many miles around.

The coin machine men have always been noted as great sports followers but this final stage of the tournament here brought operators, jobbers, distributors and manufacturers who happened to be in town out in droves.

The fights, by the way, were extremely interesting and exciting and all the coinmen reported that, “They sure were worth the money.”

CHICAGO—Executives of the O. D. Jennings & Company, this city, are reported to be readying one of the greatest surprises to the trade they have ever yet announced.

The everything is as yet being kept very secretively, the firm’s execs are noted to be smiling to visitors with a twinkle or two in their eyes regarding what the big Jennings factory will soon have for their customers.

All of the Jennings’ distribs are eagerly looking forward to hearing just what this big surprise is all about.

O. D. JENNINGS

FROM COAST TO COAST

RECORD-BREAKING!
DISC OF THE YEAR

The Original
J. B. No. 502

VOO-IT • • • VOO-IT

NOVELTY BOOGIE WITH VOCAL
backed by COTTIN’ BLUES Louisiana Stills

by

THE BLUE WOMAN

with

BUDDY BANKS SIXPET

List Price $1.00 plus tax
DISTRIBUTORS EVERYWHERE

or write or phone

JUKE BOX RECORD CO.
7 W. 46th ST. • NEW YORK 19

Chelsea 3-3337

WIRE — CABLE
2 Conductor underwriters approved
No. 18 Zip Cord. per 1,000 ft. $18.00
2 Conductor underwriters approved. No. 18
Silk & Rubber Covered Wire per 1,000 ft. 18.00
5 Conductor heavy duty rubber covered wire
for Sebring games per 1,000 ft. 38

ATLAS YENDING COMPANY
410 No. broad St. Elizabeth, N. J.

IT PAYS TO SAY, I SAW IT IN
The Cash Box
NEW YORK — Dave Quirk, Record Review Editor for The New York Daily News, resigned from that newspaper this past week (Thursday, February 21) and will continue to write record reviews from now on exclusively for The Cash Box.

Dave may also take on the writing of a Broadway column to be called “Broadway Quirks” in the very near future for one of the largest newspapers in this city.

“I have reported, whether I write this column or decide against it, I’m really getting the biggest thrill I’ve ever enjoyed writing the record review column for The Cash Box. This is something that has real meat in it and I know that the music operators appreciate these reviews by the many swell letters they’ve so far sent me from all over the country.

“Many of these letters suggested certain records for review and I want to tell these jive box men thru The Cash Box that as soon as I can gather around to them I’ll review them and give them our opinion of the tunes.”

In the meantime, all record manufacturers can send their records, as they have in the past, directly to Dave Quirk, care of the publication offices of The Cash Box, 321 Fourth Avenue, New York (16), N. Y.

**LET US BE YOUR SUPPLY HOUSE!**

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NEW YORK 19, N. Y.

**SILBERMAN THANKED BY OPS**

Letters and Wires Flood The Cash Box Offices on Articles Written by Al A. Silberman

NEW YORK — Since its inception The Cash Box has never received as many wires and letters from coin machine men all over the country regarding its editorials as it has these past few weeks for the article: ‘But written exclusive for this publication by Al A. Silberman, executive vice-president of Williams Manufacturing Co., Chicago. His last article in the February 18, 1946 issue giving his reasons for the 70%-30% commission basis which The Cash Box has been advocating for more than three years, drew the applause of the nation's leading coin machine men.

One very noted coinman wrote, “If there ever was a reason why the men in this business should go to a 70%-30% commission basis then Al Silberman’s article is the answer. I have taken the copy and am preparing to read it to the meeting of our music association this coming week. Believe me, Silberman knows what he’s talking about.”

Even more interesting is a wire received from California which stated very simply, “Just give us more articles by Al Silberman. Congratulations for getting him to write for The Cash Box.”

LEONARD MICON
LOS ANGELES, CAL.—Leonard Micon of Pacific Coast Distributors, this city, reports that the first shipment of Packard Wall and Bar Boxes to reach this city were sold even before he had the opportunity to open any of the cartons to inspect the merchandise.

“In all my experience in the coin machine business,” Micon reported, “I’ve never yet seen anything like it. The moment the word spread around town that we had received our first shipment of Packard merchandise, the operators simply flocked into our showrooms from everywhere in the city and everything was gone before we even had a chance to make up some sort of a display.”

Micon has been appointed distributor in this area by Charley Washburn, regional manager for Packard Mfg. of Indianapolis, Ind.

**GEO. WASHINGTON CLOSED THE MAIL**

NEW YORK — “If your ad missed this issue of The Cash Box you’ll just simply have to blame it on the ‘Father of our Country’ — George Washington — and so that we don’t tell any lies — we labored on here away into the wee small hours of Friday morning getting everything we had received up to Thursday evening of this past week into this issue.

“But, since our building was closed on Friday — and there wasn’t any mail being delivered anyway — we just did the very best we could and we do hope that you will bear with us,” Signed—Joe Orleck, Advertising Director.
WANT—54 Pearl's Grandma Horoscope Machine. Antique Arcade Machine when the little man's arm moves up and down from front to machine; 54 Grandma Prediction Machines: 54 Grandma Prediction machines of the same color as the inch Star machines, except they are ivory colored. One. Quote lowest price. Machines must be picked up at W. PICO BLVD, LOS ANGELES 6, CAL.

WANT—52 silent films for sale. Each $3.00. Full length, color, sound, excellent condition. Write best price and condition and quantity. W. H. BRUNEAU CO., 381, W. PICO BDV, LOS ANGELES 6, CAL.

WANT—Castle Pollard Football at 152, COMMODORE 631-E, DALLAS, TEX. Please write full particulars.

WANT—200 foot new improved 35-mm. color, four reel celluloid, any length, from $2.00 to $45.00. All first run films. LEE NOONAN, 303 NORTH CLAY, LINCOLN, NE.

WANT—52 Packard Boxes 182.50 ea. 9×16 in. 200.00 each. Also 52 Fillmation Machines at $50.00. 1½ Deposit. BIRMINGHAM VENDING CO., 3529 THIRD AVE. N., BIRMINGHAM, ALA.

FOR SALE—52 Watling Beer Balls 14 Ft. Dia. Blue 25¢ each. 59th Sree, BOSTON, Mass. 2 phones, 1-205 and 207. ½ Deposit. LEROY M. WILKENS, 981 E. 15TH ST., SOUTHBAY 1, 305.

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MISCELLANEOUS

NOTICE—Guardian Operators! We are now offering for sale the famous Packard Pin-Striped Photograph and Lettering machines. Write to us for further information on these and all our other machines. We have the complete line of machine supplies in stock. New machines and equipment for sale. We will deliver anywhere at low rates. George G. Allen, 926 E. 9th St., Columbus, Ohio.

NOTICE—Protect and hold that location! We furnish it absolutely free. All you have to do is to fill in the blank below.

NAME: ____________________________
ADDRESS: _________________________
CITY: ________________________________
STATE: _____________________________
ZIP: ________________________________

NOTICE—Largest and most complete stock in the world. We carry every size and style of machine for use in all parts of the country. Write for information and prices. We ship free of charge to all parts of the country. Prices of all machines are quoted F.O.B. Chicago. C.F. Yoder & Co., 721 Wabash Ave., Chicago, Ill.

NOTICE—Printers, Goldsmiths and other craftsmen! We have the most complete stock of photographic and machine supplies in the world. We carry every size and style of machine for use in all parts of the country. Write for information and prices. We ship free of charge to all parts of the country. Prices of all machines are quoted F.O.B. Chicago. C.F. Yoder & Co., 721 Wabash Ave., Chicago, Ill.

NOTICE—Supervisors—This is the most complete complete stock in the world. We carry every size and style of machine for use in all parts of the country. Write for information and prices. We ship free of charge to all parts of the country. Prices of all machines are quoted F.O.B. Chicago. C.F. Yoder & Co., 721 Wabash Ave., Chicago, Ill.

NOTICE—MISCELLANEOUS—The most complete stock in the world. We carry every size and style of machine for use in all parts of the country. Write for information and prices. We ship free of charge to all parts of the country. Prices of all machines are quoted F.O.B. Chicago. C.F. Yoder & Co., 721 Wabash Ave., Chicago, Ill.

NOTICE—The mislabeled stock is in stock. We have the most complete stock in the world. We carry every size and style of machine for use in all parts of the country. Write for information and prices. We ship free of charge to all parts of the country. Prices of all machines are quoted F.O.B. Chicago. C.F. Yoder & Co., 721 Wabash Ave., Chicago, Ill.

NOTICE—New England operators, write to us for information on the most complete stock in the world. We carry every size and style of machine for use in all parts of the country. Write for information and prices. We ship free of charge to all parts of the country. Prices of all machines are quoted F.O.B. Chicago. C.F. Yoder & Co., 721 Wabash Ave., Chicago, Ill.
Irv Bromberg and his son were in town this past week from Los Angeles and boy has that kid grown up. Irv. was spending quite a bit of time over at the Genco plant trying to get help for Total Rolls out for he claims that he could use plenty of carloads of them in his territory . . . Mike Munves in town from New York this past week and visiting around with many of the manufacturers. They report that Mike's new place in New York is quite the thing and that he has plenty of room for some more distributorships . . . Haskle Goldberg of Sterling Novelty Co., Lexington, Ky. in town, too, this past week and trying to arrange for some speedy delivery of machines to his place of business.

Bill Marmer of Sicking, Inc., Cincinnati in town and Bill has two important places to visit every time he gets here (and he gets here often these days) and that's the Bally plant and the Mills factory. Bill is trying like everything these days to satisfy the demand for Mills and Bally products in his part of the world . . . Little Jerry Kertman of Rochester, N. Y. in town this past week, too, and quite a few of the boys were happy to see Jerry in the Windy City once again. He reported he's got his place in Rochester all fixed up and in real shape for some big business which he believes will soon be starting . . . Lee Hedded of Ft. Dodge, Ia., recently discharged from Uncle Sam's Army, where he spent three and a half years making the rounds of all the manufacturers before setting up in business again. And Lee is sure happy to be back.

Joe Schwartz of National Coin Mach. Exch. announces the appointment of Stanley Levin to his sales staff. Stanley, on being released from the Navy, was given a very interesting mention in one of the Chi papers reading: "Stanley Levin, RM1/c served aboard the USS Sagittarius during part of her war cruise in the Pacific. Among the invaded harbors serviced by this vessel were Kwajelain, Eniwetok, Saipan, Tinian, Guam, Guadalcanal, Ulithi and Okinawa. The converted Liberty ship is credited with 2 Japanese planes downed at Okinawa and has been commended for work done at all other spots." . . . Dave Gottlieb reports that he and the Missus are all packed and ready for that month's stay in Florida. And the rest will probably do Dave plenty of good. He's been very busy with CMI's public relations program and also with the work in his own big plant.

Al Stern is plenty happy the way music ops from all around are popping into his spot to see the new Packard merchandise. That new chandelier speaker with the hundreds of mirrors in it is extremely attractive. While slowly moving around it reflects the light from these mirrors all over the place and adds lots of attraction and charm to a spot . . . Lou Koren and Max Benenson are working like beavers to get everything set for their "A" day showing on February 28. The boys over here at the Distributing Corp. of Illinois say that their open house will start at 9 A.M. and will last to 9 P.M. — or even later if the music ops want to stay around and admire the Aireon phonos and accessories. Both Max and Lou claim that a grand time will be had by all who will be present.

Harry Salat of Bell Products Co. is busier than the one armed painter these days with Al Sebring on the West Coast. And Al making a showing of Suspense at the Mark Hopkins Hotel in 'Frisco . . . M. Gasick, formerly Personnel Dept. of O. D. Jennings is now personal secretary to O. D. Jennings . . . Joe Simon (nephew to Jack Simon who manages the Sicking interests in Los Angeles) and who worked for Irv Ovizt here is now opening his own firm to be known as Iowa State Sales, 567 7th St., Des Moines, Ia. He will handle the Mills line, Amusematic's Lite League and American Amusement Co.'s Smile products to start with.

Over at Bally there's plenty of excitement since the firm announced their first five-ball novelty pin game, Surf Queens, with plenty of coinmen chasing over to the big Bally plant and trying to get carloads on carloads to be delivered "yesterday" . . . Michael Fortino of Versaille, France, is visiting with Pat Buckley of Buckley Mfg. Co. and talking over old times with Pat when Pat was over in France with the Buckley diggers. Maybe Mons. Fortino will take back some of those Buckley boxes with him to get France coin machine conscious again.

DeWitt (Doc) Eaton expected back from Miami any day now to get back into harness at his offices over at AMI. Doc visited with quite a few coinmen while down in Miami and is expected to report some coming events . . . Harry Williams is one of the busiest men in town since the firm's big announcements on Suspense. Just can't catch him for a moment — always going — always working — and late into the wee hours . . . Gil Kist is at his Des Moines offices making arrangements for the grand opening. In the meantime the boys over at Empire Coin just keep working away harder than ever.

Roy (Monarch) Bazelon is still down in Florida and the combination over at the firm's Chi headquarters are howling like everything to keep things in action. In the meantime they suggest to all ops who have games to sell to just call around — give them the quantity, price, etc. and make a deal. . . . Dave Gensburg of Genco is back from California and ready to get down to some hard work producing Genco games . . . Morrie Ginsberg of Atlas is in town and that kind of cases off the pressure from brother Eddie. They tell me that Morrie is all nice and tanned and healthy looking — and Eddie looks wrung out — after the pressure he underwent trying to deliver everything everywhere at the same time.

Dick Groetchen is back from Florida and the production line over at this factory on Colombias is now getting under way in earnest . . . Carroll Vetterick is reported ready to pop with a real surprise for the trade within a week or two that's going to tickle everyone of the ops . . . There's plenty of things getting ready here in town but as yet most of the info hasn't been released due to the fact that there is no way for these men to get supplies and materials to get production started. But you can bet your hat that when they do pop with some of the items they are holding back — that it'll be a grand time in the old town.
Wurlitzer's Mike Hammemgen in and out of town — like a flash. Many well known coinmen seen at Madison Square Garden's Golden Gloves finals this past week Monday eve. — Saw Mr. and Mrs. Bill Gersh at the Montreal Canadiens vs New York Rangers hockey game and learned that Mrs. Bill Gersh is a real hockey fan. Brother, she sure does yell, "Knock his head off," she told Lynn Patrick that night. — Abe (Runyon Sales) Green working out at the gym in Newark, N. J. for the first time in two years and stiffer than a board when he was all finished. "It's that Shugy," Green complained. By the way "Shuggy" Sugarman has been in Miami for two weeks and is coming back to Newark which baby stages via Macon, Atlanta, Columbia, etc., etc. and he's driving back with Jack Mick of New York who can really drive a car at 100 mph and over — given any kind of encouragement.

Dick Steinberg who is building those beautiful offices where Hercules used to be pre-war (1175 Broad st. Newark) is reported to be sub-district for Brunswick refrigerators, and that's in addition to his route which is reported to be growing every day. — Bernie Goodman who is president of the N. J. music ops assn is also reported to have schemed out a very grand idea for channelling music into N. Y. which will soon be hitting some of the better spots in this man's (or woman's) town. — Eddie Smith of Emby (Wurlitzer) hasn't lost that "mersh" business as yet. And neither has he missed a single Tuesday attending the "Tuesday Coin Machine Luncheon Club" over at Roger's Corners at 50th St. and 8th Ave., where Jack Dempsey's used to be. — Saw Bill Bye of Emby's Philly offices in town this past week and believe me he looked better than he has in a long while. By the way, Bill has climbed aboard the wagon.

Mike Munves reported that Max and Harry Hurvich of Birmingham Vending Co., Bummin', have been appointed distrists for his single roll game and that the Modern Southern Distries in Jacksonville, Fla. are also distris now. Mike said all this in four breaths before he hopped on a train to go on to Chi to visit with some mfrs. — Know what? Georgie Ponser had one very nice birthday party in his home just this past week and there were a lot of guys from the coin biz present. Georgie makes it a habit to celebrate his birthdays that way. And no one, believe me, no one, will ever forget that dance Joe Ash of Active Amusement, Philly, did that night. The kid, they tell me, should be on the stage — he's the coinman's Milton Berle. — Moe Better who manages Harry Berger's West Side Distri Co. is all swelled up about the fact that he's the daddy of a brand new baby boy (Feb. 14) and before anyone could even say "boo" to Moe — he had named him "Paul." 

Nat Cohn of Modern Music Sales couldn't wait any longer — so with itty feet and eager to get merchandise — he flew out to Detroit to his friend Tom Saffely of Vogue Records and they tell us that the rumbling noises you've been hearing around town ain't the wind — that's Nat holliering for more and still more Vogues to sell. — Herman Perin is back from a southern trip with a puss that's away down here. Claims, "It can't be so." But, since you can't push this guy down even an inch — he's planning another trip right away to make up the difference. "I want more music routes," he was howling all over Texas Avenue's Coinrow ... San Antonio, Texas sent one of her coinmen up here to tell us New Yorkers how things should be done — none other than Ken Wilkinson who was seen walking up and down Wall St. thinking about which firm name sounded best to him. And from what we hear this guy Wilkinson has got himself some really great ideas.

Saw Ted Mair the other night (of M.A.C.) and believe me — the guy's getting younger looking all the time. — Sam Marcus of Victory Enterprises, Fall River, Mass. in town this past week and Sam's looking for new phonos. — Jackie Berman of Economy Supply Co. has his fingers crossed these days. He's hoping that the weather is quit being so cold so that they can finish those Building operations ... Jack Fitzgibbon reports that he's taking plenty of deposits on Williams' Suspense. — Bill Blumenthal of Tri-State Sales Co., Inc. taking orders for Phillips' machines ... Abe Feinberg of U-Need-A, Boston, Mass., in town with a pile of orders — but a pile. — Charley Polgaar is leaving for Florida on March 1st and already, weeks in advance, he's oiling up his fishing tackle. What's this guy expect to catch, anyway? — Max Weiss is buying more and still more ciggy machines. Claims that he's going to wind up operating over a thousand of 'em.

The Personal Music Corp. over in New Jersey where they are located in the C-O Two Company bldg on the highway are getting ready to pop with a surprise announcement for the trade that will interest quite a few coinmen. — By the way that Commercial Record Corp. of America which opened at 545 Fifth Ave. have already appointed Russoff in Jersey to handle their affairs. ... And that banquet and dinner at the Waldorf by the ciggy machine ops also wasn't known to many coinmen until the very last second ... A few of the boys were up from Philly last week, but, we can't mention names — they were supposed to be somewhere else at the time ... Irv Sommer is expected to pop into town in a few weeks — and imagine leaving that nice warm sunshine in Miami to come on up here.

Charley Katz and Leon Berman seen walking around 319th Avenue and just smiling — but they do seem to have something up their sleeves right now — good, too ... There's something in the wind here, we're told by some of the music ops, which will prove of very good interest to the boys to know. Somewhere in this area there's an operation that just ain't completely kosher — it's a check-up deal ... Dave Margolin was plenty excited this past week because he was getting ready to show the boys the new Aireme phone and believed that this would, once and for all time, start the ball rolling with some of the biggest orders ever realized in this area ... Joe Darwin is still in St. Michael's hospital in Newark but should be home very soon recovering from that operation.
Jack Gutshall is now one of the busiest distributors in this area since “A” day has been set for his firm. Jack will have a big showing of the new Aireon line on February 27 and from the way he’s going about it there is no doubt that all those who will attend will have something to say about their satisfaction with the new coin machines. His promise every music op here the time of his life at his big showing . . . They’re still talking about that AOLAC meet at the Redger Young Auditorium where Bill Rodstein of Philly made such a nice speech. It seems that everyone was pleased with this meeting and most pleased of all because of the monster attendance was “Curley” Robinson . . . W. H. (Bill) Luenhagen reports himself busier than ever these days trying to keep up with the demand for his novel salesboards. And with his host of equipment for distribution soon looks like Bill will be busier than busy.

Bill Wolf of the new M. S. Wolf Distributing Co. (formerly California Amusement Co.) surprised all of his employees here by suddenly calling in building contractors and putting them to work remodeling his showrooms and offices. The tremendously increased volume of business and the big expansion program which the firm has just undergone has caused Bill to add four more people to handle his clerical work and four new mechanics to keep his staff working. A new and particularly nursery of Coinmatic Distributors is releasing an announcement on a new record which he believes will meet with the unanimous approval of all the music ops. “It should prove a honeypot of a moneymaker for the juke-box man,” he says . . . Jean and Dolores Minthorne are completing the last changes in their new showrooms and are among the busiest couples in town. What with the deals they have hanging over, with their finance plan and with the additional work up which was put on lately the place is a beehive of activity. And J. M. Harvey, salesman in working overtime these days to handle all matters.

Len Micon of Pacific Coast Distributors who just lately received his first shipment of Packard boxes claims that he did not have to chance to unpack them and take a look to see what they were like when the word spread up and down coinrow and the music ops simply swarmed right in and cleaned him out . . . Business must be good dept.—Merie Connell of Quality Pictures reports that the firm are now seeking a much larger studio to make their 16mm films. Connell claims that demand from the trade for their films has been so great the move proved necessary . . . Congratulations to Dave Bornstein, ass’t. manager of AOLAC, who became a proud daddy of a bouncing boy this past week. And we are glad that it happened when it did because Dave was getting himself for a nervous breakdown awaiting this new arrival to the Bornstein home . . . Jimmy Rutter is reported to be one of the busiest men out here manufacturing arcade equipment for the boys.

The Solotone Corp. claim they are now all set with their very attractive measured music box and it will soon be seen all over the country. Len Kelly of K & M Distributors is touring the deep south and is currently covering Texas for the firm. Len contemplates on completely covering the entire southern half of the nation on his present trip and will be on the road approximately 6 months. And Fred Meyers of the firm is getting itchy feet, too. He now plans on covering the entire northern part of the country and says he will be gone about 3 to 4 months on this trip. Fred Meyers, ass’t. manager of the firm, will be a busy man just taking care of callers, phone calls, wires, letters, business deals and seeing to it that all the orders Meyers and Kelly will ship in will be filled in time. They tell us that Eddie Mape just purchased a $100,000 route in the San Joaquin Valley. The route has been added to the Stockton offices of the firm managed by Jack Daly, Ray Powers of the Mape offices here reports that the surprise announcement which he has been promising the trade will come out sure within just a few more days. “So just hold on a bit longer,” Ray asks.

William (Bill) Happel, Jr., of Badger Sales Co., spent the past weekend in Santa Barbara and entertained a number of the ops there at a very big party. Bill also played host to Ed Johnson and Fred Currie the other night at the last meeting of the organization and it proved to be a “black night” for Bill. He has the place trunks and just kept losing and losing all night long . . . Ops seen shopping along coinrow this past week: Bill Shorey of San Berdo; Jack Beavers of Oxnard; C. H. Robson of San Pedro; Fred Statler of West L. A.; D. A. Curtis of Riverside; Eddie Genest of Shavngan Falls, Quebec, Canada; L. Warley of South Gate; Glen McGregor of Beaumont; H. D. McClure of San Gabriel; A. O. Galaye of Glendale; Lawrence R. Distrik; John Patrick of Santa Maria; A. M. Harder of Enchifo; Ed Penn of San Pedro; M. F. Tillitson of Long Beach; D. F. Towne of San Berdo; Jack Bahler of Inglewood; Johnny Nelson of Inglewood; Bob Wren and Jerry Beigne of Lynwood; Roy C. Jones of Inyokern; Harry Small, E. Rippee, J. M. Dyer, Sam Brown and John Graves of L. A. and a host of others, too numerous to mention at this time.

Frank Berger of Berger Enterprises, mfrs and distributors of Enterprise and Chappell Records, is getting around a little too much these days with his boutique and his shop. Frank has been cautioned by his doctor to stay off his feet, “But,” says Frank, “he didn’t say not to use a chair — so here I am.” . . . Paul Laymon is a very happy man these days since his shop has been released to supply Bally’s Victory Derby and Victory Specials. Paul now says, “I’m keeping my promises I made to the boys about deliveries.” . . . Bill Shetter of Clark Distributing is just settled in to a brand new forthcoming from the Wurlitzer factory in regard to delivery dates of the new model 1015 . . . John Rough of Phonofilm, distri for Quality and Phonofilm productions, reports that coin machine demand is going straight up and continuing up . . . Col. Chuck Hastings of Spotlight Records has reorganized his firm and is now set to deliver some real hit recordings, he reports. Hastings also claims that he has signed up some real outstanding stars for his platters.

Elky Ray of Gold Coast Coin Machine Exch, distri for Gottlieb products, is very busy these days running and will continue just a little while longer while the builders have the roof on his new bigd. After that, Elky claims, nothing can stop the work from being finished in speedy time. (We’re keeping our fingers crossed for you, Elky) . . . Bob Jeffries who is involved in forthcoming for Exclusive Records is a man of many and varied talents from what we hear. Not only did he serve as an outstanding performer with such bands as Earl Hines and Duke Ellington but he recently did a vocal to a new tune which will soon be released by Exclusive. The boys who heard claim he’s sensational . . . Charley Robinson has just been appointed exclusive distri for Amuse- mate’s Lite-League game and believes it’s going to click with the ops around this part of the world. Albert Rodzin of San Gabriel of the Overseas Mercantile Co. reports that exporting overseas has now been resumed.

Clem Coner, former Shebyorgan, Wis. op, who sold his operation in that city, is now moving to Redwood and will manage his own hotel as well as continue his operations in that city . . . Howard Courtney of the Courtney Diaks is very happy, he tells us, over the swell way the nation’s juke box ops have received his records. He also reports that he has a new record for release, which he says, will be a hit. Congrats to Woody Philbin who just married a 1st Lieutenant. She was in the U. S. Nurses Corp — so don’t jump to quick conclusions. Wonder whether Mrs. Philbin will pull rank on Woody one of these mornings . . . Ben Corenblum is now feeling okay and is back on the job working just as hard as ever before . . . Saw Charley McCollister, retired operator, who’s now living in Pearblosen, Cal., visiting around coinrow saying “hello” to all the old gang.
NEW ORLEANS

Local ops are wondering how Jack Morse fractured his left arm . . . Glad to hear that Mrs. Sol Leopold (wife of the man in charge at F.A.B. while Joe Villars is vacationing) is conquering that sinus and flu . . . Remember Myles Jernigan? He used to be with Louisiana Coin Machine Service. He's now running a route here with headquarters at 3003 Tulane Ave. Two members of the Myles Amusement Co. staff are Clifford Forrest (yep, Francis' brother) who just recently returned from 15 months service with the army in Germany and Bud Miller, formerly associated with a Mississippi op . . . Louis Boasberg and Ray Bosworth who just returned from Chicago claim that the new equipment which will soon come out is verra verra beautiful, but higher in price. And that's to be expected.

"Pepe" Villars (as the French would say it) writes the gang that those baths in Hot Springs are quite invigorating. Did I say 'Pepe' or "Pappy," Pappy?? . . . Decca's Bob McCormick reports he brought back some really good news for the juke box ops from the New York home offices of the firm . . . Southern Music Sales, who are eagerly awaiting the day when the new Rockolos will come in, are doing a complete re-painting job of their place — but from stem to stern . . . All of the New Orleans Novelty Co. employees in the armed forces have returned with the exception of the two ace collectors — Clifford Schmidt and E. J. DeWitt.

Congrats to Mr. and Mrs. Gus Leopold, grand parents of F.A.B.'s Carol Barnett, who, on February 16, celebrated their golden fiftieth wedding anniversary. And now Carol's hoping that some day she'll make it . . . Tho O. O. Marshall is suffering from arthritis he's still right on the job over at Jules Perez'. . . One of Louisiana Coin Machine's new salesmen is Ray Gross who will cover the upper Louisiana territory . . . George Satterlee claims that he can fix anything from radios to a broken heart. (How about that, gals?) . . . Ed Ponder and Mac McCarley exchanging greetings the other day in Panama City, Fla. Mrs. Ed and Mrs. Chris Nissen returned from the Everglades country by plane while Eddie took the long way home — by car — to take care of some unfinished biz along the way.

Believe it or not — but Ray Bosworth had $30 on a 30 to 1 shot last Saturday. (Why don't you let a guy know, Ray?) . . . Ben Shear wasn't a bit angry the other morning when the person who woke him so bright and early turned out to be a pal from the old home town — none other than Herman Paster (who owns that Bar Mitzvah Ranch out West). Herman was on his way to Pensacola where is mother is ill. Herman had Larry Cooper of Wurlitzer in town with him. Both boys exchanged some chatter with A. B. Chesser before heading for Florida. (Oh, the world isn't that Larry Cooper a handsome looking mug?)

What's your first name, Mrs. MacDonald, new secretary at Dixie Coin Machine? . . . Ernie Bagur, mechanic for Louisiana Coin, doing repair work on phonos in Florida this week . . . Henry (the) Fox in Jackson, Miss. making preparations for the showing of the new Airones there very soon . . . It was quite a shindig on the Jung Roof celebrating the showing of the new Seeburg . . . Vernon Harvey (Columbia Records) very hush, hush about that biz trip from which he returned the other day . . . The crowds in front of Soundies are getting acquainted with the latest Panoram which is being displayed there . . . Wally Erwin is a happier man these days. He's finally located a home for himself and the missus. And that, friends, is an achievement . . . Would you call that double photo combination of Kelly Ann Chesser and Albert Blalock a "frame up?"

HOUSTON

Flash. The Aireon phonio will be displayed in Houston on Wed. March 6 at Standard Music's showrooms. The showing, an all day and part of the night affair, will be aided and abetted by plenty of food, drink and entertainment. And, fellow citi- zens, when Sam Ayo says "food," he means real food. Barbecued spare ribs, beeves, meat balls and no sparing of onions, garlic, pickles, cheeses and other refined trimmings that make Texas steer meat taste like blue ribbon stuff broiled in pre-war butter. There just won't be any shortage of liquid refreshments either.

A. S. Sage, noted for his prowess as a bird and duck hunter, and incidentally well known to Texas music men as a Seeburg salesman, is manager of S. H. Lynch Co. Houston office. On February 12 Sage reports that the Houston office delivered a new phonio to every Seeburg op in Galveston and thus laid claim to being the first distrib in the southwest making deliveries of new models to operators.

Another distrib firm just getting under way in the city is the Southern Distributing Co. with returned serviceman, John E. Williams, at the helm. Nearest thing to merchandise for sale that John had at this writing was some classy floor samples, including a new Jennings Club Chief and an ABT gun. Southern will handle the complete Jennings line and act as south Texas distrib for Rockola phonos.

E. F. (the trader) Conklin, proud owner of one of the first new Studebaker autos delivered in the city . . . Bradley Speights decided that 37 months service in the Pacific wasn't enough punishment so he took on operating games and music just as soon as he was given his discharge . . . Perfumed bouquet around brick received and contents noted. Thanks for the flowers about our column and the brick for neglecting to mention the office girls was well de- served. I can't imagine a pleasanter task than right- ing that oversight. Very soon we'll devote a para- graph, three paragraphs or the whole column if necessary (with pictures) to telling who of the fairer sex are doing her bit to make the wheels of the coin machine industry go 'round.
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San Diego Vending Company
564 W. Douglas, Wichita, Kansas

Miami Distributing Co.
340 S. Meridian, Indianapolis, Ind.

Modern Southern Distributors
320 Peters St., Atlanta, Ga.

Modern Vending Company
286 N. W. 29th St., Miami, Fla.

Nevado Dist. Co.
3706 Whittier Blvd., Los Angeles, Calif.

Nickabob Sales Co.
602 Fulton, Fresno, Calif.

Nickabob Sales Co.
2505 Pico Blvd., Los Angeles, Calif.

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