In their homes ... on the highways ... in Wurlitzer locations from coast to coast ... everyone everywhere will be told the story of "America's favorite nickel's worth of fun"

It's the talk of the industry. It's Wurlitzer's history-making program of carrying the story of Wurlitzer Music direct to the public. Watch the Sign of the Musical Note become a nationally known trademark. Watch "America's Favorite Nickel's Worth of Fun" become a household slogan in millions of homes throughout the United States, Canada and the world over. Watch Wurlitzer location owners and Wurlitzer Factory-Approved Music Merchants share the rewards as millions respond to this great Triple-Action campaign that tells everyone, everywhere—"Go Where You Can Enjoy Wurlitzer Phonograph Music!" The Rudolph Wurlitzer* Company, North Tonawanda, New York.

*The Name That Means Music To Millions.
The new AMI phonograph has a sensational all new mechanism that plays 20 records on either side to give 40 selections in all. By offering 40 selections you increase play tremendously and at the same time appreciably lower your record costs.

AMI
AUTOMATIC INSTRUMENT COMPANY
This Thing We Call A Coin Machine

By Bill Gersh

(Reprinted by Request from the June 22, 1943 issue of The Cash Box)

What's it all about — this thing we call a coin machine? It's just a gadget that someone thought up and in which someone else saw opportunity and there came to be — an industry.

Building a coin machine is like putting on a show. In well-guarded, hidden factory nooks, away from all else, sits busy men who saw and file and draw and think and argue and calculate and eventually produce the first handmade model of — a coin machine. Then it is fearfully viewed by the manufacturer and his engineers and production experts and his advertising and merchandising staff. Just like drilling the chorus and rehearsing the stars and listening to the new songs and building the stage setting. And then, after many, many thousands have been spent, the curtain is raised. There, presented to all is — a coin machine.

It either reaches the top or becomes a flop on the say-so of those small and big town critics who buy it, operate it and attempt to earn a living with it.

What about those men who baby it? Who are called out of their warm beds at midnight because Joe Doak's Tavern needs $2.00 worth of nickels? And return home tired and disgruntled? And somewhere on a lonely road in some dingy honky-tonk another coin machine has stopped functioning. Up he gets again. Once again he starts to drive. Sleepy, tired, grouchy — and all for what? For this thing we call — a coin machine. He lives it. Eats it. Dreams it. He trades and deals and argues and chisels and buys and sells and somehow keeps on going for this thing we call — a coin machine. "What a life," he cries in disgust.

He continually howls about being "gypped," about "junk being shipped to me," about "machines that won't work," about "manufacturers who don't care a damn about you after you're sold," about "distributors that are just after your money," about "locations that are always gripping" about "parts that you never get when you order 'em," and about a thousand and one things more. But — he loves it — loves this thing we call — a coin machine.

"Damn taxes are getting higher," he laments, "store-keepers are getting too smart," he wails, and he cries, "who in hell wants to be in a business where locations disappear overnight" and "where you don't know whether you are in or out of business when you wake up" and "where legislators and politicians and cops and sheriffs and every monkey's uncle wants something or other from you" and "when you think you're making a buck along comes another new gadget and you've got to buy it whether you like it or not or lose the spot" and "you've got to take some jerk's guff" and "you listen to complaints that make you sick and you've got to smile thru it all."

"And," he groans, "you run into debt and the finance companies holler and your jobber yells and they put collectors on your tail" and "when you want a Sunday off along comes some location and tells you he's having a wedding and won't you bring some machines around for the guests to play — free" and "when you're all set to take a vacation some new monkey busts into your territory and starts offering loans and crazy percentages to get the spots" and "you're all set to quit and the offers they make you for your equipment almost knocks you cold, everything they sold you is suddenly 'N. G.' and 'fussy' and 'old,' and you just bought the stuff" — "so what the hell else is there to do?"...

"You're stuck, so you may as well stay stuck"

"After all, it ain't such a bad business, you know"

"This thing we call — a coin machine."
NEW YORK—For almost four years now The Cash Box has been urging all juke box operators (and other ops, too) to go on a 70%-30% commission basis so as to be assured of continued profitable operation in the post-war period.

Almost week after week The Cash Box has repeated this urgent suggestion because prices of supplies and parts soared beyond pre-war and wartime conception, because this overhead, in addition to other general overhead, had reached a point where the average operator needed to obtain more income, and also because the prices of the machines themselves had jumped to new highs so as to clinch the argument for a 70%-30% commission basis.

The Cash Box realized that few, if any, operators in the nation could adopt this commission basis by themselves. It might open them up to a knockout blow, in some cases, by their competitors. Therefore The Cash Box urged that coinmen in all areas get together for this one reason alone.

Word has since reached The Cash Box that operators in Boston, Mass., Philadelphia, Pa., Milwaukee, Wis., Washington, D. C., Newark, N. J., Birmingham, Ala., Kalamazoo, Mich., Los Angeles, Calif., Savannah, Ga., and in many other important centers in the country were joining hands to arrange for 70%-30% commission basis from their locations.

Along came the argument that perhaps the juke box operators should charge 10c per tune, three tunes for 25c. The Cash Box immediately argued against this for this would then kill the very thing which made the juke box as famous as it now is — economical musical entertainment for the public.

Now some coinmen have stated that they would much prefer, because the new machine might allow them to get this additional money, to obtain $8 off the top of the take before dividing the balance of the collection on the regular 50%-50% basis.

This $8 off the top is the same as 70% commission. But, it has one advantage and that is that when a location's play falls down to low level, which it does at certain periods of the year, and there is only $10 in the box — then the location owner would only be receiving $1 from the operator for that week's play. This, many ops believe, might disgust location owners with the profits from the juke boxes. This is something which must be guarded against.

Still, due to the peculiarities of many territories it might be possible for the operator to convince his location owner to allow him to take $8 off the top of the take where he might not be able to get him started immediately on a 70%-30% basis.

The Cash Box believes that when the newness of the machine wears off that this location owner will want to go back to 50%-50% without any top off the take — which would bring the operator right back where he started from.

Regardless of whether the op believes that The Cash Box is completely correct in its argument that he try for 70%-30% commission basis instead of the $8 off the top of the take, let him obtain either percentage — so that he can assure himself remaining in a profitable business and not fear that he will again become "machine poor."

This is the time to fall in step with other intelligent operators throughout the nation and work hard with all men in each territory so that there will come into being a commission basis whereby the operator is assured of a financially sound and secure future. The 70%-30% commission basis is the answer.
NEW YORK—In the past few weeks The Cash Box has been in receipt of many requests to repeat the "lease" which appeared in its November 19, 1945 issue and which has already won four favorable court decisions for the California Automatic Music Operators Association of Oakland, Calif.

Repeated here, then, is this lease which has stirred so much comment.

The average juke box operator realizes that to protect himself from losing his locations he must enter into some sort of a legal agreement with his location owners.

A great many location contracts have been presented and as many are in use today. All these are worthwhile for there is a definite psychology back of getting a location owner to sign an agreement with legal wordage which, more than anything else, makes him stick to the contract he has signed.

And, naturally, this benefits the operator who has his machine in that storekeeper's location.

This "lease" prepared for the Oakland, California operators by its attorneys has already won four court decisions in its favor. As George A. Miller, executive manager of this association reported, "We have never since had any trouble where our operators have signed the location owner to this lease."

Miller is also favorably inclined to give juke box operators throughout the country as much information as they require regarding this lease. His address is 128 East 14th St., Oakland, Calif.

There is no doubt that this "lease" has a tremendous power in court. It actually rents the space desired from the retailer. Therefore, the juke box operator has a very strong stake in the location.

Should the storekeeper decide to throw out his machine, without first settling this lease with the operator, there is no doubt that other courts in the country will probably use the precedents already set by those California courts which acted so favorably for the operators in such cases.

---

**LEASE**

THIS AGREEMENT made and entered into on the day of 1940, between

__________________________________________________________

a corporation, of Oakland, California, herein called the Lessee, and ________________________________________ hereinafter called the Lessor:

WITNESSETH:

The Lessor does hereby lease unto the Lessee for such a period as the Lessor, or his successor, shall be operating the hereinafter described premises, not exceeding ________ years from and after this date; such space or spaces (as is shown on the diagram appearing on the back hereof) in the main room of Lessor's ________________ located at ________________, California, sufficient for the purpose of installing, maintaining and operating ________________ for hire by the public during such times as said place is open to the public at the yearly rental of ______________$, payable in advance. In addition to the above yearly rental, Lessee agrees to pay Lessor, weekly, ________________ per cent of all monies paid by the public for the use of said ________________ after deducting a weekly service charge of ________________. Dollars ($ ____________).

IT IS FURTHER AGREED that Lessor will not during this lease permit any similar competing device to be installed in said premises; that Lessee or its agents may enter said premises at any and all reasonable times to service said device. All expenses of installing, maintaining and operating said device, except the electricity consumed in the operation thereof, shall be paid by the Lessee.

IT IS FURTHER AGREED that if the Lessor shall transfer his business he will transfer it subject to all the terms of this lease, and that he will compel his successor in writing to assume the obligations of this lease, and failing to secure said assumption Lessor shall pay to Lessee, as and for liquidated damages, the sum of Two Hundred ($200) Dollars; if legal action is brought for the enforcement of any of the terms of this lease there shall be paid to the successful party in said litigation a reasonable attorney's fee, together with all legal costs incurred therein.

IT IS FURTHER AGREED that the Lessor shall be liable for any and all damage, except fire, to said device and accessories from the time of their installation until repurchased by the Lessor, reasonable wear and tear excepted.

IT IS FURTHER AGREED that if the Lessee shall at any time during this lease tender to Lessor the sum of One Dollar ($1.00) with intent to terminate this lease, then the lease shall wholly cease and terminate from the time of said tender and said Lessee shall have five (5) days thereafter in which to remove its property from said premises and be relieved from any further rental payments or from any damages caused by said installation or removal.

THIS LEASE shall be binding upon the successors, assigns, and legal representatives of the parties hereunto.

IN WITNESS WHEREOF the parties hereunto have set their hands the day and year first above written.

Lessor

__________________________________________

BY _____________________________________

Lessee
THE TIME FOR A DECISION IS HERE...

DO YOU WANT A NATIONAL TAX COUNCIL?

NEW YORK—For over three years now The Cash Box has been urging the trade to create a "National Tax Council" for its protection and self-preservation.

From here and there throughout the country have arrived letters after letter advising The Cash Box that this is of tremendous and vital value to the trade.

All believe, especially now with municipalities raising wages of its school teachers and other employees, as well as arranging for a program of public works to benefit the returned veterans, that this industry had best prepare for an avalanche of tax bills which will, in some cases, knock it on its ear.

Every week The Cash Box continues to report increased license fees which are being instituted by one community after another throughout the nation.

It also reports how states are preparing bills to more heavily license coin operated equipment.

It has even shown one license ordinance which taxes pinballs at the rate of $1,500 per year.

And, in Chicago, there is a $30 per year license on juke boxes. Other high licenses fees of this same nature are being applied almost daily everywhere in the nation.

Because of the fact that the majority of this industry’s leaders agree with The Cash Box that there should immediately come into being a "National Tax Council" where former license bills, ordinances, precedents, tax data and tax experts would be on hand to help coinmen in any territory where the tax bug suddenly strikes — this publication is continuing its fight for such a council.

Now, The Cash Box leaves it entirely up to the men who comprise this industry. It asks that these men decide whether they want a "National Tax Council" or whether they believe that this is a utopian venture which will never actually become a fact.

It asks that all the subscribers to The Cash Box vote one way or the other. The Cash Box believes that by such vote the trade can come to a decision whether it will pay to go on working for the time when a "National Tax Council" will come into being — or whether it had best drop the whole matter and forget about it.

This industry must come to the realization that as inflation comes into being, even in a quiet sort of fashion, that all cities, towns, villages and states will need more and still more revenue to insure continuing on a sound financial basis. To obtain this revenue they shall be forced to create new and higher taxes for business men.

And, surely, all will agree, that the most unprotected of all business men (big business men) are the coin machine operators who have no one to even give them correct information so that their attorneys may work directly with these tax bugs to avoid inequitable and excessive taxation.

The time for a decision is here. Your vote will decide the course. Vote now. Tear or cut out this vote and mail it to The Cash Box today.

The Cash Box
381 Fourth Avenue
New York 16, N. Y.

[表决选项]

Name
Firm
Address
City State

YES
NO
INDUSTRY URGED TO BACK GEN. BRADLEY'S "ON-THE-JOB" VETS' TRAINING PROGRAM

Write General Omar N. Bradley c/o Veterans Administration, Washington, D. C., if You Feel You Can Help Train Returned Vets to Become Coin Machine Mechanics "On-The-Job" in Your Own Mechanical Dept. Uncle Sam Will Help Pay Their Salaries

Some of the industry's most experienced coinmen have long voiced the fear that a weak link is steadily developing as production begins to roll setting the pace for the greatest boom the industry has ever known. This weak link is skilled mechanical manpower. The fear is that there will not be enough trained men to maintain what the factories are rushing to produce.

A quick survey taken among coinmen throughout the nation illuminates the truth of the situation. Increasing quantities of ever more complicated equipment are being placed in use. What was once considered an adequate service force, today takes on the significance of a blacksmith toiling with a delicate electronic device. The demand for adequately trained servicemen is now at a premium.

For almost all the years of its existence, The Cash Box has been urging the industry to create "schools for coin machine mechanics." Its not too late now to start training skilled mechanics when, within the year, the demand for them is expected to reach terrific proportions.

What the industry could not or would not provide for itself when there was lots of time to train new men now comes to the industry like a gift package from the United States Government.

In a recent issue of The Cash Box (Week of March 18, 1946) it was reported that one coinman—Washington, D. C., was called upon to inaugurate the government's own "on-the-job" training program for returned war veterans. The man who called for such an initiation was General Omar N. Bradley, Chief of the Veterans Administration.

When that coinman accepted General Bradley's offer, he accepted one of the greatest compliments ever paid to this industry by a federal agency in its entire history. The U. S. Government had now recognized the importance of coin operated equipment on the American industrial scene.

Thru years past, this industry has been fighting its way up toward increasingly better public acceptance and opinion.

There is no greater indication of progress to that end than this invitation to join in this closely supervised government project of combining aid to the returned veteran and to private industry.

Today there is a veritable legion of men highly trained in the military use of electronics. They learned their lessons well and used them well. They've come home with that skill intact. They've come home with a valuable, expensive background easily adaptable to this industry's crying need for mechanics. And they are eager to become a part of this business.

The government wants to help. Now is the time for all coinmen to get behind the veteran, the U. S. Government and help this industry provide for its future thru this government sponsored veteran's training program.

Contact General Omar N. Bradley now. Learn how the program can be fitted to your requirements.
"Down It and Get from Round It"

Lillette Thomas and Her Escorts
(Sunshine 108)

- Even though the tune is a little too much like "Shoo Fly Pie," we have to give a note for "Down It." Especially the way Lillette Thomas warbles it and her small gang of musicians beat it out. It's another of those jazz novelties with a good chance of catching on because of the world. An asset on both sides of the disk, the "Boogie" side is more than okay. This should go in other than race spots because of the relaxed style featured by Lillette and her boys.

"Riffs and Rhythm"

"Old Time Daddy Blues"

Lillette Thomas and Her Escorts
(Sunshine 107)

- The talented Lillette Thomas and her small aggregation of musicians come up with another pay disk in a recording of "Riffs and Rhythm," a fast instrumental, and "Old Time Daddy Blues," a slow number with a nice vocal by Lillette. Real good for race spots especially, although we believe that other locales catering to blues and jazz fans will do okay with this disk.

"All Thru the Day"

"Where Did You Learn to Love?"

Tommy Jones Orch. & Louise Tobin
(Sterling 7002)

- Tommy Jones and Louise Tobin come up with a good disk that couples "All Thru the Day" and Where Did You Learn to Love? to give the jive box fans a change of pace that shows this combo to good advantage. Miss Tobin displays her singing voice and the Jones crew does a bangup job with the instrumentals on both sides. It's a nice disk for the corner drugstore and spots that don't want to shake the walls with music.

"Mellow Mood"

"How High the Moon"

Dodo Marmarosa Trio
(Atomic 225)

- Good instrumental trios are hard to find but the Dodo Marmarosa outfit is tops and this disk of theirs, coupling "Mellow Mood" and "How High the Moon," is a corker. The "Mellow Mood" side is well named, the trio rippling out music that is easy on the ears and sure to find favor anywhere. It's a slow, subdued number that will go well especially where diners gather or in high class cocktail lounges. The "How High the Moon" side is a fast number with an extra added attraction in a special tenor sax solo by Lucky Thompson. Both sides of the disk are good and the Marmarosa group should gather plenty of cash for box operators.

"I'm Headin' for California"

"Swing Low Sweet Chariot"

Glenn Miller-Tex Beneke Orch.
(Victor 20-1834)

- The Glenn Miller band, headed by Tex Beneke, lives up to the tradition of the great tenor sax that lost his life in the war in this latest offering of "I'm Headin' for California" and "Swing Low Sweet Chariot." The first side, "Headin,'" is in typical Miller swing style with Beneke and the crew chiefs doing a nifty vocal. The flipover, "Swing Low," is another instrumental in the Miller style with plenty of swing and zing. The disk is a double feature for the boxes.

"Seems Like Old Times"

"One-Zy Two-Zy"

Mack Triplets
(Deluxe 1016)

- Singing trio get monotonous, we admit, but the Mack Triplets can't be put in that category. They have an ability to go from ballad to novelty without losing out on the music making, as proved by their recording of the hit torchy, "Seems Like Old Times," and the current fad, "One-Zy, Two-Zy." On both sides the trio does a good job of harmonizing but it's their arrangements that make the disk better than worthwhile. It should be popular almost everywhere that singing disks get a play.

"Central Ave. Boogie"

"Please Let Me Forget"

Helen Humes and Her All Stars
(Philco 122)

- Here's coupling of a boogie and a ballad by Helen Humes and her crew which will do more than average business in the race spots. Helen does okay with the vocal end of the entertainment and her boys handle the instrumentals on both sides in pleasing fashion.

"Boogie on the Volga"

"Boogie Serenade"

Deryck Sampson
(Davis 7017)

- Here are two good boogie recordings on one plate with one of the best boogie pianists featured. Deryck Sampson does the "Volga" side in impressive style and then really lets loose with the ivories on the flipover, his own composition, "Boogie Serenade." Not just for race spots this disk, for we are convinced that good boogie has a universal appeal and will find just as much favor in the lifted position. Both sides are sure to get plenty of play, which makes the disk a double feature.
FOREWORD  Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter The C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than show no price, retains the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be taken into consideration. The C.M.I. Blue Book reports each quotation exactly as it is made and depends on the subscriber to make average price adjustment to fit the peculiarities of his own territory.

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

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

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

1 MEANS PRICE WENT UP.
2 MEANS PRICE WENT DOWN.
3 MEANS MACHINE JUST ADDED TO LIST.
4 MEANS PRICES WENT UP AND DO IN DURING THE PAST WEEK.
5 MEANS PRICES REMAINED SAME AS IN LAST PRICE LISTS.
6 MEANS NO PRICES QUOTED FOR PAST TWO WEEKS.
7 MEANS NO PRICES QUOTED FOR PAST THREE WEEKS.
XX MEANS NO PRICES QUOTED FOR MANY WEEKS—PRICE SHOWN IS LAST KNOWN QUOTATION.
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xx. Jumbo '44 $79.50 $90.00
xx. King $49.50 $52.00
xx. Long Acre $374.50 $433.00
xx. Long Shot, PO $150.00 $275.00
xx. One-Two-Three '39, FP $25.00 $59.50
xx. One-Two-Three '40 $69.50 $99.50
xx. One-Two-Three '41 $75.00 $79.50
xx. Owl, FP $49.50 $79.50
xx. Pastime (Rev) $175.00 $293.50
xx. Preakness, PO $12.50 $15.00
xx. Preakness, PO $50.00 $55.00
xx. Pimlico, FP $295.00 $375.00
xx. Pot Shot $39.50
xx. Race King (Rev) $94.50 $125.00
xx. Record Time, FP $149.50 $185.00
xx. Rockingham $179.50 $225.00
xx. Santa Anita $109.50 $165.00
xx. 7 Flasher, FP $79.50
xx. Sport Event, FP $135.00
xx. Sky Line, FP & PO $125.00 $175.00
xx. Special, FP $125.00 $175.00
xx. Spinney Reels, PO $29.50 $37.50
xx. Spinning Reels, PO $100.00 $110.00
xx. Sport King, PO $150.00 $275.00
xx. Stepper Upper, PO $55.00 $65.00
xx. Sportsmen (Rev) $195.00 $295.00
xx. Track Record $55.00 $75.00
xx. Thistledown $25.00 $40.00
xx. Thoro bred $370.00 $425.00
xx. Turf Champ, FP $49.50 $52.50
xx. Turf Special $15.00
xx. Turf Special $295.00 $350.00
xx. Stepper Upper, PO $55.00 $65.00
xx. Victorious 1943 (Rev) $50.00 $74.50
xx. Victorious 1944 (Rev) $65.00 $84.50
xx. Victorious 1945 (Rev) $99.50 $109.50
xx. Victory, FP $39.50 $55.00
xx. Whirlaway (Rev) $249.50 $290.00
xx. Winning Ticket $65.00 $69.50
xx. War Admiral (Rev) $125.00 $265.00
xx. Zipper $29.50
CIGARETTE

DU GRENIER

2. Model 87 Column  $10.00 $49.50
5. Model VD 7 Column  $15.00 $64.50
2. Model W 9 Column  $20.00 $69.50
2. Model WD 9 Column  $25.00 $74.50
5. Champion, 11 Column
  King Size  $45.00 $104.50
5. Champion, 9 Column  $40.00 $97.50
2. Champion, 7 Column  $35.00 $95.00

NATIONAL

xx. Model 9-50  $50.00 $59.50
xx. Model 7-50, Regular  $42.50
xx. Model 7-50, King Size  $42.50 $47.50
xx. Model 9-30  $30.00 $40.00
xx. Model 9A  $65.00 $79.50
xx. Model 6-30  $22.50 $29.50
xx. Model 6-26  $15.00

ROWE

xx. Aristocrat, 6 Column  $7.50
xx. Imperial, 6 Col.  $15.00 $50.00
xx. Imperial, 8 Col.  $25.00 $60.00
xx. Royal, 6 Col.  $35.00 $45.00
xx. Royal, 8 Col.  $45.00 $65.00
6. Royal, 10 Col.  $45.00 $92.50
xx. President, 6 Col.  $45.00
xx. President, 8 Col.  $55.00
xx. President, 10 Col.  $65.00 $85.00

U-NEED-A-PAK

xx. Model E, 6 Col.  $10.00
xx. Model E, 8 Col.  $10.00 $20.00
xx. Model 9 Col.  $25.00
xx. Model E, 12 Col.  $35.00
xx. Model E, 15 Col.  $45.00
xx. Model A, 8 Col.  $30.00 $45.00
xx. Model A, 9 Col.  $35.00 $50.00
6. Model 500, 7 Col.  $60.00 $62.50
6. Model 500, 9 Col.  $59.50 $100.00
xx. Model 500, 15 Col.  $75.00 $112.50

CANDY

DU GRENIER

xx. Candy Man  $39.50 $45.00

NATIONAL

xx. Model 618, 6 Column  50.00
xx. Model 918, 9 Column
  Regular  60.00
xx. Model 918, 9 Column
  Special  85.00 $100.00

ROWE

xx. 8 Column Standard  45.00
xx. 8 Column Deluxe  65.00
xx. 8 Column 1c Gum & Mint.  12.50
xx. 8 Column 5c Gum & Mint.  16.50

U-NEED-A-PAK

xx. 5 Column  40.00 69.50

U-SELECT-IT

xx. 54 Bars  15.00 22.50
xx. 72 Bars  20.00

STONER

xx. 6 Column  55.00
xx. 8 Column  65.00

SCALES

WATLING

xx. Tom Thumb, Plain  47.50 60.00
7. Tom Thumb, Fortune  75.00 89.50
xx. 500 Fortune  90.00 100.00
7. Hi-Boy Guesser  69.50 100.00

JENNINGS

xx. Junior  25.00
xx. Lo Boy  49.50

PEERLESS

xx. Lo Boy  37.50 50.00

MILLS

xx. Lo Boy  40.00 50.00

PACE

xx. Lo Boy  40.00 49.50

IDEAL

xx. Lo Boy  42.50
M I L L S

1. 25c Black Cherry Bell $215.00 $295.00
xx. 10c Yellow Front 135.00
xx. 25c Yellow Front 150.00
xx. 1c Smoke Bell 250.00
xx. 5c Smoke Bell 39.50 50.00
1. 5c F.P. Mint Vendor 85.00 150.00
6. 25c Golf Ball Vendor 140.00 200.00
4. 10c War Eagle 105.00 135.00
10c War Eagle 85.00 115.00
6. 25c War Eagle 109.50 165.00
50c War Eagle 365.00 395.00
5. 5c Red Front 90.00 125.00
10c Red Front 150.00
xx. 25c Red Front 145.00 275.00
xx. 5c F.O.K. 15.00 17.50
5. 5c Roman Head 95.00 125.00
xx. 1c Smoker Head 135.00 155.00
xx. 25c Roman Head 124.50 200.00
6. 50c Roman Head 250.00 345.00
xx. 1c Sky scrubber 40.00
7. 5c Sky scrubber 37.50 38.50
xx. 10c Sky scrubber 64.50 85.00
xx. 25c Sky scrubber 69.50 89.50
10c Wolf Head 250.00
xx. 1c Lion Head 30.00
xx. 1c Shamrock Head 45.00 54.50
5. 5c Extraordinary 99.50 125.00
5. 10c Extraordinary 115.00 150.00
5. 25c Extraordinary 145.00 175.00
xx. 50c Extraordinary 125.00 200.00
1. 5c Melon Bell 7.00 150.00
7. 10c Melon Bell 150.00
7. 25c Melon Bell 135.00 175.00
xx. 5c Wolf Head 45.50 49.50
xx. 10c Wolf Head 49.50 57.50
xx. 5c Wolf Head 50.00 70.00
xx. 1c Shamrock Bell 27.50
xx. 5c Slugproof 3-5 124.50

W A T L I N G

1. 6c Rotator 10.00 15.00
5. 10c Rotator 75.00 95.00

G R O E T H E N

xx. 5c Columbia Chrome 94.50 95.00
xx. 1c Columbia 69.50
2. 5c Columbia JPV Bell 35.00 39.50
5. 5c Columbia Fruit 39.50 39.50
xx. 1c Columbia Cherry 25.00
2. 5c Columbia DJP 35.00 42.50
2. 5c Columbia DJP 40.00 42.50
xx. 10c Columbia DJP 45.00 79.50
10c Columbia Club DJ 75.00 100.00
xx. 50c Extraordinary 40.00 65.00
10c Columbia Club Cig GA 59.60 69.50
5. 5c Columbia Cig GA 45.00 54.50
5. 5c Columbia Fruit GA 69.50 89.50
1. Columbia Orig. GA 69.50 79.50
6. Conv. Columbia Chrome 79.50 82.50
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<td>Score-A-Line</td>
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<td>Score Champ</td>
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<td>Spot-Cha (Rev)</td>
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<td>Super Six</td>
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<td>Ump</td>
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<td>Up &amp; Up</td>
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<td>Variety</td>
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<td>Venus</td>
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<td>Victory</td>
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<td>Wagon Wheels</td>
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<td>Waltz</td>
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<td>White Sails</td>
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<td>Wow</td>
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<td>Zeke</td>
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<td>Zip Zag</td>
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<td>Zombie</td>
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### MUSIC

<table>
<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>A.M.I. Model A</td>
<td>$695.00</td>
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<tr>
<td>AIREON Fiesta</td>
<td>Artisan</td>
</tr>
<tr>
<td>Electronic Phono</td>
<td>Trio (Wall Box)</td>
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</tbody>
</table>
| Solo (Wall Box) | Melodeon (Speaker)
| Impresario (Speaker) | Carillon (Speaker) |

**CHALLENGE INDUSTRIES**
- Challenger '47

**PERSONAL MUSIC CORP.**
- Phonette

**ARROCA**
- #1422—Phonograph (Net)...

**SEEBURG**
- #1—46M...

**SOLOTONE CORP.**
- Solotone

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

### PINS

**BALLY**
- Surf Queens...

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

**GOTTLEIB**
- Stage Door Canteen...

**MARVEL**
- Catalina...

**P & S**
- Kismet...

**UNITED**
- Riviera...

**WILLIAMS**
- Suspense...

### COUNTER GAMES

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>DAVAL Marvel, Plain</td>
<td>$50.00</td>
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<tr>
<td>With Ball Gum Vender</td>
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<tr>
<td>Marvel, Non-Coin Operated</td>
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<td>$5.00</td>
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<tr>
<td>American Eagle, Plain</td>
<td>$50.00</td>
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<tr>
<td>With Ball Gum Vender</td>
<td>$50.00</td>
</tr>
<tr>
<td>American Eagle, Non-Coin Op.</td>
<td>$5.00</td>
</tr>
<tr>
<td>With Ball Gum Vender</td>
<td>$5.00</td>
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<tr>
<td>PIONEER Smiley</td>
<td>39.50</td>
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### ARCADE

<table>
<thead>
<tr>
<th>Model</th>
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<tr>
<td>AMUSEMATIC CORP. Lite League</td>
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<tr>
<td>AMUSEMENT ENTERPRISES CO. Bank Ball</td>
<td>$375.00</td>
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<tr>
<td>BALLY Undersea Raider</td>
<td>$399.50</td>
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<tr>
<td>CHICAGO Coin Goolee</td>
<td>$325.00</td>
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<tr>
<td>EVANS Ten Strike</td>
<td>$372.50</td>
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<tr>
<td>GENCO Total Roll</td>
<td>$325.00</td>
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<tr>
<td>JAFFCO Roll-A-Ball</td>
<td>$379.50</td>
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<tr>
<td>MUNVES Super Roll</td>
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### CONSOLES

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>BAKER 5c Bakers Pacers Csh Std Mod.</td>
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<tr>
<td>25c Bakers Pacers Csh Std Mod.</td>
<td>$50.00</td>
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<tr>
<td>5c Bakers Pacers Csh DD Mod.</td>
<td>$600.00</td>
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<tr>
<td>5c Bakers Pacers Chk Sep Std Mod.</td>
<td>$52.50</td>
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<tr>
<td>5c Bakers Pacers Chk Sep DD Mod.</td>
<td>$75.00</td>
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**EVANS**
- Bangtails 5c Comb 7-Coin...
- Bangtails 25c Comb 7-Coin...

**KEENEY**
- Bonus Superbell...

### ONE-BALLS

**BALLY**
- Victory Derby...
- Victory Special...

### SLOTS

**GROETCHEN**
- Columbia Twin JP...

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>5c Bronze and Std Chiefs</td>
<td>$249.00</td>
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<td>10c Bronze and Std Chiefs</td>
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<tr>
<td>25c Bronze and Std Chiefs</td>
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<tr>
<td>5c DeLuxe Club Chiefs</td>
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<tr>
<td>10c DeLuxe Club Chiefs</td>
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<tr>
<td>25c DeLuxe Club Chiefs</td>
<td>$279.00</td>
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<tr>
<td>5c Super DeLuxe Club Chief.</td>
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<td>10c Super DeLuxe Club Chief.</td>
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<td>25c Super DeLuxe Club Chief.</td>
<td>$291.00</td>
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<tr>
<td>50c Silver Eagle</td>
<td>$475.00</td>
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**O. D. JENNINGS**
- 5c Silver Eagle | $238.00 |
- 10c Black Cherry Bell | $213.00 |
- 25c Black Cherry Bell | $245.00 |
- 50c Black Cherry Bell | $325.00 |
- New Vest Pocket Bell | $74.50 |
REVAMPED ONE-BALLS

All-American Derby...from—Sport Special.
Big Three...from—Sport Special.
Dust Whirls...from—Club Trophy.
Fast Track...from—Sport Page, Blue Ribbon.
Foreign Colors...from—Owl.
Pastime...from—Turf Champs.
Race King...from—Thistledown, Sea Biscuit.
Rockingham...from—Grand Stand, Grand.
Victorious...from—Turf Champs.
War Admiral...from—Grand Stand.
Whirlaway...from—Blue Grass, Dark Horse.

Liberty...from—Flicker.
Luxury...from—Battle.
Marines-At-Play...from—Flicker.
Midway...from—Zombie.
Nite Club...from—Formation.
Nine Bells...from—Mr. Chips.
O'er-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.
Redhead...from—Blondie.
Roll Call...from—Vacation.
Sailorettes '42...from—Follies '42.
Scout Commander...from—Fleet.
Sea Power...from—Four Roses.
Sentry...from—Leader.
Shangri-La...from—Mr. Chips.
Sink-The-Jap...from—Seven Up.
Sixty Grand...from—Big Town.
Sky Rider...from—Pan American.
Slap-The-Jap...from—Stratoliner.
Smash-The-Jap...from—Ten Spot.
South Seas...from—Knockout.
Speedway...from—Entry.
Spot-Cha...from—Attention.
Stage Door Canteen...from—Liberty.
Starlight...from—Triumph.
Stepper...from—Blondie.
Strip Tease...from—Chi-Coin Games.
Torpedo...from—Formation.
Trade Winds...from—Sky Blazer.
Triple Entry...from—Home Run.
Wages '42...from—Powerhouse.
White Sails...from—Silver Spray.
Yankee Doodle...from—Silver Skates.

Silver Skates, Air Force.

REVAMPS

Action...from—Stars.
Ajax...from—Store Card.
All Out...from—Crom Line.
Archery...from—Cadillac.
Arizona '42...from—Sun Beam.
American Beauty...from—Attention.
Battle...from—Big Show.
Big Tent...from—Big Show.
Big Three...from—Twin Six, Clover.
Big Top '42...from—Twin Six, Clover.
Hinged...from—Lite-A-Card.
Bombardier...from—Follies '40.
Bowling Alley '42...from—Bowling Alley.
Brazil...from—O'Re-Mi.
Burlesk...from—Follies '40.
Casablanca...from—Glamour.
Capped...from—Roxy.
De-Leeer...from—Red, White & Blue.
Destroyer...from—Cadillac.
Dive Bomber...from—Formation.
Eagle Squadron...from—Big League.
Easy Pickin'...from—O'Boy.
Falling Sana...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.
Rockey '42...from—Silker Skates.
Idaho...from—Zombie.
Jeeple...from—Duplex, Leader.
Kissme...from—Dance.
Klipper...from—Scoop.
Knee-out-The-Japs...from—Knockout.
SENSATIONAL MONEY MAKER
For
Arcades — Carnivals — Shooting Galleries

THE NEW
ELECTRIC MACHINE GUN
WITH COMPLETE MOVING TARGET
IS NOW HERE — AND SELLING FAST

$3250.00 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.

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 410...$179.00 2 Wurlitzer 500...495.00 3 Seeburg Hi-Tone RCES...695.00
5 Wurlitzer 416...295.00 2 Wurlitzer 514 Colonial...235.00 5 Seeburg Hi-Tone RCES...695.00
3 Wurlitzer 35...335.00 1 Seeburg 600 RCES...110.00 1 Rock-Ola Super 40...495.00

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

SPECIAL THIS WEEK
5 AMI HIGHBOYS 40 RECORDS, FACTORY CRATED.............................$459.00
25 NEW 20 RECORD AMI BAR BOXES...........................................23.00

MISCELLANEOUS
35 Wurlitzer 2120 Boxes, 5c..................................................3.75
18 Wurlitzer 2125, $1/10/25/50.................................................2.75
10 Wurlitzer 2140 Fast Shopper.............................................4.75
10 Wurlitzer 2145 Shopper..................................................2.75
5 Rock-Ola Wall Boxes.......................................................1.50
4 Seeburg 20 and 40 Boxes................................................1.00
10 Adapters for Mills Bases..................................................1.50
10 Rock-Ola Speaker Baffles................................................1.50
5 Wurlizer 403 Amplifiers, less tubes....................................25.00
3 Wurlitzer 423 Amplifiers..................................................6.50
10 Keyes Speaker Baffles..................................................1.50
10 Adapters for Mills Bases..................................................1.50
10 Adapter Bases.............................................................1.00

WANT 616 MECHANISMS COMPLETE IN STEEL CABINETS, OR
SINGLE. WE PAY HIGHEST PRICES. WRITE IMMEDIATELY.

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

In Tribute To
JOHN HADDOCK, President
DeWITT EATON, Gen'l Sales Manager
... and all the Engineers, Executives, and Personnel of AMI for producing

"THE HIT PHONOGRAPH OF 1946"

AMI MODEL "A"

RUNYON SALES CO.
EXCLUSIVE DISTRIBUTORS FOR
NEW YORK
NEW JERSEY
CONNECTICUT
The latest in design, color, lighting effect, animation, eye appeal, quality of tone and flawless performance.

ROCK-OLA Manufacturing Corporation
800 N. KEDZIE AVE. * CHICAGO 51, ILL.
it's Smart ... New ... Popular

HERE'S WHY PROGRESSIVE MUSIC MERCHANTS ARE CONVERTING TO...

Measured Music

First . . . It's a genuine multi-profit Personal Music system.

Second . . . Individual "Measured Music" boxes give-out music only to persons in a limited area.

Third . . . The service and up-keep are less.

Fourth . . . Proprietors of locations prefer the System because (a) the music is personal and confined to limited areas (b) the commissions are larger—more Measured Music boxes are in operation at one time.

Fifth . . . Music merchants prefer multi-profits from multi-boxes in each location rather than just one box in each location, spread over large areas. Measured Music installations are compact, economical, practical and profitable.

Write or call for further information.

THE HOME OF "MEASURED MUSIC"

PERSONAL MUSIC CORPORATION


*Reg. Trade Mark

SHIPMENTS ARE NOW BEING MADE
SAY, BUD,
IF YOU THINK
THAT'S BEAUTIFUL

TAKE A PEEK AT
JENNINGS
STANDARD CHIEF

TURN TO NEXT PAGE
SPECTACULAR! UNUSUAL! EXCITING!
DARING! DIFFERENT! STARTLING!

See this New Sensation at
HEATH DISTRIBUTING CO.
217 THIRD STREET, MACON, GA.
SERVING THE FAMOUS "CRACKER STATE"

ED HEATH SAYS:-
"Gotta admit this compares in Beauty with the Georgia Peach"

The JENNINGS Standard Chief

CEILING UNLIMITED!
TARGET Beautiful!
A SURE FIRE HIT!

ESQUIRE DISTRIBUTING COMPANY
3418 HARRISON AVENUE, CINCINNATI, OHIO
SERVING THE RHINELAND DISTRICT
The splendid 70%-30% fight being waged by The Cash Box on behalf of music operators deserves the fullest backing of every operator in the nation. Naturally, no one is opposed to this plan which would give him some relief from rising operating costs.

It is now up to the operators, however, to get the fight from the printed page into action. Every association of operators must unanimously adopt this better commission basis and see to it that every member cooperates wholeheartedly on it.

The Cash Box has mentioned that another alternative to the 70%-30% split is a 10-cent play, or 3 records for 25-cents. Personally, I believe there is much merit in this suggestion.

At first there undoubtedly would be a decline in plays as a result of this action, but I sincerely feel that music-loving Americans would soon be putting as many dimes into our phonographs as they are now putting nickels. With all other prices also being hiked, it is now a logical time to go from five to ten cents a play.

Another alternative which should receive serious consideration is "front money", or the location paying a stipulated sum each week for the amortization of the machine before a 50%-50% split is made. This, of course, would necessitate a different scale for each location. It is the only basis, however, on which the present commission arrangement should be maintained.

In an excellent article in the March 4 issue, The Cash Box survey showed the average increases that operators must carry. Included were mechanics wages up 100%; wages for other help up 75%; supplies and parts up 50%; rent up 50%; trucks, tires and maintenance up 65%; and new machines up 50%.

It is impossible for the operator to shoulder all of these increases with possible other hikes yet to come—and remain in business under the present 50%-50% plan. It is only fair and just that the location owner share these added expenses.

Let us never forget the fact that we are offering the location owners a real entertainment which brings them increased revenue. And still—added to this increased business which the phonograph brings to them—is their additional take from the machine itself. In no other business in America is there such a doubly attractive offer to a businessman.

Yes, you'll have squawks, gripes and threats when you tell your location owners that you have been forced to reduce his commission to 30%. You can arm yourself with your actual figures, however, showing the increases that have been forced on you and that this additional 20% still will not bring you the pre-war profit.

The slogan has been overworked, but it's still true! "In unity there is strength". This plan must be a concerted action on the part of every music operator in every locality.

If the location owner knows that none of his competitors are getting a 50% take, while he is getting 30%, his gripes will soon subside. And, personally, he will know that he is still getting one of the best bargains anyone has ever gotten by being paid for a phonograph which also brings him more business. He's not going to be so foolish as to refuse a phonograph and lose customers to his competitor across the street.

Start the ball rolling now! Talk it over with the other music operators in your area. Then roll up your sleeves and organize with every operator pledged to do business on a commission basis of 30% to the location owner, and 70% to yourself.
"QUICK TO CLICK" TRADE MARK FOR AMUSEMENT ENTERPRISES INC. GAMES

AMUSEMENT ENTERPRISES, INC.
GEORGE PONSER - IRVING KAYE
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NOW DELIVERING
BANK BALL
The first in a series of games that will be "Quick to Click" for you.

9 FOOT SIZE
F.O.B., N.Y. $375.00

12 and 14 FT. SIZES Prices on Request

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Cleveland 14, Ohio

Distributed in
Texas and New Mexico by
WALBOX SALES CO.
1503 Young Street
Dallas, Texas

Distributed in Eastern Pennsylvania and Southern New Jersey by
DAVID ROSEN
855 N. Broad St.

Distributed in
Western Pennsylvania by
AMERICAN COIN-A-MATIC MACHINES CO.
1437 Fifth Avenue
Pittsburgh 19, Pa.

Distributed in
Northern New Jersey by
HERCULES SALES & DISTRIBUTING CO.
415 Frelinghuyser Avenue
Newark 5, N. J.

Distributed in
District of Columbia, Maryland, No. Virginia and Delaware by
GENERAL VENDING SALES CORP.
306 N. Gay Street
Baltimore 2, Md.

Distributed in
Oklahoma by
CLIFF WILSON DISTRIBUTING CO.
1121 South Main Street
Tulsa, Okla.
119 South Walker Street
Oklahoma City, Okla.
MICHIGAN LCC ALLOWS BOWLING GAMES IN TAVERNS

LANSING, MICH. — The Michigan Liquor Control Commission this past week allowed the return of games of skill and chance to taverns provided there was no gambling permitted.

Specifically the commission announced that bars could operate shuffle boards, dart and miniature bowling and card games.

It banned slots, pinballs, football, golf, hockey machines, electric ray guns, baffle-boards, punch or pull boards, dice games or gambling by express proviso.

To enforce its edict, the commission declared that any licensee permitting gambling will be liable for a $200 fine or first offense, $300 on the second and license revocation on the third.

This ruling has again stimulated operators of bowling alleys to get machines going once again in all beer locations throughout the state.

At this time there is a rush to replace these machines from spots where they were pulled when first notification came down from the Liquor Control Commission here.

UNITED MANUFACTURING COMPANY
6125 N. WESTERN AVE. CHICAGO 45, ILLINOIS

MICHIGAN LCC ALLOWS BOWLING GAMES IN TAVERNS

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LAzar TO HOLD CHARLESTON SHOW ON APRIL 12 TO 14

PITTSBURGH, PA. — J. D. (S.I.) Lazar of the B. D. Lazar Company, this city, distributes for the Rock-Ola "Phonograph of Tomorrow," reports that the firm will hold a very elaborate showing of this new machine in Charleston, W. Va. on April 12, 13 and 14 at the Daniel Boone Hotel.

Lazar stated, "In keeping with our policy to give all the finest possible service to our customers we are arranging for this showing of the new Rockola Model No. 1422, the 'phonograph of tomorrow,' right in the West Virginia territory we cover so that all the juke box operators here can come in and examine this great phonograph."

The firm has also held showings in this city and in Erie, Pa. This will be their third show for the new Rock-Ola phonograph.

WE WANT TO BUY FOR SPOT CASH 1000 PIN GAMES

Can use all Chicago Coin Games and Others, Send us your complete list. Machines need not be in running order as long as no parts are missing. We do not need the glass.

KRUSE & CONNOR
4556 N. Kenmore Ave., Chicago 40, Ill. (Tel. ARD. 7910)

WE WILL PAY CASH Last Chance to get High Prices for these games:

- Challenger
- A.B.T. Target
- Do Re Mi
- Double Play
- Jumbo Parade P.F.
- Mills
- Kicker & Catcher
- Knecker
- Blocker
- Silver Man P.F.
- Jennings
- Rock
- Sports Parade
- Stars
- West Wind
- Zumba

We will buy all makes of phonographs

IDEAL NOVELTY CO.
Phone FR. 5544 2823 Locust St.
St. Louis, Mo.

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

Complete, No Extra

M. LUBER
103 W. 41st. (Longacre 3-9329)
New York
THURSDAY - FRIDAY - SATURDAY
APRIL 18 - 19 and 20

Most of you have already seen many of the newest Phonographs, Pin Games, Consoles, Cigarette Machines, Arcade Machines and other coin operated devices — and NOW ... the BEACON COIN CHANGER!

The BEACON COIN CHANGER changes quarters or dimes into nickles with the speed of lightning! Makes change in less than a second!

The BEACON COIN CHANGER holds $40.00 in nickles.
THE BEACON COIN CHANGER IS ELECTRICALLY OPERATED!

The BEACON COIN CHANGER
(Patent Pending)
Can be used practically EVERYWHERE!
In ANY location with PHONOGRAPHs
PIN GAMES
CONSOLES
VENDING MACHINES

Here's an idea of where the BEACON COIN CHANGER will serve the public who want nickles in a hurry —
TELEPHONE LOCATIONS
RAILROAD STATIONS
AIRPORTS
BUS STATIONS
SUBWAY STATIONS
HOTELS
ARCADES
CLUBS
FACTORIES
THEATRES
OFFICE BUILDINGS
PUBLIC PARKS
RADIO STATIONS
SOFT DRINK STANDS
DEPARTMENT STORES
CITY BUILDINGS
COUNTY BUILDINGS
STATE BUILDINGS
FEDERAL BUILDINGS

A glance through your local classified directory will immediately bring to mind scores of other ideal locations where the BEACON can be used successfully.

FRANCHISED TERRITORIES ARE AVAILABLE TO RESPONSIBLE DISTRIBUTORS

AL SEBRING

I cordially invite you men of vision to attend the Premiere Showing of the BEACON COIN CHANGER at our showrooms on Thursday, Friday and Saturday, April 18, 19 and 20.

I have been associated with the Coin Machine Business for more than 15 years. Many changes have taken place in the field since then. Believe me when I say that I have yet to see any device that will do more for an operator while he is away from ANY location, than will the BEACON COIN CHANGER! Here's something you've been dreaming about! A device that provides nickles for players of your machines WITHOUT LOSS OF PLAY. WITHOUT BOTHERING THE LOCATION OWNER. WITHOUT MIDNIGHT SERVICE CALLS FOR NICKLES!

But that's not all the BEACON COIN CHANGER will do for you. Space does not permit the listing of all locations where the BEACON COIN CHANGER can do a BIG job of feeding wanted nickles to a rushed public. Look to the right of this column for a partial list.

All of us at BELL PRODUCTS are ready to welcome you on APRIL 18, 19 and 20th.

TO MEN of VISION

BEL1 PRODUCTS CO.
2000 N. OAKLEY Humboldt 3027 CHICAGO 47, ILL.
The No. 6000, A.B.T.'s newest slug rejecter is completely new, not a revamp or old model made over.
Economically priced ... operates nearer to perfection than other devices for coin-operated machines ... simply constructed ... sturdy and compact ... rapid flawless action is assured because of non-corrosive metal ... easy to clean, requires no expert skill.

- Made in 1c—5c—10c—25c play.
- Our engineers will gladly demonstrate the exceptional merits of this slug rejecter.
- We welcome inquiries and give them prompt attention.

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

BILL WOLF REVEALS DETAILS OF SEATTLE OFFICES & SHOWROOM

M. S. (BILL) WOLF
SEATTLE, WASH.—Bill Wolf, M. S. Distributing Co., Los Angeles, Cal., announced that the big showing of the AMI phonograph being held at the same time as his grand opening of the firm's branch here will take place according to schedule and, "will be a super double-header."

Headquarters here are in addition to those at Los Angeles, San Francisco, San Diego and Portland. They are said to be, "A marvel of modern design and construction and acclaimed as the best on the west coast."
The structure has a sixty foot front and is 108 feet deep. It is in the heart of the film and amusement district. Waldo B. Christensen, was designer and architect.
The front is of plate glass bordered in glass brick, entrance is modern with a curved glass brick foy er. Interior has a natural figured gum-wood paneling. The building includes General Offices, Sales and Executive Offices, Parts Department, and a Shop for repairs and service, with special locker rooms for mechanics and servicemen.

WE ARE NOW DELIVERING OUR PROVEN AND TESTED UNIVERSAL AMPLIFIERS
ASK THE OPERATOR WHO OWNS ONE, THAT'S OUR BEST ADVERTISEMENT 1

ORDERS FILLED IN ROTATION RECEIVED

1. Saves you time, money and expense 6. All workmanship guaranteed
2. Your customer is satisfied 7. Complete with sockets for Speakers
3. Your Machine keeps working and Pick-Ups for all Models
4. Built by competent Phonograph 8. Ready to operate
Sound Engineers 9. Money back in 10 days if not completely satisfied
5. We are the originators of the Universal Amp flip idea.

Fits all WURLITZER Models 422 - 24 - 616 - 500 - 600 - 700 - 750 - 780 - 800 - 850 and 950

MODEL A all SEEBURGS except Hi-Tones $54.50
Complete With Tubes

MODEL B all SEEBURGS including Hi-Tones $74.50
Complete With Tubes

ATTENTION!!
WE HAVE A SPECIAL DEAL FOR QUALIFIED DISTRIBUTORS
WRITE FOR DETAILS

TERMS: Immediate shipment F.O.B. NEW YORK. 1/3 Deposit, Balance C.O.D. Shipments made by Railway Express unless otherwise instructed by you.

Available of Your Nearest Distributor or Write - Wire - Phone

JAFCO, INC. JOHN A. FITZGERALDS, Pres. 776 TENTH AVENUE (Phone: COlumbia 9719)
NEW YORK 1, N. Y.
Sauders Of Old Piggly-Wiggly To Open New Automatic “Keedoozle” Stores

CHICAGO — Clarence Sauders, Memphis merchandising specialist, who organized the Piggly-Wiggly grocery stores in the 1920’s will try another comeback, this time with an automatic grocery store which will be known as “Keedoozle” in which the customer will buy merchandise with a key.

The first of these stores will be a demonstration unit and will be opened in this city for a private showing during April. Full size units are expected to be in operation about June 1.

All merchandise in the new units will be displayed behind glass. The customer’s special key will have a roll of paper tape in it on which the name and price are automatically printed when the key is inserted in a contact opening under each item displayed.

When the customer finishes shopping, the key is turned into a clerk, the tape removed and inserted in a “translator” machine and the articles purchased are automatically chuted to the sales counter at the rate of five per second.

Savings are expected in food costs, because of lowered waste and spoilage, in addition to the convenience offered in shopping.

It is believed here that customers will be interested in seeing this first “Keedoozle” automatic grocery store

MINNEAPOLIS, MINN. — Ted Bush of Bush Distributing Company, this city, and Ozzie Truppman, salesman of the firm, are reported to be out covering their territory contacting music machine ops regarding the new Aireon phono devices.

Both Ted and Ozzie report that enthusiasm here for the new Aireon line is very great and that they have worked out a “quota distribution method to all who placed orders which will assure completely fair delivery to these music machine men.”

Ted is also planning to bring the music ops here many new ideas in methods for operating the new Air- eons which he reports, “Will step up profits to new highs for all the music machine operators in our territory.”

Ara Records Rent 10,000 Sq. Ft. Warehouse

LOS ANGELES, CAL.—Ara Records, this city, announce that they have just rented a new spot in this city by taking over a 10,000 square foot warehouse in the downtown district. This will also be used as a basting point for record shipments to the east until such time as the new eastern Ara plant is in production.

This marks the third building in this city that has been leased by Ara. They now have 10,000 square feet of office space on Wilshire Blvd. and a large production plant at Rob- ertson and Santa Monica.

They also hold leases on distribution outlets in Chicago, New York, Washington, D.C., Dallas, Pittsburgh, Boston and Atlanta.
TRADE SHOWS KEEN INTEREST IN LATIN AMERICAN TRADE DEVELOPMENT

Requests More Frequent Spanish Reviews in The Cash Box

NEW YORK—With the first Spanish page ever to appear in any coin machine magazine appearing in the March 25, 1946 issue of The Cash Box, have come dozens of requests from leaders in the cointrade that this publication run more frequent Spanish reviews of this kind directed to the Latin American countries.

The "Spring Special" (March 25) issue of The Cash Box was mailed to 23 Latin American countries and the page which opened this issue, printed in Spanish, gave a complete review of all events in the trade since January 1, 1946— as far as the presentation of new products was concerned.

Now with the trade urgently requesting that The Cash Box publish more frequent reviews of a like nature for the Latin Americans, this publication is planning Spanish and Portuguese pages at regular intervals which will not only tell about the new products presented during the interim period, but which will at the same time, show illustrations of those new products along with complete technical descriptions.

As the members of the trade have come to realize, the interest in the Latin American countries for coin operated equipment of every type has grown with leaps and bounds.

Latin American business men are planning to install juke boxes, amusement and service machines in every community.

Large export organizations are already in contact with leading coin machine manufacturers regarding distribution of their products in the Latin American countries.

More and more visitors from Latin America to the factories, distributors and jobbers here also attest to the great interest now current in these southern hemisphere countries for coin machines of every type.

It is generally believed throughout the industry that, with the dollar balance so heavy in the Latin American nations, they can develop into the best coin machine customers this industry has ever enjoyed.

With the European and Asiatic markets as yet closed to export of coin operated equipment, greater concentration than ever is expected to result for Latin American distribution.

MANUFACTURERS

A complete explanation of your new product, as it is presented, plus export prices and where you desire distributors in Latin America will help The Cash Box to give you the necessary Spanish language presentation as our Spanish pages are prepared.

In the future, illustrative cuts of your new products will also be featured. These will all be held to a uniform size. Prior to making up any cuts please contact us as to size and screen.

The explanation of your new products should be completely technical in detail and should not carry any claims other than those which will dovetail with the technical nature of the copy to completely explain the products.

Advertisements will also be accepted to be translated into Spanish. There will be a charge for translation and for setting of Spanish type.

OPERATORS IN THE STATE OF GEORGIA
COME IN AND SEE

ROCK-OLA

The PHONOGRAPH OF TOMORROW

NOW ON DISPLAY

MULLININX AMUSEMENT CO.

1514-16 BULL ST.

SAVANNAH, GA.

Bowl-A-Way SKEEBALL

IMMEDIATE DELIVERY

ONLY SKEEBALL AVAILABLE SIMILAR TO PRE-WAR TYPE—

5,000 FREE BALL RETURN — FOOL PROOF BALL RELEASE

— SILENT SPONGE RUBBER PLAYING FIELD — 11 ½ FT.

LONG.

$375.00

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MILWAUKEE

WIS.

WISCONSIN NOVELTY CO.

3734 NO. GREEN BAY AVE.

MILWAUKEE 6, WIS.

WRITE — WIRE — PHONE TODAY!

HERE IS A REAL MONEY MAKING GAME.

BE THE FIRST IN YOUR TERRITORY.
In Tribute To

JOHN HADDOCK, President

DeWITT EATON, Gen’l Sales Manager

... and all the Engineers, Executives, and Personnel of AMI for producing

"THE HIT PHONOGRAPH OF 1946"

AMI MODEL "A"

M. S. WOLF DISTRIBUTING CO.

(FORMERLY: CALIFORNIA AMUSEMENT CO.)

• 1348 Venice Blvd., Los Angeles
• 1175 Folsom Street, San Francisco
• 2313 Third Avenue, Seattle.
OP URGES PAVING WAY FOR CMI

NEW YORK — The Cash Box was in receipt of a letter today from one noted coinman whose comments can act as the guiding rule for all the trade while the CMI (Coin Machine Industries, Inc.) prepares its public relations program.

This coinman writes, "I have been reading statements by leading industrialists urging that all business men today adopt an individual program for public relations work right in their own community.'"

He writes, "Everyone of us should intensify our efforts to pave the way for the big national public relations program which the CMI has in mind. We should work hard and diligently in our own communities, either thru our associations, or if there aren't any associations in the territory, we should work individually to get this industry recognized so that we will have laid the groundwork for the plans which the CMI will follow us up with."

Herein is the answer to what can help make the CMI public relations programs successful.

Their actions, their ethical business methods, their showing of good will in their own communities, their helping with all neighborhood work, their doing and donating to make their cities the most outstanding—all this is sure to react with greater recognition and favor upon this industry generally.

But, most of all, it will pave the way to the work which the CMI plans to do in the nation as a whole. It will have opened the door to this work of the CMI and therefore assure it the greatest possible success.

This coinman goes on to say, "All of us together, even working as little units here and there thruout the country, can help start the ball rolling in such fashion that when the CMI does step into the picture with its big public relations plans our communities will accept them immediately and with broader understanding."

PINS AND CLAWS MAY GO DOWN IN SAN JOSE

SAN JOSE, CALIF. — The possibility that pins and diggers would be classed with stolen and thus banned from this city became apparent recently with the recommendation made by Police Chief William C. Brown to the City Council, calling for the revocation of operating permits held by William K. Morgan.

There is a belief that pin and diggers operators are preparing to contest this move with the claim that their machines are entirely apart from slots and do not infringe on the law. In the meanwhile the ops are of the hope that Police Chief Brown will reconsider the revocation request and permit their machines continued operation.
Blatt, Hankin, Lovelady Bros.
Form Florida AMI Distrib Firm

MIAIMI, FLA. — Morris Hankin and A. J. (Jack) Lovelady of H & L Distributors, Atlanta, Ga., joined with Wm. Blatt of Supreme Enterprises, this city, and J. A. (Jack) Lovelady also of this city to form a new distributing firm for AMI automatic phonos and accessories in this state.

The firm will be known as Supreme Distributors, Inc. Offices in this city will be at 3817 N. E. Second Avenue. The firm will also maintain offices at 49 Riverside Ave. in Jacksonville, Fla.

This new formation is being hailed here as one of the most outstanding ever to come together in this area. Both the Lovelady brothers are well known for their extensive operations. They were made known to all the industry during the war because of the large jobbing and distributing business they did from their headquarters in Ball Ground, Ga.

William Blatt is known to all the industry for many years for his work as a distributor, and during the war as a manufacturer, in Brooklyn, N. Y. From Brooklyn he came to this city taking over one of the largest phonograph operations here. He has since enlarged this operation. By joining this organization he gave use of the name which made him well known to all the industry. He was, at one time,

one of the largest exporters of machines to foreign countries and maintained a complete export department headed by experts.

Morris Hankin of Atlanta, Ga., is also just as well known to the industry. For many years his distributing and operating business in Atlanta was considered one of the most outstanding in the nation. During the war Morris turned to the arcade business and made just as great a success of that division. He has remained one of the most outstanding distributors in the entire south.

By Hankin entering into this new firm, coinmen here believe, he will lend much strength to the plans which these men have to distribute the new AMI "Model A" introduced to the trade in dual cross country premiers in New York and Los Angeles two weeks ago.

Plans are already under way by the firm to present the new AMI phonos in showings throughout this state. They plan large parties in this city and in Jacksonville.

All members of the firm will be present at the Chicago showing of the new AMI Model A on April 10 and 11.

New Releases
COIN MACHINE FILMS
FOR
Panoram or Solovue
100 BEAUTIFUL GIRLS
IN 18 DIFFERENT WHEELS
$36 PER WHEEL OF SIX SUBJECTS
SOUND OR SILENT

QUALITY PICTURES CO.
DISTRIBUTORS OF
HOLLYWOOD, CALIFORNIA

Watch for Grand Opening
GOLD COAST COIN MACH. EX.
LOS ANGELES, CALIF.
Distributor for
GOTTLIEB QUALITY PRODUCTS

SALE! RECONDITIONED CONSOLES & 1-BALLS

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keeney 4 Way 5/5/5/35c</td>
<td>$495.00</td>
</tr>
<tr>
<td>Jennings Reel, 6c</td>
<td>$95.00</td>
</tr>
<tr>
<td>Mili Jumbo Parade, 5c</td>
<td>$25.00</td>
</tr>
<tr>
<td>Bally Kentucky, 5c</td>
<td>$25.00</td>
</tr>
<tr>
<td>See, Wall-O-Matic Wireless Boxes (Rec.)</td>
<td>$28.50</td>
</tr>
<tr>
<td>See, Wall-O-Matic Swivel Bases (Rec.)</td>
<td>24.50</td>
</tr>
<tr>
<td>Volume Control Keys for Seeburg and Wurlitzer</td>
<td>3.00</td>
</tr>
<tr>
<td>Casters Heavy Duty Replacement, set of 4</td>
<td>1.60</td>
</tr>
</tbody>
</table>

Genuine Fibre Main Gears for Seeburg and Wurlitzer

Price Quantity, each
Paces Reels with Rails, 5c P.O. $295.00
Jennings Silver Moon, 5c P.O. 74.50
Bally Club Trophy, F.P. 219.50
Bally Long Shot, P.O. 185.50

QUALITY PRICES TO DISTRIBUTORS AND JOBBERS

QUANTITY PRICES TO DISTRIBUTORS AND JOBBERS
TERMS: 1/3 Deposit, Balance C.O.D. F.O.B. Los Angeles, Cal.
FACTORY GUARANTEED AGAINST DEFECTIVE WORKMANSHP AND MATERIAL

E. T. MAPE MUSIC CO.
(Manufacturing Division)
1701 W. PICO BLVD., LOS ANGELES 15, CAL.
(Phone: Drexel 2341)

E. T. MAPE
284 TURK ST., SAN FRANCISCO 2, CAL.
(Phone: Prospect 2700)

NOW DELIVERING
3 PROFIT PRODUCERS by BALLY
"VICTORY DERBY" "VICTORY SPECIAL"
"SURF QUEEN" "UNDERSEA RAIDER"

WATCH FOR OTHER NEW BALLY PROFIT-PRODUCERS

PAUL A. LAYMON
1503 W. PICO BLVD.
LOS ANGELES 15, CAL.
(WIRE—WRITE—PHONE)

DIRECT LINE DISTRIBUTORS
(TEL: DR 3200)
In Tribute To

JOHN HADDOCK, President

DeWITT EATON, Gen'l Sales Manager

... and all the Engineers, Executives, and Personnel of AMI for producing

"THE HIT PHONOGRAPH OF 1946"

AMI MODEL "A"

FACTORY DISTRIBUTORS STATE OF OHIO

E & W DISTRIBUTING CO.
1642 PAYNE AVE., CLEVELAND, OHIO

CENTRAL OHIO COIN MACHINE EXCHANGE
185 TOWN STREET COLUMBUS, OHIO

TOLEDO COIN MACHINE EXCHANGE
814 SUMMIT STREET TOLEDO, OHIO

T. & L. DISTRIBUTING COMPANY
1424 CENTRAL PARKWAY, CINCINNATI, OHIO
WASH. ASSN. CALL BIG MEET OF ALL D.C. COINMEN

Leaders to Speak. Will Meet at Hotel Hamilton Blue Room, Friday Eve., April 12. 70%-30% Commish and New Blood Issues.

WASHINGTON, D. C. — One of the largest ops meetings in the history of this city is being called in the Blue Room of the Hotel Hamilton, 14th and K Streets, N.W., for Friday evening April 12 at 7:30 P.M. by the Washington Coin Machine Association here.

From advance reports already received by the officers of the organization it is believed that this may well prove to be the biggest meet in their history.

Evan Griffith, president; Jack Robison, vice-president and Horace Beiderman, secretary-treasurer, report that many noted coin leaders have been invited to speak before the assemblage.

Among the speakers will be Homer E. Capehart, chairman of the board of Packard Manufacturing Corp., Indianapolis, Ind., and Bill Gersh of The Cash Box, New York City.

Members of this association, the music machine ops, amusement and arcade operators all feel that this organization should be greatly strengthened.

Main topic of the evening will be acceptance of the 70%-30% commission basis as urged by The Cash Box. Other topics which will be discussed will be the entrance of new blood into the field here and methods for gaining greater unification of all action taken by the coinmen in this area. Taxes are also expected to be taken up at this meeting and it is believed that the organization may back the plan for a "National Tax Council."

Such members as Ben Rodins of Marlin Equipment Company here reported, everyone of the coinmen here are of the opinion that the time has now arrived when we should more greatly unify the members of our association into one solid group. We have been rather lax for some time.

"This is mainly due to the war and also to the many individual problems which we have had. But, with things opening up through the industry, we feel that the time has arrived when we should consolidate everyone of these problems and have this organization functioning perfectly."

COMMERCIAL MUSIC STARTS OPS TRAINING SCHOOL PROGRAM

SAN ANTONIO, TEX. — Mac Bell, Wurlitzer service engineer, who was assigned to Commercial Music Company as of January 1, has the operators' training school section of Commercial's ambitious seven-point service plan well underway.

On the evenings of March 19, 20, 21 and 22 school was held at the firm's Houston branch offices.

This past week, March 26, 27 and 28 the training school program is being introduced to the music ops in this city.

The firm also state that the same program is scheduled for Dallas headquarters in the very near future.

Attendance at the schools has been very good, according to Bell. He covers all phases of the servicing necessary for Wurlitzers, according to reports, and Ops who come from the school have a much better understanding of the equipment they are operating.

The largest attendance was the "Remote Control Night!", Bell reports, when the new Wurlitzer No. 3020 wall box was discussed.

According to executives of Commercial Music Co. this is only the beginning of the program which they have arranged for the music machine ops throughout their territory. They also intend to have other surprises in the very near future.

FOR SALE

200 BLUE AND GOLD
Refinished and Reconditioned
MILLS VEST POCKETS
IN PERFECT CONDITION
EACH $45.00

BEAR SALES
1351 W. Washington Blvd.
Los Angeles 7, Calif.

COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE $3.50 TO $38.50 Per Reel

NOTE: All of our films for use in Panorams and Solo-Vues are specially treated and preprinted to assure smooth running and maximum results.

DISTRIBUTIONS FOR PHONOFILM PRODUCTIONS AND QUALITY PICTURES

PHONOFILM
331 North Knoll Drive
Hollywood 28, Calif.
In Tribute To

JOHN HADDOCK, President
DeWITT EATON, Gen'l Sales Manager
... and all the Engineers, Executives, and Personnel of AMI for producing

"THE HIT PHONOGRAPH OF 1946"

AMI MODEL "A"

DAVID ROSEN

855 N. BROAD STREET
PHILADELPHIA 23, PENNA.
AMI DISTRIBS IN SURPRISE TRIBUTE

CHICAGO — After the dual initial premiere showings of the new AMI automatic phonograph “Model A”, all distribs of Automatic Instrument Company, the manufacturers of AMI machines, this city, came together in a surprise tribute to the executives, engineers and personnel of the organization.

These distribs honored John Haddock, president of AMI and DeWitt (Doc) Eaton, general sales manager especially for the fine work which they had done presenting their new phono at the time they did.

AMI distribs who joined in this tribute were: Runyon Sales Company of New York and Newark, N. J.; Pioneer Distributing Co. of Raleigh, N. C.; Louisiana Coin Machine Serv-

ice of New Orleans, La.; Murphy Distributing Co. of St. Louis, Mo.; M. S. Wolf Distributing Co. of Los Angeles, San Francisco, Portland, Seattle and San Diego; H. & L. Distributing Co. of Atlanta, Ga. and Miami and Jacksonville, Fla.; E. & W. Distributing Co. of Cleveland, O., Columbus, Toledo and Cincinnati; Marsion Distributing Co., Detroit, Mich.; David Rosen of Philadelphia, Pa.; Southwest Amusement Co. of Dallas, Tex. and American Coin-A-Matic Machine Co. of Pittsburgh, Pa.

What was most remarkable about this tribute from all the AMI distribs was the fact that many of them hadn’t as yet shown the new “Model A” phono.

As one distrib stated, “We believed, in view of the reports we had already received from the New York and Los Angeles premières, that this was the time to offer tribute to both John Haddock, DeWitt Eaton, all the other executives, engineers and the entire personnel of the Automatic Instrument Company for producing what we most sincerely and wholeheartedly believe is the ‘No. 1 hit phonograph of 1946’.”

All these distribs are planning to publicly offer tribute to all the firm’s executives at the Chicago showing of the “Model A” phono on April 10 and 11 at the Hotel Continental.

“At that time”, one distrib reported, “we are all going to get together and tell John Haddock, Doc Eaton and the other members of AMI who will be present just how much we appreciate the grand job they did for us by giving us the ‘Model A’ to sell this year.

“We feel that this is the time for all of us distributors to work closely with our factories and that only by such close relationship will we all profit.”

NEW! H. C. EVANS & COMPANY CONSOLES AND ARCADE MACHINES
NEW! PACKARD WALL BOXES AND SPEAKERS 4 DIFFERENT TYPES — NEW PACKARD PLA-MOR PHONOGRAPH SOON!

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In Tribute To

JOHN HADDOCK, President

DeWITT EATON, Gen'l Sales Manager

... and all the Engineers, Executives, and Personnel of AMI for producing

"THE HIT PHONOGRAPHT OF 1946"

AMI MODEL "A"

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TYPE SLOTS

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(PHONE: PROSPECT 4131)

STARTS TEST CASE TO LEGALIZE
ARCADE EQUIP’T IN CALIF. COUNTY

WEINSTEIN SHOWS NEW AIREON

LAGUNA BEACH, CALIF. — Dick Sharpe, well known coinman here, has started a test case in superior court to determine whether non-gambling (arcade type) equipment can be operated legally in Orange County.

The action was filed against Police Chief Paul H. Johnson of this resort city.

Sharpe contends that Chief Johnson threatened him with arrest if the machines were installed in Laguna Beach business places.

He asks the court to restrain Johnson from enforcing an ordinance listing the machines as public nuisances.

(A Laguna Beach ordinance adopted in May, 1940 and amended in December, 1942, bans the machines by describing them as nuisances.)

Sharpe is asking the court to declare this ordinance null and void.

He explains that his machines are of the non-gambling type. They are all arcade type games. Featured in this test case is a football game.

Ops throughout the southern California area are watching this test case very closely in view of the fact that this famed resort city is one of the most profitable at this time of the year and through the entire summer season. The crowds here have always liked playing machines and loss of locations here would result in eliminating one of the best territories in this area.

Most coinmen are of the opinion that Sharpe will win his case in view of the fact that it is based on arcade type machines.

SAMANTONIO, TEX. — “Don Poli-tico” in the San Antonio Light, leading newspaper, this city, reports that, “slot machines, a smaller sized model of the old one-armed bandits, are popping into the open around town.”

This column is reported to have attracted some attention with this statement. As yet, tho, there has been no interference with the machines.

Counter Games Working

SAMANTONIO, TEX. — “Don Poli-tico” in the San Antonio Light, leading newspaper, this city, reports that, “slot machines, a smaller sized model of the old one-armed bandits, are popping into the open around town.”

This column is reported to have attracted some attention with this statement. As yet, tho, there has been no interference with the machines.

Sam Weinstein of Atlas Distributing Co., Philadelphia, Pa. showing the new Aireon Electronic Phonograph to two of his guests, Mr. and Mrs. Arthur Salus. Weinstein reported that coinmen and their wives have been visiting the firm’s showrooms since the initial showing in ever increasing numbers. He believes that this sets a new record for attendance.
In Tribute To

JOHN HADDOCK, President
DeWITT EATON, Gen'l Sales Manager

... and all the Engineers, Executives, and Personnel of AMI for producing

"THE HIT PHONOGRAPH OF 1946"

AMI MODEL "A"

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WESTERN PENNA., W. VA. and VA.

AMERICAN COIN-A-MATIC MACHINE CO.
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PITTSBURGH 19, PA.
HANOVER, N. J. — This community has just reported a new ordinance which hikers the license fee on pinball games to $75 annually.

There are no free play games allowed. Nor are there games allowed which award cash or any other refundable commodity.

There has also been a limit of five machines to any one location set by this new ordinance. This means that there will not be any arcades in this city.

In addition the ordinance reports that all licensed machines must be more than 200 feet from schools, public playgrounds or churches. No person under 16 years of age must be allowed to play any game.

A fine of $200 and/or 90 days in jail will be imposed on anyone not obeying all the edicts of this new ordinance.

USE FALSE LODGE CARDS TO ROB SLOT

BENTON HARBOR, MICH. — The only charge this community could put against three men who entered into the Elks temple here and attempted to rob a slot machine was that of unlawfully displaying lodge insignia.

The three men, LeRoy Ramer, M. S. Garnett and Robert A. Rohringer are from Lima, O. By displaying false lodge insignia they entered the Elks temple here and tried to drill a hole in a slot and trip the reels into hitting the jackpot.

The men were placed in the county jail by Municipal Court Judge Webster on $50 bail each.

Police here report that the trio admit using false lodge cards in other cities and tripping slot machines through the middle west.

Coinmen who recognized the work of the trio are elated over their arrest and hope that it will be a long time before they will again be given the opportunity of robbing machines.

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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 machine users for a long period of time.

5c - 10c - 25c - 50c PLAY

Place Your Order Today to Insure Preferred Delivery.

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

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STERLING "POPS" UP WITH RUBY NEWMAN AND HIS ORCHESTRA

STERLING No. 7003 — APRIL RELEASES — STERLING No. 7004
"I'M A BIG GIRL NOW" Vocal by Vera Holly
"DON'T BE A BABY, BABY" Vocal by Michael Revell
STERLING No. 7002 —"WHERE DID YOU LEARN TO LOVE" and "ALL THRU THE DAY" Vocal by Louise Tobin

Frank Murphy is planning to bring a large party of music operators with him to the AMI open house showing at the Hotel Continental on April 10 and 11 in Chicago.

He has already written to everyone of the leading coinmen in his territory he reports, and states, "Those men who haven't received a personal invitation from our firm should contact us immediately. We want them to be with us in Chicago on April 10 and 11 for a good, old time convention, and we also want them to see the new AMI 'Model A' phonograph which has caused such a stir throughout the nation."

Murphy also reports, "Music machine men in this territory are anxious to see the new AMI. Everyone here needs equipment and since AMI's factory is now swinging into good production we shall be more than happy to fulfill all requests for machines."

WANT TO BUY!
SUPER BELLS, COMB. SILVER MOONS, F.P. 
SUPER BELLS TWIN, F.P. "41 DERBY 
5/25 COMB. PIMLICO Hi HANDS CLUB TROPHY 
THREE BELLS LONGACRES JUMBO PARADES, F.P. THOROGRADS

Write — Wire — Phone Today! Advice Condition, Quantity & Best Price!
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DeWITT EATON, Gen’l Sales Manager

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AMI MODEL "A"

DISTRIBUTORS FOR THE STATE OF LOUISIANA

LOUISIANA

COIN MACHINE SERVICE

931 POYDRAS STREET

NEW ORLEANS, LA.
MONTREAL, QUE., CANADA — With the announcement of the incorporation of an entirely new firm also came the announcement that this firm, Trans-Canada Distributors, Ltd., would handle distribution for the "Challenger ‘47" phonograph of Challenge Industries, throughout the entire Dominion of Canada.

The new firm is a combination of three noted Canadian coinmen. President of the firm is J. M. Schwartz, who is also president and owner of Quebec Coin Machine Exchange Reg’d, Montreal, established for the past 15 years in the coin machine business. The firm has a very large following throughout the Dominion and are well acquainted with all the Canadian operators.

Associated with Schwartz is Mardy Morosnick, president and owner of the Winnipeg Coin Machine Exchange, Winnipeg, Manitoba, whose firm is also well known to all coinmen in midwestern Canada. Morrisnick will handle the distribution of the Challenger phonon in this section.

J. H. Myers of the Automatic Music Service, Vancouver, British Columbia, will take care of distributing the Challenger phonon in Western Canada. Myers is well known to all coinmen in this area and his firm has long served the men in the western part of the Dominion.

The three men are very enthused over their choice as distributors for the entire Dominion of Canada by Challenge Industries and report that they are planning an intensive campaign to acquaint all the Canadian music machine operators with the new "Challenger ‘47".

Schwartz stated, "We believe that we have something of tremendously outstanding value to every one of the music machine operators in Canada, Mardy Morosnick, J. H. Myers and myself plan to get out on the road and tell the trade in person all about the new Challenger. We also hope to hold elaborate showings of the new phonon in our various offices very soon."

"Smiley" is coming!

Watch for April 22nd issue of 'The Cash Box' for our beautiful colored announcement.

BATSHERS BARGAINS
"OFTEN A FEW DOLLARS LESS — Seldom a Penny More"

MILWAUKEE
See CARL HAPPEL

LOS ANGELES
See BILL HAPPEL

KEENEY RECONDITIONED SUPER BELLS

<table>
<thead>
<tr>
<th>Exclusive</th>
<th>Super, F. P., P.O.</th>
<th>$225.00</th>
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<tr>
<td>Keenev Twin, 5c, F. P., P.O.</td>
<td>$275.00</td>
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<tr>
<td>Keenev 4-Way, 5c-5c-25c, F. P.</td>
<td>$475.00</td>
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<td>Keenev 4-Way, 5c-5c-25c, P.O.</td>
<td>$500.00</td>
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CONSOLs

| Mills Three Bells, 5c-10c-25c | $850.00 |
| Mills Four Bells, Later Head, 5c-5c-25c | $750.00 |
| Mills Four Bells, Later Head, 5c-5c-25c | $495.00 |
| Mills Four Bells, Orig. Head, 5c-5c-25c | $395.00 |
| Evans Dominoes, Late Two Tone, D.D. | $295.00 |
| Evans Lucky Lucre, 3-5c-2-25c | $295.00 |
| Evans Lucky Lucre, 5c-5c | $195.00 |
| Evans Lucky Lucre, 10c | $125.00 |
| Bally Hi Hands, F. P., P.O. | $195.00 |
| Bally Roll ‘Em, P. O. | $125.00 |
| Bally Club Bells, F. P. | $245.00 |

RECONDITIONED PHONOGRAPH, WALL BOXES AND SPEAKERS

| Rock-Ola Commando | $595.00 |
| Rock-Ola Premiere | $575.00 |
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| Rock-Ola Master, Rock-O-Lite | $475.00 |
| Rock-Ola Spectra-Ray | $450.00 |
| Rock-Ola Spectra-Ray, 5c | $125.00 |
| Rock-Ola DeLux, Rock-O-Lite | $450.00 |
| Rock-Ola Standard, Rock-O-Lite, 5c | $225.00 |
| Rock-Ola Empire, Rock-O-Lite, 35c | $395.00 |
| Mills Reine, Rock-O-Lite | $350.00 |

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1 — 5c Mint Vendor 1/2 ft. 15.00

5 — 5c Blue Front 1/2 ft. 2.25

10 — 5c Blue Front CH 1/3 ft. 14.50

11 — 5c Brown Front 1/3 ft. Cherry Bell 15.00

1 — 5c Brown Front 1/2 ft. Cherry Bell 2.00

1 — 5c Brown Front CH Gold Bell 15.00

5 — 5c Blue Front Red Gold CH 1/3 ft. 14.50

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5 — 6 ft. Nickel Covered Ribbon per ft. 1.00

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11 — 15 ft. Nickel Covered Ribbon per ft. 1.50

5 — 30 ft. Nickel Covered Ribbon per ft. 1.00

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1 — 100 ft. Nickel Covered Ribbon per ft. 1.75

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PHILADELPHIA, PA. — The Phila-

delphia Record published a letter re-

derived from the Daughin County Dvrs

relative to the fact that, "the booze

business in Pennsylvania is now an

open scandal. Slot machines are

whirring in nearly every one man

club in the state."

The drys go on to tear down the

entire administration of liquor and

machines in the state. It seems that

the one way to eliminate all this is

to again vote the state dry.
In Tribute To

JOHN HADDOCK, President
DeWITT EATON, Gen'l Sales Manager
... and all the Engineers, Executives, and
Personnel of AMI for producing

"THE HIT PHONOGRAPH OF 1946"

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CLEERE CRACKS AT COIN-BEER TIE-UPS

Addresses Letter to Ops, Beer Wholesalers and Retailers. Warns on Music and Game Rights in Places Selling Beer in Fort Worth Area Quoting Texas Liquor Control Board

FORT WORTH, TEX.—Clarence A. Cleere, noted coinman of this city, has just composed a long letter which he sent to all operators, beer wholesalers and retailers in this area regarding music and game rights under the Texas Liquor Control Board which brings one method of answering this very irritating problem with which many coinmen will be confronted as the beer shortage becomes national in scope. Cleere's letter follows:

"The purpose of this letter is to discuss, as an operator of coin operated music and game machines, a problem which has arisen recently which affects the welfare of coin machine operators, wholesale beer distributors, and all retailers selling beer. The problem is this:

"It has been rumored, and is known to me and many of you gentlemen as a fact, that an operator of coin machine has been offering retailers a fraction of a stipulated quota of beer in return for the right to place his coin machines in the retailers place of business. It is, of course, understood by all of us that no coin machine operator would be granted a wholesale beer permit by the Texas Liquor Control Board, so any attempts to furnish beer, given by coin machine operator, must only be based upon a very close alliance or relationship between the coin machine operator and the wholesale distributor of beer. Such a condition, as many of you gentlemen know, exists in Fort Worth, and has produced the problem which now confronts us.

"There is a shortage of beer which, as summer approaches, will undoubtedly become more acute, so it is obvious that the inducement of obtaining more beer will have great weight with the retailer in placing his coin machine rights, and cause him to withdraw those rights from operators who may have served him for many years in a satisfactory manner and give such rights to the person who will help him out during this beer shortage.

"As a coin machine operator who, like most of us in that business, has nothing to offer to his locations except the quality of his equipment and service, I have nothing with which to combat this competition. I do not, and I think most of you gentlemen will agree, that coin machine operator is not so wish to go into the beer business, either directly or indirectly.

"My request to the coin machine operators is that they do not try to meet this competition, but depend upon the law and the regulations of the Texas Liquor Control Board to give us relief.

"To every wholesaler of beer I earnestly make this request: That you do nothing to violate either the spirit or the letter of the law governing your operations. Such practices as described above can only react unfavorably, in the long run, to everyone's behalf. It faces the whole coin machine and coin machine business, and could result in a war of competition which would tempi coin machine operations, in order to say in business, so vitally affects the local retailer's ability to earn a profit on his own terms. The result of such a course, as you know, would ultimately prejudice, and perhaps result in a popular demand to do away with the legal sale of beer and liquor.

"To the beer retailer I want especially to say that I, and every coin machine operator, am aware of the problem you face in the coming summer with regard to the shortage of beer and we can fully understand that assurances of getting enough beer during this shortage must appeal to you from a business standpoint. I can only tell you earnestly that I believe that this particular means of getting temporary relief from the shortage must inevitably result in a sort of competition that will put such a blot on the beer business that, as stated above, might result in, not a beer shortage, but no beer at all because of a widespread popular demand to vote beer out because it is too closely allied to coin machine operations. I should like to make it clear to you that any effort I put forth to stop the practices described above are prompted, not from any desire to increase your burden, but from the sincere belief that you, too, will benefit in the long run if we all will comply with the laws and regulations fixed for the operation of our respective businesses.

"I therefore suggest to you that you be very wary of anyone who offers you any inducement, or offers you scarce merchandise out of which you can make a profit, or offers you opportunity of financial gain in any kind, in order to obtain the right to operate coin machines in your establishment. For your information I am forwarding below several paragraphs from Directive BF No. 32 from the Texas Liquor Control Board, dated November 9, 1939, addressed to holders of beer liquor licenses, signed by Bert Ford, Administrator:

Complain. If increasing numbers have for some time been filed with the Board concerning the relationship between the owners and agents of machines operated with coins on the one hand, and persons holding licenses to sell beer and wine on the other hand, the Board is subject to the obvious that these operations will increase, and may be accused of being subsidized "* *" by owners of these machines. This is particularly true, according to the facts and circumstances, that the Board, of music and game machines.

"I call your attention to the fact that the liquor law both in letter and in spirit requires an applicant for a license to disclose the true owners are certain hands. The Board requires the license, so long as he holds a license, to assume and exercise full control and responsibility for the operation of the business. Obviously, the license cannot discharge his responsibility under the law if he is subsidized by the owners of coin machines.

The owners of these coin machines, according to evidence before us, accomplish their purpose in two principal ways. Either they finance the original launching of the business for the purpose of locating their machines, or they buy out the small and medium size placing machines already located on the premises, and make larger contributions from such machines to the owner of the business.

Either method of operation by coin machine owners has the same effect upon the licensee. In both instances, the licensee is under obligation to operate his business in a manner to enhance the financial gain to owners of the coin machines.

"In order that this subversive influence may be stopped, I am directing the Enforcement Division of the Texas Liquor Control Board to report to this office any evidence of financing, subsidizing and purchasing of the coin machine rights, because such practices are manifestly contrary to the public interest."

"A copy of this letter is going to Bert Ford, Administrator, Texas Liquor Control Board, Austin, Texas, and also to the local office of the Texas Liquor Control Board.

"I should like to ask the cooperation of all of you in conducting our business according to the laws and regulations under which we must operate, and I shall welcome communication and suggestions from any of you along this line. Call me at 2-1993 or come to 1112 East Lancaster."
In Tribute To

JOHN HADDOCK, President

DeWITT EATON, Gen'l Sales Manager

... and all the Engineers, Executives, and Personnel of AMI for producing

"THE HIT PHONOGRAPH OF 1946"

AMI MODEL ""A"

EXCLUSIVE DISTRIBUTORS FOR THE STATE OF MICHIGAN

MARSTON DISTRIBUTING CO.

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DETROIT 26, MICHIGAN
ATTENTION — CANADIAN OPERATORS!!

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TRANS-CANADA DISTRIBUTORS, Ltd.
MAIN OFFICE: 1247 GUY STREET MONTREAL 25, QUE., CANADA
Branch Office: 227 Donald Street, Winnipeg, Manitoba • 1063 Granville Street, Vancouver, B. C.

FATHER & SON TEAM MEET CHI MFRS
CHICAGO — Harry Jacobs, Jr., of United Coin Machine Co., Milwaukee, Wis., who met his dad and partner, Harry Jacobs, Sr., in this city this past week on his return from Florida, took this opportunity to introduce him to many of the outstanding manufacturers here.

It is reported that Harry Jacobs, Sr. was very much impressed with the large factories he visited and also with the equipment he saw for the first time. This is his first introduction to the coin machine business, having been superintendent of the Milwaukee division of Prudential Insurance Co. for the past 17 years.

HARRY JACOBS, JR.
HARRY JACOBS, SR.
The Automatic Instrument Company cordially invites All Operators, Distributors and Manufacturers to attend the Premiere Showing of the New A·M·I PHONOGRAPh

April 10th and 11th, 1946
10 a.m. to 10 p.m.
in the Tropical Room
Hotel Continental
505 North Michigan Avenue
Chicago, Illinois

Buffet and Refreshments
Special Program Featuring Celebrities and Surprises

"Everybody Together!"
Dave Gottlieb Reelected President. New Directors Chosen.

CMI PICKS FEB 3-6, '47 FOR CONVENT’N

CHICAGO — Most important news to emanate from the meeting of the CMI (Coin Machine Industries, Inc.) this past Tuesday, April 2, 1946, at their headquarters, 134 North LaSalle Street, this city, was the fact that James A. Gilmore, secretary of CMI had been authorized to contract with the Hotel Sherman, this city, for the annual convention to be held on February 3 to 6 inclusive, 1947.

It will as yet take some time to complete floor plans and exhibit arrangements. As in the past CMI will offer first chances at exhibit space to their own members, then to the non-members of the industry and last to any prospective exhibitors for whatever space may be left.

Also at this meeting, CMI elected officers for the next year’s term. David Gottlieb of D. Gottlieb & Co., Chicago, was re-elected president. R. W. (Dick) Hood of H. C. Evans & Co., Chicago was elected vice-president. John Crest of Exhibit Supply Co., Chicago, was elected treasurer and James A. Gilmore was re-elected secretary.

A new Board of Directors was also elected. For a one year term the following were elected to the board: F. H. Parsons of Buckley Manufacturing Co., Chicago; Wm. B. Rabkin of International Mutoscope Corp., New York and Lewis Ginsburg of Genco Manufacturing Co., Chicago.

For a two year term, the following were elected to the board: Walter Tratsch of A.B.T. Manufacturing Co., Chicago; R. W. Hood of H. C. Evans & Co., Chicago and John Crest of Exhibit Supply Co., Chicago.

For a three year term, the following were elected to the board: De Witt Eaton of Automatic Instrument Co., Chicago; David Gottlieb of D. Gottlieb & Co., Chicago and James A. Gilmore, who was also later again re-elected secretary of CMI.

Most interesting, tho, to the entire industry was the announcement of the dates chosen for the annual convention to be held at the Hotel Sherman in Chicago. This will be the first convention in six years held by the industry.

Many were in the hopes that the convention might come off this fall, but the choice of CMI’s board of directors and officers is considered a wise one in view of the fact that the conventions were always held in the month of February and also because of the further fact that by February, ’47, the manufacturers will be ready to present new equipment.

The Board of Directors were much elated to hear the report of the secretary regarding the fine cooperation received on associate memberships and the many $25 checks which had come into the organization for the public relations program.

It is also reported that the members will, within a few weeks, announce their own intentions as to financial donations to the public relations program.

It is hoped that these financial donations will be of such size that added to the associate memberships already received that CMI will be able to enter into its plans for its public relations program and make such announcement to the trade.
PRE-WAR PRICES

PRECISION PARTS FOR BLUE FRONTS, BROWN FRONTS, GOLD CHROMES

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
Lower Lever Guide ................................................................................................................................. 1.00
Shim for Lower Lever Guide ................................................................................................................ 1.25
Payout Tube, Complete with Hopper (10c or 25c) .............................................................................. 3.50
Escalator (Specify 10c or 25c) in Exchange for Old Escalator and ...................................................... 12.00
Clock Gear (Large — Complete with Dogs and Springs) ................................................................. 2.00
Clock Gear (Intermediate — Complete with Pinion) ........................................................................... 1.50
Clock Rebuilt, Your Old Clock and ....................................................................................................... 5.00

NEW ALUMINUM BROWN FRONT CASTINGS

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

NEW ALUMINUM GOLD CHROME CASTINGS

Beautiful Glitter Gold Enamel Finish with Gleaming Chrome Ornaments.

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

Club Handle, Beautifully Designed & Plated (Specify Brown, Gold Chrome or Blue) ...................... $3.50
Standard Handle, Stamping .................................................................................................................. 1.50
Plate Insert for Reserve Jackpot Opening ........................................................................................... 1.00
Cherry Jewel for Brown Front or Cherry Bell ..................................................................................... 3.00
Etched Metal Reward Plate (Specify 2/5, 3/5, Brown Front or Blue Front) .................................... 1.50
Etched Metal Reward Plate (Specify 2/5 or 3/5 for Gold Chrome) ................................................... 4.00
Reel Strips, Per Set ............................................................................................................................... .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) ................................................................. 3.75
Coin Denominators and Intake Casting (New Style) 5c-10c-25c for Gold Chrome ........................ 1.50
Knee Action Stop Lovers, Per Set ......................................................................................................... 3.00
Star Wheels for Reels (20 Stop) ........................................................................................................... 1.75
Reel Discs, Each $2.00, Set of 3 (Standard 3/5, Club or 2/5 Single Cherry P.O.) ............................. 6.00
Pin 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 .............................................................................................................. PRE-WAR PRICES
BUCKLEY MUSIC SYSTEM PARTS ....................................................................................................... PRE-WAR PRICES

National Slug Rejectors:

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

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

BUCKLEY TRADING POST
4223 WEST LAKE STREET Chicago 24, ILLINOIS
(ALL PHONES: VAN BUREN 6636-6637-6638-6533)
DAVAL READIES A SURPRISE GAME

A. S. DOUGLIS

CHICAGO—Al. S. Douglas, president of the Daval Products Corp., 1513 Fremont St., this city, reports that his firm is readying a real surprise game for the trade.

According to Douglas, "You can tell the trade that once again we, here at Daval, are going to give them the kind of a game for which we have become justly famous.

"They can rest assured that this machine will be one of the fastest money getters they have ever used. What’s more, they can also be sure that it will be mechanically perfect in every detail and that it will be sturdy in construction with the usual Daval features that will make it one of the most attractive ever produced."

Douglas reports that production has been slowed up by the fact that machinery which the firm had ordered have been coming in every spasmodically. They do hope that very soon all the new machines which were ordered sometime ago will be installed in their new plant and that they will be turning out machines at the old rate.

"In addition to this surprise game," Douglas also said, "we are preparing a program which will meet with the approval of everyone of the distributors we will appoint. We are going all out to show the trade how to best profit from the equipment which we will introduce to the field. Many games are now under way in our experimental department and these, too, will soon be on the production line as machinery comes into our new plant here."

Former engineers and employees of the firm are now back at work. Many immediately called on Douglas when they returned from the armed forces.

"We have our old crew back," Douglas said, "and that means we have the manpower to make the same perfect equipment as we always did in the past."

CORRECTION!

In our advertisement of April 1st, on Page 37, the price of Mutoscope Voice-O-Graph was listed at $153.00. This was in error.
THE CORRECT PRICE IS $1153.00

Mills Sales Co., Ltd.
1640 - 18th Street
Oakland, Calif.
1325 S. W. Washington
Portland, Ore.
"There is No Substitute for Quality"...

STAGE DOOR CANTEEN

PROVES IT WITH PROFITS!

ORDER FROM YOUR DISTRIBUTOR NOW

D. GOTTLIEB & CO.

"First with the Finest"

1140 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

OHIO MUSIC CONVENTION MAY 1

States' Music Ops to Meet at Carter Hotel, Cleveland
Report It Will Be Biggest Meet in States' History

Leo J. Dixon

CLEVELAND, O. — Leo J. Dixon of Triangle Distributing Co., this city, president of the Ohio State Phono-graph Merchants Association, reported this past week that the organization were planning to hold their annual convention in this city at the Carter Hotel on May 1. "This will be the biggest meeting in the history of the state association, according to all the advance reports we have already received", Dixon stated.

All officers of the organization and the board of directors are already at work contacting various coinmen throughout the state inviting them to attend what they believe will overshadow any association affair ever yet run in the country.

In addition to Leo Dixon as President, Harry Lief is Secretary-Treasurer, Jack Cohen is Vice-President and Sanford Levine is Assistant Secretary of this organization.

The Board of Directors is composed of: James Ross, Cleveland, Robert Finn, Cleveland, Gary Weber, Cleveland, Harold Copeland, Youngstown and Robert Edwards of Youngstown.

Jack Cohen, who is also president of the Cleveland phono ops association, is Chairman of the Banquet Committee and is working like a beaver, according to reports, to make this banquet the most outstanding in this city's history.

He is reported to have already arranged with a large number of recording stars to be present to entertain the crowd this evening.

Gary Weber of this city is Co-Chairman of the Banquet and is also in charge of the annual yearbook of the organization.

Weber is also busy with his E. & W. Distributing Co., AMI distribs, at this time, but reports that he plans to give most of his time to helping make this convention one of the greatest ever run by the state association.

Officers of the organization request that all music ops who want to be present at this convention contact them immediately. Those desiring tickets for the banquet should place their reservations now, they state.

They are also asking that everyone of the music associations in the country who want to send delegates to this meet contact them quickly so that all arrangements can be made to get rooms for those who will attend and give them preferred position in the meet rooms.
ED BROWN TELLS
WHY ELECTRIC
CIG VENDORS ARE
OPS' BEST BET

ED. BROWN

DALLAS, TEX. — Ed Brown, well known cig machine op and distrib for National Vendors of St. Louis, gives his opinion in the following letter regarding electric cigaret vendors against the present manually operated type.

"I am receiving many inquiries about the present status of the vending machine industry as a whole, and in regard to National in particular. It seems that the best way to answer everyone is to get out this letter, which is only one man's opinion of what is happening.

"In January I made the rounds to Chicago and St. Louis and learned that reconversion was badly, marled up and that new machines of anybody's make would really be scarce for a long time. Shipments will probably be by one and two machines at a time and changes between operators due to competitive condition will be quite gradual.

"National thinks that the real competition will be between the electric vendor and the manually operated vendor. In view of this and also in view of material shortages, strikes, etc. National will not bring out any more manually operated machines. In the future, all our models will be electrically operated—both upright models and console models.

"In February I attended the Tobacco Distributors Convention in New Orleans, where several manual cigaret machines were on display. Even though orders were being taken, it was admitted that delivery dates are absolutely open and that it may be fall before machines arrive in any quantity. It is rumored that everyone has an electric model to put on the market as soon as conditions warrant and it seems that as many manuals as possible will be sold before going on to the inevitable cigarette machine of the future, which will, as EVERYONE agrees in private, be all-electric.

"It must be realized that the present manually operated cigarette vendors are selling approximately 20% of all the cigarettes smoked. The immediate problem of the operator is to expand his route into 50% of all the cigarettes smoked. This can be done only with vendors designed to handle this vastly increased volume—all electric."
“THE CASH BOX”

IS READ BY COIN MACHINE MEN ONLY NO LOCATION OR NEWSSTAND CIRCULATION

EVEN BACK IN 1912 SLOTS WERE SLOTS
STAMFORD, CONN. — An old coin-man resident of this city sends in a very interesting clipping from the Stamford Advocate, local newspaper, of March 18, 1912, wherein headlines report that Police Chief Brennan's next move will be to "clean up those slot machines in the saloons and other places in Stamford which are used for gambling purposes."

It appears that even in the days of "bulldog" toed shoes, pegged bottom pants, derby hats with cords and all the other appurtenances of the 1912 era, the police were always sure of getting themselves a headline or two when they referred to "slot machine drives".

Accordingly, and for 34 years now, the cops have been using the same technique.

It was left to former Mayor Fiorello H. LaGuardia of New York City to develop this to a high spot in his career — by becoming Mayor — after starting on slots.

(It should be interesting to the trade to hear from some of the old timers of the early 1900's as to what they had to go thru to get their slots going and how they kept them going with the police technique apparently very finely developed even at that time.)

GIVE TO THE CANCER FUND AND RED CROSS DRIVE IN YOUR CITY!!

SEE YOU IN CHICAGO APRIL 10th & 11th AT THE PREMIER SHOWING OF THE NEW AMI PHONOGRAPH

DAVID ROSEN
855 NORTH BROAD STREET PHILADELPHIA 23, PA.

www.americanradiohistory.com
LEGAL, TAXED SLOTS ON BENNETT'S STATE SENATE PLATFOR

PORT ARTHUR, TEX. — Legalized slots and punch-boards, but taxed to pay for homesteads, are on the election platform of W. W. Bennett, candidate for the State Senate from this district.

In a recent statement in which he outlined his platform, Bennett declared he is “opposed to gambling. But if it is to continue,” he added, “why not tax slot machines and punch-boards and use the money to reduce taxes on homesteads?”

Bennett, described as a businessman, educator and statesman, is a veteran political figure in this area. His statements on slots are believed to stem from his announced intention to “enforce the law or repeal it,” and his desire to eliminate all taxes on homesteads up to $3000 in value.

Tubular COIN WRAPPERS

* 1 Case ...............65c per M
  3 Cases ...............60c per M
  6 Cases .............55c per M

Less Than Case Lots. Assorted Denominations. 70c per M.

50c PENNIES ........19 M to CASE
$2.00 NICKELS ........17 M to CASE
$5.00 DIMES ...........20 M to CASE
$10.00 QUARTERS ....15 M to CASE
$10.00 HALVES .........15 M to CASE
F.O.B. Chicago

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

1/2 Deposit with Order. Bal. COD. All Orders Shipped Express Unless Otherwise Specified.

CHARLES (JIMMY) JOHNSON
GLOBE DISTRIBUTING CO.
1623 N. California Ave., Chicago 47
(Phone: ARMITAGE 0760)

WANT THE BEST? SEE MERCURY!

2 NEW MERCURY CONVERSIONS
RAY GUNS
THEY'RE TERRIFIC — SENSATIONAL

SHOOT THE BARTENDER
CONVERTED FROM CHICKEN SAM
Entire Mechanism rebuilt from A-Z by mechanics that have spent years in the business. They not only LOOK but operate like new machines. Cabinets completely refinished and repainted.

ONE PRICE FOR EITHER MACHINE
$155.00 F.O.B. CHICAGO
Send 1/3 Deposit

MAID 'N' MONSTER
CONVERTED FROM SHOOT THE CHUTES

Entire Mechanism rebuilt from A-Z by mechanics that have spent years in the business. They not only LOOK but operate like new machines. Cabinets completely refinished and repainted.

SCENIC CONVERSIONS — SAME MACHINES
Install them yourself in 20 minutes. Hand painted — colorful — greater player appeal.

New Low Price $15.00 Each

We don’t want THOUSANDS of games — but we’ll pay TOP DOLLAR

For equipment you care to sell
State KIND-QUANTITY CONDITION and PRICE in your first letter.

AMMCO Distributors
2513 MILWAUKEE AVE. — CHICAGO 47, ILL.
PHONE: CAPITOL 1111

Economy Supplies the Nation!

ECONOMY SUPPLY COMPANY
is happy to announce the opening of its new

BALTIMORE OFFICE

Wednesday, April 10th
at
2015 MARYLAND AVE., BALTIMORE 18, MD.

Carrying a Complete Line of

PARTS - SUPPLIES - TUBES - BULBS for COIN OPERATED MACHINES

EXCLUSIVE DISTRIBUTORS IN MD., WASH., D.C. & VA.

APOLLO, NATIONAL & BEL-TONE RECORDS

Sid Merenstein

"ECONOMIZE with ECONOMY"

WANT 500 GAMES

CAN USE 500 FREE PLAY GAMES
(Games 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 — BOLOWAY

Send Your List Stating Quantity,
Price and Condition.

MID-STATE CO.
2650 W. ROOSEVELT RD. — CHICAGO 12, ILL.
TELEPHONE: SACRAMENTO 2411
THE HOUSE OF SENSATIONAL HITS
NOW PRESENTS

EXCLUSIVE

No. 215

{I WANT TO LOVE AND BE LOVED
{CHANGES

"Will Set the Pace for Juke Boxes"

JUDY CARROLL
BASIN STREET BOYS
EDDIE BEAL TRIO

MODERN

No. 133

{SOCIETY BOOGIE
{WHAT DO YOU KNOW ABOUT LOVE

"Hadda at Her Best"

HADDA BROOKS
JOHNNY MOORE'S THREE BLAZERS

G & G

No. 1021

{I DON'T STAND A GHOST OF A CHANCE
{PARADISE LOST

"Climbing Fast on the Way to the Top"

ERNE ALANDS
WILBERT BARANCO TRIO

ORDER FROM YOUR NEAREST DISTRIBUTOR

A Newcomer To Our Family Of Distributors
LYON DISTRIBUTING CO., 726 S. 4th Street, Louisville, Ky.
Covers State of Kentucky and Southern Indiana

AMERICAN COIN-A-MATIC
1437 5th Avenue
Pittsburgh, Pa.
Covers Western Penn., Virginia, West Virginia

MUSIC SALES
680 Union Avenue
Memphis, Tenn.
Covers Tenn. and Ark.

MUSIC SALES
303 N. Peter Street
New Orleans, La.
Covers Louisiana and Mississippi

COMMERCIAL MUSIC
510 N. Sarah
St. Louis, Mo.
Covers St. Louis and Suburbs

STANDARD MUSIC DISTRIBUTORS
1913 Leeland
Houston, Texas
Covers Lone Star State

C & C DISTRIBUTING CO.
714 Fourth Avenue
Seattle, Wash.
Covers Oregon, Wash., Alaska, Montana, Idaho

RECORD SALES, INC.
2117 3rd Avenue North
Birmingham, Ala.
Covers Alabama and Georgia

PREMIER AUTOMATIC MUSIC CO.
640-42 South Street
Philadelphia 47, Pa.
Covers Eastern Penna.

ORIOLE DISTRIBUTING CO.
512 Pennsylvania
Baltimore, Md
Covers Maryland, Washington, D.C.,
No., Carolina, So., Carolina, Florida

Territories Not Covered Above Still Available

JACK GUTSHALL DISTRIBUTING CO.
1870 W. WASHINGTON BLVD., LOS ANGELES 7, CAL.

www.americanradiohistory.com
C. B. (Billy) DeSelm

CHICAGO — C. B. (Billy) DeSelm, Salesmanager of United Manufacturing Co., this city, reports that the firm have stepped up their production one-third above former figures.

DeSelm stated, "The ever increasing demand for United Manufacturing Co. conversions has forced us to step up production one-third over our previous wartime schedule.

"The interpretation of this demand in our opinion", he continued, "is due to many and various reasons, such as post-war expansion by operators, new ops entering the field, hazards confronting the manufacture of new games, etc.

"But most important of all", he reports, "is the fact the United's conversions are getting and holding the play even tho the competition is keen.

C. B. (Billy) DE SELM

LOS ANGELES, CAL. — M. S. (Bill) Wolf entertained and was entertained by over 47 recording stars at his showing of the new AMI "Model A" phono in his offices here.

One of the high spots on the first day premiere was the entrance of the Andrews Sisters. From left to right in the upper picture — Maxene, DeWitt (Doc) Eaton, general salesmanager of AMI, Patty, Bill Wolf and LaVerne Andrews. The gals gave out with some of their most famous songs for the music men who were present.
NEW YORK — George Ponser and Irving Kaye, partners in the Amusement Enterprises firm, located here, have announced the incorporation of the company. The firm will now be known as Amusement Enterprises, Inc.

Manufacturers of the “Bank Ball” bowling alley, Ponser and Kaye issued a joint statement recently in which they declared that full scale production on the bowling alley was underway due to the tremendously increased facilities of their factory, and immediate deliveries of the game are being made in quantity.

NEW YORK — Kate Smith, famous recording and radio star, listening to one of her records on the new AMI “Model A” phono at the Runyon Sales Co. premiere showing here. Jack Mittnick is explaining the fine points of the phono to Kate.

Also present at this affair were: Frank Sinatra, Johnny Mercer, Johnny Pineapple, Jack Palmer, Elsa Miranda, Ted Collins, the Original Memphis Five, Johnny Desmond, Jerry Wald, Connie Haines, Frank Parker and a host of other recording stars.
MINNEAPOLIS
JUKES START TO PAY $10 FEE

MINNEAPOLIS, MINN. — As of Monday, April 1, juke box ops lined up at the license bureau here to buy licenses for their juke boxes for the first time in the history of this city. They are paying $10 per year license fee.

This is considered a victory over the demand of the city which originally wanted $50 per yearly license for each juke box.

The battle waxed hot and heavy here for sometime with juke box ops meeting the council here and outlining why they could not pay such an exorbitant fee as asked.

CHALCRAFT AND
BRADLEY CHANGE
FIRM NAME

MOBILE, ALA. — Jack G. Chalcraft and David C. Bradley report that they have just changed their firm name from George Distributing Company to the Deep South Distributing Co.

The firm are exclusive distributors for the Aircon line of automatic phonos and accessories.

Their address remains at 364 S. Washington Ave., this city, and the ownership remains the same.

"The only change", Chalcraft writes, "is in the firm name."

He also reports that the firm have arranged for complete coverage of their territory for Aircon and that every operator in their area has already been notified and is waiting for them to make delivery of the new phonos.

"Brother", Jack Chalcraft reports, "how they do love that Aircon down Mobile way."

MACON PRESS CALLS
TOMMY TUCKER ONE OF NATION'S JUKE LEADERS

MACON, GA. — The Macon Telegraph and News greeted Tommy Tucker and his orchestra to this city on March 30 with a grand publicity write-up wherein this paper stated, "As record sellers the Tucker group has few equals.

WE WILL CONVERT YOUR VICTORY DERBY TO COMBINATION FREE PLAY OR CASH
Write For Particulars

OPERATORS SERVICE
2307 W. PICO BLVD., LOS ANGELES, CAL.

MUSIC OPERATORS
WE REFINISH ALL MAKES AND MODELS OF COIN MACHINES
24 HOUR SERVICE
GOSSETT DESIGNING SHOP
3028 W. PICO BLVD.
LOS ANGELES, CALIF. (RO: 9307)

GET A BLOOD TRANSFUSION! PUT NEW LIFE INTO YOUR OLD GAME!
TRIPLE CASH BOX
RECEIPTS
Let Us Convert Your Hockeys From Single Play to DOUBLE PLAY

HOCKEY
ONLY $69.50
SHIP YOUR MACHINES IN NOW! IMMEDIATE CONVERSION
LEWIS COIN MACHINE SERVICE
3724 W. CHICAGO AVE.
CHICAGO, ILL.

THE PROGRESSIVE WELL INFORMED COINMAN READS "THE CASH BOX"

Now Delivering — Keeney’s Sensational
LIMITED QUANTITIES

BONUS SUPER BELL
FIVE COIN MULTIPLES — CONVERTIBLE FP or PO
COME IN AND SEE IT OR WRITE FOR INFORMATION
EXCLUSIVE DISTRIBUTORS IN NEW ENGLAND

TRIMOUNT COIN MACHINE COMPANY
40 WALTHAM STREET
BOSTON 18, MASS. (Tel. LiBerty 9480)
OMAHA, NEB. — Hymie Zorinsky and staff of the H. Z. Vending and Sales Company, this city, opened its doors to a record number of ops and other members of the trade, when they began their showing of the new Rock-Ola phonograph.

THE RED CROSS

A LONELY, FRIGHTENED French child is reassured by a Red Cross relief worker with a cup of milk. She was one of 12,000 to receive a daily Red Cross milk ration.

AUSIE WAR BRIDE ‘FASCINATED’ BY JUKES

MAMARONECK, N.Y. — Mrs. David Jubb, formerly of Perth Australia, the wife of a Navy Air Corps man here, told reporters she is “fascinated” by the juke boxes in the United States, though she believes the country is prettier in Australia than here.

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-BY

CATALINA

MARVEL'S LATEST 5 BALL REVAMP

Price
$249.50

F.O.B.
CHICAGO

CONVERTED FROM
BOLDWAY
SPORT PARADE
STROKESLIER
STAR ATTRACTION
LEGIONAIRE
POLO
JOLLY
SPORTY
SNAPPY '41

Order from Your Distributor or Write to Us

MARVEL MANUFACTURING CO.

2122 Milwaukee Ave. • Everglade 0230 • Chicago 47
STARS LAUD JUKE BOX MAKERS

SAN FRANCISCO — DeWit (Doc) Eaton, officiating at the premiere of the new AMI phono at the offices of the M. S. Wolf Distributing Company in this city, reports unending praise being bestowed on the entire music machine industry by the many stars who have been attending their showings.

"One of the most significant things about our showings," said Doc, "is the comment we are receiving from artists and celebrities. These people are real students of the phonograph business and their philosophy is certainly interesting to all operators and distributors throughout America.

"For instance, the Andrews Sisters, holding up their three expensive fur coats said: 'The Juke boxes bought us these!'"

"Kate Smith remarked: 'The phonograph takes me in person right into the arms of the people I love the most—the great American public!'"

"Dennis Day exclaimed: 'Every time I see the phonograph I want to jump inside and sing with it!'

"Dinah Shore stated: 'The phonograph introduces my newest musical interpretations faster and sooner than any other medium I know of.'"

"Vincent Lopez offered this bit of philosophy — 'Modern music would never be without the Juke boxes.'"

"Connie Haines informed me that phonograph reproduction is 'the most realistic of all.'"

"George Montgomery of the movies said 'every time I see a Juke box I want to steal it for my home.'"

NAIL POLISH NAILS JUKE BOX THIEF

DETROIT, MICH. — The Juke box seemed to play from day to night, but when the op and location owner got together to count the proceeds, it looked as though someone was hitting the machine for a "jackpot" every day of the week.

Mrs. Laura Quackenbush, location owner of the bar at 3619 Third Avenue, here, noted, "So much blab-blah, so little money," and she determined to do something about it.

She laid her plans well.

Accordingly, the porter at the bar, one James Smith, went before Recorder's Judge Z. Ide on a charge of simple larceny.

Mrs. Quackenbush said she put eight dollars worth of nickels in the Juke box herself. Later, she said, she recovered them from Smith's pocket.

Judge Ide gave Smith his choice of a $25 fine or thirty days in the cooler, after he heard Mrs. Quackenbush explain she could recognize the fateful coins by the finger nail polish with which she had coated them.

"Hundreds of other artists and officials of record companies with whom I have recently discussed music frankly and emphatically report that the Juke box packs more of a wallop today than ever before."

It is well known to the trade generally that most of the stars in the entertainment world are anxious to be waxed on jukes, but it appears that the reticence of many record distributors to sell to music ops is denying the artists of this tremendous boon to their careers.

P & S FREE PLAYS

ARE PROVEN WINNERS

Eagle Squadron
From — Big Leigue
Shangri-La
From — Abbott
Torpedo Patro
From — Forman
Paratroops
From — Powerhouse
WANTED AT ONCE
Punch, Tops, Formation and Powerhouse
See Your Distributor or Write To —

P & S MACHINE CO.
3017-19 N. Sheffield Ave., Chicago 14, Ill.

FOR ALL OF THE OUTSTANDING MONEY MAKERS OF 1946

IT WILL PAY YOU TO SEE

C. A. ROBINSON CO.
2305 W. PICO BLVD.
LOS ANGELES 6, CALIF.
(TEL: FE 1810)

ART WEST and the SUNSET RIDERS

#110 WHERE IS MY SOMBRED
TOWNROAD'S IN THE SKY
#111 I SEE TO MY LOUISIANA
I'M GON'T DOWN THE MOUNTAIN
I WON'T TELL ON YOU
SHE'S MINE

33c INCLUDES TAX

SIERRA DISTRIBUTING CO.
1506 N. SIERRA BONITA
Hollywood 46, Calif.

PARKING METERS LEGAL

NEW YORK — Gov. Thomas E. Dewey has signed a bill permitting parking meters in this city, it was recently announced. The legal where in the state, past legislation approving their installation did not include this city.

WESTERN SONGS AS THEY SHOULD BE SUNG

U R B A N

RE C O R D C O M P A N Y

GUARANTEED TO SATISFY or YOUR MONEY BACK!
NEW RELEASES — NOW DELIVERING!

SUSPENSE

Catalina
MILLS' VEST POCKETS, Sc.
Riviera

SMILEY

ONEBALLS

Blue Grass, F.P. $185.00
Club Trophy, F.P. 250.00
H. D. Trophy, F.P. 250.00
Palmetto 475.00

Bally King Pin $195.00
Bally Rapid Fire 165.00
Bally Ball, New 275.00
Chicloa Goales, New 295.00
Chicloa Hickey 200.00
Evans Play Ball 155.00
Evans Ten Strike, HD 75.00
Genco Total Roll, New 350.00
Kenney All Roller 165.00

ONE BALLS
Jockey Club $125.00
Kentucky 415.00

SMILEY

MILLS' PANORAM REELS

$14.00 Per Wheel of 56 Subjects. Series 1 to 18 now available. Don't delay. Order now for immediate delivery. Catalog on request.

ARCADE EQUIPMENT

Keeney Club O.M. $145.00
Meadowsa Phonograph 500.00
Meadowsa Sky Fights 300.00
Pilot Trainer, New 200.00
Scientific Baiting Prize 200.00
Seaburg Chicken Sam. 125.00
Western Baseball, TS 20.00
Wittmer Skeeball 225.00

CONSOLOS

Four Way Super Bell $450.00
High Hand 195.00
Jumbo Parado, F.0. 115.00
Jumbo Parado, C.0. 125.00
Jumbo Parado Combo 250.00
Mills 4 Balls 450.00
Mills 8 Balls 850.00
Sears and Roebuck, W. Roll 95.00
Super Bell, SC. Combo 350.00

IF ANY MACHINE DOES NOT MEET WITH YOUR COMPLETE SATISFACTION RETURN IT WITHIN FIVE DAYS AND WE WILL PAY THE FREIGHT BOTH WAYS.

WRITE FOR COMPLETE LIST

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

J BELL PRODUCTS CO.

2000 N. Oakley CHICAGO, ILL.
1085 Monadnock Bldg. SAN FRANCISCO, CALIF.
Jack G. Chalcraft and David C. Bradley
wish to announce
THAT THE NAME
GEORGE DISTRIBUTING CO.
HAS BEEN CHANGED TO
"DEEP SOUTH"
DISTRIBUTING COMPANY
364 SOUTH WASHINGTON AVENUE
MOBILE 21, ALABAMA

EXCLUSIVE

Aireon

PHONOGRAPHS

PRE-FLIGHT TRAINER AND SMILEY ALSO ON DISPLAY

N. Y. PRESS & MAYOR
GO ALL OUT TO STOP
PINBALL COMEBACK

NEW YORK — This past week saw lengthy front page reports in all newspapers here regarding the recent meeting of New York's ops where plans were considered to re-open this city to novelty amusement devices.

In actions that set the City Hall vibrating, Mayor O'Dwyer called an emergency meeting of the District Attorneys of all the five New York boros. The police commissioner and his deputies, the License Commissioner and an assortment of other top drawer officials came together to map what the ultra conservative New York Times described as "a concerted drive on all fronts against the threatened invasion of pin game operators and big Chicago money interests."

Under the headline, "Pinball Interests Map City Invasion," the New York Times reported, "Big money interests from Chicago have their organization set up, even to the detail of a 'defense fund,' to move into New York City with pinball and slot machines... It was learned that just a week ago the local representative of the Chicago interests called together more than 100 small time 'operators' at a downtown hotel, told them the time was ripe to move in with the gambling machines and started a collection to cover "legal expenses."

Similar front page stories and comments were carried by all local newspapers.

ATTENTION!! OPERATORS IN
WEST VIRGINIA
WE ARE SHOWING

ROCK-OLA

The
PHONOGRAM
OF TOMORROW

AT THE
DANIEL
BOONE
HOTEL

APRIL 12TH — 13TH — 14TH
Don't Fail To See It!

B. D. LAZAR CO.
1635 FIFTH AVE.
PITTSBURGH, PENNA.

www.americanradiohistory.com
HARTFORD SLAPS $50 TAX ON JUKES

HARTFORD, CONN. — This city’s aldermanic ordinance committee slapped a $50 license fee on juke boxes this past week.

A new and modified ordinance was drawn up which excluded cigarette machines from the bill. This was on protest of the cigarette machine ops here.

About 1,000 juke boxes and pinball machines are expected to be affected by this tax. All music-on-film machines will also pay this new license fee.

Pinball andiggie machine ops came before the committee and protested this license fee. The cigarette machine ops were granted a stay. But pinballs andjuke boxes will pay the new fee.

Want To Buy
CHICAGO COIN
AND GENCO GAMES
Not necessarily in working condition, but all parts must be there. Glass, Legs and Cabinet not wanted.

SQUARE AMUSEMENT CO.
AL SCHLESINGER
JOHN A. FITZGIBBONS
88 Main Street, Poughkeepsie, N. Y.

JUKES TO BE TAXED ON VANCOUVER ISLAND

VANCOUVER, B.C., CANADA — Operators of juke boxes in Nanaimo, on Vancouver Island, will be required to pay an annual license fee for dispensing “music” following a recommendation made at a recent City Council meeting. An amendment covering the new regulation will be made to the local Trades License By-Law.

KING-PIN
NEW REVAMPS
2 Brazil 1 Oklahoma 529.50
3 Streamliner 239.50
1 Idaho 219.50

NEW FREE PLAYS
WILLIAM’S SUSPENSE... $279.50
EXHIBIT BIG HIT... 290.50
BALLY SURF QUEENS... 209.50

USED FREE PLAYS
1 Armada $ 19.50
1 Athens 199.50
1 ABC Bowler 49.50
1 Bergen 29.50
2 Boomtown 29.50
2 Brite Spots 39.50
2 Stommbader (Victory) 69.50
2 Champ 49.50
1 Caro... 24.50
F & S Eagle Squadron 79.50
4 Ace... 109.50
2 Ace and Ten 119.50
1 Gold Star 31.50
2 Giant Alps (See Howl)... 49.50

KING-PIN EQUIPMENT CO.
626 MILLS STREET
KALAMAZOO, MICHIGAN

ARCADE EQUIPMENT — LIKE NEW

Exhibit Post Card Machines $179.50
Wax Machines 119.50
Drum Ten Stripes... 49.50
Twice Punching Bagn 59.50
Exhibit Punching Bag 19.50
Redfingers... 69.50
Love Letters, Per Set of 3... 79.50
Chicken Hats Converted to Hitler Gun 79.50
Rock-Ola World Series... 99.50
Chicken T consequential to Jem Gun 99.50
Seeburg Chicken Sam... 309.50
Sally Rapid Fire 119.50
Ranger Submarine 194.50
Williams Paracircle 149.50
Keno Air Battle 99.50
Shoot Your Way to Tokyo 159.50
Sally Submarine 199.50
Supreme Rocket Battle 209.50
Thunder-250 159.50
Metropolitan Sky Fighter 229.50
Super Skaternol (Like New) 289.50
Metropolitan Drivemobile 279.50

NOW DELIVERING NEW EQUIPMENT

Bank roll 9“ size... $175.00
Gallatin’s Stage Door Canteen $219.50
Bank roll 12“ size... 450.00
William’s Suspense 279.50
Bank roll 14“ size... 495.00
Sally’s Surf Queen 299.50
Rubbies, Pioneer new revamps... 249.50

WE ARE IN NEED OF 5000 MUSIC MACHINES—WILL PAY THE FOLLOWING:

SEEBU RG

MUSIC FAIR 50.00
Mandor 25.00
Money 300.00
Crown 250.00

ROCK-OLA

Standard... $75.00
Super... 350.00
Super... 350.00
Classic... 525.00
Classic... 525.00
Rays... 350.00
$925.00
Gems... 575.00
Premier... 450.00

MILLS

Commando... 450.00

WE WILL BUY ALL LATE PIN GAMES
SEND LIST AND PRICE

1/3 With Order, Balance Order C.O.D. — Order Today

DAVE ENGELS
HERCULES SALES & DIST. CO.
“A NAME YOU CAN TRUST”
415 FREILINGHUYSEN AVE., NEWARK 5, N. J.
PHONE: BIGELOW 8-3524 — CABLE HERIDISCO

DEAL No. R-312

27 Seals contain:
1—No. 1 Pot, 1—No. 2 Pot, 1—No. 3 Pot, 1—$5.00, 1—$2.00, 1—$1.00, 3—$50.00, 18—$25.
19 Scale GO
Last Sale on Board receives 8 Seals
2000 Halos at 10c takes in... $200.00
Less Pot... $14.00
Less Connaughts... 10.00
Maximum Profit (less cost of Deal)... $176.00
Lots of dozen (Net Price)... $37.50
Lots of three (Net Price)... $15.00
Each (Net Price)... $5.00
Gives out 1 Table, Model AG, DC Radio with aerial in effective cabinet and 2 Beautiful Self-starting Electric Clocks on Penny Pot Board. Radio given away on last pot only making this a very profitable deal.

FOR RESALE ONLY
ALL PRICES F.O.R. CHICAGO
Write For Catalog

ABCO
NOVELTY COMPANY
809 W. MADISON STREET
CHICAGO 7, ILLINOIS
Haymarket 3695
MINNEAPOLIS, MINN.—1,000 Juke boxes in this city are giving out with a tune entitled, “A Place To Hang My Hat,” which asks the citizens of this community to share their homes with discharged servicemen in a unique and novel “shelter-a-vet” campaign.

The idea to plug the campaign with this song has the blessing of Mayor Hubert Humphrey. It originated with Jack La Salle, an Army vet of Minneapolis.

La Salle got out of the Army last November and just couldn’t find a place to hang his hat. He and his wife found a couple of rooms and convinced the landlady that they could fix them up. It is reported that they spent a month remodeling and cleaning.

One night La Salle and Mayor Humphrey worked out a plan for a song to feature the “shelter-a-vet” campaign. La Salle wrote the song and lyrics in one night, according to reports. A quartet then obtained and made this recording. The records are now in 1,000 juke boxes here.

The record concludes with an appeal by the Mayor for the citizens of this city to share their homes with the returned servicemen.

This Offer Good for 30 Days
WILL PAY FOLLOWING IN GOOD CONDITION
$ 80.00 for Wurlitzer 412
165.00 for Wurlitzer 616
400.00 for Wurlitzer 300X
575.00 for Wurlitzer 700
675.00 for Wurlitzer 800
755.00 for Wurlitzer 850
125.00 for Rock-Ola 16
145.00 for Rock-Ola 20
$120.00 for Rock-Ola standard
390.00 for Rock-Ola Master
410.00 for Rock-Ola Super

WRITE FOR PRICES ON ALL EQUIPMENT
We Pay Freight Within 500 Miles

AMERICAN COIN MACHINE CO.
437 Elisabeth Ave.
Newark 8, N. J.
Phone: Waverly 3-1850

PIN GAMES
Sara Troy — $ 35.00
O’Boy — 25.00
Apache — 25.00
Score Card — 25.00
Cowboy — 25.00
Almed — 25.00
Contest — 25.00
Daily Queen — 25.00
Defender 8 — 25.00
Smack the Jack — 35.00

ARCADE
1 Chicago Coin Grocery — Write
1 Bally Underpaid Rider — Write
2 P. H. Bowling, each — $150.00
1 India Head Tail Allin — 75.00
1 Twister Oasis (2,000 Photon) — $35.00
Double Safe Stand — 60.00
WE HAVE A COMPLETE STOCK OF PHONOGRAPH NEEDLES, BULBS, ETC.

MAIL YOUR ORDER TODAY!

CENTRAL COIN MACHINE CO.
465-8 Central Ave., Rochester, N. Y.
(Tel. Malt 9733)

MINNEAPOLIS’ MAYOR HAS 1000 JUKES HELPING VETERANS DRIVE

PEACHES FOR THE GEORGIA OPERATORS DISTRIBUTORS IN GEORGIA FOR EXHIBIT SUPPLY CO.—O. D. JENNINGS & CO.
D. GOTTLOBIE & CO.—H. C. EVANS & CO.

BALLY MANUFACTURING CO.
WE ARE DELIVERING IN LIMITED QUANTITIES

HEATH DISTRIBUTING COMPANY
217 THIRD STREET
(MS: 2681)
MACON, GEORGIA

NEW RELEASES UNITED FOR BETTER BUYING

RETAILS Bally Underpaid Rider Chicago Coin Grocery Bally Victory Derby Amusement Life League
NOW DELIVERING...

DISTRIBUTORS

BALLY—FOR THE GEORGIA OPERATORS

D. GOTTLOBIE & CO.—H. C. EVANS & CO.

BALLY MANUFACTURING CO.

NOW DELIVERING...

Brand New Factory Releases

JENNINGS SLOTS

IMMEDIATE SHIPMENT

MARVEL'S LATEST NEW REMPAY 'CAPTAIN CALIFORNIA'...THROUGHLY RECOGNIZED AUTOMATIC P.O. CONSOLIDATED...More...UPSTAIRS. . THE BEST...JENNINGS SLOTS

IMMEDIATE SHIPMENT

SOUTH SEAS... RIVIERA, FLA.

THROUGHLY RECOGNIZED AUTOMATICAL P.O. CONSOLIDATED

EXPORT TRADE! With the lifting of Export Restrictions we have opened our Foreign Sales Department. Send for full details of the equipment already installed in various countries.

WANT FREE PLAY CONSOLES AND 1,000 PIN GAMES

WANT FREE PLAY CONSOLES AND 1,000 PIN GAMES

MONARCH COIN MACHINE COMPANY
1545 N. FAIRFIELD AVE.
Armitage 1434
CHICAGO 22, ILL.
OPEN PUBLICATION OF PRICES
"WORST TROUBLE" OP CLAIMS

Urges that Public and Location Owners Be Refused Access to Prices and Sources Brings Out Reason Why "The Cash Box" Will Remain "Confidential" Medium Devoted to the Interests of the Coin Machine Industry Exclusively

DARLINGTON, S. C.—G. M. Harrison, manager of the Darlington Music Company, this city, in an open letter written this past week stated, "Of all my troubles as a coin machine operator by far the worst, and the one with the least excuse for existing at all, is for the public, and especially my locations, to have access to prices and be able to buy coin machines from the same sources and at the same prices that I do."

Further along this line he writes, "I don't believe that this condition exists in any other business and it should not be allowed to continue in mine."

Harrison also writes, regarding the fact that the public can obtain and read all details regarding the industry that sooner or later the coin machine trade will have to find a way to eliminate this headache.

Harrison is in full agreement with what The Cash Box has been reporting for sometime. The fact that the public, and especially location owners, are able to read all about the industry, as well as learn the prices of machines and where to buy them, is speedily burning the candle at both ends.

It surely doesn't pay for the wholesaler to sell direct to a location owner and then, at the same time, try to sell the operator who has that location. Not only does the operator suffer when such a sale is made, but the entire industry loses out, for the location is usually closed to coin machines for years.

Operators have time and time again written that these direct sales to their locations create the worst conditions in their territories. They simply can't get the location owner to take on a new machine — as long as he can get even a few pennies a week from his own equipment.

As Harrison suggests, the time has come for the industry to eliminate open publication of prices and machines and where to buy them — or be halted in its future growth and progress.
R. W. (Dick) Hood of H. C. Evans & Co. back from a month's stay in Florida and pitchin' right in to rush production on four new Evans' games—all of the them "honesys" we're told... The new revamp just introduced by Marvel Mfg. Co., "Cata-
line", is proving to be a greater hit than the firm's "Hollywood", according to Ted Rubenstein, who also reports that the avalanche of orders which he has already received has his factory working top speed—day and night... Leo Lewis, who is responsible for the double play hockey rererevision is elbow over the fine letters he has been receiving from satis-
fixed operators all over the country. One from Lou Fenn (a Chi op) claims that since changing over his 20 hockey games the machines are now earning more money than they did in the past three years. "They stepped up player interest and tripled receipts", Fenn wrote... Lew Terry (Ammo Distribu-
tors) has been clicking with his "Magic Wand Welder"... He only wishes, he says, that he could get enough of these to take care of the tremendous de-
mand. The welder has won much praise from coin-
men who are already using it and it seems that Lew will need another set of files soon for the many nice letters he's receiving...

Harry Daus (Coin Machine Service Co.) has one of the busiest places in town. If you want to find some out of town buyer just phone Harold—he'll either be in his place or where Harold can find him. Just last week we walked in to find that Al Millot of Rockport, Ill., Art Slack of Kenosha, Wis., F. W. Gerling of Muskegon, Mich., Harold Lieber-
man of Minneapolis, Minn. and Al Dahof of Middle-
ton, O. were already in there and it. It seems they're all coming to Harold's these days for those hard to get parts... Richard Cole, ad mgr for Challenge Industries, rushes down to Florida on business... Al Sebring and Harry Sand of Bell Products Company announce they will hold their premier showing of their new Beacon Coin Changer at their showrooms on April 18, 19 and 20. They expect one of the largest crowds in their history and are preparing an elaborate showing which should please all who will attend... Charles (Jimmy) Johnson, the man behind the drive over at Globe Distributing Co. is happy as a lark these days. He reports he's doing what no other Chi distri has been able to do—bring "Duffy" to the Windy City. Not the "Duffy" of radio's Duffy's Tavern — but an amusement game called "Duffy" now on display at Globe's showrooms and Jimmy is on sand all day long to help the boys keep in good humor...

... Looks like plenty big doings in the Windy City this coming week with the big AMI showing in the Tropical Room of the Hotel Con-
tinential. AMI have invited everyone in the industry to attend and reservations for rooms are already at a premium. In addition all the AMI distribs will be in town to entertain many of their customers who are coming along with them. It looks like a convention. From one wire we saw—one AMI dis-
rib has reserved seven suites in one hotel (we sure do hope he gets them) reporting that he is bringing a whole gang along with him. The distribs are also giving John Haddock, president and DeWitt Eaton, sales mgr a special tribute for the job they did getting the AMI "Model A" to them so quickly.

Biggest news of the week was the annual meeting (Tuesday, April 2) of CMI to elect officers and a new board of directors. Dave Gottlieb returned as president. But, most important and what everyone wanted to hear were the dates for the forthcoming annual convention at the Hotel Sherman. These days are now February 3, 4, 5 and 6, 1947. That gives the boys about ten months to get prepared for this big show. And from rumors heard here and there—the manufacturers will by that time be com-
pletely set as far as production is concerned and should be able to show a couple of new machines—
the likes of which no one has ever yet seen in the trade... New firms to have entered CMI during this past month were Bell-O-Matic Corp., Chicago; Coin-Arts Industries, Milwaukee; Amity Foundry & Machine Co., Perth Amboy, N. J.

Ben Spasser of Ace Distrib. Co., St. Louis, Mo., also in town this past week and seeking for new equipment—and used machines, too... Seen here and there as we traveled about the coin spots: Lou Wolcher of San Francisco; E. R. Carlstedt of Moline, Ill.; Ralph Baughman of Portland, Ind.; Herb Mills of New Orleans, La. ... Harry Slagle and Max Marston of Marston Distrib. Co., Detroit, over at the AMI offices yowling for quick delivery for their new "Model A"... Max claims that he's going to to town in a big way with this new phono—and that, Max said, is no foolin'... Jerry Columbo of Boston, Mass... Angelo Delaport and Cliff Baxie of Rex Amusement Co., Syracuse, N. Y. over at the Rock-
ola factory wanting as many of those "Model 1422" as they could possibly get. If Art Weinand doesn't watch these guys they'll steal the machines right off the production lines... Myer Ginsburg of Genco is reported to be enjoying Florida's warm sunshine while brother Max is still out there in California at the Beverly Wilshire and at Palm Springs during intervals—so brother Lew has to take care of all the production, sales, etc. at the factory here... Roy (Monarch) Bazelon is back from Florida (and they're all talking about Roy having been a mar-
velous host at his very beautiful Florida home) and promises that he will stay put for a while now. He has some great plans under way. And since remodel-
ing their building things have been popping over at Monarch every second. Brother—they are busy...

Max Berenson (the Airone distrib here) of Distrib-
ting Corp. of Illinois, flies to N.Y.C. on busi-
ness so Lou Koren takes over for Max and is trying to satisfy all the music ops who come in here looking for truck loads of machines to be delivered to them every two hours... Harry Jacobs, Sr., who saw the Chicago factories for the first time this past week when his son and partner, Harry Jacobs, Jr., met him here in Chi as he returned from Florida said, after the visit—"This sure is a fast moving busi-
ness. Never a dull moment"... Counter games are again rolling off the production line at Daval and with some surprise announcements under way by Al Douglass looks like this firm is back in action and in a big way, too. Looks good to have old timers like Al Douglass and Dave Helfenbein around—sort of solid
Charlie (the fisherman) Polgaar, Tri-State Sales, has returned from a Florida fishing vacation with a complexion that's the envy of Tenth Avenue. They were having a sort of head-holding-meeting over at Tri-State as we came by, what with Bill Blumenthal and Warren Ryan sweating out the arrival of equipment and its fair rationing to the ops. However, with the weather around these parts shaping up as it is, Charlie's mind kept flitting to—yup! Fishing off the Jersey coast... Abe Feinstein, U-Need-A rep, readying for a trip back to Boston.

Last week's event of the week continues into this one. It's the AMI showing at Runyon Sales of N. Y. What with ops still streaming in for a look-see at the phone, Mike Munves, Abe Green, Barney "Shugy" Sugerman, Joe Munves, Jack Mitnick, Bernie Wolfson and their staff will just have to continue indefinitely. So many photo bulbs have been popping and so many celebs have been visiting there, the Tenth Avenue naitives now walk by the place registering great awe.

Nat Cohn and Earl Winters taking in the sunshine before the doorway of their Modern Music Sales Co. The boys are showing a new amusement game on the floor called "Champion Hockey," and it's got them merry and enthusiastic. Earl will enplane for Detroit this week for conferences with Tom Safedy of Vogue Records.

Seen On The Avenue: Joe Hirsh visiting local coinmen. Charlie (the Boston tornado) Wertheimer in town with wife to attend a wedding. Johnnie Cristopher, one of the first to hit the beaches of Normandy back when, no longer has an interest in the Mayfair Building arcade but continues with a hunk in The Great White Way, an arcade on Broadway.

Bob Slifer, general manager of East Coast Sales and Distributing, still struggling thru the whopping cold he took to six weeks ago. We suggest he take a two-weeker to Florida. Harold Salis, Bob's assistant, who also just returned after a two week illness, finds it difficult to take a breather during the day what with the many ops surging in to talk business about the new Rock-Ola.

Jack Berman and Sid Merenstein, of Economy Supply Company, left for Baltimore to open their new office in that city, located at 2015 Maryland Avenue... Barney (Shugy) Sugerman's daughter and Bernie Wolfson's daughter, both of the bobby- sox age, cut school last week to be on hand when Runyon Sales Co. welcomed Frank Sinatra to their showing... Ben Becker, Paisade Specialties Co., Cliffside, New Jersey, should be appointed the cravat buyer for the trade. He knows how to get the bestest for the leastest.

John Ahearn, just out of the army, joins up with Jack Fitzgibbons of Jafco, and will be his right hand man... Gib Bradshaw, Denver Distributing Co., Denver, Colo. in town visiting... Harold Klein (Klein Distributing Co., Milwaukee, Wis.) and his missus in town taking in the shows and niteries... Sam Strahl, American Coin-A-Matic Machine Co., Pittsburgh, Pa. flies back home to prepare for his showing of the new AMI... Al Schlesinger, manufacturer of "Roll-A-Ball Barrel Roll," drops off to see Jack Fitzgibbons, his associate, and then takes the train to Atlantic City for the week-end... Bud Parr, of Solotone, Los Angeles, Calif. expected in the city this week-end.

Mike Munves, who hasn't taken a vacation in many years, may never get around to it. Now with his many interests, and the demand for large quantities of arcade equipment, he's probably the busiest man in these United States... Bill Alberg, Brooklyn Amusement Machine Co., Brooklyn, N. Y., ailing, and Charlie Aronson handling the biz meanwhile... Lou Becker, Union Automatic Music Co., Brooklyn, N. Y., returns from a vacation in Miami... Ditto Bill Soussens of Broadway Music Service... John Hopkins, J & H Music Co., worried over the sickness of his two year old baby... Joe Forsythe, New York and Brooklyn Automatic Music Co., finally breaks away and heads for Florida... Lou Levy, Ace Vending Co., saddened by the death of his father-in-law.

Al Blendor, Sales Manager for International Mutoscope Corp., drops off to see the boys on Tenth Avenue, before attending the AOAOF meeting... Mac Pearlman active in the used phone biz... Hirsh de la Viez, Hirsh Coin Machine Co., Washington, D. C. writes his new game "Red Ball" has 'really caught on'. Hirsh will be in New York City the week of April 8... Barney Schlang, manager of the Phonograph Operators Association of New York, claims the new arrival will be coming along 'any minute now'. Barney already has a son 4 years old... Ike Berman ailing... Eddie Smith, Embry Distributing Co., plays host to some out-of-town Wurlitzer distributors... Clay Crane, publicity director for Aireon Manufacturing Corp., in town for a few days... Rudy Greenbaum, vice-president and commercial sales manager for Aireon Manufacturing Corp., flies into Boston to see his distri Joe Greene, and then back to the factory.

Willie (Little Napoleon) Blatt joins up with his old "Gin Rummy" partner Morris Hankin, and the two Lovelady brothers to form Supreme Distributors, Inc., with offices in Jacksonville and Miami, Fla. as distributors for the AMI phone... Harry Wichansky, Atlas Vending Co., Elizabeth, N. J., spends more time in New York City these days than he does in Jersey... Who was that good looking WAC working at a desk at the H. Rosenberg Co. this past week?
The show Bill Wolf put on was a real Western jamboree replete with movie, radio and stage stars, food that was out of this world, and a huge attendance of ops and distribs. Dinah Shore and the Andrews Sisters were there as were many record company execs, representing Exclusive, Victor, Bel-Tone, G&G, Sunshine, Excelsior, Atomic, Pan-American, Spotlight, Decca, Colombia and many, many others ... As for the new AMI, the eager talk along coin row indicates that it really met with the approval of the music ops.

Bob Cook, of Bel-Tone Records, reports that his firm has just completed waxing a new disc to be released soon and entitled "Kilroy Was Here." Many servicemen will recall this famous phrase. It's catchy, tuneful and salute to Thomas Patrick Swartz ... Three very busy and active men in town last week were CMAC vice-presidents George Dick, Ed Ratsack, and Howard Pretzel ... Hilda Axelson, a well-known and very attractive former music op of Chicago and Milwaukee, is in town and planning a comeback.

La Verne Andrews, one-third of the famous singing trio of radio, stage and screen fame, said recently: "We owe all our success to the juke box boys — God bless 'em." And she meant every word of it ... Charlie Robinson, of C. A. Robinson and Co., is on his way to Las Vegas. Charlie has a big deal on the fire in that famous spot, which he hopes to close in a few days ... DeWitt "Doc" Eaton and Jim Mangan were two very, very busy men at the AMI show, with Jim acting as master of ceremonies and Doc helping Bill Wolf do the hosting honors.

Aubrey Stemler has just opened a new store and showroom on coin row and plans on working an announcement of a line of phonos and equipment he will handle. Aubrey's daughter, Margaret, has just been released from the Women's Reserve of the Marine Corps after two years of service and plans on returning to college. She's a gorgeous looker, lads, and now's the time to drop in to see Aubrey ... E. Gliott, head of Phono-tel Music in Fresno, in town for a few days, reports that he has purchased a route of 150 phonos near Fresno.

Lawrence Welk, well-known ork leader who is currently playing the Aragon here, says that a phonof permitting the play of both sides of a record is a big break to the artist who has recorded on both sides of the disc and Elky Ray, of Gold Coast Coin Machine Exchange, is reported to be improving. Elky has been very ill and abed for the past three weeks ... W. Merle Connell, production manager of Quality Pictures, is vacating for a few week up in Seattle. Merle is planning on going into production of a new series of 16 MM movie sound films and is rounding up an imposing array of talent.

Paul and Lucille Laymon were studying the limitation on building materials in the newspapers and wondering about their new structure. Paul sighs, "We were really about to start breaking ground." ... Al Sleigh, the well-known Bally man, was in a terrific dither recently. He was expecting a very good friend to arrive from the East, but changed schedules and wrong instructions kept Al riding taxis in and out of railroad stations all morning. Al last several pounds en route to finally meeting that friend ... Nels Nelson really has something mysterious going on in his shop. It's about four feet high and two feet wide and is well covered and guarded. Nels says it's the hottest thing to hit the music field yet, but no info available. "Just hold on," Nels says.

Frank Berger, of Enterprise Records, reports that the firm has just completed recording several new Western hits which should be ready for the music ops and distribs soon. Frank has not been well of late and has placed much of the responsibility of the concern on the shoulders of his very capable assistant, Howard Uter ... Ray Powers, of E. T. Mape, expects his boss to return from his ranch to town shortly, and the long awaited announcement will be made before long. The firm plans on handling distribution of a well-known phono line in the eleven Western states.

Len Kelly and Fred Myers of K and M Distributors, are on their way back after a very successful trip thru the South and East selling the firm's discs. The boys should arrive here within the next few days and will spend some weeks at their new office ... W. H. Leuenhagen reports that he has some good games and phonos in his showrooms and is inviting ops to come in and look 'em over ... Len Micou, of Pacific Coast Distributors, says that the music ops are really busy for the new Packard ceiling speaker, and he has taken a number of orders. He's also awaiting receipt of some new Evans machines soon to fill the many calls he has on file.

Ed Urban, of Sierra Distributing Company, reports that the response of the music ops to their recent announcement, assuring quality and quantity, has been tremendous ... Sam Ricklin, of the California Music Company, has now successfully set the pace for ops to go on a 70%-90% commission basis. And reports many ops have been in to see him about his plan and are adopting this new percentage program ... John Rough, of Phonofilm Productions, has been quite busy keeping up with the many orders he needs for the coin machine movie films. John says that his library is well stocked to meet every demand made by Panoram and Solovue ops.

Jean Minthorne has been delivering some new Seeburgs, which has made some of the more fortunate ops very happy ... Jimmie Butter, of Operators Service, is being kept busy revamping games ... William "Bill" Happel, Jr., of Badger Sales, reports that the demand of phonos ops for the new Rock-Ola is nothing short of phenomenal. Otis Rene, of Excelsior Records, has been a most busy man turning out some new and really sensational platters. Otis writes and composes many of the firm's new hits. Encore Records, a new firm just recently located here, is planning on an announcement soon which should prove of great interest to music ops, says Dave Ward, general manager.

J. L. Bard, of Pan-American Records, reports that his firm has just signed several new recording stars ... Leo Messner, Alladin Records, reports that his firm is planning on moving to larger quarters soon. "We need more room to handle the growing demand for our discs," says Leo, and he promises an announcement soon which he expects will be very great. And to add to his troubles, the "Curley" Robinson, managing director of the A.O.L.A.C. called a meeting of all distribs and jobbers in the association offices last week. The press was excluded.

Jack Guthall has been very busy filling the multitude of orders pouring in from all over the country for the platters he's handling. Jack says that the call for Exclusive, G & G and Modern Records is tremendous, while the demand for the Airson phonos is growing all the time with orders coming in steadily.
ST. LOUIS

The first distributor's party that was wrapped around a new model phonograph was held at the Ideal Novelty Company, March 22nd and 23rd, when Carle Trippe set up a bar and buffet lunch table to herald in the new '46 Rock-Ola. A turnout of 420 operators, service men and friends dropped in to look over the new "Rock" and placed a tremendous volume of orders.

Bill Hollenback of Cape Girardeau, Mo., south of St. Louis, is the coin op's entry into the aviation field. An ardent pilot for ten years, Bill is now flying one two-place speedster on business trips, and has recently finished up a $4500 airplane which he is placing on the market. Bad weather and the remoteness of St. Louis airports is all that keeps this pilot-operator from flying in every weekend.

Dewey Godfrey, veteran legal eagle of Missouri pin and phono ops, is hard at work attempting to get some clarification of the $10 tax on one-balls. "Long a bone of contention, this tax is apparently as much a mystery to the tax collectors as to the ops—but it goes right on being paid. Hardship on many small-scale operators could be alleviated thru dropping this tax," Godfrey said.

Plans are under way to reorganize the former Coin Machine Operators of Missouri Association, which went by the board during the war. Formerly meeting once a month, this group has met only once in the last thirty months, when a turkey dinner was held at the Roosevelt Hotel. According to Lou Norris, veteran officer in both the coin machine group and the Associated Phonograph Owners of Missouri organization, tentative plans call for consolidation of both associations, and monthly meetings in one of three hotels being considered at the site.

Bill Betz, of W. B. Novelty Company, reports hearing from Martin Balensiefer, former Wurlitzer distrb in St. Louis. Martin, who has many friends in southern Missouri, is salesman for a Great Lakes manufacturing plant . . . Ben Axelrod, Olive Novelty Company, busy seeing operators who are demanding more and more Gottlieb's "Stage Door Canteen." Exhibit's "Big Hit," and Packard's boxes and speakers . . . Frank Murphy, Murphy Distributing Company, AMI distrb here, beaming as reports come in to him about the success of the new Model A phonograph . . . Morris Novelty Company has enlarged its two repair shops.

Vernon Anderson, long established colored music operator, welcomed back Grant Williams and Jack Anderson, both of whom will return to phono oper. Major G. M. Adams, who left the Army on March 15th, will join the Consolidated Distributing Company as a flying representative. A P-38 pilot who fought over Europe, Adams will fly his own plane in visiting Consolidated's many customers in Central Missouri.

MINNEAPOLIS

The city's ten dollar a year license fee on all jukes went into effect on April 1, and the date found all music ops at the post taking out licenses . . . Billy Cohen, Silent Sales Co., is back on the job and looking very fit after a two-month sojourn down Miami way . . . Izzy Alpert, Twin Port Sales Co., Duluth, will be opening a branch office in the near future. Minneapolis is first choice . . . J. H. Porter pausing in Our Town after spending a month down in Pampa, Texas.

Fred Noberg and son Clayton, both in town checking on phono deliveries . . . Captain Pete Tarro is now Mister Pete Tarro, having received his white paper. He's now at home in Grand Rapids working as tho he'd never been away . . . Mr. and Mrs. Frank Tager of that same city are spending a couple of days here just to get away from it all . . . Herman Kesting received his Army discharge and is now helping out his dad. Matter of fact, all three boys are now out of service, and that makes pop very happy indeed.

Roy Stone of Rice Lake, in town seeing distrbs and nite spots . . . Mike Kalasardo of Medford, in town over the week-end . . . Mr. and Mrs. Harry Harrison of Park Rapids, Minn., took time off to spend a couple of days in Minneapolis visiting friends and several of the distrbs in the Twin Cities . . . Congratulations! to Kenny Willis on his fortieth birthday . . . Ted Bush is back from a top notch vacation at Hot Springs, Arkansas. He's tanned up and reports feeling fine.

Mr. and Mrs. Wunderlich of La Crosse, Wisconsin, in town on business . . . Ken Willis leaves this week for a two to three week expedition into the Dakotas. Mrs. Willis is going along . . . Mr. and Mrs. Ralph Meyers of Mitchell, S. D., are spending a few days in the Twin Cities . . . Mr. and Mrs. Frank Davidson in town for the Ice Follies.

Hank Kruger in for a visit with the lads in the Twin Cities. Frank doesn't come in very often, spending most of his leisure time at hunting, fishing and other outdoor activities . . . The new Voice-O-Graph at the Hy-G Amusement Co. is creating a lively interest among the ops. The boys are coming in and recording their voices without charge and report getting quite a bang out of it.
FOR SALE


- Antique Oak Table, 48" x 30". Price: $50.


- Scientific Games, Model 600. Price: $300.

- Scientific Games, Model 60. Price: $150.


- Scientific Games, Model 121. Price: $100.

- Scientific Games, Model 31. Price: $75.

- Scientific Games, Model 30. Price: $50.

- Scientific Games, Model 25. Price: $35.

- Scientific Games, Model 20. Price: $25.

- Scientific Games, Model 15. Price: $15.


- Scientific Games, Model 5. Price: $5.

- Scientific Games, Model 1. Price: $1.

- Scientific Games, Model 0. Price: $0.

- Scientific Games, Model 00. Price: $0.


- Scientific Games, Model 98. Price: $98.

- Scientific Games, Model 97. Price: $97.

- Scientific Games, Model 96. Price: $96.

- Scientific Games, Model 95. Price: $95.

- Scientific Games, Model 94. Price: $94.

- Scientific Games, Model 93. Price: $93.

- Scientific Games, Model 92. Price: $92.

- Scientific Games, Model 91. Price: $91.

- Scientific Games, Model 90. Price: $90.

- Scientific Games, Model 89. Price: $89.


- Scientific Games, Model 87. Price: $87.

- Scientific Games, Model 86. Price: $86.

- Scientific Games, Model 85. Price: $85.

- Scientific Games, Model 84. Price: $84.

- Scientific Games, Model 83. Price: $83.

- Scientific Games, Model 82. Price: $82.

- Scientific Games, Model 81. Price: $81.

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- Scientific Games, Model 71. Price: $71.

- Scientific Games, Model 70. Price: $70.

- Scientific Games, Model 69. Price: $69.

- Scientific Games, Model 68. Price: $68.


- Scientific Games, Model 64. Price: $64.

- Scientific Games, Model 63. Price: $63.


- Scientific Games, Model 60. Price: $60.

- Scientific Games, Model 59. Price: $59.

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- Scientific Games, Model 55. Price: $55.

- Scientific Games, Model 54. Price: $54.

- Scientific Games, Model 53. Price: $53.

- Scientific Games, Model 52. Price: $52.

- Scientific Games, Model 51. Price: $51.

- Scientific Games, Model 50. Price: $50.

- Scientific Games, Model 49. Price: $49.


- Scientific Games, Model 47. Price: $47.

- Scientific Games, Model 46. Price: $46.

- Scientific Games, Model 45. Price: $45.

- Scientific Games, Model 44. Price: $44.

- Scientific Games, Model 43. Price: $43.

- Scientific Games, Model 42. Price: $42.

- Scientific Games, Model 41. Price: $41.

- Scientific Games, Model 40. Price: $40.


- Scientific Games, Model 38. Price: $38.

- Scientific Games, Model 37. Price: $37.

- Scientific Games, Model 36. Price: $36.

- Scientific Games, Model 35. Price: $35.

- Scientific Games, Model 34. Price: $34.

- Scientific Games, Model 33. Price: $33.

- Scientific Games, Model 32. Price: $32.


- Scientific Games, Model 30. Price: $30.


- Scientific Games, Model 27. Price: $27.


- Scientific Games, Model 23. Price: $23.

- Scientific Games, Model 22. Price: $22.


- Scientific Games, Model 17. Price: $17.


- Scientific Games, Model 15. Price: $15.


- Scientific Games, Model 11. Price: $11.


- Scientific Games, Model 5. Price: $5.


- Scientific Games, Model 3. Price: $3.

- Scientific Games, Model 2. Price: $2.

- Scientific Games, Model 1. Price: $1.

- Scientific Games, Model 0. Price: $0.
There's extra profit for music operators when record selection and coin deposit is quicker and easier for the player. And, when “dead time” of record changing is cut down, there are more possible pay-plays per hour. Aireon had those profit factors in mind in designing the Electronic Phonograph. Bright red finger-attrac- ting keys are right next to the illuminated title strips—handy to tap when the player says “that's my number.”

There's only one specially-designed coin slot—for nickels, dimes and quarters—with positive coin selection and slug rejection assured. Quick as a wink, Aireon's own new record changer picks the platter—and the music is on!

Then, too, the wide Aireon keyboard leaves plenty of room for two or more customers to choose selections at the same time!
Packed with all the profit-proved features of Bally's famous pre-war multiple games, VICTORY DERBY also introduces new play-stimulating ideas that are pushing profits to a new all-time high. Order today for early delivery.

Bally's big beautiful VICTORY SPECIAL is your post-war profit insurance in replay territory. Quickly convertible to one or five ball play... and a fast money-maker either way. For top profits in replay spots order VICTORY SPECIAL today.

Designed by a successful operator know for his ability to pick winners, SURF QUEENS is packed with all the time-tested features of a money-making game, plus angles that will bring the slowest spots to life in a hurry. Location tests definitely prove SURF QUEENS a winner in a class with Bumper, Bally Reserve and other famous Bally hits. Be first in your town with SURF QUEENS—order today from your Bally distributor.