Everybody Sees It!

That’s Why Every Location Owner Wants A WURLITZER

- Wurlitzer’s powerful national advertising in magazines, on billboards and in locations means everyone, everywhere sees Wurlitzer’s Sign of the Musical Note . . . associates it with America’s Favorite Nickel’s Worth of Fun . . . looks for it as a means of identifying a place where he can enjoy Wurlitzer Music.

Every Wurlitzer location is feeling the influx of business and an upsurge in profits. As the news spreads, every location owner who does not have a Wurlitzer will want one.

That’s why Wurlitzer Factory-Approved Music Merchants are in the most enviable position in the industry. They’re sharing the rewards as Wurlitzer Extends Its Leadership. The Rudolph Wurlitzer* Company, North Tonawanda, N. Y.

*The Name That Means Music To Millions

Watch WURLITZER EXTEND ITS Leadership
Dave Rosen, our Eastern Pennsylvania distributor, says it means:

"A Marvelous Instrument!"
Public Relations

By Bill Gersh

Public relations effort is not completely based on publicity. In this industry there is much public relations effort which can be put forth without the need for publicity campaigns of any special nature.

It is a known fact that the majority of equipment of the industry, on a national basis, is located in retail establishments where wine, beer and liquors are being sold. That being the case, one of the first public relations jobs which the members of this business are faced with — is tying in more closely with the people and the organizations in that field. (Already some coin machine associations and independent coinmen are working in close harmony with the liquor industry in their territories.)

Another public relations job, also of major importance, is that which the average coinman can accomplish on his own accord, or via his servicemen and collectors, with all of his locations. It is thru the location owner that he can reach the general public — and therefore the good public relations he sells the storekeeper — is, in turn, sold by the storekeeper to his customers — and that makes for better understanding all around.

Every operator should make it his business to be certain that his servicemen and collectors are closely cooperating with his location owners. Not only that, but each location should be serviced with the thought in mind that if correctly cultivated and made into boosters for coin operated machines — that they will also make boosters for the equipment of this industry of their customers — the general public.

For years coinmen have always had the expression, “Ah, the storekeeper ain’t interested in anything about coin machines except the money he can get out of ’em.”

But, in late years, such organizations as AOLAC (Associated Operators of Los Angeles County, Inc.) have proved this is erroneous. They have instead, proved time and time again, that because of the very fact the location owners are interested in the profits which they derive from the coin operated equipment on their premises, they are just as much interested in keeping those machines intact and un molested. AOLAC work very very closely with the tavern owners association of Southern California and have worked out a very harmonious understanding which has proved helpful to both organizations.

In addition to working directly with associations of retailers in every community, the average coinman should make it his business to work very closely with his locations. This is most definitely important to him for the future. The coin machine operator realizes that it takes but a fanatical newspaper crusade to put him out of business. To overcome this, the operator must get the facts home to the public so that they better understand him and his business.

The public are today acquainted with coin operated machines of all types. They can be made better acquainted with all the true facts of coin machine operation by the storekeepers in whose places they enjoy the entertainment and merchandising offered by the equipment they favor. Location owners can easily be made boosters of coin machines if the operators will take time out — just the few seconds needed to drop a fact every collection or servicing period to the storekeeper to help make him a booster.

Each and every month sees some territory hit hard for greater taxation, another being forced to close on certain equipment, still another being pushed into a very desperate position by either newspaper crusades, fanatics, hypocrites, politicians, or what not — who believe the time is ripe for them to smash down on the necks of the men conducting this as a business. To overcome much of this sort of crusading fanaticism, the operator need but educate his retailer — to the point where the merchant will be ready to go to bat for him — and thereby squelch many of the these fanatics who want this nation run only as they believe it should be run.

Therefore, the first part of any public relations work which this industry can undertake, rests entirely on the shoulders of the operators themselves. It is up to them to first make boosters of their location owners — who will, in turn, help make boosters of the players — and get these players of coin operated equipment of all types, whether phonographs, games or merchandisers, to spread the good word further and further into the very heart of the public — that the men in this industry are law abiding, God fearing, good citizens in a business just as clean and upstanding as any other business in the nation.
SECT'Y OF AGRICULTURE TO HOLD OPEN HEARING ON NAT'L BEER SITUATION IN WASH., D. C., JULY 16

Liquor and Beer Assns Already Met in Rochester, N. Y., July 9 to Plan All Arguments for this Hearing

NEW YORK—Of most outstanding interest to all the cointrade at this time is the lack of beer in the nation's locations. This has cut down collections in some parts of the country to an alarming extent. Others, where for sometime the beer shortage was not acutely felt, are now complaining that the beer drought is also affecting their trade and that collections have dropped in some cases as much as 30 per cent.

Therefore the announcement by Peter Katavaolos, acting president of the New York State Restaurant and Liquor Dealers Association and first vice-president of the National Tavern Owners Association, that Clinton P. Anderson, Secretary of Agriculture, had agreed to hold an open hearing on the national beer situation in Washington, D. C. on July 16 is of tremendous interest to all concerned with the coin machine business.

Katavaolos stated that after Secretary Anderson's order, three months ago, cutting production of beer 30 per cent to save grain, brewers had changed their formulas so that no needed grains, particularly wheat, were being used in the manufacture of beer.

A few weeks ago, Anthony G. Ferro, of Utica, N. Y., secretary and general manager of the New York Council of Brewery and Soft Drink Workers, an AFL affiliate, applied to Secretary Anderson for this hearing.

Katavaolos believes that Secretary Anderson's order (cutting production of beer 30 per cent) had been based on a "misconception" and that he had succeeded in throwing thousands of brewery workers out of jobs.

A meeting was called at the Seneca Hotel in Rochester, N. Y., July 9, where 100 representatives of such organizations as the Distillers Institute, the Brewers Foundation of America, the Licensed Beverage Industries, the Restaurant and Liquor Dealers Association and the Labor and Beverage Industries Associates met to plan arguments to be presented in Washington before Secretary Anderson on July 16.

The nation's coinmen will eagerly await the results of this hearing for, if favorable, and brewers are once again allowed to bring their beer production up to par, it will mean an immediate halt to the beer drought everywhere in the nation.

Even more important is the fact that coinmen are up against one of the toughest problems of their careers at this time. The average operator realizes that with the sharp increases in machine prices and general overhead costs which are now taking effect that he must obtain a better commission arrangement with his locations. Yet, with the beer shortage hurting the locations as it has been and continues to — the average operator is up against a wall as far as walking into his average spot and asking that the location owner take less money from him.

With the beer situation cured in those areas where it is most acutely felt — the operator will then be able to cut down from 50%-50% commission to 70%-30% commission and perhaps down to 75%-25% as was done in New Jersey this past week. He may also work on the 1% of the installation cost as "front money" each week. He can do one and dozen different things to boost his collections when things are more normal, but he certainly doesn't want to start cutting down on his storekeepers at a time when they are suffering from lack of merchandise and therefore, in some cases, actually losing money.

The entire beer situation will, without any doubt, be well thrashed out in Washington on July 16 (the day after this issue appears) and this will either bring hope or despair for the balance of this summer season to the coin machine industry.

It is up to the men in this trade to effect a more close relationship with such allied industries to assure themselves of continued good business for their locations so that they, in turn, can also be assured of normal collections.
NEW YORK—All that is left, according to discussions with leading operators, is for the average territory to go on a 70%-30% or a 75%-25% commission basis with locations. This will eliminate the old, old boogies of non-trust and fear, which seem to have entered into the hearts and minds of certain coinmen and remain there with a stubbornness that seems as if it will never be defeated. Every time coinmen meet and discuss the Cash Box suggestion of immediately entering upon a new and better commission arrangement of at least 70% to the operator and 30% to the location owner, all agree that this is one of the finest things which can happen for the benefit of all the trade.

Yet, few will start the ball to rolling in certain territories it required actual purchase of routes from coinmen who feared to enter into a new commission agreement with the rest of the operators so that a 75% commission basis could be started.

In New Jersey it required the reorganization of the music machine operators to a point where they, after some months of effort, were able to come together (because most of them were beginning to at last feel it in their pocketbooks) and arrange that by September 1st all music machines would pay no more than 25% commission to locations.

It is hard to understand, some leaders have reported, how operators throughout the nation can afford to continue to ponder this problem with the prices of machines going to new highs and with overhead costs rising at even a more rapid rate daily.

These leaders are of the belief that every operator in the country should not hesitate another minute to place at least the 70%-30% commission basis into operation in his territory. They feel, as does the Cash Box, that if for any reason whatsoever the operator may fear that if he does cut his locations down from 50% to 30% and that some other coinman may attempt to grab the spot — that is what he heard, then, best call in everyone of the other men in his territory, hold a meeting and reach an agreement on this new commission basis. Otherwise he just won't have to worry about being in the coin machine business anymore — at least not on a profitable basis, anyway.

Where associations have enough power to call together their members and let the majority decide — locations are today paying “front money,” or working on a “guarantee,” or on one or a dozen different methods to bring the operators more money from their collections so that they will be assured of remaining in business — on a profitable basis regardless of how high machine prices, overhead and supplies and parts costs as well as labor wages may rise.

Almost every week The Cash Box is in receipt of letters or phone calls from various territories where coinmen come together to adopt this 70-30 suggestion which The Cash Box first made over four years ago. Now the trade realizes that it simply must change its 50/50 commission arrangement wherever it is still in existence and work on an entirely new basis so that it can realize profits from its equipment.

The fact that prices have continued to rise each week — and the further fact that manufacturers are now faced with no ceilings for supplies — may mean even further increases in the prices of machines which will stall the production of any new models until all the operators can be sold present type machines, due to the fact that the manufacturer, as well as the jobber and distributor realize that the operator cannot pay for his equipment in even three years time at the present price scale.

Something must be done immediately in those areas where ops have not as yet come together because they believe that their old equipment, still working and completely paid for, will work out well on the present 50/50 basis. They don't seem to realize that the time draws ever closer when new machines will be shot into the market on a heavy volume basis and that this, in itself, is bound to create tremendous confusion unless the operator has changed his commission arrangement.

Furthermore, the time when new machines will again be produced in good quality, draws closer each day. By the end of this year manufacturers will be rushing new equipment off their production lines, all things being equal, so that the operator, if he stops to ponder again — should only think about the fact that he has less than six months to go before he will be getting all the new machines he wants. And certainly he doesn't intend to operate $800 and $900 machines on a 50/50 basis.
MAINTAIN 5¢ CHUTE BUT SPEED UP PLAY

Ops Suggest Amusement Game Mfrs. Arrange Speedier Play Action as Answer to Need for Greater Take to Offset Higher Machine Prices and Overhead Costs. Also Urge that 70%-30% Commish Basis be Adopted Along with Speedy Play.

NEW YORK — Amusement machine operators throughout the country don't want to be "left out in the cold," as one of them writes The Cash Box, when it comes to "arranging for a better commission basis."

The average amusement game op believes that manufacturers should arrange to speed up the play of the machines he is now producing. One of these columnists suggested, "Manufacturers of bowling games should arrange for only 5 or 6 balls for 5e and the remainder of the 3 or 4 balls for another 5e — if the player desired to continue on and complete his score."

The same in regards to pinball. According to this op, "Pin games can be arranged to play on 3 balls for 5e and then, if the player feels that his score is good enough to continue on for a complete game, he can insert another nickel for the next 2 balls."

What is most interesting is the fact that the amusement game ops do not believe that the 5e coin chute should be removed from their machines. As one of them writes, "We don't like the idea of charging 10c for playing the average amusement game. Maybe a slot or console can get 10c, but a gun or bowling alley or pin game or any other amusement machine in this classification, should only charge 5e."

"After all," he continues, "we are not selling any merchandise and we are not wearing out records or needles. We are simply giving the public entertainment. Of course, where we pay off on high scores, then we want as much protection as possible, but, in this case we feel that the player will continue to play the game if he gets a little better than half the the present number of balls in the game."

"In fact," this op believes, "the player will like any game much better where he has only three balls to shoot for his first nickel because he will then know whether it pays him to complete the game to score a winner. Many times players will quit after the third ball and just shoot the other two away so that they can insert another nickel because they realize that there is no use shooting anymore for a score. They are too low — and can't get a winner. By adopting this idea right from the start — right from the manufacturer — we are giving the players just what they want and, at the same time, giving ourselves a chance to cash in from 30% to 40% more profit."

These same ops believe that, "Regardless of the fact that the play will be speeded up to a greater extent we should not continue on the same commission basis as we are at the present time. We can then give the location owner only 30% commission (adapting your idea of 70%-30% commission basis) for the store-keeper will be earning just as much (and maybe even more) on this speeded play at 30% as he would on the present, slow play action at 50% commission."

The arguments for a speedier play have been going on for sometime among amusement machine coinmen. Many of them have wanted to speed play themselves. They realize, of course, that to continue the idea of "pinball" they cannot remove all the balls from the machine and then place it in the "one-ball" category. But, they believe that the average player will play any pin game where he gets 3 balls for 5e to start with, or any bowling alley where he will get 5 or 6 balls for 5c to start with."

"The idea," these men believe, "is all based on the second nickel and the player certainly won't insert this second nickel," they claim, "unless he has a good score worked up with his first coin before he goes on ahead to complete the game for a winning score."

These amusement machine men appeal to the manufacturers for a display or real ingenuity at this time to assure them continuing to earn profits and more rapidly amortizing the higher prices of their equipment.

They point to the fact that pin games are now at the $300 stage. Some claim they will go much higher. But, they state, that even at the $250 price, they cannot continue on the same basis as they did when pin games only cost them $150 and less.

They also point out that their overhead has tremendously increased and therefore they require that the play be speeded up (but that the 5e chute be maintained) so that they have the opportunity of earning from 30% to 40% more profit so that they can pay 30% commission to locations.
1. THE GYPSY

BE-7003—Freddie Stewart
BW-774—Jan Garber Orch.
CO-36964—Dinah Shore
DE-18817—Ink Spots

AR-139—Ginny Simms
CA-252—Andy Russell
CO-36975—Frank Sinatra
DE-18829—Bing Crosby

CO-36976—Dinah Shore
DE-18872—Jimmy Dorsey O.

DE-18864—Ink Spots
MU-15065—Gordon Macrae—Walter Gross Orch.

2. THEY SAY IT’S WONDERFUL

FS-1082—Ray Herbeck Orch.
MA-7176—Jack Leonard
VI-20-1857—Perry Como
VI-46-0001—Al Goodman Orch.

3. DOIN’ WHAT COMES NATUR’LLY

MA-7193—De Marco Sisters
VI-46-0001—Al Goodman O.

VI-20-1878—Freddy Martin Orch.

4. PRISONER OF LOVE

DE-18864—Ink Spots
MU-15065—Gordon Macrae—Walter Gross Orch.

CA-252—Andy Russell
CO-36964—Dinah Shore

CA-236—Peggy Lee

DE-18854—Lionel Hampton Orch.

5. LAUGHING ON THE OUTSIDE

DE-18881—I—Merry Macs
VI-20-1856—Sammy Kaye Orch.

6. I DON’T KNOW ENOUGH ABOUT YOU

VI-20-1861—I. Desmond

7. HEY! BA-BA-RE BOP

VI-20-1859—Glenn Miller Orch.

8. LOVE ON A GREYHOUND BUS

DE-18873—Guy Lombardo
MA-7183—George Paxton Orch.
VI-20-1860—Vaughn Monroe Orch.

9. I’M A BIG GIRL NOW

VI-20-1812—Sammy Kaye Orch.
MA-7190—Ray McKinley Orch. & Soda Fountain 7

10. CEMENT MIXER

AR-137—Bob Crosby & Orch. Gordon Polk—Vocal
CA-248—Alvino Rey Orch.
CD-201—Slim Gaillard

CS-475—Nancy Reed—H. McIntyre Orch.
DE-18861—Charlie Barnet Orch.
EX-174—Al "Stomp" Russell
MA-1045—Jimmie Lunceford Orch.
“Till The Real Thing Comes Along”
Johnny Moore’s Three Blazers (Aladdin 130)

- Johnny Moore’s Three Blazers, who also scored in this session with the 1935 hit “Wee Wee Wee (That Little Rebel),” have come up with another piece of wax that should cull heavy coinage. It’s the old, but ever-popular “Till The Real Thing Comes Along,” and the way the boys interpret it, so softly and gently, should draw plenty of attention from juke customers. They tie it to Duke Ellington’s “Rocks In My Bed,” which is certainly a novelty, and together the pair are a natural for the Harlem-type locations.

“Down In The Valley”
“Cowboys Lament”
(Strooks of Larado)
Burl Ives (Decca 23591)

- Burl Ives is this reviewer’s idea of the best Western balladeer in the business, and this pair of sides featuring the songs he did in the motion picture “Smoky” should bear us out. Ives, deep voiced, and strumming a mean guitar interprets the melodies in a manner which should place them atop the heap in locations seeking frontier music; because not only is it Ives who scores, but the tunes are terrific, too. The disk should get heavy support by the demand created from those who viewed the film.

“If I Were A Itty Bitty Girl”
Valma Nelson (Aladdin 139)

- About the most torrid tune on wax today is this thing called “If I Were A Itty Bitty Girl.” Some people might say it’s double entendre. This reviewer won’t. Maybe he’s just got an evil mind. The song, authored and sung by Miss Nelson (whatever she lacks in talent she makes up for with hot delivery), is about what a gal would do if she were “itty bitty” and with nothing on but a bandanna (whatever). She’s done plenty—and says so! By all means hear this platter (the song runs two sides), and if you think you have the location for it, it’ll net coinage by the hundredweight—unless they ban it first.

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**DISK O’THE WEEK**

“You Are My First Love”
Johnny Moore’s Three Blazers (Aladdin 129)

- When the better small musical combos are heard, Johnny Moore’s Three Blazers will be right up there among the top. If you haven’t heard them yet, spin their version of “You Are My First Love,” and you’ll understand why. They don’t use much, just Johnny Moore’s guitar, Eddie Williams’ bass, and Chas Brown’s piano and vocal talents. But the way they put across “You Are My First Love,” is in the style of a musical caress. Exactly right for the quieter spots in any town. They play with a soft touch, and Chas Brown’s vocal is strictly in a blue mood. What they total up to together is a side’ll make contributing nickels for this disk a location habit. The backing, “Race Track Blues,” is a novelty blues done right by the Mooremens. It’s a sound side and should do well on its own and as “You Are My First Love” is worn down to the core.

“Surrender”
“If You Were The Only Girl”
Bob Chester and his Orchestra (Sonora 3011)

- One of the pleasantest voices to be heard on wax this week belongs to that of Lou Gardner, Bob Chester’s vocalist, who delivers “Surrender” and “If You Were The Only Girl” in neat romantic vein. The disk is outstanding for its interesting arrangements, and the manner in which “Surrender” is offered up should place this version of the tune, already an established juke box hit, into interesting demand. The backing, “If You Were The Only Girl” is an effective romantic ballade, slow and sweet, that can be depended upon to show some action thanks to Lou Gardner’s warbling and the Bob Chester crew’s orchestral delivery. Peg this one for the hand-holding locations.

“Melancholy Baby”
“I Live But To Love You”
Ginny Simms (ARA 146)

- Ginny Simms is best when she’s delivering something blue and romantic, so this pair of sides are actually tailor made for her singing style. “Melancholy Baby,” the ever-popular oldie should take a heavy chunk of change, since Ginny gives it plenty of the old time schmaltz which was meant to go with it. The more reminiscing fans will love her for that. On the backing, she does “I Live But To Love You,” another top notch song, in the same vein. So you can flip this disk any way, and it’ll pay off. It’s the best piece of wax Ginny has cut to date. Special mention goes to the Lou Brign orchestra for the top instrumental support they provide. And it really is tops.

“I Woke Up With A Teardrop In My Eyes”
“All The World Is New”
Herb Jeffries (Decca 23592)

- Herb Jeffries, of whom has been said, “is the world’s Frank Sinatra,” has here waxed a romantic ballade which should tug at the heartstrings of his many fans. “I Woke Up With A Teardrop In My Eyes” is readily directed for his heavy, dusky voice, and it should be good for heavy play in any location where he’s in demand. (Are there any where he’s not?) The backing, “All The World Is New” has all the earmarks of a hit, and serves as a sock reserve side anytime the billed headliner is worn to a whisper. Top musical support is provided by the Dick Shannon Orchestra and the Aletuan Five.

“Margie”
“Rosetta”
Earl Hines Orchestra (ARA 149)

- Ten years ago in Chicago, this reviewer remembers that Earl (Father) Hines was the laddie whose music kept the younger set wide awake long after their bedtime so they could catch him on his late air spot while he was playing a local saloonery. Earl can still keep ‘em awake today. He has the smoothest jive-in—gentleway musical crew to be heard, as well as a delivery style that’s different. Catch him on “Margie” and “Rosetta.” They’re not the tunes that’ll put them to rest, but they’re the greatest, but they’re a hint of things to come. His vocalist, Lord Essex, delivers capably in high strung style and has preferred somebody else. This disk is worthy of a try for Earl Hines’ sake.
"Dark Eyes" and "Specially When I'm In A Lovin' Mood" by Jack LaRue and His Quartet (Aladdin 135)

- Another one of those pleasing small group outfits, a piano, bass, guitar and drums. Jack LaRue and his quartet dust off that old time favorite, "Dark Eyes". With Jimmy Young handling the vocal, the band starts out with a drag tempo, jazz it, and close in a slow beat. "I'm in a Lovin' Mood" will be popular with jazz fans, too, 'cuz besides Jimmy's singing, there are some good guitar and piano inserts. Since combos are gaining more in popularity, both sides are certain to click.

"Tres Palabras" and "La Rueda" by Bobby Ramos and His Orchestra (Aladdin 505)

- Here are two rumbas which should add up to some mean shoul- der shaking and lots of the customer. Of course, they're always good for background music for dancing and winning too. "Tres Palabras" is a Latin-American love song. Bobby Ramos handles the bi-lingual vocal with ease and gives it to us in both Spanish and English so everyone will know what he's singing about. The flipover, "La Rueda," is in a fast tempo and Senor Ramos furnishes only a Spanish vocal this time, but still it's worth a listen or two.

"It's Written All Over Your Face" by The Velvetones (Sonora 3010)

- The Velvetones have a velvet treatment to "It's Written All Over Your Face". They're a quartet with plenty of close harmony and this song is tailor-made to their smooth vocal manner. "Pittsburgh Joe" is definite- ly in the novelty line, but the lyrics are rather clever and should have good juke box appeal. The Velvetones are a versatile group and this record certainly should boost their reputa- tion.

"All the Time" and "I've Never Forgotten" by Jan Savitt and His To Hatters (ARA 147)

- A romantic-ballad with an A-1 vocalist supported by a good band is headed right for the top. "All the Time" fits in perfectly. Bob D'Andrea's vocal treatment couldn't be improved upon and the Top Hatters provide a much better than aver- age background. The flipover, "I've Never Forgotten," is a pleasing tune with Mr. D'Andrea again supplying a liberal amount of good vocal. This side has more bounce than the other, but not enough to take it out of the ballad class. Both will grab their share in the cash boxes.

"Bingbat the Singing Cat" and "Freddy Martin and His Orch." by Freddy Martin (Victor 20-1908)

- Swell vocal and cute lyrics make "Bingbat The Singing Cat" a number that is sure to be popular in no time and with the Freddy Martin way of writing it the juke boxes are in for a steady drone of the kiddie tale. It's a catchy novelty the way the Martin men do it both vocally and instrumentally. Stu- art Wade, Glenn Hughes and the Martin Men do a nice job with the vocal and when the arrangement calls for it the band steps right in with plenty of sock. The flipover is a good ballad, "Happy Journey," with Wade handling the sappy senti- ment in good style. The disk is a double feature, really, and should coin plenty of cash.

"Somewhere In the Night" and "Which Way'd They Go?" by George Olsen and His Orchestra (Majestic 7196)

- Somewhere In The Night" is a saccharine song suitable for quiet dinner and dancing spots. Ray Adams sings it straight and the Olsen band backs him with some mighty sweet music. "Which Way'd They Go?" is a complete change of pace. It's a novel- ty which pokes some good natural fun at the Saturday matinee western movies. A vocal ensemble points out that they went that-a-way.

"The Cowpunchers' Waltz" and "Boogie Woogie Cowboy" by The Moore Sisters (Sonora 7019)

- For a romantic cowboy ballad with a setting right under those western stars "The Cowpunchers' Waltz" is sure to ring the bell. The three Moore gals combine their vocal talents to present an enjoyable Waltz—western style. They even inject some fancy yodeling here and there. Flipped, we find "Boogie Woogie Cowboy." It's slightly corny but still is good for a few laughs. This will probably get a good play if placed where they go for this type of music.

"What It Means To Be Blue" and "Texas Tornado" by Tex Rassell and His Hollywood Cowboys (Aladdin 508)

- Some western style jive is served up in "What It Means To Be Blue", Dude Jackson contributes a light blue vocal but it's the instrumental back- ground that's surprising. Perhaps it's that California influence, but what- ever it is the Hollywood Cowboys really put a little spirit into this number. The backing, "Texas Tornado," is more of a novelty tune. Jack Lewis tells us in song about a famous Texas Tornado and the band is behind him all the way. Should go over especially well in the cowboy locations but these bounce arrange- ments will widen the appeal so as to make them likely hits in other spots too.

"Caravan" and "Frustration" by Valaida Snow (Bel-Tone 7008)

- Valaida Snow sings it straight in that old Ellington favorite, "Cara- van." Her vocal is almost restrained, but still it carries enough punch to put it across to the cash customers. Raymon James' Orch. supplies the proper dramatic backdrop to this torch tune. The backing, "Frustration," is in a class by it- self. The melodies are facing a light blue and repetitious almost to the point of becoming monotonous, and yet there's something about it that makes you want to hear it again. The appeal may not be too spacial, but it will prove itself if given a chance.
### What's Hot ON THE RECORDS
THE TOP TEN JUKE BOX TUNES THRUOUT THE NATION
for the Week of July 15, 1946

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<td>7. Hey! Ba-Ba-Re-Bop</td>
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<td>8. In The Moon Mist</td>
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Exclusive! From certain meetings held this past week in certain midtown New York hotels, Cosmo is expected to release an industry-shaking announcement which puts them right among the very top in the business. Two noted record manufacturers with large production facilities are reported ready to turn over plants, stars and all assets to Cosmo. Big Wall Street support for a major stock issue is now being prepared to break in thirty days.

Oliver Sahin, veepee in charge of sales at Musicaft, has returned from an extensive nationwide tour and reports that by the end of the month Musicaft's national network of distributors will have been completed. What's more, they'll have representation in Cuba, Mexico, Canada and Hawaii. Their "Rumba Rhapsody" by Miguelito Valdés is really hot... Dennis Day, singing star of Jack Benny's radio show, has been signed to record exclusively for RCA Victor.

About the biggest smash in recent weeks...and a surprise to everybody concerned—is "To Each His Own" as done by the Eddy Howard Orchestra on the Majestic label. Lou Surita, newly appointed national sales manager of Majestic, is readying a campaign directed straight at the nation's juke box ops. But more on this next week.

Mark Leff, ARA prezzy is visiting in New York and reported "having a wonderful time"... Earl Bostic, Harlem's sensational alto-saxophonist, composer and maestro, has signed an exclusive two year recording pact with Gotham Records. Earl's "That's The Groovy Thing," picked by Ralph Ennnett of The Cash Box as a "Disk O' The Week" a couple of full moons ago, is reported being terrific biz on juke boxes everywhere... Herb Jeffries will have a pair of sides released under the Decca label very shortly. Listeners who heard the acetates report that lad's vocals are still something to write home about. His interpretation of "I Left My Heart In Mississippi" keeps growing in national popularity. And it should. That Leon Rene tune is truly terrific.

Capitol Records got about the heaviest plug possible this past week when less than Walter Winchell told his sixty million readers: "Capitol disc titled "Ricky-Jim-Jacck" gives every hint of being a best selling platter." If juke box ops took note of that and followed up, there's no question but that WW will have been koo-rect.

A. B. Green, president of National Records, is gloat ing these days and for good reason. At the Band Leaders Pia ter Preview held at Steinway Hall this past June 29, "Atomic Boogie," a National disc waxed by Pete Johnson and his All Stars, topped first place.

Hy Sigel of Apollo Records is off to the NAMM Convention in Chicago... Listen to Burt Ives' (Decca) platter on which he waxed the tunes he did in the motion picture "Smoky"... For real Western frontier ballad singing, he's tops... Teddy Walters is a vocalist to watch.

Margaret Whiting sings

'ALONG WITH ME'
From the Musical Revue
"Call Me Mister"
With Jerry Grey and His Orchestra
Margaret Whiting's velvet voice adds charm to a big hit song from a New York show. You'll say it's her greatest!

'WHEN YOU MAKE LOVE TO ME'
A beautiful tune... packed with the appeal that pulls repeat plays!

Now starred on two big radio shows, Margaret Whiting is skyrocketing to new heights in popularity!

Sensational New King Cole Trio Album!

Vol. 2
Even greater than their first album!
Eight spectacular sides by the nation's top piano-guitar-bass combo
Five Nat Cole vocals:
- "This Way Out"
- "To A Wild Rose"
- "Look What You've Done To Me"
- "I'm Through With Love"
- "I Don't Know Why"
- "I Know That You Know"
- "I'm In The Mood For Love"
- "What Can I Say After I Say I'm Sorry"

Album "BD-29" 2.50 plus tax
The Cash Box  Page 12  Week of July 15, 1946

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OF THE WORLD'S FINEST INDEPENDENT LABELS

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MARVIN JOHNSON
"A Juke Box Natural"

MODERN

No. 139 "How Deep is The Ocean"
"You Showed Me The Way"
JOHNNY MOORE'S THREE BLAZERS
"On The Crest Of The Wave Of Popularity"

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THRUOUT THE NATION
(Continued)

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1. Doin' What Comes Naturally
2. The Gypsy
3. Sweet Eileen
4. New Spanish Two Step
5. Someday
6. Who's Sorry Now
7. Cement Mixer
8. Spring Magic
9. I Don't Know Enough About You
10. I'm A Big Girl Now

EVANSVILLE, IND.

1. The Gypsy
2. To Each His Own
3. Hillbilly Boogie
4. I Don't Know Enough About You
5. Doin' What Comes Naturally
6. Prisoner of Love
7. Hey! Ba-Ba-Re-Bop
8. Coax Me A Little Bit
9. I'm A Big Girl Now
10. It's My Lazy Day

ROCHESTER, N. Y.

1. The Gypsy
2. Doin' What Comes Naturally
3. I Don't Know Enough About You
4. They Say It's Wonderful
5. Give Me The Moon Over Brooklyn
6. Prisoner of Love
7. Hey! Ba-Ba-Re-Bop
8. Hey! Ba-Ba-Re-Bop
9. Prisoner of Love
10. I'm A Big Girl Now

GRAND RAPIDS, MICH.

1. The Gypsy
2. I Don't Know Enough About You
3. To Each His Own
4. Doin' What Comes Naturally
5. They Say It's Wonderful
6. Give Me The Moon Over Brooklyn
7. Two Timin' Girl
8. Hey! Ba-Ba-Re-Bop
9. Prisoner of Love
10. I'm A Big Girl Now

CHASKA, MINN.

1. The Gypsy
2. They Say It's Wonderful
3. Hey! Ba-Ba-Re-Bop
4. Doin' What Comes Naturally
5. Surrender
6. Laughing On The Outside
7. Cynthia's In Love
8. One More Tomorrow
9. Saturday Waltz
10. Cement Mixer

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2. Doin' What Comes Naturally
3. Cement Mixer
4. Prisoner of Love
5. Laughing On The Outside
6. All Through The Day
7. Surrender
8. Do You Love Me
9. Love On A Greyhound Bus
10. Bumble Boogie

OMAHA, NEBR.

1. The Gypsy
2. Whippenpoof Song
3. Salute To Glenn Miller
4. Doin' What Comes Naturally
5. Laughing On The Outside
6. Prisoner of Love
7. They Say It's Wonderful
8. Do You Love Me
9. All Through The Day
10. Cement Mixer

STILLWATER, MINN.

1. The Gypsy
2. Doin' What Comes Naturally
3. They Say It's Wonderful
4. I Don't Know Why
5. Laughing On The Outside
6. Prisoner of Love
7. More Than You Know
8. In The Moon Mist
9. All Through The Day
10. Full Moon And Empty Arms

GREEN BAY, WIS.

1. The Gypsy
2. Give Me The Moon Over Brooklyn
3. Hey! Ba-Ba-Re-Bop
4. I Don't Know Enough About You
5. Laughing On The Outside
6. Put The Blame On Mame
7. Rickety Rickshaw Man
8. To Each His Own
9. Cynthia's In Love
10. Cement Mixer

BINGHAMTON, N. Y.

1. The Gypsy
2. Prisoner of Love
3. Hey! Ba-Ba-Re-Bop
4. They Say It's Wonderful
5. Cement Mixer
6. Surrender
7. Laughing On The Outside
8. Doin' What Comes Naturally
9. Love On A Greyhound Bus
10. Girl Of My Dreams
WATSONVILLE, CALIF.

1. The Gypsy
2. Laughing On The Outside
3. Doin' What Comes Natur'ly
4. Oh! What It Seemed To Be
5. Roly Poly
6. By The Light Of The Moon
7. Shoo Fly Pie
8. Guitar Polka
9. They Say It's Wonderful
10. Cement Mixer

MARTINSVILLE, IND.

1. The Gypsy
2. They Say It's Wonderful
3. Hey! Ba-Ba-Re-Bop
4. Laughing On The Outside
5. I'm A Big Girl Now
6. All Through The Day
7. Doin' What Comes Natur'ly
8. Cement Mixer
9. Prisoner of Love
10. In Love In Vain

TOPEKA, KANS.

1. The Gypsy
2. They Say It's Wonderful
3. Laughing On The Outside
4. All Through The Day
5. Sioux City Sue
6. Prisoner of Love
7. Full Moon And Empty Arms
8. Come Rain or Come Shine
9. I Don't Know Enough About You
10. Everyone Is Saying Hello Again

NEWPORT, R. I.

1. Someday
2. The Gypsy
3. I Don't Know Enough About You
4. Give Me The Moon Over Brooklyn
5. One More Tomorrow
6. Laughing On The Outside
7. I'm A Big Girl Now
8. Prisoner of Love
9. You Are Too Beautiful
10. In The Moon Mist

MAYWOOD, N. J.

1. The Gypsy
2. Prisoner of Love
3. Doin' What Comes Natur'ly
4. They Say It's Wonderful
5. I Don't Know Enough About You
6. Laughing On The Outside
7. The Girl That I Marry
8. Hey! Ba-Ba-Re-Bop
9. Someday
10. Surrender
HOT ON RECORDS
TEN TOP JUKE BOX TUNES
THRUOUT THE NATION
(Continued)

BOWLING GREEN, KY.
1. The Gypsy
2. Doin' What Comes Natur'lly
3. Sioux City Sue
4. Route 66
5. Cynthia's In Love
6. Oh! What It Seemed To Be
7. In The Moon Mist
8. Hey! Ba-Ba-Re-Bop
9. In Love In Vain
10. They Say It's Wonderful

PHILADELPHIA, PA.
1. The Gypsy
2. Doin' What Comes Natur'lly
3. Prisoner of Love
4. They Say It's Wonderful
5. Guitar Boogie
6. I'm A Big Girl Now
7. Cement Mixer
8. Surrender
9. That's My Baby
10. Sioux City Sue

YOUNGSTOWN, O.
1. The Gypsy
2. Prisoner of Love
3. Doin' What Comes Natur'lly
4. I'm A Big Girl Now
5. Hey! Ba-Ba-Re-Bop
6. All Through The Day
7. They Say It's Wonderful
8. One More Tomorrow
9. It Couldn't Be True
10. Something Old Something New

STURGEON BAY, WIS.
1. Doin' What Comes Natur'lly
2. Hey! Ba-Ba-Re-Bop
3. One More Tomorrow
4. They Say It's Wonderful
5. Cement Mixer
6. Guitar Polka
7. It Couldn't Be True
8. Love On A Greyhound Bus
9. The Gypsy
10. Sioux City Sue

ASHEVILLE, N. C.
1. The Gypsy
2. Laughing On The Outside
3. Who's Barry Now
4. Boogie Woogie
5. That's What I Like About The South
6. Ciboney
7. Prisoner of Love
8. Sioux City Sue
9. Oh! What It Seemed To Be
10. Shorty's Got To Go

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NEW YORK — With jukebox's current topper "The Gypsy" having reached its peak play, and with reports from ops throughout the nation indicating that the tune is beginning a fast tailspin to oblivion, music men are eyeing the field for a worthy successor that'll actually draw heavy action to equipment. "The Gypsy" did that.

Word from Tin Pan Alley would have jukeboxmen believe that every publisher in town has got a string that would blank the records set by the "Gypsy." If one listened to the pluggers, and if there were enough ready cash to back what they said, one could make a lush piece of cash just making book on their claims.

Actually, however, few tunes have arrived recently which carries the power to ring as many bells as did "The Gypsy," which, at the height of its popularity, networked the nation in the No. 1 money-making slot in just about every location where it was placed.

There are new tunes today, currently filling the No. 1 position, but what is being done in New York is still to get action in Norfolk. Just about every city has its own favorite, and there's little unanimity of opinion.

Out Chicago way music ops are heralding the claim that Eddy Howard's "To Each His Own" will be the next national juke box sensation. They point to the tune's sensational rise in their city, and in lots of other cities networking out from there. Maybe so. Chicago ops like Eddy Howard. At least they've taken him to heart. That's a big headstart toward making a juke box figure out of a guy, who might otherwise be left as just another orch leader.

Another few weeks will tell. Meanwhile, it's "Wanted: One Gypsy — Or A Close Facsimile Thereof."

"Doin' What Comes Natur'ly" Picked To Be Featured In August By Cleveland Phonograph Merchants Association

CLEVELAND, O. — "Doin' What Comes Natur'ly" has been chosen as the disk to be featured in juke boxes throughout this city during the month of August, it was announced this past week by the Phonograph Merchants Association.

The song, chosen by the public thru the cooperation of the local press and a committee composed of Jimmy Ross, Sanford Levine and Sam Abrams, representing the phono ops' group, will be advertised in street cars, on billboards, thru title strips, publicity, and via newspapers and radio as the "Hit Tune of The Month."

Members of the Phonograph Merchants Association will contribute five cents per machine for the monthly campaign, and recording firms and distributors will be invited to contribute to the advertising fund.

JOHNNY MOORE'S THREE BLAZERS

"YOU ARE MY FIRST LOVE"

BACKED BY

"RACE TRACK BLUES"

ALADDIN No. 129

STILL TOPS IN ALL SPOTS

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"ROCKS IN MY BED"—No. 130

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"ITT BITY BITTY GIRL"
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"Something's Done Gone Wrong"
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HOT ON RECORDS
TEN TOP JUKE BOX TUNES
THRUOUT THE NATION
(Continued)

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1. The Gypsy
2. They Say It’s Wonderful
3. I Don’t Know Enough About You
4. Surrender
5. Prisoner of Love
6. Doin’ What Comes Naturally
7. I Cover The Waterfront
8. Hey! Ba-Ba-Re-Bop
9. I Know
10. Laughing On The Outside

CUMBERLAND, MD.

1. The Gypsy
2. They Say It’s Wonderful
3. Cement Mixer
4. Doin’ What Comes Naturally
5. In Love In Vain
6. There’s No One But You
7. Prisoner of Love
8. Give Me The Moon Over Brooklyn
9. I’m A Big Girl Now
10. Surrender

MIAMI, FLA.

1. The Gypsy
2. Do You Love Me
3. Cement Mixer
4. Prisoner of Love
5. They Say It’s Wonderful
6. I’m A Big Girl Now
7. I’ve Got The Sun In The Morning
8. Sioux City Sue
9. Hey! Ba-Ba-Re-Bop
10. All Through The Day

WOODBURN, ORE.

1. The Gypsy
2. Laughing On The Outside
3. Hey! Ba-Ba-Re-Bop
4. Prisoner of Love
5. Sioux City Sue
6. It Couldn’t Be True
7. Doin’ What Comes Naturally
8. Don’t Ba A Baby, Baby
9. Cement Mixer
10. We’ll Gather Lilacs

DARLINGTON, S. C.

1. The House of Blue Lights
2. Route 66
3. Boogie Blues
4. Cement Mixer
5. Just In Case You Change Your Mind
6. Long Time Ago
7. Lil Augie Is A Natural Man
8. Sneakin’ Out
9. I’m Falling For You
10. Love On A Greyhound Bus
HOT IN HARLEM, N.Y.

1. Petootie Pie
   Louis Jordan and Ella Fitzgerald
2. That’s The Groovy Thing
   Earl Bostic Sextet
3. Stone Cold Dead In The Market
   Louis Jordan and Ella Fitzgerald
4. Drifting Blues
   Johnny Moore’s Three Blazers
5. Sunny Side of The Street
   Eddie Haywood Orchestra
6. Route 66
   King Cole Trio
7. The Gypsy
   Ink Spots
8. I Don’t Know Enough About You
   Mills Brothers
9. Prisoner of Love
   Billy Eckstine
10. I’m Just A Lucky So And So
    Ella Fitzgerald

New York’s Fastest Selling Record
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EARL BOSTIC AND HIS ORCHESTRA

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TEN TOP JUKE BOX TUNES
THRUOUT THE NATION
(Continued)

SPRINGFIELD, MASS.

1. I Don’t Know Enough About You
2. The Gypsy
3. Laughing On The Outside
4. One More Tomorrow
5. Prisoner of Love
6. They Say It’s Wonderful
7. Surrender
8. If You Were The Only Girl
9. Love On A Greyhound Bus
10. From This Day Forward

SAN DIEGO, CALIF.

1. The Gypsy
2. Come Rain or Come Shine
3. Bumble Boogie
4. They Say It’s Wonderful
5. Doin’ What Comes Naturally
6. Prisoner of Love
7. Laughing On The Outside
8. Full Moon And Empty Arms
9. Love On A Greyhound Bus
10. All Through The Day

TOPEKA, KANS.

1. The Gypsy
2. They Say It’s Wonderful
3. Laughing On The Outside
4. All Through The Day
5. Sioux City Sue
6. Prisoner of Love
7. Full Moon And Empty Arms
8. Come Rain or Come Shine
9. I Don’t Know Enough About You
10. Everyone Is Saying Hello Again

HIT PARADE of WESTERNS

SCOTTY HARRELL and HIS TEXANS
#137 DON’T PLAY WITH MY HEART
#139 MY SWEET SENORITA

All Records Retail 75c plus tax
NEW YORK STATE OPERATORS
WE ARE DELIVERING COSMO
RELEASES RIGHT NOW!

Look at these Stars!!

★ Hal McIntyre

Tony Pastor ★

Bobby Byrne ★

Larry Clinton ★

★ Kaye Connor

PLUS
★ Pat Kirkwood ★ Dallas Bartley ★
★ Ken Garson AND Shirley Booth ★

WRITE! WIRE! PHONE!

Martha Tilton Listens In

NEW YORK — Martha Tilton, Capitol Records star, listens to one of her latest tunes being played for her on the new AMI Model “A” phono, “Ah, There’s Great Blues Tonight,” which is clicking with juke box ops thruout the country.
NEW TUNES ON A NEW LABEL

STANCHEL
SR. No. 101
"OAKIE BOOGIE" BACKED BY "YES I DO"
SR. No. 102
"TROUBLES ON YOUR MIND" BACKED BY "DORA DARLIN"

K&M DISTRIBUTORS
1913 W. PICO BLVD.
LOS ANGELES 6, CAL.

20th CENTURY RECORDS

TUTTI FRUTTI
SLIM'S CEMENT BOOGIE
WHO DID IT TO MARY?
I CAN HARDLY WAIT
MARGIE
WE LAUGHED TOGETHER

20th CENTURY RECORDS

TUTTI FRUTTI
SLIM'S CEMENT BOOGIE
WHO DID IT TO MARY?
I CAN HARDLY WAIT
MARGIE
WE LAUGHED TOGETHER

TERRIFIC TORCH BLUES!
JOE TURNER
MY GAL'S A JOCKEY!
I'VE GOT LOVE FOR SALE

SUREFIRE HIT!
DICK THOMAS
RAGTIME COWBOY

LATEST 'NATIONAL' HIT RELEASES!

BOSTON, MASS.
1. They Say It's Wonderful
2. The Gypsy
3. Prisoner of Love
4. Doin' What Comes Naturally
5. Who Do You Love I Hope
6. Boogie Blues
7. Hey! Ba-Ba-Re-Bop
8. Laughing On The Outside
9. All Through The Day
10. My Sugar Is So Refined

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

SAN ANTONIO, TEX.
1. House of Blue Lights
2. Darlin'
3. Boogie Blues
4. Andy's Boogie
5. They Say It's Wonderful
6. Without You
7. Who's Sorry Now
8. Don't Be A Baby, Baby
9. Do You Love Me
10. In The Moon Mist

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

Billy ECKSTINE
"You Call It Madness
But I Call It Love"
backed by TELL ME PRETTY BABY

The Cash Box Page 22 Week of July 15, 1946
Juke Box Men to Attend NAMM Convention

CHICAGO — Juke box men from all over the nation started gathering here this past week to be ready for the opening of the first convention of the National Association of Music Merchants, Monday morning July 15 thru to July 18, in five years.

A great many record distributors, directly connected with the juke box industry, will be present. Some of the leading record manufacturers have arranged complete suites and have asked that their juke box record distributors gather with them for a meeting while the show is on. Distributors will also be seen at the booths of the record manufacturers they represent to greet the juke box operators who will be present. The record manufacturers who called in their distributors have asked that they be present to discuss business with members of the juke box industry.

Most interesting to all the juke box trade is to see and hear what the record manufacturers will have to offer at this show. As is well known throughout the coin machine industry a great majority of the leading juke box operators also have record stores. Some of these are the most outstanding in their communities. These men, especially, are interested in the show for they intend to purchase much more than just records. One noted southern juke box operator who has one of the finest record stores in the nation reported that he intends to do a great deal of buying at the NAMM show.

The exhibit hall will open early and most of the juke box men who have already gathered here to attend this meet state that this will be their first port of call. Many plan to take on lines of radios, radio-phonographs and turntables, etc., combinations, portables, needles, etc., etc., and believe that by all the music manufacturers gathering together in this fashion that they will be able to complete their business in jiffy time.

Rooms have been extremely hard to obtain. Some coinmen have had to move to the outskirts of the city where the smaller, residential-type hotels have been able to accommodate them. Some men have even gone up to Milwaukee where they are stopping at the Hotel Schroeder and various other hotels and will make the hour’s ride into town early in the morning and give themselves an hour to get back.

A large force of distributors will be located at the Bismarck Hotel on Randolph Street. These are juke box men who have always made this their meeting spot. Others will be at the Sherman and the Morrison Hotels in the Loop. Some of the lucky ones have been able to get right into the Palmer House where the show is being held and will thereby have the opportunity of playing host.

A grand good time is being promised all who will attend. Not only will there be a great many private banquets by some of the manufacturers but, as one record maker stated, “We are using this NAMM show as the opportunity for calling together everyone of our distributors from all over the country and we will hold very interesting meetings with them in our suite.”
Chicago — Helen Palmer, vice-president and general manager of The Cash Box offices here will be on hand to help all juke box men who are attending the NAMM convention.

The entire Chicago staff of The Cash Box will be on hand at the NAMM meet on Monday morning and will also present itself on the following days of the show.

Those who believe that they will need assistance to help them get around the convention will find Miss Palmer one of the best versed women in the industry. She has been with the coin machine business for almost 20 years.

She will also be ready to advise any juke box men attending this show as to the names and addresses of any coin machine firms on which they would like to call while here and will also help them to make appointments with the coin machine manufacturers.

The Cash Box, as always, stands ready to serve the needs of all the members of the coin machine industry who will be in Chicago this week to attend the convention of the National Association of Music Merchants.

Simply phone Miss Helen Palmer at DEArborn 0045 while in Chicago. The Cash Box offices are located at 32 West Randolph Street, just off State Street, in the heart of the Rialto district of Chicago. The suite number is 1608.

Juke box men who will want information as to how to get around the city to meet with distributors, jobbers, operators and the many coin machine manufacturers located here will be able to get all this in complete detail from Miss Palmer.

The Cash Box Chicago offices are open from 9 A.M. to 6 P.M. every day.
FOREWORD   Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter The C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than show no price, retains the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be taken into consideration. The C.M.I. Blue Book reports each quotation exactly as it is made and depends on the subscriber to make average price adjustment to fit the peculiarities of his own territory.

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

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

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

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

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

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## Revamp (24) |

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## Rockola

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<td>550 Speaker</td>
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## A.M.I.

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## BucKley

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## GROETCHEN

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## C.M.I. BLUE BOOK

The Cash Box Week of July 15, 1946
2. Knock-Out $125.00 $129.50
5. Knock-Out-the-Jap 75.00 185.00
5. Lancaster 75.00 185.00
1. Landslide 40.00 69.50
2. Lawre 179.50 185.00
5. Lead Off 25.00 55.00
5. Leader 75.00 59.50
1. League 35.00 145.00
2. Legionnaire 67.00 79.50
5. Liberty 125.00 139.50
xx. Liberty (Rev) 55.00 59.50
1. Limelight 35.00 49.50
1. Line Drive 25.00 150.00
2. Lite-a-Card 22.50 25.00
1. Lone Star 27.50 35.00
4. Lot-O-Smoke 25.00 29.50
7. Lot-O-Fun 15.00 85.00
xx. Lucky 20.00 39.50
5. Majors ‘30 12.50 17.50
1. Majors ‘41 69.50 99.50
xx. Mardi Gras 40.00
1. Marquis 119.50 150.00
1. Marvels Baseball 135.00 152.50
1. Merry-Go-Round 27.50 49.50
1. Metro 42.50 79.50
xx. Miami 15.00
1. Miami Beach 79.50 85.00
xx. Midway (Geneo) 12.50 15.00
1. Midway 119.50 139.50
5. Miss America (Rev) 54.50 75.00
5. Mr. Chips 19.00 29.50
4. Missouri 32.50 49.50
4. Mystic 54.50 94.00
5. New Champ 59.50 99.50
xx. Nippy 29.00 45.00
xx. Nice Chance (Rev) 79.50 85.00
xx. Ocean Park 12.00 29.00
2. Oh Boy 16.50 29.50
7. Oh Johnny 50.00 65.00
1. On Deck 27.50 59.50
1. Onyx 285.00 274.50
6. One-Two-Three ’39 25.00 39.50
xx. One-Two-Three ’40 55.00 75.00
1. One-Two-Three ’41 32.50 49.50
2. Owl 64.50 89.50
xx. Paratroop 129.50 209.50
1. Pan American 65.00 89.50
1. Paradox 35.00 59.50
xx. Paradise Leader (Rev) 34.50 39.50
5. Pep (Rev) 29.50 29.50
4. Play Ball 40.00 84.50
5. Pin Up Girl 139.50 154.50
xx. Playland 29.50 49.50
xx. Pastime (Rev) 47.50 49.50
5. Pot Shot 39.50 55.00
xx. Pot Shot 25.00 39.50
5. Powerhouse 25.00 30.00
1. Producer (Rev) 119.50 209.50
1. Progress 29.50 59.50
5. Punch 25.00 29.50
xx. Pursuit 32.50 47.50
5. Pylon 27.50 29.50
xx. Pyramid 12.50 28.50
3. Ragtime 15.00 29.50
xx. Repeater 47.50
xx. Rebound 15.00 22.50
xx. Record Breaker 150.00
5. Roll Hit 29.50 39.50
5. Red, White & Blue 29.50 215.00
1. Repeater 35.00 72.50
xx. Reserve 84.50 99.50
xx. Rink 15.00 19.00
xx. Roll Call (Rev) 45.00 69.50
2. Roller Derby 37.50 64.50
1. Rotation 22.50 49.50
4. Rotors 27.50 49.50
5. Royce 25.00 29.50
5. Salina 22.50 25.00
5. Santa Fe (Rev) 259.50 269.50
5. Sara Sue 44.50 45.00
xx. Scandals (Rev) 35.00 39.50
5. School Days 59.50 80.50
5. Scoop 20.00 25.00
5. Score-a-Line 42.50 55.00
5. Score-a-Seven 29.50 39.50
xx. Score Champ 25.00 39.00
xx. Score Craft (Rev) 50.00 59.50
xx. Sea Power 67.50
1. Sea Hawk 55.00 82.50
5. Seven Up $82.50 $82.50
5. Shangri La 99.50 209.50
1. Short Stop 49.50 64.50
1. Show Boat 55.50 69.50
xx. Silver Kiss 34.50 55.00
4. Silver Skates 32.00 49.50
5. Silver Spray 34.50 55.00
4. Silver Spider (Rev) 34.50 55.00
xx. Sixty Grand 17.50
6. Sky Chief 159.50 169.50
1. Sky Line 65.00 72.50
xx. Sky Ray 25.00 42.50
1. Sky Raider (Rev) 99.50 135.00
2. Slap-the-Jap 80.50 99.50
1. Slugger 69.50 85.50
2. Speed Ball 45.00 99.50
5. Speed Demon 27.50 49.50
xx. Speedway 22.00 21.50
xx. Speedy 24.50 29.50
xx. Speedy 24.50 29.50
1. Sports Parade 49.50 59.50
xx. Spot & Go 25.00 27.50
5. Spot-A-Card 72.50 89.50
1. Sporty 35.00 99.50
1. Spot Pool 69.50 99.50
6. Spontem 20.00 40.00
5. Stage Door Canteen 274.50
6. Stars 67.50 89.50
5. Starlight 67.50 89.50
2. Stratoliner 54.50 69.50
1. Streamliner 194.50 199.50
5. Strip Tease (Con) 79.50 125.50
5. Summertime 20.00 30.00
xx. Sunset Valley (Rev) 55.00 75.00
1. Supercharger 35.00 49.50
2. Super Bubble 49.50 69.50
6. Super Six 69.50 89.50
xx. Sun Valley (Rev) 99.50 114.50
1. Sunset Gunner (Con) 59.50 69.50
1. Target Skill 42.50 69.50
1. Texas Mustang 79.50 90.00
xx. Three Score 19.50 32.50
1. Three Up 45.00 49.50
6. Thriller 22.50 32.50
7. Thumbs Up (Rev) 49.50 59.50
1. Topi 79.50 99.50
5. Tonga (Rev) 51.50 69.50
5. Topper 25.00 35.00
2. Torpedo Patrol (Rev) 119.50 209.50
9. Towner 27.50 29.50
5. Trade-Wind (Rev) 269.50 279.50
1. Trailways 69.50 99.50
6. Traperze 17.50 30.00
1. Triumph 29.50 19.50
1. Twin 15.00 19.50
6. Twin Six 49.50 52.50
5. Ump (Rev) 19.00 39.50
6. Ump (Rev) 25.00 34.50 59.50
4. Vacation 25.00 49.50
1. Variety 27.50 59.50
1. Velved 62.50 84.50
1. Venus 84.50 93.50
1. Vogue 25.00 29.50
5. Wagon Wheels 269.50 279.50
5. Wagon Wheels 60.00 65.00
1. White Slats 50.00 50.00
4. Wild Fire 50.00 82.50
1. Wings 11.50 69.50
7. World’s Fair 34.50 49.50
4. Yacht Club 30.00 49.50
2. Yankee Doodle 149.00 189.50
1. Yank 194.50 199.50
xx. Zenith 95.00
1. Zeke 19.50 35.00
2. Zig Zag 72.50 84.50
1. Zip 15.00 49.50
1. Zembo 79.50 89.50
### Free Play Pin Games

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### Other Games
- Buckeroo...
- Capt. Kidd
- Cadillac...
- Canteen...
- Casablanca (Rev)
- Catalina...
- Champ...
- Champion...
- Czar...
- Click...
- Clipper...
- Clover...
- Coo Coo...
- Commander (Rev)
- Commodore
- Congo
- Contest
- Convention...
- Cowboy...
- Cover Girl...
- Dandy Line
- Crystal Gazer...
- Dandy...
- Daily Dozen...
- Defense (Baker)
- Defense (Genco)
- De-Beer (Rev)
- Dive Bomber (Rev)
- Dixie...
- Do-Re-Mi...
- Double Feature...
- Doubleboy...
- Double Play...
- Drum Major...
- Dude Ranch...
- Duplex...
- Eagle Squadron (Rev)
- Entry...
- Exotica...
- Falling Sun (Rev)
- Fantasy...
- Fifth Inning...
- Fishin' (Rev)
- Five-in-One...
- Five & Ten & Twenty...
- Flagship...
- Flat Top (Rev)
- Fastet...
- Flick...
- Flying Tiger...
- Follies '40...
- Follow Up...
- Foreign Colors...
- Formation...
- Four Aces...
- Girls Ahoy (Rev)
- Glamour...
- Gobs...
- Gold Star...
- Golden Gate...
- Grand Canyon (Rev)
- Gun Club...
- Headliner...
- Hi-Boy (Rev)
- Hi-Dive...
- Hi-Hat...
- High Light...
- High Stepper...
- Hit-the-Jap (Rev)
- Holy Over...
- Hollywood...
- Home Run '40...
- Home Run '41...
- Home Run '42...
- Honolulu Propellers...
- Idaho...
- Invasion (Rev)
- Jolly...
- Jumbo (Rev)
- Jumper...
- Jungle...
- Keep 'em Flying...
- Kismet...
- Klick...

*Week of July 15, 1945*
MANUFACTURERS' NEW EQUIPMENT

MUSIC

A.M.I.
Model A........................................$695.00
AIRION
Flute Phonograph......................................$745.65
Super Deluxe Phonograph..........................$897.00
Tele (Wall Box).....................................69.50
Solo (Wall Box)......................................46.50
Impresario (Speaker).................................42.27
Melodeon (Speaker)..................................56.18
Carillon (Speaker).....................................

CHALLENGE INDUSTRIES
Challenger 47.......................................$749.00

PACKARD MFG. CORP.
Ple-Mor Wall Box.....................................38.95
#1000 Ple-Mor (Speaker).............................$159.50
#800 Daisy (Speaker)..................................33.95
#700 Daphne (Speaker)..............................19.95
#900 Rose (Speaker)..................................49.95

PERSONAL MUSIC Center
Measured Music Boxes................................37.50
Studio Amplifier......................................505.00
Studio Timing Control Unit........................250.00
Master Power Supply Units........................170.00

ROCKOLA
Solotone (Photograph)..............................$720.00

SEESEURG
#1-46 1287 Symphonols..............................$795.00
#1-46 1287 Symphonols..............................725.00
H146M Hideaway RC..................................475.00
Wallomatic, Wire.....................................42.50
Wallomatic, 3-Wire..................................42.50

WURLITZER
1015—Std. Phonograph..............................335.00
#1017—Consoled Cher. in Wooden Case...........475.00
#3020—9-10-25c 3-Wire Wall Box..................59.50
Wallomatic, Wireless...............................33.00
#3031—9-20-55c Wall Box...........................26.50
#3015—9-30-55c Wireless Wall Box..................35.50
#1000—Aux. Speaker RS2-12-.......................18.00
Mirror Speaker RS1-12—(No Price Set)..........18.00
Mirror Speaker RS2-12—(No Price Set)..........18.00
Dual Remote Vol. Control Unit.....................19.95

SOLOTONE CORP.
Solotone Individual Coin Box
(Solotone Adaptor-Amplifiers)
(Solotone Studio and Telephoning
Bridge Units)
(Solotone Booster Amplifiers)


CIGARETTE MACHINES

DU GRENY
Challenger..........................................(No Price Set)

ROVE
Crusader (6 Col.)...................................120.00
Challenger (10 Col.)................................132.50

U-N-EED A VENDOR
Monarch 6 Col.......................................134.50
Monarch 3 Col.......................................144.50

BALLY
Surf Queen.........................................$327.50

CHICAGO COIN
Spoolbound.........................................325.00

GOTTLEIB
Big Hit (Single Play)................................334.00
Big Hit (Multiple Play).............................390.00

MARVEL
Duffy's (Revamp)....................................249.50

MARVEL
Superliner..........................................322.00

PINS

BALLY


COUNTER GAMES

A.B.T. CORP.
Challenger.........................................$65.00

AMUSE ENTERPRISES
Pitchem............................................39.50
Dice Shaker........................................22.50

BAKER
Kicker and Catcher (1e Play).....................49.75

G. D. BOROK
Windmill............................................29.85

DAVAL
Marvel, Plain.......................................$50.00
Marvel, Non-Coin Operated........................54.00
With Ball Gum Vendor..............................59.00
American Eagle, Plain.............................50.00
With Ball Gum Vendor..............................55.00
American Eagle, Non-Coin Up.....................54.00
With Ball Gum Vendor..............................59.00
Gumbler (5c Play)..................................54.00

GOTTLEIB
Deluxe Gumbler.....................................249.50

PIONEER
Smiley...............................................39.50


AMUSEMATIC CORP.
Lite League.........................................$425.00

AMUSEMENT ENTERPRISES
Bowl "O" Ball (12 ft.)...............................375.50
C"A" Jump (6 Ft.)....................................329.50

AMUSEMENT ENTERPRISES, INC., N. Y.
Bank Ball...........................................$375.00

BALLY
Undersea Raider....................................$399.50

CHICAGO COIN
Gumbler.............................................$252.00

EVANS
Ten Strike..........................................$372.50

GENCO
Total Roll..........................................$325.00

HIRSH COIN MACH. CO.
Red Ball............................................$395.00

MAX GLASS MFG. CO.
Champion Hockey...................................$289.50

INTERNATIONAL Mutoscope
Photomatic..........................................$1495.00

JAG
Voice-Of-Graph....................................1495.00

MUNYEX
Roll-A-Ball..........................................$379.50

METROPOLITAN COIN MACH INC.
Skill Bowl..........................................$999.50

WISCONSIN NOVELTY
Bow-J-A-Way.........................................$375.00
The Cash Box

Week of July 15, 1946

C.M.I. BLUE BOOK

REVAMPS

Action ........................................... from—Starr
Ajax ........................................... from—Score Card
All Out ........................................ from—Cross Line
Archery ........................................ from—Cadillac
Arizona ........................................ from—Sunbeam
American Beauty ................................ from—Attention
Battle ........................................... from—Zombie
Big Tent ........................................ from—Big Show
Big Three ....................................... from
Big Top of ’45 ................................ from—Twin Six, Clover,

Sky Bay

Bingo ............................................. from—Lite-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—Rosy
De-Icer .......................................... from—Red, White & Blue
Destroyer ....................................... from—Cadillac
Dive Bomber .................................... from—Formation
Eagle Squadron ................................. from—Big League,

Big Town

Easy Pickin’ ...................................... from—O’Boy
Falling Suns .................................... from—Ten Spot
Fan Dancer ...................................... from—Rocx
Flash ........................................... from—Punch
Flat Top .......................................... from—Broadcast, Croxline
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
Klanet ........................................... from
Klipper .......................................... from—Knockout

Knock-Out-The-Japs ............................ from—Knockout

Parade Leader ................................ from—Drum Major
Paratroop ....................................... from—Powerhouse
Peacherino ..................................... from—Jolly
Pep ............................................... from—Wow
Playtime ........................................ from—Gold Star
Pin-Up Girl ...................................... from—Silver Skates
Production ...................................... from—Blondie
Rat ................................................ from—Zig Zag
Redheads ....................................... from—Blondie
Roll Call ........................................ from—Vacation
Sallosettes ’42 ................................. from—Follies ’40
Scout Commander ......................... from—Fleet
Sea Power ...................................... from—Four Roses
Sentry ......................................... from—Leader
Shungril-Lee ................................... from—Mr. Chips
Sink-The-Jap ................................... from—Seven Up
Sixty Grand ................................. from—Big Town
Sky Rider ....................................... from—Pan American
Slap-The-Jap .................................... from—Stratoliner
Smak-The-Jap ................................ from—Ten Spot
South Seas ...................................... from—Knockout
Luxury .......................................... from—Rotation
Marina-at-Play ................................. from—Flicker
Midway ......................................... from—Zombie
Nite Club ....................................... from—Formation
Nine Bells ....................................... from—Mr. Chips
Over-The-Top ................................. from—Powerhouse
Speedway ....................................... from—Entry
Spot-Cho ........................................ from—Attention
Stage Door Lanner ......................... from—Liberty
Starlight ........................................ from—Triumph
Stepper .......................................... from—Blondie
Strip Tease ..................................... from—Chi-Coin Games
Torpedo ......................................... from—Formation
Trade Winds ................................... from—Sky Blazer
Triple Entry ................................... from—Home Run
Wagon Wheels ................................. from—Duplex
White Sails ................................... from—Silver Spray
Yankee Doodle ................................ from
Zingo ............................................. from—Maskot, Attention,

Zingo ............................................. from—Silver Skates, Air Force
Liberty .......................................... from—Flicker

REVAMPED ONE-BALLS

All-American Derby .......................... from—Sport Special,

Record Time

Big Three .......................................

Dust Whirls ................................... from—Club Trophy
Fast Track ...................................... from—Sport Page, Blue Ribbon
Foreign Colors ................................ from—Owl
Pastime ........................................ from—Turf Champs

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

Sport Special
ATTENTION!

MUSIC OPERATORS
RECORD STORES

RUNYON SALES CO. OF N. Y., INC.

ANNOUNCES THEIR APPOINTMENT AS EXCLUSIVE DISTRIBUTORS FOR THE FOLLOWING TOP INDEPENDENT LABELS...

EXCLUSIVE — MODERN — G & G — LAMPLIGHTER — PACIFIC — SAN ANTONIO — EXCELSIOR — BELTONE — GILT EDGE — FOUR STAR — WESTERNAIR

WE HAVE THE MOST COMPLETE STOCK ON HAND — READY FOR IMMEDIATE SHIPMENT — ORDER NOW!

EXCLUSIVE — 65c

<table>
<thead>
<tr>
<th>Quantity</th>
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<tr>
<td>216</td>
<td>Caravan You Ain't Goin' To Heaven No How Joe Liggins &amp; &quot;His Honey Drippers&quot;</td>
</tr>
<tr>
<td>220</td>
<td>Nothin' Ever Happens To Me Jumpin' At The Jubilee Basic Street Boys</td>
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<tr>
<td>221</td>
<td>With My Heart In My Hand It Ain't Gonna Be Like That Johnny Moore and His 3 Blazers</td>
</tr>
<tr>
<td>222</td>
<td>I Left My Heart In Mississippi I'm Just A Lucky So-And-So &quot;Herb&quot; Jeffries</td>
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<tr>
<td>225</td>
<td>I Said My Heart to the Junkman Voot Nay On The Vot Nay Basic Street Boys</td>
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MODERN — 65c

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<tr>
<td>119</td>
<td>Air Mail Special Splat Happy Johnson Sextet</td>
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<td>127</td>
<td>I'm Drunk Jive I Like Pearl Traylor</td>
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<tr>
<td>134</td>
<td>Warsaw Concerto Part 1 &amp; 2 Johnny Moore's 3 Blazers</td>
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<tr>
<td>129</td>
<td>Mean &amp; Evil Blues Blues Russel Jacquet</td>
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PACIFIC — 65c

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<tr>
<td>601</td>
<td>7th Street Boogie Reconversion Blues Ivory Joe Hunter</td>
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<tr>
<td>602</td>
<td>Boogin' In The Basement Don't Leave Me Ivory Joe Hunter</td>
</tr>
<tr>
<td>607</td>
<td>C Jam Blues Back Fat Boogie Nick Esposito</td>
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<tr>
<td>608</td>
<td>Jump Safari Opus Five—Jake's Jive Jake Porter</td>
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<td>609</td>
<td>Bad Luck Blues Tavern Swing Ivory Joe Hunter</td>
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BEL-TONE — 49c

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<tr>
<td>761</td>
<td>Slim's Jam Santa Moneca Jump Slim Gaillard &amp; Orch.</td>
</tr>
<tr>
<td>762</td>
<td>Chicken Rhythm Mean Pretty Mama Slim Gaillard &amp; Orch.</td>
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<tr>
<td>7004</td>
<td>The Igiddy Song My Bonnie Lies Over The Ocean The Todds</td>
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<tr>
<td>7005</td>
<td>Apple On A Stick Put On Your Old Gray Bonnet The Todds</td>
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<tr>
<td>7006</td>
<td>I'm A Bad Bad Boy Take It And Shake It Roberts Bros. Trio</td>
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<tr>
<td>7007</td>
<td>I Must Have That Man Solitude Valaida Snow</td>
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<tr>
<td>7008</td>
<td>Frustration Caravan Valaida Snow</td>
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BEL-TONE — 49c

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<tr>
<td>7002</td>
<td>I Want A Girl Oh, Dem Golden Slippers Henry Patrick &amp; Tavern Boys</td>
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<td>2010</td>
<td>Tuitti-Fruitti Slims Cement Boogie Slim Gaillard</td>
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<tr>
<td>20-6</td>
<td>One Root Beer Paprika Billy Krechner &amp; His Jam Session</td>
</tr>
<tr>
<td>20-5</td>
<td>Get The Idea Matinee Billy Krechner &amp; His Jam Session</td>
</tr>
</tbody>
</table>

Terms: ½ Deposit, Balance C.O.D. Send For Our Release Sheets!
WANTED TO BUY!

BALLY ONE-BALLS
FAIRMOUNT
BALLY TURF KING
BALLY JOCKEY CLUB
SPORT KING
KENTUCKY
LONG SHOT

MILLS ESCALATOR
TYPE SLOTS

MILLS 4 BELLS
MILLS 3 BELLS

MILLS JUMBO PARADES
COMBINATION FREE PLAY AND CASH

KEENEY SUPER BELLS
COMBINATION FREE PLAY AND CASH

BALLY CLUB BELLS

BALLY HIGH HANDS
WRITE — WIRE — PHONE
STATING QUANTITY AND PRICES

M. S. WOLF
DISTRIBUTING COMPANY
1348 VENICE BLVD. LOS ANGELES, CALIF.
(PHONE: PROSPECT 4131)
It's the newest member of the famous Personal Music family. This baby is going places, and alert music merchants who get aboard now will be "in the groove with the heavy money." You can make big, multiple profits with a Personal Music system every day. It is a sound music merchandising system.

1. Personal Music boxes are separate money makers; each box takes in money for you at the same time because customers at each table or booth pay for their own music.

2. Patrons like Personal Music because it's personal music. It is full toned, correctly amplified, personalized enjoyment — six minutes for a nickel. Their conversation is not overpowered by room-filling music.

3. Personal Music units do not interfere with customer service; they are only 6½" high. They require no valuable floor space and allow plenty of space for customer service.

4. Personal Music boxes are easy to keep clean. They are sleekly designed in shiny, eye-catching chrome with no dust-catching gadgets.

5. Installation and maintenance are simple because the record player is in a central studio, and telephone wires transmit the music to locations, eliminating title strips and record changing at the locations.

6. Personal Music systems are scientifically designed and exactingly built . . . this is the only complete music system in which every part is as perfect as scientific sound experts have thus far built.

For information on this profitable, popular method of music sales, call or write us today.

HOME OF PERSONAL MUSIC

PERSONAL MUSIC CORPORATION
P. O. Box 720, Highway No. 1, Newark, New Jersey
Telephone Bigelow 8-2200
Joe Munves Plans Many New Games

CHICAGO — It's a far cry since 1918 when Joe Munves was operating and collecting his pennies in a pail as he made his rounds in a horse and buggy. "Times certainly have changed," he reported this past week.

Munves recently bought out the Pioneer Coin Machine Company and started his own firm to be known as Munves Manufacturing Corporation. Temporarily located at 2634 North Laramie Avenue, Chicago, Munves Manufacturing Corporation will move in the early fall to its new large quarters at 158-164 East Grand Avenue, where the entire building will be occupied.

Several revolutionary ideas will be incorporated in the new games which Munves Manufacturing Corp. will make. Backed by the experience of Joe Munves of more than a quarter of a century in the business, new designs, new engineering and new merchandising ideas are promised.

Munves background of experience is well known in the industry. He has often loaned this experience and knowledge of the needs of distributors and operators toward progressive development. As an operator, he has assisted in the designing of hundreds of arcades, including the famous Mardi Gras arcade on Broad-

way. His book, "Profits In Pennies" went over big a few short years back.

Munves pledges that every new Munves game will be completely location-tested to satisfaction of operators before being distributed.

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 easy-point installations.
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 attached. Ideal for use on marble-top fountains.
Streamlined molded exterior incorporates unique design which enables wires (including 10 conductor cables) to be concealed in the slotted main upright.
Holes, drilled and tapped on upper support, permit easy installation and changes from one machine or model box to another moving bracket. An additional feature provides for use as a conventional bracket employing the use of screws.
$795
PER PAIR
F.O.B. Wichita

MONEY BACK GUARANTEE. ORDER A SAMPLE, IF BRACKET UNSATISFACTORY WE WILL RETURN YOUR MONEY.
WRITE FOR DESCRIPTIVE CIRCULAR.

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

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
NO NEED TO!

Ah say, what a lazy, leisurely, life you'll lead . . . when you "get on the ball" with Bank Ball! Oh, maybe we are exaggerating a little . . . but Bank Ball does have everything an operator could ask for.

Bank Ball has tremendous "play appeal". New competitive scoring features, vivid, eye-catching light-up, quieter alleys. Bank Ball is sturdily constructed of strongest materials. Built for long play and big profits.

Write or wire today for name of your nearest Bank Ball Distributor. Join the operators everywhere who agree that Bank Ball is . . .

"Quick to Click"

Large Appliance Firm Recognizes Cig Machine’s Advsg. Value

By BERT MERRILL

Special to The Cash Box

COLUMBIA, MO. — Claimed as the largest appliance store in Missouri, outside of Kansas City and St. Louis, the Missouri Home Appliance Company opened for business here recently.

Its owner, the Missouri Store Company, plans to enter the appliance field aggressively on the theory that "the fellow with the money who sticks to the field will make a go of appliance selling."

To get the new store's name before the public, the company is sponsoring a news broadcast over the local radio station, is buying newspaper space in local papers regularly, and has recently made arrangements with the local cigarette machine ops to have match folders stamped with the name "Missouri Home Appliance Company" accompany each pack of cigarettes bought from a machine.

The cigarette vending arrangement covers every cigarette machine in Columbia for a period of four months.

AMUSEMENT ENTERPRISES, INC.

GEORGE PONSER
IRVING KAYE
2 Columbus Circle, N.Y. 19, N.Y.
Phone: Circle 6-6511

14-Ft. Size
Pictured Here

9-FOOT SIZE $375.00
12 and 14 foot Sizes — Prices on Request.

ORDER FROM YOUR NEAREST DISTRIBUTOR!

N. Y.
Detroit, Mich. — Explaining that proper alignment is the secret of servicing the Aireon "Electronic Eared" phono, is Leonard Branson, factory representative. Aireon engineers conducted the first of a series of service schools at the Marquette Distributing Co., this city.

Left to right on the platform are: Bill Brase, Aireon's field service director, Ed Saylor, Port Huron operator, and J. R. Ebert, also of Port Huron, Mich.

Attendance was reported to be "beyond all expectations, with more ops from all over the firm's distrib area reporting in all day long."

FOR NEWS ON THE LATEST RELEASES
GET ON OUR MAILING LIST TODAY!

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MARKET 2456
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ACTIVE AMUSEMENT MACHINES COMPANY
5737 BROADWAY
CHICAGO 40, ILLINOIS

WANTED TO BUY FOR CASH
Chester Pallad Golf Machines $15.00
Chester Pallad Football Machines $20.00

Need not be in working condition
but must have all parts.

IDEAL NOVELTY COMPANY
2032 Locust St.
St. Louis 3, Mo.
Phone: FRanklin 5544

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

P & S FREE PLAYS ARE PROVEN WINNERS
Eagle Squadron
Production

From — Big League
from — Big Town

Shangri-La
from — Boulder

Eagle Squadron
from — Kismet

From — Force

Thorpedo Patrol
from — Our Latest

From — Powerhouse

Eagle Squadrons
from — Hollis

PUNCH, TOPS, FORMATION AND POWERHOUSE
See Your Distributor or Write To —

P & S MACHINE CO.
2017-19 N. Sheffield Ave., Chicago 14, Ill.
Wisconsin Appeal Board Rules Forced Pinball Sale is Not Tax Exempt

MADISON, WIS. — Regardless of the fact that this state ruled pinballs to be illegal and therefore forced many ops to sell their games, the profits from which sales were invested in other businesses almost immediately, the Wisconsin Board of Tax Appeals has ruled that owners of gambling equipment who were forced to sell because of the state's crackdown won't get any "financial windfalls" by claiming their sales profits exempt from taxation.

The board decided the issue in a case involving James Stecher of Milwaukee. The state has been attempting to collect $675 from Stecher on "additional income" which Stecher claimed was exempt from taxation.

Stecher sold his machines shortly after suit was started in the Milwaukee Circuit Court to avoid pinballs declared a public nuisance. The court later ordered him to sell the games or get them out of the state.

Stecher bought restaurants and property with the proceeds from the sale of his machines and claimed that the proceeds should be tax exempt because he had been "forced" to sell. He claimed his "liquidation" had been "involuntary conversion" of his assets. The board of tax appeals denied his claim.

The board noted, "argument appears to be rooted in the unfounded premise that the legislature intended to afford tax relief to owners of gambling devices who dispose of their property at a profit".

The board also reported, "If we accept the petitioners' view . . . we would be required to conclude that one owning and disposing of slot machines at a gain and using the proceeds to acquire other property may qualify for exemption."

Bikini Atom Bombardier Called "Lemon Bar" by Crew

NEW YORK — One of the stories emanating since the dropping of the atomic bomb on Bikini is the fact that Major Harold E. Wood, bombardier on the flight that dropped the bomb, is reported by Major Woodrow P. Swancutt, pilot of the atomic bomber "Dave's Dream", to be called by the crew "lemon bar".

Here's the way Major Swancutt explains it, "Woody doesn't carry any good-luck piece. He used to have an old cigarette lighter but sent it to the factory for repairs. He's our champion slot machine player, though. We call him 'lemon bar'."

Which brings the pun to light as to whether the bomb dropped by Major Wood was also a "lemon"?
Chrome Cabinet Assemblies

Custom Built!

Better Built by Buckley —

YOUR GUARANTEE!

✓ 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
COPPER WRINKLE

WATLING 5c ROLATOPS
Rebuilt and Refinished
Look and Operate Like New, $95.00

Write for Complete List of Replacement Parts

BUCKLEY TRADING POST

4223 WEST LAKE STREET
CHICAGO 24, ILLINOIS

(ALL PHONES: VAN BUREN 6636-6637-6638-6533)
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 I want chutes on your phonograph. Chutes cannot be said separately, as they will not work in conjunction with chutes new or old machines. However, once you buy a complete Health 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 defacing of phonograph in any way. Heath Unit fits in same opening of phonograph cabinet. Heath Unit has some overall dimensions as the three chutes it replaces. Heath Unit has been tested on location several weeks. We know it is right. This unit is manufactured for our exclusive world-wide distribution by one of America’s most rep-utable manufacturers. They have had years of experience and use only best materials. Unit is nickel plated and has brass slides.

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

Be sure to order by model numbers. The Number 1 Unit fits 412 and 616; the Number 2 Unit fits 612 and 24’s, and the Number 3 Unit fits 500’s. Remember this is a proven product.

These coin chutes are as neat as snug proof as 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.”

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

HEATH DISTRIBUTING CO.
217 THIRD STREET
MACON, GEORGIA

(Phones: 2681 and 2682)

TWO OF THE MOST PROFITABLE OPERATORS’ MACHINES EVER BUILT

PHOTOMATIC • VOICE-O-GRAPH

(TRADE MARK)

SEND FOR THE SPECIAL SELLING PLAN
INTERNATIONAL MUTOGRAPH CORP.
44-01 ELEVENTH ST. (W. RABIN, President) LONG ISLAND CITY 1, N.Y.
1946 — Our 51st Year of Service

Looking at New Bally Draw Bell

SAN FRANCISCO, CAL. — Group of noted columnists gathered around Al Sleight, Bally’s west coast regional director and Johnny Ruggiero of the Jack R. Moore Company, this city, to look over Bally’s new console, Draw Bell.

Reading from left to right: Al Sleight, Ben Sarkisian of Fresno, Cal., Bill Moller, local manager for CMAC, Johnny Ruggiero and Antone Munkdale, San Francisco op.

According to Johnny Ruggiero, “By the interested look on these faces you can instantly tell that the boys went all out for Bally’s new console, Draw Bell.”
U. S. MAKES PINS PAY $100 TAX FOR PAY-OFF

INDIANAPOLIS, IN.-Several operators of pinball machines here were forced to pay the $100 Federal gaming machine tax after Federal agents found the games paying off.

Visiting city spots, as undercover men, the Federal agents found several pinball operators were paying off on their machines. The operators were called in and were forced to purchase the $100 "gaming" license instead of the regular $10 "amusement" license.

In the meantime police immediately began scouring the city where these new Federal gaming licenses were issued, to check up on all machines.

The sheriff was also pulled into the check up and made a general appeal to the public to advise him wherever they come across such machines.

Old Regina Music Box

WINSTON-SALEM, N. C. — The above music box made by the Regina Music Box Co. of Chicago and patented Dec. 17, 1889, is still operating and the 40 selections of the 27 inch steel discs are still being used. Original price was an expensive $210 and the price of the discs $2 each. Each disc plays 1 minute and 30 seconds and one complete winding will let the machine play 20 minutes without stop. The machine is owned by Cecil H. Childress of this city.

TREASURY DEPT. CLAIMS CIG WASHINGTON, D. C. — The Treasury Department reported this past week that cigarette machines and piggy banks were gobbling up all the pennies and the mints are working double shifts to make more.

It seems that the penny saving craze made trouble enough for the Treasury, but when the OPA raised the price of cigarettes in vending machines all banks throughout the country began to call in for more and still more pennies.

In fact, one cigarette vending firm here is reported to be using a ton of pennies a day in the three cents change that goes into the packs of cigs in their machines.

Music Operators in Greater N. Y. and Connecticut

You are cordially invited to attend THE PREMIER EASTERN SHOWING of the Sensational CHALLENGER '47 AUTOMATIC PHONOGRAPH July 16th and 17th, 1946 12 noon to 8 p.m. at The Park Central Hotel Gothic Room 7th Avenue and 55th Street New York City Exclusive Factory Distributors H. ROSENBERG CO., INC. 625 Tenth Ave., New York 19, N. Y.

OH BROTHER, GOOD NEWS!

JENNINGS’ NEW 50¢ PLAY SILVER EAGLE IS ON THE WAY!

WE HAVE WHAT WE ADVERTISE!

REAL BUYS!

Jumbo Parody late, Free Play $1.50 John 1938 Kennedy Track Time A-1 75.00 Mills $1 Silver Chrome reb. 215.00 ARCADE Meteorange Punching Bag 565.00 Exhibit Punching Bag 45.00 Punch Me Hard 35.00 Striking Clock 45.00

MUSIC

Seberg Colonial RCES 523.00 Seberg Cadet RCES 445.00 Wurlitzer 650 440.00 Wurlitzer 34 375.00 Seberg Regal 399.50

OLESHEIN DISTRIBUTING CO.

1150-52 Broadway
(Tel. 5-2228)
Suritz Named Sales Mgr for Majestic Records

UNITED

Challenger 47 PhonoGraph EVANS TEN STRIKE AND CONSOLES

Delivering

Chicago Coin Goalee—Genco Total Roll—Bally Challenge—Champion Hockey—Bally Surf Queen and Other Games.

Quality Used Machine Buys of the Week

Drive-mobile conversion through Santa Anita (1 Ball P.O.) $ 94.50
Seeburg Hiawatha BC 345.50
Evans Lucky Luke 41 149.50
Wurlitzer Hiawatha—24 unit 295.00
Wurlitzer Hiawatha—King 13 250.00
Wurlitzer Hiawatha—Twin 12 245.00
Calico Enamel, 10c 3/5 P.O. 49.50

Write today for your price list — Terms: 1/3 Certified Deposit

Wisconsin's Leading Distributors

UNIVERSAL COIN MACHINE COMPANY

6304 W. GREENFIELD AVE. PHONE, GR-6772 MILWAUKEE 14, WISCONSIN

IN THE "PEACH STATE" IT'S

HEATH

Representing the Leading Manufacturers

H. C. EVANS CO. • O. D. JENNINGS & CO. • BALLY MFG. CO. • D. GOTTLIEB & CO. • DAVAL PRODUCTS CORP. • ABT MFG. CO.

Exhibit Supply Co.

Place your order today for your outstanding equipment — We are making fast deliveries.

HEATH DISTRIBUTING COMPANY

217 THIRD STREET (PHOTOS 2681-2682) MACON, GEORGIA

It's what's in the case, not what's out that counts
ACTION SPEAKS LOUDER THAN WORDS

Just set a Jennings Standard Chief within sight of players and the ACTION play becomes terrific!

THE FAMILIAR SYMBOL OF JENNINGS' TOPS IN QUALITY SLOTS

3 OF THE 75 JENNINGS DEALERS AND DISTRIBUTORS FROM COAST TO COAST...

* W. O. FORTNER
  Carmi, Illinois

* ARK-TENN. DISP. CO.
  1202 W. Seventh St., Little Rock, Ark.

* PALISADE SPECIALTIES CO.
  498 Anderson Ave., Cliffside Park, N. J.

O. D. JENNINGS AND COMPANY
4307-39 WEST LAKE STREET • CHICAGO 24, ILL.
**Lack of Freight Cars Holds Up Deliveries**

CHICAGO — Coin machine firms throughout the Midwest are complaining that deliveries of machines are being held up by lack of freight cars. In addition to these complaints is the statement by some of the colonists that “Automobile manufacturers seem to be getting all the cars they need.”

It is understood, of course, that many freight cars are being rushed to the wheat belt area at this time due to the fact that the bumper wheat crops are now being piled up on the ground for lack of freight transportation.

One manufacturer here complained that not only can he not get the 50 foot freight cars he needs for shipment of his machines but, when he does get them, there are no blocks in the cars.

This condition is expected to prevail well into the fall months and many of the coin machine factories are planning means and ways to circumvent this problem.

**Warns Ops to Buy Federal Stamps Now**

NEWPORT NEWS, Va. — Joseph D. Eggleston, Jr., deputy collector for internal revenue department, this area, sent out a press warning in the “Times-Herald,” local newspaper here, that all coin machine operators had best get their stamps now, before August 1, to avoid paying any penalties.

He stated, “All establishments that have obtained stamps heretofore should obtain them before the end of July, while all new businesses with any devices indicated must obtain the license stamps the first month of business.”

**Reports Complaints on Coin Laundries**

NEW YORK — H. A. Glasser, vice president of Colen-Gruhn Co., Inc., distributors for home appliances and records, reported to the press here this past week that they had received many complaints from individuals who had attempted in vain to purchase home laundries, only to see such units installed on a coin-operated basis in their neighborhoods, and from dealers who maintained that they were the object of discrimination in such sales.

**Wants Rival Candidates to Give Slot Stand**

STEVENS POINT, Wis.—The “Journal,” local newspaper, this city has asked that the candidates for the governorship of this state, “should have some words to say on the question and issue of the return of slot machines to Wisconsin.”

This was also picked up for an editorial by the Oshkosh “Northwestern” paper and this paper also questioned the rival candidates as to their stand on whether slots would or would not return to this state.

**Hear Their Record on AMI**

NEW YORK — Frankie Lester and Nancy Reed of Hal McIntyre’s orchestra listen to their latest Cosmo Record on the new AMI Model “A” phono. The McIntyre orchestra and both vocalists are now playing at the Meadowbrook in Cedar Grove, N. J., where they are getting a marvelous reception.

**GUARANTEED PERFECT LONGACRES THOROBREDs**

$300.00 EACH

NEW ORLEANS NOV. CO.

115 Magazine St. New Orleans, La.

(Phone: RA 7904)

**5 Brothers Start Coin Laundry Chain**

NEWARK, N. J. — Jacob, Nathan, Harris, Daniel and Sol Sobol of this city have started a chain of Laundrette stores throughout this area.

Their first store was opened at 471 Clinton Ave., this city, and other stores have already been arranged for in Vailsburg and North Newark.

Three of the brothers have just been honorably discharged from the armed services. They intend to make their Laundrettas the most outstanding in the country, they reported.

**UNIVERSAL AMPLIFIERS**

Model A $54.50

Model B 74.50

**TITLE SHEETS**

Printed 2 Sides—Red Perforated

1,000 Sheets (200, Strips) Price per

1,000 Sheets $35.20—Net Cost $30.00

1,000 Sheets (100, Strips) Price per

1,000 Sheets $22.50—Net Cost $20.00

10,000 Sheets (500, Strips) Price per

1,000 Sheets $35.20—Net Cost $30.00

25,000 Sheets (1,000, Strips) Price per

1,000 Sheets $108.00—Net Cost $75.00

**DISTRIBUTORS**

Special Low-Cost Deal

We have a special low-cost deal on the above based on quantity purchases.

WRITE TODAY!


1/3 Deposit, Balance O.0.D. Shipments made by Railway Express unless otherwise instructed by you.

JAFCO, INC.

JOHN A. FITZGERALD, Pres.

778 TENTH AVENUE NEW YORK 19, N. Y.

(Phone: Columbus 1-7796)

**Don’t Get Caught!**

SELL YOUR USED MUSIC EQUIPMENT NOW!

- **IMMEDIATE CASH**
- **HIGHEST PRICES**

Send us your lists of machines on or off location. Our representative will 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!

**East Coast DISTRIBUTORS, INC.**

415 PRELINGHUYSEN AVE., NEWARK 3, N. J. Bigelow 8-3524
A BRAND NEW, COMPLETELY DIFFERENT AND REVOLUTIONARY TYPE AMUSEMENT MACHINE! CHOCK-FULL OF SUSPENSE — ACTION — THRILLS — AND COME-BACK PLAYER APPEAL! DOUBLES AND TRIPLES THE BEST PROFITS YOU'VE EVER EARNED ON ANY TYPE LOCATION! 100% PRE-TESTED!

JUST ASK YOUR DISTRIBUTOR TODAY!!

M. S. WOLF DIST. CO. Los Angeles & San Francisco, Cal.

SHAFFER MUSIC CO. Columbus, Ohio

HUB ENTERPRISES Baltimore, Md.

BADGER NOVELTY CO. Milwaukee, Wis.

KING PIN GAMES CO. Kalamazoo, Mich.

THE VENDING MACHINE CO. Fayetteville, N. C.

REX AMUSEMENT CO. Syracuse, N. Y.

TRIANGLE VENDING CO. Providence, R. I.

ADVANCE MUSIC CO. Kansas City, Mo.

MULLININX AMUSEMENT CO. Savannah, Ga.


A. M. AMUSEMENT CO. New Orleans, La.

V-P DISTRIBUTING CO. St. Louis, Mo.

H. M. BRANSON DIST. CO. Louisville, Ky.

SHEARER AMUSEMENT CO. Chattanooga, Tenn.

SOME TERRITORIES ARE STILL AVAILABLE

STANDARD GAMES, INC.

673 BROADWAY (Phone: SPring 7-2600) NEW YORK, N. Y.
WANTED TO BUY!

Will Pay \ Top Money

- BROADCAST
- CROSSLINE
- ATTENTION
- PAN-AMERICAN

- VACATION
- CHARM
- MYSTIC
- CRYSTAL

- MASCOT
- MARINES
- SILVER SKATES
- LIMELIGHT
- FLICKER

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

WRITE — WIRE — PHONE — TODAY!!!

MUNVES Manufacturing Corp.
2634 NORTH LARAMIE • NATIONAL 2727
CHICAGO 39, ILLINOIS

Happy Birthday

WM. B. (BILL) RABKIN

NEW YORK — Wm. (Bill) Rabkin, president of International Mutoscope Corp., this city, celebrates his birthday on Tuesday, July 16. According to an old proverbial birthday book we came across, the proverb for this day is, "Receive blessings with thankfulness, and afflictions with resignation."

DELIVERING RIGHT NOW

Bally

SURF QUEENS
(5-BALL, F.P.)
$327.50

VICTORY DERBY
(1-BALL, P.O.)
$646.50

VICTORY SPECIAL
(1-BALL, F.P.)
$661.50

WRITE! WIRE! PHONE US YOUR ORDER TODAY!

McCALL NOVELTY COMPANY
3147 LOCUST ST.
(Tel: JEFFERSON 1644-1645) ST. LOUIS 3, MO.

Reporter Writes About Color of Slot Stamps

OTTAWA, ILL. — C. C. Tisler, reporter for the "Republican-Times" of this city, writes to suggest that La Salle County, where the $100 tax went into effect on slots on July 1, make up a circular stamp for the machines featuring pea green and purple colors.

A very complete description of the circular sticker design is given with lots of irony attached to the suggestion.

He also suggests to the County Clerk that he need not yet issue the stamps to the ops here and through La Salle County until he has been so instructed by the county board.

In other words, this paper believes that perhaps some method can be found whereby no licenses will be issued for the machines leaving them hanging high and dry.

This is a long double column story devoted to the entire slot situation with much irony in it regarding players of the machines. In the meantime, licensing at $100 per machine went into effect in La Salle County.
"JET PROPELS" EARNINGS!

Superliner

Super APPEAL...
THE MAGIC BUTTON!

Super DESIGN...
NEW STREAMLINED CABINET!

Super PERFORMANCE...
CUTS SERVICE COSTS!
"THERE IS NO SUBSTITUTE FOR QUALITY"

ORDER FROM YOUR DISTRIBUTOR
D. GOTTLIEB & CO.
1140 N. Kostner Ave., Chicago 51, Ill.
SUPERLINER

"JET POWERED" ACTION
MAGIC BUTTON INCENTIVE
STREAMLINED DESIGN

DON'T DELAY—WIRE, PHONE OR WRITE YOUR ORDER TODAY!

• ADVANCE AUTOMATIC SALES CO.
  1350 HOWARD STREET
  SAN FRANCISCO 37, CALIF.

• WESTERN DISTRIBUTORS
  3126 ELLIOT AVENUE
  SEATTLE 1, WASH.

• WESTERN DISTRIBUTORS, INC.
  1226 S.W. 16TH AVENUE
  PORTLAND 5, ORE.

AMOA Set Date
For Annual Banquet

AL. DENVER

NEW YORK—The Automatic Music Operators Association, this city, have set Saturday, October 5 as the date for this year's banquet.

As usual the affair will be held at the Waldorf-Astoria Hotel, Starlight Room, and the executives of the association are planning on a record attendance.

Al Denver, president, informs us that the committees have been chosen and they are beginning to work out the many details. Al claims that there will be more recording artists on hand to entertain the guests than in any previous year.

Barney Schlang, AMOA manager, is already calling on coinfirms for advertising in the annual banquet journal. He expects the 1946 issue to be bigger and better than ever.

Last year the entire Starlight Room was sold out many months prior to the date of the affair. A large number of out-of-town guests are again expected this October. These men are asked to arrange for tickets immediately.

AOLAC PRAISED BY CALIF. ORGANIZATIONS

LOS ANGELES — Samuel (Curley) Robinson of AOLAC (Associated Operators of Los Angeles County, Inc.) revealed a series of letters received this past month which praised AOLAC for its great charitable efforts.

Among these were letters from St. Mary's Church; The Optimist Club of Studio City, Calif.; The Beverly Hills Post No. 811 of the Veterans of Foreign Wars of the United States; The Pacific Coast Showmen's Association and the American Legion, Poppy Post Number 386, Los Angeles, Calif.

There were also many more letters of thanks received but haven't as yet been released by AOLAC.

Hot Coffee and Soup Vendors Attract Press

CEDAR RAPIDS, Ia. — The "Gazette", local newspaper, this city, devoted almost two full columns of its June 23 issue to tell its readers all about the fact that very soon they will be able to put a nickel in a coin chute and obtain hot coffee and hot soup.

Most interesting is the comment regarding the hot coffee and soup vendors which seemed to attract most interest here. Also in this item the frozen food vending machine idea as well as hosiery and other automatic selling angles are mentioned.

Coin changers, too, come in for their share of mention in this story and the writer states, "You will deposit a dime, for instance, and receive a five cent product and a nickel in return."

"The writer also goes on to state, "Coin machines, well nurtured on pennies, nickels, dimes, quarters, halves and sliver dollars, have become fixtures in vending, service, music and amusement fields."
YOU CAN'T BEAT
Gottlieb's New Sensation
SUPERLINER

NEW!
THE MAGIC BUTTON
STREAMLINED CABINET
MECHANICAL PERFECTION

GOLD COAST
COIN MACHINE EXCHANGE
2844 W. PICO BOULEVARD
LOS ANGELES 6, CAL.

in the sales department and also do field work.
Plans for an extensive advertising campaign are in the making. Plans include use of the New England daily newspapers in addition to a broader use of the trade papers.
Ads will carry a general message so that the general public will become better acquainted with the operations of the industry. He feels that a productive public relations plan will help the operators in New England. By constant use of all the advertising mediums the public will become more familiar with coin machines, an added interest will be created, and when machines are seen on locations they will get faster approval.
Walter Winchell Picks Capitol Disk

NEW YORK — Walter Winchell, the nation's best known columnist, and who has been picking them with amazing precision as far as hit records are concerned, this past week (Wednesday, July 10) reported that, "A Capitol disc, 'Riki-Jika-Jack', gives every hint of being a best selling platter."

Juke box men who have gone along with Winchell's choice reported that in almost every case he has picked them right.
BALLY RELEASES NEW CONSOLE

CHICAGO — First post-war Bally console, “Draw Bell,” is now coming off the production line, according to announcement by George Jenkins, vice-president and general sales manager of Bally Manufacturing Co.

Describing the “Draw Bell” as a three-red bell-fruit type console with a new hold-and-draw feature, Jenkins said, “It has all the flashy come-hither of the old familiar bell and cherry symbols, all the suspense of three spinning reels—plus a brand new feature whereby, if a player misses on the first spin, he can deposit a second coin, hold one or two reels and spin again to fill out a potential winning combination to an actual winner. For example, bars on the outside reels and a cherry in the middle. Who wouldn’t play a second coin to hold the bars and spin the center reel again to try for a third bar and a big juicy jackpot? But the first line-up doesn’t have to be that good to find plenty of second-spin coins. In fact, practically every non-winner has the “makin’ s” of a winner and players can’t resist a second spin.

“‘Draw Bell’ on test locations in both nickel and quarter play are outearning all other consoles and bells. Operators who want to see some really sensational collections should see their Bally distributor today for early delivery of Draw Bell.”

Palastrant Postcards About Old Times

NEW YORK— Ben. D. Palastrant, eastern regional director for Aireon Mfg. Corp., Kansas City, Kans., postcarded to friends here the following message this past week: “Things are really humming along at the Aireon factory here. Looks like old times. Am shipping two carloads to my eastern customers.

The card came from the Terrace Room of the Muehlenbach Hotel, Kansas City, Mo., which probably denotes that Ben is celebrating the big Aireon production schedule.

Billy Rose Kicks Back at Juke Box I. Q.

NEW YORK — Billy Rose, famous mighty mite of show business, kicked back at those who claim “our I.Q. is pegged to the juke box” with a very fine and humorous ad which appeared in the newspapers here and was repeated free as an editorial by the newspaper PM.

Billy doesn’t believe that getting in with the “fancy” folks is what made America great. His item is titled, “Pitching Horseshoes” and should be read by all coinmen.

Hercules "A NAME YOU CAN TRUST"

MUSIC—READY FOR DELIVERY!

Prices quoted insure delivery of machines that have been checked and cleaned carefully. The bargain you buy is in the quality delivered — not the price!

NEW EQUIPMENT FOR IMMEDIATE DELIVERY

PACKARD PLA-MOR WALL BOXES — $18.95

Packard “Out-of-This-World”

Genco TOTAL ROLL

Gottlieb SUPERLINER

Bally SURF QUEENS

Amusement Enterprise RAKE ROLL

Amusement Enterprise PINBALL

WRITE US YOUR REQUIREMENTS! WE CAN MAKE IMMEDIATE DELIVERY ON MOST MODELS FROM TERRORSOM STOCK ON HAND.

Genuine Westinghouse No. 1489 Gun Lamps

$7.50 Per Box of 10, Tax Included

HERCULES SALES AND DISTRIBUTING CO.

415 Frelinhoux Ave., Newark, N.J.

Cable Address — Herdisco

Dave Engels

Phone: Bigelow 8-3524

IRV. Orenstein

In Wisconsin

Aireon KLEIN DISTRIBUTING CO.

1600 W. Fond Du Lac Ave.

MILWAUKEE 6, WISC.

KILBOURN 2033-3

IT'S SENSATIONAL!

Gottlieb's

NEW

"Superliner"

THE GREATEST GAME

EVER BUILT!

Order Now from

REX COIN MACHINE DISTRIBUT. CORP.

821 S. SALINA ST.

SYRACUSE, N. Y.

1441 MAIN ST.

BUFFALO, N. Y.

1230 BROADWAY

ALBANY, N. Y.
Max Marston Show
Clicks Big

DETROIT, MICH.—Max Marston of the Marston Distributing Co., this city, reported this past week that his showing of the new AMI Model A phono at his headquarters in this city July 2 and 3 attracted a great number of Michigan’s operators.

In the above picture, left to right: Harry J. White, Detroit music op is shown admiring the new phono with Max Marston on the right of the picture.

Marston reported, “Operators from all over this state called to see the new AMI in our showrooms here and they acclaimed it as one of the most outstanding phonos ever presented to the trade. “

“We believe that this showing was one of the most attractive ever held. The operators are still talking about the machine and the orders we took assure the factory of the greatest distribution in its history in this state.”

__

WE HAVE IT!!!
Gottlieb’s
“SUPERLINER”

H. Z. VENDING & SALES Co.
1205 Douglas Street
Omaha, Neb.

BRAND NEW
COLUMBIA BELLS
AVAILABLE FOR
IMMEDIATE DELIVERY
AT FACTORY PRICES

TRIMOUNT
COIN MACHINE CO.
40 WALTHAM ST., BOSTON 18, MASS.
Tel. LIberty 9400

ALL SALES SUBJECT TO PRIOR ORDERS
ALL MERCHANDISE UNCONDITIONALLY GUARANTEED
1/3 Deposit with Order, Balance C.O.D. or S.D.
“Give Credit”

By SAMUEL (CURLEY) ROBINSON
Managing Director of AOLAC
Los Angeles, Calif.

Give credit where credit is due. Yes, and give it where it’s not altogether due. If you have been part of a project that was brought to success by your own work and also by the work of others, don’t be reluctant to pass the credit on. Submerge your own role, even though you feel the others had little, if anything, to do with the achievement.

For what is this thing “Credit”? If you claim it all for yourself, it is nothing and dies with you. If you pass it on, it is a magic substance that grows as you distribute it. Everybody feels strong and cooperative when given credit. And the giver becomes big in the eyes of the receiver.

The next time you ask people to work with you, they will give a much bigger part of themselves for your having given them the credit now. But if you grab all the credit, they will be reluctant to cooperate next time.

Human nature is eternally hungry for praise and recognition. The perfect food for this hunger is the credit, the written or spoken acknowledgement of service rendered. Give the credit, all of the credit, to the other fellow. It isn’t easy! But try it, even though you inwardly rebel. After you practice it long enough, it will become second nature with you. You will feel a million times happier, more CREDITABLE with your own heart than you felt when you weren’t passing the credit on.

SALE OF MUSIC MACHINES

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<th>Price</th>
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<td>Wurlitzer 1000</td>
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TERMS: 1/3 Deposit, Balance C.O.D.

H. BETTI & SONS
1706 MANHATTAN AVE. (Phone: UNION 3-4584) UNION CITY, N. J.
* Established 1932 *

Look To The GENERAL For LEADERSHIP

IT'S GENERAL FOR THE NEW GOTTLIEB SUPERLINER

- It’s here now! The finest creation of a noteworthy maker! Sensationally new in every detail, it is the greatest of the Gottlieb line of quality products.
- Established 1925
- Growing Steadily Ever Since

JOIN THE CHORUS THAT’S SHOUTING THE PRAISES OF

“TALKING GOLD” PLASTIC GRILLE CLOTH for Juke Boxes

"TALKING GOLD" gives you more Flash, more Beauty, more Eye-appeal per dollar of cost than any money that has ever been spent before to enhance the looks of a Juke Box!

"TALKING GOLD" is a beautiful "Four weeks old baby" that everybody wants to adopt! New York music-men are going for "Talking Gold" 100%. And other territories are lining up fast. A damp cloth keeps "TALKING GOLD" looking like new. No grill! No grime! No dirt!

"TALKING GOLD" gets attention and increases the play — AND PAY!

"TALKING GOLD" Plastic Grille Cloth — comes in sheets 20” x 50” (or multiples of this size.)

PRICE — 1c Per Sq. Inch. Full Sheet (1,000 Sq. In.) $10.00. Save waste — Save money! Buy large roll. Use as needed.

SPECIAL DEAL FOR DISTRIBUTORS WRITE TODAY FOR FULL PARTICULARS

THE CASH BOX
Page 54
Week of July 15, 1946

AL BLOOM, President  
TELEPHONE: LONGACRE 5-0371
ST. JOSEPH, MO. — American Airlines, Inc., located here, report that they are receiving requests for all sorts of merchandise to be shipped by air freight to distant centers.

One of the leading requests which they have been enjoying, they report, is that of slot machines being shipped to various parts of the nation. A large shipment is reported to have gone down to Texas.

FOR SALE

**CHICAGO—C. B. (Billy) DeSelm,** general salesman of United Manufacturing Co., this city, entertained many out-of-town visitors this past week who had heard it rumored that United was preparing to pop with a brand new surprise.


The Billy isn’t as yet letting the cat out of the bag on this new surprise, he did state, "When it does become known, through the trade, we believe that the entire industry will be very, very happy."

---

**DESERVES\' TUBE—**

O.P.A. CEILING PRICE $1.95

100 Tubes—O.P.A. Ceiling Price .................................. $1.35

All Tubes in factory sealed cartons and guaranteed

**WE CARRY A FULL LINE OF TUBES.**

Terms: 1/3 Deposit, Balance O.P.A., F.O.B. Elizabeth, N. J.

ATLAS VENDING COMPANY

410 No. Broad Street

Elizabeth, N. J.

LONGER RECORD LIFE!
QUALITY REPRODUCTION!
FEWER SERVICE CALLS!
AND MORE PROFITS WITH

**PFANSTIEHL**

New Coin Machine Needles

OPERATORS PRICE LIST

Subject to Change Without Notice

<table>
<thead>
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<th>Length</th>
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<td>Over 200</td>
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1/3 DEP., BAL. C.O.D., F.O.B. NEWARK

East Coast Distributors, Inc.

415 Frelinghuysen Ave. Newark 5, N. J.

Phones: Bigelow 8-3225

---

**MINIBRACKETS 90**

These Phonettes were on location less than six months and are in good condition. Simple hook-up — connect to a 616 midway. Can also be connected to studio wired music. These are 1c play, but can be easily recon

**EXPERIENCE 90**

The entire lot of

335 Phonettes

350 Brackets

45 Adapters

800 feet new cable

1500 feet used cable which can be used for connecting, etc.

WE WILL SELL FOR $4,750.00

Will ship F.O.B., N. Y. or your shipping instructions. 1/3 with order. Balance C.O.D.

Single boxes $15.00 each; adapters $15.00 each; Brackets 50c each; wire 10c foot.

NOTE: You would have to pay 4 times the price in comparison to the prices of other boxes on the market today.

**REGAL MUSIC COMPANY, Inc.**

127 AVENUE D

NEW YORK 9, N. Y.
Clicking With Personal “Measured Music”

WOOLF SOLOMON

COLUMBUS, O.—Woolf Solomon of Central Ohio Coin Machine Exch., this city, is reported to be doing one of the most outstanding jobs in this state on Personal’s “Measured Music” systems, according to Gary Weber of E. & W. Distributing Co., factory distri, for Personal Music Corp., in this state. “Woof is showing many music ops the way to bigger and better profits,” Weber reports.

COLOMBIA BELLS
Operator’s Price $145.00
F.O.B. MEMPHIS, TENN.

New Improved
1946 Columbia Twin Jackpot Bells are now ready for immediate delivery.
In Lots of 5—$127.50
In Lots of 10—$120.00

MUSIC SALES CO.
680 UNION AVE. MEMPHIS, TENN.
Phone S-8421

COLUMBIA BELLS
Operator’s Price $145.00
F.O.B. MEMPHIS, TENN.

New Improved
1946 Columbia Twin Jackpot Bells are now ready for immediate delivery.
In Lots of 5—$127.50
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MUSIC SALES CO.
680 UNION AVE. MEMPHIS, TENN.
Phone S-8421

POWER PACKED!
Gottlieb’s Super S-Ball
SUPERLINER
with the
MAGIC BUTTON

IN FULL PRODUCTION AGAIN!

HOTTEST GAME IN THE INDUSTRY!
ORDER FROM YOUR DISTRIBUTOR NOW!

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

DRASTIC REDUCTIONS!

Arcade
4—KING PIN
1—TEN STRIKE, HD P.P.
3—AIR RAIDER
4—SUN GUN
2—SKY FIGHTER
3—SHOOT-THE-CHUTE
One Balls
6—BLUE GRASS
6—CLUB TROPHY
7—‘41 DERBY
5—FORTUNE
10—LONG ACRE
2—LONG SHOT
6—PIMILCO
3—SPORT SPECIAL

Consoles
3—BAKER’S PACER DD
1—BIG TOP, FP
2—BALLY CLUB BELLS
2—HIGH HAND

ALL EQUIPMENT GUARANTEED TO BE
IN EXCELLENT SHAPE

* * *
WRITE WIRE PHONE TODAY
*
First Come First Served

BELL PRODUCTS CO.
2000 N. OAKLEY Humboldt 3027 CHICAGO 47, ILL.
Ohio Phono Ops to Resume "Hit Tune"

Cleveland, O. — Jack Cohen, president of the Phonograph Merchants Assn., this city, reports that plans are under way to once again resume their "Hit Tune of the Month" feature which appears in car cards, displays, title strips, publicity service and newspaper and radio.

August has been tentatively set as the first month for resumption of this plan which won much national comment for this organization.

Funds to cover the promotion of the tunes will come from an appropriation of $5 per phonograph being operated by the members of this association here.

Recording firms and distributors will be invited to participate in the promotion of their records by contributing to the campaign. All extra funds from this source, the association claims, will be used for newspaper advertising. "The more contributions received," they state, "the larger the advertising campaign."

The "Hit Tune" for the month of August will be selected thru Stanley Anderson, who conducts a radio column for the Cleveland Press, newspaper here. He will run the contest in his column thru July 5, 6 and 7, inviting the public to pick the hit tune from ten suggested numbers. The song getting the largest number of votes will then become the hit tune for August.

The hit tune will then get a complete advertising and publicity promotion by the association here to get the public to play the record on the juke boxes of the organization members in this city.
Art Rich Licenses New Records for Use in Coin Operated Phonos

GARVEY, CAL.—Art Rich of Rich Records, Inc., 3638 S. Gladys Ave., this city, has just announced production on a new label for the juke box business which will feature the following statement, "Licensed for use in coin operated phonographs and radio broadcasting."

This is the first such label which has yet appeared in the coin machine business. It will be extremely interesting to the trade to see how it reacts to this new record.

The average juke box operator has been asking for a label which would assure him that at no future date would he be liable to any suits by ASCAP, BMI or subject to any of the bills which have been introduced in the House of Representatives or the Senate. This label, especially licensed for the juke boxes, should cover this situation for the coin machine trade.

The new label will soon appear on the market with a complete new library of tunes which Rich has had recorded for him.

Juke box operators have long asked that a label be created which would assure them that they could play the record in “coin operated phonographs” and that they would not, in the future, be subject to any legal action, Rich reports.

He will go all out, he says, to give juke box ops the best music obtainable on these new records. He intends to make it his business to work up a series which will meet with the approval of the trade. Being very close to the juke box business, Art knows the problems of the operators and is intent on making things much easier for them from now on.

He says that he is in “the midst of a reorganization program in which I am establishing another label licensed for use in coin operated phonographs.”

Bally's NEW CONSOLE DRAW BELL
PLACE YOUR ORDER NOW
WITH STEMLER-GALLAGHER DISTRIBUTING COMPANY
2323 W. Pico Blvd., Los Angeles, Cal.
— Exclusively Bally —

GENUINE FIBRE MAIN GEARs
FOR SEEBURG and WURLITZER (Less Hub).................. Each $3.50
LOTS OF 10.................................. Sample, $4.00 ea.

CASTORS HEAVY DUTY REPLACEMENT, SET OF 4........... Each $1.60
PICKUP REPACK RUBBER, PKG., 20 Sq. Inches.................. Each $1.00
VOLTAGE TEST LIGHTS — To 600 Volts, Unbreakable........ each $.50
VOLUME CONTROL KEYS — Pkg. of 24......................... Each $1.50
PACKARD BOXES.................................. $38.95

QUANTITY PRICES TO DISTRIBUTORS AND JOBBERS
TERMS: 1/3 Deposit, Balance C.O.D., F.O.B. Los Angeles, Cal.

FACTORY GUARANTEED AGAINST DEFECTIVE WORKMANSHIP AND MATERIAL

E. T. MAPE MUSIC CO. (Manufacturing Division)
1701 W. PICO BLVD., LOS ANGELES 15, CAL.
(Phone: Drexel 2241)

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

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Clicks With New Rock-Ola Phono

DETROIT, MICH.—Joe Brilliant of the Brilliant Music Co., this city, Rock-Ola phono distribs, reports that the firm are clicking bigger than at any time in all their history with the new Rock-Ola Model 1422 phono.

Joe reported, “In all our years in the juke box business we have never yet seen operators go for any phono as they have for the new Rock-Ola Model 1422. It seems to me that this is the first phonograph which has clicked completely with everyone of the men in this territory.

“Whether it is a big spot,” Joe continued, “or whether it is just a lunch wagon. In every case,” he claims, “the Rock-Ola phono fits in perfectly. And, here’s something to remember, once it gets into the spot—it stays put.”

COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE $32.50 TO $35.00 Per Reel

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

DISTRIBUTORS FOR PHONOFILM
PRODUCTIONS AND QUALITY PICTURES
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Gottlieb’s Greatest!

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Order Quick!

ACTIVE AMUSEMENT MACHINES CO.
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"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

FRISCO—$279.50
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1/3 Deposit with Order, Bal. C.O.D.
Lewis Coin Machine Service
3924 WEST CHICAGO AVENUE
CHICAGO, ILL. (Belmont 700S)

EVANS’ QUALITY CONSOLES—Location Proved—For Triple-A Profits

Proved Appearance—Proved Action—Proved Appeal

Little Duke
Fast action of this console nets big profits. Trouble-free electrical mechanism splits a light under the flashy top, pointing out number and displaying odds of 2:1 to 45:1. Gypsy-proof, 7-cent coin allows seven pulls on every play. Little Duke is the sensational number-game of today. Place it anywhere!

Casino Bell
This queen of Bell machines, with Evans 5-cent, gypsy-proof head, 5 individual payoffs cups and 5 jackpots, with reserve jackpots, gives you profit of five machines at cost of single machine. Available in straight 5c play, straight 25c play or combination 5c and 25c play with three 5c slots and two 25c slots.

Bang Tail

Galloping Dominos
For years Evans Galloping Dominos has repeatedly won the confidence of operators by returning greater profits and faster, trouble-free action. New model offers many refinements. Pays odds of 2:1 to 30:1 with twin jackpots, one in reserve. Available in 5c or 25c models. A game with long-lived pay-off!

PACIFIC COAST DISTRIBUTORS
Exclusive Distributors Southern California and Arizona
1347 W. WASHINGTON BLVD.
Richmond 5527
LOS ANGELES 7, CALIF.
Panorams Click in Guatemala

GUATEMALA CITY, GUATEMALA
—Down in this Latin-American country movies are going over with a big bang. In fact, according to reporters, in some theatres they are being changed twice each day and the natives are enjoying them tremendously.

Leonard Spinrad of The New York Times writes that Panorama machines are also proving very popular. He states, “Even the night clubs in Guatemala City share the national movie craze. If you go into Ciro’s, which is in most respects a typical bistro with a floor show and a European clientele, you will see displayed as the dominant piece of furniture in the outer room an American ‘Soundies’ machines which plays three minutes of musical film when you put a coin in the slot.”

BURLINGTON, VT. — Bell Aircraft Corp. in its ordnance plant here is now turning out coin changers which will be attached to various type venders. The above picture shows a Bell coin changer attached to a drink vending machine.

This changer will give the purchaser a drink and also make change for either a dime or a quarter. Bell officials maintain that their changer has exclusive features which will forestall the danger of patent infringement suits.

Even Parking Meter Takes Drop
NEWARK, N. J. — Public Safety Di-
rector Keenan reported this past week that parking meter receipts dropped $507.54 below May’s high record. He attributed the drop in take to the fact that many people are away on their vacations.

WANTED TO BUY
ALL MODELS MILLS ESCALATOR MACHINES SUCH AS
WAR EAGLES
ROMAN HEADS
FUTURITY
BLUE FRONTS
BROWN FRONTS
BONUS BELLS
AND ALL OTHERS
SEND US YOUR COMPLETE LIST & PRICES YOU WANT AT ONCE OR PHONE

EMPIRE COIN MACHINE EXCHANGE
2812 W. NORTH AVE. (All Phones: HUMBoldt 6288) CHICAGO, ILL.

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

SOUTHERN CALIF. DISTRIBUTOR FOR PHONETTE MEASURED MUSIC BOX

WE BUY AND SELL USED PHONOGRAPH EQUIPMENT
• COMPLETE REPAIR AND PARTS DEPT.
The heat, humidity, the furniture show and a dozen other meets here combined to make this one of the toughest weeks for visitors that the Windy City has ever yet endured. Many of them were also among those who have no friends taking them to their homes and some actually having to go as far as Milwaukee, Wis. to get rooms—the boys would have had to sleep in Grant Park. Once again we warn all coinmen to be sure that when they are home here before they come to town. It’s getting tougher all the time. And—stay out of town from Aug. 16 to 20 because the American Legion state convention will be meeting at that time and already there are no rooms left in the city. There will be over 4,000 delegates (and there’s only 3,000 rooms in this Loop of ours) and another 150,000 people will come in for the Legion meet. Take heed you guys and gals and don’t say we didn’t warn you.

Everytime some coinman visits over at Max Glass’ place we get a phone call. And, without fail, each call tells us that “Watch Max Glass. He’s got something that’s so sensational— it’ll create an entirely new era for this business.” (Now, Max, what is it all about?) . . . Ben Coven was up in Lake Geneva spending a few days supervising the remodeling work on his summer home there. He got things built, Fido, and is spending the summer . . . We read in the paper that Senator Homer E. Capehart refused to buy a watermelon offered to him because the seller wanted $2.40 for it. The Senatorreported to his dog, “I see here in the Philadelphia Inquirer that a melon is worth $1.00 a gallon in Phoenix Distrib. Co., Phoenix, Ariz. Is this in town this past week and looking over things here and there to see what could be seen—and especially what could be shipped to town. . . . Also saw Mr. and Mrs. Max Brown of Philly in town . . . Hymie Rosenberg was here looking to grab 100 Challenger phonos quick to ship right after his showing which comes on this week in N.Y.C. Alan Kauf and his dead in town again and looking to get himself some more machines . . . A. R. Kelso of Rock-Ola Mfg. Corp. just returned from his lodge in upper Michigan and looking swell . . . Bill Alberg and Charley Aronson of Brooklyn Amusement Machine Co., Brooklyn, had a devil of a time trying to get themselves a room because of the furniture show.

Bert Davidson of Challenger still traveling around . . . A recent report from Baker Noveltiy Co. may indicate that this firm plans to re-enter the pin game and console field Baker recently purchased the tools, dies, fixtures, etc., used in the manufacture of step-up and free play units, relays, etc., for pin games and consoles from the G.M. Laboratories, Inc. along with exclusive rights to manufacture. Prior to the war G.M. were the largest suppliers of electrical units to pin game and console manufacturers. . . . Saw these coinmen over at Empire Coin Mach. Exch. this past week: L. C. Smith of Burlington, Ia.; Ralph Crait of Kankakee, Ill.; Fred Greenbank of Illinois Novelty Co., Canton, Ill.; Geo. Watson of Latta, S. C. And the Dave Bond of Standard Coin Machine Co., Boston, Mass. was over at the Gottlieb plant this past week and very convincingly argued why all the August production of this big shop should be shipped to his plants in Boston. That would have really been an accomplishment, Dave, ole boy.

The whole Gottlieb family got together for a grand reunion dinner at the Continental Hotel (Thurs., July 11) in honor of the three Gottlieb boys who returned safe and sound from the armed services. Alvin, son of Dave Gottlieb, just discharged from the Navy; Lt. Richard, son of Morris Gottlieb of Dallas, Tex., just back from Europe with the war-time physicist in the 42nd Infantry Division; and Lt. Jerry, son of Mannie Gottlieb of Universal Films, also just discharged. About 90 guests were present at the festivities . . . On or about August 5th, Harry Marcus & Co. will open new offices in Los Angeles, Calif. to far expedite parts and supplies to all of their customers. Harry has been covering the west for months almost on top of the Loop. It’s just a hop, skip and jump from the center of the Rialto district.

We hear that George Sax’s eldest son is now happily married. Looks like George will soon be thinking of a ‘grapna’ role. And George looks so young, too .. . Quite a gang of phone calls and wires deluged the Gottlieb offices when the firm announced their new machine, ‘Super Ringo’. The post office was practically a test for many weeks prior to being released . . . Genco is stepping up production on “Total Roll”. Reports coming into the factory here are to the effect that the game is taking in more and more and still more money . . . The Annunciation of the Monarch Coin Machine Co. quarters is just about completed and it’s really hard to believe that it’s the same old place. Big showroom, displays and offices. All built perfectly for coin machine business and big enough to handle everything that’s happening. The firm is currently buying factory goods and is far ahead in the new office line that they have announced for their new coin machine line.

Ben Lutske, sales manager for Davai, had to postpone his N.Y.C. trip this week until Al. S. Douglas returned from Detroit. Demand for Davai’s counter games is growing bigger every minute of the day, the firm reports . . . Al (Bell Conducta) Sebring just purchased a big building and the lot adjacent to it to get set for a speedy, big time manufacturing program for the Beacon Coin Changer and other coin operated equipment. The demand for the “Beacon” is growing bigger every day . . . Harry (American Amusement Co.) Brown is plenty busy these days helping out Joe Munves and showing him how to move all his factory over the new building . . . Al (World Wide Distributors)的手 and actually beamling off as he looks at that beyootiful display of those brand new Keeney Super Bonus Bells in his place . . . Nothing unusual to step into the Mills building to visit Vince Shag and the boys at Bell-O-Matic and see the glass working there wearing their coats—even tho the outside temperature is around 100 degrees—it’s that nice and cool. And, brother, this is one place where you can really cool off.

Milt Salstone of M-S Distributing Co. who is clicking big in the record selling biz reports that this week (beginning Monday morning) when the big music show opens at the Palmer House, there will be everyone of the Cosmo record distrbuts present. Milt is going to be a busy boy entertaining all this gang. Harry Bank (well known to all the coinmen) and president of Cosmo Records, will have a suite at the Bismarck Hotel and is going to hold one of the jamboree meetings with all the firms distrbuts. Sam Strahl, Barnet (Shugy) Sugerman, Sam Stern, and dozens of other Cosmo distrbuts are coming in for this show . . . The recording firms will have unusually attractive displays at the Palmer House this week to put on some of the latest cuts and to talk business with the juke box boys from all the country if they care to drop up and say “hello” . . . There’s a big, “big deal”, going to bust wide open in a few weeks that will make the nation’s coinmen sit right up and pay plenty of attention.

The Cash Box
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Week of July 15, 1946

CHICAGO

COUNTER CHATTER

The whole Gottlieb family got together for a grand reunion dinner at the Continental Hotel (Thurs., July 11) in honor of the three Gottlieb boys who returned safe and sound from the armed services. Alvin, son of Dave Gottlieb, just discharged from the Navy; Lt. Richard, son of Morris Gottlieb of Dallas, Tex., just back from Europe with the war-time physicist in the 42nd Infantry Division; and Lt. Jerry, son of Mannie Gottlieb of Universal Films, also just discharged. About 90 guests were present at the festivities . . . On or about August 5th, Harry Marcus & Co. will open new offices in Los Angeles, Calif. to far expedite parts and supplies to all of their customers. Harry has been covering the west for months almost on top of the Loop. It’s just a hop, skip and jump from the center of the Rialto district.

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The Automatic Music Operators Association of New York have set their banquet date for October 1, a Saturday night. Naturally, to be held at the Waldorf-Astoria ... Morris Hankin, H. & L. Distributing Co., Atlanta, Ga. becomes a grandpappy. When Jack Mintick of Runyon Sales Company of New York hears the news, he starts to moan. You see, Jack is patiently awaiting a grandchild ... Willie Blatt (Little Napoleon) while vacationing in the big city, is really having a time. One evening was spent with a bunch in Bud Parr's room at the Waldorf with Ed Ravreby, Teddy Blatt, Max Schiffman, Jack Rubin and others. We understand he spent part of another evening with Lucille Ball of the movies.

Dave Stern of East Coast Distributors (Rockola distributors) takes over the New York office while Bob Slifer is away on vacation. Harry Pearl, also in New York for a day, and takes the opportunity to see Bud Parr ... Harry and Bert Lane (Atlantic Distributing Co.) Seeburg distributor, meet on the golf course in Scarsdale. The boys keep the score a secret ... Al Bloom's (Speedway Products) 'Talking Gold' plastic cloth getting a big play from music ops, and more and more distributors taking it on ... Hymie Rosenberg, H. Rosenberg Co., Inc., leaves for a few days visit to Chicago ... Nick Carter of Nickakob Co., Los Angeles, Calif. in town.

Finally caught up with Eddie Corrission of Palisades Specialties, Cliffside Park, N. J. Eddie has been busy with his resort locations, which he claims are doing very well ... Eddie, by the way, wants to know whether it was Ben Becker or his wife who gave birth last week. It seems that he hasn't seen his star manager since the day of the birth ... Rumor reaches us that Lee Rubinow (now of Miami, Fla.) is far down in the standing in the "gin" league ... Lyle Griffin, Atomic Records, Los Angeles, Calif. in town, looking over the distributor situation ... Dave Lowy, returns from that fast trip to Miami. Dave met plenty of friends down there ... Ivan Ballin, 20th Century Record Co., Philadelphia, Pa., in town visiting his distributor.

Earl Winters, Modern Music Sales Corp., leaves for a week's biz trip thru the south. Nat Cohn will now have to take care of the biz by his lonesome ... Joe Munves, Munves Manufacturing Corp., Chicago, finishes up his week-end vacation, and leaves for Chi ... Harry Brodsky, Harbor Automatic Music Co., infos that his daughter is undergoing treatment for a back ailment ... Phil Gould a very busy man these days. In addition to his game factory, Phil taking care of his skee-ball alley set-ups in Rockaway, Coney Island, and Midland Beach, Staten Island ... Joe Nezi, manager of the Noonan Amusement Co., suffering from a 2nd degree sunburn. Also suffering from anticipating the arrival of a new baby.

Ed Ravreby's new quarters of Associated Amusements, Inc., were visited this week by George Swartz of Business Loans; Jack Rubin of Intimate Music Systems (Solotone); Mr. and Mrs. Ralph Moultroup of Island Pond, Vt.; Henry Baron, Mossup, Canada; Archie Liversedge, Lawrence, Mass.; Joseph Roy, Lowell, Mass.; Eli Baron, Billerica, Mass.; James Bayziniatti, Sagamore, Mass.; Band Briefs, Providence, R. I.; John King, Iaconia, Mass.; and Le Blond of Pawucket, R. I. The new offices has created a great amount of interest and many of Ed's friends are coming in to congratulate him ... Ruth Nussbaum and Dorothy Wolk, those attractive secretaries at the Automatic Music Operators Assn., vacationing.

Bert Lane, Atlantic Distributors, says the operators of New York City must get more money from their operations — whether it's 70%-30%, top money, or 10c per record. Bert claims the manufacturers should take a stand somewhere, and turn out equipment with 10c coin slots ... The construction of Atlantic's new building only awaits the approval of the officials to get started ... Murray Blane, Melody Music Co., Miami, Fla. in for a week or so with his missus to attend a wedding. Murray returns July 20, at which time Morris Marder will take a vacation. We understand the blanes are anticipating a blessed event ... George Young, George Young Distributing Co., Norfolk, Va., visits along 10th Avenue ... Bill Blumenfeld, Tri-State Sales & Distributing, planning a vacation in Canada.

Bud Parr, Solotone, leaves for home, after spending over a week in the big city ... Charley Aronson and Bill Alberg, Brooklyn Amusement Machine Co., Brooklyn, N. Y., return from Chicago and 'ain't talking' ... Charley Katz and Leon Berman, Standard Games, Inc., announce the introduction of their new game 'Spotlite' and list a group of imposing distributors ... Charley Bernoff's Regal Music Co. is really set in a 'regal' manner, now that they've moved into their new quarters ... Gil and Charley Engelman, Columbia Music Co., spending more time at their 'rancho' than with music machines ... Jack Fitzgibbons will make that long awaited announcement in about two to three weeks.

Al Schlesinger of Poughkeepsie, N. Y. visits Jack Fitzgibbons over the week-end to make plans for the introduction of their new game. Al and Jack very enthusiastic over the optimistic reports coming thru from tests on location ... Harry Wasserman has sent out those invitations to his many coin machine friends to attend the wedding of his daughter Sylvia to Robert Robinson. Affair to take place on July 21 at the Waldorf Astoria in the Jade and Basildon rooms.
the reaction of the local ops to the new Gottlieb one ball, which has been on display at the headquarters of the AOLAC, has been terrible. Another that was placed on test location by a local op has proven a tremendous money-maker. Bud Parr of Selotti's, now traveling through the South and East, is due back in town within a few days. Bud appointed a number of new distrbes for the firm's timed music boxes.

Among the ops calling on distributors along Coin Row this past week were Lane Jasper and N. R. Voorhees, El Monte; Dwight Towne, San Bernardino; Louis Deppello, Los Angeles; H. Bettelman, Los Angeles; Clifford Jones, Long Beach; Scott A. Dreyer, Whittier; H. Robson, Santa Monica; Ted Johnston, Glendale; Ben Korte and Clem Korte, Glendale; John R. McCull, Oxnard; and Harold Murphy, Palm Springs. . . . Len Micon of Pacific Coast Distributors was all smiles when the messenger boy delivered a telegram announcing the shipment of a large number of H. C. Evans "Bangle" to him this week. Len ought to make up a little of that lost weight with this good news. . . . Danny Jackson and Sam Donin of Automatic Games Company expect to have their new showroom and offices completely re-modeled and ready for occupancy within a few weeks. They distribute Pace slots in Southern Cal and Mexico.

Nels Nelson informs us that he expects a sample of the new " Strikes and Spares," the automatic bowling games. In addition, he tells us that he has taken many orders for the new Phonette, the "Measured Music" box. . . . Charlie Robinson has received a large number of new games which he plans on distributing to the equipment-starved ops hereabout. Bill Leuenhagen has moved into his new store adjoining his present show-room and will distribute several lines of equipment. He plans an announcement soon. . . . Paul and Lucille Laymon are two very busy persons constantly showing the new Billy "Draw Bell" Console which the folks have on display in their showrooms. They report having sold a huge number of the new machines. . . . John Rough of Phonofilm Productions has added a new stereographe to his ever growing staff to handle the office and large amount of mail orders for their 16 mm coin machine film.

Otis Rene of the Exclusive Record Co. plans on an extensive trip along the west coast calling on record distrbes and setting up new ones. The firm recently moved into Hollywood and has just completed fixing up a very swanky showroom and offices. . . . Lou Chudd of Holliday Distributing Co. is off again on his usual selling jaunt calling on the record trade in Northern Cal. Max Freitag remains on the job getting the orders filled and on the way. . . . Leo Mesner of Aladdin Records informs us that the response of the public to their record-ing of the Louis-Conn fight has been very gratifying. The firm plans the release of a number of new records to be announced shortly. . . . H. M. De Gavia of Dee's Service is quietly working on a new music machine which he may announce soon. . . . Ray Powers of E. T. Mape Music Co. purchased a number of used phons and has completely reconditioned them for resale to the ops. Ray is still awaiting word on the arrival date of the new Challenger '47 Phon. . . Skeets Gallagher of Stemler and Gallagher is still laid up and at home, after having suffered a recent heart attack.
ST. LOUIS

Welcomed back at Ideal Novelty this week was Phillip Szymarek, last of the long line of "idealists" who wound up in service. Phil took his time about getting in—and the Navy took its time about letting him out," he explained. Phil will take over the shop ... Visitors at W. B. Novelty Company during the torrid week past were Ted Keyes of Farmington, who hasn't been getting around St. Louis too much of late, and August Buescher of Buescher Wholesale Company.

Lou Morris, head of Missouri Amusement Association, is making circles on calenders for a proposed summer meeting of the group. High heat conditions will probably prevent it, however ... Distributors are ranging far afield to buy phonographs in any quantity. Bob Ehrhardt down at Lee Novelty in Shreveport, Louisiana, fired in two Model 61 phonographs to Carl Trippie recently.

Condiences from St. Louis operators who knew Claude Clark, Hammond, La. op who was killed in an auto crash early this month, flowed in to Clark's family last week. He formerly spent part of each year in St. Louis ... New phonographs went out this week to Hudson Houser Music Company in Centralia, Ill.; to Ed Lowry, op in Pittsfield, Illinois; Barney Reed, St. Louis, and Ted Keyes at Farmington, downtown. Most of the boxes were from six to eight weeks late, but needless to say, were met with open arms.

"Buzz" Magafan, Lemay, Mo. op, has capitalized on years of motorcycle riding to enter motorcycle racing professionally out at Walsh Stadium. He won $40 in a single night in June ... Andy McCall of McCall Novelty Company installed a new phonograph in one of his top locations this week ... Many visitors upstate at Ideal Novelty Company are the thing now—since cherubic Flouine Smith joined forces with Art Paule, head of the upholstery department. Art thinks his new acquisition "tops"—and she'll eventually give him enough free time to get out on the road with his wares.

Airports, particularly civilian flying fields, are fine locations according to Barney Bernard of St. Charles, who has two phonos and a dozen pinballs in three sport flying airports. Play from aviators waiting around for airlift is heavier than a good tavern spot, Barney reports ... Arcade equipment is at peak demand everywhere chiefly because hot weather has brought everybody out into the amusement parks. There isn't a penny or nickel operated machine in St. Louis which isn't pulling in nickels or pennies at one of the five big parks ... Bill Ross, formerly a pin game operator in University City, has elected to stay in the Army, where he's a pilot and a major to boot, brother Harry Ross of Ross Music Co. reports.

PITTSBURGH

Sam Strahl of American Coin-A-Matic is highly elated at operator approval of the AMI. Meanwhile, the record dept. reports hundreds of platters are going out hourly to music ops in Sam's territory.

Tri-State Autocoin Co. are patiently holding the line, but Joe Cohen says the long anticipated break is beginning to poke its head around the not so invisible corner.

Pittsburgh Coin Machine Exchange, according to Louis and Meyer Popkins, are delivering all types of new equipment and are rapidly fulfilling their ops' demands. The repair and service dept., consisting of Joe Hurcar, John Brossky, John Hiasnack and Clarence McDonald, have amazed the Popkins Bros. by keeping Frank Boni, their drayman, on the jump hauling coin machines from the railroad terminals.

Johnny Peters of Pittsburgh Amusement Co., about half way believes all the mfrs. are on an extended vaca- tion or its nearest counterpart ... Ben Long of Mulligan Dist. Co., is sailing along rather smoothly these days. Ben is still getting Aircons but can't keep 'em—somebody always wants one.

Sam Horvitz, the man in front of Acme Novelty Co. firmly believes that, the equipment log jam has definitely shown signs of disintegration. Sam qualifies his prophecy by paralleling inquiries and sales results with those of the not too distant past.

Larry Daurora has Schenley Vending Co. making slow but steady progress in the new location ... Meyer Abelson of American Dist. has just returned to town and looks in the pink after a short out of town business sojourn ... Joe McGlenn, who guides the destinies of McGlenn Dist. Co. came up smiling with this gem. "We're bobbing along making the best of a dabbiling supply situation."

MINNEAPOLIS

Mr. and Mrs. C. T. Treever of Winona (Minn.) will vacation for a month in Denver (Colo.) ... Mr. and Mrs. Ed Birkemeyer will run up to their cabin in the north for a rest. They're from Litchfield (Minn.) ... But aside from vacationers, there is some action hereabouts. James Mix of Longville is the owner of a new route, having bought out S. M. Robinson ... Andy Benna of Ironwood (Mich.) came to town ... Joe Engle arrived. He came in from Pine City with a raincoat, and all the boys wondered what he'd use it for. The weather has been absolutely and unmercifully rainless for too long a spell.

Travel Notes: Reports have it that Chris Erickson of Pine City has arrived in Denver; Max Moses of the Atlas Sales Co., located here, is vacationing in Bermuda ... Out St. Cloud way, Lowrie Nelson has begun to operate music. They say Harry Harrison of Brainerd (Minn.) has bought himself a swell cafe at Sebeka. Possessed of a very large route in that territory, Harry can now have his meals on his own cuff.

Harry Galep from Menomonie (Wis.) came town. Says his lake home is the only place to be in this hot weather ... Harry Klein of Sioux Falls (S.D.) is opping a ferris wheel at Arnold's Park (Ia.) ... Mayflower Distributing Co. of St. Paul treated their employees to a long Fourth of July weekend, from Thurs. to Monday ... Bush Distributing Co. did likewise.

Elias Atol has been named to distribute the new Challenger phono in this territory. Elias' brother, Mike Atol, heads the Zenith Sales Co. in Duluth (Minn.) ... Clyde Newell is now with the E & B Corp., this city. The lad sure gets around ... Jonas Bessler of the Hy-G Amusement Co., now vacationing in Winipeg, Canada, will spend a week at Detroit Lakes before returning here ... Ted Heil of Gaylord (Minn.) came to town and reported that the crappies are biting something marvellous up there ... Stan Woznuk of Bowls (Minn.) is contemplating another trip to Canada. Reason: trout fishing ... I. F. LaFleur cut short a vacation and returned to Devils Lake. Too much business to attend to.
WANT—Various old machine castings for models of:
- Columbia
- Eagle
- Hit Child Coin Machines
- National
- N. Y. 46th Street
- Standard
- Wurlitzer


WANT—Lucky Twin 12 or 24 machines. Advise quantity, price and condition; H. Y. NOYES, 115, N. J. Tel. Market 4-810.

WANT—All kinds 5¢ Selective Candy Bar Vendors; Pushcart vending machines; 5¢ Nap Coin vendors; can give full details and price, in first letter. H. J. HAYES, 412 W. ROOSEVELT RD., OAK PARK, ILL.


WANT—Bucky twin 12 or 24 machines. Advise quantity, price and condition; H. Y. NOYES, 115, N. J. Tel. Market 4-810.

WANT—Give the following for current price.
- Mills 4¢ Vendor
- Mills 5¢ Vendor
- Mills 10¢ Vendor
- Mills 15¢ Vendor
- Mills 25¢ Vendor
- Mills 50¢ Vendor
- Mills 75¢ Vendor
- Mills 1.00 Vendor

WANT—Give a price on the following:
- Mills 5¢ Vendor
- Mills 10¢ Vendor
- Mills 15¢ Vendor
- Mills 25¢ Vendor
- Mills 50¢ Vendor
- Mills 75¢ Vendor
- Mills 1.00 Vendor


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FOR SALE—New Victory Darling. Write for prices. WESTERN DISTRIBUTORS, 8 W. 114th Ave, PORTLAND, OREGON.

FOR SALE—We have available Fruit Belt Test. Only $12.75 per box. Fill and pay $10.00 each or $40.00 in boxes. 100 per cent. 12 inch. 150 per lb. per case. $7.50 per case. $16 per case. T. H. BLACK, MAJLCO. 121 FAIRMOUNT AVE, PHILA, PA.


FOR SALE—Forty-Cent Command $2.25; 2 standard $4.00; 4 De Luxe $4.00; ea. 24 for $25.00. (See advertisement) 1 Full set $50.00; 2 Full sets $75.00; 5 Full sets $125.00; 10 Full sets $200.00; | Mills Thor-Box $2.50; 1 Mills Thor-Box $5.00. For sale—Machinery: Champion Screens, $285.00; Marvels 119; Dime Machine $225.00. Reasonable offer. Greenwichtown 4 FL (write); Davau Amuse. Machine Co., 4151 W. Paseo, Kansas City, Mo. Also—Mills Tiger, Gold Rusher, Pioneer Sleeper $30.00; Exhibits A, B, C, D, E, F; 1 complete set, $25.00; 12 V. O. W. S. 1 V. O. W. $3.50; 4 V. O. W. $7.50.現金活期戶。Take orders for William Dynamics, Hume, Mo. One Mills Thor-Box E8C. WOOLLEN AVE, MARTHUR, W. VA.

FOR SALE—Back Board Glass for most old machines. 1 cent upscale. 100 machines in one lot. Address $90.00. 10 cent upscale. 100 machines in one lot. Address $50.00. Bell, Milwaukee Ave, Chicago, ILL.
MISCELLANEOUS

(Continued)

NOTICE—Want to get in touch with coin machine manufacturers for wholesale dis-
tribution of coin machines, any type, for Eastern Canada, the Maritime Provinces. Send information to L. A. Reid, REID
AUSEMENT MACHINES, 290 RUTHERFORD STREET, MONCTON, N. B., CAN.

NOTICE—Canadian Operators! We are now distributors in Eastern Canada for the fa-
mous Packard Pla-Mor Phonographs and complete line of accessories featuring for immediate delivery Pla-Mor 8-wire Wall
Boxes and cable. Get on our mailing list now. LAWRENCE NOVELTY CO., 1424
NOTRE DAME ST. W., MONTREAL, QUE.

NOTICE—We are organized for the best interest of the Coin Machine Operators of
Louisiana. We will give prompt attention to all correspondence from any association in the
ASSOCIATED OPERATORS OF
LOS ANGELES COUNTY, INC., 1321 W.
WASHINGTON BLVD., LOS ANGELES 7, CALIF.

NOTEIC—New England Operators! When
head in Boston, visit our new showroom. Excellent repair department. New and used
equipment for sale. NEW ENGLAND EX-
HIBIT CO., 1299 WASHINGTON STREET,
BOSTON 18, Mass. Tel. Dew. 381.

NOTICE—Protect and hold that location! We'll rebuild your old machines and make 'em
look like new (266, 1499) WATLING MANU-
FACTURING CO., 6550 W. FULTON ST.,
CHICAGO, I11. Tel. Columbus 2779.

NOTE—We will buy and sell Music, Arcade, Candy Machines. What have you? What do
you need? STATE VENDING COMPANY,
300 HARRISON AVE., BOSTON 18, MASS.

NOTE—The most complete stock on the
West Coast—parts for phonos and games. Visit our "See-At-A-Glance" parts depart-
ment—JACK R. MOORE CO., 1415 W.
14TH AVE., PORTLAND 1, ORE.

NOTE—Speed that's us. 1 hour Amplifier
service, 1 hour tone arm assembly. We recon
speakers. Reasonable prices. All work fully
guaranteed. DEPS SERVICE SHOP, 1119
VENICE BLVD., LOS ANGELES 15, CAL-
TEL. F-7674.

NOTE—Complete phonograph repair ser-
vices, amplifiers, motors, skinnies, and counter
booms. Used equipment bought and sold.
Write or phone—NELS NELSON, 229 W.
PICO BLVD., LOS ANGELES, CALIF. Tel.
Pitzer 4546.

NOTE—Attention Operators! Sell us your
used equipment and remember, if it's con-
trolled with a coin, we have it. Always first
class service and always in stock. LAR
DISTRIBUTING CO., 2924 W. PORTSMOUTH
St., CINCINNATI, OHIO.

NOTE—Operators-Jobbers-Distributors.
Tell us what you want to sell or tell us
what you want to buy, we have it. F. FASTON
Distributor and Jobber for the Leading Coin
Machines. "The Coin Machine Man" FRANK
HARRIS, 633 SOUTH BROADWAY, Pop-
LAR BLUFF, MO. Tel. 399.

NOTE—Write for our list of True Value
Phonographs. Beautiful Chicago, Music
Arenas, Leather Panels Co., 121-123 FIFTH ST
READING, PA.

NOTE—Music Operators: It is SO
SIMPLE to learn about our Needle Re-
Sharpening Service. Mail us a card and we
will send you complete details and Free
Shipping Containers at once. We know you
will like the quality and economy of this
service. Almost five years of serving
hundreds of Music Operators. HIS-SHARP
NEEDLE SERVICE, P. O. BOX 770, FORT
DODGE, IOWA.

NOTE—"A" Day has arrived in Wisconsin
and all the coin machine activity is concen-
trated right here in Milwaukee because
ARIZON. The ELECTRONIC phonograph
is NOW ON DISPLAY at KLEIN DISTRIB-
UTING CO., 2464 W. FOND DU Lac AVE.,
MILWAUKEE 6, WISC.

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"The Confidential Weekly of The Coin Machine Industry"

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PLEASE ENTER MY SUBSCRIPTION FOR ONE YEAR. ENCLOSED FIND CHECK FOR

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$15.00 — FIRST CLASS MAIL ONLY

(ALL SUBSCRIPTIONS PAYABLE IN ADVANCE)

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FIRM. 

ADDRESS. 

CITY . ZONE . STATE . 

[Box for payment enclosure]
THIS IS WHY
SOLOTONE PAYS OFF

This is how the revolutionary Solotone Music can double — or even treble your profits.

In each location, Solotone boxes are installed in the booths and along the counter. They are all wired into a hide-away unit, or studio office where the play can be announced, as shown on the sketches above. Each box costs 5c to play 6 minutes of low volume music. It can only be heard in its immediate vicinity — within the booth or in front of the box at the counter.

This means more take for you as all boxes can be playing at once — with each one earning its own revenue. Figure it another way. One Solotone box can take the place of an automatic phonograph. From then on, you multiply your profits with the additional Solotone boxes in each booth and along the counter. In other words, Solotone makes a top-take route out of each one of your locations.

But that's not all. Each Solotone box has dual coin chutes — for both nickels and dimes. Repeated tests have shown that the dime chute can increase profits (over a single nickel slot) as much as 30%. This is an exclusive Solotone feature.

Solotone is new — it's different — it multiplies profits. Get the full story today. Phone or wire us NOW for details.

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ALL SIGNS POINT TO ROCK-OLA
THE PHONOGRAPh OF TOMORROW

- MODEL NO. 1422
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- ANIMATION
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- COMPOSITE FRONTS
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460 NORTH KEDZIE AVENUE • CHICAGO 11, ILLINOIS
Collection reports from all parts of the country prove SURF QUEENS the fastest money-maker in the novelty class ... a sensational profit-booster that definitely ranks with Bally Bumper and Bally Reserve for consistently big collections, week after week and month after month. Try SURF QUEENS in your slowest spot. See how quick collections climb. You'll want SURF QUEENS in every location in your territory.

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