The Stork Club is one of Detroit's swank spots. Says its live-wire manager, Gene Bufalino, "Stimulated by Wurlitzer's billboard and national magazine advertising, people flock in here, stay longer, spend more while enjoying Wurlitzer Music. Wurlitzer's Sign of the Musical Note is the greatest crowd-puller in our experience. We owe a vote of thanks to Wurlitzer."

What's happening at the Stork Club is occurring everywhere. Wurlitzer Factory-Approved Music Merchants are getting and holding the best locations. Wurlitzer location owners are sharing the rewards as everybody, everywhere learns to look for Wurlitzer's Sign of the Musical Note to identify places where they can have fun enjoying Wurlitzer Music. The Rudolph Wurlitzer Company, North Tonawanda, New York.
The new Audiotronic Amplifier was developed by AMI to do ultimate justice to the musicians and artists who make records. The AMI audiotronic circuit doesn’t favor lows over highs or highs over lows but, while eliminating surface noises, exploits the rich, musical resources of the record and renders the music with startling reality and living tone.”

DeWitt (Doc) Eaton, Vice-President and General Sales Manager, AMI Incorporated
Fall, 1946, is here. The leaves are beginning to change to beautiful browns and reds, falling from the trees — gliding down in graceful twists and turns. There’s a chill in the morning air. And the evenings are cool. That wins, Indian Summer, as the air in the new. People are back at work. The coin machine industry awakes with the opening of the Fall season.

This Fall, 1946, is going to have that "industrial lag" which businessmen expected. Product is not up to par. Both buyers and sellers are naturally puzzled about future procedure. Many are waiting to see what the effect of the Fall season will be on the public generally and on the plans of the industry. Industry is in a changing ferment.

It is anxious, even eager, to get going. Operators will establish new commission arrangements with theatre owners. Jobbers and distributors look forward to the purchase of new machines in quantities, and in the meantime continue to work with used equipment. There is the huge, zestful selling of the war year.

In a readjustment period. Prices are higher, expectations are greater. Gradually, businessmen are beginning to adjust themselves to this new "price trend." It may be inflationary, in a certain extent. It may become, or be a "normal" base (if anyone today knows what "normal" really means). It takes a little time to get all surrounding factors into focused adjustment with this new era.

This industry is slowly reaching and completing the final adjustment stages. The products of this field rose rapidly to meet the new price conditions once the war was over. At first coinmen were angry — then puzzled — now gradually adjusting themselves to the change. Some like it. Some don’t. That’s natural.

What is most important, though, is that the industry continues to go ahead. Not any. To expand. To become even more imposing on ahead with the new era in the world. It is growing in importance to the American people, now recognized as the most outstanding division of America’s entertainment industries.

It has reached far beyond what the ancients ever dreamed of. The whole countryside of America right into the smallest hamlet where no theatres and no concert halls exist. It has brought economical entertainment to millions of people everywhere. It is giving an impetus after invention to merchandising, is today recognized as a better business.

This Fall, 1946, will probably see the most that the present commission basis be changed so that coinmen would be better assured of profitable continuance in this industry. Gradually, slowly, this is today becoming fact. The 70%-30% commission basis was only a beginning for many — now there are "no money guarantee" arrangements — 10c pay — and various other commission methods already in effect, and, spreading throughout the nation.

"A National Tax Council" is needed and The Cash Box continues to work for this idea. A "Public Relations Bureau" should also become fact. A "Better Code of Trade" to unite the three divisions of the industry should also come about — music — merchandise — amusement. They should all be one to make the industry strong and completely representative of the business. A "Public Relations Bureau," as suggested, and upon the trade by The Cash Box for every year is gradually becoming a fact.

The Fall season will be the beginning of a new, different and better coin machine industry. The business methods now being employed are far, far advanced over those of the pre-war period. The showrooms, offices, buildngs of the operators and wholesalers in this trade are finer, and more representative of a great and growing industry. The factories of the manufacturers (the great majority of them winners of wartime awards) are better and more impressive than ever.

All in all, things away the immediate little things which are harrassing the trade — this Fall, 1946, gives great promise for the future of the industry. This business is slowly, but at long last, awakening to its true course. Beginning with this Fall season — many changes for the better are sure to occur.
**BIG TURNOVER PREDICTED**

**Ops Must Arrange for Better Commish Basis Immediately**

NEW YORK — Once again word is spreading among a great many coin-
men that, “the turnover is going to be terrific” as regards the operators
of the nation.

These men are of the opinion that prices of the new equipment are
much too high for present type oper-
ing methods.

There is no doubt that this is very true where operators still continue
on a 50%-50% commission basis —
and these are the majority of the ops
in the country.

The facts are that wherever the new machines are located — they
earn more than what former ma-
chines earned in the same locations.

But, this still will not cover the cost of operating the machines, plus
the money needed each week for amortization and other general over-
head expenses — if the operator
continues on a 50-50 basis with the
location.

It is admitted that there are a few
locations in each community where
50/50 will still bring profit to the
operator. But, these are very few and
far between. The average location
will not today bring the operator
what he requires from the machine
on a 50/50 commission basis. And
the “average” are the far greater ma-
jority of the locations in the nation.

Therefore, these coin machine
leaders claim, there is going to be a
“big turnover” for the average op-
erator will not be able to outlast the
high prices of the new equipment and
the low take. New blood, they say,
will then step into these spots and
struggle along — until prices break
and all other overhead levels itself
off — during the readjustment period
which is now predicted for Spring of
1947 — and an entirely new type of
coin machine operator will come into
being.

Those operators, then, who cannot foresee what these leading coin ma-
chine men are predicting — should
**PLAN AHEAD.**

The simply must change their com-
mision basis. They must, if they
want to remain in this business, get
more from the total gross collection
which they are sharing with the lo-
cation.

Every operator realizes that he
must earn more money, faster than
he ever did before, to assure his pro-
fitable continuance in this business.

A great many operators have al-
ready made new commission ar-
rangements with their locations.
Many are now on the 70%-30%
basis recommended and urged by
The Cash Box for more than four
years. Others are using “front
money” guarantee systems and still
others are now jumping to 10c play,
2 for 15c, 3 or 4 for 25c and cutting
the commission to the location owner
to 25% and even less in some isolated
cases. (The Cash Box published seven
different commission methods now in
use by intelligent column in its
August 28, 1946 issue.)

There is no need to be frightened
over the high prices of present
equipment. The industry simply must
adjust itself to this new “price era.”
It must go on now as if this price
was “the price” always paid. (Many
favor higher prices for machines on
the theory that these keep too much
new blood from entering the field.)

As the operator gradually adjusts
himself to this new type of reasoning
— then he must follow this with
better business methods. He is in a
profit-sharing business with every
location he has. He must therefore
equalize this profit sharing to assure
himself remaining in business. In
short, he must talk things over with
this “partner” (the location owner)
to arrive at a better division of the
profits.

He must change from 50%-50% to
a new and better commission basis.
If he doesn’t — the prediction now
being made that there will be a
“big turnover of operators” — is sure
to come true.
Free Music in Many St. Louis Banks

ST. LOUIS, MO.—Wired music is now becoming an outstanding feature of many of the leading banks here. Customers not only like it, but are becoming accustomed to hearing music while transacting business.

Joseph F. Holland, vice president of the Manufacturers Bank & Trust Co., 1731 S. Broadway, is reported to have stated that a bank ought to be as attractive as any store that sells consumer products.

At this bank customers are regaled with the music of Wagner, Victor Herbert or a Viennese Waltz at regular intervals, coming to them from loud speakers strategically located throughout the premises. Customers as well as the bank's employees are obviously pleased.

The Federal Reserve Bank at 411 Locust Street and the Mercantile Commerce Bank & Trust Co. at 721 Locust Street, have played wired music over speakers to their employees for over six months now. Both banks find that music is beneficial to their employees.

More banks are planning to use wired music throughout this area.

Wealthy Socialite to Enter Wired Music Biz.

NEW YORK—According to Danton Walker whose well read and popular column "Broadway" appears in the New York Daily News here—Anthony Drexel Biddle, Jr. is behind an outfit selling wired music exclusively to stores.

Music Promised in Pullman Cars

CHICAGO, ILL.—The Pullman-Standard Car Manufacturing Co. is planning to use wire recorders, which record on wire spools that can be played back like phonograph records, to give passengers in forthcoming new Pullman cars pleasant and continuous music.

Programs will be arranged, the firm reports, to "fit the locale." Rivers, creeks and waterfalls may call for sparkling, tinkling music. Indian country may call for music with the chanting undertone so characteristic of the early American Indian folk and war songs.

In short, passengers in Pullman cars will find a complete programmed music arrangement in the new cars being planned for them.

Hospital Adds Wired Music for All Patients

SCRANTON, PA.—The Hahnemann Hospital here is being wired for music, L. R. Robbins, superintendent, reported.

Programmed music will be available for all patients. Speakers will also be installed in the nurses' dining hall and in the main waiting room. Each bed will be wired individually with earphones for the patient.

Robbins said that there is a theory that music has a definite therapeutic value. He indicated, however, that this theory would be put to the test after the wiring is completed.

Coal Co. to Pipe Music to Miners

PITTSTON, PA.—H. J. Connolly, head of the Pennsylvania Coal Company announced that music would soon be piped to one of the shafts of the company's colliers here.

This is the first time that music has ever been made available to miners at work.

Music is Morale Builder Says Noted Doctor

PORTSMOUTH, VA.—Dr. George W. Crane who conducts the column, "The Worry Clinic" in various newspapers throughout the country, tells about an office manager who asked whether he believed that music would make people work faster and more efficiently as well as what the psychological effect of music was on the human body.

Dr. Crane replied, "Morale buoy us up. It is a complex with 'hope' as its central idea. The effect of music in building morale is remarkable." In praising the morale building value of music, Dr. Crane also says, "I have often recommended using phono band numbers whose fast tempo and easy rhythm could easily motivate children to faster action in the morning."

He continues, "In industrial life, music often can serve to eliminate the ennui or boredom that results from monotonous work. Many business and industrial firms have found it wise to install phonographs or radios or 'wire in' programs so that their employees can profit from the music."

He also says, "Since much office and industrial work becomes so routine and automatic that it does not occupy the workers' full attention, music serves as a melodic escape by which their thoughts may dwell on pleasanter things. An occupied mind is usually a contented mind; hence, music serves as an outlet for thinking and feeling, thereby lessening boredom and industrial unrest. Furthermore, because music reawakens former emotional states, it serves to produce in the body the usual physiological effects of emotions. More adrenaline is thus released, with a consequent rise in blood pressure. I have conducted experiments along this line to verify the exhilarating effect of certain musical pieces. To be most effective, of course, we must not play funeral dirges and slow tempo melodies."
NEW YORK—From a great many juke box operators The Cash Box has received letters suggesting that manufacturers arrange for the phonos to play 12 inch classical recordings as well as the 10 inch popular records.

"The reason," one noted music op writes, "is because we are today getting calls from many of our locations to feature some lighter classical tunes and we believe that there is a growing market for this sort of record in juke boxes. We also think that we can get 10c and 15c per play for classical where we are only getting 5c for popular music. Why don't the manufacturers arrange for about 10 to 12 of the records in the juke box to play 12 inch platters?"

It is well known throughout the trade that wired telephone music ops are playing classical recordings (on request) and are obtaining 15c and more per play. Those ops who are also in the industrial field, playing to factories as well as to professional offices and restaurants have found that classical recordings are very important to them.

SHOULD SPECIAL ARRANGEMENTS BE MADE ON THE NEW PHONOS TO ALLOW FOR THE PLAYING OF 12 INCH CLASSICAL RECORDINGS?

WHAT DO YOU THINK?

WRITE YOUR ANSWER HERE

TEAR OFF . . . MAIL TODAY!

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

I BELIEVE

Name

Address

City Zone State

92346
The Cash Box "Fall Special" Week of September 30, 1946

THE CASH BOX POLL OF THE NATION'S TOP 10 JUKE BOX TUNES

CODE:
AP—APOLLO
BW—BLACK & WHITE
CA—CAPITOL
CD—CADET
CO—COLUMBIA
CS—COSMO
CT—COAST
DE—DECCA
EC—EXCLUSIVE
EX—EXCELSIOR
FS—FOUR STAR
JB—JUKE BOX
MA—MAJESTIC
ME—MERCURY
MU—MUSICRAFT
NA—NATIONAL
RH—RHAPSODY
SI—SIGNATURE
ST—STERLING
VI—VICTOR
VO—VOGUE

1. TO EACH HIS OWN

1. THE MODERNAIRES CO-37063
2. INK SPOTS DE-23615
3. TRUDY ERWIN — OPIE CATES ORCH. FS-1131
4. EDDY HOWARD ORCH. MA-7188
5. TONY MARTIN ME-3022

6. FIVE MINUTES MORE

1. THE THREE SUNS MA-7197
2. PHIL BRITO MA-15086
3. GLEN MILLER VI-18-1922

3. SOUTH AMERICA, TAKE IT AWAY

1. LOUIS JORDAN AND HIS BYMANNY FIVE DE-23610
2. BING CROSBY-ANDREWS SISTERS MA-7202
3. GEORGE OLSON ORCH. VI-18-1944

4. CHOO CHOO CH'BOOGIE

1. LOUIS JORDAN AND HIS TYPHANY FIVE DE-23610
2. GEORGE PAXTON ORCH. MA-7202
3. BETTY RHODES VI-18-1944

5. SURRENDER

1. RANDY BROOKS DE-18897
2. GEORGE OLSON ORCH. MA-7186
3. PERRY COMO VI-18-1944

6. RUMORS ARE FLYING

1. TONY MARTIN ME-3022
2. HARRY COOL ORCH. SI-15043
3. BETTY RHODES VI-18-1944

7. I DON'T KNOW ENOUGH ABOUT YOU

1. MILLS BROS. DE-18834
2. J. DESMOND VI-18-1861

8. THE GYPSY

1. INK SPOTS DE-23511
2. LUIS PRIMA ORCH. MA-7177
3. PHIL BRITO VI-18-1844

9. DOIN' WHAT COMES NATUR'LLY

1. DE MARCO SISTERS MA-7193
2. MILLS BROS. VI-18-1878
3. AL GOODMAN O. VI-18-1878

10. THEY SAY IT'S WONDERFUL

1. JACK LEONARD MA-7176
2. EILEEN BARTON ME-3005
3. RAY BLOCK ORCH. SI-15021
4. PERRY COMO VI-18-1857
5. AL GOODMAN ORCH. VI-18-1801
**DISK O'THE WEEK**

**Why Does It Get So Late So Early**

*Harry James Orchestra* (Columbia 37080)

On taking pluto, the Harry James crew have climbed into their well-grooved places aboard their musical bandwagon to do “The Beaumont Ride,” and it’s in the James tradition and stuff... Of course, it’s Harry, himself, who leads the way via his piping horn, and all the others back him noisily and well right on to the end. If you remember his “Frisar Rock,” you have a pretty good idea what this kind of instrumental side is like. As for locations, it belongs to their best and all they ask is June, and they want him hot and loud.

Slipped, the lads run thru “Why Does It Get So Late So Early,” on which Harry and his horn take again. Buddy DiVito handles the vocal chores and his performance takes a stellar position for what the aggregation have to offer on this romantic ballad. A good disk for wherever Harry’s name means action.

**Rumors Are Flying**

*Harry James in Mississippi* (Two Tones (Decca 24504))

A top treat is this offering of the soaring hit “Rumors Are Flying.” Done by a pair of voices representing the dusky and the paleface, the boys combine to bring to the boxes where they like ’em soft and low a piece of wax that gives it to ‘em just that way. Harmony tricks traded between the two bring forth listening fans, and the customers will. Slipped, the boys do “I Left My Heart In Mississippi,” that should have caught on many, many places, and it’s hard to see what they do for it helps bring the melody just that much closer to the hit parade. Give this platter an attentive listening. It’s worth it.

**“Bow Tie Jim”**

*Blues In The Night* (Apollo 1019)

The Loumell Morgan Trio here offer a neat little “race type” novelty in “Bow Tie Jim,” which, as the title implies, is about a guy with a bow tie. However, aside from the catchy lyrics, the music made by the three who handle a piano, bass and guitar, is worthy of notice. Their arrangements are tricky and good. Add to that the fact that their voices combine well to produce really pleasant harmony, and you have a disk that’s worth a place on the boxes, provided your locations are right.

Slipped, the boys do the standard, “Blues In The Night,” but here there was too much conversation, jabber wocky conversation at that, to make a favorable impression on this reviewer no matter how unique their arrangement is. We like the tune, but we like it best done straight, the way it was done in its heyday. And I’m sure most customers would agree with that.

**ANDREWS SISTERS**

*Your music boxes should ring up heavy coin once this latest platter of the industry’s favorites. The Andrews Sisters, get around. The tune is “A Man Is A Brother To A Mule,” a first class novelty number with lyrics and music that stick. Add to that the zingy, swingy arrangement it gets when the Andrews girls make with the chirping and you’ve got a sock hunk of wax that’ll soar to among the top positions on your route in hardly any time at all. And to make the treat complete, and the record worth its weight twice over, you’ve got “The House of Blue Lights” on the backing, and here again they score. As for the melody, well, “The House” has been around long enough so nobody needs measure its appeal. Snatch this platter. You won’t be sorry.***

**“Out Of A Dream”**

*My Sugar Is Soefined* (Hub 3032)

The *Ravens* (Columbia 37081)

Opus with “race type” locations can expect heavy action from this platter. The talent of The Ravens, a quartet, assures that; the melodies they do groove are ev’ryly nice, you see. They’re a quiet voiced quartet, depending on their closely harmonized vocal effects for effect, and doing so they perform top offerings of the romantic “Out Of A Dream” and the novelty, “My Sugar Is Soefined.” Backing the boys instrumentally are piano, drums and guitar, and they add to the mood set by the Ravens. Everything about both sides of this platter is subdued rhythm, and for melodic numbers where this type is in demand, you won’t go wrong with this disk.

**“I Got A Gal Named Nettie”**

*Hey Now, Hey Now* (Cab Calloway Orchestra (Columbia 37081))

In most any location where they like jive they like Cab Calloway, and this disk features that quality, but solid. On “I Got A Gal Named Nettie,” the Cab and his crew turn in a neat performance on a jump ballad that’s got good lyrics and a sound melody, with enough hint of romance to please even the dreamy of the hand holding record. Of course, Cab delivers the vocal, and it catches. Slipped, the boys come up with “Hey Now, Hey Now,” a musical note cut from the same pattern as “Hey! Ba-Ba-Re-Bop.” On this side the Cab shows the ability of his crew to turn in well controlled live on instruments and in vocal chorus, and in your spots where they liked “Hey! Ba-Ba,” they’ll like this.

**“The Man That Comes Around”**

*I Love You* (Tommy Tucker Time (Columbia 37082))

For a solid, standard novelty “The Man That Comes Around” is hard to beat, and this version, contributed by the Tommy Tucker Time aggregation, is the best we’ve heard to date. It’s Kerwin Somerville who leads the ensemble in the chanting of the chorus, slightly risque but highly amusing lyrics, and the job performed by the crew will go with the customers in most any location.

Slipped, there are two down to their music tools to deliver this theme song, “I Love You,” while The Voices Three take over the vocal chores. The “Love” won’t prove a sensation on the boxes, “The Man That Comes Around” should get a heavy enough play to warrant a place on the machines.
"If It's Love You Want"  
"Count Me Out"  
Henry "Red" Allen and his Orchestra  
(Victor 20-1956)  
- Hot jazz that perfectly fits the stompin' fans is presented here by the Henry "Red" Allen Orchestra. J. C. Higginbotham is featured on some very trumpet work in "If It's Love You Want (Baby, It's Me)." and Mr. Allen gets star billing in the vocal department as he gives with the self-sung and half-spoken lyrics. The reverse is "Count Me Out" and it's really hopped up jive. The pace is terrific on this instrumental ride which is a bright combination of solo raps and full orchestra. Not for the tea and crumpets crowd, but the jazz hounds will love it.

"Maria Mia"  
"La Comparsa"  
Camilo Lenti and his Latin-American Orchestra  
(Pan-American 062)  
- Here are two rumbas well executed by Camilo Lenti and his Latin-American Orchestra. There are no vocals to distract from the instrumentation and so all the rabid rumba fans will have a field day. Camilo Lenti and "La Comparsa." There is some good open trumpet work worthy of comment, but as in most rumbas, the rhythm is first and foremost. If you have the locations for this type of music, don't pass up this platter.

"I Want To Boogie Woogie"  
"Don't Give Me Baby"  
Buster Bennett Trio  
(Columbia 27075)  
- The Buster Bennett Trio swing way out on their contribution of "I Want To Boogie Woogie." The boogie beat is wonderful all the way through. Buster Bennett gives out with a blues vocal but the honors go to the instrumental part of the waxing. Flippin', they give us "Don't Give Me Baby." It's a purple tinted number as far as the vocal and the instrumental parts are concerned. Plenty of jive and hot lyrics, so if you've got a spot for it, that's where it belongs.

"Dreamy Rio Grande"  
"Rhythm in the Hills"  
Hal Horton and his Orchestra  
(Sonora 7022)  
- "Dreamy Rio Grande" is a romantic ballad given a vocal treatment by Hal Horton that's unusual in this type of song. He sings it almost like a ballad and the orchestra helps set the mood with a muted accompaniment. "Rhythm in the Hills" is offered in waltz time and Hal Horton again waltles the lyrics in a soft, subdued fashion. The locales in favor of western tunes will welcome this soothing campfire music.

"Your Conscience Tells You"  
Jerry Wald and his Orchestra  
(Sonora 3014)  
- This week "Your Conscience Tells You" as played by Jerry Wald and his Orchestra comes out on top and it's really first rate material. The song itself is a pleasant swingy one suitable for both dancing and listening and the performance is mighty good too. The Wald clarinet gets a strenuous workout and the platter is better because of it. Mary Nash does an admirable job on the vocal. Turn the record over and you'll find "Lazy Lullaby." It's all the title implies — lolling along at an easy rate and gathering coins as it spins. It's a double value for the operators and customers alike.

"The Old Lamplighter"  
"Touch-Me-Not"  
Sammy Kaye and his Orchestra  
(Victor 20-1963)  
- Sammy Kaye and crew come up with some of their best swing and swing music on this disk. "The Old Lamplighter" is getting a good play on the jukes now and their version won't have to take a back seat to any of the current waxings. It's given a dramatic background by the choir while Billy Williams takes all vocal honors. He has a strong voice and does a good job on this ballad. "Touch-Me-Not" is done in the familiar Kaye style and includes the singing title, a few bars of their theme song before the vocal, and the band members whistle during Mary Nash's rendition of the lyrics. The customers who like Sammy Kaye, will give this waxing heavy cash support.

"Honeysuckle Rose"  
"Copenhagen"  
Joe Biviano Quintette  
(Sonora 3021)  
- Joe Biviano and his Quintette breathe new life into two oldies and it all adds up to a rather pleasant session around the tuneful turntable. It's all strictly instrumental and the Quintette is comprised of two guitars, piano, string bass, and accordion. "Honeysuckle Rose" is the first offering and it's done in a pretty good dance tempo but the pattern gets a little monotonous. "Copenhagen" follows the pace set on the top side and the effect is about the same. Place it where they like small combos and jump and it'll sell.

"Rumors Are Flying"  
"It's All Over Now"  
The Three Suns  
(Majestic 7205)  
- Music by the Three Suns goes as well with dinner as demitasse and if you don't believe it, have a listen to the present rendition of the up and coming juke box favorite, "Rumors Are Flying." It's all instrumental and this trio gets ample opportunity to show off their talents. This number is "It's All Over Now." Artie Dunn gets the vocal assignment and does plenty all right by it. It's an easy going tune in a slow tempo. Give it a try.

"Bem-Te-Vi-Atrevido"  
"Ba-Tu-Ca-Da"  
Camilo Lenti and his Latin-American Orchestra  
(Pan-American 059)  
- Here's more Latin-American music and this time it's in samba rhythm furnished by Camilo Lenti and his orchestra. Both offerings, "Bem-Te-Vi-Atrevido" (Daring Bird) and "Ba-Tu-Ca-Da," feature lots of flute, open trumpet and gourds to augment the rhythmical background. This is good dinner music as well as dance music for the samba addicts.

"Gotta Get Me Somebody To Love"  
"That's My Home"  
Tommy Dorsey and his Orchestra  
(Victor 20-1931)  
- It looks as though the heavily advertised movie "Duel in the Sun" will have a sure-fire hit song in "Gotta Get Me Somebody To Love," and as substantial evidence of this fact we'd recommend Tommy Dorsey's waxing. It opens with a delicate lead on the Dorsey trombone supported by the band and then glides into an outstanding vocal by Stuart Foster. It's a western song that will immediately catch on after the first listening. On the platter a smash double feature they come up with a top rendition of "That's My Home," another pleasing prairie type number Foster again handles the vocal. It's a highly polished performance and will grab top coin everywhere.
YOUR VOTES

WILL DECIDE THE OUTSTANDING JUKE BOX RECORDING STARS AND THE BEST JUKE BOX MONEY-MAKING RECORDS OF 1946!

"The Cash Box" will award "Oscars" from the Juke Box Industry for the outstanding records and performers you found were your greatest money-makers in 1946!!

IMPORTANT NOTICE!!

EACH JUKE BOX YOU OWN COUNTS FOR ONE VOTE. EACH WALL OR BAR BOX YOU OWN COUNTS FOR ONE VOTE. EACH WIRED TELEPHONE MUSIC "SHELL" OR OTHER WIRED MUSIC DISPLAY UNIT COUNTS FOR ONE VOTE. EACH NON-SELECTIVE BOX YOU OWN COUNTS FOR ONE VOTE. BE SURE TO LIST THE COMPLETE NUMBER OF UNITS YOU OWN TO GET THE RECORDS AND ARTISTS YOU CHOOSE FULL CREDIT!!

VOTE HERE

TEAR OFF AND MAIL TODAY TO...

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

MY BEST MONEY-MAKING RECORD FOR 1946 WAS

(GIVE NAME OF RECORD CO. AND ARTIST)

BEST ORCHESTRA FOR 1946

BEST FEMALE VOCALIST FOR 1946

BEST MALE VOCALIST FOR 1946

BEST VOCAL COMBINATION (Trio, Quartet, Etc.)

BEST "WESTERN" RECORD FOR 1946

(GIVE NAME OF RECORD CO. AND ARTIST)

BEST "RACE" RECORD FOR 1946

(GIVE NAME OF RECORD CO. AND ARTIST)

BEST "FOREIGN" RECORD FOR 1946

(GIVE NAME OF RECORD CO. AND ARTIST)

Name ........................................

Firm ............................................

Address ........................................

City .......................... Zone .... State ......

1 Operate Juke Boxes; Wall and Bar Boxes ........................................

(Number)

Wired Telephone Music Shells ........................................

(Number)

Total Number of Votes ........................................
### New York
1. To Each His Own
2. South America, Take It Away
3. Five Minutes More
4. Choo Choo Ch'Boogie
5. Begin The Beguine
6. Surrender
7. This Is Always
8. Rumors Are Flying
9. I Guess I'll Get The Papers And Go Home
10. Ole Buttermilk Sky

### Chicago
1. To Each His Own
2. Five Minutes More
3. South America, Take It Away
4. Surrender
5. Rumors Are Flying
6. I'd Be Lost Without You
7. I Don't Know Enough About You
8. One More Tomorrow
9. They Say It's Wonderful
10. This Is Always

### Los Angeles
1. To Each His Own
2. Five Minutes More
3. South America, Take It Away
4. Stone Cold Dead In The Market
5. Choo Choo Ch'Boogie
6. Pretending
7. Rumors Are Flying
8. The Gypsy
9. Too Many Irons In The Fire
10. Surrender

### Toronto, Ont., Canada
1. To Each His Own
2. The House of Blue Lights
3. Surrender
4. Rumors Are Flying
5. And Then It's Heaven
6. I Got The Sun In The Morning
7. Without You
8. The Gypsy
9. I Don't Know Why
10. Route 66

### Jackson, Miss.
1. To Each His Own
2. Five Minutes More
3. South America, Take It Away
4. They Say It's Wonderful
5. I Don't Know Why
6. I Don't Know Enough About You
7. Blue Skies
8. Surrender
9. I Guess I'll Get The Papers And Go Home
10. Baby Won't You Please Come Home

### Sioux Falls, S. D.
1. To Each His Own
2. Five Minutes More
3. South America, Take It Away
4. Doin' What Comes Naturally
5. The Gypsy
6. Surrender
7. One More Tomorrow
8. How Cute Can You Be
9. I Got The Sun In The Morning
10. They Say It's Wonderful

### Idaho Falls, Ida.
1. To Each His Own
2. South America, Take It Away
3. Five Minutes More
4. Rumors Are Flying
5. The Gypsy
6. Pig Foot Pete
7. Wine, Women and Song
8. I Don't Know Why
9. Route 66
10. House of Blue Lights

### Des Moines, Ia.
1. To Each His Own
2. Five Minutes More
3. South America, Take It Away
4. They Say It's Wonderful
5. I Don't Know Why
6. Blue Skies
7. OI’ Buttermilk Sky
8. Choo Choo Ch’Boogie

### Omaha, Nebr.
1. To Each His Own
2. South America, Take It Away
3. Five Minutes More
4. Rumors Are Flying
5. The Gypsy
6. Surrender
7. I Don't Know Why
8. Doin' What Comes Naturally
9. If You Were The Only Girl
10. My Adobe Hacienda
11. I'd Be Lost Without You

### Louisville, Ky.
1. To Each His Own
2. Five Minutes More
3. South America, Take It Away
4. Surrender
5. Doin' What Comes Naturally
6. I Don't Know Enough About You
7. Pretending
8. I'd Be Lost Without You
9. The Gypsy
10. Choo Choo Ch'Boogie

### Fayetteville, N. C.
1. To Each His Own
2. Five Minutes More
3. Boogie Blues
4. South America, Take It Away
5. I've Never Forgotten
6. Choo Choo Ch'Boogie
7. I Don't Know Why
8. Route 66
9. Who Do You Love I Hope
10. Any Place I Hang My Hat Is Home

### Spokane, Wash.
1. To Each His Own
2. Choo Choo Ch'Boogie
3. My Sugar Is So Refined
4. Five Minutes More
5. The Gypsy
6. South America, Take It Away
7. Surrender
8. They Say It's Wonderful
9. I Don't Know Why
10. I Don't Know Enough About You

### Springfield, Mass.
1. To Each His Own
2. Five Minutes More
3. South America, Take It Away
4. Rumors Are Flying
5. This Is Always
6. Doin' What Comes Naturally
7. Somewhere In The Night
8. Blue Skies
9. Choo Choo Ch'Boogie
10. Stone Cold Dead In The Market

### Cheyenne, Wyo.
1. To Each His Own
2. Five Minutes More
3. Surrender
4. South America, Take It Away
5. House of Blue Lights
6. It Don't Know Enough About You
7. The Gypsy
8. Rumors Are Flying
9. I Guess I'll Get The Papers And Go Home
10. I Don't Know Why
We've been writing lots of lines about the figures who compose the wax circle in New York, and it just occurred to me that maybe you'd like to know a little bit about some of them; just a little bit; to tell a lot probably wouldn't be wise; at least, not here.

Lou Suritz (National Sales Director, Majestic Records) looks, dresses, talks, like a real sales chief. Proudly of his wife, a tall, beautiful Swiss gal is said to be the highest salaried model in the business. Photos of her adorn half the wall space in his office. In that atmosphere, he wipes his brow with custom-made handkerchiefs (five bucks a crack, they tell me, at Saks' Fifth Avenue), worries about Majestic's pressing plant in Newark, (N.J.), worries his distributors, worries his help, worries about artists and goes into a symphony of words everytime he telephones his sweetheart — Mrs. Suritz.

Al Middleman (President of Juke Box and Sterling Records) claims to know "absolutely nothing," about music, yet, with Eli Oberstein, he captained the well known Hit Records label, and with his own firm turned out "R.M. Blues" and "Fat Boogie Woogie." Partly and balding, he strikes home as a "successful business man" and—with "both feet on the ground." Doesn't want to set the world afire, but when he strikes a match, lots more are lit other than his cigars, You can believe me—he's among the best informed figures in the industry. And when he says something, he follows thru!

John (Jack) Hallstrom (General Merchandising Manager of RCA-Victor) is unique in that he looks like a country boy and gives out with, "the fastest line of city talk," to be heard around these parts. And that's saying a lot! Actually a country boy by birth, he learned most of his lessons in the record business from Frank B. Walker, now chief of the new MGM label, and he couldn't have had a better teacher. His office is full of weird shaped furniture (and heap expensive) but in all this Jack still likes to put his feet on his desk when he tells you how great are Victor records. When he's steamed up about something he drums his fingers like mad, and he (gets steamed up) so often you wonder why he hasn't got an ulcer by now.

"Race" Record Tip

Robert A. Hazelton, a leading music op in New York City's Harlem advises ops with "race" locations to latch on to a record called "Morning Blues," which, he says, can be expected to lead the "blues" parade in that territory very shortly. It's on a Queen label.
THE JUKE BOX IS A VITAL FACTOR

By JAMES J. WALKER
President, Majestic Records, Inc., New York

When Bill Gersh told me the other day that a very substantial part of record sales are to operators of coin machines, he wasn’t telling me anything I didn’t know. He was just reminding me of something I shouldn’t forget.

As president of Majestic Records, Inc., it’s my job to watch every angle of this business. Any complaint from a coin machine man (occasionally there is one!) is handled as quickly as I can get to it. I learned long ago of the importance of your nickels on our profit and loss statement.

Some people are inclined to view the juke box as something that lowers the “tone” of the record field. I don’t hold with this view at all. To my way of thinking the juke box is a vital factor in advertising, in public relations, in actual sales effort. Phonograph records don’t sell in quantity because some obscure critic in some obscure magazine dashes off a few words of praise about them. They sell when Mr. and Mrs. John Q. Public and their kids hear ‘em on the air and on a coin machine.

Predicting the weather is simple in comparison with picking a potential hit record. We get the very best artists available, feed them the best material on the market, record them on up-to-date high-fidelity equipment, press the records in modern plants. Yet all the time we’re just betting that people like you, who are so close to the public pulse, will confirm our judgment and buy our product.

The point is that we’re both trying to gauge the people’s taste in music. And the advice we’ve had from the coin machine ops has been invaluable. That’s why we like to get it, and that’s why we’re so grateful for it.

So thanks for being so kind to Majestic Records and to me. I never realized that “facing the music” could be so pleasant!
SCHOOL HAS STARTED—
DON'T OPERATE HALF-HEARTED—
START FRESH WITH
GUTSHALL RECORDS
THE BEST
IN THE WORLD

**THIS WEEK'S SPECIAL**

**LAMPLIGHTER**

No. 109 "ST. LOUIS BLUES" KAY STARR and
"AFTER YOU'RE GONE" THE LANTERN FIVE
THE AUTHOR OF "ST. LOUIS BLUES" SAYS THIS RECORD AS
SUNG BY "KAY STARR" IS DONE THE WAY HE INTENDED IT.

FOR OPERATORS WHO WANT THE BEST IN ORGAN RECORDS
— WE RECOMMEND "JAKE HAMMOND" ON MARS LABEL

WE ALSO DISTRIBUTE
MODERN — G. & G. — SAN ANTONIO — MARS

THE WORLD'S FINEST DISTRIBUTORS TO SERVE YOUR EVERY RECORD NEED

**RUNYON SALES CO.**
593 Tenth Avenue
New York, N. Y.
Covers New York, New Jersey and Conn.

**AMERICAN COIN-A-MATIC**
1437 5th Avenue
Pittsburgh, Pa.
Covers Western Penn., Virginia, West Virginia,
Maryland, Washington, D.C.

**BECKER NOVELTY CO.**
97 Dwight Street
Springfield, Mass.
Covers Massachusetts.

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

**PAN-AMERICAN RECORD DISTRIBUTORS**
11721 Linwood Ave.
Detroit 6, Mich.
Covers Michigan.

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

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

**LYON DISTRIBUTING CO.**
726 S. 4th Street
Louisville, Ky.
Covers State of Kentucky and Southern Indiana.

**DAVID ROSEN**
855 N. Broad Street
Covers Eastern Pennsylvania.

**M-S DISTRIBUTING CO.**
1429 No. Clark Street
Chicago, Illinois
Covers No. Illinois and Wisconsin.

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

**COMMERCIAL MUSIC**

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

**C & C DISTRIBUTING CO.**
714 Fourth Avenue
Seattle, Wash.

**MELODY SALES CO.**
369 6th Street
San Francisco, Cal.
Covers Northern California and Nevada.

**M. B. KRUPP DIST. CO.**
506 N. Kansas St.
El Paso, Texas
Covers El Paso and Vicinity.

Territories Not Covered Above Still Available

**JACK GUTSHALL DISTRIBUTING CO.**
1870 W. Washington Blvd., Los Angeles 7, Cal.
640 — 16th Street, San Diego, Calif.

"IF IT'S GOOD — WE HAVE IT"
GREATEST YEAR FOR THE BOTH OF US

By HARRY C. KRUSE
Vice-President in Charge of Sales, Decca Records, Inc., New York

In the past 12 years, the automatic music machine industry has grown from a standard factor to one of the most impressive and alert businesses of today. We, at Decca, are particularly proud of this advance for we feel a special kinship with the industry.

Since 1934, when Decca first started to record and distribute records, there has been an unending release of records that have made money for coin machines. It is certain that everybody who has been in the business for a number of years will remember "The Music Goes 'Round And Around" by Riley-Farley, "Rockin' Chair" by the Mills Brothers, Edgar Hayes — "Stardust," Clyde McCoy — "Sugar Blues" and all the great Bing Crosby, Andrews Sisters, Guy Lombardo, Jimmy Dorsey, Andy Kirk, Ink Spots, Ella Fitzgerald, Louis Jordan records that followed, and continued to follow right up until today, when among the biggest coin machine favor-
OSSINING, N. Y.—The new pressing plant which Musicraft Records has been building here for several months past is now in operation and producing platters for its distributors in this section, it was reported this past week.

In test production for the past few weeks, the product being turned out has now been declared “up to the standards demanded” by the firm, and it is expected to be but a matter of days before production figures are reached which would make Eastern distrbs independent of West Coast supply.

The new plant has been called “the only answer” to music ops’ complaints that they had been receiving delivery on orders placed with Musicraft too late for the records to prove of adequate value on the machines.

Cosmo Names Canada Distrib

NEW YORK — Cosmo Records this past week announced the appointment of two additional distributors.

For the Dominion of Canada, the Ideal Electric Company, with offices in Montreal and Toronto, was named.

At the same time it was made known that the Standard Supply Company, headquartered in Salt Lake City, had been appointed to vend the Cosmo label in that city and in its surrounding territory.

Here’s “Hot” Wax

HOLLYWOOD, CALIF. — “Where there’s smoke there’s fire,” says Leon Rene (left), president of Exclusive Records, to Johnny Moore, leader of the Three Blazers. Leon holds one of Johnny Moore’s Three Blazers’ latest platters, “My Silent Love,” listed among those “Burning The Jukes In Harlem” in this issue of The Cash Box.
COOPERATION IS A MUTUAL "MUST"

By JACK WILLIAMS
Advertising Manager, RCA Victor Record Dept., Camden, N. J.

Every coin that drops into an automatic phonograph means two things: direct revenue for the automatic music industry, and effective promotion for popular music for the record industry. These effects are so closely interlocked that cooperation between the two industries is a mutual "must."

At RCA Victor we have always looked upon the coin operated phonograph as an outstanding means of advertising popular music, including international, western, country music, rhythm, and blues. We recognize that many tunes have been practically "made" by the juke box trade, as witness the RCA Victor recordings of Beer Barrel Polka and Elton Britt's rendition of There Is a Star Spangled Banner Waving Somewhere.

We consider it good business to cooperate in every way possible with coin operators. Pop releases are laid out with the automatic music industry in mind. Many promotional campaigns are set up to particularly benefit coin operators. For instance, the Spike Jones Music Appreciation Week (July 12) and Perry Como Week (Sept. 2) gave coin operators a real opportunity to take advantage of nation-wide record promotion and publicity. It was also with the juke box trade in mind that RCA Victor brought out the coin operators' specials — records with the same tunes pressed on both sides — to give maximum value in top tunes.

Not only in selection of recordings to be made, but in the actual production of records the interests of coin operators are kept in mind. With a long-time reputation for putting out the finest record for automatic phonograph use — a record that offers more plays per disc and that keeps down the number of service calls — RCA Victor scientists and engineers are constantly working to insure coin operators a long wearing disc with high tone quality.

In merchandising plans also, service to coin operators figures prominently. Several years ago we recommended to RCA Victor distributors that they have rooms equipped with standard coin operated phonographs so that coin operators could hear recordings exactly as they would be reproduced in service. Many distributors now have rooms set up for this purpose. Other distributors have installed special departments for coin operators, with listening booths for their exclusive use.

This month we are reaching an important milestone in record production with the pressing of the one billion RCA Victor disc. This achievement of one billion records is due in no small measure to the activities of coin operators. To them goes much credit for helping to bring records back to popularity after the slump of 1930. To them credit is due also for continuously building up interest in popular recordings.

This steady increase in the pop music field is important both to the automatic phonograph business and the record industry. Because this is so, we are looking forward with much interest to the forthcoming convention of coin operators in February. This gathering provides a valuable opportunity for us to meet again and talk personally of ways and means of working together even more closely in the future — to our mutual good interest and prosperity.
Paul Bleck Compliments “Quiz-Whiz” Eaton

CHICAGO—Paul Bleck, AMI’s service manager congratulates “Doc” (Quiz-Whiz) Eaton, vice-president and general salesman for AMI, on the splendid job which his Chicago team did on the “Quiz of Two Cities” program.


According to Paul Bleck, “Doc and his team didn’t miss a single question on the program and deserved to win by the margin they did. We hope that Jack Mitnick and his New York juke box experts will be better geared to take on Doc’s Chicago juke box wizards the next time they meet on this radio program — if it comes about once again.”

The program was heard by coinmen over radio station WGN in Chicago and station WOR in New York. Many listeners have since written in to compliment Doc as well as Jack Mitnick for making this a very interesting program, gaining good will for the juke box trade.
A PERSONAL MESSAGE

By PAUL E. SOUTHARD
Vice-President, Columbia Record Corp., Bridgeport, Conn.

We stand on the threshold of the greatest era we have ever seen. When I say "we" I mean the coin phonograph operators and the record industry. I cannot help but forecast a great resurgence of business for the coin machine operator for as record production continues to increase the coin phonograph operators' profit opportunities also increase. In the same way when we at Columbia are able to produce enough records to meet the demand it is our firm conviction that the coin machine operator will return to his rightful pre-war position as a highly important factor in the development of hit tunes.

If this contention be true, then it is seen that the interests of the coin operator and the record industry are very closely interwoven. We are interdependent and therefore the problems of both businesses assume at least some similarities. We believe we know the operators' problems and, despite obvious production handicaps, it is our contention at Columbia that we are on the way toward helping solve some of those problems by increased production of hit tunes and timeliness of new releases.

We are fully aware of the fact that operators during the war could not get enough Columbia Records. No one was able to get enough Columbia Records to meet the tremendous demand. Today we have greatly expanded our staff and production at our Bridgeport factory and at Hollywood and Mexico City. It is obvious from these facts that we expect the Columbia record business to go on growing. Not a small part of this anticipated growth is the part we expect coin machine operators to play.

But the coin operator like anyone else who sells a product or a service must keep his finger on the public pulse. The operators who have done this know that that lovely but brief period when you could buy any record confident in the knowledge that it would get plays is nearing an end. The operator must become as discriminatory in his record buying as the public that puts a nickel in his automatic phonograph is becoming. He can no longer give the public Joe Doakes when they want Frankie Carle, or Dinah Shore or Frank Sinatra . . . that is, he can't if he wants to derive maximum income from each record on his machines.

Knowing this to be true we recognize our problem to be that of producing enough of the records operators want to buy. It is our purpose to increase our production as rapidly as we can without sacrificing quality. And believing that the record business was built to its present volume at reduced rather than increased prices it will be Columbia's policy to retain its present low prices as long as rising production costs permit.
"Itty Bitty Girl" Placed In New York

NEW YORK—Velma Nelson's "If I Were An Itty Bitty Girl" (Aladdin) which The Cash Box record reviewers described as among the "most torrid novelties to be heard on wax," when it was first released some months ago, is now being placed on locally in this city by two leading operators, it was learned just this past week.

As a result, much interest in the record among local ops has been stimulated, with speculation running high as to whether or not the tune will be hit by local "blue nose" groups.

First reports from the two ops who placed it indicate that initial play has been heavy both in "race" type and other locations.

According to Ralph Emmett of The Cash Box, who wrote of the tune when it was first released (Week of July 15, 1946), the melody of the disk is built around a few simple bars, but the lyrics delivered by Velma Nelson more than made up for any variation in the music.

Ops were cautioned however, to exert care in placing the records, for, he emphasized, there are many locations where the disk might be received — or result in — public disfavor.

Meanwhile, in this city, there have been no reports to that effect as yet, as interest in the record mounts.

Trucking Strike Hits Disk Deliveries

NEW YORK—Memories of the wartime record situation were revived among music ops in this city as a result of the trucking strike, which has tied up the delivery of new records in this area for several weeks. The not a cause for grave concern as yet, since there are adequate supplies on hand among several local distributors, replacement of many records in the top hit category and the purchase of latest releases has been almost impossible. As a result, many common have been forced to trek to strike-free cities in order to procure at least a portion of their requirements.

Horneman to Vend Disks to N.Y. Juke Ops

NEW YORK — Charles Hornemann, formerly a leading music operator in this city, has been named to represent the Manor, King and Queen labels to the cointrade in this New York territory.

Until forced to sell his route upon entering the armed forces four years ago, Hornemann was recognized as one of the more progressive figures in Juke box circles here, serving as a member of the board of directors of the Automatic Music Operators Association, this city.

He is associated with Broadway Distributors, who hold the exclusive franchises for the labels here.
THE JUKE BOX AND THE RECORD FIELD
HAVE A COMMON RESPONSIBILITY . . .
THE FUTURE OF AMERICAN MUSIC

By BEN ELLISON
General Manager, Hollywood-International Records, Los Angeles

The other day, I was asked by a juke box operator for my frank opinion concerning the interests existing between the Record industry and the Automatic Music industry. Under ordinary circumstances, it would have been quite simple to define this relationship.

It could be said that juke boxes and recordings were, jointly, as much a part of the American popular culture as was the corner drug store, or hot dogs at a baseball game. However, it was a little more difficult to define, having read the article in the August 26th issue of "The Cash Box," headed "Bar Sixteen-Year Olds from Paying Jukes," which reported an ordinance under consideration in West Orange, N.J., to bar young men of all ages and under from playing juke boxes.

One can realize that unless operators become conscious of the leisure community needs of both the youth and the adult, it could be possible that the entire industry might suffer because of the lack of judgment of some few who will put any type of salacious recording on their box that will attract a coin. Also, there are those people, outsiders of the trade, who would unrighteously make an inanimate object— the juke box — the scapegoat, instead of understanding the real causes of juvenile delinquency and what it is, in part, lack of parental control, vicious community neglect of youth leisure, and unwholesome environmental influences.

It could be said that the common interest between these two industries could depend upon the environment in which the machines are located, and then the types of recordings that are played.

Any practical business man can realize that if ordinances barring youth from playing juke boxes were introduced in communities throughout the nation, it would cause a great loss not only to the Automatic and Music Record Industries, but to the people throughout the United States, as well, who enjoy and appreciate the juke boxes. For instance, a recent drive in Los Angeles and other communities against salacious literature caused a great deal of unpleasantness and hardships, as well as a considerable loss of money.

As a record manufacturer, now heading Hollywood International Records — and a U.S.O. Director during the war — I can cite a few pertinent incidents of the past which might help all of us in realizing how inter-dependent the Record business and the Automatic Music industry really are, and indicate how we can improve this relationship.

Many U.S.O. centers that served hundreds of thousands of G.I.'s were helped to do so in a good measure through juke box machines. In many cases, the operators provided very attractive machines and allowed a good percentage of the "take" to help the centers. In other cases, juke boxes were bought outright, and the service was on a different basis. On behalf of U.S.O. Directors, I am glad to have this opportunity to thank those operators who so generously put their boxes in U.S.O.'s, free of charge, and provided the records and services without cost to our service men.

I recall one specific example at the U.S.O. which showed how the Automatic Machine and the Recordings can be vital to the morale of people. Just prior to the death of the late President Roosevelt, we had received a large, attractive juke box of both the U.S.O. personnel and the G.I.'s were very proud. On the day the President passed away, we were all listening to all the songs in our center. As Director, the writer set up an emergency program for the week in mourning. Instead of turning off the juke box, we merely replaced the pop and jive records with appropriate classical recordings, such as the program of all the radio stations. It was amazing how the men played those records constantly during that week, which, to my mind, proves that there are many people who would pay a coin to play good music on the juke box, as well as the stock pop and jive stuff.

Another interesting experiment in providing a leisure program for hundreds of thousands of men in a facility where there was no provision for dancing was in the Jay Street, Sacramento U.S.O., which the writer organized. The juke box was one of our main attractions among numerous types of games which were provided for the leisure activities of the G.I.'s. On those bases, we covered all types of records, from classical to boogie-woogie, to meet the different tastes of different men.

There usually were two locations for this type of record service in the centers. At one point was placed a juke box which played the general run of popular jazz and blues. In a second U.S.O., there was a glassed-in music room where a G.I. could bring his own classical or semi-classical records, and this was one of the very popular spots in the U.S.O. In other country, in canteens, in G.I. recreation halls, coin machines and recordings were a combined medium for entertainment and good morale.

If, now, it comes to the point that youngsters could be barred from playing the coin-operated music machine or this type, it is only because both the operators and the communities have become careless in supervising youth's leisure. A local operator, with the assistance of the Record and Automatic Music industries, can be a good neighbor to the people of the community, and very profitable to the communities as well. Therefore, for all of us to be a little more aware of how we can improve the product and service we offer to our communities.

Hollywood International Records has just waxed Alexander Laszlo's "Hollywood Concerto," for album, which is written in a symphonic jazz vein. Just as jazz, swing, and jive are a part of young people's lives, so, too should be the classics and semi-classics. Some distributors are already giving serious consideration to improving their lines.

For example, I entered the office of a well-known West Coast distributor, and there stood a group of hard-hitting guys, listening to a new recording of "The Lord's Prayer," featuring Pat O'Brien, followed by several organ solo records. The distributor and the group were discussing the merits of the records, and all agreed that they were not only excellent items, but real commercial material.

There are hundreds of albums and platters which should find their way to juke box plays that would pay. The liner note of Victor 21178, "Kush Frijnl, the Hammersteins and others could be as popular with our young people as the records with a beat. For instance, in presenting our "Hollywood Concerto" to a group of youngsters at a local conservatory of music, several students were asked which they preferred — the classics or swing. They unanimously responded that the question was an unfair one, because they liked both!

There is no doubt that we should do something about it in the Automatic Music Industry.

As to the common interest between the Record industry and the Automatic Music industry, there is little doubt that several of the major, and most of the independent record companies will admit that in the past few years, the juke box and coin machine music have been of vital assistance toward the success of hit tunes. In fact, records from record masters have, in many instances, been tested on juke boxes for sale. And, before being scheduled for full production. Many publishers now look to hit record material for their song publications. So the Record Manufacturer, the Distributor, and the Coin Machine men, do all have a common responsibility for the future of American Music.
Apollo Records To “Import” New Artists From Deep South

NEW YORK—Irving Katz, national sales chief of Apollo Records, announced this past week that the firm is now seeking to “import” artists from the Deep South to bolster its talent roster.

Reason for the move, Katz explained, is the fact that most top “race” and “folk” artists have current contracts with recording firms or are otherwise unavailable.

“As a result,” Katz added, “Apollo Records have men now touring Southern cities in an effort to discover and contract with artists who have earned their place right there among the people we seek to sell our records to.

“In addition,” said Katz, “we believe we will thus gather talent that will possess the most important quality of any ‘race’ or ‘folk’ record, and that is authenticity.”

Also an unusual feature of Apollo’s plans is the intent to revive “Creole-type” music, little of which has been heard on records in the past twenty years.

Diskeries Pledge Attendance of Stars
At N. Y. Ops’ Fete

NEW YORK—Barney Schlang, manager of the Automatic Music Operators Association, this city, told The Cash Box this past week that he had received assurances from “practically all” the major record manufacturing firms that a representation of artists would attend and entertain the New York music ops at their Ninth Annual Banquet to be held in the Grand Ballroom of the Waldorf Astoria on the evening of October 5.

A tremendous attendance on the part of the operators, distributors, and manufacturers is anticipated.

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**TERRIFIC PERSONALITIES SUCH AS**

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HERMANAS GOMEZ
ALTENITA Y FIERRO
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ARTURO VAZQUEZ
Orchestra Conducted By
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**PRESENTS**

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**DISTRIBUTORS WANTED!! A FEW AVAILABLE TERRITORIES OPEN**

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137 N. WESTERN AVENUE
LOS ANGELES 4, CALIF.
"A LITTLE LESS HOKUM"

By HARRY W. BANK
President, Cosmopolitan Records, Inc., New York

Let's have a little less hokum.

Sure, every record manufacturer "loves" the music operator.

And why not?

To the record industry the juke box means a fast dollar; it means a fast turnover of records, and it means the best and most consistent showcase for those records that's around to be offered; it means a customer who doesn't cost us money for promotional material that winds up in an ash can; a customer who doesn't get or doesn't use a 5% return privilege; it means a customer we needn't chase comes the 10th of the month. In short, it means a customer who returns the hugest profit the record maker can possibly net from any source he knows and sells.

Sure, the record manufacturer loves you. And how!

Trouble is, though, most record makers work too much on donating his love to the coin industry and too little on getting the coin industry to love back.

That's a practice Cosmo Records doesn't intend to follow. We can't afford to. And I know.

Sure the record business is booming. Come more home phonos, and it'll boom even more. I hope it lasts forever.

But maybe it won't. And then what?

And then starts the scurrying to romance the coin-trade. You see, the cointrade won't bust. People will still play juke boxes (probably more so) and the juke boxes need records.

But when and if that time comes around I don't intend for Cosmo Records to be among those eager romancers.

I don't intend for it to be necessary.

You see, Cosmo Records has been in the record business for little more than one year, but Harry has been a coinman for better than twenty years. And a coinman doesn't spend twenty years in the business without learning more than a few things about it.

That's why for the year we've been around selling records we've put such an accent on the cointrade.

Yes, we began to romance the music op from our very first day as record manufacturers, and tho we haven't done much, we intend to. We needed these past months to gain strength. We're gaining it fast.

When it comes to giving the music op trade the breaks it deserves, Cosmo Records will lead the way.

And I mean right now — not should a bust come.

We've got plans, and we'll spring them.

If you want to know why, it's not because the twenty years I've spent in the coin machine industry has made the love in me for you bloom like a flower.

Hell, no!

I just don't want Cosmo Records to go broke!
"Rumors Are Flying" Picked As "Hit of The Month" By Cleveland Phono Ops

CLEVELAND, O. — The Cleveland Phonograph Merchants’ Association has selected "Rumors Are Flying" as the "Hit Tune Of The Month" for October. It was announced here this past week.

The "Hit Tune Of The Month" idea, revived in this territory but a few months ago, is being carried thru to stimulate play on the music boxes by stimulating public interest in popular music generally.

Promoting the idea will be radio spot announcements, newspaper ads, car cards and display cards on 3000 jukebox jukeboxes in the Cleveland area, all to focus attention on the hit tune being featured on the machines.

According to reliable reports the idea is effective, and spokesman for the association declared its result has been "a great rise in both record plays and sales."

Affirming again the theory that juke box action stimulates the sale of platters in retail stores is the word of retailers in this area, who have expressed their appreciation to association members for the sales results they have achieved as a result of the committee's campaign.

National Records Try Expansion Movies

NEW YORK — National Records, headquartered here, is expanding its production, distribution and recording activities, according to a statement released this past week by A. B. Green, the label's chief.

In line with this expansion policy, it was claimed that the firm had increased its pressings by 33% during the last month, and it was implied that this figure was but a first advance step in making the label available to a wider market.

From the distribution view, it was emphasized by Ralph Berson, newly appointed sales and publicity chief, that National is seeking to expand its distribution facilities to network in every section of the country, and distributors are now being sought for many territories still open. In addition, Berson implied that there might be some distributorship changes in areas where the label is now being represented.

According to Herb Abramson, director of the artists and repertoire, commencing in October, National will issue four new releases per month, including one or more new records in each of the categories the label now features.

Biggest artist names on the National roster are: Billy Eckstine, Lily-ann Carol, Charlie Ventura and Dick Thomas.
In the short time that Mercury Records has been in the phonograph record field, we have found out what a tremendous part the operators of "juke boxes" play in the promotion of records. We believe that without them it would be almost impossible to have a good tune become a nationwide hit. With the coverage given by "music boxes" it is almost an overnight result.

We have found it to our advantage to listen closely to the advice given by operators who come to our distributing offices, as to the type of music they think will be favorite selections on their boxes. Because they are in constant touch with the pulse of the public their suggestions usually are correct.

Today there are many problems confronting the manufacturer of records. It is very difficult with conditions as they are to secure the right amount of shellac and other material which goes into the making of a quality record. However, Mercury has decided that rather than spread the material thin and produce large quantities of records with minimum plays we would assure the operators that they would get top-notch quality to guarantee them a profit on their purchases.

We at Mercury Records hope our association with the operators will continue to be as mutually beneficial as it has been to date.
EXCELSIOR RECORDS ANNOUNCES
9 SENSATIONAL NEW RELEASES

"AL "STOMP" RUSSELL TRIO
"MORE THAN YOU KNOW" "SAY WHAT YOU MEAN"
No. 180

"MELLOW JELLY BLUES"
"CYNTHIA"
No. 176

JOE ALEXANDER HIGHLANDERS
"I'VE GOT TO PUT YOU DOWN"
"BABY, I'M GONE"
No. 179

HELEN "BLUES" ANDREWS
"Shouttag"
"COTTON AND CORN BLUES"
A Real Money Maker
No. 181

JOHNNY CREACH'S MAJORS & MINORS
"BOOGIE WOOGIE ON STRINGS"
"CALIENTE"
No. 182

"MEMPHIS" JIMMY MCCrackLIN
"YOU DECAYED"
"BLOUNSTONS BOOGIE"
No. 183

"I'VE GOT A GAL 65"
"BABY TAKE A CHANCE WITH ME"
Charles Mingus Sextette
No. 184

LUVENIA NASH SINGERS
"GREAT GETTIN' UP MORNIN"
"FEEDA MY SHEEP"
No. 154

"JOHN, THE REVELATOR"
"SWING LOW SWEET CHARIOT"
No. 155

ORDER FROM NEAREST DISTRIBUTOR

HOLLYWOOD INTERNATIONAL RECORDS
PROUDLY PRESENTS

"HOLLYWOOD CONCERTO"

—IN SYMPHONIC JAZZ VEIN—
PREMIERED AT HOLLYWOOD BOWL, AUGUST 10th

In Album—Four Moods
Part I —HOLLYWOOD JUNGLE
Part II —HOLLYWOOD AND VINE
Part III —CLIMBING TO SUCCESS
THE LAND OF MAKE-BELIEVE
Part IV —HOLLYWOOD NIGHT LIFE
THE JOY OF LIVING

Featuring...ALEXANDER LASZLO, composer of Concerto
CONSTANTIN BAKALENIKOFF, Hollywood's brilliant motion picture music director

NEW SONGS BY BEN ELLISON, WRITER OF THE CURRENT HIT, "I LEFT MY HEART IN MISSISSIPPI", and BOB ECTON
Featured by H.I.R. Artists...

"THAT WOMAN OF MINE" — Ralph Blanchard, Vocalist
Nick Pelico's Orchestra

"PUMPKIN SEED" — Jimmie Dodd, Vocalist
Les Robinson's Orchestra

"LOVELY THINGS ARE ALWAYS MINE" — Jim Cassity, Vocalist
Nick Pelico's Orchestra

"DEAL 'EM" — Instrumental, Harry Rodgers' Arrangement
Nick Pelico's Orchestra

NEW MOODS IN MUSIC...AN ATTRACTION FOR THE BOBBY-SOXERS AND SOPHISTICATES!
JUKE BOX GOOD-WILL VITALLY IMPORTANT TO RECORD FIELD

By HY SIEGEL
President, Apollo Records, Inc., New York

There is a great community of interest between the automatic music-machine, or juke-box industry and the record manufacturers: Both are interested in making and pushing hit records.

On the one hand, the music-machine operator is constantly on the lookout for hit records because they are what bring in the nickels. And the more hits there are on the machine, the greater the average intake. It makes no difference what label the hit is on, as long as it brings in the nickels. And because the operators are concerned about what is in the grooves and not what is on the label, small companies like Apollo have been able to get their records across to the general public.

Since the juke-box industry covers a wide variety of tastes in music, including different nationalities, one can see that there is need for a great many different types of records. What might be a hit in one section, may not go in another spot. It accordingly behooves the manufacturer to make some records that might not have universal appeal so that the complete requirements of the operator can be met.

On the other hand, the record manufacturer is constantly endeavoring to make hit records. The importance of the machine operator in the introduction of new potential hit records to the buying public is well known to the wide-awake record manufacturers. Along with the disc jockeys, the operators of juke boxes play an important part in the making of hit records by constant playing. It is a well-known fact that many records, pushed only on the jukes, have become hits without the assistance of live radio plugs of the tune.

There have been many statistics on the proportion of sales of records to the music machine industry. To my mind, the size of this percentage is relatively unimportant, because it is absolutely essential to introduce a record on the juke-boxes to insure its success. Sales to the retail record shops will automatically follow the successful introduction on the machines.

In my opinion, because of the reasons outlined briefly above, it is necessary to see that the music machine operator is properly serviced by the sales department, and that he gets his proper share of production.

The goodwill of the industry is of vital importance to the record manufacturer.
Now Delivering • Newest Release

EMERALD No. 103
"PRETENDING" "JEALOUS"

VOCALS by AL NOBEL and THE KINDERS THREE
Orchestra under the direction of MARTY SCHRAMM
RELEASE DATE — SEPTEMBER 20, 1946

National Distributors
AMERICAN COIN-A-MATIC MACHINE COMPANY
1435 Fifth Ave. Phone: Atlantic 0977 Pitts. 19, Pa.
TERRITORIES OPEN, APPLY AT ONCE

Distributed in
New York, New Jersey, Connecticut by
RUNYON SALES CO. OF N. Y. C.
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M. S. DISTRIBUTING CO.
1429 N. Clark St.
Chicago, Ill.

Distributed in
New York, New Jersey, California by
ALADDIN DISTRIBUTORS
ALADDIN RECORDINGS, HOLLYWOOD, CALIF.
“Race” music is my business.

It’s just as much my business as it is the men who write it, play it and put it out in wax.

You see I’ve got to sell it, and to the most critical, most exacting customers in the country. And that — make no mistake about it — is New York’s Harlem.

Everybody in the business knows what kind of action exists there. It’s heavy — but for the right kind of music. And for the right kind, a Harlem location will net more as a group than most other types of routes anywhere in the country.

Sure, that’s because we’re musical. And still, that’s the one factor so many record manufacturers forget.

They’re not giving our people much credit, making records like that for us.

What Harlem wants, and Cleveland, Detroit, Chicago, Los Angeles and all the other heavy centers of Negro population is music that’ll stir ‘em. Contrary to the long standing impression — we’re kind of hard to stir — at least musically.

Another thing to consider. Our tastes here are more exacting than they are in the South. For a “blues” to score here it has to be the best. If it’s “rhythm,” the same holds true; we can say as much for a “ballad.” The qualities that bring in the nickels in Harlem are great musicianship, good compositions, and, that most elusive quality of all, an interpretation that comes only from understanding us.

Examine the qualities of “R. M. Blues,” “Choo Choo Ch’Boogie” and Billy Eckstine’s “Prisoner of Love.” You’ll hear what I mean.

And all that winds up to this single thought: Just give us music we can feel.

And our people would rather reach up to feel than to have it come so we must get down to understand.

Selling Music To Harlem

By Robert A. Hazelton
Ideal Music
New York

Alberta Hunter

Alberta has a repertoire of 400 songs; NBC thought she was important enough to short-wave her broadcasts to America twice weekly for several seasons. The Mutual Broadcasting System featured her, coast to coast, four times a week. Her ballads, sung in seven languages, appeal to every type of audience.

She has skyrocketed to fame here and abroad, since Cole Porter and Elsa Maxwell discovered her in a Paris club.

2 New Releases

Juke Box Record Co., Inc., 7 W. 46th St., N.Y. 19, N.Y.
4—Surrender 101.2 84.7 98.5
AR-150—JAN SAYRE, and His TOP HATTERS—Vocal by Bob d'Amere. With Along With Me.
CO-34951—WILLIAM LANG ORCHESTRA. The Good Earth
CS-482—TONY PASTOR, Band. Cynthia in Love.
DE-18997—ANDY BROOKS. One Love.
MA-7186—GEORGE BOSNICK ORCHESTRA. She's Got That Look.
MG-15073—PHIL BRITO. If You’re Going To Leave Me.
VI-20-1877—PERRY COMO. Only A Man Can Love.
5—Doin' What Comes Naturally 45.9 39.8 55.5
CA-34947—DINAH SHORE. I Got Lost in His Arms
DE-22381—GIL LEIGHTON. Now Look Here, Baby.
DE-18872—J. DORSEY ORCHESTRA. All That Glitters
MA-7193—DE MARCO SISTERS. That Wonderful Warmth Feeling
SL-15033—MARIE GREENE. To Each His Love.
VI-20-1870—FREDY MARTIN ORCHESTRA. Could You Have Known Her?
VI-46-6001—AL GOODMAN ORCHESTRA. You Can't Get a Man With a Gun.
VI-20-1872—PERRY COMO. If You Lost in His Arms
6—They Say It's Wonderful 41.7 18.9 43.9
AR-139—GINNY SIMMS. What Could Be Sweeter
CA-251—ANDY RUSSELL. Laughing on the Outside
CO-34947—FRANK SINATRA. The Girl That I Marry
DE-23356—AARON J. BLACKTON ORCHESTRA. Anything You Can Do
DE-18829—BING CROSBY. These Foolish Things
FS-1031—FAY HERBERT ORCHESTRA. I Remember
MA-7176—JACK LEBOW. September Song
ME-3005—EILEEN BARTON. You Brought a New Kind of Love
MU-15065—GORDON MacRAE. Prisoner of Love.
SL-15021—BAY BLOCH ORCHESTRA. Cynthia's in Love
VI-20-1875—PERRY COMO. If You Were the Only Girl
VI-46-6001—AL GOODMAN ORCHESTRA. 2. I Got Lost in His Arms
1. You Can't Get a Man With a Gun. 2. Doin' What Comes Naturally
7—This Is Always 40.4 23.9 24.2
AR-154—GINNY SIMMS WITH LOU BING AND HIS ORCHESTRA. Somewhere In the Night
CA-277—JOHN HAYMES. I'll Be With You in Apple Blossom Time
CO-37031—MARRY JAMES ORCHESTRA. He Never Forgave You.
DE-18878—DICK HAYMES. Willow Road
MA-7195—GEORGE PASTOR ORCHESTRA. Love with You
SL-15038—MARRY COOL ORCHESTRA. Hold Me, Hold Me, Hold Me
VI-20-1873—BETTY RAMORIS ORCHESTRA. Somewhere in the Night
8—Prisoner of Love 23.2 22.9 32.9
DE-18844—INK SPOTS. I Cover the Waterfront
MU-15065—GORDON MACRAE-WALTER GROSS ORCHESTRA. They Said It's Wonderful
MA-907—MILTY ECKSTEIN. All I Sing Is Love
VI-20-1874—PERRY COMO—CASE ORCHESTRA. All Through the Day
9—Blue Skies 22.5 36.7 26.6
AP-301—THE SMOKIES. Blue Skies
CO-34947—BENNY GOODMAN ORCHESTRA. I Don't Know Enough About You
CO-37070—COUNT BASIE ORCHESTRA. Piano
DE-23533—LES PAUL TRIO. Only A Man
MA-1046—MORTON DOWNING. All I Need Is Love
VI-20-1717—PERRY COMO. I Can Dream
VI-27565—TONY DORSEY ORCHESTRA. Last Stage of the Ballet
VI-45-6007—DINAH SHORE. How Deep Is the Ocean
VE-19-1936—PERRY COMO. Always
10—The Gypsy 20.2 36.2 45.7
BY-7232—FREDIE STEWART. Moonshine
BW-774—GARY LARSON ORCHESTRA. Doing What Comes Naturally
CA-3049—FRANK SINATRA, ORCHESTRA. Laughing on the Outside
CS-475—FRANK SINATRA, H. MINTY ORCHESTRA. Cement Mixer
DE-18817—IREN SPOTS. I Got Lost in His Arms
ME-3202—DION MOHICAN ORCHESTRA. What the Moon Is Doing
SL-15028—ANDREWS SISTERS. More Than I Know
11—The Gypsy 20.2 36.2 45.7
BY-7232—FREDIE STEWART. Moonshine
BW-774—GARY LARSON ORCHESTRA. Doing What Comes Naturally
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SL-15028—ANDREWS SISTERS. More Than I Know
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STUBBS ELECTRIC COMPANY
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1251 POLSON ST., SAN FRANCISCO, CALIF.
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FOR THE MOST COMPLETE LINE OF AUTOMATIC MACHINE PHONOGRAPH RECORDS ON THE MARKET TODAY!

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MANNIE KLEIN
JOE MARSALA
MET TORME &
HIS MEL-TONES
GORDON MacRAE
PHIL MOORE
RILEY SHEPARD

W. E. PROUDLY announce our appointment as exclusive MUSCRAFT record distributors for the following 13 counties of northern New Jersey: Morris, Sussex, Essex, Bergen, Hudson, Passaic, Middlesex, Monmouth, Somerset, Union, Mercer, Hunterdon and Warren.

You are cordially invited to visit our new offices and showrooms. Here you will find a pleasant atmosphere, a complete line of records available for your listening and quick over-the-counter service to fit your needs.

First Annual Poll For America’s Automatic Music Industry Under Way

NEW YORK — This “Fall Special” issue of The Cash Box has historical value for the nation’s automatic music operators. In this issue, for the first time in the automatic music history of this country, the juke box operators have the opportunity to choose the “best money-making records of 1946” as well as the most outstanding artists and the finest bands.

Polls of this kind have been conducted by hundreds of radio stations, throughout the school and college field, but never before has one been conducted exclusively for and by the automatic music industry of America.

The Cash Box, on behalf of the nation’s automatic music industry, will award the winners of this poll with gold and silver “Oscars.”

Every juke box operator in the nation is urged to cast his vote using the double-page spread appearing in this issue.
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 $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.

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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381 FOURTH AVENUE, NEW YORK 16, NEW YORK
ALL PHONES: Murray Hill 4-7797

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33 W. RANDOLPH ST. CHICAGO 1, ILLINOIS
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**IMPORTANT NOTICE**

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.
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**ROCKOLA**

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**PHONOGRAPHICS**

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1. Kentucky ........................................... 169.50 200.00
2. Long Acre ........................................... 245.00 395.00
5. Long Shot, PO ...................................... 150.00 185.00
6. One-Two-Three '39 FP ............................. 25.00 35.00
7. One-Two-Three '40 ................................ 60.00 99.50
8. One-Two-Three '41 ................................ 59.50 69.50
9. Owl, FP .............................................. 25.00 79.50
10. Pastime (Rev) ..................................... 175.00 293.50
11. Preakness, PO ..................................... 10.00 22.50
12. Pacemaker, PO ..................................... 40.00 59.50
13. Pinme, FP ............................................ 192.50 325.00

14. Pot Shot ............................................ 39.50 40.00
15. Race King (Rev) ................................... 79.50 89.50
16. Record Time, FP ................................. 119.50 164.50
17. Rockingham ........................................ 179.50 225.00
18. Santa Anita ........................................ 79.50 99.50
19. 7 Flasher, FP ....................................... 64.50 |
20. Sport Event, FP .................................... 129.50 135.00
21. Sky Lark, FP & PO ................................. 60.00 145.00
22. Sport Special, FP ................................. 75.00 150.00

23. Sport Page, PO ..................................... 29.50 90.00
24. Spinning Reels, PO ............................... 49.50 59.50
25. Sport King, PO ..................................... 125.00 175.00
26. Stepper Upper, PO ................................. 55.00 65.00
27. Sportsmen (Rev) ................................... 100.00 145.00
28. Track Record ....................................... 55.00 75.00
29. Thistledown ........................................ 35.00 49.50
30. Thorobred .......................................... 245.00 279.50
31. Turf Champ, FP .................................... 59.50 69.50

32. Turf Special ........................................ 15.00 |
33. Turf King ........................................... 295.00 299.50

34. Victorious 1943 (Rev) ........................... 45.00 49.50
35. Victorious 1944 (Rev) ........................... 70.00 75.00
36. Victorious 1945 (Rev) ........................... 65.00 109.50
37. Victory, FP ......................................... 25.00 59.50
38. Victory Derby ....................................... 645.50 |
39. Victory Special .................................... 661.50 |
40. Whirlaway (Rev) .................................... 125.00 229.50

41. Winning Ticket ..................................... 65.00 75.00
42. War Admiral (Rev) ............................... 109.00 115.00
43. Zipper ............................................... 29.50 |
| 2. Mills 4 Bells | 315.00 | 650.00 |
| 2. Mills 3 Bells | 695.00 | 895.00 |
| 2. Mills Auto Dice 25c | 39.50 | 65.00 |
| XX. Pace Century | 300.00 | 125.00 |
| XX. Pace Marathon | 99.50 | 89.50 |
| XX. Roses Races Bl Cab | 99.50 | 149.50 |
| XX. Races Red Arrow | 140.00 | 139.50 |
| XX. Races Saratoga | 157.50 | 79.50 |
| XX. Races '40 Saratoga | 129.50 | 169.50 |
| XX. Races Saratoga w/ rails | 89.50 | 95.00 |
| XX. Races Saratoga, no rails | 60.00 | 69.50 |
| XX. Races Saratoga Comb | 150.00 | 169.50 |
| XX. Races Saratoga Sr PO | 89.50 | 99.50 |
| XX. Races Reels Comb | 100.00 | 175.00 |
| XX. Races Reels Jr PO | 149.50 | 175.00 |
| XX. Races Reels, no rails | 55.00 | 69.50 |
| XX. Races Twin 3-5 | 275.00 | 175.00 |
| XX. Races Twin 5-10 | 250.00 | 300.00 |
| XX. Races Twin 10-25 | 250.00 | 325.00 |
| XX. Races Triple Crown | 125.00 | 225.00 |
| XX. Pastime | 125.00 | 200.00 |
| XX. Paddock Club | 50.00 | 50.00 |
| XX. Peno Deluxe Bell | 25.00 | 25.00 |
| XX. Parlay Races | 29.50 | 40.00 |
| XX. Pay Day | 139.50 | 119.50 |
| XX. Payday Club | 6.00 | 6.00 |
| XX. Pickem | 15.00 | 22.50 |
| XX. Rio | 25.00 | 50.00 |
| XX. Rollette, Jr. | 75.00 | 89.50 |
| XX. Rollette, Sr. | 175.00 | 195.00 |
| XX. Royal Flame | 250.00 | 490.00 |
| XX. Royal Race | 25.00 | 25.00 |
| XX. Royal Reel | 175.00 | 195.00 |
| XX. Royal Reel, no rails | 55.00 | 69.50 |
| XX. Royal Twin | 50.00 | 50.00 |
| XX. Royal Twin, no rails | 50.00 | 50.00 |
| XX. Roll 'em | 124.50 | 149.50 |
| XX. Roulette & Caille | 225.00 | 225.00 |
| XX. Seaborg Race | 225.00 | 350.00 |
| XX. Saddle Club | 35.00 | 47.50 |
| XX. Silver Star | 30.00 | 35.00 |
| XX. Silver Moon, Comb | 100.00 | 139.50 |
| XX. Silver Moon, PO | 99.50 | 125.00 |
| XX. Silver Moon, Sr. | 119.50 | 125.00 |
| XX. Silver Moon, 10c | 149.50 | 159.50 |
| XX. Silver Moon, 25c | 195.00 | 195.00 |
| XX. Silver Race | 75.00 | 89.50 |
| XX. Skillo | 100.00 | 100.00 |
| XX. Skill Time '37 | 37.50 | 55.00 |
| XX. Skill Time '38 | 25.00 | 25.00 |
| XX. Skill Time '41 | 65.00 | 89.50 |
| XX. Skill Time '42 | 65.00 | 75.00 |
| XX. Square Bell | 65.00 | 75.00 |
| XX. Stanco Bell Double | 110.00 | 110.00 |
| XX. Stanco Bell Single | 110.00 | 110.00 |
| XX. Stanco Bell, no rails | 50.00 | 50.00 |
| XX. Sun Ray | 119.50 | 145.00 |
| 2. Super Bell 5c Comb | 175.00 | 350.00 |
| 5. Super Bell 25c Comb | 209.50 | 325.00 |
| 5. Super Track Time | 200.00 | 250.00 |
| XX. Super Track Time TK | 200.00 | 250.00 |
| XX. Suzie Q | 75.00 | 75.00 |
| XX. Tanforan | 25.00 | 44.50 |
| XX. Track King | 15.00 | 15.00 |
| XX. Track King, no rails | 40.00 | 100.00 |
| XX. Track Odds, West | 250.00 | 349.50 |
| XX. Track Odds, Daily | 739.50 | 739.50 |
| XX. Track Odds, JR, Buckley | 349.50 | 349.50 |
| XX. Track Time '39 | 95.00 | 125.00 |
| XX. Track Time '40 | 125.00 | 125.00 |
| XX. Track Time '37 | 55.00 | 79.00 |
| XX. Track Time, TKT | 75.00 | 75.00 |
| XX. Track Time, 77 TKT | 250.00 | 49.50 |
| 1. Triple Entry | 139.50 | 159.50 |
| 1. Track King 5c | 110.00 | 125.00 |
| 2. Two-Way Super 5c | 250.00 | 300.00 |
# The Cash Box “Fall Special”

## Page 39

### Week of September 30, 194... 

### Cigarette, Candy & Scales

#### Cigarette

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<th>DU GRENIER</th>
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### Watling

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### Models

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### Notes

- Prices are subject to change.
- All models and brands are available at the indicated prices.
- Additional models and brands may be available in-store.
- Contact store for more information.
## BELLS

**GROETCHEN** (continued)

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<td>3c</td>
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**PACE**

| 3c | Cherry Bell | 250.00 |
| 10c | Cherry Bell | 275.00 |
| 25c | Cherry Bell | 300.00 |
| 50c | Cherry Bell | 345.00 |
| 1.00 | Cherry Bell | 600.00 |
| 3c | Deluxe Chrome Bell | 260.00 |
| 5c | Deluxe Chrome Bell | 285.00 |
| 25c | Deluxe Chrome Bell | 310.00 |
| 50c | Deluxe Chrome Bell | 510.00 |
| 3c | Deluxe Chrome Bell | 612.00 |

**JENNINGS**

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<tr>
<td>25c</td>
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## CAILLE

| 5c | 1c | 39.00 | 40.00 |
| 5c | 25c | 49.50 | 49.50 |
| 5c | Cadet | 37.50 | 65.00 |
| 10c | Cadet | 95.00 | 125.00 |
| 25c | Cadet | 89.50 | 105.00 |
| 5c | Playboy | 49.50 | 75.00 |
| 10c | Playboy | 59.50 | 75.00 |
| 10c | Commanders | 50.00 | 75.00 |
| 10c | Commanders | 55.00 | 75.00 |
| 7c | 7-Way Slot 5e | 49.50 | 62.50 |
| 7c | 7-Way Slot 25e | 49.50 | 80.00 |
| 5c | 5e Doughboy | 49.50 |
| 5c | Deluxe Bell | 40.00 |
| 10c | Deluxe Bell | 59.00 |
| 25c | Deluxe Bell | 90.00 |

**BLUE BOOK**

*Page 41*  
*Week of September 30, 1916*
4. A. B. C. Bowler .......... 44.60 69.50
5. Action (Rev) ............. 110.00 119.50
1. Air Circus ............... 95.00 139.50
6. Air Force ............... 64.60 75.00
xx. Airliner ............... 15.00 49.50
6. Airport .................. 29.50 34.50
xx. Alert (Rev) .......... 30.00 69.50
4. All American ............ 38.50 42.50
4. All Hula ............... 25.00 27.50
2. All Out (Rev) .......... 59.50 69.50
2. American Beauty (Rev) .... 69.50 95.00
5. Anabelle ............... 23.50 49.50
2. Arizona (Rev) .......... 165.00 229.50
1. Armada .................. 19.50 25.00
5. Argentine .............. 64.50 89.50
5. Arrowhead .............. 19.50 25.00
5. Attention ............... 45.00 64.50
xx. Avenue .................. 22.50 29.50
6. Bally Beauty ......... 29.50 34.50
1. Banner .................. 17.50 39.50
1. Bandwagon .............. 39.00 39.50
6. Bang ............................. 35.00 49.50
2. Barrage ............... 39.50 44.50
xx. Battle .................. 60.00 59.50
2. Belle Hatter (Rev) ....... 47.50 49.50
1. Big Chief ............... 75.00 95.00
2. Big Hit (Rev) ....... 75.00 129.50
6. Big Hit Multiple Play .. 396.00
5. Big League .......... 299.50
2. Big Parade .............. 99.50 139.50
2. Big Show ............... 25.00 35.00
xx. Big Six ............... 35.00 39.50
2. Big Top ............... 25.00 29.50
6. Big Three (Rev) ....... 69.50 75.00
2. Big Time ............... 29.50 40.00
2. Big Top ............... 25.00 29.50
6. Big Town ............... 25.00 44.50
xx. Blackout .............. 15.00 125.00
5. Blandy ............... 25.00 30.00
1. Bombardier (Rev) ....... 75.00 209.50
1. Bolsa Way .............. 48.50 89.50
xx. Bomb-the-Axis .......... 39.50 45.00
2. Boomtown .............. 25.00 40.00
1. Bordertown ............ 25.00 49.50
1. Boro ............... 12.00 25.00
1. Bosco ............... 20.50 39.50
5. Bowling Alley ......... 35.00 44.50
5. Box Score .............. 25.00 35.00
2. Brazil (Rev) .......... 60.00 210.00
1. Brite Spit .............. 25.00 30.00
1. Broadcast .............. 55.00 69.50
1. Bpheen .................. 16.50 26.50
6. Buckeroo ............... 25.00 29.50
2. Capt Kidd .............. 54.50 89.50
5. Cadillac ............... 25.00 39.50
xx. Canesten .............. 149.50 225.00
1. Casablanca (Rev) ........... 124.50 139.50
2. Catalina .............. 149.50 189.50
1. Champ .................. 54.50 60.00
6. Champion .................. 39.50 49.00
5. Charm .................. 39.50 47.00
xx. Cheyren ............... 35.00 40.00
xx. Chief .................. 15.00 40.00
6. Chubbie ............... 25.00 35.00
xx. Clothe .................. 45.00 79.50
2. Click .................. 45.00 79.50
xx. C. O. D. .............. 15.00 20.00
1. Clover .................. 40.00 54.50
1. Commissary (Rev) ....... 45.00 52.50
xx. Commodore ............ 20.00 22.50
2. Congloe .................. 19.00 25.00
5. Conquest ............... 22.50 49.50
xx. Contact ............... 22.50 49.50
6. Conta .................. 19.00 25.00
6. Convention .............. 20.00 27.50
6. Cowbow .................. 19.00 25.00
5. Cover Girl .............. 160.00 179.50
1. Cross Line .............. 54.50 60.00
xx. Crystal Gazer ........ 26.50
xx. Donkey .................. 26.50
xx. Daily Dooey ........... 10.00 25.00
xx. Davey Jones .......... 15.00 49.50
2. Defense (Baker) ........ 30.00 34.50
2. Defense (Genco) ....... 30.00 109.50
xx. De-Iceer (Rev) ....... 75.00 95.00
xx. Deep-Sea (Rev) ....... 59.50 67.50
xx. Dive Bomber (Rev) .... 39.50 59.50
2. Do-Re-Mi .................. 39.50 54.50
1. Double Feature ....... 35.00 44.50
1. Double Play ............ 50.00 69.50
6. Drum Major ............. 35.00 45.00
2. Duke Ranch ............. 33.00 49.50
5. Duffy's ............... 249.50
7. Duplex ............... 25.50 85.00
5. Dynamite ............... 334.50
2. Eagle Squadron (Rev) ... 70.00 299.50
1. Eagle Time ............... 25.00 50.00
xx. Eureka ............... 25.00 34.50
xx. Falling Star (Rev) .... 29.50 39.50
7. Fantasy ............... 30.00 39.50
5. Fast Ball ............... 330.00
6. Foot Ball .............. 330.00
7. Fifth inning ............ 29.00 42.50
6. Fifty Grand ............. 35.00 37.50
xx. Fishin' (Rev) .......... 49.00 55.00
6. First to One ............ 49.50 50.00
2. Five & Ten & Twenty ... 69.50 149.50
2. Flagship ............... 25.00 30.00
2. Flag Top (Rev) ....... 25.00 225.00
1. Flag ............... 35.00 44.50
1. Flicker ............... 37.50 69.50
2. Flying Tiger .......... 79.50 95.50
6. Folies '40 .............. 36.50 39.50
4. Foreign Colors ....... 60.00 65.00
xx. Follow Up .............. 17.50 25.00
6. Follow-up .................. 36.00 50.00
1. Four Aces .................. 54.50 129.50
6. Four Diamonds ......... 39.50 59.50
1. Four Roses .............. 40.00 72.50
4. Fox Hunt ............... 38.50 49.50
5. Frisco .................. 279.50
xx. Flash .................. 17.50 18.50
6. Flash .................. 35.00 44.50
1. Heli-Ice (Rev) ........... 38.50 49.50
6. Hold Over ............... 35.00 39.50
2. Hollywood .............. 135.00 225.00
6. Home Run '40 ........... 29.00 50.00
2. Home Run '41 ........... 45.00 69.50
2. Home Run '42 ........... 65.00 99.50
1. Horscrape .............. 17.50 25.50
2. Idaho .................. 170.00 279.50
2. Invasion (Rev) ....... 65.00 129.50
2. Jeep (Rev) ............... 25.00 105.00
6. Jolly .................. 25.00 77.50
7. Jumper .................. 45.00 78.50
1. Keep 'em Flying ........ 119.50 169.50
xx. Knop-o-Ball ........... 24.50 35.00
5. Kino .................. 25.00 39.50
xx. Klick ............... 15.00 22.50
1. Knock-Out .................. 25.00 49.50
xx. Knock-Out-the-Jap .... 75.00 120.00
2. Lancee ............... 25.00 29.50
2. Lanslide ............... 29.50 59.50
1. Leader .................. 25.00 249.50
7. Lead Off ............... 29.50 40.00
5. League Leader ........... 25.00 49.50
1. Keep 'em Flying
<p>| 5. Legionnaire | 45.00 | 69.50 |
| 4. Liberty | 135.00 | 165.00 |
| xx. Liberty (Rev) | 22.50 | |
| 6. Linebacker | 25.00 | 35.00 |
| 1. Line Up | 30.00 | 69.50 |
| 1. Lion | 25.00 | 35.00 |
| 2. Lone Star | 31.50 | 35.00 |
| xx. Lot-O-Smoke | 25.00 | 75.00 |
| xx. Lot-O-Fish | 25.00 | 75.00 |
| xx. Lucky | 15.00 | 25.00 |
| 3. Majors | 16.50 | 25.00 |
| 5. Majors '41 | 39.50 | 39.50 |
| xx. Mardi Gras | 40.00 | |
| 1. Marines-at-Play | 61.50 | 129.50 |
| 2. Marines Baseball | 60.00 | 94.50 |
| 6. Mascot | 25.00 | 35.00 |
| 6. Merry-Round | 22.50 | 27.50 |
| 4. Metro | 41.00 | 49.50 |
| xx. Midnight | 61.50 | 79.50 |
| 2. Miami Beach | 95.00 | 129.50 |
| xx. Midnight (Genoa) | 12.50 | 15.00 |
| 5. Miss America (Rev) | 21.50 | 29.00 |
| 2. Mr. Chips | 50.00 | 50.00 |
| 2. Moccasin | 25.00 | 25.00 |
| 6. Mystic | 29.50 | 39.50 |
| 2. New Channel | 44.50 | 52.50 |
| 7. Nippy | 29.00 | 35.00 |
| xx. Nite Club (Rev) | 79.50 | 84.50 |
| 6. Ocean Park | 12.00 | 45.00 |
| 6. Oh Boy | 25.00 | 29.50 |
| 7. Oh Johnny | 35.00 | 45.00 |
| 1. On Deck | 39.50 | 45.00 |
| 1. Oklahoma | 185.00 | 279.50 |
| 2. One-Two-Three | 39.50 | 59.50 |
| 5. One-Two-Three '10 | 39.50 | 59.50 |
| 6. One-Two-Three '41 | 39.50 | 84.50 |
| 1. Owl | 39.50 | 59.50 |
| xx. Pals | 21.50 | |
| 5. Paratrooper | 9.50 | 209.50 |
| 2. Pan American | 43.00 | 54.50 |
| 6. Paradise | 39.50 | 50.00 |
| xx. Parole Leader (Rev) | 31.50 | 39.50 |
| xx. Pep (Rev) | 29.50 | 39.50 |
| 6. Pick 'Em | 24.50 | |
| 1. Play Ball | 40.00 | 165.00 |
| 1. Pin Up Girl | 99.50 | 139.50 |
| 6. Play Mate | 32.50 | 39.50 |
| xx. Pastime (Rev) | 47.50 | 49.50 |
| 5. Polo | 35.00 | 40.00 |
| xx. Pot Shot | 25.00 | 39.50 |
| 5. Powerforward | 25.00 | 39.50 |
| 5. Production (Rev) | 89.50 | 209.50 |
| 5. Progress | 39.50 | 59.50 |
| 6. Punch | 25.00 | 29.50 |
| xx. Pursuit | 37.50 | 50.00 |
| 2. Pygmalion | 29.50 | 39.50 |
| xx. Pyramids | 10.00 | 12.50 |
| 6. Ragtime | 15.00 | 25.00 |
| xx. Rats (Rev) | 47.50 | |
| 6. Rebound | 15.00 | 19.50 |
| xx. Record Leader | 150.00 | |
| 6. Red Hot | 29.50 | 34.50 |
| 6. Red, White &amp; Blue | 34.50 | 39.50 |
| 2. Repeal | 15.00 | 19.50 |
| 6. Reserve | 21.50 | 29.50 |
| xx. Rink | 15.00 | 19.50 |
| 5. Riviera | 279.50 | |
| xx. Roll Call (Rev) | 45.00 | 69.50 |
| 2. Rollie Derby | 25.00 | 30.00 |
| 2. Rotation | 19.00 | 20.00 |
| 5. Root of All Evil | 79.50 | 84.50 |
| 6. Roxey | 27.50 | 30.00 |
| 5. Salute | 47.50 | 39.50 |
| 2. Santa Fe (Rev) | 160.00 | 165.00 |
| xx. Sara Suzy | 32.50 | 35.00 |
| xx. Scandals | 27.50 | |
| xx. School Days | 44.50 | 69.50 |
| 1. Scoop | 25.00 | 39.50 |
| 7. Score-O-Line | 30.00 | 32.50 |
| 1. Score-O-Line (Rev) | 35.00 | 39.50 |
| 6. Score Champ | 19.50 | 27.50 |
| 7. Scout (Rev) | 29.50 | |
| xx. Sea Puff | 67.50 | 75.00 |
| 4. Sea Hawk | 44.50 | 69.50 |
| 5. Second Front (Rev) | 105.00 | 125.00 |
| 6. Seven Up | 44.00 | 59.50 |
| 1. Shangri La | 99.50 | 209.50 |
| 2. Short Stop | 20.00 | 25.00 |</p>
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<td>Zena</td>
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### REVAMPED ONE-BALLS

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<tr>
<th>All-American Derby</th>
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<td>Fast Track</td>
<td>from—Sport Page, Blue Ribbon</td>
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<td>Foreign Colors</td>
<td>from—Owl</td>
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<td>Pastime</td>
<td>from—Turf Champs</td>
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<tr>
<td>Race King</td>
<td>from—Thistledown, Sea Biscuit</td>
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<td>Rockingham</td>
<td>from—Grand Stand, Grand</td>
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<td>National, Pacemaker</td>
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<td>Victorious</td>
<td>from—Turf Champs</td>
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<td>War Admiral</td>
<td>from—Grand Stand</td>
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<tr>
<td>Whirlaway</td>
<td>from—Blue Grass, Dark Horse, Sport Specials</td>
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</tbody>
</table>
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And Keeps Them!
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A STATEMENT OF FACT

I hereby affirm, that every piece of used equipment listed below has been thoroly rebuilt and reconditioned by reliable and experienced mechanics employed by us and is ready for location, and, that every machine is so guaranteed.

Albert A. Silberman
GEN. MGR., M. S. WOLF DISTRIBUTING CO.

CONSOLES

<table>
<thead>
<tr>
<th>Bell Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Keeney Super Bell 25c F.P. P.O.</td>
<td>304.50</td>
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<td>Keeney Super Bell 5c-25c P.O.</td>
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<td>Keeney Super Bell 4-Way 5-5-5-25c</td>
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<td>Keeney Super Bell 4-Way 5-5-5-5c</td>
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<tr>
<td>Mills 3 Bells (Refinished) 5-10-25c</td>
<td>895.00</td>
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<td>Mills 4 Bells Original Heads 5-5-5-5c (New Cab.)</td>
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<tr>
<td>Mills 4 Bells Original Heads 5-5-5-25c (New Cab.)</td>
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<tr>
<td>Mills Jumbo Parades 25c (Refinished) P.O.</td>
<td>$229.50</td>
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<tr>
<th>Bell Type</th>
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<td>Buckley Track Odds</td>
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<td>May Bell 4-Way 5-5-5-25c P.O.</td>
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<td>Bally High Hand 5c F.P. P.O.</td>
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<td>Bally Club Bells 5c F.P. P.O.</td>
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<td>Bally Roll 'Em 5c P.O.</td>
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<td>Baker's Pacer 5c (Late Daily Double)</td>
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<td>Pace’s Saratoga 5c F.P. P.O.</td>
<td>169.50</td>
</tr>
<tr>
<td>Jennings Silver Moon F.P.</td>
<td>99.50</td>
</tr>
<tr>
<td>Watling’s Big Game 5c C.P.</td>
<td>98.50</td>
</tr>
</tbody>
</table>

** ** SPECIAL THIS WEEK ** **

Beautifully Refinished — Ready For Location

COMPARISON OF VALUES

MILLS JUMBO C.P.L.H. $129.50 Ea.
22 KEENEMY SUPER BELLS — 5c F.P. P.O. 259.50 Ea.

SLOTS

NOTE: Our Rebuilt Slots Carry New Machine Guarantee

<table>
<thead>
<tr>
<th>Bell Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia Twin Jackpot Bells (New)</td>
<td>$145.00</td>
</tr>
<tr>
<td>Mills 5c 2/5-3/5 Pay Rebuilt—Knee Action—Drill Proof Silver Chrome or Extrabell Cabinet</td>
<td>249.50</td>
</tr>
<tr>
<td>Mills 10c 2/5-3/5 Pay Rebuilt—Knee Action—Drill Proof Silver Chrome or Extrabell Cabinet</td>
<td>289.50</td>
</tr>
<tr>
<td>Mills 25c 2/5-3/5 Pay Rebuilt—Knee Action—Drill Proof Silver Chrome or Extrabell Cabinet</td>
<td>309.50</td>
</tr>
<tr>
<td>Mills 50c 2/5-3/5 Pay Rebuilt—Knee Action—Drill Proof Silver Chrome or Extrabell Cabinet</td>
<td>399.50</td>
</tr>
<tr>
<td>Mills 5c 3/5 Pay (Refinished Knee Action)</td>
<td>159.50</td>
</tr>
<tr>
<td>Mills 10c 3/5 Pay (Refinished Knee Action)</td>
<td>179.50</td>
</tr>
<tr>
<td>Mills 25c 3/5 Pay (Refinished Knee Action)</td>
<td>199.50</td>
</tr>
<tr>
<td>Mills Vest Pocket (New — Metered)</td>
<td>74.50</td>
</tr>
<tr>
<td>Mills Vest Pocket (Refinished)</td>
<td>49.50</td>
</tr>
</tbody>
</table>

* IMMEDIATE DELIVERY — COLUMBIA DE LUXE CLUB BELL, GOLD FINISH — CAN BE CHANGED IN A FEW MINUTES TO PLAY PENNIES, NICKELS, DIMES OR QUARTERS $209.50

SPECIALS

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>Genco TOTAL ROLLS (New — In Original Crates)</td>
<td>Write</td>
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<tr>
<td>Chicago Coin &quot;Goales&quot; (New — In Original Crates)</td>
<td>Write</td>
</tr>
<tr>
<td>Super Skee Rolls (New — In Original Crates)</td>
<td>Write</td>
</tr>
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</table>

NEW FIVE BALLS

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Williams DYNAMITE</td>
<td>$334.50</td>
</tr>
<tr>
<td>Gottlieb's SUPERLINER</td>
<td>$319.50</td>
</tr>
</tbody>
</table>

Gottlieb’s Grippers — $39.50

LARGE STOCK USED 5-BALLS — READY FOR LOCATION

COMPLETE STOCK OF PARTS FOR MUSIC, CONSOLES AND PIN GAMES

M. S. WOLF DISTRIBUTING CO.

Largest Distributors on West Coast Operating in

Seattle
2313 3d Ave.
Main 0166

San Francisco
1175 Folsom St.
Hemlock 0575

Portland
427 SW 13th St.
Atwater 7575

Los Angeles
1348 Venice Blvd.
Prospect 4131
THE ROAD AHEAD

By DAVID C. ROCKOLA
President, Rock-Ola Manufacturing Corp., Chicago

The first milepost of our post-war future has been passed, and looking back to the problems that had to be solved, the obstacles that were overcome with conditions as they were, we can derive a certain satisfaction that despite these almost insurmountable blocks in our path, the Phonograph Industry did produce new equipment.

Some plants were more fortunate than others, in that their war work consisted of electronic products somewhat akin to their peacetime program. Other plants, such as ours, had the added obstacle of complete re-conversion from an unallied war program.

Business in general has been afflicted with the constant delays of labor strife, lack of materials, lack of equipment, training of new help, and many other things that contribute to the inability to get going. These general unsettled conditions have affected all industry, but comparing ours to other fields, such as automotive, home appliances, etc., the production record of this industry can be pointed to with pride.

The operating field too, has had its problems to keep going with what new equipment they could obtain and the unending struggle to keep war-weary machines in an operable condition.

In the 10 years prior to the war, the Phonograph Industry made tremendous strides forward, employing all of the latest sound and electrical engineering developments, in addition to pioneering in the usage of new materials for decorative highlights.

The Industry now looks forward confidently to the next decade with a program of products that will advance the ideas of automatic phonograph music far beyond the dreams of the pioneers of this Industry. Ours is an Industry to be proud of, where for a coin, a phonograph patron commands the finest music and artists in the world.

It is our opinion that we are definitely over the worst hump, and while the road ahead is not a path of velvet, it is much brighter. The material procurement situations must be planned and worked out so that substantial quantities of new equipment become available to operators, everywhere, at the earliest possible moment.

Patience and hard work, in the critical months ahead, will help all of us to achieve our goal—a prosperous future.
PERSONAL MUSIC BOXES ARE 30% SMALLER THAN ANY OTHER MUSIC BOX ON THE MARKET

--- more space for service
--- smarter appearance
--- easier to keep clean

Personal Music boxes are just 6¾" high—so small that location owners put them at every booth, table and counter without sacrificing precious space. The smooth, modern styling of Personal Music boxes, free from gadgets, enhances the beauty of any location. These flashing chrome boxes are eye-catchers from any angle. They are easier to clean too—once over lightly with a cloth keeps them sparkling.

And, most important, Personal Music boxes are bigger profit makers; each table, booth and counter section is a playing area. Instead of one, you get many coins from one record, all at the same time.

Measured Music* systems are complete, integrated systems, not a hodge-podge group of units assembled from all sources. With our self-supervised dual studio equipment, you are sure of trouble-free operation and continuous music. Personal Music boxes are tops in tone reproduction, dependable performance and drawing power. Write our nearest distributor or direct to us for detailed information today.

HOME OF PERSONAL MUSIC

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

* Reg. Trademark
The coin machine industry is standing on the threshold of an era of unprecedented prosperity. This era is entirely dependent upon the people in the industry. Just how great it will be is in the hands of the Manufacturer, Distributor and Operator.

Upon the Manufacturer rests the responsibility of manufacturing merchandise that will win public acclaim — that will be a profitable investment for the Operator.

Upon the Distributor rests the responsibility of selling products only to established Operators, and establishing sales policies that are in the best interests of the industry as a whole.

Upon the Operator rests the responsibility of giving good service to his locations, considering its requirements and keeping all his equipment clean and up to date.

Production of all types of merchandise is steadily increasing. This increased production raises the national wealth and national income. This factor, together with all of us accepting our responsibilities, builds for a new era of prosperity for the industry.

We of the industry can make our future whatever we want it to be. It can be no greater than the people responsible for it. It is up to us — shall we cross the threshold into this new era of prosperity?
Sure, business is booming, but he's barely breaking even. Service woes! Losing best spots.

A helpful friend with news about the new DuGrenier Challenger. It's exclusive new features... A modern beauty.

He's operating new DuGrenier Challengers. Business is humming. No service headaches! Locations all happy! Adding new ones every day.

The DuGRENIER Challenger
AMERICA'S FOREMOST CIGARETTE MERCHANDISER
The only cigarette merchandiser which operates on nickels, dimes and quarter in all combinations.

DuGRENIER, INC. 15 HALE ST., HAVENHILL, MASS.
America's Foremost Manufacturer of Automatic Merchandisers
FUNDAMENTALLY SOUND

By R. R. (RUDY) GREENBAUM
Vice-President and Commercial Salesmanager,
Aireon Mfg. Corp., Kansas City

There was a time, 10 or 15 years ago, when the operation of coin operated phonographs (commonly known as juke boxes) was looked upon by reliable business men, bankers and finance companies as a rather risky venture. This thought of instability was further established in the minds of the common laymen by virtue of type of risk-taking gentlemen who ventured into the business. 15 years ago, finance companies and banks considered the financing of coin operated phonographs as being too much of an outright gamble and, therefore, did not and would not, at that time, risk their capital in this type of equipment.

It is amazing to see how times have changed. Today, finance companies and banks throughout the nation fight for an opportunity to invest their money in the financing of automatic coin operated phonographs. Today, finance companies and banks throughout the country consider coin operated phonograph paper, if not the best type of security, then at least one of the top ranking risks.

Fundamentally and basically, this is the barometer of the progress of automatic phonographs. This fact, coupled with many other examples, if correlated and analyzed, proves conclusively and beyond a question of a doubt that this business of automatic phonographs and their operation is fundamentally sound and will continue to be fundamentally sound.

Customer acceptance in taverns, restaurants, cocktail lounges, bars, grills and other locations in the hundreds of thousands of locations throughout the nation definitely proves that the automatic phonograph has, not only provided good music for the masses economically, but has become an integral part of the American way of life.

Just as the automobile, which was considered a luxury and now is considered a necessity, the automatic phonograph is definitely here to stay.

It may have its variations; it may even have its trials and tribulations; it may have seasons but, beyond a question of a doubt, the operation of automatic phonographs by operators, in my opinion, is here to stay, and not only to stay, but this business will grow larger, broader and steadier, much more so in the next 10 years than it has in the past 10 years.

Further proof of the importance of this business of automatic phonographs is the recognition given it by artists, name bands, record companies, suppliers of material and hundreds of other important industries and professions throughout this and foreign countries.

If I were to be asked today by anyone what business I would choose that had the biggest and most lucrative future — the one where more progress could be made, and more money could be realized for the investment — the one where stability would be a deciding factor in both depression years and lush periods — I would unhesitatingly and unqualifiedly tell them that my selection would be the automatic phonograph business.
NEW! COMPELLING!

Mutoscope's

ATOMIC BOMBER

TRADE MARK

• TIMELY!
• TERRIFIC!
• PROFITABLE!

Timely ... Terrific ... Profitable! That's Mutoscope's new ATOMIC BOMBER! A natural—because it lets people in on the most thought-about, talked-about subject of the day—the Atom Bomb!

Thrilling to play, and thrilling to watch—because the passing public sees the exciting action of the game on the Reflectograph. Profitable because they stop, play, attract others ... setting up "chain-reaction" sales—an important factor in coin-machine merchandising.

Handsomely streamlined, occupying only 2 sq. ft. of floor space, the ATOMIC BOMBER is your natural for PROFITS! Prompt delivery—hundreds already on location. See the ATOMIC BOMBER at your Mutoscope Distributor or mail this coupon—today!

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

Send me at once complete details on the ATOMIC BOMBER.

NAME __________________________________________

FIRM __________________________________________

ADDRESS ______________________________________

CITY ____________________________________ ZONE _____ STATE _____
MUSIC OPERATORS NEED HIGHER PERCENTAGE

By DE WITT (DOC) EATON

Vice-President and General Sales Manager, AMI, Inc., Chicago

For a higher commission percentage, first convince yourself that you must get it — that it is advantageous for yourself and the location. Start a personal program of getting a 70/30 or 75/25% commission basis in all of your locations. This may at first seem risky business. You may even offend one or two locations. But, you are entitled to a higher percentage than you are now getting on the 50/50 basis.

Here are a few suggestions as to how to put over this new idea of a higher percentage basis. First of all, have the latest model phonograph. It should have features that cause a lot of excitement in a location, such as our AMI 40-selection job. Impress upon the location owner how much your service, supply and labor costs have risen: that for the operation to continue an economic success, it is really necessary that this new percentage basis be established.

If the location makes the concession and gives 20-25% more to the operator, the business of the location is in every way bound to grow and be tremendously improved. Gauged by present standards, on the 50/50 basis, the financial success of the venture is actually endangered and may not be able to continue.

Operators everywhere must be crusaders and must take up the 70/30 or 75/25% campaign with friendly competitors, and even the unfriendly, who may be influenced to adopt this new commission basis. Anyhow, in union there is strength and if all operators would announce they wanted 70/30% or 75/25%, whichever seems best in the territory in question, and if all would strive to get it, they would eventually end up by getting that particular percentage.

If an operator gets a percentage of 70/30 or 75,25, he can spend more time and money on servicing the equipment, put in more and newer records, and keep the phonograph in A-1 condition all the time, so that it is ever at a maximum of attractiveness and performance, thereby making a better money-making instrument of it. When enough of these 70/30 or 75/25 percentages are in an operator's hands, the intake of the machines can understandably increase to a point where locations now getting 75/25 or 70/30 will receive as much money return as they got on the 50/50 basis.

I for one am willing to commit myself to this campaign. I will gladly back up any distributor or operator in America who is sincerely striving to raise the income standards of the whole operating fraternity.
It's an Operator's Dream
It's a Poem of Simplicity
It's America's "Mostest" Phonograph for the Money
It's Even Better Than We Told The Boys It Would Be

It's the PACKARD PLA-MOR Model 400 Phonograph Hideaway

That's what operators say—now. And they're using the Packard "400"—crazy about it—profiting by it—screaming their heads off for more. And that's all proof of a basic characteristic of all Packard Pla-Mor products. They are profit-engineered through the richest experience in the industry. They are conceived, designed, engineered and produced by the pioneers of the automatic music industry. And bigger things are coming, Packard Manufacturing Corporation, Indianapolis 7, Indiana.
INDUSTRY'S BEST DAYS AHEAD

By RAY MOLONEY
President, Bally Manufacturing Company, Chicago

As we turn the corner into the final quarter of 1946 and catch a glimpse of a new year straight ahead, we in the coin-operated equipment industry can see a period of activity, enterprise and success such as we have never known.

Although many production problems will continue into 1947, the industry is rapidly getting adjusted to present-day manufacturing difficulties and has overcome the greater part of the obstacles which handicapped us during the first post-war year. Thus a greater quantity of effort can be devoted to the constant improvement of our products and to the development of new products.

Our increased productive powers come at a time when public acceptance of coin-operated equipment, including amusement equipment, is increasing, because of a better general understanding of the over-all services which our industry performs. This understanding and acceptance will surely increase as industry leaders develop a complete and continuous public relations program.

Our industry is today in the position of a man in the prime of life — old enough to be beyond the growing pains which characterized the industry in earlier years, yet still full of youthful vigor, initiative and imagination. Manufacturers, distributors and operators have developed business techniques which keep the entire industry on an even keel. At the same time all factors of the industry — manufacturer, distributor and operator — have retained the zestful pioneering spirit which refuses to be bound down by cut and dried methods and which, fundamentally, explains the rapid growth and success of the industry.

We who have grown up in the coin-operated equipment industry remember many periods of prosperity. But the period into which we are now entering will be the golden era of our industry. We have had a spectacular history to date, but our best days are still ahead.
WE ARE DISTRIBUTORS OF THE NEW AND SENSATIONAL "SOLOTONE"
THE INDIVIDUAL MUSIC SYSTEM

"It Makes A Route of Every Location"

** LOOK AT THESE FALL SPECIALS **

<table>
<thead>
<tr>
<th>THOROBRED</th>
<th>$279.50</th>
<th>CLUB TROPHY</th>
<th>$169.50</th>
<th>PMELICO</th>
<th>$195.00</th>
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<tr>
<td>LONGACRES</td>
<td>169.50</td>
<td>DARK HORSE</td>
<td>119.50</td>
<td>KEENEY SUPER BELL, 5c, C.P. F.P.</td>
<td>259.50</td>
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<tr>
<td>'41 DERBY</td>
<td>169.50</td>
<td>BLUE GRASS</td>
<td></td>
<td>KEENEY SUPER BELL, 25c, C.P. F.P.</td>
<td>289.50</td>
</tr>
</tbody>
</table>

WE CARRY A MOST COMPLETE STOCK OF PARTS AND EQUIPMENT FOR EVERY TYPE AND KIND OF COIN MACHINE. IT WILL PAY YOU TO PAY US A VISIT

WRITE—WIRE—PHONE—COME IN—TODAY!!
DIRECT LINE DISTRIBUTORS

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

1503 W. PICO ST.  DR. 3209  LOS ANGELES 15, CALIF.
MUSIC GROWS UP

By WILLIAM (BUD) PARR
President, Solotone Corp., Los Angeles

Music is growing up. It is gradually reaching its apex. Music operators today think in terms of highly concentrated operations whereby they can cover the greatest possible number of locations within the shortest working area. This means greater profits, less overhead expense and faster working arrangements.

For example — years ago a music operator located a juke box in a tavern on one street and then was forced to drive from ten to fifty city blocks to reach his next location. Sometimes, of course, he had a few more spots in between this run, but, even at that, his operation was spread out to such an extent that his overhead expense became a very disturbing factor.

Now, new types of music have entered into the picture. These allow the operator to concentrate his route into a smaller working area and, at the same time, get the greatest amount of profit from each single block.

Today, when the music operator has a tavern in the center of a block he’ll immediately cover that with a juke box and wall and bar boxes or with wired telephone music. The drug store on the corner will probably have non-selective timed music boxes in it. The doctor’s and dentist’s offices upstairs will also be covered with this single channel music. The bank across the street will also have music piped into it. If there is a factory or fine restaurant or any other location which can use music — this, too, will be completely covered with piped in tunes.

Therefore, the operator today has the opportunity of making more money within a shorter radius than he ever did before. He gets every possible coin that is spent for music and makes music a complete business all in itself.

Regardless of the many changes which are coming about in all types of music, by availing himself of every new development in the automatic music field, the operator is today sure to grow greater and earn more money than he ever did before.

Music is growing up. It is today accepted by institutions which formerly thought very little about installing music of any kind. Some did feature a small radio. Today, they want and need music and the automatic music operator is the man who can give it to every location for, over the years, he has learned what the people in his community like in music.

He is in the favored position. He will, because the new music developments are manufactured especially for him, soon have far over 1,000,000 locations in the nation featuring one or another type of music.

As far as we at Solotone Corporation are concerned — we are bending every effort to make it easier for the music operator to go on ahead to greater and better profits on a more assured and steadier basis. We are out to continue developing the type of automatic music that he needs to assure himself continued profitable operating.
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)
We believe that the time has at long last arrived when this industry must face facts. We all realize that we have shot out ahead much faster than we originally believed we would. While the war was on and the average manufacturer was completely immersed in his war work, he had little time to think of his industry. But, every now and then he would pause, and maybe dream of something he was going to do when the war was over, that would help the coin machine industry be a better industry.

A great many planned fine plans — but few, if any, were able to carry them out. The end of the war came with great suddenness. Manufacturers were in a rush to get back to their original coin machine production. The trade instantly started to call around for new equipment. And so everything has rushed on ahead, without due and complete consideration for tomorrow.

Today, we believe, the time has arrived when a closer and better understanding must be brought into existence between the operators, jobbers, distributors and manufacturers. The mechanics of the operators are very important to us. We realize that with them rests the success or failure of many a product. To them we have addressed ourselves, personally and closely and have helped them to help their employers, so that all up the line everyone would benefit in the manufacture and merchandising of each machine.

We feel that the trade must come closer together. All units should develop into a closely knit, more friendly and more understanding whole. We should get to know each other better. The mechanics and the operators — the jobbers and the distributors — as well as the manufacturers, are tremendously important to the future growth and development of this industry.

We feel that every mechanic, every serviceman — and especially every operator — is our friend. We want him to be our friend. We want him to talk over his problems with us. We want to help him in every possible way — for on him rests our business.

Therefore, let's face the facts. Let's remember that we, individually, do not make this an industry. That it is all of us, combined in a friendly, cooperating spirit — that does make this a great industry.

It is all of us — talking things over discussing our problems openly — helping each other with technical, mechanical and business details — which makes possible a better and closer understanding, and which assures us of going on ahead in the manner we should like to progress.

To help build this sort of friendly cooperation we, here at Williams Manufacturing Company, have started a plan which we long dreamed of, and which we are now putting into immediate and active operation. We want every mechanic who has a technical problem, regardless of how insurmountable it may seem, whether it is for one of our machines or for the machine of another manufacturer, to get in touch with us — perhaps we can help him solve it. We think we can.

As far as the operator is concerned — we want to be in closer contact with him at all times. Let's talk things over. If he has a gripe — let's hear about it. If he believes that something should be brought into the open and openly discussed — we're ready to discuss it with him. We feel that he's very important in this great industry. We know that without him — there just wouldn't be any coin machine business. So — we want him to know that whatever he thinks about coin machine matters — is important to all of us.

This is the spirit, we believe, which will build a greater and better industry. Which will allow us to catch up and to fall into step with each other so that we can better understand and guide each other — as we rush so speedily ahead.
Youth Takes Over

COLUMBUS, O.—Once again youth steps in to take over from the older generation. Rita and Jay Solomon, daughter and son of Wolf Solomon of Central Ohio Coin Machine Exchange, this city, are shown in the above picture with the new AMI Model "A" which had its premier showing at Solomon's new offices and showrooms just a few weeks ago.

Like the younger generation, according to reports, both Rita and Jay were the ones to pick the tunes to play in the AMI while it was on display and were also the ones who set it up to give it the greatest possible attraction for the juke box operators who attended this open house affair.
When will I get it? — a familiar question today; but will it be so familiar in a year, or two years?

A quick glance into the crystal ball will reveal that the fruitful sellers' market is showing signs of softening in a number of fields. Salesmen may soon be walking pavements again with briefcase in hand, instead of fighting off orders over the phone. Once more the wear will show on soles and heels instead of on pants seats.

The present question "Can't you get it sooner?" will change to "May I show you another of our new models?" The salesman will go into a spiel on quality, time saving, lower prices, etc., etc., until his vocal cords, ache, but he'll go home content that HE made the sale — right from digging up the prospect to getting the signature on the dotted line.

"Gingerbread" as the only means of selling seems to be on the way out. The best example of this can be seen in the fountain pen industry, where the swing has been from ornate dressing to guarantees of continuous writing: two years — three years — and now four years without refilling. The pen people sit back and watch the sales soar with each new boast adding another year of service.

The acceptance of the pens shows that the public wants styling and simplicity in a product that operates satisfactorily — not gilt and tinsel covering a "lemon." You can bet that the folks are going to get what they want, whether it's fountain pens, pots or bell machines.

About the time competition begins to get tough, the smart boys will start a quest for new ideas. New products will materialize — it will be fascinating to watch the development unfold, from the advance blueprint publicity to the final smoother-operating, lower-priced item.

Maybe it won't come tomorrow or the day after, but brother, it's on the way if you want to hold your own against competition. Sounds a little far fetched right now, doesn't it? With pessimistic foresight, I believe that we will have prosperity for another year or so — did I say a year? — hm-m-m, the shoemaker is taking about that long to fix 'em now, I think I'd better take mine for resoling — that pavement beating may come at any time.
Lemke Named Muto Rep for Michigan

DETROIT, MICH—Henry C. Lemke, who announced his retirement from active participation in this business a few months back, has returned to the field as representative for the International Mutoscope Corp, of New York for the state of Michigan.

Lemke is reported to have placed an order for $250,000 worth of equipment with Ken Wilson, Mutoscope factory representative in Chicago.

Lemke has developed a unique co-operative plan to sell the new Mutoscope “Voice-O-Graph” machine. He will sell the op five units and will give him five units on a plan whereby he will help the op to install and service the machines. The consignment of the additional five machines will be for the period of one full year at the end of which time the op will have the option to buy these five machines.

Lemke feels that this will not only help the operator to become firmly established but will give him the opportunity to benefit from the great many years of experience he has had with this sort of equipment.

He feels by working in such close and interested cooperation with the operator he will be able to help him over any rough spots and will also make it possible for the op to get ahead so much faster, increasing his route and earning top capacity in a much shorter period of time.
When Homer E. Capehart made the public declaration a few weeks ago about the coin machine industry "the future of the industry can be made as big and successful as the men in it wish it to be," he used words that anybody can understand. He stated a plain and simple truth in plain and simple language and everyone in the industry should give heed to it and determine to live up to it and to live by it.

When "Doc" Eaton recently declared "America is getting ready for another renaissance in popular music" and "There will be new music, startling music, musical innovations, music that expresses the spirit of this and succeeding years perfectly, and the juke box will be the fountainhead of the renaissance."

When Dick Groetchen made public the statement "Civic, social, veteran and even religious organizations, even those of the most pessimistic turn of mind must concur with the conclusion that the coin machine industry has the 'green light' of better business for several years to come."

When John Chrest expressed it as his opinion that "From every standpoint — everyone engaged in this industry today — can be proud of being a member of this field. All know, as they intelligently study this coin machine business, that it is an industry with a great future ahead of it."

When Al Dougis writes "Great as have been innovations and inventions of the past, the future holds even more. And "Movements are now afoot to make this industry even more cohesive and we cannot stress too greatly that it is only through unity that we can accomplish our aims."

When Dave Gottlieb makes it known that, in his opinion, "The industry will be growing fast in the coming years and that there was never more ingenuity, more resourcefulness and more energy being expended to perpetuate the industry than right now."

When Ray Moloney wrote for a special edition of The Cash Box "February seems far in the future, and in the intervening months many new and wonderful machines will commence to appear. But the big day — the day when the curtain really rises on the great future ahead — will be February 3, 1947, opening day of the first postwar Show."

These men, all prominent in the industry, were not talking or writing idle verbiage. They were all telling facts that are plainly corroborated by recent events and self evident prospects.

Add up ALL the foregoing and be convinced that you are part of an industry with a real future. An industry that, as Jim Mangan so aptly expresses it "We're people — we all belong together — So let's get together and stay together — all the ends we seek as individuals will be so much more valuable if we seek them as a collective family, working, trusting and helping one another in the process — So, why don't all of us get together and start working miracles" in the coin machine industry.

It is up to you and you and you to do your part to make the coin machine industry as big and successful as YOU wish it to be.
Mills Sales Open in Los Angeles

LOS ANGELES, CAL.—Mills Sales Company, Ltd. of Oakland, Calif., announced this past week their first post-war expansion move with the official opening of their new offices in this city on October 4, 5 and 6. Open house will be held to welcome all coinmen in the southern California area on these three days from 10 A.M. to 6 P.M.

Present at the official opening of their offices here will be Art. H. Bouterious, general manager of the firm; Warren H. Taylor, salesmanager; Dick Eggleston and R. H. Maddern of the Freezer division, together with other personnel from the general offices of the company.

George Ehrgott has been named general manager of these new offices and is already in contact with many of the southern California coinmen.

The firm are distributors for Mills Industries, Inc., Bell-O-Matic Corp., and the International Mutoscope Corp. They are also jobbers and distributors for many other lines and are among the largest of the suppliers to the cointrade.

The is this their first official notification of their post-war expansion moves, it is believed here that shortly after this opening, the firm will announce the official opening of other new offices in Portland, Ore.

MATHENY SPECIALS
NEW — IMMEDIATE DELIVERY

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<th>Game</th>
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<tbody>
<tr>
<td>Chicago Coin's SPELLBOUND</td>
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<td>Forever Bubbles</td>
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<td>United Riviera</td>
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<td>United Oklahoma</td>
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<td>White</td>
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<td>Chicago Coin's Goosies</td>
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USED GAMES

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<td>Yankee Doodle</td>
<td>99.00</td>
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<tr>
<td>Catalina</td>
<td>White</td>
</tr>
</tbody>
</table>

MATHENY VENDING COMPANY, Inc.
564 West Douglas, Wichita, Kans.

WHIZZ
the finest skill game there is...

by GENCO

WHIZZ is a NEW electrically operated FREE PLAY Skill Game packed with lots of ACTION, SPEED and PLAYER APPEAL!

WHIZZ can be operated as a FREE PLAY or NOVELTY game... and a BIG money maker either way.

A fast, exciting colorful game with plenty of "come on" and speedy playing time.

When you see WHIZZ in action... you too will say—The FINEST skill game there is!

WHIZZ IS THE FINEST

BECAUSE—

- A minimum of four balls lined up in return-game awards. Value increases as additional balls are lined up.
- Game automatically lights up on colorful player panel.
- Solid wood construction and highly finned in attractive venner.
- New anti-chatter device... unbreakable, shatterproof, airtight cabinet, etc.
- All awards fully motorized.
- Game cabinets are 24" high, 24" deep and 16" wide. Pedestal is 56" high.
- Overall height 68".
- Game can be detached from pedestal for use on counters.

Phone, Wire or Write
Your Distributor
Today!

ELECTRICALLY OPERATED!

$189.50
F.O.B. FACTORY

GENCO
2621 N. ASHLAND AVE. - CHICAGO, ILL.

TOTAL ROLL STILL LEADS THE FIELD!
"WELCOME HOME"

By DAVID GOTTlieB

President, D. Gottlieb & Company, Chicago
President, Coin Machine Industries, Inc., Chicago

Welcome home!

It's been a long, long time since we've been able to say that to you.

It's been a long and hard war and everyone of the manufacturers were busy helping to win it — and to bring you greater glory, greater prestige and greater respect by the "E" awards that were granted to this industry — your industry.

Welcome home — is right. Now that the Fall winds are starting to blow the leaves around most of the coinmen are thinking about the forthcoming convention.

Those sure will be four great days — the 3rd, 4th, 5th and 6th of February, 1947. It's going to be a marvelous time — with everybody once again meeting everybody.

It's just like shaking hands all over again.

And, to get to the more serious side of the picture — there's a lot of things we all want to talk over.

We all want to get re-acquainted once again.

There's that dream of mine that I've had for so many years — a public relations program of outstanding merit for the members of this industry. And I believe now that this dream is going to come true. I hope, most sincerely hope, that I shall be able to tell you all about it — even before our big convention. And, frankly, when I can — I believe that all the effort, all the energy, all the time that I've spent being your association president — will be more than repaid. Just to know that every coin machine man in the nation is benefitting from the one thing which can be of true benefit to him — a public relations program.

It's been some years now since we've all been together. Since we've all gathered around and gossiped a little and talked and met down in the lobby of the Sherman when nearly everyone in town was fast asleep — and laughed — and had a marvelous time — and then went home and told ourselves — "Well, it was worth it. You do meet a bunch of great guys at the coin machine show."

I know that every member of Coin Machine Industries, Inc. hopes you'll be there. And, I also know, that everyone of the members will be there to greet you with a grand, big smile and a swell "hello" — for we want you to know — we do believe, and always have, that our conventions are the one time when we can just let our hair down — and get together the way we like to.

I hope you'll be present at the Hotel Sherman, February 3, 4, 5 and 6, 1947 — we all want to say "hello" to you.

Those days are, believe me, our "welcome home" to you.
Minneapolis’ 969 Coingames Hit the Headlines

MINNEAPOLIS, MINN. — In what looks like the beginning of a “drive” here the “Times” of this city headlined the fact that there are 969 coin operated devices on the U.S. tax lists here.

The paper claims that, “during July and August 632 firms and individuals in Minneapolis were operating 969 pinball and other coin operated machines, files of the internal revenue bureau disclosed.”

The paper also reminded the public that, “State law and city ordinance prohibit any machine that pays off in cash or merchandise.”

“The records reveal,” the paper continued, “that $100 ‘gaming device’ taxes were paid on 969 machines of which virtually all were of the pinball type.”

Ops here believe that this “crusade” will hurt them and are attempting in every possible fashion to prove to the public and the authorities that they are conducting their businesses along the lines specified in the state laws and this city’s ordinances.

“Here,” one noted common states, “is where the great need for a public relations program is perfectly presented.”

Mexican Stars Signed by Quality Pix

HOLLYWOOD, CAL. — Amalia Aguilar, glamorous 20 year old “Queen of the Rhumba” and star of Mexican and Cuban motion pictures has been signed by Quality Pictures for production of two of her sensational dance routines for release to Panoram operators.

Miss Aguilar, just finished an engagement at the Los Angeles Million Dollar theatre at the head of her own show.
During the war science made many new discoveries, most of which were given to mankind in the form of weapons with which said mankind could ultimately be destroyed. Since war always leaves its mark on civilization, many of our foremost designers and inventors, and in some cases idle dreamers, made many predictions of the radical change in our mode of living which would be brought about by these discoveries; when and if peace returned to the world, and they could be converted to peacetime use.

Peace, after a fashion at least, has returned to the world. Many of these discoveries and advancements, such as those in electronics and aircraft, are becoming more and more evident in our daily life.

Although progress and development in the vending machine industry was not quite as apparent, and certainly not as highly publicized, nevertheless, an amazing amount of progress was made, and today finds the industry on the threshold of the greatest period of expansion and progress in its history. Items will be sold or vended by machines, which a few years ago would probably have been thought impossible. To name but two—hot coffee and toasted sandwiches—are stand-outs because of the sanitation and health problems which have had to be overcome.

New items equal new vending machines and vending machine sales themselves open up to the manufacturers of some of the newer items to be sold in this manner a completely new; to them at least, outlet for their merchandise, with the resulting problem of merchandising methods.

The manufacture of the vending machines for the new items will bring many new ideas to the fore, and though improvement in the design and mechanical construction has always been a factor, the competition to produce the finest and most simplified type of vending machine will play an even more dominant role.

The vending machine itself depends for its success:
1. In its simplification of design.
2. On the coin handling technique involved.

The second can well be considered the prime factor for had it not been for the improvement in design and operation of the slug rejector in the modern vending machine, the industry could have been retarded considerably.

Numerous, and at times, seemingly hopeless problems have been presented in the development of slug rejectors and allied coin handling equipment for in no other business has the profit been so subject to tampering as has that in the vending machine industry.

The wants and needs of the industry in the matter of coin handling devices have always been of the utmost importance, and we here at National, fully realizing this, have put forth every effort to fulfill our responsibility. To cite just a few cases of the constant change which is, as stated, ever present in the vending machine industry, National has produced the following items, all with a definite purpose in mind, none to be considered as just "fads."

Foreign Coin Units

Although vending machine manufacturers have always exported their products to some extent, the recent rapid expansion in foreign outlets has presented them, and consequently to us, a growing number of coins to be accommodated in vending machines, and, due to the varying sizes, shapes and metallic content of the coins involved, many obstacles had to be overcome. National's list of approved units for foreign coins is 50% greater than prior to the war, one of the most needed units being one for the Canadian nickel. A greatly improved unit for this coin is now in production at National.

Credit Storing Devices

This is a credit storing device which will permit the operator to vend automatically articles which can range in price from one cent to one dollar, with the flexibility of the set purchase price being accepted in nickels, dimes, quarters and pennies and in extreme cases pennies only inserted.

Interchangeable Rejector Units

Vending machine operators have always found it necessary to make changes in the price of vended merchandise; to do so, in some cases, the machine had to be withdrawn from location and adjustments made to permit the increase or decrease in the price of the merchandise. For this reason, National has produced an "interchangeable" slug rejector mounting arrangement, which enables the operator to make price changes on location in as little as four and one-half minutes, therefore, another desire of the industry has been fulfilled.

Yes, the vending machine industry has grown and will continue to grow. It does not supersede any other business, but can be considered as a comparative new-comer to the American business scene. For this reason we at National look with confidence to the future which, to us, presents a better picture than that of any other.
CLEAN EQUIPMENT — IMMEDIATE DELIVERY — PRICED RIGHT —

NEW BOWL-A-BOMB
9 Foot Skee-Ball
$199.50

NEW REBUILT MILLS
GOLD CASTINGS AND CARNEES
NEW PARTS AND KNEE ACTION
1 1/2 c Gold Chromes, 3/5 Pay...
1 1/2 c Black Beauty, 1 c Gold Chromes...
1 1/2 c Gold Chromes, 3/5 Pay...
1 1/2 c Gold Chromes, 3/5 Pay...

We rebuild these machines for our own use but never got to them. They are all in perfect operating condition.

SPECIAL — LIKE NEW
12 3/5 Original Silver Chromes, Only...
5c Che...
3c Grand ...

WRITE
(Phone: Whirlaway 6615)
MACON.

10c Cherry
219.00
5c 5c 200.00

$155.00 79.50 27.50

85.00 125.00 10c 5c

29.50 289.50 Carom

WRITE
74.50 $330.00 55.00

Exhibit
Contest
289.50 74.50 35.00

ONE-BALLS
2 Contest
2 Whitewall Stakes
1 Big Prize F.P.
1 Halcyon
1 Camel F.O.
1 Derby Clump, F.O.
1 Grand National, F.O.

CONSOLES
2 Jumbos, late, F.O.,
5 Super Balls, Comb.
1 TwoWay Super Bell 3 & 5 P.O.
1 ThreeWay Super Bell 5 & 5 P.O.
1 Exhibit Jockey Club, F.O.

MISCELLANEOUS
Kroeyy Air-Aircraft
Model 500 U-Need-A-Fak, 13 col...

10c Blue, like new
10c Green, like new

PERFECT QT's
Rebuilt Bronze
Blue and Gold

3c 2/5 Payout...
10c 2/5 Payout...

VEST POCKETS
Rebuilt Bronze
Blue and Gold

25c (20 Stop) $ 5.50

SKYSCRAPER
New Silver and Gold
Brown Front, Rise Front or War Eagle

Coating, set $ 7.50

NEW BOWLING LEAGUE
$275.00
With Ball Return on 5 Hole

Yes, We Have New Equipment Ready to Ship
GOTTLIB
3-Way Grippier $ 39.50
Stop Door Camen $ 299.50
Superliner $ 325.00

BALLY
Big League $299.50
Surf Queen $ 299.50
Victory Special $ 461.50

MILLS

Write... $ 7.50

Golden Falls, H.L. $195.00
Elilib's Fast Ball $310.00
Marvel's Prisco $ 779.50
Re's Spots Cho $ 157.50

JENNINGS SLOTS

PERFECT INSIDE AND OUT

1 5c Silver Moon $145.00
1 15c Silver Moon $165.00
1 5c Star $ 110.00
1 10c 4-Star $ 135.00
1 15c Silver Moon have been refinished with a Brown Crackle finish.

2 5c Victory Club... $ 125.00
1 15c Victory Chief $ 165.00
1 25c Victory Chief $ 170.00

All above are 1 Cherry Pay
1 5c Silver Club... $ 125.00
1 5c Club Special... $ 125.00
1 10c Silver Club... $ 145.00
1 25c Silver Club... $ 165.00

COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VUES REELS OF 8 AND 6 SUBREV!
Our Films Get The Dimes
PRICE $3.00 TO $5.00 PER Reel
PHONE FILM
3231 N. KNOX DR., HOLLYWOOD 28, Cal.

COIN CHUTES

We can produce any type coin chute you need. Write us your problem. We design chutes for any devices using U. S. or Foreign coins. We specialize in money chutes and hard to get parts for coin machines.

WRITE — WIRE — OR CALL TODAY!
WRITE FOR OUR NEW, LARGE, ILLUSTRATED PARTS POSTER!

HEATH DISTRIBUTING CO.
217 THIRD STREET
(Phone 2681)
MACON, GEORGIA


NORFOLK, VA.—The first banquet and open meet of the Tidewater Automatic Phonograph Owners Assn., Inc., was held in this city on September 17, and attracted one of the largest turnouts of coinmen from this city, Portsmouth, Newport News and Suffolk, Va., the complete tidewater area of the state.
LIBERALITY PAYS

By J. O. Bates
General Manager, Pace Manufacturing Co., Inc., Chicago

Last year when coin machine manufacturers again resumed production there was considerable optimism as to the extent of production in the various factories.

At this time it has become evident that production is still far short of the demand—this, of course, a result of the various strikes and restrictions under which the suppliers to the coin machine manufacturers must operate.

Some of the manufacturers foresaw that it would be impossible to get back into normal production within a year but did everything to lay in stocks of materials so they could at least make a steady gain on their weekly output.

Our company has been especially fortunate in that respect and, unless the unforeseen happens, will be able to take care of our distributors.

Operators and distributors have learned by this time that as far as Jack-pot Bell operations are concerned, there is a tremendous field—in fact in some parts of the country it now exceeds anything in the past.

A most gratifying development is the trend toward the liberal or so-called "club type" percentage Bells. In all territories and in all types of locations, operators have found that the liberal pay-out Bell earns far more than the old and so-called "tight" model.

In one particular territory we are furnishing PACE BELLS with a reel combination that pays out 96% and the earnings are greater than the operator ever experienced in his many years in the Bell machine business.

If all operators would follow in line with the use of liberal pay-out Bells they would not only find that the earning power is increased but they would also find that much of the opposition is removed.

Many operators have overlooked the very important fact that once the initial load in a Bell machine is recovered, the players are playing with their own money and they certainly are entitled to all the action they can get.
J. R. (PETE) PIETERS
TAKES GREAT PLEASURE IN ANNOUNCING
THE PURCHASE OF
A. P. SAUVE & COMPANY
TO BE KNOWN ON AND AFTER
SEPTEMBER 15, 1946
AS
KING-PIN DISTRIBUTING COMPANY
3004 GRAND RIVER AVE. (Tel. TEMPLE 2-5788) DETROIT, MICH.
(In the same location for over 18 years)

Good Times Ahead

By C. B. (Billy) DeSelm

The post-war period of the Coin Machine Industry is rapidly leveling off to a more stable plane of operation. Material is gradually becoming available to manufacturers which means quantity production will meet the demand in the not too distant future. Merchandise will again be demonstrated and sold through regular channels.

"Summer Slump" with its usual period of inactivity is past. Business places, in general, are receiving enough merchandise and have enough personnel to stay open regular hours.

The sellers market is gone. The axiom that "Anything will sell today" is no longer true and there is some question of doubt that it was ever true.

Coin operated equipment must again stand on its own merit. This equipment is purchased as an investment and must show adequate returns to assure volume sales. Good times are ahead and a wide awake, aggressive Coin Machine Industry is ready to play a role of ever increasing importance in this Era.
Named to Lead Salvation Army Drive

BOSTON, MASS.—David S. Bond of Trimount Coin Machine Co. and Edward M. Ravreby of Associated Amusements, Inc., both of this city, were named Co-Chairmen of the automatic coin machine vendors section for the Greater Boston Drive of the Salvation Army for $1,000,000.

This is the first time that the coin machine field has been recognized as a separate industry. Both Bond and Ravreby were guests of the Salvation Army at a recent "Kickoff Luncheon" at the Boston City Club. Among the other industry chairmen present were: Fred Garrigus, head of WEEI radio station; Herbert Philbrien, M & P Theatres chain; Maurice N. Wolf of M.G.M.; Clarence Finn of the Boston Post; Edward C. Stone of the Employers' Group Insurance Companies; Allan Forbes, president State St. Trust Co. and John A. Tuckerman, vice-pres. First National Bank.

The million dollar quota this year includes a new home and hospital, construction work on five centers, post-war services to the armed forces and the usual Salvation Army services.

The coin machine section is already hard at work to fill its quota. An appeal has been made to every coinman and allied industry individual to come forth and help put this quota over the top.

COIN MACHINE FILMS

Series 21 "DANCES THAT THRILL"

1. SARONG OF THE ISLANDS
2. THE SULTAN'S FAVORITE
3. PEACOCK PARADE
4. TEMPLE DANCE
5. RHYTHM OF THE ANDES
6. VOODOO VIRGIN

SIX SOUND SUBJECTS $36

JUST RELEASED BY

QUALITY PICTURES CO.

5634 SANTA MONICA BLVD.

HOLLYWOOD, CALIF.
To Hold Regular Sales Meets

BOSTON, MASS.—With the result of his last general meeting of all Aireon distribs in his district still ringing in his ears and in the distris's cash registers, Ben. D. Palastrant, eastern regional director for Aireon Mfg. Corp., Kansas City, reports from his headquarters here, "We are going to hold regular sales meetings among our distributors in the eastern territory at regular intervals."

"The reason," he continues, "is simply that after our last meeting, arriving at the decisions we did, the distribs have reported to me that business has jumped anywhere from 35% to over 100% following the plans laid out at this meeting and also listening to how other of the distributors were arranging sales."

Palastrant also stated, "There is no doubt that distributors, just as well as the operators, need regular get-togethers. These proved profitable and we are going to continue them so that all the distributors can exchange views at regular intervals and help each other to enjoy the biggest possible profits."

$1000.00 REWARD

For information leading to the arrest and conviction of the party or parties that stole the following juke boxes in South Bend, Ind. August 29th and September 9th, 1946:

SEEBURG 0800 RCS Serial #93742 — ROCK-OLA DELUXE Serial #48800
SEEBURG VOGUE Serial #70925 — SEEBURG VOGUE Serial #61844

BOXWELL MERCANDISING CO.
1158 E. CALVERT ST., SOUTH BEND 14, IND. (Phone: 3-9652)

Mills 1-2-3
FREE PLAY '39 MODEL
$42.50

Mills 1-2-3
FREE PLAY '39 MODEL
$42.50

McCall Novelty Co.
3147 Locust St. St. Louis 3, Mo.
(Tel: 1644 - 1645)

WICO CORPORATION
(Formerly)
HARRY MARCUS CO.
OF CHICAGO, ILLINOIS
Distributors of
WICO PRODUCTS
Is Proud To Announce
THE OPENING OF THEIR BRANCH OFFICE
AT
1328 W. PICO BLVD. • LOS ANGELES, CALIF.
WE CARRY A COMPLETE LINE OF COIN MACHINE PARTS AND SUPPLIES
MORRIE WICZER, Manager (Telephone: RI 7-3184)
PAUL TECKTIEL, Asst. Mgr.
Writers Believed "To Each His Own" Would Be Flop

HOLLYWOOD, CALIF. — "To Each His Own" which is in first place in the nation's tunes and which is heard from every bandstand, over every radio and grabbed into the coin in all juke boxes, was written "on orders" by two of the writers here in the Paramount lot, and they say, "We thought surely the song would be a flop and we'd get fired."

The two writers of the song are Ray Evans of Salamanca, N. Y. and Jay Livingston of McDonald, Pa. They operate out of an office in the Paramount Studios. Ray and Jay met while attending the University of Pennsylvania and have been fast friends ever since.

They were "instructed" to write a tune called, "To Each His Own," to protect the name of the Olivia De-Haviland picture of that name.

"We thought they were kidding," Ray (lyrics) says. "Who ever heard of such a title? It sounds like Shelley or Keats. But, we sat down in the office and knocked it out in three days."

This is the first time that a hit tune, at least as big a hit as is 'To Each His Own' has been pounded out "to order." The juke box ops throughout the nation are hoping that Ray and Jay will continue pounding them out the same way.
Tells Press Tax Lists Are Public Property

CINCINNATI, 0. — Due to the fact that the Internal Revenue Dept. authorities in Cleveland had refused, according to press reports, to show their tax lists to the State Liquor Control Dept. there, the "Enquirer" of this city asked the Internal Revenue Dept. of this city to give them the reasons why.

This paper claimed that, "Internal Revenue Regulations specifically authorize bureau officials to make available to state, county and municipal authorities, and to the public lists of names of such special tax payers, it was stated in Cincinnati."

"Section 323.50 of Regulations 59 (1941 Edition) provides," according to the Enquirer, "that each Collector of Internal Revenue shall place and keep conspicuously in his office, for public inspection, an alphabetical list of names of all persons who shall have paid special taxes within the district."

Cincinnati officials, are reported to have stated, that so far as they know this 1941 regulation had not been changed in any way.

OPERATORS!
The GP All Metal HAND TRUCK Will Solve Your Problems

Sturdy, durable appliance truck with rubber bumpers, weighs only 33 lbs. All welded steel tubular construction. Stands 60" high, 12" wide, 18" front to back. Has "x" bar plate for loading. Will carry 1500 lbs. Unique solid rail prevents shifting. Has swivel casters. Ideal for moving appliances, machinists, consoles, etc. PRICE ONLY $34.50 each.

Plans New Co-Op Sales Firm in Baltimore

BALTIMORE, Md.—Maurice Sykes, formerly 1st Lt. in the U.S. Army, and who entered into the coinbox business immediately after his honorable discharge, is planning, he reports, an entirely new type of distributing sales firm by arranging for a cooperative set-up with the leading coin- men in this area. Name of the firm is Mar-Matic Sales Co.

As yet Sykes hasn't introduced his full plans to the trade but claims that when he does these will meet with the approval of operators everywhere in this area.

In the meantime the firm are conducting a business on new and used equipment here.
Announce

NEW MANAGEMENT

OF

MANHATTAN

PHONOGRAPH COMPANY

767 - 10th AVENUE, NEW YORK CITY

Distributors of

Aireon

ELECTRONIC PHONOGRAPH

IN

NEW YORK AREA

ALL MUSIC OPERATORS ARE INVITED TO VISIT OUR SHOWROOMS AND SEE THE NEW AND IMPROVED AIREON PHONOGRAPH
Needles-Speakers-And Twirling Ropes

CHICAGO—Whether it’s the whirling, twirling music that comes out of speakers, or the ‘round and ‘round twists which the new needles are presenting — anyway — here are Burton Browne, president of the Aero Needle Company of this city watching rope-twirling tactics of Tom White, president of the Jensen Manufacturing Company, manufacturers of the Jensen speakers.

Both men are spending their vacations on one of the western cattle ranches and took this shot of their rope-twirling prowess at a ranch near Calgary, Canada.

Said Browne, “Now I know why coinmen everywhere are going after Jensen speakers. It’s the beautiful twirl that Tom White has developed after such long practice twirling and whirling those speakers around the trade.”

Tho Browne didn’t include himself in this picture there is no doubt, according to reports, that his Aero needles do a lot of whirling themselves over the juke box records and keep on whirling for a much longer time than Browne himself can with any kind of rancher’s rope.
Coin Changers Up
The Take

By BERT MERRILL
Special to The Cash Box

ST. LOUIS, MO.—An extensive survey and test by Tom Collins of Universal Distributing Company, 2852 Sidney St., this city, is reported to have proven that automatic coin changers will increase take on all types of machines from 10% to 50%.

Following a planned action, Collins placed 50 machines in leading locations throughout this city, in order to compile data to definitely prove their worth. Of these 30 machines, only one was returned. This machine was not returned due to any dissatisfaction with the machine but vandals were stuffing paper into the slot, jamming its operation.

The following figures were compiled by Collins during the 2 month tests recently completed; one bowling alley reported an increase of $40 during the first week; during the trial period at another large St. Louis alley, take increased 33% the first week, 37% the second and 50% the third week, which was the start of the bowling season. These increases were during the slump period of the bowling industry, end of summer vacation and before winter league started. Overall increase on candy machines located in theatres was approximately 18%. At one theatre location take from the candy machine showed a 15% increase while sales at the candy counter decreased 10%.

During this same period, box office receipts were below normal due to the slow scare keeping many children from public gathering.

A $28 increase was noted in one of the better cocktail lounges from 7 telephones as well as a coin ball machine located there. The juke at this location was not included in the trial. Collins feels the coin changer will increase juke box receipts as well as slots and pinballs.

Many of the larger department stores, with batteries of telephones, have rules against ringing up “no sales” on cash registers, necessitating employment of a full time cashier or having customers running around for nickels where they may be found.

Increase in telephone revenue was in no case less than 10% on any of the locations covered by Collins’ survey.

At the present time the coin changer, which is manufactured in Kansas City, Mo., is produced in one color, red with a chrome trim. Plans are afoot to match it with the color scheme of the location for a small extra charge. These plans are being made due to the unwillingness of hospitals, newly remodeled theatres and cocktail lounges to install anything that conflicts with their existing color arrangements.

Collins’ machines are reported to have met with huge success in southern Illinois. This area has one of the largest concentrations of slots in the country. This increase is due to the machines being in more constant use than previously. As everyone knows, there seems to be an unwritten law about another player stepping in while change is being made for the man playing. This kept many machines idle for periods during the busiest part of the evening.

The coin changer makes change only for dimes and quarters. Collins reports he has had many inquiries for half and dollar changers. He has two replies which handle these objections: 1. reach in your pocket and notice that a majority of the time your change consists mostly of quarters and dimes; 2, if a half or dollar does have to be changed, a bartender or waitress does not have to count out all the change in nickels, but can give the change in quarters saving time and cutting down short-changing which makes customers unhappy, or overchanging, which loses money.

UNITED MANUFACTURING CO.
5737 BROADWAY, CHICAGO 43, ILL.

ATTENTION: OPERATORS!

Drop us a penny post-card and get on our mailing list for our new 1946 parts Circular.

A penny spent will save you dollars in parts.

“ECONOMIZE WITH ECONOMY”

ECONOMY SUPPLY CO.
2015 MARYLAND AVENUE
Baltimore 18, Maryland
Tel.: Chesapeake 9851

GREENE DISTRIBUTING CO.
26 BRIGHTON AVENUE
BOSTON 34, MASS.
IMPORTANT ANNOUNCEMENT

JOE EISEN & SONS
JOE EISEN — BUDDY EISEN

Have Merged With

PHIL MASON — SID MITTLEMAN

of

AMERICAN COIN MACHINE COMPANY

...and the name

JOE EISEN & SONS

has been retained

for the consolidation

This is important news for coin machine operators. The merger brings under one roof all the enterprise and valuable experience gained during many years of association with the industry by these four well-known coinmen.

Therefore, the wide facilities and exceptional service for which both firms were recognized will now be even more complete.

EXCLUSIVE DISTRIBUTORS
In Metropolitan N. Y. and Northern N. J.
FOR
PACKARD MANUFACTURING CORP.

EXCLUSIVE DISTRIBUTORS
FOR
RED BALL
The only game licensed in New York City

JOE EISEN & SONS
12TH AVE. AT 52d ST., NEW YORK 19, N. Y.
Phone: Circle 5-4957

FOR BALLY PRODUCTS
NEW YORK NEW JERSEY and ALL OF NEW ENGLAND

IT'S TRI-STATE SALES CO.
585 TENTH AVENUE, NEW YORK CITY
(Phone: Chelsea 2-4648)
2715 SUMMIT AVE., UNION CITY, N. J.
(Phone: Union 5-2242)

NEW ENGLAND REPRESENTATIVES
PIONEER DIST. CO.
585 TENTH AVENUE, NEW YORK CITY
(Phone: Chelsea 2-4647)

Now Showing
DRAW BELL
BIG LEAGUE
VICTORY SPECIAL & VICTORY DERBY

SAVANNAH, GA. — Many phone calls, wires and letters have been received by O. J. Mullininx since the official announcement of the opening of the firm’s two new completely air-conditioned showrooms and offices at 302 W. Victory Drive in this city and at 233 Trinity Ave., S.W. in Atlanta, Ga.

What pleased Mullininx most tho, according to reports, are the statements which he has received from visitors to their new air-conditioned building here and in Atlanta.

In almost every case, according to the firm’s managers, the operators and jobbers who have called around to see their new showrooms, repair and servicing departments and offices have been loud in their praise that these are among the finest in the nation.

The firm also advise that leading manufacturers have already signified their intention of visiting these new showrooms very soon.

NEW SHOWROOMS IMPRESS VISITORS

O. J. MULLINIX

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The firm also advise that leading manufacturers have already signified their intention of visiting these new showrooms very soon.
IMPORTANT NOTICE TO MUSIC OPERATORS!
Bo sure to vote for the most outstanding record artists and your best money-making records. Put this joke box industry out in front by getting it "star" recognition. Vote sheet is in music section!

**ARKADE EQUIPMENT**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conso, like new</td>
<td>$825.00</td>
</tr>
<tr>
<td>U-deck or Rider, like new</td>
<td>2,244.00</td>
</tr>
<tr>
<td>Hickey</td>
<td>2,544.00</td>
</tr>
<tr>
<td>Hallay</td>
<td>1,650.00</td>
</tr>
<tr>
<td>Oddball Commando</td>
<td>80.00</td>
</tr>
<tr>
<td>Exhibit Races</td>
<td>48.00</td>
</tr>
<tr>
<td>Tetras-23-3-12-5</td>
<td>11,500.00</td>
</tr>
<tr>
<td>Keesey Rider</td>
<td>110.00</td>
</tr>
<tr>
<td>Rock-Ola Wind Slices</td>
<td>70.00</td>
</tr>
<tr>
<td>Head (Trans.&quot; )</td>
<td>1,500.00</td>
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**WALL BOXES**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>200 Kenny Wall box, screen for 50, metal</td>
<td>5.00</td>
</tr>
<tr>
<td>music of song</td>
<td>1.50</td>
</tr>
<tr>
<td>7 playing 20 Wks, Old Type</td>
<td>3.50</td>
</tr>
<tr>
<td>Eddie XI Wire</td>
<td>2.00</td>
</tr>
<tr>
<td>Nineteen Model 520, 2 Wire</td>
<td>14.00</td>
</tr>
<tr>
<td>Rock-Ola Bar Bosses</td>
<td>5.00</td>
</tr>
<tr>
<td>Rock-Ola Wire boxes</td>
<td>5.00</td>
</tr>
<tr>
<td>2 Conductors Wire, Army Surplus, 30 Ft., Lgns. Foot</td>
<td>5.00</td>
</tr>
<tr>
<td>1,000 Ft. 30 Co. conducter Cables</td>
<td>.75</td>
</tr>
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</table>

**CONSOLES**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baker pacers—5c or week</td>
<td>$35.00</td>
</tr>
<tr>
<td>Jumbo red—shaded</td>
<td>1.00</td>
</tr>
<tr>
<td>Super sound—shaded</td>
<td>1.50</td>
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**SLOTS**

<table>
<thead>
<tr>
<th>Item</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Mills, Black Cherry, new</td>
<td>$15.00</td>
</tr>
<tr>
<td>Mills, Ec. wire round</td>
<td>3.00</td>
</tr>
<tr>
<td>Mills, Ec. wire round</td>
<td>1.50</td>
</tr>
<tr>
<td>Mills, Ec. wire round</td>
<td>2.50</td>
</tr>
<tr>
<td>Mills, Ec. wire round</td>
<td>1.00</td>
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<tr>
<td>Mills, Ec. wire round</td>
<td>1.50</td>
</tr>
<tr>
<td>Mills, Ec. wire round</td>
<td>0.50</td>
</tr>
</tbody>
</table>

**KAY HIGHER**

**TRI-STATE DISTRIBUTING CO.**

248 CHARLOTTE
ASHEVILLE, NORTH CAROLINA

**DIXIE’S BARGAIN SALE!**

**PRICED TO SELL!**

**WURLITZER**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>750</td>
<td>$125.00</td>
</tr>
<tr>
<td>100</td>
<td>549.50</td>
</tr>
<tr>
<td>600</td>
<td>479.50</td>
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<tr>
<td>500</td>
<td>395.00</td>
</tr>
<tr>
<td>850</td>
<td>299.50</td>
</tr>
<tr>
<td>616</td>
<td>179.50</td>
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**ROCK-OLA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super-Marble</td>
<td>$399.50</td>
</tr>
<tr>
<td>Master-Marble</td>
<td>379.50</td>
</tr>
<tr>
<td>Monarch-Marble</td>
<td>229.50</td>
</tr>
<tr>
<td>Imperial-20-Marble</td>
<td>199.50</td>
</tr>
</tbody>
</table>

**HI-TONE 8800**

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$429.50</td>
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**SEEBURG**

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$375.00</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$375.00</td>
</tr>
</tbody>
</table>

**USED: ROCK-OLA - WURLITZER PARTS**

**NEW: JENNINGS SLOTS**

**WE SHIP TO ALL FOREIGN PORTS**

**DIXIE MUSIC COMPANY**

701 N. MIAMI AVENUE

MIAMI, FLORIDA
Red Sox Pitcher Practices on Pins

BOSTON, MASS. — According to Milton Gross, staff correspondent for the New York Post, Tex Hughson who has done a marvelous pitching job for the champion Red Sox, is reported to have, "a consuming urge to become the champion pinball player in the major leagues."

Gross writes further, "It is an avocation at which Tex works whenever and wherever he finds one of those gadgets which eats nickels more easily than a ball player consumes steaks at the expense of the club. But there's a sound purpose behind this business of pulling a lever and watching colored lights flicker which Hughson thinks has made him the pitcher he is.

'I've spent an awful lot of time and money on those machines. I don't like to think any of them can lick me just like I don't want any hitter to have the better of me,' Tex says in his soft-pitched drawling voice.

'Every machine is the same as every batter. It's got to be studied and licked. You've got to know how far a machine will tilt, how much bounce there is to the rubber bumpers. That's the same general approach a pitcher takes to a hitter.'

'I throw a lot of stuff in any one game. I guess I've got as much variety as any other pitcher in baseball, but the trick is not so much having the stuff as knowing where to use it. I really believe that playing those pinballs has made me a better pitcher,' the Red Sox hurler insists.

Maybe all the major league managers will insist on their players playing pinballs especially in view of the fact that Tex Hughson's outstanding pitching performances this season were greatly instrumental in bringing the American League championship to Boston.
California Supreme Court Refuses Hearing

Los Angeles — According to a letter sent by Arthur Mohr, attorney for AOLAC to “Curley” Robinson, managing director of AOLAC, the State Supreme Court, now in session in San Francisco, has refused the petition for a hearing filed by the District Attorney of San Diego County.

“The effect of this refusal to review the decision,” Mohr writes, “of the District Court of Appeal is tantamount to a decision by the Supreme Court affirming the judgment of the District Court of Appeal. In other words,” he continues, “the Supreme Court held that the decision of the District Court of Appeal was correct and proper.”

“The decision in this case,” Mohr writes later on, “lays down the rule that pinball games which entitle the player to continue playing the machine beyond the original game does not give the player any ‘representative or article of value’ as prohibited by Section 330-A of the penal code relating to ‘gambling by use of slot machines.’ Further, that the awarding of free games, that is to say, games in addition to the original game is not ‘property which is distributed by lot or chance’ in violation of Section 319 of the penal code relating to lotteries. This is directly contrary to the decision in the case of Cleveland vs. Kraus in which the Ohio courts have held that free games are a thing of value since it is amusement and that amusement is a commodity which has been greatly commercialized.

“Since ‘free plays’ are neither money, checks, tokens, representatives or articles of value, neither are they property under the gaming laws of our state, the playing of such machines and the giving of extra or free games to the person who becomes entitled thereto does not violate any of the laws of this state.”
I be surprised to see some feature stories in his publications about joke boxes and what they have done for the country at large.

CHICAGO — DeWitt (Doc) Eaton, vice-president and general sales-manager of AMI, Inc., met with Dave Smart, publisher of Esquire, Coronet and Apparel Arts magazines at the firm’s showrooms where the new AMI Model “A” is on display.

Doc reported, “It is truly interesting to meet with someone like Dave Smart and learn that his fine publications are much interested in automatic phonographs. Like all progressive publishers, Dave Smart is personally investigating the new joke boxes for he foresees that they will help lend the nation to a better understanding of modern music. Nor would

ARCADE
5 Panoramas $395.00
5 Genco Playball 159.00
5 Total Roll (bank) 425.00
5 Premium Roll-The-Barrel 397.13
5 Roll-A-Ball, 9 Ft. 199.00
3 Roll-A-Ball, 7½ Ft. 135.00
3 Twenty Le grasser Deluxe 47.50
3 Exhibit Card Vendors 39.50
3 Air Raider 125.00
1 Shoot Your Way To Tokyo 125.00
1 Anti-Alcoval, 6” Cab. 45.50
1 Chicago Coin Jockey 175.00

NEW GAMES
Firestone Skill Roll $379.50
Firestone Tally Roll 449.50
Amusement Ent. Bank Roll 375.00

MUSIC
5 Wurlitzer 4400 5.000.00
5 Wurlitzer 4000 3.200.00
5 Wurlitzer 345 3.600.00
5 Wurlitzer 510A 6.500.00
5 Wurlitzer 500 4.000.00
5 Wurlitzer 70 Victory 3.000.00
5 Seeburg Hi-Tone 5820RC 475.00
5 Seeburg Tokyo (remodeled) 625.00
17/8 Dep. Bal. C.O.U. $5 extra for crafting

MARCUS KLEIN
577 TENTH AVE. NEW YORK CITY
(Tel: LONGacre 5-8779)

WHAT? no free samples of “TALKING GOLD”!

That’s right. But it’s not because we don’t want to give samples away any longer. It’s just that “Talking Gold” is enjoying such enthusiastic praise, operators themselves have become better salesmen than our samples.

The entire trade has seen “Talking Gold”. Most of the trade already has it. Operators everywhere know that “Talking Gold” plastic grille cloth adds the kind of flash and appeal to your joke boxes which brings in extra heavy earnings.

“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. inches) $10.00.

Save waste; save money! Buy large roll. Use as needed, if you haven’t already placed your order — What are you waiting for?

DISTRIBUTORS:
Some exclusive territories are still open. Write on your letterhead for our 100% cooperative deal.

AL BLOOM, President
Tel: LONGacre 5-0371
Cigarette vending machine operators are continually plagued by the problem of price changes whenever a price or tax variation occurs.

With most vending machines now in use, such changes, reflected in the ultimate selling price, usually mean that valuable selling time is lost, because coin mechanisms must be adapted and modified to suit the new price.

Not only must operators cope with these problems in the 31 states where cigarettes are taxable, but in all other states as well, whenever a price change goes into effect.

Today, the subject of cigarette price change is more important than ever before. During the war years, the OPA controlled the selling price of cigarettes through direct legislation. It did not, however, control the list price of flue-cured and burley tobacco as asked by the growers. As a result, cigarette manufacturers were forced to absorb average price increases of as much as 150 per cent!

Now, of course, with the ceiling lifted on the selling price of cigarettes, all indications point to a new price increase, possibly this fall. In fact, The Liggett & Meyers Tobacco Co. has already tried to initiate the climb with an increase last July. However this increase was rescinded — other leading brand manufacturers did not go along at that time. At any rate, the attempt seems to be the tip-off. A price increase is probably on the way, and with it the problems every operator is all too familiar with.

DuGrenier engineers, anticipating the possibility of price and tax fluctuations, developed a coin mechanism for the New DuGrenier flexible enough to meet any contingency. As a result, the New DuGrenier can operate on nickels, dimes and quarters in all combinations. Furthermore, with the New DuGrenier, different columns can vend at different prices at the same time. Therefore, it is only natural for the DuGrenier organization to be pleased with having done its bit to relieve the operator in these unpredictable times.
NEW YORK—Teddy “K.O.” Seidel, former contender for the bantam-weight crown of the world, and coin-man for a number of years prior to the war, has just returned to the coin machine industry, it was announced here this past week, as salesman “extraordinaire” for Dave Lowy & Company of this city.

Striking one of his characteristic poses, Seidel stated, “We’re going to simply bounce ourselves right over the top as the leading distributors in the east. Dave is with me one million percent in giving all the operators the finest merchandise and cooperation at all times. “Having operated machines for a good many years, I know the operators’ problems, and I’m going out there to not only sell the boys, but, to show them how to make money with the machines we have for them.”
Mo. Ops Advised $10 One-Ball License Fee Okay With Uncle Sam

Over 60 Ops Attend MAA Meet and Steak Dinner at Hotel Claridge. Location Commission Discussion Held Over to Special Meeting. Agree on a St. Louis Hospitality Room in Sherman Hotel With 100% Attendance for Convention Assured.

ST. LOUIS, MO.—With over 60 coinmen in attendance, the long awaited September meeting of the Missouri Amusement Association got under way this past week with a steak dinner at the Hotel Claridge, this city.

Most outstanding report at this meeting was that of Dewey Godfrey, legal counsellor to the organization, who advised that the one-ball license question was settled once and for all time. From now on ops here will pay $10 per year per one-ball game secure in the knowledge that Uncle Sam does not regard them as "gaming devices".

Lou Morris, president of the association, then suggested that the discussion of location commissions, as regards the music machine operator members of this organization, be held over to a special meeting for the music ops only which would take place in about two weeks. It is known here that many of the music ops are very anxious to get a better commission basis under way as has been suggested by The Cash Box for over four and a half years now and has already been placed in effect by many music organizations throughout the nation.

Another outstanding point of this meeting was the general agreement on a "St. Louis Hospitality Room" at the Hotel Sherman for the forthcoming Coin Machine Convention (February 3 to 6, 1947). The distributors here have donated $50 each to providing refreshments and maintaining this room, Morris announced. He also stated that it appeared very likely that there would be a 100% attendance of St. Louis' coinmen at the convention. Abe Jeffers, veteran coin machine man, was placed in charge of the convention committee.

FROM NOW ON

MODERN SOUTHERN DISTRIB.
286 N.W. 29th STREET
MIAMI 37, FLA.

MAX BROWN
Wants
SEND US YOUR CARD
YOUR BUSINESS CARD
We will place you on our mailing list for special price offers.
immediate delivery on all the latest new games.

Special Prices!
Hot New Games!
UNIFIED GAMES REDUCED TO • • • • • • $225.00
New, In Cartons!
YOU’LL LIKE THE WAY WE DO BUSINESS
PHILADELPHIA COIN MACHINE EXCHANGE
844 North Broad St. • Ph. POplar 5-4772 - Philadelphia 30, Pa.

IMMEDIATE DELIVERY...

H. C. EVANS' 1946 BANGTAILS
AUTOMATIC P.O. & COMB. F.P. — P.O.

NOW ON DISPLAY . . .
H. C. EVANS' WINTER BOOK CONSULE—C.P.

NOW ON DISPLAY . . .
PACKARD PLA-MOR HIDDEN UNIT

SOON!! GOTTLIEB'S 1-BALL "DAILY RACES"

• PARTS OF EVERY TYPE FOR EVERY MACHINE •

PACIFIC COAST DISTRIBUTORS
1347 W. Washington (Tel. RI 5527) Los Angeles 7, Calif.
Press Warns Vets About Vender Deals

SPRINGFIELD, MASS. — The press has been quiet throughout the country these past few months in regards to “fraudulent” vending machine sales by high-pressure salesmen to veterans who have little money to invest, the Evening Union of this city reported to its readers, especially directing its article to returned veterans, that they had best be careful regarding any vending machine deals they may make.

The paper reported that a young veteran and his partner, “decided they would like entering the vending machine field which offers candy, cigarettes and various other items to the customers. They contacted a vending machine distributing company in Boston. The necessary agreements, between the veterans and the distributing representative, were drawn up and signed by both parties. The business documents called for an $800 deposit by the veterans to the distributing company, with a mutual agreement, that the balance of the required payment be made at a later date. The two vets went ahead and tried to get a GI loan. Then came the dawn and as a result, the reputation of the distributing company they were dealing with came to light.”

The balance of the story is to the effect that the loan was refused. The vets tried to get their deposit back and were refused. But eventually their money was returned when the Better Business Bureau stepped into the picture.
The Phonograph of Tomorrow

Yes, we're set to give you earliest possible delivery on the finest music combination in the nation ... the colorful, eye-catching, modern designed Rock-Ola Phonographs and Bar Boxes. Don't wait. Wire ... Phone ... Write ... Today!

Seacoast accepts all types of equipment in trade on the most liberal terms. And remember, Seacoast's stock of perfectly reconditioned machines is complete. We buy and sell. Check your needs, then ...

SEE SEACOAST AND YOU SEE THE FINEST

Uncle Sam Collected $7,556,200 From Coin Machines in '45

WASHINGTON, D. C. — With the fiscal year of 1945 at an end, Uncle Sam's Internal Revenue Bureau reported that coin machines had paid $7,556,200 into the Treasury. This covers all types of coin operated equipment licensed by the Federal Government.

It is believed, by coinmen who should know, that when the 1946 fiscal year is over, the figures will be much higher than they were in 1945 with more machines now on locations and more coming from the factory production lines.
More Cities Tax Juke Boxes And Pinballs For The First Time

Need for a "National Tax Council" Grows Greater

NEW YORK—For over four and a half years The Cash Box has been urging the industry to create a "National Tax Council" so that it would have the proper source for tax precedents, data, information and aid, when inequitable and excessive taxation was applied to coinmen in any community.

This past week the International City Managers Association, which some months ago reported that 19 cities had taxed juke boxes and that 13 cities had taxed pinballs for the first time, reported this past week that more cities were taxing these entertainment units for the first time. The amounts of the pinball taxes were not published.

The association also did publish the fact that the city of Spokane, Wash. expected to realize over $100,000 this year on a new 5% tax on income from slot machines.

As all coinmen must know the International City Managers Association have their own bulletin which is very widely distributed giving various sources which cities are using to obtain new and more revenue.

There is no doubt that the first release of this bulletin, regarding the fact that 19 cities had taxed juke boxes and 13 had taxed pinballs for the first time, had its effect.

The juke box taxes ranged from $7.50 to $35 annually. The amounts of the pinball taxes were not published.
AMERICAN COIN-A-MATIC
IS NOW DELIVERING
AMI
AUTOMATIC HOSTESS
TELEPHONE MUSIC
"Gets Locations . . .
   And Keeps Them!
— AND —
AMI
MODEL "A"
PHONOGRAPH
"The Hit Phonograph of 1946"

AMERICAN COIN-A-MATIC
IS DISTRIBUTING
TELOMATIC
IN
WESTERN PENNSYLVANIA AND WEST VIRGINIA

WORKS FOR YOU 24 HOURS A DAY—and
DOES IT AUTOMATICALLY and UNATTENDED,
ELIMINATING THE SERVICES OF 4 PEOPLE

SUPPLIES MUSIC TO RESTAURANTS, FACTORIES
OFFICES AND ALL INDIVIDUAL MUSIC LOCATIONS

TELOMATIC Meets With Every Requirement of All Telephone Companies in Pennsylvania and West Virginia.

WRITE — WIRE — PHONE FOR INFORMATION!

AMERICAN COIN-A-MATIC
MACHINE COMPANY
1345 FIFTH AVENUE, PITTSBURGH 19, PA.
(Phone: ATlantic 0977)
Wisconsin Resort Owners Want Bells Back Again

Press Editorials Tell This to the Public

MADISON, WIS.—For sometime now resort owners throughout the famed Wisconsin resort areas have been asking that bells be returned to them so that they could once again cut prices to a point which attract more and more tourists to the fine resorts in this state.

The press has openly published this fact throughout the state. One Milwaukee reporter (as reported in The Cash Box some weeks ago) made a complete tour of the resort areas and stated, after his survey, that prices were absolutely out of line due to the fact that the resorts didn’t have any bells to take up the differential.

Some papers are for continuation of the ban on the bells and others are against this state law.

A few of the papers have come out with bold editorials urging that this state law be done away with at the next session of the state legislature.

The usual press editorial agrees that prices are much higher and that the resort owners must keep their prices high to maintain themselves.

One paper reports that, “The resort operators, missing the fabulous profits of the one-armed bandits, and hard pressed because of the increased cost of supplies and higher wages for help have shot up prices and are now charging as much as $3.50 for an ordinary steak dinner.”
Wolf Arranges Air Cargo Shipments On All New Machines

M. S. (BILL) WOLF

LOS ANGELES, CALIF. — "After testing air cargo shipments of the new AMI phonos", M. S. (Bill) Wolf of the M. S. Wolf Distributing Co., this city, reported this past week, "we have decided to ship all new machines from eastern factories to our various offices along the Coast by air cargo from now on."

Wolf also stated, "The operators are very happy over the speedier deliveries that this brings about and all of them have asked us to continue this method of bringing games here. We believe that the time saved for the operator, allowing him to get his new machine on location so much sooner, means more profits to him from the money he earns while the games are on location, instead of in transit."

Dixon Completes N. Y. Aireon Set-Up


NEW YORK—Leo Dixon, who acquired the distribution of the Aireon phonograph for the New York area this past week, completed all organizational matters before returning to Cleveland.

Leo Knebel, well known to all music ops here, is the General Manager; Joe Pazier is in charge of the service department, and Phil Schulhoff is the office manager.

Dave Margolin, who sold his interests to Dixon, congratulated the new owner and stated "My other manufacturing interests require my entire time and prevent me from devoting proper efforts to the phonograph field. It is for this reason that I decided to relinquish the distribution of Aireon products in this territory.

After the conference with R. R. "Rudy" Greenbaum, Vice President and commercial sales manager and Ben Palastrant, regional sales director of Aireon, Leo Knebel enthusiastically stated "Arrangements have been made to ship large quantities of the phonographs to me, and operators can have every confidence that we will work with them 100%.

ORDER THIS PENNY-GETTER & BOOST YOUR DOLLAR PROFITS

New NOVELTY CARD VENDOR

1000 Cards FREE!

Designed for fast play-appeal with quick profits. Novelty Card Vendor is legal everywhere. No Federal Tax. . .

- ABT COIN SLOTS
- SEPARATE LOCKED CASH BOX
- NATURAL OAK FINISH
- COMPACT—REQUIRES LESS THAN 1 SQ. FT. PROFITS REPEAT . . . AND REPEAT . . . AND REPEAT!

Cleveland Coin Machine Exchange
2831 Prospect Ave. Cleveland, Ohio
Bell Products Co.
2000 N. Oakley
Chicago, Ill.

Twins City Supply House
304 S. Main Street
Winston-Salem, N. C.

V. F. Distributing Co.
234 Olive St.
St. Louis, Mo.

S. S. Machine Exchange
2416 Grand River Ave.
Detroit, Mich.

Toronto Trading Post, Ltd.
736 Yonge St.
Toronto, Ont.

Harriman Supply Co., Harriman, Tennessee

Some Choice Distributor Territories Available—Write

BARNEY KAHN

Metropolitan Coin Machines, Inc.
203 SANDS STREET
MAIN 4-3669
BROOKLYN 1, N. Y.

ABT CHALLENGERS
FOR IMMEDIATE DELIVERY!

* JOBBERS WRITE FOR QUANTITY PRICES

Rake Coin Machine Exchange
609 SPRING GARDEN ST., PHILA. 23, PA.
Phone: LOMBARD 3-2676

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South. Calif. Music Ops Form New Association

Adopt 70%-30% Commish Basis. Condemn Direct Selling. George M. Arraj Elected President, E. Jay Bullock Named Man’g Director

By Special Wire to The Cash Box

LOS ANGELES, CALIF. — Over 75 operators met this past week at the North Star Auditorium, this city, to form an entirely new association. They are calling themselves the "Southern California Automatic Music Operators Association."

After a long and hectic meeting wherein speaker after speaker got up on the platform to explain why this new organization was being formed, the following were elected to executive offices: George M. Arraj of Pasadena, Calif., was named president; Johnny Huntsman of Los Angeles was named vice-president; E. Jay Bullock was made secretary-treasurer and also named to the post of managing director.

The new directors of the association are: J. P. Ley; K. O. Spalding and J. Lee.

According to reports received from this first meeting of this new organization the very first maneuver of the executives was to bring on the floor the matter of location commissions and all agreed that The Cash Box suggestion of 70% to the operator and 30% to the location owner was the answer to what they wanted.

This will be the new commission basis recommended by the organization from now on.

At the same time leaders of the organization got up on the rostrum and positively condemned the practice of selling direct to location owners.

This has hurt music operators here in the past and the men are out to have this stopped in the future.

It is believed here that some new action will be taken in this direction and that any firm caught selling direct will be brought on the open floor of the meeting to answer definite charges.

The coinmen here are anxious to make this one of the most outstanding organizations in the nation and will do everything in their power to put over the ideals of the association.

U N I T E D

Exclusive Distributors for Wisconsin and Peninsula of Michigan for —

CHALLENGER ’47 PHONOGRAPH
EVANS TEN STRIKE AND CONSOLES
WRITE FOR PRICES on Goalee, Life League, Bowl-a-way, Surf Queen and Champion Hockey
WANTED — GENCO PLAYBALLS

NOW DELIVERING
BALLY’S
BIG LEAGUE
$299.50

WRITE TODAY FOR OUR PRICE LIST — Terms: 1/3 Certified Deposit

Wisconsin's Leading Distributors

UNITED COIN MACHINE COMPANY
6304 W. GREENFIELD AVE. PHOEB, GR-6772 MILWAUKEE 14, WISCONSIN

ON THE WAY

PA

ACTIVE AMUSEMENT MACHINES CO.
900 Franklin Street, Philadelphia 23, Pa.
Market 2456
1060 Broad Street, Newark, N. J.
Mitchell 2-7646
"You Can Always Depend on Active — All Ways"

IN ILLINOIS, WISCONSIN AND IOWA IT'S

COVEN
FOR
Bally Products

NOW ON DISPLAY! BIG LEAGUE
5-BALL FREE PLAY—"IT'S A HIT" Come in and See It

American Amusement Co.

is now located
5 minutes from any hotel in the loop in our new building
at
164 east grand avenue
chicago 11

Watch for our special announcement!

Buy "American" and You Buy The "Finest"
MILLS SALES CO., LTD.

Annonce
OPENING OF THEIR NEW BRANCH
2827 W. PICO BLVD.
LOS ANGELES 6, CALIF.
SALES and SERVICE FOR
SO. CALIFORNIA — SO. NEVADA — ARIZONA OPERATORS

OPEN HOUSE — OCTOBER 4-5-6
10 A.M. TO 6 P.M.
WATCH FOR ANNOUNCEMENT OF PORTLAND, ORE. OPENING

Gil Kitt Buys Robinson Sales

CHICAGO—Gil Kitt, head of Empire Coin Machine Exchange, this city, announced this past week that he had purchased the firm of Robinson Sales Company, Detroit, Mich., from Ben Robinson, owner of the business.

Harry Stanton, who was managing the Robinson Sales Co. will continue in the same capacity for Kitt, according to reports.

Kitt also informs that he will distribute the following manufacturers’ lines in his new Detroit offices: Mills Music; J. H. Keeney & Company; Chicago Coin Machine Co.; Exhibit Supply Company; United Manufacturing Company; D. Gottlieb & Company; Marvel Mfg. Co. and Groetchen’s products.

Kitt is reported to be very well known throughout the state of Michigan having traveled it extensively. He is also well acquainted with the leading coinmen in Detroit and in all the Michigan area.

Sales made by the firm from their offices here were in much of this territory on used equipment and therefore, it is believed, Kitt will simply step right in to continue sell-
Move to Larger Quarters Near Loop

CHICAGO—"We're only five minutes from any hotel in the Loop," Harry H. Brown of American Amusement Co., this city, reported this past week.

The firm have just moved to new and larger quarters at 164 E. Grand Avenue.

Brown reported that the firm have a great many new plans under way and that these will be announced just as soon as they can possibly get around to them.

He stated that at the moment the firm was extremely busy trying to get all decks cleared from a complete reorganization program.

"New designers and engineers," he said, "have been put to work and they have many great and revolutionary ideas. We are," he claims, "going to have our firm name on the tongues of every coin machine man in the country very soon with the many new ideas we have already started under way."

Automatic Shoe Shiners Working in Racine

RACINE, WIS.—The Journal-Times of this city published the picture of an automatic shoe shining machine this past week which attracted much attention from the public as well as retail locations here.
"JET PROPELLED" 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.

Joe Eisen & Sons Merge With American

NEW YORK — Joe Eisen, veteran coinman, announced this past week that his new firm, Joe Eisen & Sons, managed by Joe's son, Buddy Eisen, has just merged with Phil Mason and Sidney Mittelman of the American Coin Machine Co., Newark, N. J.

The name retained from the consolidation will be Joe Eisen & Sons.

The interests of both firms will now be placed under one roof and will benefit the trade, according to statements of all four parties concerned with the merger.

The firm exclusively represent Packard Manufacturing Corp. of Indianapolis, Ind. in Metropolitan

New York and Northern New Jersey. They are also exclusive distributors for the "Red Ball" machine of Hirsh Coin Machine Co., Washington, D. C.

Joe Eisen is very well known to the cointrade here having been engaged in the music machine division of the business for many years. Prior to that he was in the amusement machines division.

Eisen stated, "This merger was done in the complete interest of the operators in the Metropolitan New York and northern New Jersey areas. We believe that we will now be able to give every coin machine man the finest service and cooperation and will be right out there working to help him earn the greatest possible profits."
Seacoast Dists
Revamping Offices

NEW YORK — Dave Stern of Sea-
coast Distributors, Inc., who have
offices on Tenth Avenue (Coinrow)
in this city and also in Elizabeth,
N. J. reported this past week that
the firm are planning to entirely re-
vamp their offices and showrooms
and will make these the most out-
standing in the east.

The firm are exclusive distrib-
utors for Rock-Ola Manufacturing
Corp of Chicago and for other manu-
facturers. Executive members of the
term are: Harry Pearl, Tom Burke,
Everett Masterson and Dave Stern.

“Our present showrooms”, Stern
stated, “are going to be completely
remodeled and we intend to make
them the most outstanding on the
eastern seaboard. We have always
believed that the offices of any coin
machine firm should be completely
suited to their business and with the
music operators flocking in to see us
to get the new Rock-Ola ‘phonograph

of tomorrow’ we believe that they,
too, will want these offices to match
the beauty of this great phonograph.”

Offices in New York as well as in
Elizabeth, N. J. are in the revamp-
ing program and will be officially
opened to the trade when completed.
In the meantime the firm are con-
ducting business as usual while re-
modeling work is being planned.
Beacon Coin Changer Creates Interest

CHICAGO — Al. Sebring of Bell Products Company, this city, is finding himself on the receiving end of more and more inquiries regarding his "Beacon Coin Changer" machine.

Since introduction of this unit to the trade some months ago interest has been aroused by press and magazine publicity.

Leading manufacturers, retailers and many industrialists have been calling at the offices of Bell Products Company here inquiring when they will be able to get deliveries of the "Beacon Coin Changer," according to reports.

This past week, Sebring is reported to have shown the coin changer to some very interested coin machine men who are planning large operations of the machine in various metropolitan centers.

"From the time saving element alone," Sebring stated, "the 'Beacon Coin Changer' has already attracted the attention of leading department and retail stores throughout the nation. More and more of the chain stores are calling on us to ask when we will have them ready."
Get "SUPER TRINGLE" For Top Collections! $469.50 ea. MUSIC BARGAINS!

<table>
<thead>
<tr>
<th>Brand</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Wurlitzer 850</td>
<td>$209.00</td>
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<td>Seeburg 12</td>
<td>$355.00</td>
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<tr>
<td>Rock-Ola Monarch</td>
<td>$385.00</td>
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1/3 Deposit for shipment now!

OLSEIN DISTRIBUTING CO.
1100-52 Eway, Albansy 4, N. Y. (Tel. 5-0228)

**Special...**

**JOCKEY CLUB $225.00**

<table>
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<th>Model</th>
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<td>LONGACRES</td>
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<td>MYSTIC</td>
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<tr>
<td>5c SUPER BELL COMB</td>
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<tr>
<td>5, 10c SUPER BELL</td>
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<td>BARTNEY TEXAS LEAGUE</td>
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**SLOTS**

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<td>25c BLUE FRONT</td>
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<tr>
<td>35c BROWN FRONT</td>
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<tr>
<td>5c BONUS BELL</td>
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**NEW GAMES**

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<td>SOFT-BALL QUEEN</td>
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<td>SPILL BOUND</td>
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<td>CATALINA</td>
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<tr>
<td>GOALER</td>
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<tr>
<td>MILLS VEST POCKET BELLS</td>
<td>$475.00</td>
</tr>
</tbody>
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**We Have All Mills Slot and Jumbo Parts**

1/3 Deposit — Balance C.O.D.

**Lewis COIN MACHINE SERVICE**

2024 W. Chicago Ave. Chicago 11, Illinois 1005

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**IT’S HERE!**

**BAT-A-BALL**

THE KEY TO THESE CLOSED LOCATIONS AS LEGAL AS BASEBALL ITSELF

BAT-A-BALL is a brand-new, location-tested, money-maker that is entirely mechanical. No motors, no gears! Nothing to cause trouble. Simple, fool-proof mechanism. Just place on location and start collecting.

BAT-A-BALL is six feet high and occupies only 15 inches by 26 inches of floor space, which makes it ideal for any location.

**FIVE DAY FREE TRIAL WITH MONEY-BACK GUARANTEE**

$249.50

**DISTRIBUTORS: WRITE — WIRE FOR TERRITORIES**

MUNVES MANUFACTURING CORP.
158 EAST GRAND AVENUE CHICAGO 11, ILL. SUPERIOR 9470

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**SMASH HIT!**

**KEENEY’S Three Way BONUS SUPER BELL**

Takes up to 15 coins every play. Your choice of any coin chute combination.

Profits far above other coin machines.

WE ARE NOW DELIVERING LIMITED QUANTITIES

**TRIMOUNT COIN MACHINE CO.**

40 WALTHAM STREET BOSTON MAINE 9480

---

**Aireon**

INTERSTATE NOVELTY COMPANY
W. 16 SPRAGUE AVE., SPOKANE 8, WASH.

W. R. OLNEY SALES CO. PETE WEYH
211 W. Broadway, Missoula, Mont. 437 - 4th St., Havre, Mont.
CHICAGO — Distributors for Fred Mann, northern regional director for Aireon Mfg. Corp., are calling him, "the busiest regional manager in the country."

Distrib claim that Fred is traveling faster and covering more ground than any other coinman in the nation.

"It's the hardest job in the world to just catch up with Fred. He's here, there and everywhere — and, it seems, all at one and the same time."

FRED MANN

Labeled "Busiest Reg. Mgr."

SAM STERN SAYS...

On any LOCATION it's DYNAMITE

Williams' NEW 5 BALL GAME Distributed in Pennsylvania and New Jersey by SCOTT-CROSSE COMPANY

1423 Spring Garden St., Phila. 30, Pa.
By JAMES T. MANGAN

(Mangan & Eckland, Chicago)

Get those two hands working. They were made for work. Neither they nor you can ever be happy or con- tented until you give them plenty to do.

You can sit in your chair and think — with your brain. That is supposed to be lofty and noble exercise. You can read a book with your eyes—that is supposed to be broadening and uplifting. You can talk for hours — oh, how you can talk!—and some of that chatter is supposed to be in- telligent. You can put your two feet into action and walk in the open air, breathe it in, and you feel great.

But none of these exercises makes you feel quite so good as clean-cut, productive work with those two good hands of yours. Get those two hands working!

Sew a button on a coat, drive a nail with a hammer, change a broken shoelace for a new one. Write a letter—address the envelope, stamp and seal it—no matter how trivial, or how important the job, if you do it with your two hands you feel great for hours afterward. Remember, after that hard stretch of shoveling the snow or cutting the grass, you then sit down to read or think, how much more delightful were the acts of reading or thinking just because you had satisfied those hands of yours.

Those hands have an insatiable, everlasting desire for work. For you get tired, your brain and muscles get tired, but your hands seldom, if ever, feel the strain. They were made for work. They always want to work. They could work forever. Satisfy their hunger as you satisfy your stomach. Feed them as you do your curiosity. Exercise them as you do your vocal chords.

Take a vacation from talking and pretty soon you feel a great peace and calm. Take a vacation from thinking and pretty soon you lose a great deal of your desire to read.

But take a vacation from working with your hands and the miseries, the furies, the frustrations of hell itself begin to tear you apart. You’re nervous, upset, irritable. You’re dis-satisfied both with yourself and with the whole world. Life becomes an unending round of turmoil.
NEW YORK — George Ponser announced this past week that his associate, Irving Kaye, both men head Amusement Enterprises, Inc., this city, had advised him that, "It’s just a matter of days now before we will deliver our three new games."

The firm showed the machines to large groups of coinmen at the Hotel New Yorker some weeks ago.

Machine that won much common praise, was also shown by the firm It duplicates the action of one of the most popular counter games in the history of the industry. It also understood that the firm are completely licensed to manufacture this machine and that the original manufacturer is working with them to select the most outstanding counter games of all time.

Still another machine, a roll down game with unique scoring features was also shown and gained man friends. The game received a great amount of play and proved one of the most interesting ever yet manufactured.

"All three machines," Ponser stated, "will be delivered just as fast as they come off the production lines to those who have already placed their orders with us."

NEW YORK — The showrooms of John A. (Jack) Fitzgibbons of Jafco, Inc., familiar to the coin machine industry for over 30 years, at 453 West 47th Street, this city, have been turned into an actual tavern by Fitzgibbons to display his forthcoming music system.

Fitzgibbons is reported to have been hard at work reading the manufacture of his latest innovation to the music trade.
Harry Brown all smiles and happy these days—now that he has moved his American Amusement Co. to the firm’s new building on E. Grand Ave.—just a hop, skip and jump from any one of the “Loop” hotels. Harry is busier than a grasshopper in a wheat field trying to get a zillion things done—all at one time. . . . Mr. and Mrs. J. Miller of Vancouver, B.C., Canada, were seen over at Atlas Novelty Co. this past week talking things over and doing a little buying, too, I’m told. It’s a long way from here to Vancouver but Mr. and Mrs. Miller enjoyed the trip and are now enjoying our Windy City. . . . Very few visitors in town this past week. Probably due to the big weekend holidays that are now on. Many of the boys here closing down on Wednesday evening and not returning to their offices until the following Monday morning—when they’ll be just in time to see our “Fall Special” issue—the reference book for the balance of the year.

Heard that Mel Burt of Cole City, Ill. was in town but didn’t get a chance to gab a bit with Mel. Hope he phones the next time he comes in . . . Fred and Oscar Sandholm of Denver, Colo. made the long trip out here to see what they could see. From what we hear Fred and Oscar did alright by themselves . . . H. Fife of Kankakee, Ill. also was in town this past week and rushed about hither and thither getting himself some very much needed equipment . . . Wayne Robinson of Pekin, Ill. also came to town to see what he could buy for himself. Here’s hoping, Wayne, that you were lucky in your travels about the distribs and jobbers’ offices looking for what you needed . . . Mr. and Mrs. George W. Coleman of Rockford, Ill. came in to town. George is one of the old timers in the coinbiz. We sure were sorry not to be able to catch up with them, but, George you know how it is—we were out there chasing down plenty of ads for our big issue.

R. M. Blair formerly of Panama, C.Z., came to town and while discussing this and thata with the boys over at Atlas told them that he was moving his headquarters, lock, stock and barrel over to Capetown, South Africa. Brother Blair that is what we call—a move’. . . Bruno Kosek and Phil Ruby are now affiliated with the MidState Company, who recently moved into larger quarters at 2329 Milwaukee Ave. Both men have had many years of experience in the coinbiz and are reported to be doing a really grand job buying and selling used equipment as well as distributing new machines. . . . CMI will hold a big meeting on October 9 to discuss public relations. Advertising agency execs and the trade publishers will meet with CMI’s Board of Directors at 1:30 P.M. for a general discussion. Later the same evening the Board of Directors will gather for a dinner at the Blackstone Hotel.

Once again we want to send out a warning to all who intend to visit Chicago anywhere in the near future. The town’s jammed. But good. Therefore, before you even buy your RR or Airline tickets to come here—make absolutely sure that you have a “confirmed” reservation for a hotel room. Otherwise—you can use one of the benches in Grant Park—and, brother, they ain’t as nice and soft as that bed you’re used to at home . . . Al Meyers of Advance Automatic Sales Co., San Francisco, in town this past week and visiting with distribs, jobbers and manufacturers. Al tells us that Lou Wolcher will be coming thru sometime early in October on his way to New York. He will then return to Chi and spend a little time here with the manufacturers he represents and his many friends in the coinbiz. Welcome, Lou.

Don’t know whether you’ve ever done this, but, the next time you pop into town—go on out and visit with Walter Tratsch of A.B.T. Especially if you’re an old timer in the coinbiz, too. It sure is a pleasure to just sit around with Walter and talk over old times—recalling many humorous and some serious incidents—and also getting a little blue wishing those good old days were back again—when fun was fun. Anyway, if you ever intend to write a book about this business—just spend your time with Walter who can give you names, dates, incidents, stories and what have you that should make up into something every coinman will want to treasure . . . Some of the boys are looking forward to Joe Ash of Active, Philly, Pa. coming into town this week. The boys here like little Joey for his humor as well as for his keen understanding of the business. C’mon in, Joe, we miss you. . . Also expect to see Mr. and Mrs. Ben Axelrod of Olive Novelty Co., St. Louis, in town this week. Ben and the Mrs. will probably spend some time entertaining themselves while here along with Ben doing some business with the boys around the town.

Also hear that M. S. (Bill) Wolf of M. S. Wolf Distributing Co., Los Angeles, is on his way into our little city. Bill has some great plans up his sleeve, they tell me, and is going to pop some of them at the manufacturers while here. This will be Bill’s first visit to Chi in many moons . . . Joe Klein who was out on a buying and selling trip for Atlas tells me that wherever he went he found business just dandy. Joe believes that the summer slump is not only all over but that the pickup since is better than what anyone believed would happen. And that, friends, is really good news . . . Marvel Mfg. Co. announced this past week that they are now manufacturing new games. Their first one will be a counter game, which they will tell you all about very, very soon . . . Vince Murphy, salesman over at Monarch Coin Machine Co., just returned from a trip downstate and tells me that business is very good with the boys down yonder. That, too, is the kind of news we like to hear.
The annual banquet of the Phonograph Operators Assn. of New York comes off this Saturday night, Oct. 5. Barney Schlang, manager, and Al Denver, President, promise the greatest coin machine affair of all times. The largest crowd ever to attend a banquet here will fill the Grand Ballroom of the Waldorf Astoria. Innumerable recording artists are scheduled to put in an appearance. Many out-of-town visitors have already made plans to be present.

Willie (Little Napoleon) Blatt and Barney (Shugy) Sugerman have joined a new enterprise and will make an announcement next week . . . Ned Leon of Fitzrock, Bridgeport, Conn. and his son visit with Jack Fitzgibbons of Jafco. All visitors to Fitz are now offered a soft comfortable seat at a regular restaurant booth or at the bar, and treated like a night club patron with all the trimmings, including soft music . . . Leo Knebel, manager of Manhattan Phonograph Co., all keyed up over the new Aireon set-up here, and claims plenty of Aireon phonos will soon be on locations throughout the city.

Harry Wichansky, Atlas Vending Co., Elizabeth, N. J. and his wife visit with Dave Stern of Seacoast Distributors (Rock-Ola distributors). Harry and Dave reminisce about old times, but Dave always brings the conversation back to the remodeling job being done on his offices, claiming it will cost him anywhere in the neighborhood of $30,000 to $35,000 when everything is completed. Jules Mayers, sales manager, adds Sherman Shell to his sales staff, and will announce some additional new members next week . . . Stanley Arnold and Harry Berger, Coin Diathery Corp., have a press showing of their new coin operated diathermy machine at the McAlpin Hotel. Bob Jacobs, well known coinman, engineered the machine.

Al Koondel and Lucky Skolnick of Empire Coin Machine Sales, Brooklyn, N. Y. on their way to Milwaukee, Wisc. to attend a distributor meeting of Coin Arts, Inc. Koondel and Skolnick have the exclusive for the Shine-A-Minute machine for New Jersey and Connecticut, and will open offices in both states . . . Harold Kelso, Rock-Ola distributor from Grand Rapids, Mich., Jules Mayers and Dave Stern seen lunching together . . . Teddy Seidel joins up on the sales staff of Dave Lowy & Co. . . . Joe Frank, Automatic Sales Co., Nashville, Tenn. a visitor for a few days . . . Moe Luber, the motor repair expert, adds another mechanic to his staff . . . Bill Larson, formerly with Western Phonograph Co., and Bob Houston, formerly with Frank Braheny, open H & L Service Co., a phonof service, on 10th Ave., between 52nd and 53rd Street.

Mike Munves’ offices are now completely done over. Mike is now waiting for that mural to place on the wall of his private offices. The mural will embody the theme of coin operated machines, and is being done by the well-known artist, Warner Soned . . . The combination of Sid Mittleman and Phil Mason with Joe Eisen and his son Buddy brings an experienced group of coimmen together to handle the Packard Manufacturing Co. line and the game “Red Ball,” which is finding favor here . . . Hymie Rosenberg, H. Rosenberg Co. ready to open offices in New Haven, Conn. . . . Music ops eagerly looking forward to see what “unusual” tie will adorn the neck of the popular “Senator” Al Bodkin at the Waldorf this Saturday nite.

Joe Beck and Ted Hellmuth, Telequiz Corp., show their “Telequiz” machine in Philadelphia on September 26, 27, 28 and 29. When you read this, the machine will be on display in New York City for three days, Sept. 30, Oct. 1 and 2 . . . Barney (Shugy) Sugerman, Runyon Sales Co., returns to his office the end of the week, after being bedded for a few days with a bad cold . . . Johnny Holenka, manager of the Runyon record department, couldn’t stay away from those stogies, and is back smoking seagars again . . . Eddie Smith, Emby Distributing (Wurlitzer distributors) still away on a vacation . . . Barney Kahn, Metropolitan Coin Machines, Brooklyn, N. Y., manufacturer of a new card vendor, appointing new distributors every day.

Manny Ehrenfeld, Telematic Products Co., Passaic, N. J., flew up and back to Chicago twice in one week . . . George Ponzer and Irving Kaye, Amusement Enterprises, Inc. expect to have their new games ready very soon . . . Charley Katz of Spotlite Games in Los Angeles, Calif . . . Bob Jacobs, who operated an arcade in Coney Island for the first time this season, claims the season was very successful, and expect to remain open week-ends during the winter . . . Harry Haskins, another arcader owner, who operated in Playland, Rye, N. Y., also acknowledged a successful summer . . . The hotel situation continues to get worse. Don’t even start for New York unless you have a confirmed reservation.

Looks to us like things are once again starting to cook in N. Y. . . . Plenty of “quiet action” over at some of the leading spots in town . . . For example — there’s a new non-selective music box just about ready for introduction (being made by one of the men here) which looks like it has possibilities, to say the least . . . And some of the boys over in Jersey have ideas, too. They are now getting ready to quietly swing one of the biggest selling campaigns you ever will see. They are just about ready to pop with a new idea that will make lots and lots of money for distrubs around the nation — IF — and when they do decide to let “the cat out of the bag.”
THRU THE COIN CHUTE

The old town seems full of visiting dignitaries of the coin industry which includes many Chicago manufacturers. Among the most outstanding visitors were the presidents of Bally Manufacturing Company, Ray Moloney; H. C. Evans Co., Dick Hood; and Airsen Manufacturing Co. Confab seems to be going on all over the place.

Lunched with Dick Hood of H. C. Evans. Dick told us all about the old days in the coinbiz when he produced and operated the old time upright coin operated piano called the nickelodeon. Dick looks forward to the future for good times for all in the biz. Hood and the missus traveled across the country by automobile and plan on leaving in a few days returning via Mexico and the southern route to Chicago, on old famous Route 66.

Bill Wolf of M. S. Wolf Distributing Co. just back from a few weeks in Seattle and full of pep and vinegar. Bill tells us that things are getting better up and down the coast and says that he looks for a decided upswing in sales. Bill is now making deliveries of the new A.M.I. phonos and is getting regular weekly shipments from the factory. Bill informs us that he plans on leaving for Chicago and will be away for a week or ten days. Al Silberman, general manager for M. S. Wolf, is off on a week's trip.

Jack Gutshall is expecting a visit from the president of Airsen this week and plans an important confab. Jack has taken over distribution of a new record label "Mars" featuring Jack Hammond at the Organ. These recordings should do well on juke boxes.

Paul Laymon is quite excited about the new Bally console. Paul tells us, "It's terrific and will prove to be the hottest money maker the ops have had in some time." He also says that a test location report during the past few weeks showed, "The net take to the op at $84.00 for a week and that," says "hain't half." Paul and the missus are entertaining some of the top flight execs of Bally this week.

Len Micon of Pacific Coast Distributors has spent some time with Dick Hood of H. C. Evans Company of Chicago. Len is wearing that happy smile again, he has just received a shipment of the new Evans "Winterbook" console and has received word that he is getting a sample of the new Packard Pla-mo hideaway and will have them both on display this week.

Jimmy Rutter of Operators Service has been well received by manufacturers and distributors while displaying his new game in Chicago this past week, Jimmy hopes to close a deal for the manufacture of his game shortly. He is due back home in a few days.

The music ops' ass have called a special meeting for this week with several very important matters to be taken up which include the association affiliating with a union. More info on this will follow after meeting is held.

The weather was nice and caused many ops to come in to the city to shop along coinrow. These included: Lowell Ayers, Inglewood; J. B. Gayer, San Bernardino; J. B. Mullineaux, Calexico; Lee Wirt, Montebello; Jack Arnold, Barstow; Orvill Kindig and M. L. Christensen, of Long Beach; John McGee, Downey; Paul Hawkins, Tucson, Ariz.; Fred Kohler, Los Angeles; Frank Lamb, Inglewood; Emmet Chew, Los Angeles; L. H. Maston, Porterville; Sol Schwartz of Los Angeles; O. C. Watts, Johnny Nelson and Art Sternal of Los Angeles.

Three ex-GI's, all former officers in Uncle Sam's army, have banded together and formed the Southwest Distributing Co. at Long Beach. The firm has recently been appointed exclusive distributors for the new coin operated radio (Tradio) for Long Beach and Southern Cal., except Los Angeles. The firm expects word any day of their appointment to distribute another well known line of coin machines and plan on announcement, when that occurs, by Charles Biz of Standard Games, New York, in town and calling on many of the local distirs. The firm has a new game which is meeting with favorable approval.

Lots of rumors floating around town about some of the better known record manufacturers, some important developments are expected any moment. Ben Ellison of Hollywood-International Records is rapidly preparing his new album for distribution. Ben is busily setting up a distributing organization and will be ready to go in a big way and soon . . . Looked in at the Quality Pies studio this week and peeked at all the lovelies doing their stuff before the cameras for the new series of 16 M.M. coin film being prepared for distribution to Panoram and Solovue ops.

Saul Bihari of Modern Records is out somewhere in the wide open spaces plugging the firm's platters. We hear that the new Hadda Brooks Boogie Woogie Album is sensational . . . This has been a terrific week getting ready for the "Fall Special" issue. Many distirs and ops have been out seeing new and old games as the arrival of the book this week . . . Bud Parr of Solotone has hired his office plans on being out of town a bit longer than expected, Parr must be selling lots of those Solotone boxes.

Ray Powers of E. T. Mape is looking a bit sad these days, Ray was promised a new car several months ago and is still sweating out delivery, we hope it comes soon too, we hope to buy his old car from a Len Rene of Exclusive Records is preparing to release a large number of new hit recordings and plans an announcement soon . . . Nels Nelson has enlarged his shop and is prepared to do his own motor rewinding and can handle a number of outside jobs for music ops, "If they bring their work in early, come early and avoid the rush," says Nels.

Several of the local distirs are keeping their fingers crossed in the hopes that Tony Carnero, owner of the good ship the Lux, which has figured in the news quite prominently will emerge victorious (to quote a New York fight announce). They have quite a bit at stake. Sam Donin and Danny Jackson of Automatic Games have just received a large shipment of bells and games and are prepared to make immediate delivery to buying ops. Len Kelly of K. & M. Distributors has a trip to Omaha. Len has just returned from a quick trip to the firm's offices in Dallas, Texas.

Bill Happel of Badger Sales has just completed sending out the firm's new 1946 export catalog and it's really some publication. Jack Leonard of the parts department was out ocean swimming a few days ago and while floating on an inner tube saw what he thought was a shark coming in too close, Jack broke all international records getting in to shore and safer territory only to be told it was a playful baby porpoise. We hear that Bill Happel Jr. is quite a golfer and really knows how to get out of those sand traps without picking up the ball and throwing it out . . . Leo Mesner of Alladin Records very happy over the reception given his newest recording "You Are My First Love" featuring Johnny Moore's 3 Blazers.

CALIFORNIA CLIPPINGS

The Cash Box "Fall Special" Page 105 Week of September 30, 1946
General business conditions in the local coin machine trade have shown a marked improvement since Labor Day. The usual summer business slump was worse than usual this year for two reasons: It was the first time since 1941 that industrial workers had the time, the gasoline, tires and automobile repair service to enjoy extended vacation trips. A city wide building trade strike and lock out together with the closing of all material supply houses tied up practically every building project for a period of three to five months. Those of high paid craftsmen worked through the summer in other cities when their business would have helped take up the slack of vacationing industrial workers who were dropping their coins in far away locations. The strike was settled shortly after Labor Day and now over 100 millions of dollars worth of construction is in full swing. Every major industrial plant is operating at full capacity and the oil industry is practically at war time production. Local coinmen freely predict that this fall and winter will set an all time high record for net profits.

Jess B. Skiles was all smiles (that's poetry) as he announced that Commercial Music Co. had bought the building now occupied by the Houston branch. The process of knocking down partitions, glassing in private offices and improving display and service facilities was started immediately, and will end with a completely re-modelled office, new Texas-headquarters for Wurlitzer automatic music and accessories. A celebration will follow above mentioned activities.

Two infant operating firms in the city are East End Amusement Co. and Texas Amusement Co.,—Airway Amusement Co., a new name, is brokered by Tony Arway, long time partner in the Two Brothers Amusement Co. Speaking of operating seniority there's Duke Serafino, who started operating at the age of ten and has been at it 40 years.

Another old timer is Al Lemke. His age is a secret too. — Offhand we would pick Tommy Ayo, ex-marine, as the youngest coinman in these parts. He slaves daily with his two older brothers Sam and Buster at Standard Music Distributors (Areon Distributors).

John E. Williams, top mogul at Southern Distributing Co. came back from Chicago raving about the new Red-Go-Well bows by the Philco producers. He considered himself a pretty fair salesman but says its been so long since he had to "sell" a customer that he sorta wonders.

The H. Lynch College of Seeburg Knowledge is the way A. A. Sage describes an operating and service course S. H. Lynch & Co. has sponsored in this city since July. South Texas Seeburg musicmen meet at the Houston branch office from nine until noon each Wednesday for step by step instruction on the operation and service of Seeburg equipment. Class is dismissed promptly at noon when the students are treated to a swell lunch. The course, regularly attended by 75 to 100 servicemen and operators, will continue indefinitely.

**ST. LOUIS**

The question of whether the St. Louis Cardinals are going to win the National League pennant is rife in St. Louis coin machine circles. Your correspondent was surprised to find many of them pulling for Brooklyn! Anyway, in all honesty, this season has been pretty dull for all three teams. Although part of the meeting rates a top secret classification, most of the topics taken up were timely issues throughout the national picture. Due to lack of enough machines to base a practical plan on, nothing transpired concerning the location-split subject — President Louis Morris asking his members to lay this back until next meeting. Louis also reported they were still waiting for their latest order from Canada.

Big hit of the meeting was the announcement by Dewey Godfrey, legal counselor, that the one-ball license question is settled once and for all. Many ops, including "One-ball Cas" at the Monarch, who pays the licenses on a year per one ball machine, secure in the knowledge that Uncle Sam doesn't regard them as gambling devices!

Much interest is expressed by old-timer ops in the Chicago Coin Machine Show, practically the entire membership getting on list for reservations. Among other announcements, Lou Morris stated that all distributors will contribute $50 toward a St. Louis room at the Sherman with refreshment and headquarters facilities for the boys. Veteran Abe Jeffers was placed in charge of the convention committee. The meeting closed with a bit of poker and gags; the largest turnout this year.

New products were announced by distributors this week to Dillon Amusement Co., Monroe, Mo.; Hudson-Houser Music Co., Centralia, Ill.; Three-M Novelty Co., Bemid, Ill.; Manchester Sales Co., St. Louis and to Noel Read, down in Willow Springs, Mo.

Barney Laugton of Houser has finally decided he is a geegee as a hobby, is crowing over the fact that the horse he entered at Fairmont Park won his first race. Barney is flush with enthusiasm and winnings.

Lucky Charms and the new name of these is Harry Davies, who was overcome when all three arrived at once.

W. L. Amusement Company reports that Mills equipment is at last beginning to trickle through. Ops look for a lot of competition from this source in the future.

Getting up in the front rank of peanut vendors is Jimmy Barnes, of Jacksonville, who bought 133 new Northwestern peanut machines during the week.

**BOSTON**

Boston coinmen were saddened this week by the death of Eli Cossack, Seeburg op for the past eight years. Eli had been shelved for a four-week's span in the Beth Israel Hospital, who was a resident of the age of 48.

Atlas reports that shipments of the new recessed ceiling and wall speakers have been received . . . visitors the past week included Martin Oliver from Portland, Maine; A. L. Slawik from Psyche, R. I.; Elmer Laughton from York Beach, Maine; and Bob Peno from Greenfield, Mass. . . Edgar Beals just back from a West Coast trip is another who has been quite active lately in the Midpoint area.

One of the biggest social affairs of the year was held recently by Harry Siegel of the State Vending Co. in honor of his son Donald, who received the Bar Mizvah ceremony. First a house party was held at Siegel's home, where a specially built canvas pavilion was constructed on the lawn for the reception. The climax occurred the next evening when a celebration took place at the Ven- donee Hotel for 250 guests. No effort was spared to provide plenty of refreshments . . . "From now on I hope to buy machines at reduced rates to fill the dent in my bankroll," Siegel laughingly stated.

Ben Ross of Ross Distributing reports he is on lookout for distributorships on all types of games . . . Ben Friedman, in charge of the parts department at Trimount, is one of the happiest men in town. Last week his wife gave birth to a boy. Then Trimount employees bandied together and surprised him with a special gift in honor of the occasion.

Billy Wells at Apex has a good word for his newest employee, Sonny Mager. Sonny was discharged from the Marines joined Apex and is now a vital cog in the company's postwar expansion program . . . Bill Buckless, well known in Bostonian pugilistic circles, was a recent visitor to a local boxing gym. Trimount employees banded together and surprised him with a special gift in honor of the occasion.

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Vic Hendel of Worthington, Minnesota, had quite an experience yesterday while driving to the cities in a rain storm. He was buzzing along on about fifty miles an hour when a pheasant flew across the road and hit the windshield with a thud. Luckily the shatter-proof glass kept Vic from being cut, but he nearly went into the ditch. He stopped at Mankato and had a new windshield put in and continued on to Minneapolis ... Mr. and Mrs. D. L. Bratmoe of Mound City, South Dakota, are both in Minneapolis for a few days buying merchandise and taking in the night spots ... Ray Brandt, ace mechanic for George Wheeler of Alexandria, Minnesota, was in town visiting a few of the jobbers.

Tommy Mathews, ace trouble shooter for Osakis Novelty Company, Osakis, Minnesota, in town just for the day. Reports fishing is still very good at Osakis ... Harry Galep of Menomonie, Wisconsin, and his nephew are in town for a couple days making the rounds ... Joe Perkins, formerly an operator in St. Paul and now located in Spokane, Washington, flew in from Spokane Monday morning to spend a couple of weeks with his mother, sister and brothers. Joe is still running the Boulevard Club in Spokane, one of the nicest night clubs there ... Art Berg, Fairmont, Minnesota, is catching plenty of heat from Mrs. Berg because he sold his '42 Chrysler and now drives his panel truck. Mrs. Berg doesn't relish the idea of driving around in a panel truck. Can't blame her ... Martin Kallen of Worthington, Minnesota, is the proud owner of a new Chris Craft boat and has invited several of his good friends to come down and have a ride.

Art Johnson of Glenwood, Minnesota, was seen in town making the rounds ... Mr. and Mrs. Emil Siritanni of Eau Claire, Wisconsin, were also in Minneapolis for a few days. Never saw a more pleasant couple ... Lowrie Nelson of St. Cloud, Minnesota took time out to come down and visit a few distributors ... S. P. Ondstad of McIntosh, Minnesota, in town for a few days making the rounds ... Chris Schmidt and Jim Chesney of Mobridge, South Dakota, are spending a few days in Minneapolis. Jim is helping Chris get set-up in Mobridge as Jim knows his way around. Jim, formerly in the coin operating business, sold out several years ago but may be back in it before long ... Benny Friedman of the Silent Sales Company is sporting a new 1946 Packard and is he proud ... Phil Smith, local operator, is expanding and now goes into Iowa and is doing a very nice job.

Paul Hayes of Rochester, Minnesota, is spending a few days in town ... Gil Hansen of St. Peter, Minnesota, is down attending a washing machine convention. That man sure gets around.

Joe Beck of Telequiz Sales conducted a showing last week at William Penn Hotel of this newest addition to local coin trade circles. The show attracted numerous distributors and a host of oops ... Rumors are flying up and down coinrow that Sam Strahl and American Coin-A-Matic are distributors for Telequiz.

Joe McGlenn (that man at McGlenn's Dist. Co.) played host in a lengthy visit at McGlenn's by Sam Stern of Philadelphia, Pa., state distributor for Williams' "Dynamite." Sam was heard to remark "Joe is doing a good job in his handling of the game."

Eugene Swift of Swift & Malis, well known oops in and around Butler, went into conference with Banner Specialties' Harry Rosenthal. Wouldn't be surprised if Swifty walked out with a deal sewed up around Packard's Hideaway.

Johnny Peters, leading light at Pittsburgh Amusement Co., is working on a new angle for the trade which promises to be revolutionary in scope.

Ben Herman who recently opened Standard Distributing Co. of Pittsburgh is specializing in foreign records. Ben is also carrying a full line of Race & Blues disc labels. Ben was with Hamburg Brothers for 8½ yrs., large Western Penna. Dist. of appliances.

Jack Young who is sparkplugging things at Triangle Record Distributors, is bouncing right along with preparations for the final opening of the firm's new business location.

Howdy Levine of Mechanics Service reports that both new and used equipment is moving good. Parts are coming in more rapidly, many old orders have been recently filled, which is a "must" at Mechanics Service.

The three-weeks threatened power strike of Duquense Light Co. employees still hangs as an ominous shadow over coinrow.

Lou Popkins of Pittsburgh Coin Machine Exchange was caught in a huddle with diminutive Tony Nolfi, well known oop from up Punxsutawney way ... Earny Langoon an oop from Beaver Falls, a guy who makes a practice of looking for new machines dropped in on Lou, and left a nice order for new equipment.

Eddie Steele of Coin Machine Distributing Co. reports he is experiencing an upgrading of business conditions ... Henry Schroeder an old customer of Eddie's recently disposed of his route and is heading for sunnier fields around Los Angeles.
WANT Will pay the following prices: $2. for Imps, Cubs, Aces; $10. for Pikes Peaks, Totalizers; $12.50 for Kickers & Catchers, ABT Challengers; $5. for Marvels; $2.50 for Pok-O-Rel, Klix, Wings, Yankees; DuGrenier Model 1 $17.50, Model VD $35., Model W $35., Model WD $35. RAKE COIN MACHINE EXCHANGE, 609 SPRING GARDEN ST., PHILADELPHIA 23, PA.

WANT-Used Total Rolls, quote me your best price. ROGER SHEPARD, 270 STATE ST., WATERTOWN, N. Y.


WANT-Keeney 4-Ways; Keeney Twins; Cash Only; Mills 3-Bells; Mills 4-Bells. All models of phonographs, Rock-Olas, Mills and Seeburgs. State quantity and your lowest cash price. BADGER SALES CO., 1612 W. PICO BLVD., LOS ANGELES 18, CALIF.

WANT-Used phonograph records. Advise your best price and amount. BUFFALO AMUSEMENT COIN MACHINE CO., 18 E. TUPPER ST., BUFFALO 3, N. Y. Tel.: CL 0065.

WANT-We will buy any kind or make of slot machine in any condition. Write full particulars of type, price and condition. NOTE: We repair, refinish and service all types of slots. Over 20 years of shop experience. G. B. SAM, 514 EAST 32ND ST., LOS ANGELES 11, CAL. Tel. Adams 7688.

WANT-All types Hideaway Units, 20's and 24's, Twin 12's and 16's; 30-wire Wall Boxes, Keeney Wall Boxes and Adaptors, Premium paid for Rock-Ola Adaptors; Mills and Jennings Free Play Mint Vendors; one and five ball Free Play games; Arcade Machines, Sky Fighters, Metal Typer's; Scales, etc.; Converters, 110 DC to 100 AC; Generators 60 Cycle. ST. THOMAS COIN SALES, LTD., ST. THOMAS, ONT. CANADA.

WANT-Bally Pursuits; Bally Broadcasts; Genco Hi-Hats; Genco Victory; Genco South Paws; Wurlitzer 616's. MAURICE H. PACKET, 85 MARKET ST., PORTLAND, MAINE.

WANT-Mutoscope Reels, any amount. Give titles and numbers. MIKE MUNVES, 510 W. 34TH ST., NEW YORK CITY.

WANT-Bell Products Co. is badly in need of all types of equipment. Therefore, we will pay top dollar for any amount of pin games, consoles, phonographs, slots and arcade equipment. We will buy equipment on or off location. Write, wire or phone. BELL PRODUCTS CO., 2000 N. OAKLEY, CHICAGO 47, ILL.

WANT-Selector for '39 Rock-Ola. Advise price and condition. BIRMINGHAM VENDING CO., 2117 THIRD AVE. NO., BIRMINGHAM, ALA.

WANT-Baker's Pacem DD &c Cash Model; $ & 10c Mills Bonus Bells; all late type pin games; Amusematic Life Leagues; Keeney's Bonus Super Bells, any models. Give price and condition first letter. LA FRANCE AMUSEMENTS, 482 BELLEVILLE AVE., NEW BEDFORD, MASS. Tel. 2-5760.


WANT-National or Rowe Cigarette Machines. Any condition as long as parts are there. State price, model and condition of machines. ALMO CIGARETTE VENDING MACHINE CO., 4213 RACE COURSE AVE., ST. LOUIS 10, MO.

WANT-Marvel Manufacturing Company needs at all times old Gottlieb and old Chicago Coin games. You may feel free to send us your entire list. We will submit our highest prices. MARVEL MANUFACTURING CO., 2247 FULLERTON AVE., CHICAGO 47, ILL.

WANT-Singing Towers; Mills Thrones; Ten Strikes; Cigarette Machines; Wurlitzer Skeez Ball; about 25 pin games at about $25. ea.; 39 Rock-Ola Standard. DONALD ZAK, 3472 SO. 14th, MILWAUKEE 7, WIS. Tel. Orchard 2828.

WANT-All types and models of coin-operated equipment. Send complete list with follow up information: type, year, condition, quantity, price. AUTOMATIC VENDING MACHINE EXCHANGE, 20 W. JACKSON BLVD., CHICAGO 4, ILL.

WANT-Wurlitzer Twin 16 in Metal Cabinet (Don't need amplifier, speaker or adaptor). Must be in perfect mechanical condition. Quote lowest price. TRENTON AMUSEMENT CO., 212 E. FRONT ST., TRENTON, N. J. Tel. Trenton 2-7167.
WANT

WANT—All types Hideaway Units, 20's and 24's, Twin 12's and 16's; 30 wire Wall Boxes and Adaptors, Premium paid for Rock-Ola Adaptors; Mills and Jennings Free Play Mint Vendors; One and Five Ball Free Play Games; Arcade Machines; Sky Fighter, Metal Toppers; Scales, etc.; Convertors, 110 DC to 110 AC; Generators 60 Cycle. ST. THOMAS COIN SALES LIMITED, ST. THOMAS, ONT., CAN.

WANT—Counter Models: Wurlitzer 61's and 71's. STARNES MUSIC MACHINE CO., ROUTE 1, BOX 14, HICKORY, N. C. Tel. 1293-J.

WANT—100 Chicago Coin 1940 Home Runs. State price and condition. DURSELL NOVELTY CO., 176 ARCH ST., NEW BRITAIN, CONN. Tel.: 6164-W.

WANTED—Your Used Phone Needles. We Re-Grind any straight Shank, Metal Point, Round or Elliptical Needles, and Guarantee New Needle Service, at a big saving to the Operator. Almost five years at the business. Shipping containers and complete information sent on request. Drop us a card today. RE-SHARP NEEDLE SERVICE, BOX 970, FOAT DOLE, I. W.A.

WANTED—Bally Royal Draws. Please quote price. Call, wire or write. VALLEY VENDING CO., 113 BRADDOCK AVE., TURTLE CREEK, PA. Tel. Valley 9946.

WANT—Cigarette Machines: Rows; Nationals; 6, 8, 9 column. Any condition. State price, condition, etc. JOS. W. JACQUET, PEWAUKEE, WIS. Tel. 2937.

WANT—Liberty F.R. $8.; Cigarette $5.; Sparks Champion F.R. $8.; Sparks Mercury, American Eagle and Marvels $5.; Aces, Imps, Cubs and Daval 21 $5.; Vest Pockets $25.; Columbias $15.; Col. Vest Pockets, Yankee, Wings, Fokereno. Send list and details. ABCO NOVELTY CO., 609 WEST MADISON ST., CHICAGO, ILL. Tel.: Hay 3695.

WANT—Will pay best prices for old Chicago Coin games, also old Gottlieb games. Irrespective of quantities. Send us your complete list. MID-STATE CO., 2369 MILWAUKEE AVE., CHICAGO 47, ILL.

WANT—Rapid Fire Gun with stand and long cable, no back stand wanted. K & H NOVELTY CO., 1566 BRISTOL HIGHWAY, KINGSPORT, TENN. Tel. 1199.


FOR SALE

FOR SALE—Repeater $47.50; A.B.C. Bowler $45.; Snappy $48.50; Bolaway $55.; Star Attraction $45.; Wild Fire $39.50; Ten Spot $42.50; Smack The Jap $29.50; Mustang $55.; Legionnaire $49.50. A.B.C. DISTRIBUTING CO., 1125 BROAD ST., NEWARK, N. J. Tel. Bigelow 3-6146.

FOR SALE—Arcade Equipment. Lost Lease and must sell. Make offer all or any part. Bally Defender; Chicken Sam Con.; Keeneey Submarine; Bally Torpedo; Exhibit Ride-A-Bike; Shoot Your Way To Tokio. All perfect condition. GEMTRY MUSIC & SALES CO., ALAMAGORDO, N. MEX.

FOR SALE—1 Jumbo Parade Combination $120.; 1 5¢ Rollem, used 2 weeks $90.; 1 Power House $22.50; 1 Paratroop $95.; 1 Hi-Hat $47.50; 1 Spot-A-Card $70.; 1 Zig Zag $45.; 1 Flying Tigers $95. WICKWARE AMUSEMENT CO., PITTSBURG, KANS. Tel. 2670.


FOR SALE—I have for sale at this time 3 10 column Rowe's Presidents $125. ea.; 1 Rowe 5¢ Gum and Mint $40.; 1 Rowe Imperial 6 column $50. STANDARD CIGARETTE SERVICE, 65 BELMONT AVE., SPRINGFIELD, MASS. Tel. 4-6338.

FOR SALE—Seeburg 9300 IBM $475.; Rock-Ola Deluxe 395 $275.; Rock-Ola Super Rockolites $300. These machines in very good condition. TOLEDO MUSIC & NOVELTY CO., 1801 ADAMS ST., TOLEDO 2, OHIO. Tel. Garfield 8531.


FOR SALE—Make us your best offer! Bally's Rapid Fire; Sky Battle; Shoot The Bull; Scientific Battling Practice; Chicago Coin Hockey (early model); Mills 1-2-3's; Wurl. Cowboy Model 61 & 41. Write, phone or wire. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO, CALIF. Tel. Tuxedo 4976.
FOR SALE—We can make immediate shipment of our famous exclusive new Plaskite casters for your phones. Treat each phone on your route to a new set of these fine casters. Will not scratch hardwood floors. Price only $1.50 per set of 4 casters complete with steel sockets. L. HERMAN & COMPANY, 112-114 N. W. FIRST STREET, EVANSVILLE 8, IND. Tel.: 3-2734.

FOR SALE—2 Wurlitzer 600; 1 1940 Rock-Ola C.M.; 1 Wurlitzer 700; 1 Wurlitzer 71 C.M.; 2 Mills Dance Masters; 12 Pin Ball Games. All machines are in perfect condition. X-CEL NOVELTY CO., 5240 N. 11th St., PHILADELPHIA 41, PA.

FOR SALE—DuGrenier, Rowe, National and Uneedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Uneedapak parts. WANT—Will buy anything. Send us your list. MACK H. POSTEL, 6750 NORTH AASHEL AVENUE, CHICAGO 58, ILL.

FOR SALE—New Rowe 1¢ Gum Machines $17.50 ea.; 2 Mills 5¢ VP Bell Green $27.50 ea.; 1 Rock-Ola 12 Record without coin chutes, otherwise good condition $100.; A.B.T. Challengers, factory reconditioned and rebuilt $47.50 ea.; Daival Marvels A-1 $35. ea. W. O. WYGAL, 2113 WALTON AVE., BLUEFIELD, W. VA. Tel.: 7633.

FOR SALE—ANOTHER SCOOP. Original Brass Wurlitzer 5¢, 10¢ and 25¢ Slides $1.50 ea. while last. WICO CORPORATION formerly HARRY MARCUS CO., 2913 NORTH PULASKI ROAD, CHICAGO 41, ILL.

FOR SALE—New Duffy and Frisco; Used Yankee Doodle, Hollywood, Keep 'Em Flying and Spot Pool; Latest Jennings' Slots. BUECHER'S, Coin Machine Division, 8. FRONT ST., WASHINGTON, MO. Tel.: 276.

FOR SALE—166 Coin Phonographs—30 Piece AMI Telephone Studio with Amplifier and equipment for industrial music & Masonic. Also 1 Personal 14 Box installation. Income $1700.-$2,000 weekly. Price $80,000. C. G. FILLOTSON, 888 E. 23rd St., PATTERSON, N. J. Tel.: Armory 4-2495.

FOR SALE—Rock-Ola Premier and Commando; Seeburg 9800 and 8800; Wurlitzer 850; Wurlitzer Hideaway; AMI Streamliner and 8X. Write. AUTOMATIC DISTRIBUTING CO., 1222 LAFAYETTE AVE., TERRE HAUTE, INDIANA. Tel.: C9940.

FOR SALE—We have the following machines, used as floor samples only, same as new: 1 Chicago Coin Goalee; 1 Genco Total Roll; 1 Amusement Lite League; 1 Max Glass Champion Hockey; 1 Sally Surf Queens. Write for special close-out prices. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, INDIANA.

FOR SALE—Rex offers: 2 very clean 9 coin head Super Track Times $185. ea., 1 4-5 Four Bells, serial #1428 $300.; 1 perfect Three Balls, serial #796 $650.; 1 '40 and 1 '41 Galloping Dominoes (1 Top Glass missing) $150. ea. Write, wire, phone. REX COIN MACHINE DIST. CORP., 25 6th, SALINA ST., SYRACUSE, N. Y. Tel.: 2-5076.

FOR SALE—2 Coin Chutes and coin mechanisms complete for Wurlitzer 24 or 600, make offer; 1 Wurlitzer 600 cabinet, rotary type, make offer; 3 New Seeburg 24 selection plastic covers for 30-wire boxes $5. ea. GEORGE LIND MUSIC CO., 1710 So. 68th St., OMAHA 6, NEBR. Tel.: GL 4597.

FOR SALE—Five Champion Hockeyes $100. ea. slightly used, can't be told from brand new, and fully guaranteed first class shape. We bought too many, and it's your gain!!! THE PLAYDIUM COMPANY, OSHKOSH, WISCONSIN. Tel. Blackhawk 8197.

FOR SALE—Wurlitzer Phonographs and equipment. 850: 750E; 780 Colonial Mechanical; Victory Model 24; Victory Model 618; 2 and 50 wire Wall and Bar Boxes. Also 6 complete Model 130 Adapter Sets. All in A-1 condition. Write for prices. COHEN AMUSEMENT CO., 210 DEXTER AVE., MONTGOMERY, ALA.

FOR SALE—Be Foxey. Buy Coleman's Hi-Grade Rebuilt Slots. Save Money. Gold Chrome; Brown Fronts; Blue Fronts; Gold QT's; Blue QT's; Hand-Loaded 5¢-10¢ & 25¢ play. Priced right. Write.- Face, Jennings & Watling Jack-Pots $27.50 and up; lot of six consoles. Roll 'Em, G. Dominos, 2 Face, Jumbo & Tanforan $495. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel. M. 1525.

FOR SALE—2 5-10-20; 2 Hi Hat; 3 Big Parade; Speed Ball; ABC Bowlers; Monicker; Topic; Slugger; 2 Spot Pool; Big Chief; 42 Home Run; Gun Club; Attention; 2 Dixie; Hi Dive; Knockout; Mystic; Ten Spot; 2 Leaders; Pan American & many others. Slightly used Surf Queens; Victory Derbies; Four Bells; 41 Derby; Fortune, etc. Mils 6 in 1; 1-2-3. Write or wire. Our prices are right. All games clean. WESTERN DISTRIBUTORS, 1226 S.W. 16th, PORTLAND, ORE. Tel. AT. 7565.
FOR SALE—Pimlicos $250.; '41 Derbys $210.; Sport Specials $100.; Sportsman $100.; Blue Grass $135.; Dark Horse $135.; Skylark $140.; Fortune $185.; Jennings Triplex Slots $90.; Saratoga, late F. P. - F. O. $150.; Foreign Colors $80.; All games very clean. One third dep. with order, bal. C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIFORNIA.

FOR SALE—Ball F.P.'s.; 1 Ball F.P. & O.; Consoles P.O.; and combination - slot. All guaranteed perfect. Send for list. New equipment — Ball's complete line, also Evans, Jennings, Mills, PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel. Cliffside 6-2892.


FOR SALE—Eight Jennings Cigarollas, in very good condition. $40. ea. KELLY & YOURATCH CO., 4036 ST. CHARLES AVE., NEW ORLEANS, LA. Tel.: Uptown 5037.

FOR SALE—Seven Ups $35. ea.; 1 Bally Play Ball $40.; 3 Jumbo F.P. $80. ea.; Keeney Track Time $80.; 5 Smiles $10 ea. FRANK AMENDOLA, 3043 FERRY AVE., NIAGARA FALLS, N. Y.


FOR SALE—Will sacrifice balance of Arcade Amusement Co., arcade equipment. Send for list and I will quote you price on the lot. Must vacate space in 90 days. O. R. HERMANEK, LIQUIDATOR, 103 FIRST AVE., NO., MINNEAPOLIS 1, MINN. Tel.: Lo. 5104.

FOR SALE—10 Pinballs, crated ready for shipment: 1 Ocean Park; 1 Rebound: 1 Roxy; 1 Big Town; 1 Big Show: 1 Double Feature; 1 Doughboy; 1 Box Score; 1 Lucky, Each $15.; 1 Big Chief $30. NORTHEASTERN MUSIC AND DISTRIBUTING CO., 209 E. 3rd St., EMPORIUM, PA. Tel.: 797.

FOR SALE—Bargain: Genuine leather cigarette cases with a transparent covered picture frame. Make ideal prizes for salesboards, etc. Each case comes individually boxed. Nationally advertised at $1. While they last at 35¢ ea. in gross lots. Send 1$. for sample. BYRON NOVELTY CO., 2045 IRVING PARK, CHICAGO, ILL.

FOR SALE—Or will trade for old Five Ball F.P. Games in guaranteed good operating condition and appearance; Mills Do-Re-Mi phonographs $50., with light-up revamp $65. These machines are in good running order and cabinets are A-1. trade at low C.M.I. Blue Book prices. ACE MUSIC CO., WAUKON, IOWA.

FOR SALE—New machines: Exhibit Card Vendor, all metal, separate cash box $28.50; A.B.T. Challenger, write for price; Chicago Coin Goolsie, write for price; Gottlieb 3-way Gripper $39.50; Super Triangle, new, fascinating roll down game, write; Bat A Ball, write. MIKE MUNVES, 510 W. 34th ST., NEW YORK CITY.

FOR SALE—Parts for all type games and equipment of leading manufacturers. "Hard to Get" Parts are "Easy to Get" at Badger's. Write, Phone or Wire us today regarding your needs. BADGER SALES CO., INC., 1612 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel. Drexel 4326.

FOR SALE—Phonotronic Universal Amplifier, has nine outstanding features at $59.50; Ace Coin Counter $59.50; Coin Wrappers 65¢ per box, 10 boxes or more 60¢ ea., case of 28 boxes 55¢ ea.; Phonograph Casters, Set of 4 $1.45; Record Carrying Cases $5.98 and parts for all machines. Write: BADGER NOVELTY CO., 2446 N. 30th ST., MILWAUKEE 10, WIS.

FOR SALE—Large assortment of factory rebuilt Arcade Machines in the U.S. Machines re-sprayed and refinished. Look like new. Send for Illustrated circular. MIKE MUNVES, 510 W. 34th ST., NEW YORK CITY.


FOR SALE—New 2 wire Zip Cord 250 ft. coils $4.75; Maple Skeeballs 3½ ins. $55. ea., $52. per 100; 2½ ins. $48. per 100; 2 ins. $48. per 100; 1½ ins. $48. per 100; 1 ins. $45. per 100. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PA.

FOR SALE—Army Helmets. These are the plastic inner liners, some new, some used, some showing combat use. Very good as a toy item or for many other uses. 500 at 75¢ ea.; 1000 at 50¢ ea. Cash with order. Shipments immediately. RUSS EQUIPMENT CO., 200 W. 21st ST., NORFOLK 10, VA.

FOR SALE-2 Hi-Tones ESC; 1 Rock-Ola Standard; 1 Seeburg Gem; 1 Wurlitzer 24; 1 Panoram and 2 sets of Film. All guaranteed in perfect condition. Will consider reasonable offer. APPEL VENDING CO., 5015 NO. GRANSBACK ST., PHILA., PA. Tel. MI. 4-7398.


FOR SALE—5 Jumbo Parade Cash Paid. 1/3 Deposit. BIRMINGHAM VENDING CO., 2117 THIRD AVE., NO., BIRMINGHAM, ALA.

FOR SALE—$25.00 and up Mills, Jennings, Watling Slots in 5-10-25c A-1 operating condition; 5 Ball Free Plays; 1-ball P. O. games Mills Panoram $325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel.: Mitchell 3254.

FOR SALE—Slots of all types, Music and Pins. Write for our low prices. ROGER SHEPARD, 270 STATE ST., WATERTOWN, N. Y.

FOR SALE—2 Keyney Submarine Guns, clean paint, working order $115. ea. FUNLAND, INC., 740 GRANBY ST., NORWALK, VA.

FOR SALE—2 Mills Owls F.P. $30. ea.; 1 Keyney Super Bell 2 Way (5 & 5) $275.; 1 1938 Skill Time $40.; 1 Kirk Night Bomber $175.; 1 Liberator $100.; 1 Skyfighter $175.; 1 Periscope $100.; 2 Shoot The Jap $75. ea.; 1 Skyfighter with conv. $195.; 1 Thumbs Up F.P. $75.; 2 Surf Queens, used 3 weeks $200. ea. FRED R. REMAN, REMAN SALES CO., 217 N. MAIN ST., GLOVERSVILLE, N. Y. Tel. 4839 J.

FOR SALE—Reconditioned and refinished slots: Mills Blue Fronts 5¢., $159.50; Mills Blue Fronts 10¢.; $179.50; Mills Blue Fronts 25¢.; $199.50; Mills Extraordinary 5¢., $149.50; Mills Extraordinary 25¢., $169.50; Pace Deluxe (slug proof) 10¢., $149.50; Jennings Silver Dollar. $650.; Mills Gold Chrome 5¢., $179.50; Mills Gold Chrome 25¢., $199.50. BADGER SALES CO., INC., 1612 W. RICO BLVD., LOS ANGELES 15, CALIF. Tel.: 412 936.

FOR SALE—In good condition. 1 Slugger $40.; All American $25.; Hi Hat $40.; Majors '41 $40.; Jennings F.P. Slot $50. ROSALY NOVELTY CO., 80 WINTHROP ST., NEW BRITAIN, CONN. Tel. 90965.


FOR SALE—5-6$ Bakers Pacers D.D. $195.; 1 25¢ Extra Ball Blue Front 3/6; $249.50; 1 10¢ Blue Front $149.50; 3 Euler Chrome 2/5 $189.; 3 25¢ Golf Ball Vendors $215.; 1 Fast Time F.P. $69.50; 1 Big Game F.P. $93.50; 1 Good Luck F.O. $30.; 100 5¢ Free Play Pin Balls. Write for List and Prices. ASSOCIATED AMU‘EM NT’S, INC., 846 COMMONWEALTH AVE., BOSTON, MASS. Tel. LON. 8440.

FOR SALE—Bowling League $125.; Bowl-A-Bomb $125.; Goofy Golf $75.; Ten Spot $40.; Metro $50.; A.B.C. Bowler $50.; 1 Seeburg Vogue $400.; Wurlitzer 950 $695.; Wurlitzer 24 $275.; 1 Columbia Slot $75.; Perma Point Noodles 30¢.; Aeropoint 40¢.; Phone Motors, write; large assortment of Fast balls and slots, new and used; large assortment of Packard Wall boxes; Seeburg wall boxes, ready for immediate delivery. Write for prices. CENTRAL COIN MACHINE CO., 428-88 CENTRAL AVE., ROCHESTER, N. Y. Tel. Main 5973.

FOR SALE—One Ball Multiple Free Play Tables; Bally Thorobred & Longacres $279.50; Bally Pinlaco $196.; Bally Club Trophy $169.50; Bally '41 Derbys $169.50; Bally Blue Grass $115.50; Bally Disk Horse $19.50; Bally Sport Special $100. BADGER SALES CO., INC., 1812 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel. Drexel 4326.


FOR SALE—Chicago Coin Gaulees, clean, A-1 condition and shipped in original crates (write). Terms: 1/3 Deposit, Balance C.O.D. HALL BROS. SALES CO., 1817 4th AVE., JASPER, ALA. Tel.: 760.

FOR SALE—First with the last word in coin machines: Scientific Batting Practice $99.50; Scientific X-Ray Poker $109.50; Undersea Raider $264.50. Get on our mailing list now for bulletins announcing buys in used equipment. Remember, our used machines are tops. NATIONAL NOVELTY CO., 183 MERRICK RD., MERRICK, N. Y. Tel.: Freeport 8320.

FOR SALE—Special this week: Lussen Coin Boxes (all denomination coins) 60¢ ea.; 8¢ per doz. BADGER SALES CO., INC., 1812 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel. Drexel 4326.

FOR SALE—For best prices on all types of salesboards, both money salesboards and plain heading boards in all sizes. Write: A. N. S. COMPANY, 312 CARROLL ST., ELMIRA, N. Y.
FOR SALE—Good used Mills original slot machine cabinets complete with castings; or will sell individual casting parts for Blue Fronts, Brown Fronts, Cherry Bells, Bonus Balls, Chrome Bells, War Eagles, Extraordinary Bells, Futurity Bells, etc. One half Miles List Price. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD 4, MASS. Tel. 4-1100.

FOR SALE—20 Model #700 Monarch wall boxes with push slide. Brand new in original cartons $5. ea. HUB MUSIC & SOUND CO., 222 COLUMBUS AVE., BOSTON, MASS. Tel. Hub 2468.

FOR SALE—Universal Amplifiers, Standard model fits Wurlitzer, Rock-Ola, Seeburg, Miles $54.50; Deluxe Model Fits Wurlitzer, Rock-Ola, Mills and Seeburg Remote. Extra volume, superb tone $69.50. HASTINGS DISTRIBUTING COMPANY, 2014 WEST VLIET STREET, MILWAUKEE 5, WIS.

FOR SALE—10 late Panoramas with Wipers. Give us an offer or what have you to trade on all or single units. Prefer Music. BONNE ADVERTISING SERVICE-MUSIC DEPT., 2605 21 AVE., ROCK ISLAND, ILL. Tel. R.I. 507.

FOR SALE—50 Buckley Chrome Boxes, 20 and 24 record $15. ea.; 50 old style Buckley Boxes $5. ea.; 6 Seeburg 30 wire boxes $7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 603 W. CENTRAL AVE., ORLANDO, FLA.

FOR SALE—G.E. Mazda Bulbs, give "tops" all quality service; Lumilines, clear or frosted, 24 to carton, write; Big Bulbs G.E. Mazda, 7/4 up to 75 Watt, 120 to carton, write; New, only reliable G.E. Mazda [#1469] Gun Bulbs. Write for Special Price. ARCADE BULB CO., 56 W. 26TH ST., N.Y. 10, N.Y. Tel.: WATKINS 9-7490.

FOR SALE—Seeburg Wall Boxes. We have 30 or 40 Seeburg 5¢ WS-22 Wall-O-Matics in good condition, costs o.k. $32.50 ea. We also have some Bar-O-Matics, wired or wireless $40. ea. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA.

FOR SALE—1 Goalie and 1 Total Roll, used 6 mos. Practically new. Paid $55. ea. when purchased. Will sacrifice. No reasonable offer refused. We reserve the right to accept or reject any offer. NIAGARA AMUSEMENTS, INC., 373 OLIVER ST., NO. TONAWANDA, N. Y. Tel. 685 Ton.


FOR SALE—Free-flight Trainers (new, original crates); Columbia Twin Balls; Columbia Club Delux; Genco's Total Roll; Genco's Whiz; Lutoscope's Atomic Bomber. All new in the original crates or cartons. Write for prices. ROANOKE VENDING MACHINE EXCHANGE, INC., 13 SOUHU JEFFERSON ST., ROANOKE, VA. Tel. 2-7418.

FOR SALE—Victory Special F.P., used (write); Super Bell late single head $250.; Surf Queen 5 Balls F.P. $250.; Jumbo Parade, late head 5¢ play combination $150. All in good condition. PUBLIX GAMES CO., 3116 GRIFTPH F. BLVD., LOS ANGELES 27, CALIF. Tel. MO. 1-3596.


FOR SALE—Wanna Sell! Collectors Items. Send name and address with list of records wanted. Will send list in return of record I have. Records sold highest bidder. FRED COLUCCI, 29 CHESTNUT AVE., WATERBURY, CONN.

FOR SALE—Ten Mills Panoramas or Silver Views completely reconditioned rebuilt and refinished, late serials...$595.; also Late New Film Releases for Panoramas and Showviews. BADDER SALES Co., INC., 1612 W. PICO BLVD., LOS ANGELES 15, CALIFORNIA. Tel. Drexel 4326.


FOR SALE—1 Ball Racer (Arcade) $50.; 5 Mills Quarto Scoops $55.; 1 Club Trophy (1 Ball F.P.) $265.; 1 Blue Grass F.P. $145.; 2 Bakers Facers $145.; 3 Bally Reserves 5 Ball F.P. $20. ea.; 1 5¢ Mills Bonus Slot $395.; 1 10¢ Mills Bonus Slot $205. STEWART NOVELTY CO., 1361 SO. MAIN ST., SALT LAKE CITY, UTAH.

FOR SALE—Special! 6 Bally Victory Derby, used on location four weeks. Guaranteed like new (write). Also a few Fairmounts, Turf Kings, Jockey Clubs, etc. at special low prices. MULLINIX AMUSEMENT CO., 302 WEST VICTORY DRIVE, SAVANNAH, GA. Tel. 3-6601.

FOR SALE—Here's Someone's Opportunity! 150 piece Route in S.E. Ohio. Established 15 years. We have all the Spots. Latest model equipment consisting of Seeburg, Aireon, Wurlitzer Phonos; Pins; Slots; Scales. Nets owner $20,000. Annually. Other interests reason for sale. Write-Wire PAUL C. RACKLEY, 507-509 WHEELING AVE., CAMBRIDGE, OHIO.

FOR SALE—Solovue Lamps $2 ea.; #857 Metal Tubes 90c ea., minimum order 12 tubes. 1/3 Deposit, balance C.O.D. GEORGE FONSER COMPANY, 713 SPRINGFIELD AVE., NEWARK, N. J.

FOR SALE—Brown Faces Races; Black Faces Races; Hi Hand; Victory; Sun Rays; Big Game; Jumbo Parade; Faces Reels; Barley Alleys; Five Balls; Slots. Highest Bids Accepted. What do you want? ABC NOVELTY CO., 2509 S. PRESA ST., SAN ANTONIO, TEX. Tel. K 1152.

FOR SALE—We have available Fruit Reel Top Glasses for Bally Big Top, 2-4 and 3-5 payout $10.00 each or $84.00 in dozen lots. MECHANIC'S SERVICE, 2124 FIFTH AVE., PITTSBURGH 19, PA. Tel.: Atlantic 0662.

FOR SALE—Reconditioned Seeburg Wall-O-Matic Wireless Boxes $23.50; 3 wire boxes $24.50; Rockola reconditioned Bar Boxes 5 wire $19.50; Wall Boxes, late $15; Buckley Chrome 16, 20, 24, 20's Wall Boxes $26.50; Keeney Wall Boxes, late $6. Other types available. Write or call your needs. E. T. MAPE, 1701 W. FICO BLVD., LOS ANGELES 15, CALIF. Tel.: Drexel 2341.

FOR SALE—Wurlitzer 700 $650; 750E $875; 850 $700; 950 $725; 81 Counter Model $150; Rock-Ola DeLuxe $400. All reconditioned, ready for location. H. M. BRANSON DISTRIBUTING CO., 516 S. 2nd St., LOUISVILLE 4, KY. Tel.: Waba 1501.

FOR SALE—A Route of Vending Machines. Will keep you profitably employed for life. Small investment. Write today. M. T. DANIELS, 1027 UNIVERSITY AVE., WICHITA 12, KANSAS. Tel. 2-4870.

FOR SALE—Counter Games: 2 Reel 21 $15 ea.; 1 Hgh Stakes $5; Royal Flush Draw Poker $6; 2 Tallys one Fruit Reel $6 ea.; 4 Deuces Wild $12.50 ea.; 1 Counter King $15; 2 American Eagles $15 ea. Tel. All $100. W. H. GOODSON, 1763 NO. ALLEN AVE., PASADENA 7, CALIF. Tel. Sagemore 78524.

FOR SALE—Music & Pinball Route. 36 Phones, 31 Pinballs, 11 Slots, 65 Wall Boxes, 10 Speakers and miscellaneous equipment including well equipped shop. $35,000. CASH. SWANK AMUSEMENT CO., 507 EAST 4TH ST., TILLAMOOK, OREGON. Tel. 633.

FOR SALE—Sensational new Universal Amplifier—fits them all except Hi-Tones. We manufacture and sell this amplifier under a positive 60 day money back guarantee. Sample $39.50. Write for unusually generous distributor prices. SOUTHERN AMUSEMENT CO., 623 MADISON, MEMPHIS, TENN. Tel. 5-8360.

FOR Sale—Best Prices for New and Used Coin Machines, Sales Boards, and Merchandise Deals. Write STEWART NOVELTY CO., 1361 SO. MAIN ST., SALT LAKE CITY, UTAH.

FOR SALE—Wurlitzer 850's; 600's and 500's; Wurlitzer 125 BxXs; Seeburg Organ Speakers; Buckley Chrome Boxes. Write for very attractive prices. PANTHER DISTRIBUTING CO., 1010 MONROE ST., FORT WORTH, TEXAS. Tel. 2-2226.

FOR SALE—Make Offer. 1 Big Hit, like new; 1 Columbia D.J., used 6 weeks; 55 Jumbo Parade Cash P.O. No reasonable offer refused. F. M. FRANCIS, CARROLL, IOWA. Tel. 989.

FOR SALE—We have them in stock. Contact us for your HiRh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLA. AVE., LAKELAND, FLA.

FOR SALE—3 Pace Saratoga $75.50 ea.; 2 Pace Rolls $50.00 ea.; 2 Exhibit Sun Burst Diggin $155. ea.; 1 Bally Sky Battle $135.; 1 Keeney Air Raider $100; 1 Zita $25. RICHARD JOHNSON AMUSEMENT CO., 23 MORRIS ST., CHARLESTON 15, S. C.

FOR SALE—1 Wurlitzer 500; 1 Rock-Ola Standard; 1 Spectravox & Playmaster; 1 Rock-Ola Mechanism in metal cabinet with Adapter & Speaker. All reconditioned in our shop, ready for location. Write-Wire-Phone. Immediate Delivery. GREAT LAKES SALES CO., 330 BOND AVE. N.W., GRAND RAPIDS 2, MICH. Tel. 9-4669.

FOR SALE—Phographons. Wurlitzer 750; 750E; 750 with Remote. Also Seeburg Commander and Hi-Tone straight & E.S. All fine condition. Sell $50. ea. over lowest quotations this issue CASH BOX. GEORGE W. WALTER JR., 1516 FERROSE AVE., ATLANTIC CITY, N. J. Tel. 4-5320.


FOR SALE—Ten (10) Phonettes, like new, 15% discount. Amplifier 15% discount. 1/3 cash with order. M. HUNNETT, 1310 VIRGIN PLACE, LOS ANGELES 27, CALIF. Tel. M-0. 18505.

FOR SALE—Arizona $140.; Big Hit $220.; Big Parade $100.; Brasil $140.; Catalina $150.; South Seas $185.; Suspense $220. REDD MUSIC CO., 145 CENTRAL AVE., LAUREL, MISS. Tel. 1742 J.

FOR SALE—Bargain. Mills Slots. Blue Fronts 5c $103.; 10c $110.; 25c $130.; Mills 3/5 payouts with American Amusement Co. fronts 5c $100.; 10c $110.; 25c $130. All in A-1 shape and mechanically perfect. GENERAL SALES CO., 1031 MAIN ST., DUBUQUE, IOWA. Tel. 735.
MISCELLANEOUS

NOTICE-Speed that's us. 1 hour Amplifier service; 1 hour tone arm service. We recon speakers. Reasonable prices. All work fully guaranteed. DUB'S SERVICE SHOP, 1119 VENICE BLVD., LOS ANGELES 15, CAL. Tel.: FE 7875.

NOTICE-Parts and Supplies. Radio Tubes for The Coin Machine Trade. 70 Volt will soon be available. Write for our twice monthly inventory release. W. R. BURK, "The Coin Tube Man", 445 N. SENECA, WICHITA 12, KANS.

NOTICE-Complete Phonograph Repair Service any make, amplifiers, motors, pick-ups. Used equipment bought and sold. Write or phone. MACK'S SALES CO., 1108 UNION AVE., MEMPHIS, TENN. Tel.: 7-2850.

NOTICE-Complete Amplifier and Overhaul Service. We buy, sell and trade. LANE AMUSEMENT CO., 2129 ROSSVILLE BLVD., CHATTANOOGA 8, TENN. Tel.: 7-3962.

NOTICE-The most complete stock on the West Coast—parts for phones and games. Visit our "See-at-GLance" parts department. JACK R. MOORE CO., 1615 S.W. 14TH AVE., PORTLAND 1, ORE.

NOTICE-Complete phonograph repair service, amplifiers, motors, pick-ups, and counter boxes. Used equipment bought and sold. Write or phone. NELS NELSON, 2329 W. PICO BLVD., LOS ANGELES. Tel.: Fitzroy 0545.

NOTICE-"A" Day has arrived in Wisconsin and all the coin machine activity is concentrated right here in Milwaukee because AIRENO... the ELECTRONIC phonograph is NOW ON DISPLAY at KLEIN DISTRIBUTING CO., 2896 W. POND DU LAC AVE., MILWAUKEE 6, WISC.

NOTICE-Missouri and Southern Illinois Operators. We are distributors for Chicago Coin Machine Company and we are one of America's distributors for AMUSEMENT GAMES. It's Sensational! NAUM DISTRIBUTING CO., 2718 GRAVITY AVES., ST. LOUIS 18, MO.

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

NOTICE—Protect and hold that location! We'll rebuild your old scales and make 'em look like new (Est. 1889) WALTING MANUFACTURING CO., 4650 W. FULTON ST., CHICAGO, ILL. Tel. Columbus 2779.

NOTICE-Alabama operators got on our mailing list by dropping us a penny post card today. We are exclusive Alabama distributors for the famous Gabel Automatic Music Machine...the machine with the proven mechanism. Showing date to be announced soon. We will purchase Gabel Kuros in good condition at top C.M.I. Blue Book Price. HARRIS COIN MACHINE CO., 1509 NORTH 36TH PLACE, BIRMINGHAM 4, ALA. Tel. 4-8470.

NOTICE—Will trade Wall Boxes for Pin Games. We have 9 Wurlitzers No. 120; 2 Model 100; 1 Seeburg WSZ2 wireless Wall-O-Matics; 2 Wurlitzer Model 125. Trade for 5 Ball F.P. games in guaranteed good working condition and appearance on basis of lowest CASH BOX BLUE BOOK valuations. ACE MUSIC CO., WAKOON, IOWA.
Ask your own service man what he thinks of the way Solotone is built. He'll tell you that Solotone is built to last without a lot of fancy-fixing.

The box is die cast — it can't warp or dent or spring apart. Inside, too, has been designed by men who know the business. Husky parts, simple mechanism, foolproof action.

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