That's Why Every Location Owner Will Want a WURLITZER

Everybody sees Wurlitzer's national consumer advertising in the Saturday Evening Post. In Collier's. In Look. In Liberty. In billboards coast to coast. They see Wurlitzer's Sign of the Musical Note on location doors, windows, counters and back bars. Every unit reminds them that it's fun to play Wurlitzer Music. Every day more and more people look for the place that offers Wurlitzer Music.

That's why every location owner will want a Wurlitzer—will make more money when he has a Wurlitzer than he ever made before. So wonder Wurlitzer Factory-Approved Music Merchants are profiting as Wurlitzer Extends Its Leadership. The Rudolph Wurlitzer Company, North Tonawanda, New York.

*The Name That Means Music To Millions

Wurlitzer's "Triple Action" Advertising Campaign will reach Europe...tomorrow

Watch WURLITZER EXTEND ITS Leadership
J U K E B O X

The new Model A AMI phonograph is a juke box. It doesn't attempt to be anything else. It is designed to sell music, attract nickels, dimes, and quarters into its cash box. It delivers more music selections and more music satisfaction to the public. The operators of America have proclaimed it the answer to their prayers. We are proud of it.

Automatic Instrument Company
629 NORTH WELLS STREET - CHICAGO 10, ILLINOIS

Now A M I Incorporated
Four years ago there came into being a most unique publication . . . Devoted to a sincere belief that this industry desired a true, honest and fearless medium it could exclusively call its own . . . Conceived with the purpose of meeting the problems of this industry during the tragic war period to help make strong and solid a nucleus of men to act as a base for greater growth and future development in the postwar era . . . Dedicated to bringing to the fore constructive ideas and better business methods and generally aiding, thru intelligent effort, the greater growth of this business.

Those past four years have been truly eventful. The trade knows today of the great acceptance and phenomenal growth of The Cash Box. This is solely attributed to the wholehearted and intelligent support which the subscribers to this medium have put forth to solidly establish a publication which would work for this business—and this business exclusively—quietly, confidentially and fearlessly.
La producción de nuevas máquinas que funcionan automáticamente con monedas, ha aumentado muy poco durante los tres años pasados, debido a las dificultades que existen para obtener la materia prima y de piezas componentes. Al mismo tiempo, las numerosas huelgas que han tenido lugar en todo el país, casi paralizaron la fabricación de estas máquinas. Ahora que las grandes huelgas de obreros han terminado, se espera que la producción se reanude y que antes del próximo otoño se manufacturen, en gran cantidad, máquinas equipadas de funcionamiento automático por medio de monedas.


Otros adelantos en música son los que han presentado la Personal Music Corp., de Newark, N. J.; sobre "Measured Music"; y el "Solotone" de la Solotone Corp., Los Angeles, Cal. Cada uno de estos sistemas pertenece al nuevo principio de máquina no-seleccionada, la cual consiste en estudios que transmiten la música hasta las cajas instaladas en varias localidades.

En el campo de diversas clases de juegos, las firmas siguientes están ofreciendo algunos muy interesantes:

La United Mfg. Co., Chicago, III. ha continuado convirtiendo sus viejas máquinas en nuevos juegos, sobrassalendo entre ellas la llamada "Riviera".

La Amusement Enterprises Inc., New York, N. Y. tiene en venta un nuevo tipo de juego de bilar que se llama "Bank Ball".

La Chicago Coin Machine Co., Chicago, III., continua manufacturando su máquina de dos jugadores de "hockey" deno- minada "Goalee".

La Hirsh Coin Machine Co., Washington, D. C., ha fabricado un nuevo tipo de juego de bilar que se llama "Red Ball".

La Mike Munves Corp., New York, N. Y. continua manufacturando su nueva máquina para juego de palitos, que es distribuida por la Runyon Sales Company of New York, Inc., a la que ha llamado "Super Roll".

La J. H. Keeney & Company, Chicago, III. ha agregado recientemente a su negocio una nueva máquina de tipo consolada que ha denominado "Super Bonus Bell".

La D. Gottlieb & Company, Chicago, III. sigue fabricando su máquina para el juego de bolos, llamada "Stage Door Can-teen", y ha presentado un nuevo modelo, nacido del muy popular juego "Grip Scale", muy interesante para concursos de bolas.

La Amusement Enterprises, Houston, Tex., ha lanzado últimamente al mercado las siguientes máquinas: "Hi-Score" que es un juego de bolos; "Star Bell" máquina tipo consola; "Pitcheni" un juego de monedas y "Dice Board" que funciona sin monedas.

La Williams Mfg. Co., Chicago, III., ha puesto en venta este mes un nuevo juego de bolos, al que llama "Dinamita", (la máquina que fabricaban antes se llamada "Suspense").

La Bally Manufacturing Co., Chicago, III., continúa fabricando su "Victory Derby" que consiste en un juego con una sola bola y una pala automática; "Victory Special" que es el mismo tipo que el "Victory Derby", pero que en vez de pagar automáticamente, permite cierto número de jugadas gratis, en lugar de pagar al contado; "Surf Queen" es del tipo corriente del juego de bolas; "Usherside Raider" máqui- na del estilo para galerías y, acaban de presentar, otra del tipo consola llamada "Draw Bell".

La A. B. T. Mfg. Corp., Chicago, III., ha presentado los siguientes juegos de modelos para mostrarador: "Target Skill", "Ox Challenge" y "Big Game Hunter". Estas tres máquinas incluyen el uso de una ingeniosa pistola para derribar las bolas de acero que están en el blanco. Esta firma continúa fabricando escamas, lanzas monedas y rechazadoras de monedas.


La International Mutoscope Corp., Long Island City, N. Y. está ofreciendo una máquina automática para grabar la voz, que se llama "Bowl-A-Roll".

La Wisconsin Novelty Co., Milwaukee, Wis. ha presentado una máquina que se parece al juego de palitos, a la que llama "Bowl-A-Way Skeet Ball".

La Daval Products Corp., Chicago, III. tiene en venta dos modelos del tipo de juegos giratorios para mostrarador, que no funcionan con monedas y que se llaman "American Eagle" y "Marvel".

La Supreme Enterprises, Inc., Brooklyn, N. Y. sigue fabricando su máquina de juego de palitos llamada "Supreme Skill Roll".

La Sol-Arts Industries, Milwaukee, Wis. ha manufacturado un nuevo y revolucionario tipo de máquina ilustradora de zapatos que llama "Shine-A-Minit".

La Pioneer Coin Machine Co., Chicago, III. ha presentado un pequeño juego de mostrador llamado "Smiley".

La Max Glass Mfg. Co., Chicago, III. exhibió el mes pasado una de sus nuevas máquinas del tipo de juego de "hockey" llamada "Champion Hockey".

La Baker Novelty Mfg. Co., Chicago, III. ha puesto en venta el conocido juego "Kicker and Catcher" y continúa fabricando su máquina automática, tipo consola, "Baker's Pacer".

La H. C. Evans & Co., Chicago, III. ha lanzado un nuevo modelo de su "Eagle" máquina del tipo consola y ha pre- sentado nuevamente su sensacional máquina de juego de palitos "Ten Strike".

La Genco Mfg. Co., Chicago, III. continúa fabricando su popular juego "Total Roll" que obliga a los jugadores a lanzar el número exacto de bolas de monedas que indica el tablero.

La Exhibit Supply Company, Chicago, III. sigue fabricando su máquina de juego de bolas "Big Hit", lo mismo que su gran variedad de máquinas para galerías del tipo Penny Arcade y otras clases más.

En el ramo de máquinas, hay en venta nuevos tipos de máquinas tragamonedas, que contienen siendo las más po- pulares.


La Bell-O-Matic Corp., Chicago, Ill., ha presentado su "Mills Black Cherry Bell", "Mills Vest Pocket Bell" y su nueva "Mills Golden Falls".

La Pace Mfg. Co., Chicago, III. exhibe su "Pace Reels" máquina tipo consola y una lista completa de máquinas traga- monedas, de 16c, 25c, 50c y $1, con el nombre de "Pace De- Luxe Bells".

La Watling Mfg. Co., Chicago, III. sigue produciendo sus famosas escalas que funcionan con monedas, pero no ha anun- ciado todavía sus nuevas máquinas tragamonedas.

La industria entera espera ansiosa la llegada del próximo otoño y del invierno, estaciones en las que se espera anunciar muchos productos nuevos que están tan cerca de estar terminados como la primera convención de la industria de postguerra, que se cele- brará en el Hotel Sherman de Chicago, III., del 3 al 6 de fe- brero de 1947.
Four Momentous Years

By Bill Gersh

Four years fly hurriedly by. Even the these past four years have been somewhat discolored, as far as normal business conditions are concerned by the greatest war this nation has ever fought, they have opened an entirely new vista as to the greatness and permanence of this coin operated machines industry.

Few believed, at the inception of this weekly medium, that this industry would outlast the war. There were some who had arranged plans to close out their businesses. Others who felt that the demands of war would force every man in this trade either into the armed services or into essential war industry. The fact that this business outlasted these dour predictions, is alone proof of its greatness and its place in the American way of life.

The Cash Box has continued to have faith in this industry and hasn’t wavered from this faith for a moment. It believes that all the great things which this industry has already seen will seem but picaresque to what greatness will accrue to it after the post-war years are well under way.

This industry faces its greatest future — tomorrow. It has earned great respect because of its dynamic earning power. It has come to realize its importance as an entertainment factor. It now knows its value as a merchandising force. It will continue to offer service equipment of such new cast and variety that all industry will look up to it with great respect.

Its music has become a byword thruout the nation. Everywhere in the country the words “juke box” are well accepted. And gradually these words are assuming ever greater importance. Much growth, and progress, and greatness faces this industry for tomorrow — but only for those who will continue to have faith in it.

A great and noticeable change has come over the same people in this trade who formerly believed that this industry had seen its best days. These are the very men who are already planning for, and predicting the greatness of its future. Some of these are the men who disappeared from the ranks of this trade when the demands of war became so great that it seemed very few, if any businesses, would outlive it. But today these men look farth upon a field where the possibilities are practically limitless.

It is well known to those men who remained at their posts, and who have been more than pleased with this choice, that The Cash Box came into being because it foresaw that a new type of medium was needed by this trade to keep the members of this industry completely informed.

The Cash Box was created as a confidential and speedy weekly medium. It allows the men of this field a complete interchange of news and ideas. Just what was needed in every sector of the nation. Not only has this worked out to true fulfillment, but the very fact that this medium has grown to its present proportions, definitively indicates that this business has always wanted a true, fearless and confidential trade medium of its own, exclusively devoted to its best interests.

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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OP GETS 25% GREATER TAKE ON 10¢, 2 FOR 15¢ PLAY TEST

Tests Dozen Tavern Spots. "Ops must take in more money and can't take profit away from location owner or he will lose interest in music," he claims. Urges All Ops Make Same Test.

PASSAIC, N. J.—Manny Ehrenfeld of Telemusic Service, this city, who has always made it a practice of obtaining "front money" from everyone of his locations in one form or another, and who has been congratulating The Cash Box on the efforts it has put forth to get all operators to adopt a new and better commission basis for their protection and future assurance — did something about the editorials which have appeared here and tested 12 tavern locations on 10c play, 2 for 15c.

"The results of this test," Ehrenfeld reports, "showed that we received 25 per cent more collections than ever before. And this regardless of the shortage of beer and other drinks through this area.

"We learned, while conducting this test over a period of some weeks," Ehrenfeld continued, "that the public will not hesitate at spending a dime — just as fast as a nickel. We also learned that the greater majority took advantage of the two plays for 15c — and most inserted a dime and a nickel.

"Every operator knows," Ehrenfeld claims, "that successful phonograph operation is up to the storekeeper. If he doesn't back the machine, doesn't allow it to play just loud enough, discourages too much play — that the location won't be worth anything. But, if the location owner gets back of the machine wholeheartedly — he can build up the play even in what might look like a bad spot.

"But," Ehrenfeld says, "you can't walk into a location owner and cut down on him to 30% and not show him as much profit as he always got from his music. The average location owner won't stand for such treatment. He's interested in profits — just as we are. Then the only thing left for the operator is to somehow bring more cash into his machines. And the only way to do that is to charge more for the music — so that even at 30% or at 25% commission the location owner will get as much as he always did before."

Ehrenfeld suggests that every operator in the nation cut down to 30% or even 25% commission to the location owners on new machines, but that he also raise the play from 5c to 10c, 2 for 15c. In this way, he assures the trade, the location will get just as much and even more than formerly and the operator will get much more.

"The operator is faced with the problem of taking in more money," he says, "and the one and only way he can do it is to charge 10c per play, 2 plays for 15c, and at the same time cut his commission to the location owner to 30% or 25%. This should be easy with the new equipment. The manufacturers can deliver the new machines with this coin chute arrangement. It's not a tough job making this changeover even on the older machines as we did in this 12 machine test. But, with new machines it definitely establishes a new and better commission basis for the coin machine operators."

Ehrenfeld strongly urges every operator in the country to make this test, just as he does. He feels certain, he reports, that the ops will change over to 10c per play, 2 for 15c once they have completed their test. He also claims that they will be giving the location owners more money at 30% or 25% on this basis than they are now doing at 50%. And, he claims, the operator will assure himself continuing in business profitably now that the cost of machines, labor and general overhead have risen to a point where this change must be made.

"I want to take this opportunity," Ehrenfeld says, "to most sincerely and wholeheartedly compliment The Cash Box for the marvelous work it has done to help the nation's operators and the entire industry. Every plan which The Cash Box has presented in the time it has been in business has been to help better all conditions in this field. I want to state publicly that every coin machine man in this country owes a real vote of thanks to The Cash Box for its marvelous, untiring and courageous efforts."
MONTREAL, QUE., CANADA—The juke box industry started in Canada back in the early days of the first 10 record automatic phonographs. As these machines were introduced to the American market, Canadians also foresaw their possibilities, and importations started almost simultaneously with sales in the United States.

Prior to the modern juke box (circa 1934) there were very, very few automatic pianos or other automatic musical instruments in Canada. Therefore, Canadian concern that the Dominion really started into the automatic music machine field with the entrance of the first modern juke box.

There are today approximately 1,000 population. Latest population means about one machine for every 1,000 population. Latest populations figures show about 11,500,000 Canadians. So this is still a sparsely scattered operational figure, especially when contrasted with the City of New York, which is reported to have one juke box for every 250 people (which means practically double the number in this one city) thruout the entire Dominion of Canada.

Furthermore, in Canada, it is believed that less than 100 operators control about 5,000 of the 11,000 automatic music instruments in existence here. In fact, some have even placed the figure at about 35 or 45 — and the larger figure at about 75 to 85, but these men explain that these $5 or so actually own and control the other 75 to 85 companies.

One hindrance to the growth of the juke box industry in Canada for some years was the extremely stiff duties which were imposed on the importation of the machines. Today, there is duty has been lowered. It is now 63½ per cent of the original cost. (For example, a $100 machine in the United States imported into Canada would be $163.50 to the Canadian buyer.)

As far as records are concerned, the Canadian juke box operators have never been plagued with this problem as have the American operators. Even during the wartime period when a quota was set for the juke box operators, the difference in quantity was so small that few, if any juke box men, felt the difference.

There are only four records in Canada. These are Victor, which sells to the operator at 46c; Bluebird (also an RCA Victor) which sells to the operator for 30c; Decca Records which sell to the operators for 30c and Columbia Records which sell for 30c.

The majority of the records, which are pressed right here in Canada, has always been very good. The average Canadian juke box operator reports that he buys about 100 players per record. At the same time, most of Canada’s juke box men resell the records as used merchandise at about 20% each. Therefore, record cost is still very, very low in Canada.

The Canadian juke box operators never really endured any record shortage. They were never hindered in their operations by lack of records (during the war, prior to the war and at present) and never paid retail prices for the records they purchased. In fact, Canadians report that they were always given very good cooperation by the record firms here.

Furthermore, Canadian operators don’t buy from record distributors as in the U.S. They buy direct from the record manufacturer. RCA-Victor have offices in Montreal and Toronto and press their records in Montreal. Decca also has office in Montreal and Toronto and presses in Montreal. Columbia, too, has offices in Montreal and Toronto, but presses in London, Ont.

In contrast to the record situation, tubes have been rather difficult to obtain, right up to this day. The worst shortage existed for the 6L6, 6SC7 and the 6J5, with some other tubes also hard to obtain. But regardless of the tube shortage the machine did not shut down. The operators bought them at retail when they couldn’t get them at their usual wholesale places. And, in some cases, amplifiers were rewired to accept substitute tubes.

Canadian operators have been purchasing on a time payment basis about $25 per machine by most operators. Many of the operators obtain “front money” ranging, usually, from about $3 to $5 per week per machine. This is especially practiced in the many smaller communities because of the difficulties of servicing and the time and expense to make such service calls. At the same time, in many of the larger communities, such as Montreal, Toronto, Ottawa, etc., “front money” is also obtained by the operators.

The gross average throughout the Dominion is placed at about $20 per month by most operators. Many of the operators obtain “front money” ranging, usually, from about $3 to $5 per week per machine. This is especially practiced in the many smaller communities because of the difficulties of servicing and the time and expense to make such service calls. At the same time, in many of the larger communities, such as Montreal, Toronto, Ottawa, etc., “front money” is also obtained by the operators.

The following quantities for individual cities as to juke boxes are approximated and considered just right: 1) Montreal probably leads the Dominion with about 1,500 juke boxes in operation, 2) Toronto is second with about 1,100 juke boxes operating, 3) Ottawa next with 900, then Hamilton with 800, then Halifax with 500, 6) Windsor with 300, 7) Hamilton with 300, 9) Quebec with 250, 10) Kingston, with about 100, and then a long, long list of all the smaller rural communities throughout Canada which range anywhere from 1 or 2 juke boxes to possibly 50 or so.

The attention of the Dominion is restaurants. Quebec is the only province that has taverns. At the present time there is a bill which may allow taverns in Ontario. It is also hoped that this bill will allow juke boxes to be operated in the taverns if they come into being in Ontario. At the present time juke boxes are not allowed in hotels in any province but Quebec.

Regarding the problem of copyrighted music, Canadians won a decision this in 1934 in CRUS (Canadian Performing Rights Society) which is the ASCAP of Canada attempted, in 1944, to collect royalties from the juke boxes playing the song “Stardust.” Did not attempt all the way up in the courts until it reached the Privy Council in London, England, where the operator who was being sued, was Canadian. Since then there hasn’t been any more made in this direction by CPRS.

License fees are practically unknown in Canada. There may be a few license fees in existence in some of the very small, rural communities but there aren’t any such taxes in effect in any of the large centers throughout the Dominion.

There are a couple of operators’ associations in existence but these are really more for just a general get-together for good times than for real association business. These were put together during the war period in Montreal and in Toronto and only about 20 per cent of the membership ever attended any of the monthly meetings. They did get together every so often for a banquet or party of some kind.

In Canada, even tho there are now distributors who are dealing directly with juke box operators only and who are also interesting some new-comers to the field, the general belief is that the market can consume approximately 1,500 to 2,500 more machines above the 11,000 or so now in operation in the Dominion.

There is definitely, tho, one outstanding problem and that is that the juke box business is “a really good business.” Canadian operators are going to keep right on working to make it one of the most outstanding and respected divisions of the Dominion’s industries.
CALIFORNIA BECOMES AMERICA'S NO. 1 TEST MARKET

Leads in Development of New Music Ideas, Becomes Test Center for Mfrs of Amusement and Merchandise Machines. Wartime Population Increase Holds. Expect Los Angeles to be America's 2nd Largest City.

special to the cash box

los angeles—With the fact that the swollen wartime population has held on and even increased since the finish of the war, the nation at large is of the belief that Los Angeles will one day soon become America's second largest city and that the State of California itself will outrank most other states in the union for business development.

It is a well known fact that this state has already won its spurs in the sportswear and aviation fields. Many large industrialists have chosen sites here for their future development plans. More and still more business leaders are concentrating their efforts here. In general, the growth program which is under way throughout this area and all the rest of California, bids fair to make this the nation's greatest market.

For many years, as far as the coin machine industry is concerned, the state of California lagged far behind. One reason was the Rocky Mountain barrier which caused shipping to slow down tremendously. Californians were receiving machines as "new" when other cities were already advertising them as "used." Shipments from New York and other eastern cities took so long that, many times, the machines lost their price evaluation en route.

This led to the development of machines by Californians for California. The first electrical pinball games came from this area. The first reel type counter machine came from here. The first slot machine was born in this state. The first telephone wired music developed here. The first cigarette machine was created in a basement of one man's home in this state. The first idea of single channel non-selective music also developed here. Sponsored music is having its start here. And many, many more ideas in coin operated music, entertainment, service amusement and merchandising are being developed here — first.

California, because probably nature forced it to fend for itself, developed its own products and its own business. Today — California stands alone — up and above all other states in the coin machine industry for future possibilities. It has become the "No. 1" test market of the nation for all types of coin operated equipment.

Consols of every type, pinball games, slots, arcade machines, new ideas in music, movie machines — every type of merchandise is being tested in this market and being presented to the trade here — not first — then simultaneously with whatever other market can somehow match it for the same equipment.

The development of large and prosperous operations came about with the wartime period when millions of people from all over the nation rushed to this area for jobs in the huge plane factories. This population has not only remained here but has been added to by the many thousands of soldiers and their brides who have since come to settle in California. Visitors who come here more than once, it is well known, will eventually also make up their minds to settle somewhere in this state. Therefore, the war has had much to do with the great growth and development of California as the future leading market for the coin machine industry.

Jobbers and distributors here are considered among the most financially solid and also among the most progressive. Their showrooms and offices are unmatched, in general, by those any other state in the union. Their business methods and the youthful means they use to go out and develop new business has won much acclaim from all the trade.

But, what is most important, is to note that the leading manufacturers are now shipping their new equipment to California first — where it is appraised and tested for them.

For example, one leading manu-

facturer introduced his new amusement machines here long before he even announced them in other parts of the country. The machines went on locations thruout this state and were given their first tests here. The reports on the mechanical perfection and earning power of these machines convinced this manufacturer whether he should continue with them and what changes he would have to make prior to openly presenting them to the rest of the trade.

The same has been true in music. One noted music machine manufacturer had his first machines shipped here. They were placed on locations by coinmen in this area and were given their first real tests in this state. The results of those tests caused some changes to be made in the machines — prior to presenting them to all the trade. The machines were actually changed and perfected here in California.

The same is true of merchandising and service equipment. Machines which will not be officially presented to the industry for some time as yet are now being operated and tested here in this state. Those machines, after these tests, will be better equipment for all the trade.

The barrier of the Rocky Mountains has at last been overcome. The airplane, too, has won a new life for California. Today it makes but 10 to 11 hours to fly here from New York. Lunch in New York and leave at 3 PM and arrive in California at 11 PM, ready for the next day's business.

Californians today are eager and even anxious to prove to the manufacturers of coin operated equipment that their state is destined for leadership in this market. They ask that manufacturers contact them first — and continue to present their new machines here first. They want to prove to the manufacturers that today, because of the tremendous population increase in this state, they can use the maximum quantities of all coin operated products.
# Cash Box Poll of the Nation's Top Juke Box Tunes

Compiled from weekly reports from music operators throughout the entire nation.

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## 1. The Gypsy

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Visit [www.americanradiohistory.com](http://www.americanradiohistory.com)
"There's Good Blues Tonight"
"Baby, What You Do To Me"
Clyde McCoy and His Orchestra (Vocal 752)

- This is another picture record featuring Clyde McCoy and his gold- en trumpet. "There’s Good Blues Tonight," a parody on those now-famous words of a certain radio commentator, gives us plenty of McCoy's recognized horn style. Billie Jane Bennett tosses off the vocal. Added to this are McCoy's frequent solo flings and a good instrumental background. "Baby, What You Do To Me" is more of a jump tune and Miss Bennett again furnishes the vocal. Both sides should have a wide appeal.

"I'm Learning to Speak English"
"Obelli"
Manuel Lopez (Exclusive 10328)

- For those who prefer Latin rhythm we'd recommend this disc. Manuel Lopez stars on the vocal with Rafael Mendez and His Orchestra assisting him with the one-two-three-kick beat. "I'm Learning to Speak English" (the title is given in Spanish but we won't go into that here) emphasizes the lyrics which are also in Spanish with "Obelli" places more stress on the rhythm angle. South-of-the-border music lovers will go for both sides.

"When You Cry"
"Th’ I Tried"
Wesley Tuttle and His Texas Stars (Capitol 267)

- Western fans will clamor for this latest Wesley Tuttle release of two typical tunes of the wide open spaces. "When You Cry" is a sort of a re-write job on that old adage "Laugh and the world laughs with you; cry and you cry alone." The Texas Stars shine on the background and make this a pleasing platter. The backing, "Th’ I Tried" is pretty plaintive — and Tuttle will put a tear in your eye with his rendition. Both are good cowboy fare and will click in places where they go for that type of thing.

"You're The Cause of It All"
"I Love An Old Fashioned Song"
Kay Kyser and His Orchestra (Columbia 36989)

- "You're the Cause of It All" is a swingy little blues number suitable for both foot and ear workouts. Lucynn Polk does a good job on the vocal in a style that's pleasing to all. The backing is "I Love An Old Fashioned Song" but it's given a modern treatment by Michael Douglas and The Moonbeavers. The Kay Kyser crowd seems to improve with the years and they're at their best in the background although the arrangements are worthy of comment and should take in top coin.

"I'm A Big Girl Now"
"Personality"
Dick Stabile and His Orchestra (Coronet 512)

- Here's a tune that should get a good play on the juke boxes and this time the stabilie Stable band gives it a whirl. Jane Harvey vocally explains that "I'm A Big Girl Now" and she does okay by it too. The band furnishes a nice musical background with not too many frills. It's a little late in the game to come out with "Personality" but, nevertheless, the boys present a workman-like job. Russ Emeni handles the lyrics like a veteran. The first side will take the top money.

"Mean Pretty Mama"
"Chicken Rhythm"
Slim Gaillard (Bel-Tone 762)

- "Mean Pretty Mama" is a Gaillard original and it's done in a extremely slow drag tempo. The boys nearly fall over one another in the process, but the outcome makes for good listening. Mr. G's vocal offering is different in that he goes 'way down to a mere whisper at times, but it's a good number. The boys have with him all the way, too. The backing, "Chicken Rhythm," is a novelty stomp which, in addition to some good instrumental passages, contains a crazy set of lyrics. The boys must have done some shrewd barnyard observation to get that cackling down pat. Gaillard fans will go for both of these.

"Jay Gee"
"Sit Back and Ree-Lax"
Jimmy Lunceford & His Orchestra (Majestic 1053)

- The Lunceford lads really set the joint rocking in this waxing of "Jay Gee." Strictly instrumental, the solos are dealt out liberally and the record ends with a short drum break. It's headed for the top. The band proves that they're an ensemble capable of plenty of bounce and swing when it's the order of the day. "Sit Back and Ree-Lax" gives us more jive with the Lunceford Quartet vocalizing. Neither side is suited for the quiet clans, but the younger crowd and the jive hounds will eat them up.

"Walk It Off"
"Remember Me"
The Pied Pipers (Capitol 264)

- It's hard to find a better small vocal group than the Pied Pipers and they live up to their reputation on "Walk It Off." There's a lot of bounce and close harmony here, but the Pipers keep it in mind that they're performing for the record. This widens their appeal. That oldie, "Remember Me," comes out with a new coat of paint — and in a soft color too. It's wonderful music for romancing and reminiscing. Should be on the receiving end of a lot of coin.

"Strange Love"
"In Apple Blossom Time"
Elliott Lawrence and His Orchestra (Columbia 36999)

- Romperers will rush to the juke boxes to put fatfels of nickels to hear this waxing of "Strange Love." It's a love song with a melody that's easy to remember. Jack Hunter and His Orchestra furnished the background and Elliott Lawrence and His Orchestra furnish a very smooth background. The flipover, "In Apple Blossom Time," will be recognized at once by everyone as an oldie, but it's still good for plenty of plays. Hunter again handles the vocal and the Lawrence lads ably assist him.

"Take It and Shake It"
"I'm A Bad Bad Boy"
Roberts Brothers Trio (Bel-Tone 761)

- "Take It and Shake It" is strictly jive. Virgil Bingham gives out with some excellent piano work and the Roberts Brothers on bass and guitar back him up solidly. "I'm A Bad Bad Boy" is another Roberts original and the stress is on the vocal rather than the instrumental. The competition is tough in the small combo field these days; however, this outfit does all right. If placed right, it should get a good play.

"When My Baby Left Me"
"Echoes of Harlem"
Cootie Williams and His Orchestra (Capitol 266)

- Here's a new Cootie Williams release with Eddie Vinson monopolizing most of the record with his plaintive style of singing. "When My Baby Left Me" is bound to be in demand. The band stays in the back-ground with occasional breaks in between the lyrics. Cootie's crew comes into its own on the reverse with Williams soloing on his trumpet. This is a good arrangement of El- lington's "Echoes of Harlem" and the boys are at their best. Check both as coin collectors.
“Gloria”
“Memories of Home”
Bob Hayward
(Exclusive 218)

- After listening to both sides of this disk, nobody who is familiar with the work of Leon Rene can help but label him among the top figures as a composer of "pop" music. Both "Gloria" and "Memories of Home" are ballads that ring the bell and knock on the door of national acclaim, and they should be let in as welcome visitors for as long as they stay. Bob Hayward handles the vocal on both sides, and he has the voice to do it. If there’s a complaint that he sets too much like Sinatra, so what? That’s good! The Buddy Baker orchestra drifts round the voice and they do it with great effect. I’d place this disk anywhere, and it’ll wear itself out.

“All The Time”
“Love On A Greyhound Bus”
Orrin Tucker Orch.
(Musicraft 15064)

- This reviewer is sticking up his mitt for “All The Time” even if it does stand back of “Love On A Greyhound Bus” on this — and recording of every other — and just about every record. It’s a really good ballad that has every reason to go well in the quieter sets in town. On this disk, offered up by the Orrin Tucker crew — and very good, too — Orrin steps up for the vocal and carries it off better than most of the alleged bandleader-crooners. On the flip, “Love On A Greyhound Bus” gets a really first class presentation by the instruments and Orrin is joined by Scottie Marsh on the lyrics. They do one of the better duets on this tune that we’ve yet heard.

“The Gypsy”
“Marinette”
Freddie Stewart
(Bel-Tone 7003)

- Here’s one tune that needs no prophecy as to how it’ll go on the jukes. “The Gypsy” is right up there and shows little signs of slipping. On this version, however, featuring the vocal of Freddie Stewart, the orchestration is given a zingier tempo. It’s a good piece of wax, what with Freddie’s vocal and the fiddling offered by Mischa Violin. The backing, “Marinette” is a slider, but we’d like to hear a few more versions of it before giving a headlining spot. The orch supporting Stewart on both sides is under the capable hand of Ramon Joe Sannis.

“Doin’ What Comes Naturally”
“That Wonderful Worrisome Feeling”
The Five DeMarco Sisters
(Majestic 7193)

- The five DeMarco girls are one of my favorite vocalizing combos, and on this waxing of “Doin’ What Comes Naturally” they more than justify their place. The girls turn in a neat job in every department and deliver the hit tune in a hit manner. Supported instrumentally by Bud Freeman and His orchestra, the girls have here cut a disk that should win heavy reward on the jukes and a good spot for themselves in jule-dom’s hall of favored artists. The flip, “That Worrisome Feeling,” is a pleasant tune just as capably handled by the five voices and the musical accompaniment.

“School Kids Hop”
“Flat Foot Floogie”
Slim Gaillard Orchestra
(Bel-Tone 758)

- The young jump crowd will probably contribute heavily from ice cream and sundae funds for a listening to this Slim Gaillard disk. It has everything he’s noted for, the top flight instrumental ensemble, the zany, tuneless jive talk, and the irresistible rhythm his waxings have been known for. In addition, it has a title calculated to catch the eye of the hobby sizer. The backing, “Flat Foot Floogie” is a brand new, dressed up version of the once-very popular Gaillard composition. On this the boys do a straighter — and better — job than usual, and come up with a platter that should net some interest to the juke customers.

“Pet of the Pipers”
“Haste To The Wedding”
“Stack Of Barley”
“Kerry Mills Barn Dance”
All Ireland Orchestra
(Capitol 1001-2)

- Shure and here’s some sides from out of the land where the shamrock blows. Piped and played by the All Ireland Orchestra this disk features the old fashioned, well beloved jig and dance melodies of Erin, and, as a result, should net their own harvest of coinage from locations where the customers gather to remember the shillelagh and how Connelly’s men sallied out against the infamous Black and Tans. These tunes are genuine, and should go well wherever genuine Irish tunes are demanded.

“It’ll Take A Little Time”
“It’s Dawn Again”
Dick Stabile and Orchestra
(Coronet 201)

- Tag “It’ll Take A Little Time” as one of the better ballads to be heard in many weeks, and this version, contributed by the Dick Stabile orchestra, is a standout for that reason — plus one or two more. One of those other reasons is the voice of newcomer Russ Emeri, who should draw lots of attention in coming months. His style is still to be polished to diamond perfection, but the diamond is there, and on this disk, it shines brightly. Still another standout feature is the horn section of the Stabile crew. They make music loudly, but with a unique grace. The backing, “It’s Dawn Again,” which is all instrumental, serves to verify this reviewer’s belief that the Stable crew compose one of the better dance-musicians in the country. What’s more the tune is tops.

“Whatta Ya Gonna Do”
“Billy The Kid”
Billy Butterfield Orch.
(Capitol 265)

- Whatta Ya Gonna Do” is a disk that’ll make out okay. Timed for dancing and listening, featuring a good vocalist in Allan Wylie, and contributed by good musicians, it’s a really palatable record for most locations: call it a ballad, call it a blues, call it slow jump; it fits all categories. The back, “Billy The Kid” is all instrumental as the Billy Butterfield aggregation take a turn. They come up with an offering that should go well wherever the saddlebrown shoes gather to jump.

“Oh! What It Seemed To Be”
“You Won’t Be Satisfied”
Dick Stabile and His Orch.
(Coronet 511)

- It’s a little late in the game to do a review on this pair of hit compositions, “Oh! What It Seemed To Be,” and “You Won’t Be Satisfied,” but just in the event the demand is still going strong for this pair on your boxes, give this version by Dick Stabile’s ork a try. Russ Emeri does the carring on both sides, and what the Stabile combination can do to a song is worthy of your listening time.
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HOT ON RECORDS

TEN TOP JUKE BOX TUNES THRUOUT THE NATION

(Continued)

DANBURY, CONN.

1. The Gypsy
2. Prisoner of Love
3. Laughing On The Outside
4. I'm A Big Girl Now
5. Guitar Polka
6. Someday
7. I Don't Know Enough About You
8. Doin' What Comes Naturally
9. They Say It's Wonderful
10. Chen A Luna

WICHITA, KANS.

1. The Gypsy
2. Hey! Ba-Ba-Re-Bop
3. Do You Love Me?
4. Laughing On The Outside
5. Prisoner of Love
6. I Don't Know Enough About You
7. It Couldn't Be True
8. Full Moon And Empty Arms
9. Oh! What It Seemed To Be
10. As If I Didn't Have Enough On My Mind

BINGHAMTON, N. Y.

1. The Gypsy
2. Prisoner of Love
3. I'm A Big Girl Now
4. Hey! Ba-Ba-Re-Bop
5. Laughing On The Outside
6. Cement Mixer
7. Doin' What Comes Naturally
8. Seems Like Old Times
9. Some Day
10. Give Me The Moon Over Brooklyn

WASHINGTON, D. C.

1. The Gypsy
2. Laughing On The Outside
3. Sioux City Sue
4. Seems Like Old Times
5. Prisoner of Love
6. Don't Let The Sun Catch You Crying
7. Oh! What It Seemed To Be
8. You Won't Be Satisfied
9. Whiffenpoof Song
10. These Foolish Things

ORLANDO, FLA.

1. Prisoner of Love
2. Hey! Ba-Ba-Re-Bop
3. Cement Mixer
4. The Gypsy
5. They Say It's Wonderful
6. All Though The Day
7. It Couldn't Be True
8. Doin' What Comes Naturally
9. I'm A Big Girl Now
10. Oh! What It Seemed To Be

(Continued)
HOT ON RECORDS
(Continued)
SAVANNAH, GA.
1. The Gypsy
2. Hey! Ba-Ba-Re-Bop
3. Laughing On The Outside
4. Do You Love Me?
5. Sioux City Sue
6. Prisoner of Love
7. Put Your Little Foot Right Out
8. Tippin' In
9. All Through The Day
10. Sneakin' Out
CUMBERLAND, MD.
1. The Gypsy
2. Prisoner of Love
3. Hey! Ba-Ba-Re-Bop
4. All Through The Day
5. They Say It's Wonderful
6. In Love To Van
7. I'm A Big Girl Now
8. We'll Gather Lilacs
9. Laughing On The Outside
10. Don't Be A Baby, Baby

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5. Cement Mixer
6. Atlanta, G. A.
7. I'm A Big Girl Now
8. Prisoner of Love
9. Hey! Ba-Ba-Re-Bop
10. Doin' What Comes Naturally

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1. The Gypsy
2. E-Bob-O-Lee-Bob
3. Sue City Sue
4. Oh! What It Seemed To Be
5. Shoo Fly Pie
6. Prisoner of Love
7. Laughing On The Outside
8. It Couldn't Be True
9. Hey! Ba-Ba-Re-Bop
10. I'm A Big Girl Now

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1. The Gypsy
2. Cement Mixer
3. Prisoner of Love
4. Laughing On The Outside
5. They Say It's Wonderful
6. Hey! Ba-Ba-Re-Bop
7. Shoo Fly Pie
8. The Girl That I Marry
9. It Couldn't Be True
10. Sioux City Sue

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R-720 In The Doghouse Now
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FOREWORD  Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter The C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than show no price, retains the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be taken into consideration. The C.M.I. Blue Book reports each quotation exactly as it is made and depends on the subscriber to make average price adjustment to fit the peculiarities of his own territory.

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

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

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

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

ROCKOLA

1. 12 Record $135.00 $150.00
2. 16 Record 165.00 200.00
3. Rhythm King 12 69.50 150.00
4. Rhythm King 12 135.00 175.00
5. Imperial 16 125.00 165.00
6. Imperial 20 250.00 275.00
7. Windsor 275.00 295.00
8. Windsor, Ill. 250.00 300.00
9. Monarch 250.00 275.00
10. Std. Dial-A-Tone 425.00 475.00
11. '40 Super Rockolite 425.00 475.00
12. '39 Counter 100.00 125.00
13. '39 Standard 375.00 400.00
14. '40 Super Wurlitzer 425.00 450.00
15. '40 Super Marble 450.00 475.00
16. '40 Master Wurlitzer 335.00 450.00
17. '40 Master Rockolite 445.00 495.00
18. '40 Counter 165.00 225.00
19. '40 Counter with Std. 139.50
20. '41 Premier 575.00 595.00
21. Wall Box 10.00 15.00
22. Bar Box 10.00 12.50
23. Spectravox '41 95.00 125.00
24. Glamour Tone Column 95.00 99.50
25. Modern Tone Column 49.50 59.50
26. Playmaster & Spectravox 425.00 495.00
27. Twin 12 Cab Speaker 175.00
28. 20 R. Steel Cab ASA 300.00
29. Playboy 750.00 795.00
30. Commando 625.00 650.00
31. 1501 Wall Box 5.00 10.00
32. 1502 Bar Box 3.50 7.50
33. 1503 Wall Box 375.00 395.00
34. 1504 Bar Box 19.50 24.50
35. 1510 Bar Box 25.00
36. 1525 Wall Box 18.50 39.50
37. 1526 Bar Box 34.50 39.50
38. Dial-A-Tone R&B Box 16.75 17.50
39. 1605 Organ Speaker 49.50 50.00
40. Tone-A-Lier 54.50
41. DeLuxe Jr. Console Rock 150.00 250.00
42. Playmaster 295.00 375.00

A. M. I.

5. New Wall Box 17.50 22.50
6. New Bar Box 15.00 17.50
7. Wall & Bar Box Old Style 3.50 4.00
8. Imperial 16 35.00 32.50
9. '32 Record Adaptor 15.00 24.50
10. '42 Record Adaptor 15.00 24.50
11. '16 Record Adaptor 15.00
12. Speaker Cabinet 10.00 20.00
13. Zephyr Speaker Cab 11.25
14. '20 Rec. Seeburg Adaptor 25.00 39.50
15. Bar Brackets .95 2.50

BUCKLEY

5. New Wall Box 17.50 22.50
6. New Bar Box 15.00 17.50
7. Wall & Bar Box Old Style 3.50 4.00
8. Imperial 16 35.00 32.50
9. '32 Record Adaptor 15.00 24.50
10. '42 Record Adaptor 15.00 24.50
11. '16 Record Adaptor 15.00
12. Speaker Cabinet 10.00 20.00
13. Zephyr Speaker Cab 11.25
14. '20 Rec. Seeburg Adaptor 25.00 39.50
15. Bar Brackets .95 2.50
**SEEBURG**

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www.americanradiohistory.com
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**1. Liberator** $139.50 $179.50
**2. Midget Skee Ball** $50.00 $115.00
**3. Skee Skee Ball DeL** $75.00 $90.00
**4. Mills Rotary Digger** $29.50 $49.50
**5. Mutoscope Ace Bomber** $169.50 $249.50
**6. Mutoscope Bowl Alley** $110.00
**7. Mutoscope Baseball Mobile** $275.00
**8. Mutoscope Dr. Mobile w. tk.** $260.00 $325.00
**9. Mutoscope Elec Trav Crane** $95.00 $115.00
**10. Mutoscope Fan Ft. Dig** $39.50 $40.00
**11. Mutoscope Photomatic** $590.00 $945.00
**12. Mutoscope Roll Fri. Cr.** $50.00 $69.50

**C.M.I. BLUE BOOK**
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Note: The above table is a simplified representation of the information provided in the image. The original document contains a detailed list of horse races, odds, and other information that is not transcribed here.
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<td>9. Sky Blazer</td>
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<td>37. Sweet Spot</td>
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<td>38. Triumph</td>
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<td>41. Two-up</td>
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<td>42. Two-up (Rev)</td>
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<td>43. Two-up &amp; Go</td>
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<td>44. Two-spot</td>
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<td>46. Texas Mustang</td>
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<td>48. Three Score</td>
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<td>50. Thriller</td>
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<td>51. Thumbs Up (Rev)</td>
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<td>53. Top Notcher</td>
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<td>54. Torpedo Patrol (Rev)</td>
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<td>55. Towers</td>
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**Additional Games**

- Trade Wind (Rev): $259.50
- Trailways: $59.50
- Trapeze: $17.50
- Triumph: $25.00
- Twin Six: $49.50
- Twin Spot: $39.50
- Up & Up: $34.50
- Vacation: $27.00
- Victory: $89.50

**Miscellaneous Games**

- Vagabond: $25.00
- Vagabond: $265.00
- Vagabond: $60.00
- Vagabond: $20.00
- Vagabond: $62.00
- Vagabond: $15.00
- Vagabond: $37.00
- Vagabond: $15.00
- Vagabond: $250.00

**Other**

- Zone: $15.00
- Zeta: $15.00
- Zig Zag: $60.00
- Zombie: $60.00
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<th>MANUFACTURERS' NEW EQUIPMENT</th>
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<td><strong>A.M.L.</strong></td>
<td><strong>AMUSEMENT CORP.</strong></td>
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<td><strong>AIREON</strong></td>
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**PINS**

| Surf Queens                   | **CONSOLES**                  |
| $327.50                      |                                 |
| **EXHIBIT**                   |                                 |
| Big Hit (Single Play)         |                                 |
| $298.50                      |                                 |
| Big Hit (Multiple Play)       |                                 |
| $396.50                      |                                 |
| **GOTTLIEB**                  |                                 |
| Stage Door Canteen           |                                 |
| $274.50                      |                                 |
| **MARVEL**                    |                                |
| Catalina                     |                                 |
| $249.50                      |                                 |
| **P & S**                     |                                |
| Klomex                       |                                 |
| $249.50                      |                                 |
| **UNITED**                    |                                |
| Riviera                      |                                 |
| $249.50                      |                                 |
| **WILLIAMS**                  |                                |
| Suspense                     |                                 |
| $324.50                      |                                 |

**COUNTER GAMES**

| A.B.T. CORP.                  | **BALLY**                     |
| Challenges                   | Victory Derby                 |
| $65.00                       | Victory Special               |
| **AMUSE ENTERPRISES**        | $614.50                       |
| Pitchem                      | **CIGARETTE MACHINES**        |
| **BAIL**                     | **DU CREMER**                 |
| Kicker and Catcher           | Chrysler                      |
| **DAVAL**                    | **ROWE**                      |
| Marvel, Plain                | Crusader                      |
| $50.00                       | **U-NEED-A VENDOR**           |
| With Ball Gum Vendor         | Monarch 6 Col.                |
| 55.00                        | Monarch 6 Col.                |
| Marvel, Non-Coin Operated    | 134.50                        |
| 51.00                        | 144.50                        |
| With Ball Gum Vendor         | **ARCADE**                    |
| 59.00                        | **AMUSEMENT CORP.**           |
| American Eagle, Plain        | Lite Leagoon                  |
| $399.50                      |                               |
| With Ball Gum Vendor         |                               |
| $399.50                      |                               |
| 54.00                        |                               |
| With Ball Gum Vendor         |                               |
| 59.00                        |                               |
| Cusher                      | **AMUSEMENT ENTERPRISES, INC.**|
| 54.00                        | North Bay                     |
| **PIONEER**                   | $125.00                       |
| Smiley                      |                               |
| 39.50                        |                               |
Action from Stars
Ajax from Score Card
All Out from Cross Line
Arizona from Sun Beam
American Beauty from Attention
Battle from Zombie
Big Tent from Big Show
Big Three from Blondie
Big Top of '45 from Twin Six, Clover, Sky Roy
Bingo from Lie-A-Card
Bombardier from Follies '40
Bowling Alley '42 from Bowling Alley Brazil from Do-Re-Mi
Burlesk from Follies '40
Casablanca from Glamour
Cupid from Roxy
De-Jeet from Red, White & Blue
Destroyer from Cadillac
Dive Bomber from Formation
Eagle Squadron from Big League, Big Town
Easy Pickin' from O'Boy
Falling Sun from Ten Spot
Fan Dancer from Roxy
Flash from Punch
Flat Top from Broadcast, Crossline
Flight from Sporty
Flying Tigers from Play Ball
Foreign Colors from Owl
Grand Canyon from Double Play
Hi-Boy from Metro
Hi-Jinks from Glamour
Hi-The-Japs from Gold Star
Hockey '42 from Silver Skates
Idaho from Zombie
Jeep from Duplex, Leader, Sky Blazer
Killer from Roxy
Knipper from Scoop
Knock-Out-The-Japs from Knockout

Parade Leader from Drum Major
Parratrop from Powerhouse
Peckerino from Jolly
Pep from Wow
Playtime from Gold Star
Pin Up Girl from Silver Skates
Production from Blondie
Rat from Zig Zag
Redheads from Blondie
Roll Call from Vacation
Sailorettes '42 from Follies '40
Scout Commander from Fleet
Sea Power from Four Roses
Sentry from Leader
Shangri-La from Mr. Chips
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
Luxury from Rotation
Marines-At-Play from Flicker
Midway from Zombie
Nite Club from Formation
Nine Belts, from Mr. Chips
Over-The-Top from Powerhouse
Speedway from Entry
Spot-Cha from Attention
Stage Door Canteen from Liberty
Starlight from Triumph
Stepper from Blondie
Strip Tease from Chic-Coin Games
Torpedo from Formation
Trade Winds from Sky Blazer
Triple Entry from Home Run
Wagon Wheels from Duplex
White Sails from Silver Spray
Yankee Doodle from Liberty
Zingo from Mascot, Attention
Zig Zag from Silver Skates, Air Force

All-American Derby from Sport Special, Record Time
Big Three from Flicker
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 National, Preakness
Victorious from Turf Champs
War Admiral from Grand Stand
Whirlaway from Blue Grass, Dark Horse, Sport Special
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220—JUMPIN' AT THE JUBILEE
NOTHIN' EVER HAPPENS TO ME
Basin Street Boys
221—IT AIN'T GONNA BE LIKE THAT
WITH MY HEART IN MY HAND
Johnny Moore's "Three Blazers"
222—I LEFT MY HEART IN MISSISSIPPI
I'M JUST A LUCKY SO-AND-SO
Herb Jeffries
223—YO ESTOY APRENDIENDO INGLES
(I'm Learning To Speak English)
OBELLI
Rafael Mendez and Orch.

MODERN — 65c

118—I USED TO WORK IN CHICAGO
THAT'S THE BOOGIE
Three Bits of Rhythm
129—MEAN AND EVIL WORLD BLUES
Russell Jacquet and All Stars
131—TRAVELIN' BLUES
IT'S THE TALK OF THE TOWN
Johnny Moore's 3 Blazers
133—WHAT DO YOU KNOW ABOUT LOVE
SOCIETY BOOGIE
Johnny Moore's 3 Blazers
134—WARSAW CONCERTO (Part 1 & 2)
Johnny Moore's 3 Blazers
135—YOU ARE MY FIRST LOVE
I'LL GET ALONG SOMEHOW
Johnny Moore's 3 Blazers

BEL-TONE — 49c

753—DIZZY BOOGIE
POPPI POP
Slim Gaillard's Orch.
755—RIFF CITY
MEAN MAMA BLUES
Wini Beatty with Slim Gaillard
758—FLAT FOOT FLOOGIE
SCHOOL KIDS HOP
Slim Gaillard's Orch.

BEL-TONE — 49c

7006—TAKE IT AND SHAKE IT
I'M A BAD BAD BOY
Roberts Bros. Trio
7004—THE IGGIDY SONG
MY BONNIE LIES OVER THE OCEAN
The Todds
7005—APPLE ON A STICK
PUT ON YOUR OLD GRAY BONNET
The Todds

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WIRE FROM HOMER E. CAPEHART

WESTERN UNION

WASHINGTON, D. C. — Homer E. Capehart, Chairman of the Board of Packard Manufacturing Corp., Indianapolis, Ind., sent this special wire to The Cash Box as his contribution to the Fourth Anniversary Issue of this publication.

In this wire Capehart offers the industry a true and pertinent statement which, of itself, answers all future problems, when he wires, "The future of the industry can be made as big and as successful as the men in it wish it to be."

Capehart is well known to the entire industry for the work he has done in its behalf. He has appeared before a great many coin machine organizations from coast to coast to speak on the future of this industry.

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MUSIC OF THE NEW ERA

By DeWitt (Doc) Eaton
Vice President and General Salesmanager, AMI, Inc., Chicago

America is getting ready for another renaissance in popular music. The first great rebirth of American popular music followed the evolution of the coin-operated phonograph in 1933. Up to that time popular tunes went along in their own way, record sales to the consuming public were good but not sensational.

Then the juke box came out of its cocoon and started in a great national campaign of sampling popular music in public locations. People heard tunes in taverns that they liked so well, they had to buy the records for home use. The expansion of the record industry was so rapid and so immense, production of records topped the totals of the most enthusiastic prophets.

For coin-operated music, and the acceptance of any title by the coin-operated trade, constitutes the real O.K. that sends consumers scampering to record stores to get platters for home consumption. I think the way John Public figures is this: If a disc is good enough to earn its way on the selected twenty on the phonograph, it is certainly good enough for him to take home.

Now with the advent of the coin-operated phonograph that carries twenty records but plays both sides of all twenty to give forty selections, the public has access to double the quantity of music officially accepted and endorsed by the coin machine trade. Every title on this kind of phonograph is worth reading, worth an instant sampling.

As tunes, either side of any record is as good as the other side, otherwise the authors wouldn't have composed them in the first place, the music publishing houses wouldn't have published them in the second place, and the recording company wouldn't have recorded them in the third place.

What really governs the acceptance of each tune is the operator's endorsement when he types its title into a title strip and opens it up for active play.

The mechanism that plays both sides of every record represents the epitome of musical progress. It makes possible a musical show in every location, a show that can't get monotonous because it has forty acts instead of twenty. Any one of these forty acts may be the act that stops the show.

So look for a great deal more study and selection by the recording companies when they make a record now. They will have to be just as careful with one side as with the other. The playing of both sides will invite a great deal of new experimentation by the recorders and that is exactly what the juke box industry is longing for.

There will be new music, startling music, musical innovations, music that expresses the spirit of this and succeeding years perfectly, and the juke box will be the fountainhead of the renaissance.
GET IN NOW WITH

MEASURED MUSIC

The Greatest Opportunity of Your Lifetime
FACES YOU RIGHT THIS MINUTE . . . Set Those
Locations YOU WANT TO KEEP as YOUR
OWN Locations RIGHT NOW with Measured
Music...THE SURE WAY TO BIG PROFITS
...THE SAFE WAY TO HOLD YOUR LOCATIONS!

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H & L
DISTRIBUTING COMPANY
708 SPRING ST., ATLANTA, GA.

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SUPREME
DISTRIBUTORS, INC.
3817 N. E. 2nd AVE., MIAMI, FLA.
WILLIAMS — AMI — SEEBURG — ECKO
OLA — MILLS: Rewound to Factory Specifications.
Rapid service—repaired or exchanged within 24
hours after arrival.
Complete, No Extras
WANT — BUCKLEY T-12 or 24 MECHANISMS
K. LUBER
503 W. 4th.
(Longacre 3-9399)
New York

WASHINGTON, D.C. — Jack Robinson of the Washington Coin Machine Assn., sends in an item which appeared in the “Washington News”, this past week, wherein one of the readers of this newspaper, Margit Fierstein, asks the editor, “Why Are Pinballs Sinful and Horses Not?”

She wrote, “As one of the many home-owners and taxpayers of Prince Georges County and very much interested in the government and welfare of this country and after reading and hearing reports about illegal gambling within our boundaries, I would like to recommend to our officials to legalize every type of gambling.

“We have two horse race tracks in Prince Georges County, Upper Marlboro and Bowie, where people bet. Evidently this is legal. Why should these two tracks not pay revenue to Prince Georges County?

“Since this horse racing now, for some very peculiar reason, is legal, why not legalize pin-ball machines, slot machines, number writing, roulette and other devices of entertainment? And because these devices, in a business-like way, take money from the general public, let the county receive due revenue.”

PORTLAND, ORE. — The Andrews Sisters, famed Decca recording stars, appeared at the Jack R. Moore Company convention in this city on June 1 and met with all the firm’s personnel.

The convention brought many Bally Mfg. Co. and J. P. Seeburg Corp. speakers to address the members of the Jack R. Moore organization.

The Andrews Sisters have always made it a practise to appear at all coin machine music affairs. They were extremely happy to comply with the request of the Jack R. Moore Company to be present at this first post-war convention of the firm and to meet with all their many followers here.

Shown posing with the Andrews Sisters are Mr. and Mrs. Jack R. Moore, Robert L. Dunlap, Seeburg’s manager of sales promotion and Dan J. Donohue, Seeburg district sales manager.

All reported that the Andrews Sisters were tremendously impressed with the tone of their recordings on the new Seeburg phonos.

THE UNIVERSAL BAR BOX Bracket

FITS ANY BOX — FITS ANY BAR
- LIGHTWEIGHT
- STRONG
- ADJUSTABLE
- STREAMLINED

Lightweight aluminum alloy with highly polished finish makes an instant hit with progressive operators. Strong construction of non-corrosive, non-magnetic metal insures trouble-free and worry-proof installations. Adjustable to any bar or counter. Simple two-way clamp and secondary support makes it possible to install in a matter of minutes. Will not mar or deface any surface to which it is affixed. Ideal for use on marble-top furniture. Streamlined molded anterior incorporates unique design which enables wires (including 30 conductor cables) to be concealed in the slotted main upright.

Holes, drilled and tapped on upper support, permit easy installation and changes from one model or model box to another moving bracket. An additional feature provides for use as a conventional bracket employing the use of screws.

$7.95 PER PAIR

MATTENY VENDING CO., Inc.
560-64 W. DOUGLAS
WICHITA 12, KANSAS

TO

BILL GERSH and

THE CASH BOX
ON YOUR FOURTH ANNIVERSARY
Best Wishes For Continued Success

Exclusive Distributors In SOUTHERN CALIFORNIA and ARIZONA FOR D. GOTTLIEB & CO.

GOLD COAST COIN MACHINE EXCHANGE
2844 W. PICO BLVD.
LOS ANGELES 6, CALIF.
THE DISTRIBUTOR HAS
A NEW, BIG JOB TODAY

By Carl Trippe
Ideal Novelty Company, St. Louis, Mo.

The unexpected shortages, still existing at a time when most opera-
tors expected to be amply supplied with new phonographs, pin games
and vending machines, have thrust a sudden responsibility on the distrib-
utor's shoulders. Naturally, we
would prefer to be delivering each
machine as the customer orders it,
and to thus get the coin machine
industry under way on something
like a pre-war basis. But, new that
we cannot, I feel it is up to the
distributor to do everything possible
to help the operator “get by” until
manufacturers begin to catch up with
the demand.

As old-time operators ourselves,
our own organization has made a
careful study of the worst problems
affecting each type of operator under
current conditions, and the best
methods to off-set them. By weed-
ing out the “bottlenecks” and “profit
leaks” which are most often found,
we have been able to help many
operators to show a semblance of
normal profit and a fair return on
their investment.

In order to maintain the industry
at the best possible peak, we have
set up a “operator planning depart-
ment” — a specialized division
which has as its aim helping every
operator of any type of coin oper-
ated device to obtain the maximum
amount of return and service from
his machines. We have found this
may best be accomplished in three
ways, which are —

1) Custom service in making parts
where factory parts are not avail-
able. Like any other repair shop,
we would much prefer to use the
manufacturer’s certified parts in
making repairs which are necessary
to keep equipment in operation.

However, since early in the war,
we have never been able to stock a
sufficient inventory of phonograph,
pin ball or vending machine parts to
do so. To help operators to the ut-
most, we have found it is necessary
for us to help out the parts situation
by making our own. Thus, by util-
zizing scrap metal, old broken parts,
or breaking down several parts to
make one good unit we have been
able to keep in service machines
which otherwise might be jettisoned
to the junk heap. We are doing this
by using lathes, heating equipment,
torch, etc., to manufacture brackets,
castings, chain links, locks, coin slots,
bearings, etc. — in fact almost every
metal part which goes into any type
of a coin machine. In many cases,
two or three old parts can be re-
manufactured into a serviceable new
part, and thus enable an operator to
keep a machine paying profits when
it otherwise would be in dead storage.

2) Transforming old machines into
useful units for location. Like the
parts manufacturing job outlined
above, our service shop crew has
developed a policy of producing use-
ful machines from the breakdown
of older equipment. In many cases,
we have been able to take two old pin
games, remove the locks, ball lids,
glass, stocks, wiring, etc., and from
these two produce one usable unit.
The same is true of vending equip-
ment and other devices — where we
find an operator about to scrap three
or four machines, we invite him to
bring them in and see whether we
cannot make a machine to pacify his
location owner. In many instances,
the “remanufactured” machines
emerge as efficient as new ones. This
is particularly important in connec-
tion with old phonographs. We at-
tempt to find all the old, discarded
phonographs possible — to re-use
the old motors, trays, casters, elec-
trical switches, etc., which can be
adjusted to newer models.

3) We also urge each operator to
fix up all his old machines, and to
keep them in service in route spots
even though the operator may feel
that the return is too small for the
investment. Rather, we point out to
him, even an inadequate machine,
but still operating is valuable to
hold a location, to keep the location
owner satisfied with a stream of
profit and to maintain good-will.
Once an operator removes his ma-
chine because he believes that main-
tenance expense is too high, he is
opening the road to a competitor —
and our experience through the war
has shown that the operator who
tenaciously hung on to his spot is
the man who is profiting today.

In addition to these three factors,
we are rationing out our new phono-
graphs, pin tables, vending machines,
record makers, etc. on a fair basis
which means that each of our cus-
tomers will receive the same allot-
ment of new machines. Although this
may result in some irritation on the
part of operators who feel they
should be allowed to buy two or
three new phonographs at once, we
believe that in the long run, this is
the fairest method of meeting today's
problems. The easiest way we have
found to overcome irritation coming
from this source is to point out to
the lucky operator who gets a new
unit that if we allowed him to buy
two or three, someone else would
have to do without. This invariably
gets results. We are pledged to keep
every coin machine in operating
condition.
GET GOING NOW

MEASURED MUSIC

EACH UNIT IS A SEPARATE MONEY-MAKER. YOUR PROFIT WILL BE MULTIPLIED BY THE NUMBER OF MEASURED MUSIC UNITS YOU INSTALL IN A LOCATION.

A MEASURED MUSIC SYSTEM IS LOW IN COST AND EASILY INSTALLED. MAINTENANCE AND SERVICING IS SIMPLE AND ECONOMICAL.

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PIONEER DISTRIBUTING CO.

508 HILLSBORO STREET
RALEIGH, NORTH CAROLINA
(PHONE: 3-2844)

106 N. CALDWELL STREET
CHARLOTTE, NORTH CAROLINA
(PHONE: 2-1398)
Develop New Milk, Fruit Juice Vendors

NEW YORK — Arthur W. Percival, president of the Telecoin Corp., this city, reports that the firm have developed a new milk vendor and also a fruit juice vending machine and that these machines are slated for distribution in about four months.

Both machines will be refrigerated and will deliver chilled drinks at 5c each. They are being held up by the current shortage of tin cans. The milk dispenser is reported to have been approved by the New York City Health Department and that is also has the endorsement of several research laboratories.

All parts coming in contact with the milk, Percival reported, are sterilized right at the dairy. The firm report that distribution will be thru their regular subsidiaries.

Named Gen’l Manager

CHICAGO — Fred T. Webb, father of Irv Webb of Webb Distributing Co., this city, Rock-Ola dstribs for Chicago, northern Illinois, eastern Iowa and Lake County, Indiana, has taken over the post of General Manager of the firm at their new offices, corner of Kedzie and Madison Streets, this city.

DAVAL GAMES are available from all wideawake distributors.

IT'S THE BONUS AND THE JACKPOT IN THIS COUNTER GAME THAT GETS THEM!

GUSHER is that new JACKPOT counter game by DAVAL that beats 'em all for greater profits! Bell-fruit reels pay out 3 to 25-1 token awards, also special JACKPOT and BONUS tokens. Jackpot token pays 100 to 1, bonus token 50 to 1.

Daval-engineered mechanism is the last word in precision-perfect, trouble-free, fool-proof and jam-proof operation. NO service calls.

Colorful and sturdy cabinet provides plenty of come-on, takes any amount of punishment.

Join the richest strike in years...order GUSHER NOW!

DAVAL GAMES are available from all wideawake distributors.

DAVAL PRODUCTS CORPORATION

1512 NORTH FREMONT STREET • CHICAGO 22
The present post-war boom, which has manufacturers of automatic payout machines, gaming devices and other coin operated equipment frantically trying to make deliveries, is just a sample of what's ahead for the coin machine industry according to Richard Groetchen.

"Reconversion problems, strikes, political fumbling and the scarcity of labor and materials have all contributed to retarding the full capacity production of all manufacturers in the industry," Groetchen stated. Hence, it is his opinion that the present consumption of equipment is nil and it will be six months or possibly a year before output will even be in the race with demand.

"Another thing to consider," Groetchen stated, "is that a large number of newcomers have entered the coin machine industry and new methods, keener and more "result producing" merchandising abilities are now being utilized in the coin machine industry."

Groetchen is convinced that all coin machine manufacturers are headed for several of the most prosperous and bountiful years in their history.

"Consider," Groetchen stated, "that despite strikes, reconversion problems, scarcity of materials and political fumbling, civilian production now stands at the highest level ever reached by this nation in war or peace — more than $150,000,000,000 in 1945 — 85% of national output."

"Non-agricultural employment is much higher today than before V-J day. Total employment, exclusive of those employed on farms, was 44,700,000 last February. Total non-agricultural employment increased by approximately 1,500,000 between the fourth quarter and the first. This," Groetchen commented, "is a bigger rise in employment than any we experienced even during the war in a comparable period. Private wage and salary payments have now returned almost to the pre V-J day level of $82,000,000,000."

"These are tangible facts," Groetchen pointed out, "from the 6th report (April 1st, 1946) by the director of War Mobilization and Reconversion. When you consider these facts," Groetchen stated, "coupled with the favorable conditions which exist within the industry in the manufacture of automatic payout machines such as the constructive use of slot machines and other coin operated devices to support clubs of all kinds, civic, social, veteran and even religious organizations, even those of the most pessimistic turn of mind must concur with the conclusion that the coin machine industry has the "green light" of better business for several years to come."

"The recent action on the part of Mayor deLesseps S. Morrison of New Orleans, which made front page news coast to coast, by legalizing bell machines, is significant of the "feeling" of the times and, of course, laws that have already been enacted permitting the use of automatic payout machines in private clubs in the states of Washington, Idaho and Montana. These are only for runners to the ultimate licensing of such equipment through legislative action in other territories."

"In our own manufacture of "Columbia Bells," we find it impossible to supply the demand. We are selling "Columbias" today in quantities comparable to the way we sold "Imps" prior to the war and I do not consider this a temporary condition caused solely by the depletion of equipment throughout the war period of several years. We today have a much larger market for "Columbias" than we had prior to the war. I believe the consumption of coin operated equipment will be even greater a year from now than it is today."
IT'S TERRIFIC!!

MEASURED MUSIC

DOUBLES AND TRIPLES THE TAKE ON ANY LOCATION... BRINGS BIGGER, STEADIER PROFITS FOR YEARS AND YEARS TO COME

GET IN NOW!

Distributors for Mississippi, Louisiana and Western Florida

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LOUISIANA COIN MACHINE CO.
931 POYDRAS ST. • NEW ORLEANS, LA.

ROYAL PALM MUSIC SERVICE, INC.
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Congratulations to Bill Gersh on the Fourth Anniversary of "The Cash Box"

Bell-O-Matic Corporation
EXCLUSIVE NATIONAL DISTRIBUTOR MILLS BELL PRODUCTS

WINDMILL
A NEW PENNY COUNTER GAME

"A Quick Penny is Better than a Slow Nickel"

...drop the penny in...try to catch it in the space...it's all skill and LEGAL ANYWHERE

ONLY $29.85
Size 6x13x17
Weight 8½ lbs.
Distributed by WORLD WIDE DISTRIBUTING COMPANY
1014 N. ASHLAND AVE.
CHICAGO, ILL.
(PHONE: BRUN. 2338 and 6878)

VENDER MFR. MOVES
NEWARK, N. J. — The St. George Manufacturing Co. of Staten Island, N. Y. have just moved to the two-story industrial building at 209-19 Parkhurst St., this city.
The firm are listed as manufacturers of vending machines and are reported to be working on a new cigarette machine.

OPS GATHER 'ROUND WITH ALVINO REY

NEW YORK — Alvino Rey, outstanding recording star for Capitol Records, called around at the Runyon Sales Company offices, this city, and met with some of the music machine men while listening to some of his latest recordings on the new AMI Model "A" phono.

From left to right: Marty Roth, well known music op of New York City; Bill Payton, music operator from Stamford, Conn.; Herman Perin of Runyon Sales Company; Alvino Rey and Rudy Leitgeb of Cliffside, N. J., who runs a large music route there.

According to Perin, "The recording artists are calling around at our offices almost every day and we are always ready to talk things over with them. They are extremely interested in juke boxes and people like Alvino Rey, who consider the juke box a definite step forward for any recording artist, are helping this industry to enjoy the finest acceptance from the public."
Notwithstanding the terrifically critical period thru which industry has recently gone, and from which it still feels the effect of country-wide work stoppages, the situation generally is not without some compensating bright spots.

First and foremost, we have survived what recognized economists describe as the most devastating era in this country's history. The strikes in basic industries, such as coal and steel, followed by the rail strike, even though of short duration, inflected a lethal blow on the nation's economy.

The production of coin-operated equipment suffered a setback of approximately four months, because of these disastrous strikes, and as a result all gains made toward civilian production since V-J Day have been, in large measure, nullified.

One of the outstanding bright spots which looms up as a guiding beacon to a happy and prosperous future, is the courageous fight made by all coin machine manufacturers against seemingly unsurmountable obstacles.

With the raw materials market practically dried up, suppliers' inability to deliver processed parts and everything at a virtual standstill, the easy way out would have been to send all workers home and fold up until the strikes were settled.

Considerable money could have been saved, as well as much worry and anxiety eliminated thru this procedure. But all manufacturers, cognizant of their obligations to the trade, kept their factories going and struggled to ship whatever they could under the most discouraging circumstances.

However, thru the confusing industrial fog, there is the inevitable silver lining. Reports indicate that since the coal miners' return to work, new high records in coal tonnage shipments have been set. In the Pacific Northwest, in 29 mill districts, all records for log cutting were broken. The rolling mills are once again producing sheet steel and it is not at all unpleasant to see the thick black smoke billowing out of the blast furnaces.

Encouraging, too, is the sight of a substantial number of new cars on the streets, which stand out in sharp contrast against the aged pre-war jalopies. Many new electrical appliances are appearing in store windows, but this does not mean they are available in quantity.

In our own industry, practically all coin machine manufacturers have working models of new equipment, but again this does not mean that they will be on display in distributors' showrooms in the immediate future.

The equipment already shipped by coin machine manufacturers, while only a fractional dribble of the tremendous demand, is nonetheless a real productive accomplishment, when measured by the handicaps with which they were faced.

In any case it would be deliberate misstatement to say that production of any type of coin-operated equipment will be brought into even balance with demand before the end of 1946. Manufacturers problems are multitudinous and vexing and quite beside the acute scarcity of raw materials and processed parts, there are many indirect costs which keep manufacturers in a constant state of perplexity and which, in turn, will subject their products to price increase on short notice. This condition is certain to prevail for at least another four to six months, assuming of course, that all labor disputes will have resolved into uninterrupted production on an overall basis.

The coin machine industry will not only survive but will emerge from this industrial chaos as an important, useful and nationally recognized field, ready to take its rightful place as an integral part of our national economy.

Brighter and unprecedented days of prosperity and national growth of our industry lie ahead, but the fullest measure of public acceptance and material reward can be achieved only by every man doing his full share to bring to our industry COURAGE, LEADERSHIP and UNITY.
Extra Profits

MEASURED MUSIC
BRINGS YOU BIGGER, BETTER, STEADIER EXTRA PROFITS—WEEK IN AND WEEK OUT—FOR YEARS TO COME—NOW IS THE TIME TO GET IN—CALL OR WRITE US TODAY...

METERED MUSIC COMPANY OF WASHINGTON
712 FOURTH AVENUE • SEATTLE, WASH.
Contracts for 500 Boxes Per Day

LOS ANGELES — Faced with a rising backlog of orders, Solotone Corp., this city, reports that it has contracted with the Pacific Division of the Bendix Aviation Corp. for the manufacture of 500 Solotone boxes per day, effective June 10.

On that schedule, there will be a Solotone box coming off the production line every eight-tenths of a minute, according to Wm. (Bud) Parr, president of the corporation. Parr credits the popularity of Solotone to the fact that, "The 10c coin chute is bringing operators approximately 35 per cent more income and because of the six inch speaker the unit has superior tone qualities."

Parr also revealed, "Solotone is now being widely distributed in Canada. The corporation is represented by the Regent Vending Co. of Ottawa and the Winnipeg Coin Machine Co. at Winnipeg, Edmonton, Regina and Vancouver."
FOR...

MEASURED MUSIC

IN

OHIO!

WRITE, WIRE OR PHONE TODAY FOR COMPLETE DETAILS—HOW TO INSURE YOUR LOCATIONS AND DOUBLE YOUR PROFITS!!

GARY WEBER
Factory Distributor

EXCLUSIVE OHIO DISTRIBUTORS FOR "MEASURED MUSIC"

E & W DISTRIBUTING CO.
1642 PAYNE AVE. — CLEVELAND 14, OHIO
Congratulations.... on your
Fourth Anniversary
...you’ve done a grand job for the entire industry

M. S. (Bill) Wolf

M. S. WOLF DISTRIBUTING CO.
1348 VENICE BLVD., LOS ANGELES 6, CAL.
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427 S. W. 13th AVE., PORTLAND, OREGON
2313 THIRD AVENUE, SEATTLE, WASH.
THE FORMATION OF THEIR PARTNERSHIP
AND
THEIR EXCLUSIVE DISTRIBUTORSHIP OF
ALL Bally PRODUCTS FOR
Southern California — Arizona and So. Nevada

NOW DELIVERING
BALLY "DRAW BELL" CONSOLE
VICTORY DERBY — VICTORY SPECIAL
SURF QUEENS — UNDERSEA RAIDER

STEMLER-GALLAGHER DISTRIBUTORS
EXCLUSIVELY BALLY
2323 W. PICO BLVD. (TEL: FEDERAL 5169) LOS ANGELES 6, CALIF.

Jersey Town Taxes Pins $200; Limits Four to Location

DENVILLE, N. J. — This community passed an ordinance this past week which will tax all pinball machines here at the rate of $200 each per year.

In addition to this heavy license fee, a limit on the number of pin games which can appear in any one location was set at four machines.

The ordinance also reads that licenses will not be transferable.

K. V. ROTHCHILD OF ABC OFFERS HOTELS RADIOS

NEW YORK — Kennon V. Rothchild, vice president of American Business Credit Corp., is organizer and president of Coin-O-Matic who are offering hotels the new CoinRad radio operating on 10c and 25c coins.

The CoinRad, coin operated radio, is an ivory finished, full dial table set and very attractive. It is being offered direct to hotels on a commission basis with the firm assuming all risks and repairs. Many hotels are reported to have already ordered sets for their guest rooms.
REPORT FROM LONDON

Special to The Cash Box
By Gordon Bostock

LONDON, ENGL. — During the war the arcades mushroomed to the greatest number ever seen in Great Britain. It seemed that there was a penny arcade on every corner. And these were extremely well patronized by the American, British and other Allied armed services. The American soldier, especially, found the arcade just like a part of home. His patronage made these the biggest money-makers British coinmen have ever enjoyed.

Now, since V-J Day, there has been a huge drop in play. With the Americans gone, the arcades have returned to more or less normal business. But, the British are today much more enthusiastic over the penny arcades than they ever were in the past, and play continues to be profitable, tho not on the big scale enjoyed during the stay of the Allied armed forces in this city and thru out other parts of the Isles.

Most impressive is the fact that the arcades are somehow getting along with the equipment which is now so old and worn that it is miraculous to any coin machine man as to how they can keep the machinery working. The old bumber type pin games are still around as are the punching bags, diggers and some of the other old-time machines.

The arcades are crying for new machines. They realize that installations of new equipment would step up their play tremendously now that they have the regular home market to work on only. They cannot get British made machines, because even tho the government has permitted the manufacturers to obtain materials with which to produce a limited number of machines it was done only with the proviso that 85% of the entire production would be exported. Consequently only 15% of the output is available to the operators in Great Britain.

British made machines are chiefly duplicates of old and well proved American types. There is nothing here this is sufficiently new or different to mean anything to an American arcade owner. The arcade owner in the United States can thank his lucky stars because he has equipment which would be considered the very, very ultra newest in London or anywhere else here in the British Isles. Some of the machines which American arcade owners may frown upon as old and worn would actually be considered like new here.

It is hoped here that with the loan from the United States that operators may again be allowed to import machines from America. Should this become a fact — the American coin machine trade can look forward to a real avalanche of Britshers wanting to buy everything they can lay their hands on — regardless of what the Americans may think of the age of the equipment they are selling.

There are arcade machines and other equipment which is considered old and worn in the United States which would be considered brand new machinery over here. Some of the ray guns, slots, pin games especially, automatic phonographs and dozens of other machines, would be like manna from heaven for the average British operator. These would give him a new lease on life.

Arcades here, by the way, are not very attractive — compared to those in the United States. In the first place, they do not have the variety of equipment that is found in the average American arcade — therefore they do not have the appeal for the player which American arcades have. In the second place, whatever they do have is so worn and frizzled looking that the arcade, even if it did paint up, clean up and dress up — still wouldn’t have that freshness of appearance which American arcades have.

The one and only thing most of the British coin machine operators are looking forward to is the time when they can again import equipment from the United States. Many of these men are ready to fly over and rush right thru the entire country, if necessary, to get machines. They will buy whatever they possiblly can and there is no doubt that many, many hundreds of American machines are going to find their way to the British market the moment the government will allow the operators to again import equipment.

De Selm Sees Bright Future for the Coinbiz

C. B. De Selm
Salesman
United Manufacturing Co.
Chicago

The future of the coin machine industry is very bright. Many signs point to progress. Coin Machine Industries, Inc. has made an important move in setting up and promoting a Public Relations Program financed by the industry.

Operators and jobbers associations throughout the country are formulating a "Code of Ethics" that will definitely establish this business on a high, respected pedestal.

The fact that thousands of antiquated coin operated games and phonographs are still in operation is a clear indication of the pent-up demand for new equipment.

Mechanical and electrical inventions that will soon come on the market, as an outgrowth of tremendous war research, will appear in coin operated equipment.

The large amount of capital needed to enter any phase of the coin machine business, with anticipated profits in proportion to the risk, is sure to attract investors of the highest caliber who are thoroughly sold on the future of the coin machine industry and are willing to back up their judgment with a program greater than ever before witnessed.

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IT’S JUST LIKE BUYING INSURANCE

WHEN YOU BUY “MEASURED MUSIC”

INSURES YOUR LOCATIONS REMAINING YOUR LOCATIONS!
INSURES BIGGER, BETTER, STEADIER PROFITS FOR YEARS TO COME!

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MECHANICAL SERVICE CO., GRAND RAPIDS, MICH.
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RIVIERA
CONVERTED FROM
"BIG PARADE"

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

$60.00
f.o.b., Factory will be paid
for above games.

Conversions for Outright Sale
$249.50 Each

UNITED MANUFACTURING COMPANY
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Martha Tilton Listens
To Her Records

NEW YORK — Martha Tilton, Capit-
ol Records' petite recording star and
famous for her Philco radio program,
listens to her latest recording on the
new AMI "Model A".

According to "Doc" Eaton of AMI,
"Martha Tilton was completely cap-
tivated by the tone quality of our new
phonograph and reported that she
had never before heard her record-
ings so perfectly reproduced. This is
just what all the recording artists", Doc continued, "are telling us about
our new Model A and all of them are
bringing their new releases to us to
listen to them played."

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WITHOUT CASH!

SELL YOUR USED
MUSIC EQUIPMENT NOW!

• IMMEDIATE CASH
• HIGHEST PRICES

Send us your lists of machines on or
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bring the cash . . . telephone or wire
now . . . tell us what you've got!

New Rock-Olas are on the way . . .
Unload your old equipment before it's too late!

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www.americanradiohistory.com
The Cash Box Page 58 Week of June 24, 1946

The "Angelenos"

There’s new action in Los Angeles. So many Eastern and Midwestern connoisseurs have now rediscovered this city as the antithesis of the sun that an entirely new operating, jobbing and distributing picture is in the making. And this being the home of pictures — there may yet be a “super-colossal-terrible” production develop from this influx of what the Angelenos call “fresh eastern money.”

After 60 days residence in L.A., these newcomers call themselves “natives.” And the first thing these natives do is to buy themselves a Spanish mission type home (at present over-inflated prices) move in the family and hurriedly go all out, Hollywood-style.

For example, Johnny Brooklyn can now be seen on Pico or Venice or Washington (the three streets that make up the Sun) wearing a loud sport jacket, an open necked, gaily bedecked sport shirt, a pair of slacks, two-toned loafers — no hat — and jingly bracelet on each wrist. He’s a “native.” The old timer is more relaxed, more businesslike in his appearance — more quiet in conversation.

When you bump into Johnny Brooklyn or Harry Detriot or Dick Cleveland or Tom Chicago — the first question that comes to mind is, “How do you like our country?” (Your best answer is always a smile.)

Of course, there are advantages and disadvantages in this new L.A. picture. For example, as far as music is concerned, the newly formed association is as yet not as strong as it would like to be. Now the union is coming into the picture and this may create an entirely new set-up. There are only a few large ops of music and a very large number of small route. Someone once claims that an L.A. music route can be averaged at 25 pieces.

Every type of music is well exploited. For some reason or other L.A. music ops like 30 wire boxes in preference to wireless boxes. This is the original spot of the non-selective boxes. Wired (telephone) music is very well known to the natives. This type of music features large, etched mirrors on the wall, with a bottom cut-out showing the program and a slot in the top for the coin. Usual price to the customer for wired music action is 10¢ per tune.

Every 14 steps — you’ll find another record manufacturer. Out in Hollywood — the place simply crawls with them. You find them working to make you sentimental about Los Angeles. (You usually believe he has) the “hit” of the year. The number of failures in this regard is absolutely terrific. But, they keep right on popping up and going thru the very same motions all over again.

Distributors’ showrooms here in L.A. are “out of this world.” At present their large size and beautiful appearance bespeak the professionalism for most of them are empty of equipment. The distris here are actually building a “Hollywood of Coin Machines.” Every new building that is going up is truly breathtaking in modernistic beauty. When they’re finished, the whole industry can look to L.A. as its “showplace.”

Ops here are just like ops anywhere else. They gripe just as much — and earn just as much. “Curley” Robinson and his AOLAC have done a really marvelous, commendable job for the game column. Not only has he kept the shop open for nine years (the boys pay the locations only one-third of the collections on their consoles) but has done a terrific public relations job to the point where AOLAC is recognized by all civic leaders. This organization engages in from 700 to 800 benefits each year for churches, schools, charities, and many other types of organizations.

By the way, no one rushes down to work too early out here. The Angelenos usually get to their offices from 10 AM to 11 AM — and then slowly and easily drive themselves to the day’s routine. They get plenty of visitors — so there’s always a lunch or dinner — or something doing in town. They like to get home nights. They enjoy their flowers, trees and families. And a picture show or a drive out to the beach or the hills. Golf two or three times a week (some of them) others swim, ride horses, go to the races, in fact, all of them enjoy every type of sports.

(They’ll help you laugh at yourselves and their “California sunshine” — but they don’t really like your wisecracks about California. Everyone of them is a walking Chamber of Commerce — and simply nuts about their state. So, friend, smile when you make with the wise remarks.)

If you get out to visit one of the boys in the San Fernando Valley where he’ll take you to his “ranch” — don’t expect to see cowboys lolling in the corral — horses by the hundreds and cows by the thousands roaming around some 100,000 acres. Just expect a neat little white house. One you could compare with a very picturesque gate — from one-half to five acres of ground — a few chickens — maybe a horse or two — a lawn, a vegetable garden and believe it or not, a street sign as you drive up the dusty road.

(A few have tiny swimming pools.)

That, my friends, is known as a “ranch in the Valley.” They’re cute and they’re expensive to buy and to maintain. It’s hot in the Valley — but these boys love it — thrive on it — live for it — and keep their machines working double time, to make sure they’ll always have it.

All the Angelenos are sold on the belief that their city will eventually have the “Number One” city of the nation. They point to their climate, their new industries, the new steel mills, sportswear, the fact that more and more “easterners” are coming out every day — and will argue with you for hours at a time to prove why Los Angeles must be “Number One.” (Here again, dear friend, simply smile — enigmatically.)

If you’re lucky when you visit L.A. the very first time — it may actually be sunny. Otherwise you’ll be told how, “You just missed the most beautiful weather we’ve ever had.” (Out here everyone, without exception, discusses the weather every day.) And, when you return for a second, third or fourth visit, and still miss the sun, you’ll again be told how beautiful Los Angeles is, but “my word, it’s too late. Don’t laugh about it. These boys are real optimists. They do have sunshine. You may be unlucky, that’s all. Who can tell?

Another thing you must quickly get accustomed to in L.A. is the sight of dignified looking business gentlemen who walk to 24th, into hotel dining rooms and noted nite spots — in blazing colored sport clothes. Don’t feel embarrassed — they all do it here — even those gorgeous girls with the brownest of brown skins and the tricky Harlequin sunglasses. Don’t let these gag you — nor should you believe that they are all movie stars. They’re just nice kids from Kansas City, Chicago, Dallas, Oskosh, Scranton, Brooklyn and all points all over giving you their version of Hollywood. (And more likely than not most of these girls are waitresses at Simons’ drive-ins or the Brown Derby, or just nice working kids.)

By the way, the boys here like their food. They’ll take you to the House of Minute, or Perino’s or the Tropical Inn and a dozen different spots. They’re not too keen about nite clubs. They like good liquor — and it’s hard to get out here. They eat leisurely and at length — wasting as much time as two hours and more at lunch — when visitors are in town.

All in all, tho, the Angelenos are pretty swell people. You’ll like ’em. You’ll even learn, if you stay out here a real week or two, to talk along with ’em. After that — you just won’t give a darrn.
THIS IS THE SOLOTONE SUCCESS STORY

Each Solotone box plays 6 minutes of low volume music for a nickel. The overall take often doubles that of other type systems. In addition, only Solotone has the double coin chutes — for both nickels and dimes — that increases your profits as much as 30% additional over any individual music system.

Only Solotone gives you — and the customers — true, high fidelity tone because of the genuine 6-inch speaker.

And Solotone has real eye-catching beauty that means more business for you. The rugged die cast case has a brilliant chrome finish, set off by contrasting colors in the speaker grille and box panels. Solotone boxes invite more use and the tone quality brings 'em back for more.

Phone or write now for the story on the trouble free Solotone system.

NOW DELIVERING
COMPLETE SOLOTONE INSTALLATIONS

DISTRIBUTORS
for SOLOTONE for NORTH CAROLINA
ALSO SERVING
TENNESSEE, S. CAROLINA and ALABAMA

VEMCO MUSIC CO.
213 Franklin Street, Fayetteville, North Carolina
Lions Clubs Start to Install Gum Venders

MIDLAND, TEX. — Some time ago this publication reported that the Lions Clubs throughout the country were planning to install gum venders on the presumption that these would bring the Clubs sufficient revenue to cover their charity costs.

In this city members of the Lions Club voted to install 150 such gum venders and will arrange to contact all business firms here to obtain permission to make these installations.

Twenty per cent of the receipts (gross) from the gum venders will go to the Lions Club's special charity fund. The Club reported that the merchants will have no responsibility in servicing or upkeep of the machines.

Publicity Team Use Juke Boxes

NEW YORK — The new fashion magazine, "Mademoiselle," reports that two noted publicity and story writers of Hollywood, Midge and Jack Sherwood, comprising a man and wife team, are using juke boxes, for many of their accounts, to get over publicity ideas.

The magazine reports that their clients are scattered from Mexico to the Canadian border and that they work thru radio, newspapers, magazines, etc., but that they have found juke boxes of tremendous publicity value to many of their clients.
The thrill that people get from making instantaneous recordings of their own voices—and mailing them to friends or taking them home and playing them over and over again on their own phonographs guarantees operators exceptional profits.

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TRADE MARK REG. U.S. PAT. OFF.

Fully AUTOMATIC—COIN OPERATED
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CONGRATULATIONS TO
THE CASH BOX
ON YOUR 4th ANNIVERSARY
Best Wishes For Your Continued Success
International Mutoscope Corp.
AN INDUSTRY WITH A FUTURE

By John Chrest
Exhibit Supply Company, Chicago

There is no longer any doubt in the minds of all the members of the coin machine industry regarding the fact that this is one field with a great future ahead of it.

The industry has grown tremendously. It has today become "Big Business." It has as a solid base a membership which is ready to spend heavily and work hard to make this one of the most outstanding industries in the nation.

The tremendous backlog of orders is, in itself, definite proof of the great growth which this industry can look forward to as production once again gets under way. There is no longer any coin machine man who will not admit that he wants to progress and to lead the way in his community, thru this field.

All feel that the industry has reached a new and more exciting stage. All want to tie in with this great development and remain with the business as it goes up higher than it ever has before.

The members of this industry are today eager, and even anxious, to prove to their communities, as well as to the nation as a whole, that this business belongs on the top rung of the ladder and that, as an industry, it has proved its value to all this nation.

In the first place — the coin machine industry has proved that it is one of the grandest and greatest morale builders ever known to man with the marvelous work it did for the armed services and for civilians during the war period.

Second, it has demonstrated that it is capable of bearing its share of the tax burden of the nation, not only from the salaries it pays to its many employees, but also from a direct tax standpoint from the operation of its equipment.

It has also proved to this nation, and to all business men, that it is economically sound. That it is a "good investment." And, because of this, it has won the acclaim of the nation's leading financial institutions who, today, are more than ever willing to finance its products.

The retailers of this nation (and of practically every country in the world) are boosters of coin operated equipment of every type because of the fact that our machines have shown them the way to greater profits. No other product ever produced has brought as much profit to retail business.

All the raw material fields know the coin machine industry. All are profiting from this business. All like to do business with this field. And all of these realize that when their materials are once again available in proper quantities that the coin machine industry will be one of the biggest users. Therefore the coin machine business is bringing work to many thousands and thereby helping to build a greater nation.

From every standpoint — everyone engaged in this industry today — can be proud of being a member of this field. All know, as they intelligently study this coin machine business, that it is an industry with a great future ahead of it.
Ravreby Named N.E. Distrib for "Vendit"

ED. M. RAVREBY

CHICAGO — Leo Segal, secretary for The Vendit Corp., this city, announced this past week that the firm had appointed Edward M. Ravreby of Associated Amusements, Inc., Boston, Mass. as the exclusive distributor for the "Vendit" selective vending machine for the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut.

He reported, "Arrangements were consummated during Ravreby's visit to this city on June 7 to 10. Ravreby also advised that his new business location at 846 Commonwealth Ave. was rapidly nearing completion and that he expected to move into his new quarters on or about July 1st."

The factory of The Vendit Corp. is in Kansas City, Kans. The sales offices of the firm are located at 2846 W. Grand Avenue, this city.

TO BILL GERSH and THE CASH BOX

Congratulations and Best Wishes

ON YOUR 4th ANNIVERSARY

ASSOCIATED OPERATORS OF
LOS ANGELES COUNTY, INC.

1351 W. WASHINGTON BLVD.
LOS ANGELES 7, CALIF.

Board of Directors — VERNON L. MOORE, FRED C. REILLY, TOM CATANA

“Curley” ROBINSON, Managing Director
DAVE BORNSTEIN, Asst. Managing Director

Headquarters for Coin Machine Parts!


ALSO . . . Hard To Get Coin Machine Parts for . . .

GENCO — CHICAGO COIN — GÖTTLEB — BALLY — WILLIAMS — EXHIBIT — UNITED — MARVEL — KEENEY — MILLS and other leading Manufacturers' equipment.

Write Today for Our Latest Coin Machine Parts List

HAROLD PINCUS

COIN MACHINE SERVICE CO.
PARTS FOR EVERY OPERATOR'S NEED
2307 N. Western Ave. Phone HUMBOLDT 3476

Press Reports Slots Get "Green Light"

DU QUOIN, ILL. — The "Call", local newspaper of this city, reported that slots had reappeared throughout the county and "apparently had been given the green light after six months' of hectic in-again-out-again opera-

tion."

Tavern owners are reported to have stated to one official, "it was a sure go this time". In this city, the "Call" reports, "shiny new machines of the latest type made their appearance.
GREAT GROWTH ASSURED THE INDUSTRY

By R. R. Greenbaum
Vice-President and Commercial Sales Manager, Aireon Mfg. Corp.

This is the 4th anniversary of The Cash Box. It is truly an auspicious occasion for many reasons. First, any anniversary is a gala occasion and, I know that all of us in the industry consider the fourth anniversary of The Cash Box as an occasion to be commemorated, for The Cash Box has done a great deal towards furthering the coin machine industry as a whole.

Some of you "old-timers" in the business can think back as far as 25 years. I can only think back a little over 15 years in this business — but what a change has transpired in only 15 years.

There is today such a distinguishable difference between the operators and distributors of the past and present: almost the same difference between night and day. I can well remember all of the crazy talk we heard 10 years ago. Do you remember the talk of saturation? Do you remember the complaints of high prices of equipment? Do you remember when every distributor and jobber, as well as every operator, had a different price? Do you remember when factories where in haylofts? Do you remember that this business was on such an insecure foundation 10 or 15 years ago that banks and finance companies looked with askance upon any term paper relative to this industry.

Let's take a quick look at today's picture. Today, operators are on a solid foundation. Today, operations, as a whole, are profitable. Today, finance companies over all of America are clamoring for the term paper and, one of the main reasons is because it has been self-liquidating, profitable and solid.

These facts alone should lend encouragement and perspective to all operators, jobbers and distributors throughout the nation. I doubt if encouragement is needed today — but courage is needed for, unquestionably, the price of equipment has gone up and the talk today is whether or not the high prices of equipment can be justified by the earnings. Let me say to you that the very stability of the business and the very foundation of its security rest on the premise "can the equipment be liquidated rapidly enough to justify the investment?" — I believe it can! I sincerely believe that, despite the fact that the high price of equipment is upon all of us and despite the fact that it may even go higher in some respects that, notwithstanding this, the earnings of equipment will justify the continued purchase.

The automatic phonograph, the pin game, the bowling alley, the drink vendor, the cigarette machine, candy vendor, the peanut machine and the gum machine — yes, all types of equipment operated by means of the insertion of a coin, have become so much a part of the "American way of life" that, we, who are part of this industry, can look with confidence to the future, can hope for more favorable legislation and can take courage that new locations and new opportunities and new investments will present themselves for all of us.

My congratulations to all of the pioneers in this industry, who have worked so hard and effectively to accomplish what has been done and, it is my sincere wish and, I am sure I express all of your feelings, when I say that, another 10 or 15 years will see this industry classified as one of the major industries of America.
ONLY SOLOTONE offers these triple features that mean bigger profits in individual music system operation.

1. Solotone is built right. It is built for looks and long, trouble free service. It attracts more customers and it will keep on operating year after year.

2. Solotone has double chutes. It takes in both nickels and dimes. This exclusive Solotone feature has conclusively proved that Solotone can increase your take as much as 30% over any individual music system.

3. Only Solotone gives you high fidelity tone because of the exclusive six-inch speaker. This means greater customer satisfaction — more take because it is played oftener.

GET THE COMPLETE SOLOTONE STORY TODAY

Distributors
for SOLOTONE CORPORATION
for ILLINOIS

MARQUETTE COMMERCIAL MUSIC CORPORATION
160 N. LA SALLE STREET, CHICAGO, ILLINOIS
FIVE BALL FREE PLAY — NEW REBUILDITS
Big Three (Mills '29 1-2-3)......$175.00 Bubble (Pioneer).........$299.50
Big Top (Mills).............245.00 Calafia (Mills).............245.00
Foreign Colors (Orn).............$195.00

USED FIVE BALL FREE PLAY
A-1 RECONDITIONED
Action........ $125.00 Silver Skates........ 49.50
Annabelle.......... 39.50 Sky Rider.............. 149.50
Banner........... 39.50 Spot Chie............. 129.50
Champion (Bally)...... 39.50 Strip Beetle............. 149.50
Bret.............. 39.50 Ultimate Baseball........ 40.50
Cherie.............. 39.50 Super Six............. 79.50
Fat Talk.......... 59.50 Twinkle............. 28.00
Pyramid........... 22.50 World's Fair (1 up)..... 139.50
Flip-Up Girl (Silver Skates).... 39.50
Piggy.............. 28.50
Sooner............. 89.50
Hugger............ 39.50
Fart Top (used)...... 235.20
Mills.............. 39.50
Mills 5 in 1........ 69.50
Big Time........... 39.50
Butting Champ........ 32.50
Short Stop......... 32.50

ONE BALL FREE PLAY
A-1 RECONDITIONED
1 mills Owl F.P...... $59.50 1 foreign Colors — new rebuilt P.F. $49.50
2 mills '31 Owl F.P....... 29.50 1 Big Three — new rebuilt P.F. $49.50
1 mills '30 1-2-3 F.P...... 75.00 4 mills Five in One F.P.......... 48.50
1 Keeny Fortune......... 150.00 1 Victorious 43.... 139.50

CONSOLES
A-1 RECONDITIONED
2 Bally Bell 'Em P.O........ $79.50
1 Bally 'Em P.O.......... 39.50
1 Jennings Silver Moosh P.O. 25c $199.50
1 Jumbo Automatic P.O........ 119.50
1 Jockey Club Console P.O....... 169.50
1 Keeny Super Bell — 4 Way P.O. (.46c & 25c). 49.50
1 Keeny 1932 Tractimes P.O.......... 15.50
1 Keeny Kentucky Club P.O........ 89.50
1 Jungle Camp P.O......... 68.50
1 Liberty Bell P.O.......... 59.50
4 1937 Tractimes P.O......... 35.50
2 Cigarette ........... 49.50

NEW WINNERS
ARCADE EQUIPMENT
ALL A-1 RECONDITIONED
A.B.T. Target Skill $175.00
A.B.T. Target Skill (Model 71) $175.00
Ace Bomber........... 219.50
Ace Bomber........... 219.50
Arco Bomber........ 59.50
Arco Bomber........ 59.50
Bally Alley............ 49.50
Bally Alley............ 49.50
Barrel Of Fun........... 79.50
Barrel Of Fun........... 79.50
Basket Practice (Basketball) $120.50
Bicycle Speed Tester (Exhibit) with base: $25.50
Card Venders (metal int.)........ 25.50
1 for $1........ 39.50
1 Mills Coin Hockey........ 39.50
Chuck O' Luck........... 79.50
Circus Roamer........... 249.50
Casino Golf (new)........ 49.50
Casino Golf (used)........ 29.50
Dancing Strength Tester........ 139.50
Eagles Mummy Exhibit............... 119.50
Eagles Mummy Exhibit & Alley automatically Pick A Coin........ 59.50
Ole Tennessee........... 29.50
Evans Tommy Gun........ 39.50
Fireside Outfit, 3-4 ft........... 29.50
Golf Put-in-a-FT........ 29.50
Golfetribber (Triplet)........... 22.50
Grip Tease.............. 39.50
Hockey (Steburn)........... 64.50
Inths. Mathescope with stand........ 79.50
Inths. Mathescope S. Sign Counter........ 79.50
Jungle Hunt............. 24.50
Keeny Air Rider........... 35.50
Keeny Anti-Aircraft........ 35.50
Keeny Submarine........... 35.50
Keeny Targapette........... 39.50
Kicker & Catcher........ 104.50
Kicking (without stand)........... 95.50
Liberty Call.......... 259.50
Lip O' Gray............. 179.50
Eke Barrel Ball (new)........... 649.50
Love-Of-Mine (new)........... 104.50
Mills Sheep Head........ 299.50
Minty Eye (Babie)........ 129.50
Pike's Peak............. 19.50
Pike's Peak Stands........... 20.50
Peep Show (Back to Nature).... $49.50
Peep Show (Back to Nature).... $49.50
Peep Show (Back to Nature).... $49.50

PRICES SUBJECT TO CHANGE WITHOUT NOTICE. ALL GAMES SUBJECT TO PRIOR SALE

IDEAL NOVELTY COMPANY
2823 LOCUST STREET
(PHONE: FRANKLIN 5544)
ST. LOUIS, MISSOURI

Connee Boswell Meets Aireon Distributors

CHICAGO—Connee Boswell, beloved Decca recording star, meets with Max Berenson and Lou Koren of the Distributing Corp. of Illinois at the firm's headquarters here to listen to her recordings on the new Aireon phone.

Both Max and Lou reported that Connee was thrilled to hear her records played on the Aireon phone and that she stated, "Every juke box in the nation should be com- plimented for helping to bring music to America's millions at so economical a price. If not for the juke box thousands of people wouldn't know what music of today even sounded like."

Lou and Max stated, "We are in- viting all recording artists who visit Chicago to call at our showrooms and listen to their records as played by the new Aireon phone."
OUT FRONT
IN CHICAGO
WITH ROCK-OLA

The Phonograph of Tomorrow — Ready Today!

- PROVEN ROCK-OLA MECHANISM
- NEW VISIBILITY SHOWMANSHIP
- PERFECT "ROUTE" SIZE CABINET
- LIGHTWEIGHT CRYSTAL PICKUP

Exclusive Factory Distributor for CHICAGO — NORTHERN ILLINOIS — EASTERN IOWA — AND LAKE COUNTY INDIANA —

Webb DISTRIBUTING COMPANY
6 SOUTH KEDZIE AVENUE - CHICAGO 12, ILLINOIS

IN WISCONSIN

Aircon
KLEIN
DISTRIBUTING CO.

526 W. 5TH AVE.
MILWAUKEE 6, WISC.

Taste for Popular Music
More Sophisticated Says
Noted Song Writer

HOLLYWOOD, CAL. — Harry Warren, who wrote such outstanding hits as, "Cryin' For The Carolines", "Cheerful Little Earful", "You're My Everything", "Oo — That Kiss", "Forty Second Street", "I Only Have Eyes For You", and many, many others, is reported to have stated that, "The public's taste in popular music is more sophisticated now".

Warren claims, "In the old days you wrote for soloists and quartets, now you write for bands. If the bands, juke boxes and record jockeys don't play your tunes, you're dead."

Warren also wrote, "Chattanooga Choo-Choo", and never visited that city. He won a certificate from the National Federation of Music Clubs for his song, "Down Argentine Way". He won the movie academy trophies for "Lullaby of Broadway" and "You'll Never Know". His first song ever published was "Rose Of The Rio Grande".

Wage Earnings Go Up

NEW YORK — The National Industrial Conference Board reported this past week that wage-earners' incomes were continuing to go up. Average weekly earnings rose to $46.44 as compared to the top wartime peak of March, 1945 at $50.99.

There's an ART to PROFIT

Superior Products

14 N. PEDROA ST.
CHICAGO 7, ILL.

Wage Earnings Go Up
CIGARETTE MACHINE MFRS
SEE A BETTER FUTURE
WITH NEW MACHINES

Dream Operations Are In Vogue

By Burnhart (Bip) Glassgold
Vice-President & General Manager,
Arthur H. DuGrenier, Inc.

How many times, Mr. Cigarette Machine Operator, have you sat back, closed your eyes and dreamed of the type of operation you would like to run—how many times have you conjured the millenium in your own mind where you would have equipment that worked properly all the time—locations that never squawked, etc.

Well, your dream has just about come true, because the manufacturers of cigarette merchandising equipment have overcome the problems that have always plagued you in the past.

Your present cigarette merchandiser contains every single feature to make your operation smooth-running and profitable. Mechanisms are designed to accept coins up to a quarter in any and all combinations—chassis are designed for easy manipulation within the cabinet to facilitate service—one-screw adjustments have been perfected for the servicing of coin mechanisms—and positive empty column lockout devices meet the necessary requirements.

All these things were carefully planned and expertly engineered to give you a cigarette merchandiser that would be absolutely trouble free in operation—eliminating excess service time and cost so as to permit you to expand your business instead of scrambling to hold on to what you have and making needless double-talking explanations to locations.

It is a wonderful feeling to know that a dream has become an actuality; and, we take justifiable pride in the part we played in bringing that about.

Capacity A Must For Cigarette Machines

If you were able to cut down on the number of service calls you are presently making by about 70%, it is axiomatic that you can handle approximately 70% additional locations to the present number you are now servicing. And, it naturally follows from that line of reasoning, that your business should increase by 70%—your profits by 70%; and, the smile on your face can become 70% wider.

The most important feature that will enable you to approach this 70% increase in business is an increased package capacity in your cigarette merchandising machine. Not only will an increased capacity of the machine enable you to do a larger volume of business; but, if that machine has been engineered so that the increased capacity does not increase the size of the machine appreciably it opens locations to you that have heretofore been closed because of confined space.

That has been one of the prime concerns of cigarette machine manufacturers in designing their post-war models—to give the operator an increased package capacity so as to cut down on his service calls and permit the placement of a greater number of machines per operator. This enables the operator to place more machines and the manufacturer to sell him more equipment so the deal works profitably both ways.

In pre-war years the manufacturers of cigarette merchandising equipment were really knocking themselves out in order to give the operators the increased capacity they demanded. There were twelve column machines on the market and fifteen column ma-

By J. Breidt
U-Need-A-Vendors, Inc.

chines on the market that really shouldn't have been called cigarette vending machines—the proper name for them would be cigarette vending monsters. However, wartime experimentation—war-time experience—lighter materials—better planning—better facilities for manufacturing, etc. have enabled the present cigarette vending machine manufacturer to overcome the problem of increased capacity without increasing the size of the overall machine. In my estimation, this is the most important thing that the manufacturers have accomplished in the post-war merchandisers. Beautiful cabinets are fine—they are necessary—fool-proof coin mechanisms are basic necessities—but the one feature that's going to put the dollars into the operators pocket is the feature of increased package capacity in a machine which will eliminate excess service calls for him and open a new field of locations that heretofore were not profitable spots from the service angle.

Bear this in mind, Mr. Operator, when planning your post-war routes.
"PATIENCE AND FORTITUDE"

By A. W. Blendow

Sales Manager, International Mutoscope Corp., New York

Congratulations on your fourth anniversary with the hope that you will continue to maintain the energetic, progressive and constructive editorial matter that has been appearing in The Cash Box.

This is an ideal period for all branches of our industry to properly organize ourselves for the business that is bound to result when a steady production of new equipment becomes possible.

The various ideas that you have been promoting in The Cash Box, especially insofar as the general policy of the operator is concerned, should crystallize and take concrete form and be in operation by the time the first post-war convention in Chicago in February, 1947 takes place.

In the meantime the manufacturer is having more than his share of headaches in attempting to produce the coin operated machines that the operator is so eagerly awaiting. Last fall and during the early part of this year we were all rather optimistic about the possibility of spring production, but, unfortunately, the "fates" have decreed otherwise. As the facts of the chaotic conditions of the industry are so well known, there is no reason for our dwelling upon them at this time.

As far as "Mutoscope" is concerned, we have always been an optimistic organization and in spite of the many difficulties that have confronted us, our optimism has not been shaken. At the time of writing it would appear that the settlement of the rail and coal strikes are the turning point for the better and from here on in things should ease up so that all coin machine manufacturers can begin to produce with reasonable assurances of sufficient materials for continuous production.

However, we fail to see where any great volume of machines will start rolling toward the operators until late 1946 or early 1947. In the meantime we believe that operators have sufficient used and reconditioned equipment on hand to continue to maintain their operations.

Under the present circumstances we believe the slogan of our well-known ex-mayor La Guardia of New York City is well taken — "Patience and Fortitude."
MARYLAND • D. C. • AND VIRGINIA OPERATORS!

• • See And Hear • • MEASURED MUSIC
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As exclusive distributors of "Measured Music" in your territory, we are agher to show you the hottest thing in Music in actual operation.

Come in—right now—and see a "Measured Music Studio" that is pulling thousands of nickels into hundreds of "Phonettes" in all types of locations.

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FIGHTS TAX ON 100% PROFIT FROM SALE OF PIN AND PHONO ROUTE

MILWAUKEE, WIS. — A very important case is now in the courts here with James Stecher, former operator of a 70 piece route, fighting the tax on the profits from the forced sale of his route when the district attorney here obtained a judgment declaring the machines a nuisance.

Faced with court action and threats of confiscation Stecher sold all of his coin machines for $18,500. They had cost him $9,100. He reinvested this money in a building and three restaurants. One-third of his profits was from his phones and the rest from his pinball machines.

The outcome of this case may have a bearing upon many others here involved in the sale of machines since Wisconsin clamped down on the games with the passage of the Thompson law, tax officials here indicated.

The counsellor based his argument on a section of the law which requires investment of proceeds of an involuntary sale in "property similar or related in service or use" to the original property, or the establishment of a replacement fund to be exempt from taxation.

In the meantime Stecher contends in a brief filed this week with the state board of tax appeals that the profits from the forced sale of his pinball machines is exempt.

Our Thanks To

THE CASH BOX

FOR THE MANY CUSTOMERS WE OBTAINED THROUGH YOUR PUBLICATION

Best Wishes For The Future

OPERATORS SERVICE

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

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JACK BE NIMBLE...
JACK BE QUICK

JACK BUY BANK BALL—
"QUICK TO CLICK"

Quick to Click is right! Be "Quick" to jump on the Band-Wagon with Bank Ball, the exciting, new, fast-paced game "Quick to Click" on locations everywhere!

Bank Ball is designed to make people WANT TO PLAY. Bank Ball features eye-catching style, colorful finish, competitive player-appeal. What's more — Bank Ball is built strong and sturdy to "play" for a long time. So, to be "Quick" to realize peak profits from all your locations, start operating with Bank Ball today.

9-FOOT SIZE $375.00 F.O.B.
12 and 14 Foot Sizes — Prices on Request

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Jimmy Savo's 1¢ Gum Machine Antics Click With Vender Coinmen

NEW YORK — Ever since the appearance of the pantomime series of pics in the Herald-Tribune's "This Week" magazine section a few weeks ago, many vending machine ops have sent clippings of this entire page to The Cash Box, and each have considered this one of the funniest series of pictures they have ever yet seen in relation to coin machines.

In a series of six pictures, Savo is shown giving what the magazine calls, "A blow-by-blow account of his tough fight with a chewing gum machine."

The first picture shows Savo in his famous pensive mood with the caption, "Once upon a time—in a railroad station, while waiting for a train, I gazed into a chewing gum machine in a joyful mood . . ."

The second picture shows Jimmy extracting a penny from his purse with the caption, "Have you a penny? Three things you can get: a piece of chewing gum, five salted peanuts, or a stamp . . . Which will be my best flavor?"

The next picture shows Savo looking angrily at the machine with the wording, "I inserted a penny. I waited . . . Something must be wrong.


In the next few pictures Savo is reported to be saying in pantomime, "It doesn't come back. Am I mad at you. And at the company, too. I have already missed six trains. Am I playing penny ante with you?"

This goes on for another scene with the windup showing Jimmy with a smile, a stick of gum in his hand and the wording, "By gum, I got one. All of a sudden I got one. And it all means that if you stick enough to things in the end you get stuck."

http://www.americanradiohistory.com
SALUDOS Á NUESTROS AMIGOS DE LA AMÉRICA LATINA

Tenemos gusto de poder ponernos en contacto con nuestros amigos operadores y distribuidores por medio de la fina cooperación de The Cash Box, que ha trabajado incansablemente para hacer posible que nuestros amigos del Sur y nosotros tengamos ganancias mutuas.

Tenemos listas para embarque toda clase de máquinas, ya sea nuevas o usadas, llevando cada una de ellas nuestra completa garantía.

Tendremos mucho placer en contestar y mandar toda clase de información que usted requiera, pues deseamos servir a Vd. de la mejor manera.

Máquinas Dispensarias A Monedas

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5-BALL FREE PLAYS
Marvel's NEW
"FRISCO"
WRITE
Gotthlieb Parts Thruout
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New Pin Game Cartons, etc. $2.00

SLOTS
New Mills Balls Yest Pesets.... $7.95
Mills Yest Pocket Bell
Like New $12.50
5c Watling Reloapol Very Good. 15.00
10c Watling Reloapol Excellent. 19.50
5c Columbia Cig. G.A. 79.50
5c Columbus Double Jackpot. 82.50
25cCells 69.50

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2745 CLYBOURN AVENUE : CHICAGO, ILLINOIS:
Write — Wire — Phone: DIVERSEY 7778

Slot Mechanic Tells All to Reporter

NEW ORLEANS, LA. — The "Times-Picayune", local newspaper of this city ran a feature story on the slot machine business here which is entitled, "To Pay Off or Not—That's Odd Question in Slots Fixing", supposedly written by a "Dr. Jack Potts"—which can be easily read as "doctor jackpots".

The story opens with a statement by a slot mechanic talking to the paper's reporter, "So the New Orleans city government wants to legalize slot machines? Wonder if they'll want a slot machine inspector who knows something about 'em beyond dropping in the coin and pulling the lever."

The story continues with mechanic explaining all the mechanical intricacies of the slot machine and also pointing out how the various odds are paid off in addition to the fact that the average player can never expect to win his full reward playing a slot machine.

He goes on further to explain this reporter, who uses the title of "Dr. Jack Potts", how machines are "rolled" by professional chiselers who make a living beating machines. He explains that the first day the chiselers come around and drill a hole in the cabinet which is instantly covered with the same type of rivet as on the rest of the cabinet and is therefore extremely hard to detect.

He then tells how this same bunch of chiselers return and "milk" the machine dry of its coin. He says, "Plenty guys have been making a living off these rackets. If the city of New Orleans ever goes into the slot machine business, believe me, they'll need some inspectors who know their stuff."

"Tho the name of the mechanic isn't given in this story, it can easily be understood that he wanted his name left out and that the reporter writing this story must have known quite a bit about slot machines by his understanding of the many mechanical intricacies and details.

What is most upsetting to coinmen here is the fact that this story, tho it does discourage the city from entering into the operating business, gives many false impressions regarding the slot machine business generally.
Many Latin American C of C to Reprint New "Latinos Americanos" Page

NEW YORK — From letters received over past months, since the first publication of the “Latinos Americanos” page in The Cash Box, many of the Latin American countries are expected to reprint this page, as was done by the government of Panama. Various Chambers of Commerce have written to The Cash Box asking for permission to reprint this page for the benefit of their businessmen in their own countries. The “Latinos Americanos” page which appears in this issue and appears in each special issue of The Cash Box gives a complete report of all the new products presented by the industry every three months. It is hoped, when production again returns to normal, to make this a monthly feature of The Cash Box and to send approximately 2,000 copies of the issue into the Latin American countries now being covered.

Manufacturers are asked to keep The Cash Box informed of all their new products and to send pictures as well as complete descriptive material when new machines are being contemplated.

It takes approximately thirty days to cover the entire Latin America market and the manufacturers are assured complete confidence for all material sent to The Cash Box until publication time. They will be notified prior to publication whether they are ready for release of names and description of new products.

BOWL-A-WAY

ONLY BOWLING GAME AVAILABLE SIMILAR TO PREWAR TYPE — 5,000 FREE BALL RETURN — FOOL PROOF BALL RELEASE — SILENT SPONGE RUBBER PLAYING FIELD — 11½ FT. LONG.

$375.00 F.O.B. MILWAUKEE WIS.

Manufactured and Distributed by Wisconsin Novelty Company

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LOS ANGELES CALIF.

COLUMBIA BELLS
NEW — IMPROVED — 1946 MODELS
IMMEDIATE DELIVERY

Fresh off the production lines — featuring an array of new mechanical improvements — comes the famous COLUMBIA TWIN JACKPOT BELL! These new, improved 1946 models in dazzling, durable Hammerloid finish are changeable right on location to 1-5:10:25c play hence, you get the service of four machines for the price of one... plus double slug protection! COLUMBIA makes more money f-a-s-t-e-r... — costs less money to own.

OPERATOR'S PRICE
$127.50
$132.50

IN LOTS OF 5
SINGLE

All orders must be accompanied by a one-third deposit, postal money order or certified check, balance C.O.D., F.O.B., Pittsburgh.

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ORDER BY UNIT NUMBER OR MODEL NUMBER OF MACHINE
Address All Orders c/o Parts Dept.

Doc Eaton Explains Works
To Teddy Walters

CHICAGO — De-Witt (Doc) Eaton, Vice-President and General Sales Manager of AMI, Inc., telling Teddy Walter, ARA recorder, all about the mechanism of the new AMI "Model A" phono.

Teddy seems to be getting a laugh out of Doc's method of explaining the simplicity of the mechanism. Walters' recording of "Laughing On The Outside" is reported to be clicking bigger than ever in Juke boxes all over the country.

Doc commented, "Teddy Walters, like a lot of recording artists, showed a surprising knowledge of Juke box mechanisms."

ANNOUNCING...HEATH COIN CHUTE ADAPTOR UNITS
FOR WURLITZER PHONOGRAPH 412, 616, 24, 600 & 500

NOW DELIVERING!

Complete Satisfaction Guaranteed or Your Money Back.

NO ARGUMENTS WHATSOEVER.
Price $22.50 Each Unit

Each unit is composed of 3 chutes, 5c-10c-25c, and completely replaces 3 worn chutes on your phonographs. Chutes cannot be sold separately, as they will not work in conjunction with chutes now on your machines. However, once you buy a complete Heath Unit individual chutes can be replaced. Units are easily installed in a few minutes. Complete instructions are enclosed with each unit. Installation requires NO drilling, tapping or defecting of phonograph in any way. Heath Unit fits in same opening of phon cabinet. Heath Unit has some overall dimensions at the three replacements. Heath Unit has been tested on location several weeks. We know it is right. This unit is manufactured for our exclusive use by one of America's most reputable manufacturers. They have had years of experience and use only best materials. Unit is nickel plated and has brass slider.

Think of the pleasure you will give your customer. Now they can again gently push a coin chute. No more balled fingers and hands from banging on worn-out chutes.

Be sure to order by model numbers. The Number 1 Unit fits 412's and 416's, the Number 2 Unit fits 600's and 24's, and the Number 3 Unit fits 500's. Remember this is a proven product. These coin chutes are as near invincible as it is possible to build.

Write, wire or phone your orders. Orders with one-half (1/2) deposit given priority.

Dixie's most progressive distributors again bring you a "Peach from Georgia."

ONLY MERCURY CONVERSIONS CARRY A NEW GAME GUARANTEE
SHOOT the WOLF
SHOOT the BAR TENDER • MAID 'N' MONSTER

$189.50 WITHOUT BLACK LIGHT • $249.50 WITH BLACK LIGHT

F.O.B. Chicago

With this outstanding game you can get and hold the best locations. We are delivering the best in Black Light Machines — the finest in every mechanical detail and player appeal.

COMPLETE WITH A FREE PLAY UNIT

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SCENERY AND PARTS ON ABOVE MACHINES

$1500 WITHOUT BLACK LIGHT • $59.50 WITH BLACK LIGHT

THESE CONVERSIONS INSTALLED ON LOCATIONS IN 20 MINUTES

We are proud to guarantee our scenery to be the most complete, beautiful and outstanding made. Complete with 5 pieces of scenery (sidew, center pieces and new doll). Black Light Tubbing and attachments. Ready to plug in. Scenery in Black Light, 5 colors. Beautiful, last—guaranteed to rejuvenate your machines and make them the top money-makers on your routes. Our Scenery can be washed.

FOREIGN CORRESPONDENCE INVITED
IT ONLY COSTS A LITTLE MORE TO GET THE FINEST
FINES IN WORKMANSHIP
HIGHEST IN QUALITY

MERCURY COIN MACHINE COMPANY

6651 N. CLARK ST. • CHICAGO 26, ILL.

TELEPHONE BRIARGATE 2516

Amusement Enterprises Speed Up Production

NEW YORK — George Poner and Irving Kaye of Amusement Enterprises, Inc., this city, report that they have successfully speeded up production of their "Bank Ball" bowling alley game to the point where they are meeting all orders as received.

Both men report that the firm is now in a position to take care of the large volume orders which they have received and will very soon have these cleared off the decks.

They intend to surprise the trade very soon with some outstanding announcements as to their production accomplishments these past few months.
FINANCING

COIN MACHINES

By A. G. Croysdale

General Manager, BAC Corporation, New York

The coin machine industry has truly come of age, and, with maturity, has attracted the large volume of finance necessary for continued growth.

Coin machine operation is unique in comparison with other businesses in that each piece of equipment, properly located and operated, should pay for itself, in addition to paying cost of maintenance and a reasonable profit.

Experienced operators can multiply profits through purchase of additional equipment, made possible through a sound financing program.

Shortage of equipment of all kinds has built up a tremendous demand for all kinds of automatic coin machines.

During the war period, a great many operators gained the necessary "know how" to build larger, successful business, and lack only the cash to use to the fullest their knowledge, energy, and ability. Sound, adequate financing is the answer and is now available on a nationwide set up.

Coin machine operating is a business where experience and ability can count for more than cash in the bank.

Coin machine financing depends to a greater degree on the personal relationship between Distributor, Operator, and Finance Organization.

Except for small scale localized financing by independent finance companies or banks, the industry will grow on large volume financing available at any point of need from coast to coast.

Here is needed the specialized knowledge that can only be obtained through personal contact and experience. Most deals must be "Tailor Made". Distributing and operating conditions vary from one locality to another and require the flexibility of financing that can be possible only with a maximum of varied and successful experience.

Knowledge is required of all phases and conditions in the industry in order to protect all parties in the financing arrangement.

Ample funds, sound experience, and flexible thinking are necessary if a finance organization is to render the service needed to make for sound growth of those already engaged in the coin machine industry.

In its infancy, the welcome mat was on the door step for all newcomers eager to enter this new field. Today, sound policy within the industry, encouraged by the larger financing organizations, aims to build financially, those now in the industry, rather than initiate neophytes with all the problems they bring and create.

Coin machine merchandising is still young, but sound financing of manufacturers, distributors, and operators can make the future far greater than any one dreams of today.
HEARTIEST CONGRATULATIONS
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THE CASH BOX
ON ITS FOURTH ANNIVERSARY!
We Wish You All the Luck in the World
For Years and Years to Come
THEODORE BLATT

SUPREME SKILL ROLL
The New, Improved 10 ft. Supreme Alley.
Scores of big, new features. Available in
3 lengths,
Size: 10 ft. x 26 in.
F.O.B. Brooklyn, N. Y.
Price: $349.50
Other Prices on Request. Order from your nearest Local Distributor.

"BOLASCORE"
Outstanding Money-maker, Excellent construction, Ideal for
all locations. Legal everywhere.
Price: $369.50
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The Perfected Individual
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This finer Individual Music System means
a greater return from all your music
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Solotone consists of any number of indi-
vidual boxes delivering the finest quality,
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The Cash Box  Page 77  Week of June 24, 1946

New Wurlitzer Center of 'Teen Age Window Display

LITTLE ROCK, ARK. — No sooner did Dan Levin of G & S Distributing Company's Little Rock headquarters hear of a contemplated Teen Age window display by Pfeifer Brothers, Little Rock's leading department store, than he hopped over and offered the use of a Model 1015 Wurlitzer.

Management, knowing there is nothing more popular with teen agers than juke box music, was delighted. In went the Wurlitzer to highlight a display of "Jig Timer" dresses. It proved a crowd stopper.

Reports Dan, "Hundreds of people paused to look at this window every hour of the day. Cost? Not a dime! Value to Wurlitzer! Just like putting an illuminated billboard in the middle of one of the busiest streets in America."

That's the way Dan Levin describes it and he was on the scene.

Always
Ask For
CHICAGO COIN GAMES

CHICAGO COIN MACHINE COMPANY
1725 W. DIVERSEY BLVD.
CHICAGO 14, ILL.

FOR SALE!
2—WURLITZER No. 71 — $299.50
1—ROCK-OLA SUPER — $49.50
1—ROCK-OLA 12 A-LU. GRILLE — $69.50
All machines guaranteed A-1 and like new in appearance.

W. S. JONES
MECHANICSBURG, R.D. 1, PA.

We have NEW all metal stands for A.B.T. Challengers at $12.95 Ea.
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105 WALNUT STREET
CINCINNATI 17, OHIO

BAC CORPORATION OF OHIO
129 EUCLID AVENUE
CLEVELAND 15, OHIO

BAC CORPORATION
211 WEST WACKER DRIVE
CHICAGO 6, ILL.

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101 MARQUETTE AVENUE
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BAC CORPORATION
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Revamped From ANY Gottlieb Game
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Designed and tested by an organization of more than 15 years coin machine experience

- Playfield equipped with Roll-overs on both sides with exclusive GLOBE Kick-out.
- When score is 20,000 or when ball enters Kick-out White light shows up for Free Games
- Globe has eliminated approximately fifty per cent of unnecessary mechanism.
- SIMPLE ... POSITIVE OPERATION!

ORDER TODAY FROM YOUR DISTRIBUTOR OR DIRECT

WATCH!
For Our Best Salesman in
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Chrome Cabinet Assemblies

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✓ COMPLETE NEW PRECISION-BUILT LIGHT WOOD CABINETS EXPERTLY FINISHED WITH PERFECT FIT NEW ALUMINUM CASTINGS.

✓ CLUB HANDLE AND HANDLE COLLAR CHROME PLATED.

✓ HEAVY BRASS CHROME PLATED ETCHED REWARD PLATES, 2/5 OR 3/5.

✓ 5c-10c-25c CHROME DENOMINATOR COIN INTAKE.

✓ PAYOUT CUPS WITH ANTI-SPOON CUP.

✓ DRILLPROOF PLATES.

YOUR CHOICE — Cherry or Diamond Ornaments

GENUINE CHROME (PERFECTLY PLATED)
SURF BLUE WRINKLE
TAN WRINKLE
GOLD WRINKLE

CHOCOLATE WRINKLE
GREEN WRINKLE
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WALING 5c ROLATOPS
Rebuilt and Refinished
Look and Operate Like New, $95.00

Write for Complete List of Replacement Parts

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CHICAGO 24, ILLINOIS

(ALL PHONES: VAN BUREN 6636-6637-6638-6533)
ROWE WILL BUILD $240,000 PLANT

ROBERT E. GREENE

CLIFTON, N. J. — Building inspector Jacob Kulik of this city announced this past week that Robert E. Greene, president of Rowe Manufacturing Co., Inc., who have plants in Alwood and Belleville, N. J. applied for a permit to build a new $240,000 factory on Mount Prospect Avenue at the Erie Railroad's Newark branch tracks.

It was reported by officials here that Rowe Manufacturing Co., Inc. had purchased the Mount Prospect Avenue property last year.

CHICAGO — The famous Rock-Ola Music Maids Softball team has thrilled thousands of spectators. The team will be in action almost every day during the months of July and August up to the end of their schedule on Sept. 4. The gals are expected to bring home the softball championship to the Rock-Ola plant. (When in Chicago and seeking a real thrill just watch these gals

ROCK-OLA MUSIC MAIDS SOFTBALL TEAM

PRICE FOR QUICK SALE

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Bally Rapid Fire, each</td>
<td>$100.00</td>
</tr>
<tr>
<td>2 Bally Convoy, each</td>
<td>$75.00</td>
</tr>
<tr>
<td>Bally Bull (24 in)</td>
<td>$50.00</td>
</tr>
<tr>
<td>Bally Defender</td>
<td>$200.00</td>
</tr>
<tr>
<td>Evans Ten Strike</td>
<td>$60.00</td>
</tr>
<tr>
<td>New Improved T-Strike Bumper Repair, each</td>
<td>$1.50</td>
</tr>
<tr>
<td>Wurlitzer 41 (counter model)</td>
<td>$150.00</td>
</tr>
</tbody>
</table>

NEW EQUIPMENT READY FOR DELIVERY

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>General's New Total Roll</td>
<td>$249.50</td>
</tr>
<tr>
<td>Seattle Cavalry</td>
<td>$249.50</td>
</tr>
</tbody>
</table>

LARGE STOCK OF LATE MODEL 5-BALL FREE PLAYS

WE CARRY A FULL LINE OF PARTS AND WRAPPERS, ETC.

PHONE — PHONE — WIRE FOR PRICES TODAY!!

NORRO NOVELTY COMPANY

369 ELLIS ST. (PHONE: TU-4976) SAN FRANCISCO 2, CALIF.

PHONOGRAPHS

"WE GOT 'EM"

REASONABLE

<table>
<thead>
<tr>
<th>SEEBURG</th>
<th>WURLITZER</th>
<th>MILLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>9800 RC Regal RC</td>
<td>750</td>
<td>Empress</td>
</tr>
<tr>
<td>8800 RC Classics</td>
<td>850</td>
<td>Seeburg Special RC</td>
</tr>
<tr>
<td>8200 RC Majors</td>
<td>800</td>
<td>Thorne</td>
</tr>
<tr>
<td>800 Counter</td>
<td>71 Counter</td>
<td>Hideaways</td>
</tr>
</tbody>
</table>

BAR AND WALL BOXES

S-1625 BAR-O-MAICS — 5c WALL-O-MATICS — SEEBURG 30 Wire Boxes — BUCKLEY, ROCK-Ola Wall 5c

PHONE — WIRE — WRITE

PARKEY'S PHONOGRAPH SALES

3923 WEST 62nd PLACE (Tel: HEM: 8321) CHICAGO, ILLINOIS

GENUINE FIBRE MAIN GEARS

FOR SEEBURG and WURLITZER (Less Hub) Sample, $4.00 ea.

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lots of 10 (each)</td>
<td>$3.50</td>
</tr>
<tr>
<td>Castors Heavy Duty Replacement, each</td>
<td>$1.50</td>
</tr>
<tr>
<td>Pickup Repack Rubber, Pkg. 20 Sq. Inches</td>
<td>$1.00</td>
</tr>
<tr>
<td>Voltage Test Lights</td>
<td>$0.50</td>
</tr>
<tr>
<td>Volume Control Keys</td>
<td>$1.50</td>
</tr>
</tbody>
</table>

PACKARD BOXES | $36.95

QUANTITY PRICES TO DISTRIBUTORS AND JOBBERS

FACTORY GUARANTEED AGAINST DEFECTIVE WORKMANSHIP AND MATERIAL

E. T. MAPE MUSIC CO.

1701 W. PICO BLVD., LOS ANGELES 15, CAL. (Phone: Drozet 2341)

E. T. MAPE

284 TURK ST., SAN FRANCISCO 2, CAL. (Phone: Prospect 2700)
Buy from...

AMERICAN COIN-A-MATIC MACHINE CO.

...and choose from America's most complete line of coin machines and records!!

✓ CHECK YOUR NEEDS - WRITE - WIRE - PHONE TODAY!

AMI

MODEL "A" PHONO — AUTOMATIC HOSTESS — AND ALL ACCESSORIES for West Virginia and Western Penna.

"MEASURED MUSIC" for West Virginia and Western Penna.

BUCKLEY MFG. CO. "Track Odds" for West Virginia and West. Penna.


MUNVES "Super Roll" for Western Pennsylvania


STANDARD GAMES, INC. "New Sensation" for Pennsylvania

WILLIAMS MFG. CO. 'Dynamite' for Western Pennsylvania

BALLY MFG. CO. "All Bally Games" for Western Pennsylvania

WRITE FOR LISTS RECORDS WRITE FOR LISTS

COSMO

for Western Penna., West Virginia and Virginia

for Western Penna., West Virginia and Maryland

• EXCLUSIVE • EXCELSIOR • FOUR STAR •
• MODERN • G & G • SAN ANTONIO • CORONET •
• CADET • GILT EDGE •

AMERICAN COIN-A-MATIC MACHINE CO.

1435 FIFTH AVENUE (Phone: Atlantic 0977) PITTSBURGH 19, PA.
**Victory Special**

Your post-war PROFIT INSURANCE is right here in this top-notch moneymaker. Quickly convertible to ONE or FIVE BALL play. Precision-built, "get-able" mechanism. NEW DAILY DOUBLE FEATURE, plus changing odds, mystery selections, WIN, PURSE SHOW awards. For all time high profits in replay spots. NOW DELIVERING.

**Surf Queens**

Here's the FASTEST five-ball NOVELTY GAME ever built—ber non! Designed by a big-time operator who picks WINNERS. High scores, knockout COLORS, thrills, SUSPENSE, trouble-free operation, LONG LIFE and new ANGLES are built into SURF QUEENS to give the machine TOP EARN-ING POWER.

**Victory Derby**

IMMEDIATE DELIVERY. Most sensational one-ball multiple pay table EVER PRODUCED. Check these play-compelling features: AUTOMATIC AWARDS, mystery selections, spell-neme feature, DAILY DOUBLE AWARD, changing odds, BIG BUILD-UP RESERVE. Don't delay. Order TODAY!

---

**Buy Bally's Big Four**

Wait for Bally's Console "DRAW BALL" Early Delivery.

**Undersea Raider**

Going Great Game! This spectacular photo electric game is one of the year's biggest MONEY MAKERS — order yours today. Climb on the gnarly trail with UNDERSEA RAIDER, Players can't leave it alone! All the dramatic tension, THRILLS AND ACTION of actually firing from a powerful submarine into enemy ships. A TOP GAME for ALL LOCATIONS, with continuous REPEAT PLAY.

---

**Write—Wire—Phone—Come In—Today!!**

DIRECT LINE DISTRIBUTORS

**Paul A. Laymon**

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

1503 W. Pico St. DR. 3209 LOS ANGELES 15, CALIF.

---

**Jack Cohen on Solotone Production Line**

LOS ANGELES — Jack Cohen of Timed Music, Inc., Cleveland, Ohio, and president of the Cleveland music ops association, not being able to get enough Solotone boxes to fill the many orders he has taken, spent his vacation these past two weeks working right along with the employees of the firm on the Solotone production line at the Bendix Aviation Corp., plant in West Hollywood.

Jack reported that the plant was one of the most impressive he had ever yet seen manufacturing coin operated music equipment. He also stated, "It was a pleasure to get right on a production line myself and learn just what it takes to get Solotone boxes to our customers. It made me think a lot about the work which manufacturers have cut out for them to give music operators the best there is in music."
Good Luck
Bill Gersh
and
The Cash Box
and
many, many more
Happy Anniversaries

David Rosen
855 North Broad Street
### BADGER'S BARGAINS
"OFTEN A FEW DOLLARS LESS — Seldom A Penny More"

MILWAUKEE
See CARL HAPPEL

### KEENEE RECONDITIONED SUPER BELLS

<table>
<thead>
<tr>
<th>Bell Type</th>
<th>Original Price</th>
<th>Reconditioned Price</th>
</tr>
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<tbody>
<tr>
<td>Johnny Week</td>
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<tr>
<td>Seeburg</td>
<td>$239.50</td>
<td>$195.00</td>
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<tr>
<td>Bally</td>
<td>$239.50</td>
<td>$195.00</td>
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<tr>
<td>Mills</td>
<td>$239.50</td>
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<td>Mills</td>
<td>$239.50</td>
<td>$195.00</td>
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### RECONDITIONED CONSOLES

<table>
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</tr>
</thead>
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<td>$195.00</td>
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<tr>
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<tr>
<td>Mills</td>
<td>$239.50</td>
<td>$195.00</td>
</tr>
</tbody>
</table>

### BADGER SALES COMPANY

**Exclusive Distributors for**

ROCK-OLA MFG. CORPORATION

J. H. KEENEY & COMPANY

**COMPASS DISTRIBUTORS**

Southern California, State of Arizona and Southern Nevada

1612 WEST PICO BLVD., LOS ANGELES 15, CALIF.

All Phones: DR. 4326

### BADGER NOVELTY COMPANY

**Exclusive Distributors for**

ROCK-OLA MFG. CORPORATION

J. H. KEENEY & COMPANY

NORTHWESTERN CORPORATION

State of Wisconsin and Northern Michigan

2546 NORTH 30TH STREET, MILWAUKEE 10, WIS.

All Phones: WIL. 3030

### Seeburg Featured By San Francisco Theatre

SAN FRANCISCO, CAL. — Johnny Ruggiero of the Jack R. Moore Co., offices here furnished a new Seeburg phone to the Warfield Theatre on Market Street to plug the song hits from the new picture featuring Harry James and his orchestra, “Do You Love Me.”

According to Johnny Ruggiero, “The Warfield Theatre advised us that the Seeburg phone clicked as one of the greatest promotion ideas they had ever yet used to get interest in a brand new picture.”

### COIN MACHINE FILMS SERIES 20

**QUALITY PICTURES CO.**
5634 SANTA MONICA BLVD.
HOLLYWOOD 38, CALIF.

### FRISCO

**$249.50**

<table>
<thead>
<tr>
<th>Film Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racing Horses</td>
<td>$249.50</td>
</tr>
<tr>
<td>Horse Racing</td>
<td>$249.50</td>
</tr>
<tr>
<td>Horse Racing</td>
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</tr>
<tr>
<td>Horse Racing</td>
<td>$249.50</td>
</tr>
</tbody>
</table>

### Convert your old Hockey game, so two can play the game as well as one and triple your cash-box receipts. Complete instructions with all necessary parts only $40. Any experienced coin machine mechanic can make the conversion.

Write today.
1/2 Deposit, Balance C.O.D.

Lewis Coin Machine Service
3924 WEST CHICAGO AVENUE
CHICAGO, ILL. (Belmont 7005)

**IT'S WHAT'S IN THE "CASH BOX" THAT COUNTS!**
Many automatic phonographs will appear on the market in 1946 some old and established — some new — all will be good. They will have to be — BUT

ROCK-Ola — WILL LEAD THEM ALL

SOUTHERN MUSIC Distributing Company

503 West Central Avenue, ORLANDO, FLORIDA

Offices in Jacksonville and Miami

Exclusive Rock-Ola Distributors for Florida
Happy Birthday

Earl E. Reynolds

Dallas, Tex. — Earl E. Reynolds of American Distributing Co., this city, celebrated his birthday on Saturday, June 29.

Girls College Director Features Juke Box Dances

Cleveland — Mrs. Franklin J. Bacon, director of Haydn Hall at Flora Stone Mather College, this city, who is the social hostess and keeps this place open evenings, acts as chaperone to the girls so that they can take their dates to the college for dancing to juke box music which Mrs. Bacon has arranged.

Pin Games Ready for Delivery—We Have Them

5 Ball Free Plays

Major's '41 $77.50
Monicker 97.50
Jungle 82.50
New Champ 79.50
Hi Hut 84.50
Sea Hawk 69.50
Star Attraction 74.50
Twin Six 52.50
Zip 32.50
Progress 47.50
Crossline 54.50
Bello Hop 77.50
Follies 44.50
Horoscope 74.50
Metro 59.50
Velvet 64.50
Silver States 52.50
Legionaire 69.50

The above games are completely reconditioned, refinished and ready for location. These are the finest games obtainable.

Write — Wire — Phone for complete list of Pin Games, Consoles, Arcade and Counter Games.

Coin Amusement Games, Inc.
1335 East 47th St., Chicago, Ill.—Phone Kenwood 5556

Correction Notice

Newark, N. J. — Prices of the Personal Music "Phonette" Measured Music boxes which appeared in this past week's (June 17, 1946) issue of The Cash Box was incorrectly inserted by the printer as $44.50. The actual price of the Personal Music "Phonette" is only $37.50. Complete and correct price listing of all products of the Personal Music Corp., this city, manufacturers of "Measured Music," will appear in all forthcoming issues.
Congratulations to The Cash Box on their Fourth Anniversary

Coin Machine Acceptance Corporation

A specialized credit and financing agency for manufacturers and distributors of coin operated machines

134 North La Salle Street
Chicago, Illinois
Wolf Opens G. I. Training Program in Portland

PORTLAND, ORE. — A. M. Moss, manager for M. S. Wolf Distributing Co., this city, reports that he is opening a G. I. apprentice training program beginning the first week in September whereby G. I.'s, who have been in the coin machine business and those who want to learn the business, will undergo an extensive training program.

Part one of the program, Moss reports, will be a two week refresher course for those men who have already had coin machine experience and who have been in the armed services for the past two to five years.

Part two will be a five week training course for G. I.'s who are at present employed by operators and who would like to learn all about the operation of the new '46 and '47 machines.

Part three will be a three months' training course for G. I.'s who are beginners and want to learn all about the coin machine business.

Moss reported that the entire training program is now being worked out by the Veterans' Administration and himself. He asks that all G. I.'s in his territory who are interested contact him immediately.

Moss stated, "M. S. (Bill) Wolf owner of this firm is sparing no expense to set up this new G. I. service school."

WANT TO BUY — AT NEW HIGH PRICES

THE FOLLOWING GOTTLEIB GAMES

SCHOOL DAYS $30.00
PARADISE $30.00
SPOT POOL $40.00
ABC BOWLER $35.00

CHAMPS & NEW CHAMPS — $40.00

CONGRATULATIONS TO "THE CASH BOX" ON ITS 4th BIRTHDAY

AUTOMATIC MUSIC OPERATORS ASSN., INC.
NEW YORK CITY
**The Challenger**

**IS BRAND NEW**

Its operating features are

**EXCLUSIVE**

with DuGRENIER!

They combine to make the

**DuGRENIER**

Challenger

**AMERICA’S FOREMOST CIGARETTE MERCHANDISER**

---

**ONLY THE CHALLENGER** has a single coin insert for 5c, 10c and 25c—and Speedy Coin Drop to facilitate each purchase.

**ONLY THE CHALLENGER** has a delivery mechanism that operates on moveable steel racks and stationary shaft mounted on ball bearings to provide easy operation, eliminating all torque and strain to insure maximum life of the machine.

**ONLY THE CHALLENGER** has a new, simple, compact lower coin mechanism which requires only one adjustment pre-set at the factory.

**ONLY THE CHALLENGER** permits ready accessibility to the entire mechanism. A single operating handle moves the complete unit forward in the cabinet in three convenient positions for instant servicing.

**ONLY THE CHALLENGER** has ejector handles that are formed steel sections that will not break, and a revolutionary type ejector that eliminates all package load on the delivery mechanism (no jamming or mutilation of cigarette packages). PLUS a positive empty column lockout device. (No cash refunds to customers because of money lost in empty columns).

DuGrenier is proud of these exclusive features—Proud of its entirely new Challenger . . . designed from first to last to give you the greatest return on your investment.

---

**Arthur W. DuGrenier Inc.**

America’s Foremost Manufacturer of Automatic Merchandisers 15 HALE STREET, HAVERHILL, MASS.
SCORING ON EVERY LOCATION!
There's no stopping...

CHAMPION Hockey

GREATEST 2 PLAYER GAME MONEY CAN BUY!
COMPPELLING APPEAL!
COMPETITIVE ACTION!
WHIRLWIND REALISTIC PERFORMANCE!
TROUBLE-FREE IMMEDIATE DELIVERY!

Order from Your Distributor

MAX GLASS MFG. CO.
914 DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

NOW DELIVERING!

New DAVAL MARVELS and AMERICAN EAGLE (Non-Coin Operated) $54.00 Tax Free "NO TAX ON THESE DAVAL COUNTER GAMES" says Uncle Sam.

New PACE'S DE LUXE CHERRY BELLS 5c, 10c, 25c, 50c, $1.00 Pace's Exclusive Simplified Mechanisms Have Hundreds Less Parts Than Any Other Makes! NO SERVICE! WRITE FOR PRICES — IMMEDIATE DELIVERY!

Setting Up Distrubs

H. F. DENNISON

NEWARK, N. J. — H. F. Dennison, president of Personal Music Corp., this city, manufacturers of the "Measured Music" system featuring the "Phonette" boxes is speeding thruout the country appointing new distributors for the firm.

"With production well under way," Dennison reported, "we are now in position to handle many new distributors for our "Measured Music" system. We believe that many of the leading music distrbs will want to join in and get going with 'Measured Music'. As new distributors are appointed we shall announce them to the trade", he stated.

Dennison is setting a record for speed traveling covering many hun-
"Measured Music"

THAT’S ALL

... FOR BIGGER, BETTER, STEADIER PROFITS FOR YEARS AND YEARS TO COME FOR EVERY MUSIC OPERATOR IN MINNESOTA... WRITE, WIRE, PHONE, CALL TODAY AT...

ACME MUSIC COMPANY
1124 HENNEPIN AVENUE
MINNEAPOLIS, MINN.
REMODELING BUILDING

H. R. MASER
SAN FRANCISCO — H. R. (Hank) Maser of the H. R. Maser Music Co., this city, reports that he is remodeling his entire building and rebuilding his showrooms for a new line of coin machine equipment.

Maser has been appointed regional manager for eleven western states for this new line and will assemble the machines in his own shop here.

Work will start on remodeling his building within sixty days, he reports.

In the meantime he is taking a trip to Chicago to arrange for the shipment of many of the parts he will use to assemble the new machine here.

Maser also reported that Irv Graham had been appointed salesman and that George Reen would be the shop foreman. He plans to employ over 20 people in the assembly of this new product.

Maser stated, "I am not yet at liberty to make any announcement as to the name of the firm we will represent. But, we expect to be able to make a very important announcement in this regard, very, very soon."

MONARCH HAS IT!

DeLuxe Model
ONLY $289.50

• FAST, COMPETITIVE PLAY!
  Every player wants to beat the other fellow! That’s the spirit that keeps the nickels coming!

• REALISTIC 2 PLAYER HOCKEY ACTION!

• FLOOD-LIGHTED PLAYING FIELD!

• NO SERVICE HEADACHES—Quality Built!

ORDER NOW! IMMEDIATE DELIVERY!

EXPORT TRADE!

Our Foreign Sales Department welcomes the opportunity to be of Service. Send for full particulars and information concerning all coin-operated equipment.

MONARCH COIN MACHINE CO.
1545 N. Fairfield Ave.
Chicago 22, Ill.
Phone ARMitage 1434

SPECIAL BAR AND COUNTER BRACKET
FOR SOLOTONE EQUIPMENT...

$3.25 EACH F.O.B. CLEVELAND

WRITE US NOW FOR COMPLETE INFORMATION

Distributors of SOLOTONE Products

JACK COHEN
TIMED MUSIC INCORPORATED
4816 EUCLID AVENUE
(Phone: Express 7122)
CLEVELAND 3, OHIO

WE BUY AND SELL USED PHONOGRAPH EQUIPMENT

• COMPLETE REPAIR AND PARTS DEPT.

NELS NELSON
2329 W. PICO BLVD.
LOS ANGELES 6, CAL.

SOUTHERN CALIF. DISTRIBUTOR FOR PHONETTE MEASURED MUSIC BOX

PHONE FI-0545
WANTED TO BUY!

Will Pay Top Money

- BROADCAST
- ATTENTION
- PAN-AMERICAN
- CRYSTAL
- PAN AMERICAN
- CHARM
- LIMELIGHT
- MARINES
- MYSTIC
- SILVER SKATES
- CRUSADE
- VACATION

Machines must be complete. If not complete, write us description and we will advise you of price.

WRITE ... WIRE ... PHONE TODAY!

Munves Manufacturing Corp.

Successors to PIONEER COIN MACHINE CO.

Temporary Location: 2634 N. Laramie Ave., Chicago 39, Ill.
National 2727

HAYWARD AUTOGRAPHS
FIRST NEW DISC FOR LEON RENE

HOLLYWOOD, CAL. — Leon Rene, president of Exclusive Records (second from left in the picture below) received the first disc off the production line autographed especially for him by Bob Hayward, Exclusive’s newest singing star.

Buddy Baker, noted composer and arranger, looked on along with others noted in the juke box world, while Hayward autographed the disk.

Rene reported, “We believe that Bob Hayward’s new release is going to set a new sales record.”

Hayward reported, “We have been serving operators of bulk equipment for 17 years — New Machines — charms and operators supplies available now — WRITE FOR DETAILS.

VIKING SPECIALTY CO.
530 GOLDEN GATE AVE.
SAN FRANCISCO 2, CAL. Tel. Or. 6641

SPECIAL
1—Bally Club Bell 5c multiple Comb. Free Play and Payout. Perfect $199.50
1—Bally Club Bells 5c and 25c multiple Comb. Free Play and Payout. Like New $299.50
Price For Both Games $490.00

WRITE — WIRE — PHONE

COIN AMUSEMENT GAMES, Inc.
1355 EAST 47TH ST., CHICAGO, ILL.
Phone Kenwood 5556

ATLAS IS SHIPPING GUSHER

DAVAL’S
FIRST NEW POSTWAR COUNTER GAME
Featuring
The BONUS and
The JACKPOT
Price $54.00

ORDER NOW — PROMPT DELIVERY

ATLAS NOVELTY CO.
2208 N. Western Ave., Chicago 47

IT’S WHAT’S IN “THE CASH BOX” . . . THAT COUNTS!! . . .

www.americanradiohistory.com
Illinois Blind Trained To Assemble Juke Motors

BLOOMINGTON, ILL. — Mrs. Alice F. Stanbery, rehabilitation counsellor, will assist in the state-wide program of counseling, training and placement services available to the blind thru the Illinois division of vocational rehabilitation. This means independence as well as jobs for the blind in this state.

Dr. DeForest O'Dell, state super-

visor, division of vocational rehabilita-
tion for the blind, reported, “The 2,500 blind men and women in Illinois who are estimated to be employable thru rehabilitation services will bene-
fit greatly from the selective place-
ment program.”

The blind trainees are learning machine operation and many other courses. Later on they will be em-
ployees for a day in 15 cooperating firms in Chicago.

Many of these blind men and 

women are being trained to assemble juke box motors and these will prob-
ably be placed to work in factories where these motors are used in Chicago.

COIN WRAPPERS

1 Case ............65c per M
2 Cases...............60c per M
6 Cases..................53c per M
Less Than Case Lots. Assorted De-
nominations. 70c per M.
50c PENNIES ........19 M to CASE
$2.00 NICKELS ........17 M to CASE
$5.00 DIMES ..........20 M to CASE
$10.00 QUARTERS ......15 M to CASE
$10.00 HALVES ........13 M to CASE
F.O.B. Chicago

Case lots shipped. One denomination
to case. Order in quantity conform-
ing to packing if possible.

CHAIRLES (JIMMY) JOHNSON
GLOBE DISTRIBUTING CO.
1623 N. California Ave., Chicago 47
(Phone: ARMITAGE 0780)

CONGRATULATIONS AND BEST WISHES

to BILL GERSH and THE CASH BOX
ON YOUR 4th ANNIVERSARY
Exclusive Distributors for CHALLENGER '47 PHONOGRAPH
FOR THE STATE OF CALIFORNIA

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

E. T. MAPE
(Phone: Prospect 2700)

COIN MACHINE MOVIES

FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE $32.50 TO $38.50 PER REEL

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

DISTRIBUTOR FOR PHONOFILM PRODUCTIONS AND QUALITY PICTURES

PHONOFILM
3331 NORTH KNOLL
DRIVE
HOLLYWOOD
28 CALIFORNIA

When you see it
You'll agree it's

DYNAMITE!

Williams MANUFACTURING COMPANY

161 W. HURON ST.
CHICAGO 10, ILLINOIS
MEMBER CMI

www.americanradiohistory.com
Maurada Joins With Williams Mfg. Co.

T. LEON MAURADA

CHICAGO — T. Leon Maurada, well known to the coin machine industry as assistant to the president of Rock-Ola Manufacturing Corp. for the past ten years, and who held a very important post in the war agencies in Washington, D.C., has joined with Harry Williams of Williams Manufacturing Co., this city.

Maurada brings a broad and rich background of practical experience in the coin machine field to the Williams factory.

He reported, "I shall be very happy to see and meet with all my many friends in the industry here at my offices at Williams Mfg. Co. I hope that the coinmen will call around and let's talk old times overagain."

Maurada is reported to be installing an entirely new and revolutionary system of stock control in the Williams' plant at this time which is the very latest in modernism.

His government agencies experience will qualify him for this and many other duties which he has assumed since entering the firm some several weeks ago.

NOW DELIVERING NEW RELEASES

<table>
<thead>
<tr>
<th>Mills Genuine</th>
<th>Black Cherry Ball</th>
<th>WRITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago Coin</td>
<td>Gealesa</td>
<td>$25.00</td>
</tr>
<tr>
<td>Stage Door Cantor</td>
<td></td>
<td>$274.00</td>
</tr>
<tr>
<td>Exhibit Big Hilt, Regular</td>
<td></td>
<td>$299.50</td>
</tr>
<tr>
<td>Exhibit Big Hilt, 4-Coin Multiple</td>
<td></td>
<td>$376.50</td>
</tr>
<tr>
<td>Champion Hockey, 2-Player Sensation</td>
<td></td>
<td>$289.50</td>
</tr>
<tr>
<td>A.B.T. Challenge</td>
<td></td>
<td>$60.00</td>
</tr>
<tr>
<td>Cateina (New Revamp)</td>
<td></td>
<td>$249.50</td>
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</tbody>
</table>

LOOK! All Typos Reconditioned Coin Machines!

SLOTS

<table>
<thead>
<tr>
<th>SLOTS</th>
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<tbody>
<tr>
<td>Jennings Club De Luxe</td>
<td>$139.50</td>
<td></td>
</tr>
<tr>
<td>Jennings Silver Sky Chief</td>
<td>$159.50</td>
<td></td>
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<tr>
<td>Jennings Silver Chief</td>
<td>$159.50</td>
<td></td>
</tr>
<tr>
<td>Jennings Club Console</td>
<td>$179.50</td>
<td></td>
</tr>
<tr>
<td>Jennings Club De Luxe</td>
<td>$179.50</td>
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<tr>
<td>Hc. Face bowl</td>
<td>$69.50</td>
<td></td>
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<tr>
<td>Hc. Face Comet</td>
<td>$74.50</td>
<td></td>
</tr>
<tr>
<td>Jennings Cigaretta</td>
<td>$119.50</td>
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</table>

PIN GAMES

<table>
<thead>
<tr>
<th>PIN GAMES</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Cb. Action (Revamp), P.F.</td>
<td>$115.50</td>
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</tr>
<tr>
<td>Genco Bang, P.F.</td>
<td>$49.50</td>
<td></td>
</tr>
<tr>
<td>Sch. Short Stop, P.S.</td>
<td>$49.50</td>
<td></td>
</tr>
<tr>
<td>Kearney Super Changur, P.P.</td>
<td>$49.50</td>
<td></td>
</tr>
<tr>
<td>Mills Stop Rili, P.O.</td>
<td>$119.50</td>
<td></td>
</tr>
<tr>
<td>Mills 1-2-3, P.O.</td>
<td>$99.50</td>
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</tbody>
</table>

COUNTER GAMES

<table>
<thead>
<tr>
<th>COUNTER GAMES</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Bellie Rallie (Olive P.O.)</td>
<td>$59.50</td>
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<tr>
<td>Bellie Roxy, New</td>
<td>$19.50</td>
<td></td>
</tr>
<tr>
<td>Vest Pocket Balls</td>
<td>$49.50</td>
<td></td>
</tr>
<tr>
<td>MISCELLANEOUS</td>
<td></td>
<td>$59.50</td>
</tr>
<tr>
<td>Back-Ola Counter Mod, 12 Bc.</td>
<td>$225.00</td>
<td></td>
</tr>
</tbody>
</table>

Order Your Parts From Our Gigantic Stock!

| Main Clock Gear for Mills, Complete | $33.00 |
| Med. Idler Gear for Mills | $1.50 |
| Spring for Mill, Main, Handic, Long Knee | | |
| Allen, Side Arm, Clock and Main Slide | | |
| Back | $25 |
| Cash Box for Mills | $1.25 |
| Lids for Mills | $2.25 |
| Back Doors for Mills | $5.00 |
| Cash Box Doors for Mills | $3.00 |

PACIFIC COAST DISTRIBUTORS

Exclusive Distributors H. C. Evans & Co. — So. California and Arizona
1347 W. Washington Blvd.
LOS ANGELES 7, CALIF.
U.S. Consular Offices Ask For "Latinos Americanos"

NEW YORK — Offices of the U.S. trade consuls through the Latin American countries are asking for special reprints of the "Latinos Americanos" page which appears in this issue.

These requests will be met completely and, at the same time, complete issues of The Cash Box will be found in consular offices.

At a future date, when production again gets in full swing, a complete Spanish and Portuguese section will be printed.

FOR SALE

500 Solenoid Coils for Buckley Adapters ea. $ .75
(All Buckley-Rock-Ola adapters)

750 Solenoid Coils for Rock-Ola Adapters
ea. $.50
(All models from Playmaster to 1946 Models — also fit Seeburg Adapters)

15 Sets-AC Steppers & Rectifiers for Rock-Ola Commandos & 1946 Model-per set $50.00
(For use with old Dial-A-Tune Wall & Bar Boxes with 1946 Model)

10 Seeburg Wall Boxes
ea. $10.00
30 Wire Push Button Type Metal Cover Model WRS-IQ

50 Wurlitzer 30 Wire
ea. $10.00
Model 310

50 Seeburg Selecto-Matic
 ea. $10.00
30 Wire Type $20-12 20 & 24 Sel.
Same Brand Nos.

50 Wurlitzer 125 S-10-
25 Slot ..............ea. $15.00

600 4 Prong Jones Male
Plugs ..........................ea. .18

1500 6 Prong Jones Male
Plugs ..........................ea. .20

1 Rock-Ola 12 Record
32 Volt .............................$150.00

5 Rock-Ola 12 Record
5-10 Slug Proof ea. $175.00

Reconverted Illuminated Cabinet

2 Rock-Ola Spec & Play
ea. $435.00

3 Cash with Order, Balance C.O.D.

SILVER MFG. CO.
1302 WESTERN AVE.
SO. BEND, IND.
Phone 4-2116

Thank You

For Taking Time Out to Visit
Us At Our New Home —
We are always happy to see you — and it’s our privilege
to be of service at all times.

TO ALL OUR CUSTOMERS
We are grateful for our success and progress, which made possible this latest expansion to
our new building.

Next time you’re in Chicago —
be sure to call on us —
In the meantime, watch for our
Grand Opening Announcement.

HARRY MARCUS CO.
Exclusive Distributors for WICO Products
2901-13 N. PULASKI RD.
CHICAGO 41, ILLINOIS
Tel.: MULberry 3000

Look To The GENERAL For LEADERSHIP

READY FOR IMMEDIATE DELIVERY!

DAVAL’S AMERICAN EAGLE AND MARVEL
Coin-operated 1c and 5c Play

They’re here now — ready to do an outstanding job on
any location, MARVEL— with cigarette reels; AMER-
ICAN EAGLE—with fruit reels. Look to both for
bigger earnings! Write for prices.

NON-COIN OPERATED MODELS AVAILABLE
Both Marvel and American Eagle available now in
non-coin operated models which are not subject to
Federal use tax.

IT’S GENERAL FOR THE INDUSTRY’S LEADERS!

• AIREON ELECTRONIC PHONOGRAPH
• STAGE DOOR CANTEN & GRIP SCALE

Established 1925 — Growing Steadily Ever Since

GENERAL Vending Sales Corp.
306 N. GAY ST. BALTIMORE, 2, MD.

R & S SALES COMPANY

MID EASTERN DISTRIBUTORS FOR Aireon

ARE NOW, AND HAVE BEEN, DELIVERING AIREON
PHONOGRAPHs IN THE MID-EAST. IF YOU HAVE NOT
RECEIVED A SAMPLE—ORDER TODAY!

IMMEDIATE DELIVERY! GET ON THE BANDWAGON!
IT’S AIREON FOREVER!

315 WEST BROAD ST., RICHMOND, VA.
3rd & BUTLER STREETS, MARIETTA, OHIO
Joins Webb To Expand Service Facilities

TEXAS CITY, TEX. — Mayor Trahan, this city, denied at a commissioner's meeting this past week that any special privileges were being granted to the juke box business here by members of the city departments.

"To the best of my knowledge", the mayor stated, "no one party in the nickelodeon business is being favored. If there is, we want to know about it. The music box business is a legitimate business", he said, "and no one is being coerced or intimidated. If there are, we want to know"

"Anybody in any of the city departments", he continued, "who leads anyone to believe he'll receive special discrimination in the above business is subject to immediate dismissal."

The mayor's statements were corroborated and sanctioned by the members of the commission.

Denies Giving Special Privileges To Juke Ops

Jack Rubin Resigns From Ops Assn. To Devote Full Time To Solotone Biz

NEW YORK — Jack Rubin resigned as director of the music ops association, this city, to give his full time to distributing Solotone non-selective wall boxes, he reported this past week.

Rubin has joined forces with Max Schiffman in Intimate Networks, Inc., this city, and both are making installations throughout this area of the new Solotone boxes.

Rubin reports, "We are tremendously pleased with the results of the installations we have made to date and can only advise every music operator in our territory to get into the Solotone box business as fast as he can. This is the way to get set for the post-war period.

Both Schiffman and Rubin report that they will announce a distributor for the state of New Jersey for their Solotone boxes very soon.

Get Three Year Jail Sentence For Stealing Machines

LANSDALE, PA. — Terms of from three to six years to run concurrently were handed out this past week by Judge Wm. F. Dannehower to Joseph Anato, Philadelphia, his brother James, and to Frank A. Cirelly also of Philadelphia, on guilty pleas which they entered in Montgomery County State Police Officer Herbert Hoffman testified to the admissions of the defendants who stole five slots from the L.A.M. Club, Norristown, four from the Jenkintown Moose Home, five from the V.F.W. Post, Pottstown, five from the Holy Trinity Lodge, Pottstown and four from the Gilbertsville Fire Co.

CONGRATULATIONS+
BILL
from
JOE AND IRV

ACTIVE AMUSEMENT MACHINES COMPANY
920 N. FRANKLIN STREET
PHILA. 21, PA.
MARKET 2666
417 FREELINGHUYSEN AVE.
NEWARK 5, N. J.
BIGelow 8-1195
"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

OPERATORS
OF
PHONOGRAPHS
AND
DRINK DISPENSERS
in NEW YORK and CONN.
GET ON OUR MAILING LIST FOR ADVANCE INFORMATION AND SHOWING OF THE NEW AND FINEST POST-WAR AUTOMATIC PHONOGRAPH AND 1000 CUP DRINK DISPENSER.
H. ROSENBERG CO, INC.
625 TENTH AVENUE, NEW YORK 19, N. Y.
— EXCLUSIVE DISTRIBUTORS FOR EAGLE PLASTICS —
"MEASURED MUSIC"

...GET IN NOW... For the Biggest, Surest Profits You've Ever Earned!!

EXCLUSIVE FACTORY DISTRIBUTORS for Western Pennsylvania and West Virginia

AMERICAN COIN-A-MATIC MACHINE CO.
1435 FIFTH AVENUE
PITTSBURGH 19, PA.
All Phones: ATLANTIC 0977
Birthday Greetings

*Davis Distributing Corporation
Buffalo, N. Y. • Rochester, N. Y. • Syracuse, N. Y.
875 Main St.
625 Erie Blvd., East

Exclusive Seeburg Distributors

*(Formerly Davis Sales Company)

NEW RELEASES
EVANS TEN STRIKE
ART N. CHALLENGERS
BOWLAWAY SKEE ROLL

BALLY UNDERSEA RAIDER
SALLY SUN QUEENS

AMUSOMATIC LITE LEAGUE
GENCO TOTAL ROLL
CHICAGO COIN GOALEE

RELEASES
UNITED—FOR BETTER BUYS
NOW DELIVERING

SLOTS
5c Brown Front $125.00
5c Blue Mosc Chief $125.00
10c 6 Star Chief $116.00
10c Pace All Star $10.00
1c Castle 2/5 $9.00

5c Cherry Bell $139.50
5c Chrome 2/5 $149.50
5c Silver Moon Chief $125.00

10c 4 Star Chief $115.00
10c Pace All Star $60.00
10c Caille 3/5 $59.50

5c Lucky Strike $100.00
10c Track Odds DD $425.00
10c Lucky Lucre, ’41 $175.00

UNITED COIN MACHINE COMPANY

“WISCONSIN’S LEADING DISTRIBUTOR”
6304 WEST GREENFIELD AVE. (PHONE: GREENFIELD 6772) MILWAUKEE 14, WIS.

Eberle Discusses Juke Boxes On The Air

NEW YORK—Ray Eberle, singing star for Apollo Records, was inter-
viewed by Art Ford of the “Milky Way” Program WNEW along with
Hy Siegel of Apollo regarding the part played by jube boxes in creat-
ing a new type of music for America.

Picture shows, left to right. Art Ford of WNEW, Hy Siegel of Apollo and Ray Eberle.

Many jube box coinmen listen to this program where the latest rec-
ords are played, reviewed and dis-
cussed by Ford.

Eberle’s statements regarding the importance of the jube box business won much favorable commendation from coinmen who listened in.

www.americanradiohistory.com
STEP UP YOUR PROFITS

WITH “MEASURED MUSIC”

GET IN NOW!

EXCLUSIVE DISTRIBUTORS FOR COLORADO

METERED MUSIC COMPANY

1748 TAMARAC STREET

DENVER, COLO.
PORTLAND, O.R.E. — George W. Jenkins, vice president and general sales manager of Bally Manufacturing Co., Chicago, met with Jack R. Moore of the Jack R. Moore Company, this city, Bally's west coast distributor and AI Sleigh, Bally regional manager, to discuss the new Bally products, giving special emphasis to the tremendous hit made by the Bally Victory Derby (as shown in the picture below). Jenkins reported that West Coast columnists have been showering the Jack R. Moore Company with orders for more and still more Bally games.

MULLININX AMUSEMENT CO.
1514-1516 BULL STREET
SAVANNAH, GA.

M. A. POLLARD CO.
725 Larkin St., San Francisco
Phones: ORdway 3069, 2070


Packard Manufacturing Co.: Phonographs, bases, speakers (No. 800, 900, 1000), adapters, 30 wire cable, etc.

Chicago Coin Gooalie, Genco Total Rolls, Bally Games, One Balls, Mills Vest Pockets, Victory Derbys, Victory Specials, arcade equipment.

Campus line of parts: HAL-DEE Pin Game Lift (saves work of one man). Exclusive Distributor: Northern Calif., Oregon, Washington.

Best Buys Today
at Pollard's

YOU loose MONEY IF YOU
DON'T CONTACT US BEFORE
YOU BUY ANYTHING IN COIN
OPERATED EQUIPMENT!

SOON—We'll Deliver
WILLIAMS' NEWEST "DYNAMITE"
SOON—We'll Deliver
MARVEL'S NEWEST "FRISCO"
NOW—We Make Immediate Delivery of
BALLY'S "SURF QUEENS"
NOW—We Make Immediate Delivery of
EXHIBIT'S "BIG HIT"
NOW—We Make Immediate Delivery of
MUNDY'S "SUPER ROLL"

SPECIALS

Mills 5c cherries: Bell A-1 all around shapes...$1.95
Mills 5c Grid Chrome rebuilt slot 3:10 pay...22.50
Mills Late Four Balls S-6-6-6-25c play...37.00
Mills Four Bell S-6-6-6-6-25c play...46.00
Pace Reels with Rail...65.00
A.B.F. Challenger with Stand (used)...39.00

OLSHIE DISTRIBUTING CO.
1100-02 B'WAY
ALBANY 4, N. Y.
(Tel. 5-0226)
BIGGEST PROFITS

"MEASURED MUSIC"

EXCLUSIVE DISTRIBUTORS FOR KENTUCKY

COMMONWEALTH MUSIC CO.
121 SO. SEVENTH STREET
LOUISVILLE, KY.
THE FUTURE BEGINS IN FEBRUARY

By Ray Moloney

President, Bally Manufacturing Co.

Today the coin-machine industry lives urgently in the present — the troubled present of material shortages and the countless problems of re-conversion from war to peace production.

The major energy of the manufacturing division of the industry is devoted to the job of supplying operators with much needed equipment.

I am sure, however, that in every plant in the industry, as in the Bally plant, experimental men and engineers are finding time to fashion the future.

That future, I believe, will burst upon the world with atomic brilliance and surprise when the industry assembles again, for the first time since before the war, at the biggest Coin Machine Show in history — February 3, 4, 5, 6, 1947, Sherman Hotel, Chicago.

Not only will the variety and novelty of equipment amaze the world, but the tremendous turn-out of operators and distributors from all parts of the globe will demonstrate the strength and solidarity of the industry.

Members of the industry, in turn, possessed with a new pride in their industry, will unite as never before to build the prestige of the industry.

February seems far in the future, and in the intervening months many new and wonderful machines will commence to appear. But the big day — the day when the curtain really rises on the great future ahead — will be February 3, 1947, opening day of the first post-war Show.
HAPPY 4th ANNIVERSARY

NOW DELIVERING
The Complete

BALLY LINE
EXCLUSIVE NEW ENGLAND DISTRIBUTORS
FOR BALLY MANUFACTURING COMPANY
TRI - STATE SALES CO., INC. — PIONEER DISTRIBUTING CO., INC.
585 TENTH AVENUE, NEW YORK 18, N. Y.

NOW DELIVERING
The New

U - NEED - A "MONARCH"
CIGARETTE MERCHANDISER
(Designed by Norman Bel Geddes)

U - NEED - A VENDORS, INC.
OWNERS OF THE ORIGINAL U-NEED-A-PAK TOOLS, DIES AND PATENTS
OFFICES: 2715 SUMMIT AVENUE, UNION CITY, N. J. — PLANT: 225 NORTH AVENUE, GARWOOD, N. J.

Heath Units Click

ED HEATH
MACON, GA.—Ed. Heath of Heath Distributing Co., this city, reports that the firm’s new coin chute units are clicking with the trade everywhere in the nation.

Heath stated, “Every sample order for our new units has been repeated time and time again. In our estimation, this is sufficient proof that the new coin chute units which we are making are meeting with the approval of the juke box operators everywhere in the country.

“Orders are piling in,” he continued, “and we are doubling our production on these units. We believe that the music operators will find these the very best they have ever used. We also will try our best to fill every single order we can just as speedily as possible so that the music machine operators won’t have to wait an extra day.
GEORGE PONSER

NEW YORK — George Ponser and Irving Kaye of Amusement Enterprises, Inc., this city, are reported to be preparing a surprise for the trade which they believe will prove of tremendous interest to all concerned.

**We are**

**Happy To Extend**

**Our**

**Sincerest Best Wishes**

**To**

**THE CASH BOX**

**On Its**

**4th Anniversary**

**SCOTT-CROSE COMPANY**

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

---

**CorrecTion**

In our ad last week price was incorrectly listed.

**Red Ball**

The New Game Sensation

Cost ——

Price Is $395.00

ORDER SAMPLE TODAY

We are exclusive distributors

HERCULES SALES & DIST. CO.

415 Pulaski Way Ave., Newark 5, N.J.

Dave Engels

Irv. Orenstein

(Phone Bigelow 8-3824)

---

**P & S FREE PLAYS**

**are proven winners**

Eagle Squadron — Production Eagle Squadron

From — Big League ——

Shangri-La ——

Tornado Patrol ——

Paratrooper ——

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.

---

**Wanted**

**1,000 genco games**

Games do not have to be in operating condition, but must be complete with all parts. Send us your list at once.

V. P. DISTRIBUTING CO.

2236 Olive St. — 2239 Pine St.

Central 3992 — St. Louis 3, Mo.

Exclusive Distribution

AIREON

WILLIAMS

MUSIC

GAMES

---

**ORiGiNAl TOY TUBES**

O. P. A. CEILING PRICE $1.95

10 TUBES IN FACTORY SEAL, (OULD BE $1.35)

All Tubes In Factory Sealed Cases and guaranteed

We camp FULL LINE OF TUBES.

Term 1 1/2 Discount, Balance C. O. O.

ATLAS VENDING COMPANY

410 No. Bread Street

Elizabethtown, N. J.

---

**RECONSIDERED AND GUARANTEED**

**ONE BALLS**

**RECONSIDERED LIKE NEW**

Thoroughbred $425.00

Turf King 325.00

Long Shot 245.00

Blue Grass 195.00

Long Acre 425.00

Pimlico $365.00

Jockey Club 325.00

Club Trophy 295.00

Dark Horse 195.00

Sport Special 175.00

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**SLOTS AND CONSOLES**

**NEW FACTORY RELEASES**

Gottioka Stage Door Centen $1275.00

Marmot 权 295.00

United Links 215.00

A.B.T. Challenge 125.00

Chicago Coin Skeezer $12.50

Mills New Vest Pocket Bell 75c

O. D. Jennings Jr. Broker & Std. Chutes 245.00

O. D. Jennings Jr. Broker & Std. Chutes 245.00

O. D. Jennings Jr. Broker & Std. Chutes 265.00

O. D. Jennings Jr. Broker & Std. Chutes 265.00

Champion Hockey 285.00

A.B.C. Bowler $25.00

Bomber $25.00

Attention 65.00

Big Show 90.00

Cover Girl 225.00

Cross Line 65.00

Defense (Genco) 90.00

Dram Maley, Ten, Twenty 105.00

Flicker 70.00

Four Aces 125.00

Four Roses $25.00

Gold Star 20.00

Jungle 85.00

Lot Of Fun Flying 145.00

Man 200.00

Merry 65.00

New Champ 39.00

Dyno 90.00

Fly Ball 65.00

Sindy Sue 90.00

School Days 3.00

Score Card 64.00

Score-a-Line 55.00

Star Line 100.00

Silver Stakes 75.00

Sky Chief 175.00

Star Attraction 75.00

Victory 110.00

Wild Fire 75.00

Yanks 115.00

---

**FIVE BALLS**

**NEW CONVERSION**

For Seeburg Chicago Sam Shoot Your Mother-In-

Lawn $145.00. Can be installed on location in 20 minutes.

Terms 1 1/2 Discount, Balance C. O. O.

**NEW REVAMPS**

**MILLS PANORAM**

$3.65 per wheel of six sub-

ject to the Series 1 to 18 now available. Don't delay, or-

der now for immediate delivery.

Catalogue on request.

Mills Std. Silver Chrome, Rebuilt. Check Action, Drill Proof. Each ... $375.00

---

**LISEREL TRADING ALLOWANCE OFFERED**

Send us your list of Games On Play.

YEARS: One-Third Deposit, Balance C.O.D.

---

**BELL PRODUCTS CO.**

2000 N. OAKLEY -- Humboldt 3027

CHICAGO 47, ILL.
Mfg. Synthetic Sapphire Needle to Sell at $7.50

NEW YORK—James S. Norris, chief executive and principal owner of the Industrial Specialties Mfg. Co., has been granted a license by the Union Carbide & Carbon Co. to use synthetic sapphire, a wartime development, in the manufacture of a phono needle which, Norris reports, have been placed on juke boxes in the ultimate test of an $180,000 development project and are still playing without wear.

The high cost of both the gem material and precision manufacture, it is reported, pushed the price per needle to $7.50. But with an indefinite life assured, Norris believes that the market will be happy to pay this price.

The firm is a war born company which pyramided sales into the millions in a couple of years and is today staking its future on phono needles made of sapphire.

Writing Servicemen’s Manual for Mechanics

PITTSBURGH, PA.—Jack Beever of Tri-State Autocoin Company, this city, has written one of the most interesting and readable manuals for coin machine mechanics.

Beever enclosed the first two lessons which are extremely well written and easy to understand.

He conceived the idea for a manual of this kind about five years ago, he reports, but the pressure of business and his entrance into the armed services halted its completion.

CHICAGO — Kruse & Connor are coming out with new conversions to put new life into Rapid Fire, Chicken Sam, and Jail Bird.

Not long ago America was shocked at the news of an attempted jail break at one of the world’s best known prisons, the “Big Rock.” Using this as a main theme, Kruse & Connor’s best creative artist has prepared nine-color conversions which are said to—“Fairly sizzle with player appeal.”

Recently Ted Kruse, commenting on these conversions said, “Our best artist has surely hit the bull’s eye this time. I’ve never met a man who does not like to feel that he’s another ‘John Law’ and who doesn’t like to play his own boyhood game of ‘Cops and Robbers.’ We are going to give all jobbers and distributors a chance to share the profits with us. I know from my long experience as an operator that smart Conversions of the high quality will give needed blood infusions to many old machines now getting little play.”

ECONOMY SUPPLIES the Nation!

<table>
<thead>
<tr>
<th>Gun Lamps [Original]</th>
<th>ea. $.60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kits</td>
<td>ea. 6.50</td>
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<tr>
<td>Rectifiers [24]</td>
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<td>Rectifiers [28]</td>
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<tr>
<td>Rectifiers [32]</td>
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</tr>
<tr>
<td>Point Adjusters</td>
<td>ea. .50</td>
</tr>
<tr>
<td>L-Shaped Rebound Springs</td>
<td>plan C</td>
</tr>
<tr>
<td>L-Shaped Rebound Springs</td>
<td>per dz.</td>
</tr>
<tr>
<td>Bell Timers</td>
<td>ea. 1.50</td>
</tr>
</tbody>
</table>

ECONOMIZE WITH ECONOMY ECONOMY SUPPLY CO.
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SEABOARD NOVELTY COMPANY
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3305 N. E. HALSEY ST. (All Phones: BEACON 2608) PORTLAND, ORE.
Dinning Sisters Click With Wurlitzer Playing Their Records in Theatre Lobby

OMAHA, NEB.—Central Distributing Company, Wurlitzer distributor here, is fast on its feet when it comes to promotional activity. Witness the picture above.

The moment the Dinning Sisters, Capitol Record stars arrived at the Orpheum Theater in Omaha, Central Distributing hopped to it. In went a free play Wurlitzer Model 1015 in the lobby. Over came Homer Hawthorne of Central’s staff and out came the Dinning Sisters. Then, snap went the photographer.

All during their Omaha stay, the charming sisters sang in the lobby via the Wurlitzer, as well as in person inside. A nice plug for all parties concerned.

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I’m back on the job again, and mighty glad! Before entering the Service I had a first class record for putting many lines of equipment “over the top”. Now I’m ready to take up where I left off. I’m all set to “go to town” and handle exclusive distributorships in New York, New Jersey and Connecticut for leading manufacturers of coin operated Music, Amusements and Vending machines. Let’s hear from you and we’ll talk business.

Sincerely,

Dave Lowy

P.S. “Hello” again to all my Operator friends. If you haven’t already stopped in — do so soon. It’ll be swell to see you.

Dave Lowy & Co.

594 Tenth Avenue

NEW YORK 18, N. Y.

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**WILL PAY TOP PRICE FOR ANY MODEL CELLAR JOBS**

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Tel. LIBerty 9480
The future of the coin machine industry is indeed a bright one, but only through the concerted efforts of every person and firm engaged in it.

During the last generation the pioneers in this industry have, through their original ideas and initiative, started an industry from scratch.

In every field of endeavor: phonographs, pin games, counter games, and devices aiding in the manufacture of the above, great progress has been made and seemingly insurmountable difficulties have been overcome.

It has only been through the combined efforts of manufacturer, distributor and operator that this industry has come to the point where it is today.

The branches to which this industry has extended are too numerous to mention.

It is with pride that this industry can look back upon its many contributions in time, effort, labor and ideas, given to aid our country in its defense.

Movements are now afoot to make this industry even more cohesive and we cannot stress too greatly that it is only through unity that we can accomplish our aims. That's why we urge every one connected with this industry to become affiliated with C. M. I.

The reputation of the coin machine industry has been greatly enhanced. Those of us who have been in it for a long time know that at all times it was a legitimate enterprise, but it was only through education that the general public finally accepted that view.

Today we must strive even further not to disillusion the public, but to emphasize upon them even more, that ours is a respectable, decent business, upon which many people are dependent for wages, and what is more important, for morale.

It is hard to overestimate the importance that the war-weary minded public gain from this industry. It goes without saying that the soldier abroad derived much amusement and great benefit from the endeavors of this industry and a necessary corollary is the relaxation derived today by the individual.

Great as have been innovation and inventions of the past, the future holds even more.

This industry can and will provide for public needs within its field, and we do not doubt that the combined efforts of all parties interested will make this industry one of the most outstanding in the country.
Preacher Uses Juke Box To Help Build Popular Mine Town Church

"We've got a juke box and we're not ashamed to admit it." He Tells a Time Magazine Reporter

NEW YORK—The June 10 issue of "Time" magazine carried one of the finest pictures ever yet published anywhere in favor of the juke box industry.

In its section devoted to, and headlined, "Religion," it shows a picture of Rev. Richard Charles Smith who created one of the most outstanding community churches in the country in the mining town of Scotts Run, near Morgantown, W. Va., with the statement below the picture, "We've got a juke box and we're not ashamed to admit it."

Pastor Smith built one of the finest community churches in the country from a "shack," as he calls it, started just five years ago. Today this mining town meets here for all its entertainment, sports and devotion. Not only does Pastor Smith keep the miners and their families entertained with a juke box, but also has created a library and obtained a pool table, ping pong, has just built a marvelous swimming pool and is gradually winning the acclaim of all who have seen the great work he has done.

Smith's explanation of his work is, "When Christ was on earth He made the blind to see, the lame to walk. We, too, believe in ministering to the people's everyday wants in order to fulfill their spiritual needs."

Bell Aircraft Shows New Coin Changer at U. of Vt.

BURLINGTON, VT.—The Bell Aircraft Corp., demonstrated a new coin changer in the University of Vermont cafeteria this past week.

The new coin changer was used on a beverage vender and changed dimes and quarters into nickels.

Lawrence D. Bell, president of the corporation, reported that it could be used on all types of vending machines. He also stated that it detects and rejects slugs.

CONGRATULATIONS To THE CASH BOX On Its 4th Anniversary WEST SIDE DISTRIBUTING CO. 612 TENTH AVENUE NEW YORK 18, N. Y. (PHONE CIRCLE 6-7533)
Las Vegas Revises Slot Law to Allow Changes

LAS VEGAS, NEV. — Revision of the city ordinance governing the licensing of slots has been proposed here at a regular meeting of the city board.

The revision would remove restrictions on licenses for certain individual numbered machines and would allow license holders to license a certain number of machines and, when one becomes worn out or unsuitable, a substitute could be installed without further license, provided the new installation did not increase the number of machines in use.

It was pointed out by cooperator here to the city board that because of a scarcity of materials some machines went out of service temporarily and a substitute could not be installed without licensing a new machine.

Also brought to the attention of the board was the fact that the Federal government does not license the machines by serial numbers but merely by the number of machines in operation during any given quarter.

Miami Slot Tip Fizzles

MIAMI, FLA. — The Miami "News" reports that it, "bears that agents of a Detroit backed local juke box operator have been telling some of their customers that anytime after June 15 they will begin moving slot machines into the locations now using their jukes. The lid will soon be off, they say, and the town will be wide open.

(See far, nothing has happened, and no slots have appeared.)

Ball Gum Machines Finance Youth Work

DAYTON, O. — Seventy-five boys, members of the Junior Association of Commerce, are scouting the city for likely locations for 500 ball gum machines.

The plan, patterned after a similar one in Columbus which netted in one year a return of more than $4,000 to its sponsors, will provide money for youth activities here.

These are the Ford ball gum machines, each containing 200 balls of gum. The company owning the machines will merchandise them with the provision that the proceeds go to youth welfare.

CIRCLEVILLE, O. — In this city, too, the Ford Gum and Machine Company have already started the Circleville Junior Chamber of Commerce to operating 25 ball gum machines.

Several more machines are being installed. The profits all go to the youth group here with the merchants donating their share.

Machines are already being used in Lancaster, Canton, Columbus, Alliance, London, Elyria and other Ohio cities by service organizations

Uses Jukes to Help Pic

TIMMINS, ONT., CAN. — Robert Harvey, exploiting the "Road to Utopia" picture at the Broadway Theatre in this city reported that one of the best publicity methods he used to get the crowds to see this picture was the placement of cards on all the juke boxes here.

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AMERICAN

PHONOGRAPh COMPANY

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(PHONE: RITTENHOUSE 1942)

Selective Music-on-Film Machine Gets in "Pic"

NEW YORK — The June issue of "Pic" magazine tells about Nelson J. Graves' fully selective, music-on-film machine.

(Thè Cash Box reported this machine some weeks ago giving a complete story about it written by Graves.)

Pic describes the unit as, "completely automatic motion picture juke box which by insertion of a coin and depressing the proper selector buttons permits anyone to play any one of the 16 or more selections at will!"

Pic reports that this is "something of a jolt to the juke field". And also that Graves hopes to have it on the market very soon.
Congratulations to... The Cash Box on its Fourth Anniversary

Exclusive Rock-Ola Distributors for Eastern Michigan

BRILLIANT MUSIC COMPANY

4606 CASS AVENUE • DETROIT (1) MICHIGAN

(ALL PHONES: TEMPLE 1-7455)

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PUBLICATION OFFICE: 381 FOURTH AVE., NEW YORK 16, N. Y.

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32 W. RANDOLPH ST.
(Phone: DEarborn 0045)

LOS ANGELES OFFICE
422 W. 11th ST.
(Phone: PRospect 2687)
We expected the town to be cleared of all coinmen this past week with the Conn-Louis fight on in New York. But the boys in Max Glass' (Doc) shop, Mr. and Mrs. Nate Gottlieb dished east to see Louis K.O. Conn — most of the coinmen remained in these parts and enjoyed the fights via their radios. Coinmen are well known sports fans and all like to be present at these major championship bouts in the West — Herb Mills, president of Mills Industries, Inc., and his son Johnny (who works for Bell-O-Matic Corp.) won the father and son golf tournament at the St. Charles Country Club. Now the duo have challenged Vince Shay and his son Vincy to a match — but looks like the Mills' will have to wait a while as yet for Vincy is only five years old. And that reminds me, whatever did happen with that father and son golf match at the Bryn Mawr Country Club in which Roy Bazelion and his son were supposed to emerge champions? . . . Say, here's a match for you Herb Mills — why not take on Ray Moloney and Ray, Jr.? And for the championship of the Northwest side coin machine industry? 

Quite a few visitors around our town this past week. Saw Dan Jackson of Automatic Sales Co., Los Angeles in town and making the rounds . . . L. B. Stimmel of Toledo Music Co., Toledo, O. also in town and seeing what he could buy . . . Mons. D. Laniel of Laniel Amuse-ment, Montreal, was in our town and arranging for distributing some of the major lines here if at all possible. . . . Mrs. C. Nolletti of Laniel's branch to “Distributrices de Phonographes et Jeux de tous genres” . . . Earl Fiedler of Rantool, Ill. also in town . . . Jack Kellogg of Grand Island, Nebr. was around and was searching and searching for something . . . Dave Johnson of Sioux City, Ia. (nowIonic's man in his old home town) was also in our town and was seen along the coinrows of this coincenter . . . Woolf Solomon of Central Ohio Coin Mach. Exch., Columbus, was around. We wonder did Woolf get into any philosophy discussions with Jim Mangan while he was here? These two can really talk away up in the clouds about thisa and thata of what makes this little ole world tick.

Eddie Casnoff of Philly, Pa. was around looking for some bargains . . . Lou Casola of Ascola Amusement Co Rockefeller, Ill. popped into town to see his old friends there. “Distributeurs of Phonographes et Jeux de tous genres” . . . John ‘Midge’ Ryan, Bell-O-Matic's treasurer, and his wife, Mattie, and daughter, Patricia, off to California for a vacation. Midge won't need a guide when he gets there for he represented Mills Industries here the last season and knows his way about. There's plenty of guys out there waiting to again say “hello” to Midge, too.

We hear that J. Frank Meyers of Exhibit is out of the hospital and resting at a hotel in Pasadena, Cal. Condition has been much, much improved . . . Gil and Mrs. Kitt of the Empire Coin Machine Exchange "Kitts" have left for a visit to Gil's folks in Montana. Atlas Novelty Co. opened their school for Seeburg service and the idea clicked immediately, from what the boys over at Atlas tell us. The first two day session was held at the Congress Hotel and the attendance was extremely good. Then the boys go on to the Jefferson Hotel in Peoria, the Ft. Des Moines Hotel in Des Moines and the Paxton Hotel in Omaha. Both Eddie and Maurice Ginsburg tremendously pleased with the way the Seeburg music ops are accepting this fine service school . . . Milt Salstone of M-S (the record distribs) is reported to have the Cosmo Record line. That puts Milt in the sales representative line along with Dave Witt (Doc) Eaton, vice-president and general sales manager of AMI, reported to be out at the factory in Grand Rapids, Mich. actually on the production line to get Model “A” phonos to all the firm's distribs.

We hear that Kruse & Connor are coming out with new conversions for Rapid Fire, Chicken Sam and the Jail Bird guns. The theme is based on the jail break at the “big rock” in San Francisco and both men are very much enthused over the reception their first models have and are most taken with those who have tried in the early stage of development . . . It's always a treat to stop off at Monarch Coin Machine Co. when the temperature gets up to around the 90 degree mark. Nice and cool in this place, you can believe me . . . Last but not least, Coinmen Distributing Co., Louisvillre, Ky. was around town and made it a point to visit over at Lewis Coin Machine Service to see “something really new” . . . Bill Williams of Automatic Distributing Co. is out of the hospital and gets around the offices for a few hours each day. The place is really shaping up now that the furniture has been in. Bill is distribs for “Measured Music” and AMI and is planning on some big sales for both firms.

Hard to get in touch with Carroll Vetterick these days — he's that busy . . . Jack Nelson will be telling the world very, very soon all about “Strikes N Spares” and, brother Jack has something there which will make the bowling fans really sit up and take notice . . . Dick Hood of H. C. Evans & Co. is putting the finishing touches on that new kinda Paces Races a la Evans improvements and from what they've been told it's gonna create a lot of excitement among the console fans . . . There's a romance budding over at O. D. Jennings & Co. The date to say "I do" is reported to be all set. We'll get the details next week. (Yep, he and she both work here.) We're told that Mr. Baker of Baker Novelty Co. tells me that they are working a triple shift to take charge of the flood of orders that have come to the firm since the announcement that they are going back into production on their counter game, Kidder & Catcher . . . And over at the A.B.T. Mfg. Corp. they tell me that George Lewis is working harder than ever trying to keep up with the demand for the Challenger.

Lou Koren and Max Berenson, the Aireon phono dis- tribs, were much thrilled to meet with Connie Boswell and have a short talk with her about the boys whom she calls "She's the very sweetest of swell people" . . . One New York visiting coinman tells me that they expect a showing of the Challenger phono in New York sometime around July 17, according to reports which the boys received from the Challenger boys during their recent visit. Lots of guys chasing after Max Glass for the line of ma-chines he is producing . . . One manufacturer (who didn't want his name mentioned) told me, "You'll never again take me with my mouth wide open for these new machines, because labor's wages are going up and not down anymore and the people have raised their standard of living to such a point in this country that they'll never again accept the wages paid in the twenties." George Allen over at Soundies is getting ready to pop with a surprise I'm told . . . And that new Vendit mer-chandiser is attracting a lot of attention among the merchandise machine ops thruout the country.
The Joe Louis-Billy Conn fight brought coinmen here from all over the country. Distributors were kept busy entertaining their out-of-town friends all week. As is the case when two coin machine men get together, plenty of deals were cooked up. We're frank in admitting that many coinmen were in town that we knew nothing about, but if we were to list all those we knew were here, it would take up most of this space.

This issue celebrates our fourth year of service to the coin machine industry, and we want to thank all of our friends and customers who have been so co-operative... Fred Iverson and Johnny Billota of Eastern Sales Co., Rochester, N. Y. are also celebrating their fourth birthday... And one year ago this week, Dave Stern, Harry Pearl, Tom Burke and Everett Masterson of Ke-Coast Sales, Day & Co. (Rock-Ola distributors) announced the formation of their company and the opening of their New York offices.

Sam Schneider of Apollo Records, who was in Detroit, Mich. during the tornado, was tied up a few days in his efforts to get a plane back to New York, Sam finally made it... Herman Perin, Runyon Sales Co., driving across the country heading for California. Herman is taking his family and Lorraine Sugerman with him... Max Glass of Chicago in town on biz, and writes some advertising copy for Nat Cohn and Earl Winters of Modern Music Sales Corp. that ranks with the professionals. Glass, we find out, has a reputation along these lines. Al Sternberg, who sells coin machines and accessories to the trade, getting married on July 6 at Garfèn's Restaurant in Brooklyn.

Jackie Berman of Economy Supply Co., Baltimore, Md. comes to town for the express purpose of being with the family when they celebrate the birthday of his dad. Jackie brought an enlarged photo of his six month daughter with him, and spent the entire day looking at it... W. M. Dodd, op from Ogdenburg, N. Y., comes to town to buy some equipment... Doc Ross, the magician and card expert at the Flamingo Room of the Waldorf, had a party of coinmen and their wives astounded for an hour... Joe Hirsch returns from Chicago optimistic about his visit, and feels that conditions will be fine in a short while.

Jack Rubin and Max Schiffman of Intimate Music (Solotone distributors) setting up some studios here, and claim deliveries have been speeded up... Murray Leschen, comptroller for International Mutoscope Corp. and Leo Bernstein of Byrne, Richard & Pound, honored at a gala meeting of the Victory Lodge of B'nai B'rith for their efforts in promoting the many functions of the lodge... Vincent Cappozzola operating music machines under the name of Cappy's Radio Lab & Testing House. Cappy was formerly employed in the Signal Corps in a civilian capacity... Max Levine, Scientific Machine Corp., debating when to get back to the manufacturing of coin machines.

Willie (Little Napoleon) Blatt, now a permanent resident in Miami, Fla., in town for the next five or six weeks. Willie has been spending so much money on phone calls to Teddy here, he figured it would be cheaper if he came down. He was with his good friend Art Fitzgerald, who intended to spring his surprise on the trade around this time, now delayed for about thirty to sixty days. "But it's worth while waiting for" claims Jack... Sammy Strahl, American Coin-A-Matic Machine Co., Pittsburgh, Pa., while in town completes a deal with H. F. Dennison, President of Personal Music Corp., to handle the "Measured Music" in Western Pennsylvania and W. Virginia.

Mike Munves tells us that Joe Munves will remain in Chicago, running the Munves Manufacturing Corp... They're really storming Al Bloom of Speedway Products for that gold plastic fabric grille cloth he introduced this past week... Bert Lane, Atlantic Distributors returns from Ohio trip... Harry Berger, West Side Distributing, claims he'll make an interesting announcement in a week or ten days... Hymie Rosenberg, H. Rosenberg Co., Inc., completes the renovation of his offices and showrooms. Hymie all set for big things soon... Dave Lowy, back on the job after a week now, claims he has to re-adjust himself completely. Yet in that one week, he's worked out a deal, but won't divulge the details at this time.

Joe Ash, Active Amusement Machines Co., Phila. office, coming to Newark, N. J. to see Irv Morris... Irv Orenstein, Heracles Sales & Distributing Co., Newark, N. J., finally breaks away from his beautiful offices for a few hours — he comes into the city to see the fights... Al Wertherman, Davis Sales Corp., Syracuse, N. Y., one time intercollegiate and Olympic Welterweight champion, watches the fight and wonders that Joe Louis can be so good at the age of 32... Bill Goetz, Capitol Auditor, made a trip into the southwest, and reports his trip into Shugy's in Miami. Bill expects to remain in the north for the next several months... Bob Stifer, East Coast Sales & Distributing Co., New York office, doing a landslide biz in trade-ins... Barney (Shugy) Sugerman has the record department of Runyon Sales Co. of New York running to perfection now. The shelves are stocked with plenty of records of the many labels the distributors, and operators are flocking in Shugy's and points in the Midwest. Barney's office is almost completely and he will have one of the outstanding buildings in the country.

Eddie Smith of Emby Distrib we saw his face in the Flamingo Room and right out again. Eddie, it appears, was in a hurry... Harry Banks has the boys going at top speed at Cosmo Records with more and more coinmen from all over the country dropping in to get this line, if possible... George Ponser and Irving Kaye in conference with their lawyers all week long. The boys, it is rumored, are working out a terrific break for all the coinmen in this area... Irv Gwirtz is back in the record biz again... A new game is just about ready for introduction here in New York which, it is claimed, will help make this city important on the games manufacturing map... George Seedman of Rowe Mfg. Co. claims the firm paid $800,000 for that property in Clifton, N. J. and not the figure as reported by the building commissioner there.

Säulitt Mittelman and Phil Mason of American Coin Mach. Co., Newark, are in search of more and still more music anywhere in the U.S., they report... Boys here are expecting Doc Eaton of AMI to pop into town any day now, that he's finished with his vacation in the Minnesota woods... Jack Mitnick on the phone with Chicago learns that the party he wants is in town for the fights... Abe Green starts the golf season late but is reported to be going very good... And they say that Barney (Shugy) Sugerman will soon take up golf — just to keep Abe company... Bud Parr still on his way from home to Leo's Mark's place in the Midwest... Andy and Sam Cangerell, brothers and partners of Sam Strahl in American Coin-A-Matic, each bet his own way — Sam almost had to walk home after the fights — proving he believes in Pittsburgh boys.

Dave Margolin and Leo Knebel, Manhattan Phonograph Co. jubilant over the first delivery of the Aircon phonos this week. Leo tells us that they expect weekly deliveries from now on and will take care of their operators, all getting their share.
LOS ANGELES

Bill Wolf is still traveling along the west coast but is due back to town any day now. Shortly after July 4th, plans an important announcement about the addition to his ever expanding firm of a well known personality in the coin field. Ed. Wilkes, Sales Manager of the Paul Laymon Distributing Co., has just purchased a new house in Glendale. Paul and Lucille Laymon have been stay at home these past few weeks. With things as busy as they’ve been, the folks have been only too happy to go home and simply rest. Fred Allen, Bakersfield op, looking around town for the new machines reported to have arrived. Tom Taylor, who formerly worked for Paul Laymon in the painting department, died suddenly. Roy Smith of the Desert Operating Company is now located in Marysville and doing ok with a big route we hear. Howard Pretzel of the C.M.A.C. of Chicago in town talking it over with the district about his firm’s financing plan. M. C. Stewart of Big Bear Lake and Leon Sarkisian of Fresno were in town shopping around.

Gabe Orland, brother-in-law of Sam Ricklin and associated with Sam in the California Music Co., leaves for the hospital and a leg operation. He expects to be laid up for about a month. Fred K & M Distributors is covering the northern part of the state on a selling tour, while Len Kelly fills the orders Fred sends in. We hear that a change is about to take place in the firm. John Rough of Phonofil Productions is planning the release of a “sensational new series” of 16 MM coin film for Panoram and Solovues. Ray Powers of E. T. Mape has received information that the new Challenger ‘47 which the firm will distribute in this state is on the way and should be in his showrooms any day. Ray tells us that he is being showered with offers of deposits this past week, but that his firm won’t accept any until the machine arrives and is seen by all ops.

Jack Gutshall has just received a large shipment of the new Airone phonio and has all his mechanics assembling and placing the machines before any of them hit the machine-hungry ops. Nels Nelson has just turned a big deal on a batch of used phonos. One of the biggest buyers and sellers of this equipment in town, Nels is also distributing the new Phonette, the “Measured Music” box. Jimmy Rutter of Operators Service is back from a quick trip and vacation to Wichita, Kansas. Danny Jackson of Automatic Games is in Chicago and due back this week. Len Micon of Pacific Coast Distributors has received word of the shipment of a large number of the new H. C. Evans “Bangtails.” H. M. De Gobia of De Gobia Sales has given a three month’s notice to his landlord, which gives him a little more time to find a new shop and showroom. The new firm of Aubrey Steemler and Skeets Gallagher are firmly intrenched in their new showrooms on Pico and are handling the Bally line. W. Merle Connell of Quality Pictures has announced that his firm will soon start on series 21 for the 16 MM coin film ops.

Preston Jarrel of Columatic Dist’rs has recently taken over the distribution of a new and light weight hand truck which is expected to be of interest to all ops. William (Bill) Happel is continuing to expand his part of the business, and reports that his new building is to be finished soon. Best it be, or he will be crowded right out of his office on the street. Bud Parr of Solotone has been speeding up production and increasing the help out at the company’s plant in North Hollywood to keep up with the ever growing demand for the firm’s time-music boxes. C. A. Robinson makes a nice showing with all the new machines he has on his show-room floors, but Charlie gets pretty weary telling all the anxious ops that the stuff has been sold and is merely there till it’s called for. Warren Taylor, Sales Manager for Mills Sales, Ltd., Oakland, has just returned from a trip to Portland. The firm is remodeling and enlarging their offices and showrooms there. Taylor plans a trip to Los Angeles, this week to look over several prospective locations for the firm’s new sales rooms to be located in Los Angeles, this is all part of an extensive program, Taylor informs us. S. H. R. Masor of Masor Music has completed plans for the complete remodeling and modernization of his building. Masor is regional representative in the eleven Western states for a well known coin manufacturer.

San Noto, brother of Carl and Joe Noto, has been added to the firm of Nobro Novelty. The boys are planning a terrific expansion program which includes enlarging their present building and adding to their present staff of mechanics, and handling a line of coin machines with exclusive distributorship in the Bay City area. Lou Wolter is feeling like his old self again after a recent operation. Al Meyer, Lou’s Sales Manager is keeping things humming with lots of equipment both new and old moving in and out. Al tells us that the firm is enlarging and building up their parts department into one of the largest on the West Coast. He has just appointed a noted popular sales manager of the Jack R. Moore offices, plans a Seeburg Factory Service School for mechanics to be held in Sacramento at the Senator Hotel on June 21 and 22 and at the Jack R. Moore showrooms in San Francisco on June 24th and 25th.

George Murdock of M.B.W. Associates, Rock-Ola dist’rs in San Francisco, plans a trip to Los Angeles this week. The firm recently received shipment of the new Rock-Ola Phonio and immediately informed the more lucky ops to come and get them. They did; in an awful big hurry, too. M.B.W. Associates claim one of the largest and most complete parts department in the country. Bill Wolf of the M. S. Wolf Distributing Co., dropped in for a short visit to his showrooms here on his way to Portland and Seattle. Chet Garten, Sales Manager for the firm here, hopes to make delivery of some new machines soon.

Maurice A. Pollard tells us that he has received word from the H. C. Evans factory that a shipment of the new Evans “Bangtails” will be on the way soon. Pollard has been expanding his parts department into a very complete one, and reports that he has just about every part a coin op can need to keep his operation going. Mrs. E. M. Dutton of the Viking Specialty Co. is one of the busiest women in town. Besides running the business, and very successfully, too, she dashes home as soon as the office closes to run her household. Mr. Dutton has been ailing for some time, which prompted Mrs. Dutton to move in and run the business. Our hat is off to you Mrs. Dutton!

Al Armos of the Golden Gate Novelty has several iron in the fire and plans on an important announcement. Dan King III, Western States Distributing Co., regional distributor for the Face Manufacturing Co. in the eleven Western states reports that the demand for “Face slots” is nothing short of sensational, King fears that it will be at least a year before the demand can be met, even tho the factory is working day and night in an attempt to keep up with the orders pouring in.
Week of June 24, 1946

ST. LOUIS

Best news at the Universal Sales Company was the recent arrival of the initial carload of Aireon Electronic phonos. Out-of-town ops, hearing the news, quickly converged on St. Louis to pick up new equipment. First arrivals reported at Universal were Hail Brown of Decatur, Ted Key from Farmington (Mo.) and Frank Huttig of Anna (III.). Another Decatur visitor was A. J. Whitis . . . Sidney Morris of Morris Novelty Company announced a summer vacation plan based on seniority . . . Simon Aron of Ace Distributing Co. thrives on the heat and plans a Florida vacation in a few weeks.

Ideal Novelty Company reports good news from their set-ups in Chain-of-Rocks Park, Sylvan Beach and Westlake Park. Recent spell of good weather along with soaring temperatures add up to booming biz at amusement parks. Luckiest man of the week was Abe Jeffers of G.J. & L. Co. He walked into Ideal inquiring about Uniled rebuilds and walked off with the only one on hand . . . But best news of the week continues to be the arrival of new equipment, causing the largest volume of machines on hand in recent months. McCall Novelty added five Chicago Coin “Spellbound” games, ten Ball “Surf Queens” and ten Ball “Victory Specials.” Advance, Morris, Universal and Ace also reported new games delivered.

Many new ops are reported clicking on their routes . . . Add “Happiness Notes”: Leonard Aron of Ace Distributing Co. announced his engagement to a St. Louis girl . . . Edward Rockwell of McCall Novelty took the altar road recently . . . Al Mason, also of McCall, celebrated a recent service discharge along with the arrival of a new baby girl . . . Advance Phono Corp. is still checking them in from the service, according to Manager Dale Smith. Latest returnees back on the job are: Lee Guere, route man, and Elmer Clark, mechanic . . . Marion Spasser, daughter of the Ace Distributing Company’s proprietor, recently exchanged her Wave uniform for civilian garb and will take a job with the firm . . . Latest word from Universal is that a new salesman has been hired, John L. Matson, who will cover eastern Missouri.

PITTSBURGH

The recent Conn-Louis fracas drew many a coinman from Pittsburgh to a seat in New York’s Yankee Stadium last week. Among the reps of the local cointrade fraternity who attended were: Jackie Fields of Smith and Fields, Howey Levine of Mechanics Service and Sam Strahill of American Coin-A-Matic . . . Meyer Popkin reports that his Pittsburgh Coin Machine Exchange is picking up business speed . . . Johnny Peters reported busier than a school of behavers with the opening of his distributing organization.

Eddie Steel carried the ball for Mechanics Service while Howard Levine was a Louis vs Conn spectator . . . Jack Beever and Joseph Cohen of Tri-State Auto-coin Co. are in a flurry of business activity. In addition, Jack is shaping up his tentative correspondence course in “Coin Machine Repair.” Watch The Cash Box ads for further developments on the subject . . . B. D. Lazar’s shipping force hard at work re-creating machines to be distributed throughout their territory . . . Larry Daurora greeting old friends and customers of Schenley Vending Co. at the firm’s new Fifth Avenue location.

Meyer Abelson is now handling Champion hockey games throughout Western Pa. Abe Stept, manager of Meyer’s Johnstown sales outlet is doing all right for himself, even if it does keep him stepping to keep up with customer demands . . . Ben Long, Mulligan Distributing Co., joyously hailed the arrival of recent shipments of Aireons. More and more are coming thru, he reports.

MINNEAPOLIS

Brainerd (Minn.) is celebrating its Diamond Jubilee, a full week of fun and excitement that should net the ops in the territory a very pleasant bit. As it is they claim that business is booming in this tourists’ paradise located some 125 miles northwest of here . . . Chris Erickson of Pine City (Minn.) goes Chicagoing on the 29th of this month and then will go on to Denmark to visit with his mother and relatives . . . The Hy-G Amusement Co. held their Seeberg Service School in Sioux Falls (S. D.) this past week . . . Alvin Pence of the Automatic Piano Co., located here, found time to get in three days of fishing up in the northern part of the state . . . Jovial Art Berg of Fairmount (Minn.) passed a few days in town visiting the distrbs and other local coinmen . . . Jack Lowrie of Lake City (Minn.) reports improved health, and is currently vacationing somewhere in South Dakota.

Milo Whisman and his son, ops in Hibbing (Minn.) took stellar roles in the dedication of the new airport in that city. The coinmen flew and performed aerial stunts for the crowd who attended the ceremonies. Whisman owns five planes which he rents out to fishermen who penetrate the deep, dense northern country, accessible only by air . . . Roy Foster of Sioux Falls (S. D.) came to town for a day . . . H. B. Hovenor of Eleva (Wis.) was another recent visitor . . . And so was Joe Meyers of Vancouver, British Columbia, who passed a week end here while en route home. Joe spent a few weeks in Chicago and other Eastern points . . . Ray Gluth of Rush City (Minn.) claims locations are coming to him faster than merchandise . . . Harold Lieberman of Twin City Novelty Company back at his desk after a fishing trip.

Annette Harrison travels to Osakis with relatives who recently arrived from San Francisco . . . Mr. and Mrs. Frank Davidson of Spooner (Wis.) came here to view the wrestling matches held this past week . . . Dick Grant of the Tonka Novelty Co. arrived here on another of his unexpected visits . . . Ken Willis of The Bush Distributing Co. left for the southern part of the state on a biz trip . . . Kenny Glenn of the LaBeau Novelty Co. very busy traveling in and out of town . . . Charlie Katz of Standard Games, Inc., New York City, was a recent visitor here.
NOTICE:

We will sell any kind of machine in any condition. We will purchase any kind of modernized machine in any condition. We are also interested in used and vintage machines, as well as current machines.

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FOR SALE — Week 4, Keesey Triple Entry 9 Coin Box 275.5 ea., 3 Keesey Paper Track Time 1375.2 ea. will exchange for good pairs of $1.45; Wurlitzer coin flipper 350. MICH. 210.00; $1.75; 1 Galloping Dominoes (Red Card). 150.00 ea.; Russian Roulette 75.00; Dark Horse 28.50; 1 Royal Yale Punch (Working Condition). 125.00. WASHINGTON AVE., S. MINNE- 
POLIS, M.N. 1373.

FOR SALE — Chowchows! 1 1949 Galloping Dominos, Brown Cat. (Glass Crack) $25.00; 1950 Galloping Dominion. (Red Card) $25.00; 1950 Dark Horse $25.00; 1951 Royal Yale Punch (Working Condition). 145 WASHINGTON AVE., S. MINNE- 
POLIS, M.N. 1373.

FOR SALE — 40 Schenckmaker 10 razor blade vendors. A-1 condition, almost all of them have been used on the reversible stamps. Will take $15.00 for entire lot. H. M. HAYES MACHINERY CO., 733 MINNEAPOLIS AVE., S.W., ST. LOUISVILLE, KY. Tel.: Wall 1530.

FOR SALE — Postage Stamp Vending Ma-

chine — 3 machines in addition to 14,000. New price low. B.F. LEISON MACHINERY, 511 SAN FRANCISCO, CAL. Tel.: Exon 1252.

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O-Matic Wireless Box. $59.00; or gold coin box. $63.00. Chromon Pick-up $25.00; Top notch $25.00; Double Fea-
ture $35.00; Liberty Bell $40.00; 2-Step $20.00; 35c $25.00, 22c $25.00. Wurlitzer Wall Boxes. late 50's. New available. Write or call our name, E. T. MACK, 2759 A. M. TUCKER, ANGELIS 15, CALIF. Tel.: Dixon 2541.

FOR SALE — Roller Derby $37.50; 5th inning machine $25.00; $1.45 to $1.75 per box. Top notch $25.00. 2-Step $20.00, 35c $25.00, 22c $25.00. Wurlitzer Wall Box. late 50's. New available. Write or call. A. R. CO., MACHINERY EXCHANGE, 275 WASHINGTON AVE., CHICAGO, ILL. Tel.: DI 7774.

FOR SALE — 1 Coin Total Genie Roll. 1 Underway Edge (Willy's). High Grade Machine. 24 Victory Photographs $1.00, 1/4 less per dozen. 1.50. W. E. BUTLER & CO., WILMINGTON AVE., ST. LOUIS, MO.

FOR SALE — 4 Package Boxes in perfect condition. 5th Los Angeles. 115 N.E. 3rd St., MIAMI, FLA. Tel.: 7-1951.

FOR SALE — We have available Fruit Real Top Classes for Big Big Top 2-4 and 3-5 new. Write or call for价. For a complete line of Thoughts and Machines, see the Wurlitzer Co., 733 SPRINGFIELD AVE., NEWARK, N.J.

FOR SALE — Wurlitzer $1.45; Wurl. 614b $10.95; Wurl. 316 $11.95; Wurl. 715 $12.50; Wurl. 256 $16.95; Wurl. 305 $14.95; Wurl. 256 $16.95; Wurl. 715 $12.50; Wurl. 316 $10.95; Wurl. 614b $10.95; Wurl. 715 $11.95; Wurl. 316 $11.95; Wurl. 614b $10.95; Wurl. 715 $11.95; Wurl. 316 $11.95; Wurl. 614b $10.95. B. R. R. P. BARTON, 556 MICH. AVE., DOWNTOWN, COR. BRIDGEPORT, O. Tel.: Bridgeport 756.

FOR SALE — Rock-Ola Commando 345, 2 $1.75, 1 $1.45; Starlight Commando 345, 1 $1.45, 2 $1.75. ready for location. Write or call. M. D. CONDON CO., 733 SPRINGFIELD AVE., NEWARK, N.J.

FOR SALE — Malo offer. 2 D. D. Track box machines. Perfect, ready for location. VALLEY VENDING CO., 733 IRVING PARK, CHICAGO, ILL. Tel.: Jupiter 1114.

FOR SALE — Peroteens A-Shape $1.75; A-1 Ten Cent Machine, good condition, 1.50. 1 Exhibit Merry Go Round $25.00; 1 Chevron, 1 exhibit. $10.00 Glitter Gold Coin $1.00. Only 3-4 pay our 45c. ASC AMUSEMENT MACHINE, 1709 STRY, WILMINGTON 32, DELAWARE.

FOR SALE — Brand new Phonograph Cabinets with Brand new records, 

3 Talking Machines, 3 Hard Rubber Wheels; 1 on any Phoenix $25.00, per pair. $30.00. Cabinets 4 $35.00, Adapater: 3 Stepper; No. 10 & No. 33, 2 Bars for head $35.00, Special Deal on 20 Phon- 

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NOTICE—Attention Operators! Sell us your used equipment and remember, if it’s controlled with a coin, we have it. Always first with the latest equipment. Contact C. H. McDANIEL DISTRIBUTING CO., 291 S. MAIN AVE., SAN ANTONIO 15, TEXAS. Tel. FITzroy 0545.

NOTICE—We are organized for the best interest of the Coin Machine Operators of Los Angeles County. We will welcome any correspondence from any association in the country. ASSOCIATED OPERATORS OF LOS ANGELES COUNTY, INC., 1351 W. WASHINGTON BLVD., LOS ANGELES 7, CALIF.

NOTICE—Complete phonograph repair service, amplifiers, motors, pickups, and counter boxes. Used equipment bought and sold. Write or phone. NELS NELSON, 225 W. PICO BLVD., LOS ANGELES, CALIF. Tel. Fitzroy 664.

NOTICE—Speed that’s us. 1 hour Amplifier service; 1 hour tone arm service. We repair speakers. Reasonable prices. All work fully guaranteed. DEE’S SERVICE SHOP, 1119 VENICE BLVD., LOS ANGELES 15, CAL. Tel. FE 7875.

NOTICE—Want to get in touch with coin machine manufacturers for wholesale distributorship of coin machines, any type, for Eastern Canada, the Maritime Provinces. Send information to L. A. Reid, REID AMUSEMENT MACHINES, 380 BOTSFORD STREET, MONCTON, N. B., CAN.

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