Look at the new Wurlitzer Model 1015 from any angle—beauty, tone, time-tested features or service accessibility and you'll see Leadership.

So will the owner of every worthwhile location. No matter what his present automatic music equipment happens to be, his own eyes and ears will tell him that the new Wurlitzer Model 1015 is a better crowd puller, a better play stimulator, a better profit producer.

That's why Wurlitzer Factory-Approved Music Merchants will be in a position to get the best locations anywhere—and having gotten them—hold them against any and all competition. The Rudolph Wurlitzer* Company, North Tonawanda, New York.

*THE NAME THAT MEANS MUSIC TO MILLIONS

Watch

WURLITZER

EXTEND ITS LEADERSHIP
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
Stop
The
Location
Pay Off

By Bill Gersh

If ever there existed a short sighted practice — it is that of those coinmen who will pay off location owners to get spots.

There is no need for such actions. The result is that eventually these coinmen find themselves in the embarrassing position of having to also pay off their old locations, too. Such news spreads like wildfire among retailers in any community.

Years ago, as The Cash Box reported in its March 4, 1946 issue, this was a common practice among some coinmen. It became so distasteful that the result was operators formed themselves into associations to eliminate this practice.

Since then ops have found that retailers are more than happy to have equipment and take their chances on its earning power. This past war proved to storekeepers (as well as to coinmen) how important coin operated equipment was to the average merchant in the normal conduct of his business.

Is there, then any reason why there should be a revival of a practice which was not only found to be most unprofitable — but evil — at a time when this trade is in the throes of a forthcoming inflationary boom period and, to protect itself, must seek for greater commissions than it now receives from its locations?

To give location owners, especially at this time, the impression that their spots are so valuable that, in addition to the high percentage of the collections already granted them, the op also wants to, of his own free will, give the storekeeper anywhere from $50 to $1,000 as a gift is out and out business suicide for the operator.

Such a location owner has all the right in the world to believe that the profits from coin machines are so tremendous — it will pay him, instead, to buy his own machines.

From any and every standpoint it is illogical, uneconomical and absolutely bonehead simplicity — to believe that the way to obtain locations is to pay off the location owners.

Volume production of new equipment is as yet a long way off. This means that after the op pays off the loca-

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CHICAGO—There is no need to hide facts. There is no need to ask coinmen to agree that one of the greatest and most outstanding necessities of this industry today — and especially for tomorrow — is a powerful public relations program which will bring this trade the recognition it has so long deserved.

Unless every single coinman in the nation gets back of the CMI plan to get a public relations program under way by asking operators, jobbers and distributors (as well as all members of those industries allied to the coin machine business) to invest $25 in an “associate membership” in this organization — then there will not be any public relations program.

Should coinmen again demonstrate the same sort of laxity which has cost them territory after territory in this great effort — then they will have forever forfeited their right to ask for a better business deal from this trade.

This is not the time to hesitate. Whether the CMI will or will not immediately put public relations effort to work in any individual territory means little (if anything at all).

The big idea is for the industry to begin to see the first publicity, the first news, the first advertisements and the first efforts made — to bring better understanding of the members of this field to all the public.

Regardless of how busy each man is these days fulfilling his many personal and business tasks — he must completely and indelibly impress upon his mind that this, his business, is his most important asset. That this, his business, is his livelihood. And that if he can’t find the time to send $25 for an associate membership in the CMI (which $25 will be spent for public relations work for his betterment) then, when things do go bad for him in his territory, he has no one to blame but himself.

The Cash Box has been asking that the industry create a “Public Relations Bureau” for over three years. This suggestion met with the acclaim and the applause of the trade. It has now been adopted as the most important plank in the program for the future of the CMI.

This is the time to put every effort into getting a public relations campaign under way.
NEW YORK — Thruout the nation, in every community, the rallying cry of the juke box trade is to immediately arrange for a 70%-30% commission basis with location owners.

Now, even those men who formerly believed that there were certain locations still deserving of the 50%-50% commission basis, have come into the fold and agree that even these don’t anymore deserve this sort of percentage.

There is no longer any doubt that if the juke box operator wants to see continued profits in the years to come, wants to be able to amortize his equipment and be able to pay for the inflated costs of supplies, materials, parts and labor, then he must obtain at least 70% of the gross collections from his music equipment.

The trade has now gone all out to back the suggestion which *The Cash Box* has been making for almost four years: that juke box ops cannot continue to operate (in the post-war period) on a percentage commission arrangement which was, and is, only set up for amusement devices and not for machines which require the sort of constant and costly servicing that automatic music does.

There is no argument which can be advanced by any juke box man in the nation today against the fact that the 70%-30% commission basis is not only the most logical — but the greatest necessity which faces the industry.

What will it avail distributors to sell equipment to men whom they will know, deep down in their hearts, will be forced to either return the machines or fail to meet payments as this greater inflationary cost period comes into being?

It is up to the distributors and manufacturers as well as all associations and independent juke box operators to realize that they cannot today continue in a profitable business and buy new equipment, new parts, continuous supplies, pay tremendously increased labor and materials costs) at their present commission basis.

As the leaders of the juke box field rally to *The Cash Box* suggestion that a 70% to the operator and 30% to the storekeeper commission basis become an immediate fact — the juke box ops themselves must get together in their individual territories to arrange for such agreement among themselves — RIGHT THIS MINUTE.
OPS ASK FOR DRIVE TO HELP CHANGE RECORD LABEL

Change Labels to Read, "For Use in Coin Operated Musical Instruments."

Leaders Urge

NEW YORK — It seems that suddenly, and with great force, the suggestion which The Cash Box made some many months ago, that the juke box trade ask the record manufacturers to arrange for a change in the reading of their present labels, has now at last borne fruit.

In the past few weeks The Cash Box has been in receipt of letters and phone calls from noted juke box coimmen that tremendous effort should now be made to get the reading on the present record label changed from "exclusively for use in homes" to: "For Use in Coin Operated Musical Instruments."

These juke box men agree with The Cash Box that it is worth a few cents extra per record to them to feel safer in the operation of their automatic music equipment to have the records, which appear in their equipment, reading that they are definitely for them and not for "homes only."

Whatever legal obstacles have to be cleared to make this possible is the problem of the record manufacturers. They are closer to the situation. They know what will have to be done. They also realize that the time is rapidly approaching when, as this juke box field grows to a million locations, it will require that such illegalities which can absolutely wipe this business off the map by severe and outlandish taxation, be removed.

If the present record labels read, "For use in Coin Operated Musical Instruments," there never would have been a case from ASCAP for this industry to fight. There certainly would never have been presented in Congress anything like a "Buckley Bill."

The juke box industry must realize that neither ASCAP nor BMI nor Petrillo nor other "Buckleys" are going to lay off this business as long as this glaring and tempting opportunity faces them to make coimmen pay off for something which is not the coinman’s fault.

The record companies are selling juke box ops records with complete knowledge that these are not going to be used in homes.

Yet, because they have legally protected themselves with the wording they feature on their present record labels, the juke box ops can do nothing to halt nor prevent them nor even ask them for their aid — should trouble arise. AND THIS JUKE BOX FIELD TODAY KNOWS WHAT THE PROMISES OF THE RECORD MANUFACTURERS AMOUNT TO.
REVENUE DRIVES GET UNDER WAY

Trade’s Leaders Urge Nat’l Tax Council Get Going Quick

NEW YORK — Perhaps there are as yet some coinmen through the country who don’t seem to realize that the resultant effect of the strikes which have hampered the reconversion of the entire nation to peacetime pursuits will be to bring about the biggest revenue drives in all history.

Not only miners, steel, telephone and auto workers, but municipal employees and all others, will need more money to live.

This means that cities, counties and states will require more money to meet tremendously inflated budgets.

And those communities which have planned many post-war projects will find that their planned costs were extremely low and now unable to meet the increased labor and materials costs which have resulted from the settlement of the strikes throughout the nation.

This, then, means that to raise this revenue new taxes will have to be placed in effect. And taxation means that business must once again be faced with another tax burden, in addition to the tax burden it now carries.

The Cash Box, and those coin machine leaders who see the need for a “National Tax Council” for this industry, suggest to any coinman that he instantly check with his local revenue raising body. He will learn that his business is among all those which will be burdened to carry the new tax load.

The revenue drives which are now beginning to appear in the press and which correspond with what The Cash Box predicted in its March 4, 1946 issue, are only the beginning.

These drives will be intensified as all strikes of major proportion are settled.

They will grow greater and greater. And the coin machine business will most definitely be included among the first industries to be smashed at by these revenue seekers.

This means that unless a “National Tax Council” is functioning to help the men in this field to fight inequitable or excessive taxation they will have little or no protection when they most desperately require it.
NEW YORK—Many coinmen are in wholehearted agreement that a poll of public opinion would definitely indicate that the majority of people want a return of games in closed territories.

Many letters and phone calls attest to the fact that this suggestion by leading coinmen, that closed territories be “Gallup polled” for public reaction, has met with great approval.

“The public want games back,” wrote one coinman, “but it is only by laying the cold facts straight on the line before the proper parties that we can hope to convince them of this.

“A successful survey conducted by an impartial agency like Gallup would give them the most convincing proof possible and, if enough pressure were then promoted thru our own publicity channels as a follow up, it might cause the necessary changes to be brought about.”

Another leading coinman wrote, “Many of us believe that the public want games back. But we’ve got to get that fact across to the opposition. The public survey idea is the best one we’ve heard of to accomplish this.”

With the realization that the opening of territories now closed to games would bring about a tremendous expansion to all phases of the industry, many of the letters received here asked that a beginning be made to get the proposed surveys under way.

“Let’s get those surveys started now,” one op requested. “If public opinion points in our direction, let’s start doing something about it as soon as possible. It’s probably going to take a lot of doing. And if, by the remotest chance, the public is against us, at least we’ll know how we stand.”
“Oklahoma Hills”
“Remember Me”
Texas Tyler and the Oklahoma Melody Boys
(4-Star 1008)

- Cowboy music fans will go for this disc as both sides are right down their alley. “Remember Me” is swingy and “Remember Me” has that moaning tempo that is so popular in cowboy songs. And the lyrics are made to order for cowboy spots. Texas Tyler is a typical chaps-up-spurs singer with a voice as good as the general run of such warblers.

“Atomic Cocktail”
“Yep-Roc-Heresy”
Slim Gaillard
(Atomic 215)

- “Atomic Cocktail” will get plenty of playin the race spots for this is the type of number they really jump to. Slim Gaillard does the vocal in lowdown style, with his Quartet suiting him nice musical support. The backing, “Yep-Roc-Heresy,” is one of the dizziest bunches of woggling we’ve ever heard. It sounds like a mixture of jungle guttural and Chinese. Gaillard does the vocal on this, too.

“Seventh St. Boogie”
Reconversion Blues
Ivy Joe Hunter
(Pacific 601)

- Joe Hunter and his crew beat out a nice boogie-woogie on “Seventh St. Boogie” and then switch to a draggy blues number, “Reconversion Blues,” on the other side of this disk. Both sides are good instrumentals and should do well in spots that favor boogie and blues.

“Darlin’ What More Can I Do?”
“It’s Too Late Now”
Idaho Call and His Sun Valley Cowboys
(Coast 2013)

- For the cowboy fans who like to carry the torch here’s a number, “Darlin’, What More Can I Do,” that will more than fill the bill. It’s a typical cowboy torch song and Idaho Call, with an assist by Boots Faye, gives it his all in noble style. On the backing, “It’s Too Late Now,” Miss Faye handles the vocal like maybe a cowgirl would. We wouldn’t know, ’cause we never spent any time on a ranch out West. We’re strictly for the dude variety.

“Don’t Leave Me”
“Boogin’ in the Basement”
Ivy Joe Hunter and His Band
(Pacific 602)

- Here’s a disk that should go practically everywhere. “Don’t Leave Me,” a lowdown blues number on one side and “Boogin’ in the Basement,” a boogie woogie tune, on the backing. This combo is good and Ivy Joe Hunter’s crew does a nice job instrumentally on both sides. The vocalist on “Don’t Leave Me” has a nice blues style, reminiscent of Billie Holiday, although we couldn’t determine if it was man or woman singing. Maybe it was Joe Hunter. We’re willing to be tipped off because we like the voice and the way the song was done.

“Jumpin’ at the Record Shop”
“Penicillin Boogie”
Slim Gaillard and His Quartet
(Atomic 216)

- “Jumpin’ at the Record Shop” is a novelty jump number with a vocal of lyrics that name about every big star in the music business. As the title indicates, it’s a jump number and Slim Gaillard and his small combo of musicians gives it a good treatment. The flipover, “Penicillin Boogie,” is all instrumental and should click in the race spots.

Tisco-Cisco
Got Your Love in My Heart
Pat Kay and Her Jeffries
(Exclusive 211)

- Backed by Herb Jeffries’ orchestra, Pat Kay does a nice job with “Tisco-Cisco” and should sound anywhere juke box fans gather. She has a nice style and pleasing voice and the Jeffries crew gives her nice instrumental support. On the backing, Jeffries, accompanied by Joe Liggins and his Honeydrippers, pulls off a neat vocal of “Got Your Love in My Heart,” an appealing ballad suited to his voice.

“Sioux City Sue”
“Detour”
Jimmy Walker
(Coast 2016)

- “Sioux City Sue” has been popularized by most of the top singers but here it’s done in its original setting and where it belongs, in the cowboy group. Jimmy Walker, accompanied by Paul Westmoreland and His Pecos River Boys, gives it good Western treatment, winding up with a cowboy yodel. “Detour,” on the other side, is another type of cowboy song, musically and lyrically, and Walker and his aides do okay by it.

“Wolf Song”
“Strictly for Kicks”
Lyle Griffin
(Atomic 202)

- As even Mortimer Snerd, Edgar Bergen’s dope, and P. D. Wess, “Wolf Song” is all about a guy who chases dames. It’s a novelty jump number and good musically. The backing is another jump tune, “Strictly for Kicks,” with Lyle Griffin doing the yodeling on both sides of the disk. Good for the race spots and those that go in for jump numbers. Not designed to keep the Sewing Circle ladies at their knitting.
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.

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<thead>
<tr>
<th>Code</th>
<th>Description</th>
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<tbody>
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</tr>
<tr>
<td>2</td>
<td>MEANS PRICE WENT DOWN.</td>
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<tr>
<td>3</td>
<td>MEANS MACHINE JUST ADDED TO LIST.</td>
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<tr>
<td>4</td>
<td>MEANS PRICES WENT UP AND DO IN DURING THE PAST WEEK.</td>
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<td>5</td>
<td>MEANS PRICES REMAINED SAME AS IN LAST PRICE LISTS.</td>
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<tr>
<td>6</td>
<td>MEANS NO PRICES QUOTED FOR PAST TWO WEEKS.</td>
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<td>7</td>
<td>MEANS NO PRICES QUOTED FOR PAST THREE WEEKS.</td>
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*The Cash Box* Page 14 Week of March 18, 1946

www.americanradiohistory.com
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6. Midget Skeet Ball                | 75.00  |
7. Midget Skeet Ball DeL.           | 75.00  |
8. Mills Rotary Digger             | 29.50  |
9. Mistucope Ace Bomber             | 225.00 |
10. Mistucope Bowl. Alley           | 110.00 |
11. Mistucope Dr. Mobile           | 229.50 |
12. Mistucope Dr. Mobile w. tk.     | 260.00 |
13. Mistucope Electric Train. Crane| 50.00  |
14. Mistucope Fan Ft. Dig.         | 40.00  |
15. Mistucope Photomatic            | 600.00 |
16. Mistucope Roll Frt. Cr.         | 50.00  |
17. Mistucope Sky Fighter           | 160.00 |
18. Mistucope Sky Firet.            | 200.00 |
19. Mistucope Hockey                | 87.50  |
20. Mistucope Magic Fing            | 85.00  |
21. Mistucope Pokerino              | 75.00  |
22. Munves Super Skeel Roll         | 349.50 |
23. Munves Trapset-The               | 150.00 |
24. Periscope                       | 95.00  |
25. Pilot Trainer                   | 850.00 |
26. Pitch & Catch                   | 109.50 |
27. Pkr & Joker                     | 69.50  |
28. Radio Riff                      | 20.00  |
29. Rockola Ten Pins LD             | 35.00  |
30. Rockola Ten Pins HD             | 60.00  |
31. Rockola Ten Mix Riff           | 255.00 |
32. Rockola World Series            | 15.00  |
33. Rockola Talkie Hr.              | 100.00 |
34. Rock-O-Ball                     | 75.00  |
35. Roll-A-Ball (Jafeo)             | 379.50 |
36. Rock-O-Ball (Jafeo)             | 97.50  |
37. Rock-O-Ball (Jafeo)             | 60.00  |
38. Rock-O-Ball (Jafeo)             | 30.00  |
39. Rock-O-Ball (Jafeo)             | 149.50 |
40. Rock-O-Ball (Jafeo)             | 90.00  |
41. Rock-O-Ball (Jafeo)             | 49.50  |
42. Rock-O-Ball (Jafeo)             | 75.00  |
43. Rock-O-Ball (Jafeo)             | 69.50  |
44. Rock-O-Ball (Jafeo)             | 95.00  |
45. Rock-O-Ball (Jafeo)             | 225.00 |
46. Rock-O-Ball (Jafeo)             | 210.00 |
47. Rock-O-Ball (Jafeo)             | 165.00 |
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50. Rock-O-Ball (Jafeo)             | 125.00 |
51. Rock-O-Ball (Jafeo)             | 95.00  |
52. Rock-O-Ball (Jafeo)             | 325.00 |
53. Rock-O-Ball (Jafeo)             | 125.00 |
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59. Rock-O-Ball (Jafeo)             | 95.00  |
60. Rock-O-Ball (Jafeo)             | 325.00 |

1. Supreme Skeet Roll              | 195.00 |
2. Supreme Rocket Buster            | 149.50 |
3. Tail Gunner                      | 95.00  |
4. Test Pilot                       | 95.00  |
5. Targa Roll, 14 Ft.               | 95.00  |
6. Thunderbolt                      | 195.00 |
7. Tikoia Raider (Con)              | 16.50  |
8. Victory Pool (Play Pool)         | 79.50  |
9. Victory Roll                      | 175.00 |
10. Wartime Vore Recorder           | 35.00  |
11. Western Baseball '39            | 35.00  |
12. Western Baseball '40            | 110.00 |
13. Western Major League            | 100.00 |
14. Warper Strength                 | 250.00 |
15. Western Recordit                 | 325.00 |
16. Wurlitzer Skeeball              | 195.00 |
17. Wurlitzer Mammie                | 109.50 |
18. Zingo                           | 125.00 |
2. All American Derby Con .......................... $49.50 $65.00
7. All American ........................................ 25.00 39.50
xx. Arlington ............................................ 15.00 20.00
xx. Aksarabian, PO .................................... 35.00 49.50
xx. Arrowhead .......................................... 35.00
xx. Big Game, PO ....................................... 94.50 95.00
xx. Big Prize, FP ....................................... 39.50 75.00
xx. Big Prize, PO ....................................... 39.50
2. Blue Grass, FP ....................................... 149.50 195.00
xx. Blue Ribbon, PO ................................... 40.00
5. Challenger ............................................ 90.00 94.50
5. Club Trophy, FP .................................... 225.00 325.00
xx. Congo .................................................. 32.50
2. Contest, FP ......................................... 94.50 99.50
4. Dark Horse, FP ...................................... 165.00 185.00
xx. Derby King ......................................... 65.00 70.00
xx. Derby Clock, PO .................................... 69.50 75.00
xx. Derby Heat, PO ..................................... 32.50
xx. Derby Time, PO ..................................... 65.00 150.00
7. Derby Winner, PO .................................... 100.00 125.00
2. '41 Derby FP ......................................... 225.00 339.50
xx. Dust Whirls ......................................... 275.00 300.00
5. Eureka ................................................. 30.00 34.50
xx. Feed Bag, PO ...................................... 50.00
xx. Flasher, PO ......................................... 35.00
xx. Fleetwood .......................................... 24.50 35.00
7. Flying Champ ........................................ 65.00 100.00
2. Fairmount ............................................ 375.00 425.00
5. Fair Grounds, PO ................................... 22.50 49.50
xx. Fast Track .......................................... 29.50
6. Five-in-One, FP ..................................... 25.00 49.50
2. Fortune, FP ........................................... 145.00 189.50
7. Gold Cup, FP ........................................ 34.50 59.50
1. Grand National, PO ................................ 49.50 75.00
4. Grand Stand, PO ................................... 47.50 50.00
xx. Gold Medal, PO ................................... 25.00 45.00
xx. Hawthorne, PO ..................................... 50.00 79.50
xx. Hi-Boy, PO .......................................... 10.00
xx. Horseshoes, PO .................................... 39.50
2. Jockey Club .......................................... 300.00 325.00
7. Jumbo '44 ............................................. $79.50 $90.00
2. Kentucky .............................................. 129.50 275.00
2. Long Acre ............................................ 300.00 465.00
2. Long Shot, PO ....................................... 129.50 250.00
5. One-Two-Three '39, FP ............................ 29.50 35.00
6. One-Two-Three '40 ................................ 69.50 99.50
6. One-Two-Three '41 ................................ 75.00 79.50
1. Owl, FP ............................................... 70.00 79.50
xx. Pastime (Rev) ...................................... 175.00 293.50
5. Preakness, PO ........................................ 12.50 14.50
1. Pacemaker, PO ...................................... 50.00 55.00
2. Pimlico, FP .......................................... 265.00 375.00
xx. Pot Shot ............................................. 39.50
5. Race King (Rev) .................................... 94.50 125.00
1. Record Time, FP ................................... 149.50 174.50
5. Rockingham .......................................... 179.50 225.00
2. Santa Anita ......................................... 69.50 95.00
xx. 7 Flasher, FP ....................................... 79.50
xx. Sport Event, FP ................................... 135.00
1. Sky Lark, FP & PO ................................. 139.50 175.00
2. Sport Special, FP ................................. 139.50 169.50
xx. Stepper Upper, PO ............................... 65.00
5. Sportman (Rev) ..................................... 195.00 295.00
5. Track Record ........................................ 45.00 55.00
5. Thistledown ......................................... 25.00 55.00
2. Thorobred ............................................ 300.00 395.00
6. Turf Champ, FP ..................................... 49.50 52.50
xx. Turf Special ....................................... 15.00
2. Turf King ............................................. 310.00 375.00
2. Victorious 1943 (Rev) ................................ 74.50 79.50
7. Victorious 1944 (Rev) .............................. 65.00 84.50
2. Victorious 1945 (Rev) .............................. 99.50 109.50
xx. Victory, FP ......................................... 39.50 47.50
6. Whirlaway (Rev) .................................... 249.50 275.00
2. Winning Ticket ...................................... 65.00 69.50
5. War Admiral (Rev) ................................. 125.00 265.00
xx. Zipper ................................................ 29.50
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### C.M.I. BLUE BOOK

The Cash Box  Page 19  Week of March 18, 1946

www.americanradiohistory.com

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<td>5c Dixie Bell</td>
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<td>$75.00</td>
<td>10e Dixie Bell</td>
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<td>$295.00</td>
<td>25c Dixie Bell</td>
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<td>$385.00</td>
<td>5c Victory 4 Star Ch</td>
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<td></td>
<td>$225.00</td>
<td>10e Victory 4 Star Ch</td>
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<tr>
<td></td>
<td>$350.00</td>
<td>25e Victory 4 Star Ch</td>
</tr>
</tbody>
</table>
### MUSIC

**AIREON**  
Fiesta  
Artisan  
Air Liner  

**WURLITZER**  
#1015  
#3020—5/10/25c 3-wire Wall Box  
#3021—5c Wall Box  
#3031—5c 30-wire Wall Box  
#4000—Speaker  
#4002—Speaker  

**SEEBURG**  
#146M  
#146S  

### PINS

**GOTTLIEB**  
Stage Door Canteen  
**MARVEL**  
Hollywood  
**UNITED**  
South Seas  

**WILLIAMS**  
Suspense  
Laurie  

**P & S**  
Komet  

**PIONEER**  
Smiley  

**EXHIBIT**  
Big Hit (Single Play)  
Big Hit (Multiple Play)  

**BALLY**  
Surf Queen  

**BALLY**  
Surf Queens  

### ARCADE

**CHICAGO COIN**  
Goalee  
**GENCO**  
Total Roll  

**JAPCO**  
Roll-A-Ball  

**MUNVES**  
Super Skee Roll  

**AMUSEMENT ENTERPRISES CO.**  
Bank Ball  

**SUPREME**  
Gale Score  

**BALLY**  
Undeeses Raider  

**AMUSEMATIC CORP.**  
Lite League  

**CONSOLES**  

**KEENEY**  
Bonus Superbell  

### ONE-BALLS

**BALLY**  
Victory Derby  
Victory Special  

**BALLY**  
Victory Derby  
Victory Special  

### SLOTS

**MILLS**  
5c Black Cherry Bell  
10c Black Cherry Bell  
25c Black Cherry Bell  
50c Black Cherry Bell  
New Vest Pocket Bell  

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

---

**COUNTY GAMES**  

**DAVAL**  
Marvel, Plain  
With Ball Gum Vender  
Marvel, Non-Coin Operated  
With Ball Gum Vender  
American Eagle, Plain  
With Ball Gum Vender  
American Eagle, Non-Coin Operated  
With Ball Gum Vender  

---

Visit [www.americanradiohistory.com](http://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, Clover,
Sky Ray
Bingo .......... from—Lite-A-Card
Bombardier .......... from—Follies '40
Bowling Alley '42 .......... from—Bowling Alley
Brazil .......... from—U-Re-MI
Burlask .......... from—Follies '40
Casablanca .......... from—Glamour
Cupid .......... from—Roxy
De-Icer .......... from—Red, White & Blue
Destroyer .......... from—Cadillac
Dire Bomber .......... from—Formation
Eagle Squadron .......... from—Big League,
Big Town
Easy Pickin' .......... from—'O Boy
Falling Sun .......... 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—Scoop
Klipper .......... from—Scop
Knock-Off-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 .......... from—Wow
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
Stick-The-Jap .......... from—Seven Up
Sixty Grand .......... from—Big Town
Sky Rider .......... from—Pan American
Slap-The-Jap .......... from—Stratoliner
Smack-The-Jap .......... from—Ten Spot
South Seas .......... from—Knockout
Speedway .......... from—Entry
Spot-Cha .......... from—Attention
Stage Door Canteen .......... from—Liberty
Starlight .......... from—Triumph
Stopper .......... from—Blondie
Strip Tease .......... from—Chi-Colu Ganes
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—Marion, Attention
Zingo .......... from—Silver Skates, Air Forces

REVAMPS

All-American Derby .......... from—Sport Special,
Record Time
Big Three .......... from—Thistledown, Sea Biscuit
Boomtown .......... from—Grand Stand, Grand
National, Pacemaker
Victorious .......... from—Turf Champs
War Admiral .......... from—Grand Stand
Whirlaway .......... from—Blue Grass, Dark Horse,
Sport Special
A M I

A TRIUMPH IN SMART PHONOGRAPHs

COMING SOON!!

WATCH FOR ANNOUNCEMENT

RUNYON SALES CO. OF N.Y.
593 TENTH AVENUE
NEW YORK CITY

RUNYON SALES COMPANY
123 WEST RUNYON STREET
NEWARK, NEW JERSEY

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

5 Wurlitzer 412 $179.00 1 Wurlitzer 500 Speaker, 149.00
5 Wurlitzer 414 $199.00 5 Wurlitzer 24 Cellar Job
2 Wurlitzer 24 $355.00 with Buckley Adapter.
2 Wurlitzer 500 $495.00 1 Seeburg 3-Wire Console
9 Wurlitzer 400B $405.00

We can deliver all makes and models of phonographs. Write or phone your needs!

NEW AMI STREAMLINERS

FACTORY CRATED

5 AMI HIGHBOYS 40 RECORDS, FACTORY CRATED $595.00
25 NEW 20 RECORD AMI BAR BOXES $23.00

MISCELLANEOUS

10 Buckley Boxes $105.00 35 Buckley Bar Brackets $6.50
10 Wurlitzer 412, 5/10/25c 25.00 10 Buckley Pedestals $3.00
10 Wurlitzer 304 Stepper 40.00 5 Wurlitzer 412 Amplifiers, last tubes 25.00
10 Wurlitzer 24-504 Stepper 19.50 5 Chandelier Speaker Baffles, Lite-Up 15.00
5 Rock-Ole Wall Boxes 12.50 5 Chandelier Speaker Baffles, Plain 12.00
4 Seeburg 20 sel. wireless Sc $19.50 10 Keystone Speaker Baffles 17.00
10 Seeburg 24 Boxes - 3-Wire, Sc 22.50 5 Supreme Skid Rails 7½ ft. and 9 ft. $175.00
10 Seeburg 20 Selection Boxes 24.50 1 Busy Rapid Pricer 95.00
50 Buckley Boxes 24 Record, EHH door 9.50 1 Busy Convert 95.00

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

5 AMI TELEPHONE STUDIOS

COMPLETE — SLIGHTLY USED. WRITE — WIRE — OR PHONE FOR DETAILS.

Built Especially for U.S. Cem. UNIVERSAL AMPLIFIERS
For all Wurlitzer, Rock-Ole, Seeburg Machines.
Tote Quality and plenty of volume with switches, volume control, and tone control.
Order Immediately! Price $47.50
We take old amplifiers in trade-ins.

NEW WURLITZER RECORD TRAYS
FOR ALL MODELS EXCEPT COUNTER MODELS IN LOTS OF 100
OR MORE

N.A. 42c

RUNYON SALES COMPANY
123 WEST RUNYON STREET, NEWARK 6, NEW JERSEY
(ALL PHONES: BIGELOW 3-8777)
NOW ON DISPLAY...
With a World of New Features

MODEL NO. 1422

The PHONOGRAPH OF TOMORROW

OPERATORS
Cash
Price $595.00
F.O.B. Chicago, Illinois

ROCK-OLA Manufacturing Corporation
500 N. NEWPORT AVE., CHICAGO 31, ILL.
SENSATIONAL!

MEASURED MUSIC

The Music System with the tremendous "TAKE" that you have been waiting for.

Our present routes of 5¢ "PHONETTES" are averaging over $40.00 PER WEEK PER STOP.

Our present routes of 1¢ "PHONETTES" are averaging over $20.00 PER WEEK PER STOP.

COMPARE these figures with your present route average.

COMPARE our low investment per stop with your present set-up.

— and then Brother!

phone - - Bigelow 8-2200

THE HOME OF "PHONETTES"

PERSONAL MUSIC
P. O. Box 720, U. S. Highway No. 1, Newark, New Jersey
JOBBERS and DISTRIBUTORS, write for Quantity Prices

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wurlitzer Turntable Bushing (Chrome), Ea.</td>
<td>$1.00</td>
</tr>
<tr>
<td>Wurlitzer Main Fiber Gear, Ea.</td>
<td>$3.00</td>
</tr>
<tr>
<td>Tall Boxing Bag 12 oz.</td>
<td>$1.00</td>
</tr>
<tr>
<td>Star Wheel, Ea.</td>
<td>$0.25</td>
</tr>
<tr>
<td>Star Wheel Pins or Wheelie, Ea.</td>
<td>$0.50</td>
</tr>
<tr>
<td>Blasted Wire for Tuna Arm, Per Fl.</td>
<td>$0.76</td>
</tr>
<tr>
<td>Wurlitzer Needle Screws, Cam Monted, Per Doz.</td>
<td>$1.50</td>
</tr>
<tr>
<td>Serenity Needle Screws, Long and Short, Per Box.</td>
<td>$0.75</td>
</tr>
<tr>
<td>Custom, Standard Wire, Size, Set of 4</td>
<td>$0.25</td>
</tr>
<tr>
<td>Custom, Long Slim, Fm Ani Phonograph, Set of 4</td>
<td>$0.50</td>
</tr>
<tr>
<td>Wurlitzer Trip Down Wire, Ea.</td>
<td>$0.40</td>
</tr>
<tr>
<td>Volume Control Keys, Polished, Ea.</td>
<td>Per 100</td>
</tr>
<tr>
<td>Rock-Ola 600A Complete Assemblies, all models, all Se.- $11.00</td>
<td></td>
</tr>
<tr>
<td>Rock-Ola 600A Complete Assemblies, 600A, 616, 636, OOG, DOG, SPECIFY MODEL, Ea.</td>
<td>$9.95</td>
</tr>
</tbody>
</table>

Wurlitzer/Seeburg/Amphico Original Wurlitzer Switch Box Assemblies, Specify with Cover for 412, 416, 844, 800, 809, 849, 1000. Specify model, Ea. $7.45

1/2 CERTIFIED DEPOSIT MUST ACCOMPANY ALL ORDERS

HEATH DISTRIBUTING COMPANY
217 Third St. Phone 2681
MACON, GEORGIA

SIGN WITH PACIFIC

WURLITZER OP USES TRUCK DISPLAY

LOS ANGELES, CAL — Ray Ramos and R. D. Kerley of National Sales Co., Wurlitzer factory aproved music merchant for Alameda and Contra Costa counties, is featuring for the first time the highly publicized "Sign of the Musical Note" emblem which is now appearing in full page Wurlitzer advertising in national magazines. This same emblem will also become part of the large outdoor posters campaign which Wurlitzer is also getting

under way.

Both Ramos and Kerley explained, "We are trying to in 100 per cent to Wurlitzer's triple action national advertising program. We know that as our trucks travel the streets and highways of our territory that the "Sign of the Musical Note" and its slogan, 'America's Favorite Nickel's Worth of Fun', will be seen by hundreds of thousands of people.'
Bill Wolf announces

PREMIERE SHOWING

of

THE NEW

AMI

PHONOGRAPh

• Los Angeles: March 27 and 28, 1946
• San Francisco: April 3 and 4, 1946
• Seattle: April 10 and 11, 1946

AT OUR SHOWROOMS

• 1348 Venice Blvd., Los Angeles
• 1175 Folsom Street, San Francisco
• 2313 Third Avenue, Seattle

M. S. WOLF DISTRIBUTING CO.

(FORMERLY: CALIFORNIA AMUSEMENT CO.)
ABT Target Skills are way out in front for earning more profits... easy to locate because they're small... army type pistols appeal to customers... attractiveness of machines increases play... legal, pure skill amusement devices that will earn and fill any location.

THE "CHALLENGER"
Everyone gets a thrill of using a real army type pistol. Together with an attractive cabinet, the "Challenger" will assure you with its drawing power.

THE "BIG GAME HUNTER"
This target skill takes the play and holds it. Designed to stimulate appeal and interest to your customers, the "Big Game Hunter" provides a good nucleus for maintaining a location.

MODEL F
The interest and pleasure of manipulating this particular target skill is reason for its success. Five targets ringing, one at a time, provide a livelihood to the Model F that experts and novices enjoy.

A.B.T. "ABT MAKES THE FINEST"—get on our mailing list
Manufacturing Corporation
715-723 North Kedzie Avenue, Chicago 12, Illinois

BRITISH WILL HAVE AUTOMATIC DINERS ON RAILWAYS

LONDON, ENG. — The British are jumping a step ahead in automatic merchandising and will feature what they call "automatic diners" on their railways.

All railroad trains will have one car which will have a complete automatic merchandising service. Passengers will be able to purchase food, drinks, tobacco, emergency medical supplies, etc., right from the machines located in the car by dropping in a sixpence or a shilling.

Passengers, after obtaining their food and drink from the machines will be able to dine standing up at counters which will face large observation windows to make dining more pleasant.

It is believed that most of the vendors will be along the lines of those now featured through the United States but that these will be built into complete units along one side of the car. They will be serviced by a regular commissary as are the "Automat" restaurants in New York and Philadelphia.

Construction is already reported to be under way and these automatic dining cars are expected to be in service very soon.

ENTERPRISE'S "POP" & "MOM" BERGER

HOLLYWOOD, CAL.—Mr. and Mrs. Frank and Lillie Berger of Enterprise Records are today affectionately known by all of their many employees as well as their hundreds of juke box customers all over the nation as "Pop" and "Mom."

Both "Pop" and "Mom" Berger are doing a terrific job with their "Enterprise!" and "Chapel" Records and the entire juke box trade from coast to coast is now working with them to develop the firm to among the largest in the recording business.

"Pop" Berger is one of Hollywood's up and coming business men. He has been in business for himself since he was 8. Ran away from home, joined a circus, and later on became an actor on the legitimate stage.

"Mom" Berger is always on hand at Enterprise Records and is constantly meeting coinmen who call around to get better acquainted with the firm.

"Pop" Berger also pleasantly surprised the juke box trade this week by announcing a new price policy. From now on all his records will be priced at 50¢ retail including tax with the regular discount allowed to operators and distributors.
The Door To Better Profits
From Your PANORAM OR SOLO-VUE
QUALITY PICTURES
COIN MACHINE FILMS
* Eye Appealing
* Ear Appealing
* Dime Appealing

6 NEW FILMS MONTHLY

Featuring HOLLYWOOD'S PRETTIEST GIRLS

THESE DISTRIBUTORS TO SERVE YOU BETTER

ADVANCE AUTOMATIC SALES CO.
1350 Howard Street
San Francisco, California

ATLAS NOVELTY CO.
2200 N. Western
Chicago, Illinois

BADGER NOVELTY CO.
2546 No. 30th Street
Milwaukee, Wisconsin

BADGER SALES CO.
1612 W. Pico Blvd.
Los Angeles, California

BELL PRODUCTS
2000 N. Oakley Blvd.
Chicago 47, Illinois

CENTRAL CAMERA CO.
230 So. Wabash Avenue
Chicago, Illinois

GOLD COAST COIN MACHINE EXCHANGE
2044 W. Pico Blvd.
Los Angeles, California

HOFFBERG PRODUCTIONS
620 Ninth Avenue
New York 18, N. Y.

PAUL LAYMON
1503 W. Pico Blvd.
Los Angeles, California

MONARCH COIN MACHINE CO.
1545 No. Fairfield Avenue
Chicago, Illinois

PHONOFILM
3331 No. Knoll Drive
Hollywood, California

SICKING DISTRIBUTING CO.
2833 W. Pico Blvd.
Los Angeles, California

SICKING INCORPORATED
1401 Central Parkway
Cincinnati, Ohio

SILENT SALES SYSTEM
635-637 D Street, N.W.
Washington, D. C.

WESTERN DISTRIBUTING CO.
3126 Elliott Avenue
Seattle, Washington

QUALITY PICTURES COMPANY
5634 SANTA MONICA BLVD. HOLLYWOOD 38. CALIF.
Wolf To Show AMI Phone In 3 Offices This Month

M. S. (Bill) Wolf

LOS ANGELES, CAL. — Bill Wolf of M. S. Wolf Distributing Co. (formerly California Amusement Company) announces that he will stage three premieres of the new AMI phonograph this month.

The first of the three big shows will take place at his Los Angeles headquarters on March 27 and 28.

On April 3 and 4, Bill will greet members of the music operators' fraternity at San Francisco.

April 10 and 11 will be a double-header with a grand opening of the Seattle branch and the AMI phonograph being displayed for the first time in that city. All of the events will be held in the Wolf showrooms.

The parties will feature introductions of well known celebrities in the radio and music worlds. Refreshments, entertainment and a continuous buffet.

"The new AMI is one of the most beautiful machines I have seen," says Bill Wolf. "The super-illumination makes it a target for everyone's attention, and I am very enthusiastic about the 40 selection feature. The single mechanism which permits a player to choose the tune on either side of a record is one of the simplest and most efficient ever devised."

COURTNEY RECORDS

"MUSIC YOU FEEL"

#111 "DONKEY SERENADE" JACK NYE
#103 "STOP YOUR FLIRTING LITTLE GIRL"

"SYMPHONY" JACK NYE — VOCAL — EVE DORIS
"TEXAS A LA MODE" TERRY FELL

"I CAN'T BEGIN TO TELL YOU" VOCAL — EVE DORIS
#112 "WARSAW CONCERTO" JACK NYE
#24A "ROCK'N RYE" — Part I and II

BY JIMMY McCracklin with Shifty Henry & His 4 Flashes

RETAIL PRICE 50c LESS DEALER DISCOUNT

TERRITORIES OPEN!!

COURTNEY RECORDS

1424 E. 70th STREET

LOS ANGELES 1, CALIF.
ENTERPRISE RECORDS

PRESSING PLANT
One of the Most Modern in the Country

PACKING AND SHIPPING DEPT.

ENTRY TO RIGHT STANDING:
Robert Logan—Shipping
Room Foreman, Dale Hildreth—Office Manager,
Robert Sullen—Sales Manager, Anita Sullen—Chief
Inspector, Kenneth Humm—Café Manager, Bud
Kittrell—Rag & Sack, Earl Young—Maintenance Sup't.
SITTING: Howard L. Utter—Asst. Genl. Mgr.,
Frank Berger—Owner and Genl. Mgr.

ABSENT DUE TO ILLNESS:
Veda Logan—Manager
Record Bar, Selma Tiffany—Secy. to Frank Berger.

JUKE BOX OPERATOR-RECORD DISTRIBUTOR
ANNOUNCING
A NEW LOW PRICE
ON OUR RECORDS

55c — RETAIL TAX INCLUDED
LESS REGULAR DISCOUNT
A FEW AVAILABLE TERRITORIES STILL OPEN

WATCH THIS LABEL
IT WILL PROVE A MONEY MAKER

A NEW ERA DAWNS

ENTERPRISE RECORDS
8111 SANTA MONICA BLVD.
HOLLYWOOD 46, CALIF.
Coin Machine Acceptance Corporation

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

BIG ENOUGH TO FINANCE ANY DEAL OF ANY SIZE FOR ANY MANUFACTURER OR DISTRIBUTOR IN THE INDUSTRY.

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS

AMUSEMATIC PRE-TEST ALL EQUIPMENT

CHICAGO — Amusematic Corporation, this city, makes a distinction between laboratory testing, factory check-ups, modern inspection and the more efficient testing provided in arcade operation.

Since the Amusematic Corporation operates a number of arcades it is convenient for them to test any machine they manufacture in one or more of these places.

Amusematic coin operated machines may be seen in daily operation in all Illinois Central passenger stations in the Chicago area.

Commenting recently on the advantages the corporation has found in this type of field testing, Ted Kruse, president of Amusematic said: "It has always been amazing to me that after a coin operated machine is given every conceivable test at the factory unexpected things begin to develop when it is operating in an arcade. We have found that two valuable lessons are learned whenever we place an Amusematic machine in one of our arcades: First, we learn the story of public acceptance and secondly, we get an accurate picture of proper construction."

"The public is frequently none too gentle in handling equipment of this kind. Parts we find, or think we find, to be perfect for the job expected of them we do our routine factory checking show up later to be faulty in some respect. We promptly redesign if necessary, change the heat treatment procedure, and finally get the part to stand up under the roughest treatment.

"One would think that such testing as we give Amusematic machines at the factory would suffice and many manufacturers go no further than factory-test their products. We have found, however, that we must field-test every type and model in arcade operation before we tell the public that we are ready to sell them any machine bearing our name."

"This Summer we expect to come out with a new game but before we offer it to the public it will have to go through our arcade testing. After that, we know exactly what player appeal the machine has and we will have replaced any part that shows unreasonable wear."

**W**ATCH FOR GRAND OPENING

GOLD COAST COIN MACH. EX.

LOS ANGELES, CALIF.

DISTRIBUTOR FOR

GOTTLIEB QUALITY PRODUCTS

A Kruse and Consara arcade at one of the Illinois Central passenger stations where Amusematic Corp. machines are pretested prior to presentation.
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.
Announcing

THE FRANK SWARTZ SALES CO.
DISTRIBUTOR FOR
PACKARD PLA-MOR PHONOGRAPHS
AND COMPLETE PACKARD LINE IN
CENTRAL AND EASTERN TENNESSEE

NOW DELIVERING!!

PACKARD PLA-MOR WALL BOXES AND PARADISE "OUT OF THIS WORLD" SPEAKER... AND OTHER SPEAKERS
ALSO BAR BRACKETS AND EQUIPMENT

GET YOUR NAME ON OUR MAILING LIST!

FRANK SWARTZ SALES CO.
117 THIRD AVENUE, NORTH
NASHVILLE 3, TENNESSEE

* FAMOUS FOR FRIENDLY SERVICE *

A. M. DISTRIBS BUY ENTIRE BLOCK

NEW ORLEANS, L. — A. P. Monte
of A. M. Distributing Co., Packard
Manufacturing Co. distribs, this city,
has just purchased an entire city
block here on which he will
construct one of the most modern
(as well as the largest) distributing
showrooms in the country.

The address of this new showroom,
when completed, will be 1051 Bar-
onne Street. Monte reported that the
firm will have 1,200 square feet of
display area for display and offices.
The showroom will be 90 feet wide
facing the street. This is in the heart
of "Coinrow" in this city.

A balcony is being built which will
feature a beautiful club room, a
ladies lounge and other modern in-
novations.

One of the most unique features of
this entire city block long show-
rooms for the products of Packard
Manufacturing Corp., for whom A. M.
Distributing Co. are exclusive dis-
tributors here, will be guest rooms to
accommodate out of town visitors
when hotel rooms are not available for
them.

Monte is also building a two story
plant for Decca Records in this same
block which will also house four
other coin machine distributors.

Monte reported, "Dan Cohen of
Progressive Music Company, largest
operators in this city, have just pur-
chased our first shipment of Packard
merchandise. He is right on the
ground floor with the newest equip-
ment and Dan is getting started
ahead of all of them."

Monte was visited this past week
by Packard's regional director, Harry
Drollinger and Mrs. Drollinger who
attended the Mardi Gras celebrations
with him.

WILL PAY
$85.00

FOR
MILLS
Yellow Fronts, Blue Fronts
Brown Fronts
Extraordinary
Any Mills Escalator Type
Machines

Cabinets and castings in any condition
but mechanism must be complete.

WRITE — WIRE — PHONE TODAY!
AMERICAN AMUSEMENT COMPANY
4047 West Fullerton Ave. Chicago 29, Ill.
CAPITAL 5200
"IF YOU MISS US — YOU MISS MAKING MONEY!"

WANT TO BUY!

SUPER BELLS, COMB.
SUPER BELLS TWIN, 61/2 COMB.
HI HANO
THREE BELLS
JUMP PARADES, F.P.

WRITE — WIRE — PHONE TODAY!
Adirite Condition, Quantity & Best Price!

H. ROSENBERG CO.
625 Tenth Ave. (Longacre 3-2479) New York 19, N.Y.

WANT ANY QUANTITY

Rockley 24 Record Chrome Boxes - 15 Rockley 20
Rev. Chromo Boxes - Mills Three Balls - Keeney
Combination Super Bell.

Quote Best Price, Immediate Cash.

M. A. POLLARD COMPANY
725 Larkin St., San Francisco 9, Calif.
A RELEASE THAT WILL MAKE RECORD HISTORY

NICK ESPOSITO AND HIS BAND PACIFIC LABEL #603
"EMPTY BALLROOM BLUES"
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A new, modern, streamlined cabinet with deep, natural maple molding in tall rich color

Because of the flood of orders on hand for this popular game, they will be filled in the order received. We will advise approximate shipping date immediately we receive your order.

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NEW YORK—DeWitt (Doc) Eaton, General Salesmanager of Automatic Instrument Co., Chicago, who visited in New York with his distributors here, Runyon Sales Company, announced while in this city that Runyon Sales Company would show the firm’s new AMI automatic phonograph the end of March.

Barney (Shugy) Sugerman, Abe Green and Mike Munves of the firm are already reported to be preparing their showrooms for the arrival of this new single mechanism, 40 selection phono.

“Shugy” stated, “We are going to invite the entire east coast to be present at the showing of the new and beautiful 40 selection AMI phonograph. We believe that this is the greatest of all the phonos that ever was shown to this business. Mike Munves will make the showing in New York and will have Bernie Wolfson, Jack Mitnick and Herman Ferin to assist him.

“We are going to hold one of the grandest banquets in the history of the eastern coin machine industry to introduce the new AMI to the trade. Already musicians and recording artists as well as many of the leading actors and actresses have been invited to be present at our showing.

“Jim Mangan of Mangan & Eckland, Chicago, will also be present here and will act as master of ceremonies. All coin machine men will remember Jim who has handled thousands of operators in his day while arranging showings of many fine products in this trade.”

Exact days of the showings will be announced very soon, these men report. They also state that invitations will be going out to all the trade in the east within a few days announcing many surprises at the showing.
LIONS CLUB TO PLACE GUM VENDERS AS CHARITY PROJECT

LEXINGTON, KY.—The Lions’ Club of this city at a business luncheon meeting held in the Lafayette Hotel a few weeks ago approved the placement of chewing gum machines in advantageous locations in Lexington business houses and public buildings.

The proceeds of the machines, expected to be about $800 to $1,000 annually, will be used for the Club’s eye-glass fund for indigent school children, as well as for the Club’s general charity fund.

(This is the first revival in a long time of clubs placing equipment against operators in territories. Prior to the war the American Legion clubs would sponsor many such events and because of their prestige in the community would push ops out of the business they chose.

(Here, again, it is expected that vending machine ops in the Lexington area will lose good locations to the Lions’ for, naturally, their charitable plan will get locations to take on their machines in preference to those of any of the coinmen in this territory. (Coinmen here believe that this may be the first effort on the part of the Lions’ to enter into the operation of various types of equipment to use the funds for their charities.)

(These men hope that the Lions’ will make no further efforts in this direction. “But if they do,” one coinman reports, “charity or no charity, we shall get out and fight for it simply means wiping us out of business.”)

Will License Mfr of Sun-Ray Venders

AUGUSTA, GA.— The local newspaper, the “Herald,” reports in its “Today’s Tips” column that licenses can be had for the manufacture of coin operated machines for giving sun ray treatments.

“Devices,” this paper stated, “are said to protect the lamp equipment from wearing out and to safeguard users against over exposure.”

The plan is to use well known sun ray lamps and attach the unit which will allow the public to use the lamp for the time limit the coin allows. Machines can be sold or operated.

SENSATION OF THE NATION “SUSPENSE”

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115 OLIVE STREET
SHREVEPORT, L.A.

K & M DISTRIBUTORS
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LOS ANGELES 6, CAL.

COPS CHECK KIDS’ “SLOT MACHINE NIGHT”

MAPLEWOOD, N. J.—In this past week’s (March 11) issue The Cash Box reported that the youth of this well known community who created the very popular “Elbow Room” gathering spot to keep boys and girls off the streets were announcing a “slot machine night” festival where there would be pinballs, etc., and a juke box contest.

The moment the cops here read about this affair they immediately squeezed in between the kids and had their eyes peeled for the appearance of some “real slots” which they believed would be the feature of this “slot machine night,” as announced by the local press.

The two Maplewood detectives, instead of finding any “sure huff slots” as the local News and Record here reported, “found nothing there but legal amusement devices which kept the teen age crowd in fine spirits thruout the evening.”

It is believed that because of the tremendous crowd which gathered at the “Elbow Room” here that the ‘teen agers will run another “slot machine night” very soon and this time, they report, they are going to extend an invitation to the entire Maplewood Police Department. They hope that the cops will contribute some nickels to keeping the juke box and other devices going during the festivities.
BECOME AN ASSOCIATE MEMBER OF THE CMI

By James T. Mangan (Mangan & Eckland, Chicago)

Every coin machine operator should belong to the official association of the industry, Coin Machine Industries, Inc. CMI is inviting you to join by paying twenty-five dollars for an associate membership.

I know this is a good thing, and you know this is a good thing, but, as is the case with many good things, all of us are inclined to procrastinate. Don't procrastinate with this membership.

Write out a check for twenty-five dollars; make it payable to Coin Machine Industries, Inc., Room 908, 134 North LaSalle Street, Chicago, and send it in today. Make a notation on the check that it is for twelve month's dues in the association.

This will make you an Associate member of the official coin machine association, with a voice in the deliberations and the decisions that so affect you and every other operator in the industry.

On receipt of your application and check the Association will send you an engraved certificate certifying your membership. This is something that you will be proud to frame and hang on the wall of your office, thereby announcing to the world that you are proud of your connection with the coin machine business and that coin machine business, in your opinion, is the greatest business of all.

Several hundred operators have answered the recent appeal of industry leaders to take out these memberships, and the association will not be satisfied until every operator in the United States is an official member. All money thus collected will be used for public relations work in behalf of each individual member and also in behalf of the entire industry.

As you know, Coin Machine Industries, Inc. is the association that holds the annual coin machine show in the Hotel Sherman, Chicago.

As a member of the association you will have certain rights and privileges that non-members, even though they are bona fide operators, will not enjoy.

Nearly all the leading manufacturers and distributors have already joined the association, and have urged all of their customers to do likewise. Your membership will mean that you are behind the association all the way, will prove that you believe in the coin machine business, that you believe in the axiom "in union there is strength," and most of all will show the factory from which you purchase your equipment that you are serious in supporting them and their association in the vital industry-building work ahead.
WASHINGTON, D. C. — Traveling columnists might just as well resign themselves to another year of crowded hotel conditions, according to an article prepared for publication with the U. S. Department of Commerce.

With the decline of wartime accommodation demands, a huge rise in convention trade is expected. This condition, it is said, will hit its stride as soon as the hotels can make suitable preparations and will strike a high comparable to the wartime trade for at least the first nine months of 1946.

Other observers, expecting a high rate of tourist trade to begin this summer, and adding that to the increasing number of long-term hotel residents, do not expect a break in the demand for space until well into next year.

JAFCO, INC.

BOSTON MUSIC OPERS MEET THIS WEEK

BOSTON—A meeting of all music operators in and around this city will be held at the Copley Square Hotel on March 21, 1946, at 7:00 PM. It was announced by Al Dolin, president of the Pioneer Music Co., Inc., of Roxbury and Hyannis.

The meeting will be in the order of an open forum to which each operator may offer his views and suggestions toward effecting a betterment of the coin machine business as a whole, it was said.

Al Dolin will act as chairman for the evening and is expected to put forward for discussion many of the recommendations which have appeared in The Cash Box such as the formation of a tax council, the public relations program, and the 70-30 percentage issue.
HAZARD, KY.—A lawsuit challenging the legality of a one-year-old ordinance which makes unlawful the operation of pinball machines within the corporate limits of this city has been filed in the county's circuit court here.

The plaintiff, Morgan Watts, brought his suit against (1) the City of Hazard (2) the Mayor (3) the City Attorney (4) the Board of Commissioners.

It is alleged in the petition as follows:

"The plaintiff states that he is a citizen and resident of Hazard, Perry County, Kentucky, and owns property in said city, county, and state. He states that he is bringing this suit under the Declaratory Judgment Act for himself and for other taxpayers and citizens of said city and county similarly situated as he is. He states that the controversy existing over the said ordinance is actual; that he and many other taxpayers of said city believe that said ordinance is unconstitutional and void and unenforceable and that the said defendant and city contended that said ordinance is constitutional and legal. The plaintiff states that he, in behalf of himself and others, is entitled to a construction of said ordinance as to its constitutionality and legality."

This suit it the first attempt made to repeal the ordinance since it became law, though no member of the present board of commissioners was in office at the time the ordinance was passed.

According to the city attorney, members of the board of commissioners received complaints about the pinball machines before the ordinance in question was passed.

The board of commissioners believed it had the power to regulate or prohibit the operation of these machines, even if they should be considered instruments of amusement only and intended to furnish amusement only, according to the city attorney.

NEW YORK CITY—A new label will soon break among record manufacturers with the recent formation of GI Enterprises in this city.

Completely staffed by war veterans, the new firm will specialize in "pop" recordings and will aim principally for the music machines trade, it was recently announced by Herb Storcher, director of GI.

The first recording, expected to become available in two weeks, will be done by Jimmy Foster and the Holidays, an orchestra composed entirely of veterans.

ONE OF THE MOST PROFITABLE OPERATORS' MACHINES EVER BUILT

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(Trade Mark)

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ROCK-OLA

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IS NOW ON DISPLAY!

SEE IT AT OUR SHOWROOMS!

SCOTT-CROSSE COMPANY

EXCLUSIVE ROCK-OLA DISTRIBUTORS IN EAST PA. AND SO. N. J.

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PHILADELPHIA 30, PA.
Bank Ball is so outstanding an amusement device that only superlatives...and many of them...could adequately describe its enormous money-making powers...but even better than that...look-up a Bank Ball operator and...Ask HIM.

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An AMUSEMENT ENTERPRISES CO. Product.

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“There is No Substitute for Quality”...

STAGE DOOR CANTEEN

PROVES IT WITH PROFITS!

ORDER FROM YOUR DISTRIBUTOR NOW

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“First with the Finest”

1140 N. KOSTNER AVE.
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Central Ohio Moves To New Quarters

WOOLF SOLOMON

COLUMBUS, O. — The Central Ohio Coin Machine Exchange, formerly of 514 S. High St., has moved into newer, larger quarters at 185 Town St., this city, it was announced by Woolf Solomon, head of the firm.

“We are now located in a large brick structure with 10,000 feet of space on one floor, and we will have the finest showrooms and offices in the country,” Woolf said. “The move was necessary to take care of our ever increasing volume of business.”


LEAD SHOT

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20c Per Lb. F.O.S. Newark

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NOW DELIVERING

GRAND NEW FACTORY RELEASES

Victory Special 55c 63c
Vito's Derby 34c 43c
Golden Age Total Roll 65c 73c
American Life League 42c 53c
Evans 5¢, 15¢, 25¢, 50¢, $1.00 47c 55c
Evans 25¢ Stirrup 7¢, 10¢, 15¢ 73c 84c
Grateteen Columbus Tw. J.P. 123c 73c
New Mills Free Packs. 79c 53c

JENNINGS SLOTS

BRONZE CHIEF Super Deluxe Chief
15c 25¢. 35¢ 45¢ 55¢ 65¢ 75¢ 85¢ 95¢
10c 25¢, 35¢, 45¢ 55¢ 65¢ 75¢ 85¢
25¢ 35¢, 45¢, 55¢ 65¢ 75¢ 85¢

-faced Deluxe Cherry Rolls 50¢ & 75¢ play Write

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WE WANT 1000 PIN GAMES

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Phone 48-1434

NEW METERS FOR NEW CASTLE

NEW CASTLE, PA. — One hundred and five nickel parking meters which have been in use for several years will soon be replaced by Miller Multiple manual coin meters, it was announced by the police chief, this city.

NEW METER WITH ¢

Manufactured by

401 Central Parkway
Cincinnati, Ohio

We Have For Immediate Delivery

MEK New Postwar Bell

BLACK CHERRY

It is the most attractive bell machine ever offered to the operator. Important improvements have been incorporated in the mechanism which will prove beneficial to all coin machines users for a long period of time.

1c - 10c - 25c - 75c PLAY

Place Your Order Today To Insure Preferred Delivery.

We have all repair parts for Mills Five cent machines. Write for complete price list.

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COINMAN STARTS GOV'TS "ON THE JOB" TRAINING PROGRAM FOR VETERANS

WILL TRAIN VETS AS MECHANICS UNDER GI BILL OF RIGHTS

WASHINGTON, D. C. — Putting into patriotic action a plan long suggested by The Cash Box—that the trade provide a school for mechanics in anticipation of great expansions to come—Hirsh De la Viez, owner of Hirsh Coin Machine Company, this city, has become the willing "guinea pig" for the trade in initiating the federal government's "On-the-Job Training Program" for veterans within his own organization.

Hirsh was recently called upon to meet with General Omar S. Bradley, chief of the Veterans' Administration for the purpose of discussing plans toward beginning a training program within the coin machine trade under the "GI Bill of Rights."

Of the meeting, Hirsh said: "When I talked with General Bradley I thought the main idea to convey was that they recognize our industry. "When he OK'd our firm as a starting point, I was really thrilled."

"We will put four men on," Hirsh continued. "They start to work on the first of April, and will train for one full year. Then they will receive a certificate from the Board of Education that they have completed a course in coin machine maintenance. It will be signed by us and by them."

Under the law, the veteran is taken into a firm as an apprentice and paid an apprentice's wage by the employer. To whatever sum that may be, the government pays to the veteran the difference between that and what a skilled man would receive in the job for which he is being trained.

The government allows up to $95 per month to the veteran if he is single and $95 per month if he's married.

"We're going to need more and more skilled men in the industry," Hirsh advised, "and to a good number of veterans who have received an excellent background in electronics during their military service, the prospects of going back to jobs where they cannot put that experience to use are not at all attractive. These men are looking for an opportunity that we can and should give them."

Coinman can get further information about this program by applying to any veterans' bureau in their own cities.

Announcing - - OUR SHOWING OF "The Phonograph Of Tomorrow"

ROCK-OLA

MARCH 23 — SATURDAY

AND

MARCH 24 — SUNDAY

"See a Dream Talking". Yes, refreshments will be served.

Bring your family and staff.

IN OMAHA, NEBRASKA

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MILWAUKEE, WISC.

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

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

RUNYON SALES CO.
1290 DELAWARE AVENUE
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CLARENCE BAGGETT
915 NORTH 21st STREET
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1175 FOLSOM ST., SAN FRANCISCO, CALIF.

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LOUISIANA COIN MACHINE SERVICE CO.
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WITH COMPLETE MOVING TARGET

IS NOW HERE — AND SELLING FAST

$3250.00 F.O.B.
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INCLUDING COMPLETE 12 FT.
TARGET AND 4 ELECTRIC
MACHINE GUNS

LIMITED QUANTITY!! WRITE IMMEDIATELY!!

RUNYON SALES CO. of NEW YORK, Inc.
593 TENTH AVENUE (PHONE: LONGACRE 3-4820) NEW YORK, N. Y.
Microtone Gets Award

STAMFORD, CONN. — The Microtone Company has received the Navy Certificate of Achievement for exceptional accomplishment and meritorious contribution to the war effort. Microtone made phonograph needles for the Navy, Coast Guard and Marine Corps during the war, supplied the most substantial part of the Army requirements, and furnished needles to the Red Cross.

Microtone is now ready to re-enter the civilian market with a full line of needles ranging from steels thru alloys to jewel tips, E. B. Murphy, Microtone president, said.

CENTRAL OHIO COIN MACHINE EXCHANGE
WILL PURCHASE FOR CASH
WILL PAY HIGHEST PRICES
FOR
PINBALLS — CONSOLES — PHONOGRAPHS
SLOTS — ARCADE EQUIPMENT
NO DEAL TOO LARGE OR TOO SMALL
CENTRAL OHIO COIN MACHINE EXCHANGE
NEW ADDRESS
185 Town Street  Columbus, Ohio  (Phone: Adams 7949-7993)

Slots and Pins Banned
PUEBLO, COLO. — Slot machines and pin-ball machines which pay in cash are not in operation in Fremont or Custer counties here, the District Attorney announced recently.

Abatement orders were issued earlier by the district attorney and were served by the sheriffs of both counties.
LAST CALL
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FOR THE
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New Payout Slides (Specify 5c-10c-25c 3/5 or 2/5 Per Set [6]) $6.00
 Individual Slides (Order by Part Number — 2/5 or 3/5) Each 1.00
 Slide Cover Complete (Specify 5c-10c-25c) 1.50
 Slide Posts (Set of 4) 1.00
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 Clock Rebuilt, Your Old Clock and

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.

PER SET $27.50

NEW ALUMINUM GOLD CHROME CASTINGS

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.

PER SET $37.50

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 Ball 3.00
 Etched Metal Reward Plate (Specify 2/5, 3/5, Brown Front or Front) 1.50
 Etched Metal Reward Plate (Specify 2/5 or 3/5 for Gold Chrome) 4.00
 Reel Strips, Per Set 0.45
 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 Blue or Brown Front) 0.75
 Coin Denominators and Intake Casting (New Style) 5c-10c-25c for Gold Chrome 1.50
 Knee Action Stop Levers, Per Set 3.00
 Star Wheels for Reels (20 Stop) 0.75
 Reel Discs, Each $2.00, Set of 3 (Standard 3/5, Club or 2/5 Single Cherry P.O.) 6.00
 Tin Reel Assembly 1.25
 Complete Set Reels and Discs (3/5, Club or 2/5 P.O.) 17.50
 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

BUCKLEY MUSIC SYSTEM PARTS

National Slug Rejectors:

N-101, 5c $4.00
200-A — 201A (5c-10c-25c) 10.00

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

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4223 WEST LAKE STREET CHICAGO 24, ILLINOIS

(ALL PHONES: VAN BUREN 6636-6637-6638-6533)
“NO DISCOUNT PENALTY TO TIME BUYERS” — Rockola

CHICAGO — With an announcement that affects the pocketbooks of every phonograph operator in the country, David C. Rockola, president of the Rock-ola Manufacturing Corp., has removed the lid on an unusual finance plan that calls for a one price policy on all transactions, whether purchase is made “on time” or for cash.

“Now, all benighted music operators in their purchases of the Rock-ola—phonograph of tomorrow” will participate in the cash discount,” stated Mr. Rockola. “Heretofore the time-buyer, in addition to finance charges, had the loss of the customary 10% cash discount to consider when figuring the cost of his equipment. Our plan removes the penalty formerly imposed on the time-buyer and offers the cash-purchase-advantage to all music operators.”

Under this new arrangement, Rock-ola officials state that every instrument will be tagged F.O.B. factory, Chicago. “There will be the usual interest rate legally defined for ‘on time’ transactions and no more!” affirmed A. R. Kelso, executive vice-president. “The only deviation from the advertised cash price to the trade will be the difference imposed by transportation charges and sales or use taxes.”

PARKING METERS?

INDIANAPOLIS, IND. — City councilmen here, having twice refused to approve contracts for the purchase of parking meters because, the claimed, they didn’t know which would be the “best buy,” were put on the spot recently with a very definite opportunity to make a choice.

They received an invitation from the six bidding companies to view a demonstration of each of their machines at one and the same time. The bidders had made arrangements to display their equipment together at the City Hall offices of the Board of Works and Sanitation.

BADGER SALE COMPANY
Special Distributors for
J. H. KEENEY & COMPANY
ROCK-Ola MFG. CORPORATION
Southern California, State of Arizona and Southern Nevada
1612 WEST PICO BLVD., LOS ANGELES 15, CALIF.

PHONOGRAphS AND WALL BOXES

BADGER NOVELTY COMPANY
Exclusive Distributors for
J. H. KEENEY & COMPANY
ROCK-OLA MFG. CORPORATION
State of Wisconsin and Northern Michigan
2546 NORTH 30TH STREET, MILWAUKEE 10, WIS.
All Phones: MIL 3039
Detroit — "Anti-industry forces are at present in the throes of an organized sticker campaign," said the Michigan Beverage News in a recent article addressed to members of the liquor industry.

"The Drys are now pasting stickers on newspaper and magazine advertisements, tearing them out and sending them in protest to the publications in which they appeared."

"The labels are all stereotyped and all declare: "LIQUOR ADS MUST GO" or 'I DON'T LIKE THIS AD IN MY PAPER', the publication went on to state."

According to the paper, this "no liquor" advertising crusade is but a small part of the pressure attack against the alcoholic beverage industry which has been inaugurated to foist upon it all sorts of difficulties and restrictions.

The technique was developed by the Drys as a counter-balance to their failure during World War II to stampede Congress into enacting a wartime prohibition act as an emergency "conservation" measure as it did during the previous war, the paper said.

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THE RECEPTION
WAS TERRIFIC!

J. R. "Pete" Pieters

MICHIGAN OPERATORS
CAME —
SAW —
AND BOUGHT

Aireon
The Electronic Phonograph Sensation
ON DISPLAY AT
KING PIN EQUIPMENT CO.
826 MILLS STREET
(PHONE: 2-0021) KALAMAZOO, MICH.

WE WILL KEEP
YOU IN
"SUSPENSE"

IN
MINNESOTA ° NORTH DAKOTA
SOUTH DAKOTA ° NEBRASKA
DISTRIBUTORS FOR

Williams
MANUFACTURING
COMPANY

MAYFLOWER
DISTRIBUTING COMPANY
2218 UNIVERSITY AVENUE
ST. PAUL, MINNESOTA

IN THE ADVERTISEMENT THAT APPEARED IN THE FEBRUARY 18 ISSUE UNDER PASTER DISTRIBUTING CO., THE COMPANY NAME SHOULD HAVE BEEN MAYFLOWER DISTRIBUTING CO. PASTER DISTRIBUTING CO. IS EXCLUSIVE WURLITZER DISTRIBUTORS IN THEIR TERRITORY.
ATTENTION — OPERATORS IN WESTERN NORTH CAROLINA AND WESTERN SOUTH CAROLINA
SEE AND HEAR THE NEW Aireon
Electronic Phonograph
NOW ON DISPLAY AT YOUR AIREON DISTRIBUTOR
TRI-STATE DISTRIBUTING CO.
248 CHARLOTTE STREET, ASHVILLE, NO. CAROLINA

E. T. MAPE CO. TO EXPAND

LOS ANGELES — E. T. (Ed.) Mape of this city is planning on extensively increasing his organization in preparation of distributing a new phone in the seven western states.

Ed. is one of the pioneers in the coin machine industry, having spent more than twenty years in the operation and distribution of games, slots and music.

He has one of the largest ranches in California, with approximately 7500 acres in the San Joaquin Valley, many thousands of head of cattle and hundreds of riding horses.

The firm has offices and showrooms in San Francisco, Stockton and this city.
MICHIGAN PHONO OPS ASSN
HOLD FIRST ANNUAL MEET


A very fine year book was present at each plate and contained the advertising of all leading coinrms. Samuel Drapacs who was in charge of Public Relations for this affair and for the association generally was given much thanks for his fine work as was Elizabeth Lund, office secretary of the organization and many other members who helped make this an outstanding and memorable affair.

Those present were much impressed with the speeches which were made and these were carried off very carefully by the Chairman, Morris Goldman.

Following this impressive and enthusiastic luncheon-business meet came the big festivities at the Latin Quarter that same evening.

Here cooin brought their wives to one of the most gala affairs yet seen in the nation. This huge nite spot was jammed to the rafters. The organization had purchased the entire club for this evening and rented every inch of space. Two tables of hospitalized vets were the guests of the evening.

Much credit is due to the organization’s attorney, Thomas V. LoCicero for his marvelous work as master of ceremonies to introduce a few of the speakers to the great gathering during the evening banquet.

Capehart spoke at the evening banquet once again and repeated some of the anecdotes he had told at the luncheon meeting also again bringing forth with great optimism that the future of the music business was assured.

Leo Dixon was presented with a framed scroll by the Michigan association for his work as founder of the organization and his continued good interest in its welfare.

Many councilmen and a former governor were introduced to all present by LoCicero and much applause greeted their introduction.

The show itself was one of the finest ever presented by this nite spot. It was a one show evening and the entertainers carried on for hours presenting one of the most outstanding entertainments which those present had ever yet seen here.

In general, the entire day’s affair as arranged by the MAPOA is considered to have been one of the most brilliantly conducted in the history of the juke box trade.

The luncheon-business meeting idea clicked with all who attended and certainly the evening banquet was acclaimed as one of the finest ever yet seen in the industry.

The entire association and all of its members are to be complimented for giving all those who attended a most pleasant and interesting day.

Capehart Says, “BUCKLEY BILL WILL NOT PASS!”

DETOUR, MICH.—One of the highlights of the luncheon-business meeting of the first annual convention of the Michigan Automatic Phonograph Owners Association was the statement made by Homer E. Capehart, Chairman of the Board of Packard Manufacturing Corp., Indianapolis, Ind., when Jack Cohen, president of the Cleveland phonograph operators association, addressing Capehart, asked whether in his (Capehart’s) estimation, because he was on the ground floor, the Buckley bill (H.R.399, at present in the Patents Committee of the House of Representatives in Washington, D.C.) had any chance of being passed.

Capehart stated most emphatically that, in his belief, the Buckley bill would not pass. He also said that bills of this kind were introduced annually and that he remembered a similar bill presented to the House of Representatives in 1928.
EXCERPTS FROM SPEECHES OF JUKE BOX LEADERS AT THE MICH. PHONO OPS MEET

HOMER E. CAPEHART
Homer E. Capehart, Chairman of the Board of Packard Mfg. Corp., Indianapolis, Ind., compared the juke box industry to motion picture theaters and claimed that, "The automatic phonograph field leads in entertainment."

Some highlights from his speech were, "This is a grand and prosperous business and brings much enjoyment to the American people." He also stated, "The average automatic phonograph plays 50 times per day which means a total of 30,000,000 plays per day all over the nation." In this regard he said, "There is no other industry that plays to as many people as this industry. Every juke box is a theatre in itself. This is the biggest entertainment field in the world."

He then emphasized, "We need public relations for this industry." He pleaded, "Let's cooperate." Regarding this he stated, "First serve the public. Keep this industry strong. Let's cooperate with each other. We're in the entertainment field just like the theaters."

R. R. (Rudy) GREEBAUM
R. R. (Rudy) Greenbaum, Vice-President and Commercial Salesmanager of Aireon Mfg. Corp., Kansas City, Kans., was called upon by Morris Goldman, chairman of the luncheon-business meeting.

Greenbaum made a stirring and very sincere speech and it was very well accepted by all present. He spoke on the future of the juke box business. He also said, "Basically, this business needs successful operators — otherwise there will be no business." He also reminded all those present, "A lot depends on the methods operators use in conducting their business."

He gained much attention with this remark, "New associations will crop up all over the nation very soon." He claimed, "This is a healthy sign."

A. R. KELSO
A. R. Kelso, Executive Vice-President of Rockola Manufacturing Corp., Chicago, cut his speech short. He came right to the point with the following statement, "We invite your inspection of our 'Phonograph of Tomorrow' just out this day. We ask for your participation in the showings of our distributors. We want your criticism."

DE WITT (DOC) EATON
DeWitt (Doc) Eaton, General Salesmanager of Automatic Instrument Co., Chicago, followed Capehart to the "mike."

He stated, "We are delighted to be in the music business."

"Among other things he told those present, "Your policies, hopes and desires will be our guiding lights."

JAS. A. GILMORE
James A. Gilmore, Secretary-Manager of Coin Machine Industries, Inc., Chicago, launched right into the CMI's public relations program. He stated, among other things, "The lone wolf era is gone."

He then explained how the entire program started back in November, 1945. How on January 6, 1946, the first letter from CMI went forth to ops and distribute. And how, on February 1, 1946, a letter was sent to distrois only.

"By the end of February", he said, "341 applications had been received."

LEO J. DIXON
Leo J. Dixon, noted phono operator and distributor as well as founder of the Michigan ops association, gave the most fiery speech of the afternoon. He opened with, "Words cannot express how I feel", when speaking in regards to the growth and success of the organization. He recalled to the men their status ten and twelve years back. And the new type of men who are in this business today.

He then raised his voice and in an impassioned tirade regarding the public relations program said, "Let the manufacturers tell us what they mean by a public relations program."

He then asked that facts be brought out into the open for the Detroit and Cleveland associations who were reported to have fallen behind in applications to the CMI public relations program.

CAPT. THOMAS J. CALLAGHAN
Thomas J. Callaghan, Salesmanager, Music Division, Bally Manufacturing Co., Chicago, former famous U. S. Secret Service official, stated simply and sincerely, "I am coming into this business as a recruit. I am not here to tell you how to run your business—but to learn."
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<tr>
<th><strong>G &amp; G</strong></th>
<th><strong>MODERN</strong></th>
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<tr>
<td><strong>EXCLUSIVE</strong></td>
<td><strong>EXCELSIOR</strong></td>
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<td><strong>NO. 212</strong></td>
<td><strong>NO. 165</strong></td>
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<td>KNOW MY LOVE IS TRUE</td>
<td>RED BEANS AND RICE&lt;br&gt;AND HIS&lt;br&gt;HONEYDRIPPERS</td>
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<td>HAREMQUES</td>
<td><em>(FIND OUT WHAT HE LIKES)</em>&lt;br&gt;GLADYS&lt;br&gt;SENTLY&lt;br&gt;QUINTETTE</td>
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<td>&quot;STILL THE SENSATION OF THE NATION&quot;</td>
<td>&quot;TERRIFIC&quot;</td>
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<th><strong>GILT EDGE</strong></th>
<th><strong>CECIL GRANT</strong></th>
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<td><strong>NO. 534</strong></td>
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<td>HIT THAT JIVE JIVE</td>
<td>CECIL AT HIS BEST</td>
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<td>RAINY WEATHER FOR ME</td>
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**WORLD'S FASTEST SELLING INDEPENDENT RECORDS**

**ORDER FROM YOUR NEAREST DISTRIBUTOR**

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<tr>
<th><strong>AMERICAN COIN-A-MATIC</strong></th>
<th><strong>MUSIC SALES</strong></th>
<th><strong>BIRMINGHAM VENDING</strong></th>
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<tr>
<td>1437 5th Avenue&lt;br&gt;Pittsburgh, Pa.</td>
<td>303 N. Peter Street&lt;br&gt;New Orleans, La.</td>
<td>2117 3rd Avenue North&lt;br&gt;Birmingham, Ala.</td>
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<tr>
<th><strong>GOODY DISTRIBUTING CO.</strong></th>
<th><strong>COMMERCIAL MUSIC</strong></th>
<th><strong>PREMIER AUTOMATIC MUSIC CO.</strong></th>
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<tr>
<td>853 Ninth Avenue&lt;br&gt;New York, N.Y.</td>
<td>510 N. Sarah&lt;br&gt;St. Louis, Mo.</td>
<td>640-42 South Street&lt;br&gt;Philadelphia 47, Pa.</td>
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<tr>
<th><strong>STANDARD MUSIC DISTRIBUTORS</strong></th>
<th><strong>C &amp; C DISTRIBUTING CO.</strong></th>
<th><strong>ORIOLE DISTRIBUTING CO.</strong></th>
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<tr>
<td>1913 Leeland&lt;br&gt;Houston, Texas</td>
<td>714 Fourth Avenue&lt;br&gt;Seattle, Wash.</td>
<td>512 Pennsylvania&lt;br&gt;Baltimore, Md.</td>
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<tr>
<th><strong>MUSIC SALES</strong></th>
<th><strong>RHYTHM SALES</strong></th>
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<tr>
<td>680 Union Avenue&lt;br&gt;Memphis, Tenn.</td>
<td>316 Sixth Street&lt;br&gt;San Francisco, Calif.</td>
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**Territories Not Covered Above Still Available**

**JACK GUTSHALL DISTRIBUTING CO.**

1870 W. WASHINGTON BLVD., LOS ANGELES 7, CAL.
MICHIGAN GAME OPS STALLED BY LCC


LANSING, MICH. — Some light at last came from the chaos resulting after the Michigan State Liquor Control Commission wrote to all liquor licensees that henceforth they were not to have any type coin operated machines on their premises if they desired to continue to sell beer and liquor and retain their licenses.

When this letter first came to light it created a furor throughout the entire coin machine industry in this state for taverns are, naturally, the finest locations.

The Detroit coinmen immediately appealed to the Governor and the Liquor Control Commission thru large advertisements in the Detroit newspapers.

Protests came from all over the state. Coin men immediately rushed to the Liquor Control Commission and pleaded with them for greater indulgence.

What did win these men to a halt in further removal of machines and sending a letter to this effect thru-out the state to all liquor licensees was the plea of many returned veter-
ans who had entered into the coin machine industry. They pointed out that this was now their only means to earn a livelihood and that they had invested all their monies in this business.

Tho this second letter went out to the entire state, the effect of it was much too late for a great many of the licensees had become frightened on receiving the first very harsh letter and had their machines removed.

At present, until one of the liquor commissioners returns from a Florida vacation, the games are in status quo. Those still on locations have had the balls removed from them, the coin chutes taped and the plugs disconnected.

A decision is only possible when all three of the liquor commissioners meet as a body.

As yet there has been no hysterical selling. A few ops sold off some games but others are still holding on to whatever they have in the belief that when the three commissioners do meet that a more favorable decision will result.

Coinmen believe that no decision will be forthcoming for at least another month. In the meantime they are speeding replacement of their games into various other types of locations thruout the state. Many here are relying on the vets who have so far stalled complete removal, to win a favorable decision for the games trade in this state.
SOON

THE NEW

AMI

PHONOGRAPH

WILL BE

ON DISPLAY

WATCH FOR OUR ANNOUNCEMENT!

★

AMERICAN COIN-A-MATIC MACHINE CO.

EXCLUSIVE DISTRIBUTORS IN WESTERN PA., W. VA. AND VA.

1435 FIFTH AVENUE

PHONE

ATLANTIC 0977

PITTSBURGH 19, PA.

SOUTH CALIF. MUSIC OPS TO VOTE ON 70%-30% COMMISH BASIS

Assn Will Create School for Returned Veterans.
Vote to Back CMI Public Relations Program.

R. F. (Dick) Gallagher

LOS ANGELES — Approximately 75 members of the Music Operators Association of Southern California met this past week at the North Star Hall in this city.

Among the most important matters presented by R. F. (Dick) Gallagher, president of the organization, who presided at this meet, was the creation of a school for returned veterans wherein the association would undertake to educate these men to the juke box business.

Sam Ricklin, well known phonop man here and vice-president of the association, then took the floor and in a clear and concise fashion stated why he had swung to the 70%-30% commission basis. He definitely brought forth to all those present that the juke box operator could no longer continue on the 50%-50% commission basis.

His talk was extremely well received and the membership decided to put this new 70%-30% commission basis to a general vote at their next meeting when every music operator in southern California will be called in to attend so that this will prove unanimous.

Dick Gallagher also explained that some of the members hadn’t as yet purchased their license stickers and that the law provides for a stiff fine and even a jail sentence unless the new licenses immediately appear on all juke boxes. He urged the members to obtain their licenses right away.

Gallagher also made a very strong plea to the assemblage regarding the

WANT

500 GAMES

CAN USE 500 FREE PLAY GAMES

(Parts must be complete)

SPORTY — PARADISE — JOLLY —
SCHOOL DAYS — POLO — HORO.
SCOPE — CHAMP — MIAMI BEACH
— SEA HAWK — MAJORS ‘41 —
SNAPPY ‘41 — STRATOLINER — SPORT
PARADE — SHOW BOAT — SEVEN UP
— SPOT POOL — ARGENTINE —
LITA CARD

Send Your List Stating Quantity,
Price and Condition.

MID-STATE CO.

2050 W. ROOSEVELT RD. CHICAGO 12, ILL.
TELEPHONE: SACRAMENTO 2-71

CMI public relations program. It was unanimously agreed that the entire association join in this effort.

Board members who were present at this meet were: Jay Bullock, Dell Cluff and E. E. McClure. The members of the board are working hard for success.
NEW RECORDS CLICK

LOS ANGELES, CAL. — Richard A. Nelson, producer of “4-Star” and “Gilt-Edge” Records reports that Gene Austin’s recording of “My Blue Heaven” backed by “But I’m Alright” is enjoying very good sales and the firm are shipping them as fast as they can.

Nelson also claims that Wingy Manone’s new recording “Salt Pork, West Virginia” backed by “Hot Peanuts” looks like a real winner and they expect some very great sales from this new record.

SLOT BARGAINS

<table>
<thead>
<tr>
<th>MILLS ORIGINALES</th>
<th>1—Sc Galaxies 3/5 Ref.</th>
<th>$15.00</th>
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<tr>
<td></td>
<td>1—Sc Wurlitzer 3/4</td>
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<tr>
<td></td>
<td>6—Sc Bantam 1/4</td>
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<td></td>
<td>5—Sc King 1/2</td>
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<td>1—Sc Baby 1/2</td>
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<td>1—Sc Silverchrome 3/4</td>
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<td>1—Sc Liberty B/5</td>
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<td>1—Sc Liberty 3/5</td>
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JENNINGS

2—Sc Wurlitzer 3/4...$20.00
2—Sc Galaxies 2/5...$20.00
1—Sc Panorama...$20.00
1—Sc Panorama 3/3...$20.00

P. O. GAMES

2 Longhorns, P. O. (like new)...$1.00
2—Sc Panorama 3/3...$1.00

MITCHELL NOVELTY CO.

1627 West Mitchell St.  Milwaukee, Wis.

JUKE BOX OPERATORS!

HERE IS OUR ANSWER TO YOUR REQUEST FOR QUALITY.

QUANTITY.

PRICE.

33¢ INCLUDES TAX

PAT KAY

URBAN #107

“Waiting For The Train To Come In”

“I See You at My Louisiana”

URBAN #108

“Easy Street”

“Love Me Not”

URBAN #109

“My Head Upon Your Shoulder”

“Send Me a Man Amen”

HENRY RUSSEL

URBAN #112

“Pin Marlin” (Pean Mapleen)

“How Can I Lose”

URBAN #113

“I Miss Those Little Things”

“Adam Takes A Wife”

URBAN #118

“A Story Book Romance”

“Since There’s a Love”

URBAN #119

“Seems Like Old Times”

“It’s No Go”

ART WEST

AND THE SUNSET RIDERS

URBAN #110

“Where Is My Sambora”

“Tomorrow’s In The Sky”

URBAN #111

“I Seem To See My Louisiana”

“I’m Goin’ Down The Mountain”

URBAN #116

“I Won’t Tell You”

“She’s Mine”

URBAN #117

“Yodeling Cow Girl”

“You’re A Part of My Heart”

THOMAS PELUSO

URBAN #114

“On The Beam With A Dream”

“Feetling Of The Wind”

URBAN #115

“I’m Just The Worrying Kind”

“Pin Marlin” (Pean Mapleen)

VOCALES BY PAT KAY

WRITE — PHONE — WIRE

FOR IMMEDIATE DELIVERY

SIERRA DISTRIBUTING CO.

1506 N. SIERRA BONITA

LOS ANGELES 46, CALIF.

(HILLSIDE 2936)

WANTED

(Will pay top dollar)

FIVE BALLS • ONE BALLS • ARCADE EQUIPMENT

PHONOGRAHS • SLOTS AND CONSOLES

BELL PRODUCTS CO.

2000 N. OAKLEY • CHICAGO 47, ILL. • HUMBOLDT 3027

NOW DELIVERING — ORDER TODAY!

Back Ball, 9 ft. Shea Alley...$375.00
(12 ft. 6 in. Fl. Sizes — Prices on Request)
Goebel’s “Stage Door Canteen”...245.00
Genco’s Total Kool...$50.00

CASTERS FOR WURLITZER PHONES

BEST QUALITY — Set of 4...$1.25

PHONOGRAHS

1 Wurlitzer 900's...$95.00
1 Wurlitzer 850...$90.00
1 Wurlitzer 725...$375.00
1 Wurlitzer 725S...$475.00
1 Wurlitzer 500...$495.00
1 Wurlitzer 505...$495.00
1 Wurlitzer 500 RC...$595.00
1 Wurlitzer 412...$595.00
1 Wurlitzer 41...$150.00
1 Wurlitzer 24...$325.00
1 Wurlitzer 775...$150.00
1 Seeburg Hi Tones...$450.00
2 Seeburg Steaks...$275.00
2 Seeburg Gems...$275.00
2 Seeburg Classics...$475.00
1 Seeburg Major RC...$500.00
1 Seeburg Ceiling Job for 3-Wire Box In perfect condition...$250.00
3 Rock-Ola Standards...$400.00
1 Rock-Ola Imperial...$450.00
3 Rock-Ola Metrom...$450.00
2 Rock-Ola 10 Records...$125.00
2 Rock-Ola Commandos...$175.00
1 Rock-Ola De Luxe (like new) ...$450.00
2 Fangio 7 ft. Space Ball Alley...$125.00
12 Brand New Skillbutes in original cases, Electric Model, 1/2 Play...$150.00

ACCESSORIES

DAVE ENGLES

HERCULES SALES & DIST. CO.

“A NAME YOU CAN TRUST”

415 FREILINGHUYSEN AVE., NEWARK 5, N. J.
PHONE: BIGELOW 3-3524 — CABLE HERDISCO

NO. TONAWANDA, N. Y. — Carl Johnson, Vice-President and General Manager of this division of The Rudolph Wurlitzer Company, according to the newspaper PM of New York City is reported, “to have predicted a terrific export demand for juke boxes because of the fact that thousands of automatic phonographs found their way overseas during the war arousing enthusiasm among entirely new fields.”

Wurlitzer has already appointed distrbs in Canada, Mexico and Porto Rico. Announcements were made regarding these appointments in past issues of The Cash Box.

PREDICTS TERRIFIC EXPORT DEMAND FOR JUKE BOXES
NAME FIVE MORE DISTRIBS

NEW YORK — George Ponser and Irving Kaye of Amusement Enterprise Co., this city, manufacturers of the "Bank Ball" bowling alley, named five new distributors for the machine this past week.

These were: Budge Wright, Western Distributors, Portland, Ore.; Fred Gaunt, General Music Co., Los Angeles, Calif.; R. L. Holt, Rainbow Distributing Co., Salt Lake City, Utah; I. H. Alpert, Twin Ports Sales Company, Duluth, Minn. and Joe Greene of Greene Distributing Co., Boston, Mass.

Both Kaye and Ponser report, "Now that we have stepped up our production and are able to ship more machines on our new schedule we have made these new distributor appointments and are also in the process of announcing more distrubies in the very near future."

Both men believe that "Bank Ball" will find its way into a great many leading locations through the country just as soon as they are able to hit the peak production schedule which they have arranged for this month.

"At the present time", Kaye stated, "our factory is working overtime every night to get deliveries of 'Bank Ball' out to our distributors just as fast as we possibly can. We will soon be in position to fill all orders just as soon as they are received."

SACRAMENTO, CAL. — Affirming the recent story which appeared in The Cash Box (week of March 11, 1946) that Californians favored the legalization of slots, a letter appeared in the Bee, leading newspaper here, by a reader calling upon state authorities to make such a change.

"I do not understand why there should be a law against having slot machines," the writer stated in part, "if they are taken out of California, those who wish to play them will only cross the state line and take their money into another state. After all, the federal government will give licenses to operate them; why should the state interfere?"

CALIFORNIANS FAVOR LEGALIZED SLOTS

SCIENTIFIC'S ORIGIANL
X-RAY POKER
LIMITED QUANTITIES — ACT FAST
DISTRIBUTED BY
Joe Ash
in Pennsylvania
OR
Irv Morris
in New Jersey
ACTIVE AMUSEMENT MACHINES COMPANY
900 N. FRANKLIN STREET
PHILA. 23, PA.
NEWARK 5, N. J.
"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

STERLING POPS INTO THE POP MARKET
WITH TWO RECORD BREAKERS
STERLING No. 7001
ONE-ZY, TWO-ZY
WHERE DID YOU LEARN TO LOVE?
WE’LL GATHER LILACS
WITH TOMMY JONES & HIS ORCH. vocals by LOUISE TOBIN
STERLING RECORD, Inc.
LIST PRICE 75c plus tax
7 W. 46th ST., New York

NEW RELEASES
UNITED — FOR BETTER BUYS
NOW DELIVERING

Evans Ten Strike
Evans Custom Carnival
Bally Surf Queen

Bally Undersea Rider
Chippewa Coin-Op
Bally Victory Derby

DOLLAR JENNINGS CHIEFTAIN, Refinished Life New

SLOTS
Sc Blue Front $135.00 Sc Brown Front $140.00
10c Blue Front 135.00 10c Brown Front 175.00
75c Blue Front 175.00 Sc Cherry Bell 175.02
Sc Melon Bell 125.00 Sc Brown Front, etc. 125.03

DOLLAR JENNINGS CHIEFTAIN, Refinished Life New

$495.00

Bowl A Ball $195.00
Bowl A Bomb 175.00
Drivemobile 350.00
Pacific Express, A-1 275.00

Bowl A Ball
Bowl A Bomb
Drivemobile
Pacific Express, A-1

$175.03
$130.00
$175.00
$175.00

Skylighter $200.00
Bank A Ball 195.00
Bowling League 175.03
Lucky Strike 125.00

PHONES — SPECIALS
Copehart 20 selector Phon. $125.00
Santa Anita 1-Ball P.O. $110.00
Sing a Jingle Baby 1-Ball P.O. $125.00
Buckley TruthOdd, D.D. 125.00
Evans Lucky Lure 31 295.00

Copehart 20 selector Phon. $125.00
Santa Anita 1-Ball P.O. $110.00
Sing a Jingle Baby 1-Ball P.O. $125.00
Buckley TruthOdd, D.D. 125.00
Evans Lucky Lure 31 295.00

Jumbo Parade, P.O. $85.50
Singing Tower 42 Selector 450.00
Race Flip 1-Ball P.O. 125.03
Bowl A Ball 1-Ball P.O. 125.03
Five Balls — Write for list

WANT — PHONES — 5-BALLS — ALL MODELS — CASH WAITING
TERMS: 1/3 CERTIFIED DEPOSIT

UNITED COIN MACHINE COMPANY
"WISCONSIN'S LEADING DISTRIBUTOR"
6304 WEST GREENFIELD AVE. (PHONE: GREENFIELD 6772) MILWAUKEE 14, WIS.

THE GAME OF THE FUTURE... NOW!
"SUSPENSE"
• "SCHEMATIC" PANEL
• VISUAL BALL LIFT
ORDER FROM YOUR JOBBER OR A WILLIAMS REGIONAL DISTRIBUTOR

161 W. HURON ST.
CHICAGO 10, ILLINOIS

WILLIAMS MANUFACTURING COMPANY
JOIN CMW NOW!
It's Aireon

The Electronic Phonograph Sensation

In

Southern Alabama

And

Northwest Florida

Jack G. Chalcraft  *  David C. Bradley

George Distributing Co.

364 S. Washington Ave.

Mobile, Alabama
PROVEN SENSATION ON TEST LOCATIONS
Machines have been grossing over $95.00 per week — each and every week.
WILL PAY FOR ITSELF IN 6 WEEKS.
MONEY BACK IF NOT SATISFIED.
OPERATORS PRICE $395.00

EXCLUSIVE NATIONAL DISTRIBUTORS

DISTRIBUTORS
WRITE FOR EXCLUSIVE IN YOUR TERRITORY. YOU'VE NEVER SOLD ANYTHING THAT WILL SELL AS FAST AS "RED BALL!"

Jeffries Recording
For Exclusive

HERB JEFFRIES
HOLLYWOOD, CAL. — Herb Jeffries, well known to the music world through his association with such name bands as Earl (Father) Hines, Duke Ellington and others, has just completed several new recordings for Exclusive Records.

Herb, currently head of the publicity and public relations department at Exclusive, came to this city after leaving the above mentioned orchestra connections.

LEWIS COIN MACHINE SERVICE
3924 W. CHICAGO AVE. CHICAGO, ILL. (BELMONT 7005)

Distributors:
A Dependable Maintenance Tool for Every Operator
Magic Wand WELDER
We Have Available for Immediate Delivery Any Type of Coin Machine Part. Get Our List at Once.

AMMCO DISTRIBUTORS
2513 MILWAUKEE AVE. • CAPITOL 1111 • CHICAGO 47

Jeffries Recording
For Exclusive

HEATH OPENS BIG PARTS DEPT.

ED HEATH
MACON, GA. — Ed Heath of Heath Distributing Co., 217 Third St., this city, reports that he has enlarged his parts department.

"Operators who want the finest parts and instant delivery will find that our new and enlarged parts department is now in position to take care of everyone of their needs. We have on hand a marvelous Universal Amplifier, crystal pickups, main fibre gears, program holders, coin chutes, star wheels, volume control keys, casters, oilers, shielded wire, micro switches, magazine switch box assemblies, and many other items."

CASH BOX Page 62 Week of March 18, 1946
SEE NEXT ISSUE OF THE CASH BOX FOR DETAILS ON "RED BALL"

MACHINES WRITE FOR EXCLUSIVE IN YOUR TERRITORY. YOU'VE NEVER SOLD ANYTHING THAT WILL SELL AS FAST AS "RED BALL!"

MACHINES WILL PAY FOR ITSELF IN 6 WEEKS.
MONEY BACK IF NOT SATISFIED.
OPERATORS PRICE $395.00

EXCLUSIVE NATIONAL DISTRIBUTORS

1309 NEW JERSEY AVENUE, N.W.
WASHINGTON, D.C.

(PHONE: HOBART 3170)

THIS IS OUR TWENTY-SIXTH YEAR IN THE COIN MACHINE INDUSTRY

MEMBER
WASHINGTON BOARD OF TRADE • U. S. CHAMBER OF COMMERCE • BETTER BUSINESS BUREAU OF WASHINGTON

We have been grossing over $95.00 per week — each and every week.
WILL PAY FOR ITSELF IN 6 WEEKS.
MONEY BACK IF NOT SATISFIED.
OPERATORS PRICE $395.00

Terrific! Sensational!
TRIPLES CASH BOX RECEIPTS
Let Us Convert Your Hockeys From Single Play to SINGLE AND DOUBLE PLAY HOCKEY

ONLY $69.50
ONLY $69.50

WRITE—WIRE—PHONE FOR DETAILS
SPECIALS.....

ONE BALLS at SPECIAL LOW PRICES!

FOR THIS WEEK ONLY—

WE NEED ROOM FOR NEW MERCHANDISE ARRIVING DAILY

| 17 Kentucky | $129.50 |
| 10 Long Shot | 129.50 |
| 8 Santa Anita | 69.50 |
| 1 Sport Page | 29.50 |

3 Winning Ticket

These One-Ball cash payout multiple games all carefully overhauled and reconditioned.

SLOTS

We still have on hand the following slots from the list of completely refinished and reconditioned machines we advertised last week.

1 1c Pace Deluxe . . . . . . . . . . . . $ 5.50
2 5c Mills Original Gold Chrome... 179.50
3 5c Mills Original Silver Chrome... 179.50
1 5c Mills Rebuilt Gold Chrome.... 150.00
1 5c Mills Original Black H. L. JP... 190.00
1 10c M.L. Original Brown Front... 175.50
2 10c Watling Rolatope... 79.50
1 10c Jennings 3 Star Chief... 99.50
1 25c Mills Original Gold Chrome... 291.50
2 Columbus Balls — Gig. Reels—GA... 45.00

MUSIC

1 Wurlitzer Twin 12 steel cabinet unit complete with Buckley adapter and amplifier... $175.00
1 Buckley Daily Double Deluxe Trans-O-Gram... $650.00
1 Universal Amplifiers (Bundled New) For all Wurlitzer, Rock-Ola, Seeburg Phonos except Hitone RC models... $54.50

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED.
REGARDLESS OF PRICE
PHONE — WIRE — WRITE YOUR ORDER

TERMS: 1/2 Certified Deposit, Balance Sight Draft or C.O.D.

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

Bert Beutler

SEATTLE, WASH. — Bert Beutler, well known columnist here, has just joined the M. S. Wolf Distributing Company as manager of the new offices of this firm located at 2313 Third Avenue, this city.

Beutler left a similar position with the Jack R. Moore Company, this city, to take his new job. Prior to that he was connected with E. T. Mape Music Company and also with Paul Laymon Company.

Beutler is considered one of the best informed coin machine men in these parts. His many years of sales experience, it is reported, will stand him in good stead in his new position as manager of the Wolf Distributing offices here.

Beutler stated in regard to his new position, "I can only report that I believe this is one of the most progressive moves which I have ever made. I have always wanted to be connected with Bill Wolf and now as manager of his offices here I believe that we shall really go to town in this territory in a big way."

Bill Wolf said, "We feel that it is a great honor to have Bert Beutler with us as our manager here. He is not only one of the best liked coin machine men but one of the most experienced."

WANTED FREE PLAY CONSOLES

JUMBO PARADES, SILVER MOONS, BOBTAILS, SUN RAYS, LATE BIG GAMES, HI HANDS COMB. & BIG TOPS, ALSO ALL FREE PLAY FIVE BALL GAMES & MUSIC. SEND YOUR LIST!

EMPIRE

COIN MACHINE EXCHANGE
2512 W. NORTH AVE.
CHICAGO 47, ILL.
HUMBOLDT 6288-89

Tubular COIN WRAPPERS

1 Case ........... 65c per M
3 Cases............... 60c per M
6 Cases............... 53c per M

Less Than Case Lots. Assorted De-nominations. 70c per M.
50c PENNIES .......... 19 M to CASE
$2.00 NICKEL....... 17 M to CASE
$5.00 DIMES.......... 23 M to CASE
$10.00 QUARTERS ... 15 M to CASE
$10.00 HALVES.... 15 M to CASE

Case lots shipped. One denomination to case. Order in quantity conforming to packing if possible.

1/2 Deposit with Order. Bal. C.O.D.

CHARLES (JIMMY) JOHNSON
GLOBE DISTRIBUTING CO.
1623 N. California Ave. Chicago 47
(Phones: ARMITAGE 0780)

ORSON WELLES IS A PINBALL TILTER

NEW YORK — According to columnists here Orson Welles, well known actor, playwright and director is a "pinball tilter."

Welles was noticed playing a pinball machine at the famous Broadway Sports Palace, at Broadway and 55nd Street. He is reported to put "lots of English" into his shots, at the same time boisting the game, lapping and tilting it to increase his score.
HIRSH COIN NAT’L. DISTRIBUTOR FOR NEW POOL GAME

WASHINGTON, D. C. — Hirsh de la Vie of Hirsh Coin Machine Co., this city, announced that his firm has been appointed national distributors for a new pool game called “Red Ball.”

This game features an intriguing playing field with an electric scoring device. Hirsh informs that he has had 100 games on test for some months and that gross receipts were amazing. He has been operating on a 60%-40% basis and insists that all ops follow this same practice on “Red Ball.”

“Now that the machine has proven successful from both mechanical and profit basis, we are ready to place it in the hands of all coinmen throughout the United States,” informs Hirsh. “We are appointing distributors and are ready to make deliveries.”

Originally the machine was manufactured without a coin chute, and according to Hirsh, 8,441 games were sold to the Red Cross, U.S.O. Clubs, Army and Navy.

KANSAS CITY, KANS. — R. C. Walker, president of Aireon Mfg. Corp., pointed out that the first 100 phonographs for distributors were completed in just one hundred and eighty days after VJ Day, from blue print stage to finished product. Walker said that mass production of electronic phonographs would be started as soon as conditions permit.

As each of the new juke boxes was given its final stamp of approval by the Aireon inspection department, it was crated and whisked off to the Kansas City, Missouri, Municipal Airport for air-shipment to distributors throughout the United States, Canada and Mexico.

The Flying Tiger Line, an air freight company formed by veteran pilots of World War II who flew in China, and Braniff Airways handled this huge flying job.

It was estimated by “Rudy” Greenbaum, Vice-President in charge of the Radio and Phonograph Division, that nearly 6,000 music operators in the United States and 5,000 others interested in the automatic music field attended the special showings given by distributors in fifty-three key cities. The first showing in the United States was at Des Moines, Iowa, on February 23, and the last was at Mobile, Alabama, on March 14.

“In these three weeks the nation’s music operators were given the chance to hear and see the first commercial phonograph to incorporate the electronic marvels developed during the war,” Aireon officials report.

“Most interest shown among the operators was in the automatic volume control, the “electronic ears” of the instrument. It will eliminate the loud blaring that annoys so many listeners of the ordinary juke boxes. The AVC unit literally listens to the noise in the room and continuously adjusts volume output accordingly. Thus, every conversational subject from sweet nothings to weighty political matters can be discussed while listening to the Aireon Electronic Phonograph”, the same officials stated.

One feature that attracted much attention at the shows was the miniature radio transmitting station in the wall boxes which sends radio waves over a coaxial cable. These signals are sorted out by a radio receiver in the phonograph which results in the selection of the right record.
MILLS SALES CO., LTD.
EXCLUSIVE DISTRIBUTOR
FOR
MILLS NOVELTY CO.
IN
CALIFORNIA - OREGON - NEVADA - ARIZONA
AND FOR
INTERNATIONAL MUTOSCOPE CORP.
IN
CALIFORNIA - OREGON - WASHINGTON - NEVADA
ORDERS ARE BEING
ACCEPTED FOR PRIORITY
DELIVERY ON MUTOSCOPE'S
• PHOTOMATICS
• ATOMIC BOMBER
• VOICE-O-GRAPH
WE ALSO HAVE FOR
IMMEDIATE DELIVERY
MILLS BLACK CHERRY
BELLS
MILLS VEST POCKET
BELLS
WRITE — WIRE — OR PHONE
MILLS SALES COMPANY, LTD.
1640-18th STREET (All Phones: HIGATE 0230-1-2-3-4) OAKLAND 7, CAL.

Newspaper Boosts
Local Juke Box Op

SANTA ANA, CAL. — Capturing whole columns of eye-filling space, Dick Gallagher, noted wired music operator of this city was given a priceless boost recently when the Register, leading newspaper here, devoted a series of two special articles about Gallagher's operation.

Taking his readers behind the scenes to Gallagher's headquarters, the reporter explained how the girls who handle telephoned requests for platters could just about tell the time of day by listening for customers' requests, starting with the high school bobby-sock fans in the late afternoon and early evening and their requests for such discs as “Slap Me, Daddy, With a Decisated Flounder”, on to the early hours of the morn when repentant drunks begin an avalanche of calls for “Hang Your Head In Shame.”

Gallagher, when interviewed by the reporter, explained the difficulties of juke box operation, the high investment required for a complete record collection, the technical troubles which demand a high outlay for special electrical equipment in order to balance discordant telephone lines, etc.

Like all operators throughout the country, Gallagher has been hit by wartime and post-wartime shortages, and this he explained to the reporter. But Gallagher also told of the boom he expects throughout the music machine industry, mentioning that even a huge chain of banks is pondering the question of installing piped in music because it has been found that customers don't mind a waiting line “if Bing is crooning while one's dogs are barking.”

Gallagher's latest experiment, according to the newspaper, is televising the face of the platter changer on the juke box screen.

But that has a dangerous aspect too, mentioned the reporter, quoting Gal-

lager.

And he told of the time a top loca-
tion owner asked to visit Gallagher's studio to see a girl whose voice had been enthralling him for months. As it turned out, the “dream girl” was a curveless, squat brunette whose appearance so embittered the visitor that he was lost as a customer.

But such is the life of a music op.

THE NEW
AMI
PHONOGRAPH
IS ON THE WAY!
WATCH FOR OUR ANNOUNCEMENT

DAVID ROSEN
855 N. BROAD ST. PHILADELPHIA 23, PA.
STEVenson 2259
"THE ROCK-OLA PHONOGRAPH OF TOMORROW"
Is In Our Showrooms
WE STAND READY TO SERVE THE OPERATORS IN
"THE HEART OF AMERICA"
B. D. LAZAR COMPANY
1635 FIFTH AVENUE (All Phones: G rant 7818) PITTSBURGH, PA.

Public Opinion Poll Started On Parking Meter Issue

FORT WAYNE, IND. — Coincident to the calls being published in The Cash Box for public opinion surveys of popular reaction to coin operated amusements in closed territories, the Chicago Motor Club has instituted just such an action among motorists to determine feeling about the establishment of coin operated parking meters in this city.

The entire survey has been handled with such simplicity, it might well set an example for other agencies in matters wherein the sampling of public opinion is required.

The persons polled were selected at random among names appearing on local automobile registration lists. To these individuals letters were sent containing ballots and arguments for and against the establishment of the parking meters.

The motorists were not asked to sign their polling cards. The principal request required only that the voter indicate a "yes" or "no" on the question of establishing the meters; in addition, the voter was asked to write any additional comments he wished to make along with his vote.

Results of the poll will be used by the motor club in further action on the parking meter issue.

No Slots For Vets Club Gives Short Surprise

OMAHA, NEB. — There was cause for startled surprise among guests of the Omaha Post, American Veterans of World War II, recently, when the organization opened its clubrooms without a slot machine in sight.

Other veterans organization clubrooms in this city have slot machines.

But before a week had passed, the cause for surprise was over. Five slots were in busy operation at the AMVETS CLUB — and going strong.

SUPPORT THE CMI

THE HIT PARADE STARTS AT TRIMOUNT

Exclusive Distributors in New England for
D. GOTTLIEB AND CO.
J. H. KEENEY AND CO.
WILLIAMS MFG. CO. (Except Conn.)
GROETCHEN TOOL CO.
SUPREME'S BOLA SCORE
BERMAN SPEAKERS
also distributors of Goalert, Bally Products and all the latest current releases.

SAVE TIME, SAVE MONEY — GET A TRIMOUNT UA-15 ALL PURPOSE AMPLIFIER

A universal replacement for most all phonograph amplifiers.

Complete with tubes .................................................. $45

TRIMOUNT COIN MACHINE COMPANY
40 WALTHAM STREET
BOSTON 18, MASS.

Special
ZINGO
Slightly used
Exceptionally clean
$165

Tel. LIBerty 9480
Here's the opportunity you've been looking for to make any of your MILLS ESCALATOR TYPE MACHINES look and operate as good as new. We will completely rebuild your machines under the supervision of factory trained mechanics.

ALL OUR WORK GUARANTEED!
SEND YOUR MACHINE AT ONCE!

THE CABINETS FURNISHED INCLUDE ALL THE FEATURES BELOW

<table>
<thead>
<tr>
<th>SILVER CHROME CABINETS</th>
<th>COMPLETE — ONLY</th>
<th>GOLD CHROME CABINETS</th>
<th>COMPLETE — ONLY</th>
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<tbody>
<tr>
<td>SPECIFY 5c, 10c OR 25c PAY — 1/5 OR 3/5 PAY</td>
<td>$39.50</td>
<td>SPECIFY 5c, 10c OR 25c PAY — 2/5 OR 3/5 PAY</td>
<td>$29.50</td>
</tr>
</tbody>
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THESE BRAND NEW FEATURES INCLUDED

- LIGHT, DURABLE WOOD CABINET
- DRILL PROOF LINING
- METAL REWARD PLATE
- DENOMINATOR
- KNEE ACTION
- UNBREAKABLE JACKPOT GLASS
- CLUB HANDLE
- CASTINGS (GOLD OR SILVER)

WE WILL NOT BE UNDERSOLD!

American Amusement Co
4047 W. FULLERTON AVE., CHICAGO 39, ILLINOIS "IF YOU MISS US - YOU MISS MAKING MONEY"
AL BERGMAN of Alfred Sales, Inc. Has Been Saying: “WAIT FOR AIREON!”

NOW — ONE LOOK AND YOU’LL SAY:—

FROM NOW ON-- Aireon

HERE IT IS, SON
H-E-R-E 1-T 1-S !!

THE SENSATIONAL AUTOMATIC ELECTRONIC PHONOGRAPH WITH THESE

Amazing Features:
• TONE FLOODING
• DISTORTION CONTROL
• AUTOMATIC VOLUME CONTROL
• RECEIPTS TOTALED AUTOMATICALLY

SEE IT AT OUR SHOWROOMS

EXCLUSIVE DISTRIBUTORS OF AIREON AUTOMATIC PHONOGRAPHS AND ACCESSORIES FOR WESTERN NEW YORK.

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

COIN OPERATED SHOE SHINER IS ON THE WAY

MILWAUKEE, WIS. — An unusual coin-operated shoe shine machine, performing both waxing and brushing operations, will soon be in production, it was announced here recently.

The machine, product of Coinarts Industries, this city, was created by Arthur R. Slade, co-partner (with A. R. Cline, Toledo, Ohio, attorney) of Coinarts.

As Slade sees it, the machines can be installed in bus and railroad depots, on steamship piers, in parking garages, office buildings, bowling alleys, drug stores, cigar stores, clubs and hotel lobbies.

The machine delivers a complete shine for the price of two nickels, one for each shoe.

When the coin is inserted, the brushes start traveling over the entire surface of the shoe, including the toe and heel. Then, while the brushes cease its action, wax is automatically applied to the shoe. Then a buffer takes up the action and the shine is completed. It takes about thirty seconds on each shoe for the machine to complete a shine.

Slade hopes to have mass production under way in time to have the machines in distribution this summer.

Now Delivering for

BALLY MANUFACTURING CO.

--> VICTORY DERBY 1 BALL C.P.O. $574.50
--> VICTORY SPECIAL 1 BALL MULTIPLE F.P. $589.50
--> SURF QUEENS 5 BALL F.P. $289.50
--> UNDERSEA RAIDER 1-PC. ELECTRIC GUN $399.50
--> WATCH FOR BALLY’S MUSIC!

WE ARE ALSO FACTORY DISTRIBUTORS FOR

H. C. EVANS & COMPANY

IN NORTHERN NEW JERSEY AND EASTERN NEW YORK Contact Us For First Hand Information!

PALISADES SPECIALTIES CO. 498 ANDERSON AVE. CLIFFSIDE PARK, N. J. PHONE: CLIFFSIDE 6-2892

PINBALL CASH BOX TILTED

WYANDOTTE, MICH. — Theft of money from two pinball machines, a peanut stand and a cash register at the Dallas restaurant here was reported to police by the owners.

The amount of money from the pinball and peanut machines could not be determined, they said, reporting $19 missing from the register. Entrance was gained through the rear door.

PENN. — N. J. DISTRIBUTORS for AMUSEMATIC LITE-LEAGUE

Newest Baseball Sensation Jobbers and Operators: write for special quotations.

5 Bally Club Bells, perf., ea. $225.00
Perfect Shoot the Chutes, ea. 75.00
Perfect Shoot the Japs, ea. 95.00
Want to buy any style Pin Games, regardless how old. Send us your list.

K. C. NOVELTY CO.
419 Market St. (Main 4-611) Philadelphia 6, Pa.
Barney (Shugy) Sugerman, Dave Rosen and Jack Mitnick (AMI distributors) seen making the rounds and talking about carload deliveries

... O. D. Jennings off to Washington, D. C., thence to his Mississipi plantation. Back at the plant things are hummin' — all hands joined to rush production on the new machine soon to be introduced ... Dave Lovitz is the new advertising man at O. D. Jennings ... Now that Morrie Gins'erg (Atlas Novelty Co.) is back from his Florida sojourn, Eddie makes ready to take a trip East on business. "What with new building plans and umpty other problems which have us stymied because of all the unpredictable reconfusions, might just as well get away from it all for a spell and get a new grip on yourself," says Eddie.

Richard Groetchen hops down to Florida for a visit with his family who are spending the winter in Hollywood-by-the-Sea. Back at the plant, General Sales Manager, Eddie Hansen, is busy 24 hours a day since the production lines are rolling out the new Columbia twin jackpots ... Al Sebring (Bell Products) back from the West Coast and bubbiling over with enthusiasm over the reception accorded the showing of that sensational Williams (first post-war) game "Suspense" at his new West Coast headquarters ... The new Coin Changer introduced by Al Sebring, for which he has exclusive distribution, exceeded all expectations when introduced to the trade. Other avenues of distribution are coming in from everywhere, so all in all they are going at top speed, and 'ere long plan to break wide open with some even more sensational news.

Behind the scenes over at Chicago Coin Machine Co. something new is in the making that should be super-do to say the least. Meanwhile Sam Wolberg takes a short rest in Florida ... Daval's new factory now all ready and in action. Counter games are moving along the production lines and a new modernistic model will soon make its appearance and make you gush all over when you see it ... Jack and Mrs. Nelson, also Gil and Mrs. Gil Kitt, seen at the popular nite spot, Trade Winds with none other than the popular Ken Wilkinson of United Amusement Co., San Antonio, Texas ... Morris S. Gisser, Cleveland Coin Machine Co., Cleveland, Ohio, dashed in to talk it over with Gil Kitt. What a pair of aggressive guys those two are, and what plans in the offing.

Altho Pat Buckley has been mum mum and staying in the background—'til everything is in readiness before turning on the green light; the way visitors from all over the country pour in and out of the place, methinks we'll be pleasantly surprised when the go sign is up ... Visitors making the rounds of the factories this past week included, T. B. Holliday, Charlotte, N. C.; Morris Hankin, Atlanta, Ga.; Otto G. Jensen, Jensen-Jensen Co., Logansport, Ind.; Hank Mazur, H. R. Mazur Music Co., San Francisco, Cal.; Eddie George, Akron, O.; Geo. Young, Mystic Music Co., Norfolk, Va., and Ed Heath, Macon, Ga. ... Al Silberman (Williams Mfg. Co.) busy making necessary arrangements to prepare another complete floor in the building, to make way for the production expansion program to keep up with the screaming demand for more and more—yes—"Suspense" ... Baker Novelty Company now back in their former offices on the first floor and Harold Baker going top speed to launch those new models.

It's a treat to step into the new modernistic display room at Exhibit and behold the many startling new Arcade innovations on display—gives one an insight on what the "Arcade of Tomorrow" will be like ... Dave Gottlieb will be pleasantly surprised when he returns from his Florida vacation and beholds the transformation taken place during his absence. Leave it to brother Nate to make arrangements to have the offices redecorated, refurbished in ultra modernistic trend — not to mention air-conditioning throoout—and everything in tip top order when brother Dave returns sometime this month ... Jack Rosenfeld of St. Louis, presented a coin machine hand truck, which he manufactures, to Mack Posel to facilitate in moving the U-Need-A Vendor cig machine around.

Everett Masterson, Tom Burke, Dave Stern (East Coast Sales & Distributing Co.) and Bob Slifer, General Sales Manager, were kept busy continually showing the music ops the new Rock-Ola phono that they have displayed at their Elizabeth and New York City offices. Harry Pearl, the other partner, was in Miami when the phono arrived, but is now hurrying back. Dave Stern will now spend most of his time at the showroom in New York . . . Jackie Berman, Economy Supply Co., getting ready to leave for Baltimore, where he claims his offices will be ready on April 1st . . . Nat Cohn, Modern Music Sales Co., in Detroit, where he takes in the Music Operators Banquet, in addition to completing all arrangements for deliveries of Vogue records.

Barney (Shugy) Sugerman and Jack Mitnick of Runyon Sales Co., Newark, N. J. away to Chicago to complete final arrangements for their plans to show the new AMI music machines . . . Dave Rosen of Philadelphia, also an AMI distr., joins Shugy for their conference with DeWitt (Doc) Eaton . . . Bernie Wolfson, manager for Runyon Sales Co. of New York, kept so busy receiving coinmen on the AMI phono, and the new electric machine gun, that he can’t get out for a haircut, and now looks like a dressed up “Alley-Oop.” One of Bernie’s visitors was his friend Dr. William Ferguson, head physician at the Newark City Hospital and medical director for 20th Century Fox films . . . Wonder where Herman Perin, the traveling cyclone for Runyon, is? . . . Humbert Betti, H. Betti & Sons, Union City, N. J., returns from a 10 week stay in Florida. Now that his four sons are back from the service, Betti can relax a bit.

Jake Breidt, U-Need-A Vendors, visits the showrooms of his distributors in New York. Jake reports that he had to postpone his far western trip a week or so, but will be on his way very shortly . . . Bill Blumenthal, manager of Tri-State Sales Co., being hounded for more and more Bally games, and mutters “If I only had about a million machines, I’d be happy” . . . Eddie Corriston and Ben Becker, Palisades Specialty Co., Cliffside Park, N. J. return from their Boston trip . . . Ben Fine, Baltimore op, in town . . . Mike Munves, Joe Munves, and Phil Gould continue to add distributors to their already imposing line-up for their “Super Skee Roll”

Al Blendow, Sales Manager of International Mutoscope Corp., and Bill Rabkin, president, return from a three day visit at the New Eng-

land parkmen’s convention held at Boston. Al informs us his firm continue to make deliveries on their “Voice-O-Graph” in good quantity . . . Upon his return from the meet, Rabkin’s left immediately for Chicago . . . Ed Ravreby, Associated Amusements, Boston, and Charlie Wertheimer, also a Boston distributor, visited the Parkmen’s show . . . Dave Margolin and Leo Knebel of Manhattan Phonograph Co., kept busy talking with the phono ops who are continually dropping in to see the Aireon phono . . . Bill Alberg and Charlie Aroner, Brooklyn Amusement Machine Co., Brooklyn, N. Y. return from Chicago with good news . . . Charlie Polgaar, Tri-State Sales Co., lolling in the sun, writes to Warren Ryan, his Newark, N. J. manager “Just pulled in a couple of fish! How are you doing? There’s a new amusement machine being manufactured at Lynn, Mass . . . Hirsh de la Vies, Hirsh Coin Machine Co., Washington, D. C. becomes national distributor for “Red Ball” a pool game, and is appointing distributors. Hirsh, by the way, will be on the dais when Homer Capehart makes a speech on March 20 at the Advertising Club of Baltimore . . . Mike Munves becoming busy once again supplying arcade equipment . . . Julius A. Levy, manager of the New York offices of Arthur H. DuGrenier out of town seeing cig operators . . . Jack Fitzgibbons, Jafco, Inc. and Al Schlesinger get together at Poughkeepsie over the weekend, and relax between business conferences by taking long walks thru Al’s Woodcliff Pleasure Park—“It’s a great stimulator” claims Al.

Joe Ash and Irv Morris, Active Amusement Machines Co., with offices in Newark, N. J. and Philadelphia, Pa. away for a visit with the Chicago manufacturers . . . Sammy Stern, Scott-Cross Co., Philadelphia, Pa. (Rock-Ola distributor) all excited about the reception the ops give the new Rock-Ola phono . . . Harry and Sam Wichansky, Atlas Vending Co., Elizabeth, N. J. seen on 10th Avenue. This is the first time the two brothers were seen together on the street for quite a while. Usually one remains in Jersey, while the other visits . . . Harry Berger, West Side Distributing Co., away to Chicago . . . Hotel rooms now harder to get than at any time in the city’s history. With delegates from the many nations representing UNO taking hundreds of rooms in every hotel available, the ordinary visitor will have to sleep up against a curb. Suggest that any coinmen thinking of visiting New York, be sure to have a bona fide reservation in advance.
Leonard Micon, Pacific Coast Distributors, reports that the repose of ops to the new H. C. Evans A. C. Jackpot is tremendous, with orders pouring in daily. Len says he’s also swamped with orders for Packard boxes and that ops are anxious to see the new Packard phono... Bill Wolf, M. S. Wolf Distributing Co., now making arrangements in Seattle for his grand opening in the northern city; he’s due back in a few days. Bill is busy as a bee these days shuttling between Seattle, Portland, San Francisco, San Diego and his main office in Los Angeles. He’s now completing arrangements for his showing of the new A.M.I. phono and is keeping his new tele-type between offices plenty busy.

Sam Ricklin gained a lot of publicity recently on his story of the juke box industry, which is still getting a play in local mags. Sam says that he’s getting a lot of nice replies to his recent statement in The Cash Box on his 70-30 percentage operation plan... Jimmy Rutter of Operators’ Service is now the proud father of a baby girl. Jim can now settle down and get back to work on the race horse carnival equipment he’s manufacturing in his shop... Preston Jarrell, Coinmatic Distributors, reports that his firm is about to release a new disc featuring Barney Bigard and Nick Esposito and his band. Jarrell says it’ll be sensational.

Although Alladin is a new name in the record field, the people behind it are not. The firm was formerly known as Philo records, and its present, Leo Messner, says that their reputation for putting out nothing but smash hits will follow on Alladin discs. He suggests that phono ops watch for an important announcement on new releases due soon. Incidentally, Leo has a very charming and dependable secretary in Miss Helen Brahinsky, who very efficiently looks after the affairs of the office while the boss is on the go... Jean and Dolores Minthorne are two very busy people these days. Jean has a number of Seeburg phonos on hand and is getting set to make some deliveries. Jean is also kept very busy taking orders on the Bally equipment.

Solotone has completed their offices and showrooms at 2311 W. Pico Blvd. in the heart of coin row. They’re displaying their new music boxes and should go places... Williams Distributing Co., distribs in Southern Cal. for the William Manufacturing Co’s “Suspense”, has without question one of the swankiest looking offices in these parts. It’s strictly modernistic... Fred Gaunt, General Music, now vacationing at Palm Springs, is due back this week... Nels Nelson is moving a lot of equipment these days and is busier than ever servicing music machines from all over the country.

William (Bill) Hapnel Jr., Badger Sales, is getting set to show the new Rock-ola and is preparing his place for the showing. There are no plans for a party at this time, Bill says, but when his new building is completed soon, he’s planning on a blowout for the grand opening... Len Kelly of K. & M. Distributors, handling the distrib of Memo, Sunshine and Atomic labels, reports that the demand for discs from these firms are growing by leaps and bounds. Len, now in New Orleans, has sent in a tremendous number of record orders and is planning on moving up the East coast to New York. Fred Meyers is covering the southwestern portion of the country for K & M, and he reports a big demand for the discs in Arizona, New Mexico and Texas. H. A. Lucas, who is running things here is really having a time keeping the orders filled and on the way... W. R. (Bill) Luenhagen is gathering a lot of equipment for disposal and will announce this info soon. Phono and pinball ops will do well to watch for some real bargains, says Bill.

E. T. Mape of Mape Music Company still reporting on the long awaited announcement he has been promising music ops these past few weeks. Ed is still awaiting the “go” sign from Chicago. But Ed says it will pay music ops to wait for the announcement. It’s new, it’s proven, it’s sensational, says Ed enthusiastically... Paul and Lucille Laymon are two of the happiest people in town now that their plans are completed for their new building. Paul says it will be the finest and most attractive building in the entire coin machine industry. In the meantime, Paul says, the gang at Laymons are working night an day getting the new equipment serviced and on the way to the ops who have been waiting so long and so patiently.

Bill Snetter, Don Clark Distributing Co., reports that the new Wurlitzer 1013 will soon be on the way to ops. It will take a while for this machine, he says... Ops seen in town this past week include Jack Wolman, Sam Brown, S. M. Tanyge, and Earl Cale of Los Angeles; Johnny Nelson and Carl Fisher of Inglewood; Chris Torrez, Westminster; Art Weiss, Arcadia; S. R. Hopkins, Banning; Dwight Towne, San Bernardino; Art Sternall, Lamesa; I. B. Gayer, San Bernardino; Ray Tisdale, Glendale; and Roy C. Smith, Lancaster... Among the visitors in town were George R. Murdock and George Bennett of San Francisco.

Otis Rene, Excelsior Record Company, is readying an announcement to music ops of several new smash recordings. Rene says, “the next 16 MM musical shorts featuring outstanding stars of stage and screen. “We will continue to give ops of Panorams and Solovues the best in talent and the best in film,” reports W. Merle Connell, manager in charge of production.

The new building of the Gold Coast Coin Machine Exchange is going up very rapidly now and should be completed within the next 45 days, according to Elky Ray. When it’s finished, it will be the swellest and most attractive showrooms in town, Ray says... Col. Chuck Hastings of Spotlight Records reports that the firm has now been completely reorganized. They’ve lined up some outstanding talent and plan on releasing several new and un-usual recordings soon. Spotlight is in a position to supply the ops and distribs with all the records they will need, says Hastings... John Rough of Phonofilm has completed stocking up his very large library of 16MM musical films featuring Quality Pictures and Phonofilm Productions and can supply all operators’ needs for these films.
R. B. Williams, top boss of Commercial Music Co., Wurlitzer distrits with headquarters at Dallas, did big busi-ness during a recent visit. He bought a prominent downtown lot and has already completed plans for a new building for the Houston branch of Commercial Music. He hopes to occupy the new quarters late in June.

Music op, T. R. Nato and wife, of Navasota, visited our fair city and looked over the new phones ... Carl Smith and Walter Krause, of Freeport Novelty Co., are becoming popular Houston gad-abouts here of late ... Melvin Blum, another out-of-town music merchant who spends nearly as much time here as in his home town of Bay City ... Jessie Skiles of Commer-
cial Music and his family went up to Dallas for a visit with friends and relatives.

A name that is heard oftener and oftener in music circles is Taylor & Steele Music Co. Joe Steele and Judson Taylor own this new music operating outfit ... Three swell fellows names of Griffin, Thomas and Quinn are expanding their A.A.A. Music Co. operations just as fast as they can buy, beg, borrow or—Woah! Now wait a minute! Just as fast as they can secure merchandise is what we started out to say.

Musicmen from far and near, as far as 150 miles distant and as near as next door across the street, ganged the new home of Standard Music Distributors for a look at the first Aireon phonograph ever seen in Houston. They were not disappointed. The phonograph and the grand celebration that attended its showing left little to be desired. Everybody was happy ex-
cept the janitor. A place as large as Standard Music filled with eating, drinking and celebrating folks for twelve solid hours creates some janitor work.

Tom Williams, share owner in General Music Distributors, (not related to R. B. Williams, J. W. Williams, or the Williams manufacturer who follows in this paragraph) said the Wil-
liams Mfg. Co. “Suspense” was the hottest thing he had ever sold, and Tom has been selling amusement games a long, long spell. Neither is it a sales spell. The supply situation being what it is, Thomas is really interested in resistance rather than promotion of sales.

S. H. Lynch Co. doing a neat job sideling with the sales agency for James motorcycle, a lightweight English made machine offering conven-
ient, economical transportation for common and civilian alike ... Wedding bells for A. C. Ayo and Miss Mary Lew Cargill. Many years of happiness wishes we you ... H. M. Crowe

HOUSTON

SIDELIGHTS AT THE MICHIGAN AUTOMATIC PHONOGRAPH OWNERS ASSOCIATION BANQUET ... Visitors from out of town agreed that the MAPOA dinner was tops ... The entertainers gave the longest single show in the Latin Quarter's his-
tory—and what a show! ... Two tables of vets were brought over from a local hospital and were entertained free by the association. Many Councilmen and a former governor came to the banquet to pay their respects.

R. R. (Rudy) Greenbaum, Aireon's vice-

BOARD OF DIRECTORS

The Cash Box  
Page 72  
Week of March 18, 1946

DE PEROIT

home from hospital after his fourth operation in two years ... Al Durham completed two weeks' business tour of South Texas territory.
WANT—All model Keezer Super Bell combination Free Press and Pay-Off; Mills Three Bells, Mills Four Bells, Mills Junior Free Press, Half Letter and Full Letter, Dassier (in good order), Bally 4 Hands; Bally 5 Hands; Peerless; Rock-Ola; Peerless 2 LoBoy. Write: BADGER SALES CO., 1425 WEST PICO BLVD., LOS ANGELES 15, CALIF.

WANT—Mills Three Bells: Keezer Super Bell F.P.—F.O.: High Hands; Jumlin Paradise Series, Mills Paradise, Mills Paradise 3 Hands, Rock-Ola Peerless 2 LoBoy, Peerless 4 Hands Pay-Off; Mills Four Way Super Bell 3/6 and 1/250 pay, Mills Five Way Super Bell 3/6 pay; Mills Five Way Super Bell 2/6 pay; Mills Five Way Super Bell 3/50 pay; Mills Fateley Super Bell 3/50 pay. All machines at retail, price; no guarantee condition; in first class order. WAMECO SALES CO., 2700 HOWARD ST., DALLAS, TEXAS.


WANT—United conversions—Trade Winds, Cover Girls, Oklahoma, Wasp Wheels and South Seas Fairway Amusement Co. Write: D. W. Warlitter, 2700 HOWARD ST., DALLAS, TEXAS.

WANT—22 caliber stools; Seeburg or Warlitter E.E.S. phonographs; Cine and Super Warlitter National or move cigarette machines. Write best price, condition and quantity. W. H. LEIDENSHAFT & COMPANY, 1454 W. PICO BLVD., LOS ANGELES 4, CALIF.


WANT—Pope—current used jule box rec., warlitter, seeburg, wurlitzer, rock-ola, warlitters, etc.; pay freight or car fees and we will pay $125.00 for any. Write, wire or phone. WURLITZER MFG. CO., 250 SOUTH OXFORD ST., BROOKLYN, N.Y., TEL. 251-15.


WANT—Bankroll, Warlitter Shoe Bell Alloys and Music Boxes, 1, 6, 8-CHIN

WANT—Any quantity small motors, used or new. MILLER MOTOR MFG. CO., 88 MAD

WANT—Any quantity small motors, used or new. MILLER MOTOR MFG. CO., 88 MAD

WANT—Players; Timmels' 12x; 14 Hides

WANT—Players; Timmels' 12x; 14 Hides

WANT—Jenings Free Play Bells; Free Play Stamps and CoinValidators, Arcade, Counter Games, Canadian Operators. Write for our price list on all Coin Opera

WANT—With Smi ley's 12x: 14 Hides

WANT—We will buy Western Baseballs, all kinds, any condition, originally packed, any number, for cash. Write: 129 65th St., LIMITED, ST. THOMAS, OMAHA.

WANT—WANT—We will buy Western Baseballs, all kinds, any condition, originally packed, any number, for cash. Write: 129 65th St., LIMITED, ST. THOMAS, CANTON.

WANT—We will buy Western Baseballs, all kinds, any condition, originally packed, any number, for cash. Write: 129 65th St., LIMITED, ST. THOMAS, OMAHA.

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WANT—Of Peerless Grandma Horoscopes Machines. Will buy for cash or trade. Write for the little man's arm moves up and down in front of the player. Grand-

WANT—WANT—We will buy Western Baseballs, all kinds, any condition, originally packed, any number, for cash. Write: 129 65th St., LIMITED, ST. THOMAS, OMAHA.

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FOR SALE—Wheaton’s 1-21/2 Acre eight-room house & six-room cottage. Newer modernistic addition. $18,000. Owner will exchange buildings for cash. 212 N. GRAND AVENUE, WHEELING, ILLINOIS. July 17.

FOR SALE—Pickler & Co., 214 N. GRAND AVENUE, WHEELING, ILLINOIS, will sell 1-21/2 Acre estate in Wheeling, Illinois, consisting of a large brick house, six-room cottage, garage, chicken coop, milk house & large barns. For cash or 3 years' time payments. For further information call 212 N. GRAND AVENUE, WHEELING, ILLINOIS. July 17.

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FOR SALE—Hamburg, Illinois, 1-21/2 Acre estate with brick residence, garage & outbuildings. For cash or 3 years’ time payments. Phone 212 N. GRAND AVENUE, WHEELING, ILLINOIS. July 17.


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Before You Buy — Check Aireon against Any Automatic Phonograph for — Play-Appeal • Tone Quality • Smooth Record Operation • Easy Servicing • Mechanical Simplicity
New Beauty of Design

Scintillating Lighting...
Gleaming Plastics and Chrome

New standards of beauty have been achieved in Aireon Electronic Phonographs... streamlined as today's airplanes... colorful as the rainbow... sparkling as Northern Lights... exciting as fine champagne... magnificent plastics... illuminated by soft fluorescent lighting in an ever-changing, ever-brilliant pattern... crystal prisms flashing a multi-colored display... eye-arresting in their flashing sparkle... irresistible in their demand for attention.

This astounding combination of electronic perfection and dynamic attraction establishes Aireon's Airliner as the DeLuxe Model of all automatic music machines.

CHECK THESE Aireon
MONEY-MAKIN

NEW Design, Materials, Lighting
Streamlined, beautifully modern design, brilliant translucent plastics, crystal prisms, gleaming chrome, all illuminated in a flashing display of fluorescent lighting, eye-and-play appeal never before conceived. Easy record selection with handy, organ-type keyboard.

NEW Sensational Tone Quality
Exclusive Tonal arch custom-tailors music to each location regardless of size or shape, leaves no dead spots; specially designed Aireon-manufactured speaker above cabinet.
Aireon Electronic Phonographs are more quickly and easily serviced than any other coin-operated music machine. The entire mechanism swings out-up-and-free in front at a touch of a finger-tip—for servicing in a matter of seconds without stooping, reaching or groping.

Aireon electronic improvements and inventions reduce the moving parts to a fraction, assuring continuous trouble-free performance... Aireon's unique power saving device automatically reduces power consumption when the phonograph is idle, saving wear on tubes and component parts... the magnesium tone-arm, feather-light in weight, reduces record wear... an instantly replaceable pick-up cartridge saves wiring or soldering.

The exclusive Aireon Features below will tell you why music operators and servicemen everywhere are saying—From Now On, Aireon!

**Perfection In Pickup**
Dynamically magnesium balanced pickup indexes in same position regardless of levelling conditions, reduces record wear, improves tone; instantly replaceable pick-up cartridge eliminates wiring and soldering.

**Coin & Record Registers**
Positive recording of all money deposited in machine and wall box speeds servicing time; individual registering of all records assures top play, week after week.

**Record Handling**
Sensational 18%-faster new method eliminates all record sagging in trays, of tone grooves, increases income

**Easier Servicing**
Entire mechanism flips up and out for quick, easy servicing without groping, reaching or stooping. Can be serviced in less than half the time, with one-fourth the trouble.

**Fewer Moving Parts**
Electronic improvements reduce moving parts to a minimum—eliminating 90% of service trouble causes, insuring continuous trouble-free operation. Co-axial cable eliminates 30-wire system to wall boxes, gives trouble-free profitable operation of remote controls. No 110 v. current necessary for plug installation.

**Economy of Operation**
Unique device saves current consumption when phonograph is idle, saves wear on tubes and parts; fluorescent lighting cuts costs; mechanical improvements reduce record wear. New "climatized" amplification resists heat, freezing, moisture, humidity and fungus growth, assures pure tonal quality, eliminates many troubles.

**Features For Low Cost Operation and Faster Servicing**
Your top locations, your best spots, will be more profitable than ever with Aireon Remote Control systems and speakers. Remarkable in their engineering perfection, beautiful in appearance, they will increase play, pay bigger profits, eliminate 90% of all trouble causes. A single Co-axial cable is all that is necessary to the wall boxes; New, exclusive “IC” provides a revolutionary new method of intelligence conversion communication, positive registration of all monies, and individual record popularity. New, easier program selection is a feature of the eye-catching, play-promoting keyboard.

MELODEON • IMPRESARIO • CARILLEON PErFECTiON iN AIREON SPEAKERS

Tremendous superiority in beauty and performance has been achieved by Aireon remote speakers. A tonal quality never before possible is the result of Aireon research, engineering and construction of the special 12-inch electrodynamic speaker which eliminates all harshness, and reproduces faithfully. Arresting, colorful design, harmonizing with any decorative scheme, makes Aireon Speakers an ornament and attraction in every location.

TRIO and SOLO PAY BIG PROFITS

Aireon’s wall and bar boxes—Trio and Solo, a symphony of gleaming chrome, sparkling plastics and intriguing color are sure-fire for bigger play. Constant trouble-free operation is built into the design of their electronic mechanism, play-appeal into the translucent plastic keyboard which makes record selection so much easier. A single slot for 5, 10 and 25 cents has positive play selection in Aireon’s Trio, the premier profitmaker of all wallboxes.
Aireon Electronic Phonographs and remote control equipment open a new profit era for music operators—an age of greater play appeal through electronic beauty and tone... an age of quicker, easier servicing and continuous trouble-free performance... of lower operating costs and higher profit levels. The servicing of Aireon’s radically improved record changer is faster and easier. Service troubles have been largely eliminated by replacing nearly half the moving parts with electronic impulses, so simple and foolproof that no special skill is required by servicemen. Your serviceman can handle far more locations with Aireon – Swing out the Aireon Swing-Free Mechanism, a quick change of records, a reading of the positive money register which totals wall boxes as well as machine deposits—and be on his way, in a fraction of the usual time. Top play in every location is assured by the accurate register of individual record preference—no “dead disks”—no arguments. Yes, Operators, your servicemen will shout—

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Make a date with Bally's new sparkling SURF QUEENS—fastest five-ball novelty game ever built. Designed by a practical operator known for his ability to pick winners, SURF QUEENS is packed with all the elements of a money-making game combined with new angles that will bring the slowest novelty spots back to life in a hurry. Location tests definitely prove SURF QUEENS a winner in a class with Bumper. Get your share of the first SURF QUEENS off the assembly line. Order from your Bally distributor today.