What You Can’t See
In the AMI Display

In our big exhibit at the Coin Machine Show, you'll see the newest and finest automatic music products. You'll see the simple, single AMI mechanism which plays both sides of twenty records to give forty selections. This mechanism has altered the whole course of music operating, and given the American people a new and mighty appreciation of modern phonograph entertainment. We want you to see our display, to talk shop with us, to know all AMI products and AMI people better. We'll have plenty for you to see!

But what you won't be able to see in our display are the things that count the most: the ingenuity of our inventors; the skill of our engineers; our careful policies of planning, manufacturing, inspecting; the countless helps and benefits of our sales and service departments. Most of all, we want you to know about the PROFITS that the AMI Phonograph earns. Profits are something which you can’t see at a Convention, but which mean everything to you; and the year just past has presented to the whole world irrefutable evidence that the AMI MAKES MORE MONEY. We have more than an exhibit for you to visit and study; we have the simple answer to your demand for bigger music profits.

The Coin Operated Phonograph
That Plays Both Sides of Twenty Records
To Give Forty Selections
Tomorrow Begins Today

By Bill Gersh

This is tomorrow—today!

With the opening of this 14th Annual Convention and Exhibition of Coin Machine Industries, Inc.—tomorrow—is being presented—today.

This is what every coinman worked and waited for during the war years.

This is the day coinnmen looked forward to—while enduring gas rationing, lack of parts, lack of help, lack of almost everything, but, just keeping going thru the darkest wartime period and hoping for the day when once again a convention would be called, new machines would be presented, meetings would be held—and optimism would once again swing high.

Every coin machine man and woman in the nation has looked forth to this first post-war "Big Show". With a sudden buyer's recession which has hurt all business—these men and women of the coin machine field knew they must have new equipment to stimulate the public to ever greater appreciation of their industry. Therefore, this is the beginning of tomorrow—the opening of this show on February 3, 1947.

Many recall the days when fear that no further shipments of coin machines would be allowed as more and more war products rolled over the transport system of the nation. Many also recall the sudden entrance of OPA into the coin machine scene. All will remember how gas and tire rationing hurt servicing and how operations were pulled in closer together so that too many miles wouldn't have to be covered.

This industry, from manufacturer to operator, covered itself with great glory during the war. Manufacturers won "K" Awards from Army and Navy. Operators donated time, effort and money, as well as machines and help to the armed services. Distributors and jobbers carried on thru all difficulties to somehow bring machines, parts and supplies to continue a solid and strong nucleus on which could be built a greater, more prosperous, more outstanding coin machine business. All this, with optimistic outlook—for tomorrow—the first post-war convention—opening—today.

Many will also recall how The Cash Box came into being during the war period when others decided to close shop. When the trade agreed that it needed a confidential medium which would maintain its business within itself and which would be able to reach coinnmen as their very own medium for an interchange of ideas and views and news among themselves.

It was The Cash Box that called the leaders of the trade together into the First Wartime Conference at the Waldorf-Astoria Hotel in New York to discuss the problems presented by the new OPA regulation drawn up for this industry.

And, to meet with the great demand of the members of this industry, The Cash Box again called the trade together at the Second Wartime Conference in the Morrison Hotel in Chicago. Here men met with each other for the first time in years. Talked over their business. Made deals. Went away confident and happy and sure of themselves.

All looked forward to tomorrow. Now—tomorrow is here. The new products which the manufacturers will present at this convention will open the path for great growth of the industry—which has long been its due. Many want to enter the field and are simply held back by lack of production. But, should production of coin operated equipment return to normal—the membership of this business is bound to zoom to a new and greater height.

This, then, with the opening of this 14th Annual Convention, is tomorrow. It is the glimpse into the promise of the future. It is the opening of a new, peacetime era for the industry. It is the promise long waited for during the dreary years of war.

This is the beginning of a new and better coin machine industry.
PLAN TO ASK
“CURLEY” ROBINSON
TO HEAD
NAT’L OPS’ ASSN.

Ops Believe Robinson’s Record as Head of AOLAC as well as Cooperation He Has Given Other Ops’ Assns and His Work in Washington Makes Him Logical Man. Report Leaders to Confer With Him at CMI Convention

NEW YORK — If plans go thru as proposed by leading ops and various associations throughout the nation, Samuel (Curley) Robinson, managing-director of the Associated Operators of Los Angeles County, Inc. (AOLAC), will be asked to take over the management of the “National Coin Operated Entertainment Association, Inc.” (At least this is the name which will be proposed for a national association of operators.)

The public relations work which has been accomplished by “Curley” Robinson in his many years as managing director of AOLAC is well known to the trade. This work has produced some of the most remarkable results in all the history of the industry. At the same time his efforts in behalf of all the operators nationally in Washington, D. C. attempting to lower the taxes now in effect has won him great commendation throughout the country.

These leading operators are, therefore, of the belief that “Curley” Robinson should become manager of a national association. His experience and his success with one of the most outstanding associations in the nation qualifies him for this position, they claim.

There will be certain operators and association leaders of amusement groups, especially, who, it is reported, will confer with “Curley” Robinson at the CMI convention in Chicago and will ask that a general meeting be called wherein they will present to the operators their proposal that “Curley” Robinson head a national group.

It is believed that he will be asked to take over the work of the amusement section of the industry. His efforts were in this behalf in the past. Robinson has not bothered with music in his part of the country, tho he has many times been approached to do so.

One noted association leader stated, “There is no need to go outside of our industry to find a man to head a national operators’ association. We already have that man. He has proved himself over many years. That man is Samuel ‘Curley’ Robinson who is at present the managing director of the Associated Operators of Los Angeles County, Inc.”
MORE MIXED ROUTES FORESEEN AS RESULT OF CONVENTION

Big Attendance of Music and Vender Ops Seeking Equipment to Bolster Take Causes This Report. Claim Mixed Routes the Answer. Many Ops Seek Exclusive Operating Franchises.

CHICAGO — The belief is general here that there will be more mixed routes after the 1947 convention than at any other time in the history of the industry.

This belief is being based on the fact that so many music and vending machine operators, jobbers and distributors intend to attend this 1947 exhibition.

Many of these men have already called at the offices of leading manufacturers and have stated that they are interested in bolstering their collections by the addition of other equipment than what they now operate.

Most of the vending machine men are also interested in obtaining exclusive operating franchises in their areas. This new wrinkle will present an unusual problem for the amusement machine manufacturers it is reported, but, it is believed, no such franchises will be granted.

One noted music operator stated at the office of a well known manufacturer, "Mixed routes are the answer. We can't go on ahead in our territory specializing as we did during the war period. We have found that our servicemen can handle other equipment without using too much extra time while they are in the location. Therefore we believe that the time has come when we have to purchase other equipment to get the largest possible collections and be assured of a general pool of profits from all of our equipment until conditions straighten themselves out."

He is also reported to have said, "The only operators who will see any profits during this forthcoming year will be those who will be in position to meet any competition which may arise. This is only possible when the operator has every type of machine on hand and can answer the call of his locations for whatever merchandise they want. At the same time, this gives him complete control over each one of his locations and gives his route men a chance to earn more money, too."

This sudden swing to mixed routes was reported many weeks ago in The Cash Box. Now it has made itself most apparent by the number of reservations made in Chicago for the convention from music and vending machine coinmen.

There is no longer any doubt of the trend to the mixed route as the answer to greater operating profits.
DISTRIBUTORS EAGER
TO FORM NAT'L ORGANIZATION


NEW YORK—Since first scoop of the fact that leading distribs met in this city to discuss the formation of a national organization, more and more distributors throughout the nation are now eager to see such an association created at the 1947 convention.

“One of the first things we should do,” one distrib stated, “is to ask the help of all of the manufacturers to halt bootlegging and price cutting. These simply must stop.”

Others are just as adamant that a “National Credit Bureau” be created. One of these men stated some weeks ago, “This suggestion by The Cash Box is in keeping with the many great ideas this magazine has brought forth, like the ‘National Tax Council’, the ‘Public Relations Bureau’, a new commission basis, and others. We must have a ‘National Credit Bureau’ to assure us of our financial future in this industry.”

The jobbers, too, have interjected themselves into these discussions since the first distrib who met believed that the organization to be created should be only for direct factory distributors. The jobbers are burned up about this statement and have demanded that an organization be created among themselves if the distribs don’t take them into their association.

In regard to this, one distrib said, “We must also arrive at some arrangement with the jobbers. This should be decided on a national scale so that we can all work together in harmony. We admit that the jobber is important. But, we also want to be sure of who should be classified as a jobber. That’s why we must have an understanding regarding the jobber at the very first meeting.”

A great many other problems will also be presented. Smaller distribbs look to the leaders in their field to call the first meeting while the convention is in progress in Chicago. They believe that everyone of the nation’s distribbs will join and will work to create a strong body of great benefit to all the industry.
COMPLETE LISTING OF ALL EXHIBITORS, THEIR BOOTH NUMBERS, PRODUCTS ON DISPLAY, ALSO EXHIBITS OUT OF THE CONVENTION HALLS

A. B. T. MANUFACTURING CORP.
715 N. Kohlie Ave.
Chicago 12, Ill.
Walter Trausch, Pres.
G. L. Lewis, Sec'y
Booths 5, 6 & 7

Products on display:
- AMUSEMENT & RENDEZVOUS, Inc.
- The Bradley Corp.

ACE COIN COUNTING MACHINE CO.
3715 S. Northport Ave.
Chicago 15, Ill.
Philip Schwartz, Pres.
Booth 84

Products on display:
- Ace Coin Counting Machine

ACME SALES CO.
505 W. 42nd St.
New York N. Y.
Sam Sack, Owner
Booths 198 & 210

ADVANCE MACHINE CO.
4611 Havenwood Ave.
Chicago 40, Ill.
Evan C. Travis, Vice-Pres.
Booth 39

AERO NEEDLE COMPANY
401 N. Kleine Ave.
Chicago, Ill.
Erica Mueller, Mgr.
Booths 135 & 136

Products on display:
- Aeropoint Phone Needles

AIRCRAFT ENGINEERING CO.
22 Royal Ave.
Sacramento, N. J.
Benjamin Doktor, Pres.
Booth 175

Products on display:
- "Aircraft" coin operated continuous motion picture projector

AIREON MANUFACTURING CORP.
1401 Fairfax Tradeway
Kansas City 15, Kansas
R. C. Greenough, Vice-Pres.
Booths 65 & 66

Products on display:
- Star DeLuxe Phonograph
- Fiesta Standard Model Phone
- Radar Remote Control Wall Boxes
- Radar Intelligence Conversion Unit
- Hideaway
- Carillon Speaker
- Melodeon Speaker
- Impresso Speaker
- Automatic Merchandise

AMERICAN AMUSEMENT CO.
138 E. Grand Ave.
Chicago, Ill.
Harry H. Brown
Booth 297

A M I. INC.
679 N. Wells St.
Chicago 10, Ill.
DeWitt Eaton, Vice-Pres.
Booths 38A-38B

Products on display:
- Model A Phonograph
- Automatic Hostess (Wired Music)

AMITY MANUFACTURING CORP.
224 Washington St.
Port Huron, N. J.
Leo Terry
Booth 176

AMMCO DISTRIBUTORS
3711 Milwaukee Ave.
Chicago 17, Ill.
Leo Terry
Booth 176

AMUSE MATIC CORP.
1501 N. Kenmore Ave.
Chicago, Ill.
Theodore A. Kuehn, Pres.
Booth 108

AMUSEMENT ENTERPRISES, INC.
7 Columbus Circle
New York 19, N. Y.
George Potter, Irving Kaye
Booths 81-81B

Products on display:
- Bowl-A-Strike, miniature bowling game
- Bank Hall, skee ball game
- One World, roll down game
- Whirl-A-Ball, counter game
- Tri-Neon, roll down game

APOLLO RECORDS, INC.
542 Madison Ave.
New York 17, N. Y.
F. W. Harrisburg, Asst. Treas.
Booth 61-61B

ASCO VENDING MACH. EXCH. CORP.
349 Bradford St.
Newark, N. J.
A. N. Cohen, Pres.
Booth 106

Products on display:
- Assc's Hot Nut Vender
- Norris Snack Vender
- Victor 1c Venders

ASSOCIATED OPERATORS OF
L. A. COUNTY, INC.
1551 W. Washington St.
Los Angeles, Cal.
Samuel Robinson, Director
Booth 29B

ATLAS MFG. & SALES CO.
12220 Traskett Road
Cleveland 11, O.
W. A. Jenkins, Pres.
Booth 189-190

Products on display:
- Atlas Ave. 1c bulk vender
- Atlas Deluxe, 1c bulk vender
- Atlas Royal, 5c bulk vender
- Atlas Tray Vender, 1c bulk vender
- Atlas Combo & ac Com Combined
- Atlas Wall Bracket
- Atlas Pipe Model Floor Stand
- Atlas Cabinet Model Floor Stand

ATLAS NOVELTY CO.
2200 E. Western Ave.
Chicago, Ill.
Morris and Edie Ginsberg
Booth 55-56

AUTOMATIC BOOK VENDING MACHINE CO.
754 Fourth Ave.
New York 16, N. Y.
Milton Goldstein, Pres.
Booth 157

Products on display:
- B&O 640, "Pictor Book," convex paper

(Continued on page 56)
The excuse to play Santa Claus ended December 25th. This is a new year. Yet, in our opinion, every Music Merchant still operating on a basis of 5¢ play is still playing Santa Claus and it's a poor pay job!

When you close your books, it should open your eyes to these facts.

The cost of operating phonographs is up—way up! The take from phonograph operation, while still above pre-war years, is down from the war days.

To stay in this business, a Music Merchant must operate good phonographs, keep them supplied with good records and render his locations good service. The minute lowered income forces him to lower his standards he starts to lose locations and patronage. It is Wurlitzer's belief that, as a matter of self-preservation, the Music Merchant is entitled to make more money.

It is Wurlitzer's belief that common sense calls for conversion to "3 for 25¢ — 1 for 10¢" play.

We say the time to play Santa Claus has passed. Let's take off the whiskers and get rid of such bewhiskered ideas as a belief that the public won't go for quarter-dime play.

They will. Actual tests have proved it. It will work to the benefit of any operator and for the benefit of the industry. All it takes is the courage to work it! The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

SURVIVAL TODAY CALLS FOR...

Quarter Dime play
<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Year</th>
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<tbody>
<tr>
<td><strong>THE OLD LAMPLIGHTER</strong></td>
<td>DE-23781 Kenny Baker—Russ Morgan Orch.</td>
<td>SO-3026—Saxie Dowell Orch.</td>
<td>Vi-20-1963</td>
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<td>MA-1061 Morton Downey</td>
<td>Vi-20-1963—Sammy Kaye Orch.</td>
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<td>ME-3033 Anita Ellis</td>
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<td><strong>OLE BUTTERMILK SKY</strong></td>
<td>MA-7199—Danny O'Neil</td>
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<td>Sl-15040—Marie Greene</td>
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<td>Vi-20-1982—Helen Carroll and The Satisfiers</td>
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<td><strong>(I LOVE YOU) FOR SENTIMENTAL REASONS</strong></td>
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<td>EM-106—Skip Strahl Orchestra</td>
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<td>MA-1071—Eddy Howard Orchestra</td>
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<td>MR-1041—The Brown Dots</td>
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<td>Vi-20-1981—Charlie Spivak Orchestra</td>
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<td>VO-781—Art Kassel Orchestra</td>
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<td><strong>HUGGIN' AND A CHALKIN'</strong></td>
<td>DE-23675—Hoagy Carmichael</td>
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<td>PA-616—Clancy Hayes</td>
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<td>Vi-20-2036—Harbie Fields Orch.</td>
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<td><strong>A GAL IN CALICO</strong></td>
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<td>MA-1087—Louis Prime</td>
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<td>ME-3035—Tony Martin</td>
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<td>Sl-15074—Larry Douglas</td>
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<td>Vi-20-1991—T. Benako-Miller O.</td>
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<td><strong>ZIP-A-DEE-DOO-DAH</strong></td>
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<td>EN-233—Paul Page</td>
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<td>MA-7204—George Olsen O.</td>
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<td>ME-3047—Two Ton Baker</td>
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<td>Vi-20-1976—Sammy Kaye O.</td>
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<td><strong>THE WHOLE WORLD IS SINGING MY SONG</strong></td>
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<td>MA-1061—Morton Downey</td>
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<td>Sl-15043—Harry Cool Orchestra</td>
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<td>Vi-20-1978—Dennis Day</td>
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<td><strong>RICKETY RICKSHAW MAN</strong></td>
<td>ME-3047—Two Ton Baker</td>
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<td><strong>OH, BUT I DO</strong></td>
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<td>ME-3047—Francis Langford</td>
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<td>MU-15094—Gordon MacRae</td>
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<td>Si-15056—Skinny Ennis Orch.</td>
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<td><strong>THE THINGS WE DID LAST SUMMER</strong></td>
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<td>DE-23655—Bing Crosby</td>
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<td>MA-12007—Georgia Gibbs</td>
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<td>Vi-20-1972—Vaughn Monroe Orchestra</td>
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<td>Si-15074—Larry Douglas</td>
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“Snootie Little Cutie”
“Tom Foolery”
TOMMY DORSEY ORCHESTRA
(RCA Victor 20-2116)

Here’s a wax package loaded with talent and a heap of star recording artists. It's a re-issue of TD's “Snootie Little Cutie,” as done by his original orchestra, with vocalist—now get this!—Frank Sinatra, Connie Haines and The Pied Pipers. It's a good bet for the trade if offered to the customers with adequate billing for all the folks who participated in it, and from that it will get plenty of curiosity play. The piece itself is a pleasantly effective little novelty. On the other deck, TD's men have cut a solid instrumental bank of swinging that's heavy and full. If your customers want melody that's powerfully beat out, you can certainly use this offering.

“Sleepy Time Down South”
“I'm Stuck With A Sticker”
BUDDY BAKER ORCHESTRA
(Exclusive 11)

One of the few discs to come along that features an orchestra well worth hearing, an orchestra for which a host of predictions can sincerely be made, is heard here, with Buddy Baker taking and deserving full starring honors. What has happened here is a pair of instrumental sides that are refreshing to the ear, and the trade would do well to give this disk and this aggregation important attention. Offered are “Sleepy Time Down South", which has become a standard, and “I’m Stuck With A Sticker", a novelty to which Vivien Garvy adds an effective vocal. But it's to the orchestra and arrangements they play to which the customers will bend eager ears. By all means, give it a try.

“I Want To Thank Your Folks”
“You Should Have Told Me”
KING COLE TRIO
(Capitol 356)

Here’s another profit platter from The King Cole Trio. Again offering another item strictly for pleasant listening, guitar, bass and piano combine to produce the light, effective backing for Cole’s lashed warbling of “I Want To Thank You” and a very effective ballad made all the better by the treatment it gets here. It's certainly worthy of a try. On the flip, with King Cole again taking over on the vocal chores, the Trio does “You Should Have Told Me,” a tune more romantic than the topper, but not up to it for commercial appeal.

DISK O’ THE WEEK

“All The Things You Are”
“My Silent Love”
LEE RICHARDSON &
THE LUIS RUSSELL ORCHESTRA
(Apollo 1035)

He does it again! “Mister X,” revealed at last to the public as Lee Richardson, has twice before been given the top spot on these pages, and twice he has come thru on location to fulfill the glowing predictions made for his recordings. It might be added, this is the third record he has cut with the able Luis Russell Orchestra. This time, Lee offers for heavy profit a pair of great standards, “All The Things You Are” and “My Silent Love.” What he does with ’em via his voice is to turn in one of the most refreshing, most effective interpretations either of those ballads have ever before had on wax. As usual, Luis Russell and his orchestra give their boy full support, spotlighting his great talent with the skillful use of their instruments. Here’s a record few members of the trade can afford to be without. You can take it from there.

Among My Souvenirs"
“Blues To End All Blues”
ETTA JONES
(RCA Victor 20-1998)

That Etta Jones holds an established place among the nation’s better blues warblers is established, and on this, her latest disking, she proves the point, because that's the treatment she gives to the well known “Among My Souvenirs.” Whether that was the wisest thing to do, however, remains to be seen, for had she done it straight, as the romantic ballad it was intended to be, it might have been even more effective than it turns out.

As it is done, it's an item for race spots where they like Etta's styling first, with what she uses it on being a secondary consideration. Her “Blues To End All Blues” is good race stuff, and ops who have spots for it would do well to give it a try. The backing, provided by the J. C. Heard Orchestra, is worth any body's listening time.

“Give Me Something To Dream About”
“That’s Where I Came In”
JO STAFFORD
(Capitol 355)

Sultry voiced Jo Stafford’s latest is “Give Me Something To Dream About,” a ballad tailored for her vocal style. Right for any and all situations where hand holders gather, Jo offers the piece as one of her more effective ballads. In this she is aided with a lush backing provided by the capable Paul Weston Orchestra and ops who may give it a try. He does “That’s Where I Came In,” another ballad that’ll be favored in locations where they like ‘em sweet and romantic.

“Blues To End All Blues”
JOE ALEXANDER
(Capitol 359)

A new vocalist, Joe Alexander by name, makes his first appearance for the trade with this disk, “At Your Command,” the top deck, is an oldie first brought to national acclaim when it was done by Bing Crosby in the early Thirties. It's still a good song. To it, Alexander adds a powerful New Orleans type of local treatment that comes out without tricks, and with few distinguishing features that come as a surprise. He has a good voice, and he does “Command” well, but until he develops a more commercial delivery, you'll have to peg this disk as a filler to have around. The flip, “I Keep Telling Myself,” is equipped with the same good voice quality, but as material it doesn't match the top deck.

“Thuday Blues”
“Good Morning Blues”
JIMMY RUSHING
(Excelsior 502)

Set in a deep blue mood; with orchestra styling similar to that of old New Orleans, Jimmy Rushing steps to the bandstand to do “Thursday Blues.” His rich, throaty voice adds a New Orleans character and where they go for slow, melodic stuff, they should go for this. Flipped, we find “Good Morning Blues,” in which Jimmy spins his tale to Santa for a good gal. Ops will have to picking their spots with this pair, which should appeal to the somber set of race record buyers.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
**The Cash Box**

**Bill Campbell**

"Baby Dee Blues"

"I Want To See My Baby"

BILL CAMPBELL ORCH.

(Apollo 380)

- Peg "Baby Dee Blues" as a number packed full of possibilities. The Bill Campbell ork make music here, and the last three notes of "Baby Dee Blues" pretty much all through. The chanteuse has a husky quality in her voice and blends well with the harmony. It's strictly race war, and ops would profit well by latchin' on. Backed up "I Want To See My Baby", Baby Dee hits the high notes again and turns in a fair performance. Tidal waves of more bounce and the jazzy hounds will join it.

"My Heart Goes Crazy"

"Connecticut"

PAULA KELLY & THE MODERNIERS

(Columbia 37220)

- Looking for top action—you'll find it in "My Heart Goes Crazy", Paula Kelly and The Moderniers do this number up in resplendent fashion. It's got rhythm room, Necessary noise and a base that the kids will go crazy for. The backing books another getter, "Connecticut" by name. I think they would combine again if they offer ops more option coin. Bend your ear and listen to this pair.

"Sweet Jam Jam"

"Trifflin' Woman Blues"

CLYDE BERNARD

(Sonora 100)

- Latest pair of sides to invade the race field are this duo titled, "Sweet Jam Jam" and "Trifflin' Woman Blues", with Clyde Bernard twanging the lute and doing vocal honors. Topside tune offers plenty of bounce and the dance fans should go for this. The backing, in a slower mood, turns up as a stock item that has possibilities. Clyde adds a spot phrase leaning on the suggestive side which might add or detract from the dolls' appeal, depending on your spots. Both sides deserve your listening time.

"Calling You"

"Never Again"

RAY ANTHONY

(Decca 201)

- Bound to catch coin in western territories is Harry Williams' newest twanger tagged "Calling You". Lyrics lean on the spiritual side, although the disc is strictly a sideshow, and P. T. Barnum's warbling fills the bill, and his boys back him up in top manner. The backing will never hurt the record, it is nothing unusual but nevertheless holds promise. Western ops can expect biggest action from the topside tune.

"The Sidewalks Of New York"

"Sweet Rosie O'Grady"

HILDEGARD & GUY LOMBARDO ORCH.

(Decca 21550)

- Never before that we could remember, would we have considered a platter by Hildegarde for tavern spots. But here is one. Featuring two long established standards, "The Sidewalks Of New York" and "Sweet Rosie O'Grady," Hildegarde handles the vocal chores in complete keeping with her mother's doing, and is fairing with a fair imitation of a fair braze, as Hildegarde will try to add it to that the fact that the Lombards crew have here also caught the full flavor of the tune. Of course, with this kind of arrangement, you have a platter worthy of strong recommendation. Ops know their routes well enough to know where to place it.

**Sleeper Of The Week**

"A Sunday Kind Of Love"

CLAUDE THORNHILL ORCH.

(Columbia 37219)

- Orchids go to the Claude Thornhill crew and chiff Fran Warren this week for their superb rendition of a ditty that's bound to catch on fast. Titled "A Sunday Kind Of Love", the disc turns out a top romantic ballad that the starry-eyed crowd will go for. Pitting plenty of feeling into the song, she makes you think the number was built for you. The Thornhill men back the gal up in fine fashion, blending with rich harmonic tones that make you sit back and relax. Aimed at the somber spots, ops should do well with this side. Flipped we find the up and coming "Sonata", featuring Buddy Hughes doing vocal honors and some of Claude's wonderful pianology. For plenty of action, listen to the topside tune.

"Isn't This Better Than Walking In The Rain"

"Please Be Kind"

RAY ANTHONY ORCH.

(Sonora 3037)

- A promising tuneful ballad by the Ray Anthony ork steps out here as a ditty music op should listen to. Billy Johnson is the lead with the pipes and he offers the trade a pleasant rendition of this fireside fable. On the backing with "Please Be Kind", Dee Keating clamps pretty for the boys in another romantic setting. Both sides are nice, and ops with light spots could use this pair as fillers to good advantage.

"Texas And Pacific"

"I Like 'Em Fat Like That"

LOUIS JORDAN

(Decca 23810)

- They'll eat this up not only from the "Texas And Pacific", but from the coast of Maine down to the tip of Florida. Louis Jordan's Tympany Five make merry here, as Louis warbles his spot concerning one of his woman folk. It's that kind of familiar bounce and beat, and has all the makings of becoming hot—not only in race spots, but in locations the nation over. The backing displays Louis' wares again as he tells why "I Like 'Em Fat Like That". It's a getter also with plenty of riff and roller, alright we like the topside tune for coin action.

"It's A Great Day For The Irish"

"A Pretty Girl Is Like A Melody"

JUDY GARLAND

(Decca 25043)

- Here's a reissue of one of Judy Garland's most popular numbers, and it comes just in time for song from the folk who are starting to think again of St. Patrick's Day parading, and all that goes with it. The tune is "It's A Great Day For The Irish," and it's the same one Judy did when they were playing it years ago. The instrumental backing by David Rose again reflects the talent of the lad, so all is well on that score. As for Judy's performance, well, standards change thru the years, and this platter reflects it. But the side will show up in the tavern spots nonetheless. On the flip, Judy does a tune said to be "A Pretty Girl Is Like A Melody," but after a straight intro, she delivers it here with rhythm, and it fails to come off.

"The Man With The Horn"

"Jalousie"

HARRY JAMES ORCH.

(Columbia 37218)

- Where the Harry James fans flock, this is the tune for them. The flip away the disc away you care to, and it still is "The Man With The Horn". All instrumental, and built around a jam session. The disc opens with nice minor disc actions flavor the tune in fine style to give it added punch. Flipped we find Harry displaying his crew's best on the popular "Jalousie". Strings open the ditty with a light pop touch, and Harry bounces back in a pep up chorus. This pair deserves your ear.

"Margie"

"I'm Walking Through Heaven With You"

JIMMIE LUNCEDORF ORCH.

(Decca 25016)

- Here's an oldie, brought back to life by the Jimmie Lunedorf ork, and "The Harlem Express" does it up brown. It's got just the kind of complete backing, and the disc meets the coin play where they like to reminisce. Johnny Young does the vocal chores and the kid is good. Flipped, "I'm Walking Through Heaven With You" turns up as a fair side that one might use good advantage as a filler, Dan Grissom renders the lyrics, and altho the boy is good, he doesn't quite reach top pitch. Topside tune for the asking.

"Beware My Heart"

"The Pleasure's All Mine"

VAUGHN MONROE ORCH.

(Victor 20-2084)

- From the forthcoming flicker "Car- negie Hall", a number which skates high on our hit parade is Vaughn Monroe's latest offering "Beware My Heart". Vaughn and The Monroe crew round for this one and it comes out in perfect setting for the hand holding crowd. With the crew of The Monroe, we have here one chip coin for a best of many. Vaughn and The Monroe crew have, this one should catch coin for a best of many. Vaughn, with the title "The Pleasure's All Mine", Vaughn and the gang combine again to return the favor with this one. The track tempo, a bright moon and magnolia theme tune. Here's a pair, add up to good action in the picture of the situation.
What’s Hot ON THE RECORDS
THE TOP TEN JUKE BOX TUNES THRUOUT THE NATION
for the Week of January 27, 1947

New York

Wichita, Kansas

Omaha, Nebr.

Miami Beach, Fla.

Detroit, Mich.

Miles City, Mont.

Mankato, Minn.

Chicago

Washington, D. C.

Portland, Me.

Cudahy, Wis.

San Antonio, Texas

Tillamook, Ore.

Boston, Mass.

Los Angeles

Youngstown, O.

Chester, Pa.

Charlotte, N. C.

Montgomery, Ala.

Willow Springs, Mo.

St. Albans, Vt.
The Presentation of The Cash Box "Oscars"

NEW YORK—The most memorable and the most outstanding event in all the musical entertainment world during 1946 was the First Annual Record Poll sponsored and conducted by The Cash Box in behalf of the Automatic Music Industry of America to determine the best money-making records and the best recording artists of 1946.

From the very first moment of its announcement the poll clicked tremendously with all the music machine operators in the nation. One vote was awarded for each juke box, each wall and bar box, each wired music shell the operator owned. This was decided upon at a meeting of leading music operators who believed this would be the only impartial method which could be used.

Neither The Cash Box nor the music operators were as much interested in the musical ability of the recording stars as they were in "how much money did the record earn for me?" and how much did the public like the artist?" This was the complete basis of the voting. By their votes the Automatic Music Industry of America told the record companies and their stars just how well they could pull nickels, dimes and quarters out of the pockets of the public.

The votes poured in like a deluge. They continued to come in by the thousands. Operators who had 3,000, 4,000, 5,000 and more votes were just as anxious to get in their votes as were the smaller operators who could offer but 10, 25, 50 and 100 votes.

For a while it seemed that the votes would never stop. The Cash Box then decided on a final and closing minute and the trade was so notified. From every town, village and large cosmopolitan center in the nation—the votes piled in. The contest waxed hotter and hotter—week after week.

It caught the attention of the press—columnists from Walter Winchell to those of the weekly newspapers—began to report the standings. Radio stations picked up the votes. Disk jockeys called them off each week for the benefit of their listeners. Magazines all over the nation talked about the poll. It gripped the imagination of the entire musical world.

This was the first time that the Automatic Music Industry of America had decided to tell just which records and which artists had done the most for it during the year.

Every outstanding orchestra, every record of any worth whatsoever, made and played during 1946, every vocalist who had waxed a disk in 1946 appeared on the cards which were returned to The Cash Box.

This was the answer to America's music industry. This was what publishers, artists and record companies alike wanted to know. And—they learned that the juke box men knew their records—knew their music—played no favorites—voted just one way—voted for those records and artists who had helped them to earn greater profits in 1946.

Already record companies and artists are pointing to the Second Annual Record Poll of the Automatic Music Industry of America to be conducted by The Cash Box in 1947—to again determine who will be awarded the "O-ears."

"This," one of America's greatest music publishers stated, "is the most outstanding, most meaningful and most important event in the music business. We know that every juke box operator in the nation wholeheartedly joins in The Cash Box contest. We've learned that from the survey we've just completed. And, we want to compliment The Cash Box for its impartiality as well as its complete devotion to sticking to the facts."
CAPITOL'S
RECORD-MAKING
BOX SCORE...
ALL HITS!
NO ERRORS!

CAPITOL'S
RECORD-MAKING
BOX SCORE...
ALL HITS!
NO ERRORS!

CAPITOL CLICKS WITH
TOP 10 TUNES
ON TUNNIS' "ONE SPOT" SALES SURVEY

THE OLD LAMPLIGHTER
HAL DERWIN

'OLE BUTTERMILK SKY'
PÄUL WESTON ORCHESTRA

FOR SENTIMENTAL REASONS'
KING COLE TRIO

'RUMORS ARE FLYING'
BILLY BUTTERFIELD ORCHESTRA

THE WHOLE WORLD IS SINGING MY SONG
JACK SMITH

ZIP-A-DEE-DOO-DAH'
JOHNNY MERCER, PIED PIPERS
CAP. 323

'A GAL IN CALICO'
JOHNNY MERCER, PIED PIPERS
CAP. 316

'THE THINGS WE DID LAST SUMMER'
JO STAFFORD
CAP. 297

'YOU KEEP COMING BACK LIKE A SONG'
JO STAFFORD
CAP. 297

'SONATA'
JO STAFFORD
CAP. 337

CAPITOL CLICKS WITH
TOP 9 TUNES
ON "CASH BOX" NATIONAL JUKE BOX POLL

THE OLD LAMPLIGHTER
HAL DERWIN

'OLE BUTTERMILK SKY'
PÄUL WESTON ORCHESTRA

'FOR SENTIMENTAL REASONS'
KING COLE TRIO

'HUGGIN' AND A CHALKIN'
JOHNNY MERCER, PAUL WESTON

'RUMORS ARE FLYING'
BILLY BUTTERFIELD ORCHESTRA

'A GAL IN CALICO'
JOHNNY MERCER, PIED PIPERS
CAP. 316

'THE WHOLE WORLD IS SINGING MY SONG'
JACK SMITH
CAP. 300

'ZIP-A-DEE-DOO-DAH'
JOHNNY MERCER, PIED PIPERS
CAP. 323

'THE THINGS WE DID LAST SUMMER'
JO STAFFORD
CAP. 297

CAPITOL'S ALWAYS ON TOP...WITH THE HOTTEST HITS IN THE LAND
...WITH POLL-WINNING TALENT STRAIGHT FROM HOLLYWOOD!

Capitol
Sunset and Vine
FIRST WITH THE HITS FROM HOLLYWOOD
No matter where you turn you'll find a Hit Record of

Huggin' and Chalkin'

HUDSON MUSIC CORP.
KERMIT GOELL, Pres. LEO LANGLOIS, Gen. Mgr.
1650 BROADWAY, NEW YORK, N. Y. • 1510 FOREST KNOLL DRIVE, HOLLYWOOD, CALIF.
We'll be in Booth 160-162 at the Coin Machine Convention

...and be sure to look us up at the Governor's Suite!

(ROOM 1688)

Our representatives will be there to greet you, to talk over your problems, and to play some top-notch advance pressings you'll want to hear!

RCA VICTOR RECORDS
I'm packing my carpet bag in between peeks at this column, cause I'm off to the Big Show in Chicago, and from February 5-6, 1947, please send my bills to the same address that'll house practically every other laddie and lassie who make up this great cointrade society — Hotel Sherman, here I come!

By way, gotta Dick, drawing dent, Gerry, come! cornin', by and by, It's Herb Priest, If Majestic of The ... ''he the * of * It's Chicago, if I'm Ed, Burro. from the mountains, to cry, tattles, strikingly, all convention will bells, says assistant, wants for skedded Cardinal and right up from the Hubba!

Bittaker, Postrel, I'm The Apollo 5th, flying — will make a appearance on the convention floor boosting the label's wax products, and if they don't loose a wulf cry from a thousand coinmen's throats, the boys—and probably the girls—will all be very disappointed.

The telephone rings. . . . Harry Bank, Cardinal Records prexy, wants a drawing room on the Commodore Vanderbilt, skedded as the "Coin Machine Show" for its February 1st run to Chicago. He wants a drawing room for himself and assistant, Milt Barnett. We tell him the right guy at New York Central to fix the deal. . . . Decca Records ad chief Ed Manning laboring away to complete details for the label's booth at the Show. If it's coming from Ed, expect it to be strikingly effective. . . . Dick Kahn, the noted ex-erick leader and head of Top Records, arranging things for a quiet jaunt to the Show. . . . Majestic Records chief, bequested at St. Charles, practically within earshot of the Sherman—on a windy day—will have the advantage of native sons getting to and from the Show.

The telephone rings. . . . Oh, hell! I gotta catch a train!
YOU'RE INVITED

- to enjoy yourself at
  the CMI Convention
- to stop in at the
  DECCA Exhibit and
talk things over
The Cash Box
Convention Issue, 1947

Burning the Jukes in
HARLEM

The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

1—AIN'T NOBODY HERE BUT US CHICKENS
LOUIS JORDAN AND HIS TYPAMNY FIVE
(Decca 23741)

2—LET THE GOOD TIMES ROLL
LOUIS JORDAN AND HIS TYPAMNY FIVE

3—YOU WON'T LET ME GO
JOHNNY MOORE'S THREE BLAZERS
(Modern Music 142)

4—BREAKING MY HEART
JOE LIGGINS AND HIS HONEYDRIPPERS
(Exclusive 231)

5—TANYA
JOE LIGGINS and HIS HONEYDRIPPERS
(Exclusive 231)

6—DON'T TAKE YOUR LOVE FROM ME
LUIS RUSSELL AND ORCH.
(Apollo 1020)

7—I'M YOURS
AL RUSSELL TRIO
(20th Century 20-23)

8—JELLY JELLY
BILLY ECKSTINE
(National 9021)

9—BLOW TOP BLUES
LIONEL HAMPTON ORCHESTRA
(Decca 23792)

10—GUITAR BOOGE
ARTHUR SMITH AND RAMBLER TRIO
(Super Disc 1004)

SHOWING HEAVY PROMISE
"OPEN THE DOOR RICHARD"
National 4102—Dusty Fletcher Black & White 792—Jack McVea All Stars

THANKS

COIN MACHINE INDUSTRY .

FOR YOUR PART IN MAKING 1946 A VERY SUCCESSFUL YEAR FOR EXCLUSIVE RECORDS.

Sincerely,
LEON RENE
President

Joe Liggins and his Honeydrippers
T. W. A.
The Honeydrippers, Part 1 & 2
I've Got a Right to Cry Tanya

Basin Street Boys
I Sold My Heart to the Junkman

Johnny Moore's Three Blazers
C.O.D.
My Silent Love
I Want You, I Need You
Sunny Road

Herb Jeffries
Magenta Moods Album

Buddy Baker
Baker's Dozen
Sleepy Time Down South
Stuck With a Sticker
Be Fair With Me

Exclusive Records
Sunset at Vine Hollywood

www.americanradiohistory.com
GREETINGS TO THE BIG SHOW OF 1947 FROM

GUY LOMBARDO

All indications point to a royal success for this, the first CMI Convention to be held in five years. GUY LOMBARDO and his Royal Canadians extend to all music machine operators, wishes for a huge success on this gala occasion. May the the coming year bring unprecedented prosperity and business expansion.

Folks will be listening in 1947 to...

"The sweetest music this side of heaven," by Guy Lombardo and his Royal Canadians

on DECCA records:

23799 Anniversary Song
23817 Easter Parade
25044 All The Things You Are
23782 What More Can I Ask For
Uncle Remus Says
Always
Long Ago and Far Away
Managua Nicaragua

Guy Lombardo and his Royal Canadians featuring the Twin Pianos

DECCA album:

23765 Humoresque
23766 Just One of Those Things
23767 Swannee River
23768 Barcarolle
Tales from the Vienna Woods
Who
Irish Washerwoman
Doll Dance

www.americanradiohistory.com
Picking Records For Harlem

By Robert A. Hazelton

Ideal Music
New York City, N. Y.

Every Thursday night my ears begin to ring.

That's because Thursday is record buying day for me, and, in an effort to let nothing new pass by without a listening, I try to get an earful of every newly-released record that has been slanted for my customers—who are probably the nation's most critical—up Harlem way.

I blame a lot of record companies for those earaches. I blame it on the people they employ to choose the numbers to be made for us.

Somehow, they're off the ball. Either they're under the impression they are still living in the days of Uncle Tom, or else they must be of the impression that we are.

At any rate, they can certainly stand a bit of suggestion on their choice of repertoire. Suggestions that have their roots in the demands passed on to me from the locations that provide me with the stuff to keep the landlord, bank and wife in a reasonable state of contentment.

And it all boils down to this: For the love of a better sales reception, for bigger and better orders from the members of this industry, and, in turn, from the retailers located in this and like territories, stop this unbalanced concentration on music that passes as blues or jive. There's so damn much of it that's bad and so damn little that's good.

Believe me when I say our people are getting so very tired of having records pushed at them that are composed in the main of hollerin' and wailin' Records that suggest not the slightest dignity nor the slightest reflection of the finer emotions to which all people are kin.

I know that all the wise acres will point to a bunch of astoundingly successful records that exemplify the type I've just condemned. Okay, but, on the other side of the picture I can point to as many astounding successes that have been at least as profitable, and, in the long run, done more for the record company and the performer involved. And so few of these ever were made compared to the others.

Look at Johnny Moore's Three Blazers, The King Cole Trio, The Ink Spots, Lee Richardson, Billy Eckstine, and the many, many others: their greatest successes have been with material that was music, not a lot of mumbo-jumbo. The people up here can't wait for enough of their recordings.

So the wise acres will point to Louis Jordan, Okay, so can I. How many musical combos are there that can measure up to his greatness, a greatness that has broken down all lines that measure off this Harlem?

It all boils down to this: The majority of us contend that we are civilized people with civilized musical appetites. How about it?
The Coin Machine Industry's first post-war convention climaxes a critical period for music operators and record manufacturers—one of the most uncertain in the histories of both industries.

For five years we shared a mutual problem, that of attempting to meet consumer demand during a national emergency which seriously restricted operations. Perhaps in this respect record manufacturers were a bit more fortunate than coin machine manufacturers. Although we faced serious production limitations as a result of material and manpower shortages, we were still able to continue manufacture of records. Our problem was attempting to distribute our limited production among the consumer market—music operators, record stores, and other retail outlets.

We still have not quite succeeded in overcoming this problem, despite the fact that for the past six months or more, RCA Victor plants in Hollywood, Minneapolis and Camden have been producing at maximum capacity. However, we did make substantial gains in 1946, and the opening of a fourth plant this year will help us considerably in expanding production still further.

The coin machine industry, on the other hand, was faced with almost complete curtailment of production during the war, and 1946 was the first year during which individual manufacturers were able to think of a resumption of production on a pre-war basis.

This has posed many problems for record men and coin men. RCA Victor and other record manufacturers, who realize how important the coin machine industry is in the exploitation of our merchandise, are doing everything possible to supply coin operators with records in sufficient quantities to service machines.

While the unit percentage of records allocated to coin operators has averaged about 29% for the industry as a whole, the unit volume has increased tremendously, despite individual production allocations and beyond normal life expectancy of the machines.

The importance of manufacturing high quality records for use on coin operated machines cannot be stressed too strongly. It is a point that RCA Victor plant personnel keep uppermost in their minds. The coin machine is the showcase for RCA Victor records—the device through which thousands of record purchasers first hear our product. If an RCA Victor record stands up under constant playings on a coin machine, the record collector has ample assurance that he will find the same playing quality in the record purchased for home use.

The other consideration, and currently, perhaps as important as the one just cited, is the fact that coin machines today have become as important as the radio disc jockey in building the hits of the record industry. Surveys of best sellers show a close relationship between the records "coming up" on disc jockey programs, and those most played on coin machines. While there is no way of estimating comparative listening audiences, and such comparisons might prove invalid, the fact remains that each playing on a coin machine represents a conscious desire—backed up by the investment of a coin—on the part of some one person to hear a specific record. Such is not the case on the disc jockey program, where the choice of records is to a large degree an arbitrary one, and where no requests for a specific recording frequently can be rigged.

This company will not forget that it was the coin machine which contributed as an impetus to the comeback of the industry as a whole. Recognizing that the future success of both industries is a matter of mutual interest, RCA Victor will continue to do its utmost to provide music operators with a product that will attract new customers to the machines, and in so doing, increase the home market for recorded music.

By JAMES W. MURRAY

Vice-President in Charge of RCA Victor Record Activities

P.S. It is always a pleasure to see friends at a convention.
We Are Here To Stay...."

By FRANK B. WALKER
General Manager, M-G-M Records

It is with great pride that I take this opportunity through the pages of The
Radio News to announce the marketing
early in March of M-G-M Records.

Born over a year ago in the minds
of the executives of Loew's, Incorporated
(M-G-M Records is a division) by
staff and I have done our utmost to
fully nurture the growth of M-G-M
Records to a point where we are enter-
ing a competitive field with a child
whose
outbreak of enthusiasm will cause exist-
ing in the trade through progressive
and aggressive promotion; yet, one whose
quality is under the guidance of mature
experienced heads who will temper this
outbreak of exuberance with sound busi-
ness judgment, and who will follow
sated methods of merchandising.

M-G-M Records, as must be obvious
by the use of the last name, has no
independent or by-night company. We
are here to stay and we want to make our
stay pleasant for the coin operators.
Executives of our
record company have been in the record
business for many years and know the
importance of the automatic music trade.

We know that if we treat you fairly
and will receive treatment in kind. This
policy of fairness, which we insist upon
when carried out by our distributors, is
completely consistent with the record
of our's Incorporated, which through the
many
years has been fondly referred to
as all in the entertainment field as "The
Friendly Company." We are determined
and continue to maintain reputation in our
newest venture and we pledge our cooperation
with automatic music operators to the
utmost extent.

I don't think it is necessary to tell
you of the resources of Metro-Goldwyn-
Mayer. The reputation earned by our
M-G-M is "The Greatest Name In Entertain-
ment" is no mere figment of a copy-


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www.americanradiohistory.com
University Records Sells Trade Direct

BRIEF SUMMARY

**ANOTHER NIGHT LIKE THIS**

 inplace: Dick Haymes-Dec. 23793 / Tex Austin-Vol. 20-2102 / Tex Austin-Dec. 23752

**BEST MAN, THE**

 inplace: Les Brown-Cdh. 2549a - King Cole Trio-Dec. 1044 / Bette MacNeer-Dec. 21249

**COFFEE SONG, THE**

 inplace: Leon Payne-Dec. 9790 / King Sisters-Vol. 20-1942 / Frank S. Connor-Dec. 23749

**EVERYBODY LOVES MY BABY, MY BABY**


**I LOVED YOU**

 inplace: Favorite People

 inplace: Mollie Brown-Dec. 25494 / Mollie Brown-Cdh. 37066

**I'LL NEVER LOVE AGAIN**


**IT'S ALL OVER NOW**

 inplace: Favorite People

 inplace: Peggy Lee-Cdh. 20-1920 / Jimmy Dorsey-Dec. 10571

**MANAGUA, NICARAGUA**


**OPEN THE DOOR, RICHARD**


**RICKETY RICKSHAW MAN, THE**

 inplace: Billy Murray-Dec. 19114 / Two Ton Baker-Murphy 2147

**WE COULD MAKE SUCH BEAUTIFUL MUSIC**

 inplace: Billy Murray-Dec. 23746 / Three Lions-Cdh. 27702 / Walter Isaacs-Dec. 11068

**WHAT MORE CAN I ASK FOR?**

 inplace: Guy Lombardo-Dec. 27703 / Jack McReynolds-Cdh. 20123
"We're In This Together...."

By Tom Saffady

President, Vogue Recordings, Inc.

It is indeed a pleasure and an honor to be asked by The Cash Box to direct a personal message to you, the Automatic Phonograph Operators.

In my association with you and your allied businesses I have come to know you as one of the most 'live-wired' and alert groups of businessmen now operating in the entertainment field. Your problems are many and complex but you have met them with resolution and industry.

Unfortunately, by the very nature of your business, you are reduced to a large group of individuals, all operating more or less "on your own hook." This situation makes it difficult to have your ordinary problems known to the record industry except through isolated articles and letters published in The Cash Box and similar publications.

I feel that it is necessary for the record manufacturer to be cognizant of your problems. I feel this so strongly that I have made it my avowed personal program as President of Vogue Recordings Incorporated to keep in mind your importance to our industry and to help you lick the elements that are now operating to your disadvantage. I shall seek new ways to make your business a more pleasant and profitable one (for after all, we're all in this together).

I want to thank you for your splendid reception of our record in its first year and want to assure you that we shall continue to improve our product to your advantage.

Best of luck and a prosperous 1947 to the Automatic Phonograph Operators and all their associated industries.

Musicraft Lists Reps For Chi Show

NEW YORK—Musicraft Records, one of the first independent labels to be awarded an associate membership in Coin Machine Industries, Inc., announced this past week that at least three members of the firm would be present to man their display booth at the Hotel Sherman.

Mentioned were Lee Savin, sales manager, Harry Sultan, president of Musicraft's distributing organization in this city, and Oliver Sabin, vice president in charge of sales.

Signature sets the pace with four sure-fire hits for your juke-box...don't miss them!
Hillbilly Is Our Business

By SYDNEY NATHAN
President, King Records Dist. Co.

The entire staff of the King Record Distributing Company welcomes you to
the Coin Machine Industries Convention and may you all have a pleasant and
successful stay in Chicago.

To you, the juke box operators of America, we offer our most sincere
thanks for playing such a great part in the phenomenal growth of our company.

Less than two years ago King pressed
its first record and today we have the
largest hillbilly catalogue in the world,
and have become the number one manu-
facturer of hillbilly, western and folk
phonograph records.

Speaking of number one... that, co-
ocidentally, is the number of our dis-
play booth in the main exhibition hall
of the Sherman Hotel. We are anxious for
each of you to pay us a visit and talk
over any problems of the business.
Your suggestions, as always, will be deeply
appreciated. Remember... booth number
one in the main exhibition hall.

Now a word about hillbilly music.

More and more the operators are realiz-
ing that hillbilly, western and folk rec-
ords pay off and are becoming stiff com-
petition to pop platters. Better song ma-
terial, excellent musicianship and trained
voices are largely responsible for this
rise in popularity. The so-called hillbilly
music has found its place in American
music. It is American music.

The King Record Company is con-
stantly on the lookout for new outstanding
talent and our recording sessions are held
at key cities throughout the country.
We were the first company to specialize
in hillbilly, western and folk music.
King was first with such tremendous hits as
"Filipino Baby," "Rainbow At Midnight," "Hillbilly Boogie," "Freight Train Boogie," "Steel Guitar Stomp" and
many others. We have brought many new
artists into the fold that have become
stars overnight.

The King Record Company is self sus-
taining in production. We operate our
own mill room for the manufacture of
biscuits, have one of the most modern
and efficient printing departments in the
country and maintain a round the clock
schedule in our press rooms. In addition
we have a complete printing plant.

Our engineering department is con-
stantly striving for better quality and
longer life of record. After two years of
development we will put up our label
against that of any other company for
quality, tone, and longevity.

Record Roundup, our monthly publica-
tion, is the only magazine of its kind
that offers complete and unbiased cov-
ery of the hillbilly, western and folk
field. It is distributed to record retailers
throughout the country for free pickup
by the customer. You will receive a sou-
venir copy at the convention.

We would like to thank The Cash Box
for this opportunity to address the Coin
Machine Industries.

Happy convention and we'll be seeing
you there.
PINKY TOMLIN & HIS ORCHESTRA IS BACK and University's Got Him on 4 Great Juke Box Naturals...

"20c Cotton—80c Meat"
How in the World Can a Poor Guy Eat?

"My Heart Goes Crazy"
From the New Picture of The Same Name

"Object of My Affection"
From the New Movie "The Fabulous Dorsey's"

The Only Record Mail Order Firm Selling Direct — We Can Handle Your Order for One or One Million Records

YOUR PRICE 37½c ON A 75c SELLER WIRE — WRITE — PHONE TO-DAY

UNIVERSITY RECORDING CO.
7870 SANTA MONICA BLVD. HOLLYWOOD 46, CAL. Tel: HO. 8371-72

IMPERIAL RECORD CO.

Proudly Announces
ITS ENTRY INTO THE "RACE" FIELD

DICK LEWIS
AND HIS HARLEM RHYTHM BOYS

Featuring TUCKER WILSON and HIS PIANO (formerly with Duke Ellington)

No. 5001 HURRICANE BOOGIE 8 O'CLOCK STOMP

THIS IS THE HOTTEST JUMP & JIVE TO EVER HIT THE JUKES

DISTRIBUTOR INQUIRIES INVITED
WIRE — WRITE — PHONE

HOLIDAY DISTRIBUTING CO.
137-139 N. WESTERN AVENUE LOS ANGELES 4, CALIF.
(Phone: GL. 0665)
1947 - The Turning Point Year

By Paul E. Southard
Vice-President
Columbia Recording Corp.

As music machine operators gather for their first postwar convention, there is, happily, an industry-wide inclination to look at 1947 as the "turning point year". In the months that lie immediately ahead, new instruments will be forthcoming in larger quantities and more records will be available to operators than ever before. This means more business for the smart phonograph operators who realize that they are no longer in a sellers' market and keep their machines loaded with the "Hot" numbers, eliminating all "Dogs".

For those operators who have gone back to fundamentals, there is no limit to the development of their businesses. We are certain that the music machine operator will be a more important factor in our business than ever before. We expect our business in 1947 will be at least double 1946. When you realize that 1946 was far and away the biggest year in the relatively brief but eventful history of Columbia Recording Corp. then you know that we're not talking about "peanuts" in '47. Playing a vital part in our plans for this year will be you, the music operator, from whom we expect to realize not a small part of our anticipated 1947 increase.

We believe that during 1946 Columbia, by retaining the 50 cent price for pop records, became increasingly important to the music operator and, surely, the music operator is becoming increasingly important to us. We have long believed and, more importantly, we have actively practiced, a policy of low prices for phonograph records. We pioneered fifty cent popular records. Today, despite rising costs, we still market Columbia popular records at 50 cents. We will continue to retain this price just as long as our costs permit. And at this low price we continue to improve our quality and the length and strength of our artist list. As the operator, motivated by these factors, turns more and more to Columbia, he will become an increasingly important part of our business.

I should like to use the good offices of The Cash Box to invite you to visit our display while you are in Chicago and to extend to you my best wishes for a prosperous 1947!
Prosperous Ear Ahead!

By Bob Thiele
President, Signature Records, Inc.

To the music operators and the industry I extend my greetings at the first mention in five years. The year of '47 will undoubtedly see, not only a muted, but an even greater volume of sales in the record business. Since the machine and the record company implement each other, it looks like a prosperous future for all concerned.

True to our policy to make the music operator's job easier, and make more record, appealing displays, we are the first to restore title strips. They are available in unlimited quantity to all operators and are part of our releasing systems.

We have taken into consideration the double criticism of music operators concerning the coupling of the tunes. Quite often it has been the custom for one record to sell on its merit alone, while the reverse was side almost completely neglected. We have adopted the practice of coupling two hit tunes on one record so that the operator can alternate sides to obtain maximum playing for each disc.

The quality of a record has always been our primary importance to us. The point pains that we have undergone to achieve a high quality product have been worth the effort. Impartial coin machine operators have written us, without solicitation, to tell us that after repeat playings, the record is still in excellent condition and reproduces as though it were new.

Signature records will be well represented at the convention in Chicago. Our representatives will be available at the Hammer Hotel in their suite and extend a hearty welcome and standing invitation to drop in and join the party.

Al Dexter & Columbia Get "Oscars"

By Glenn Wallichs
Executive Vice-President & Gen'l Mgr.
Capitol Records, Inc.

From the beginning, Capitol Records has maintained an operating policy to serve music operators in the best way possible.

This policy provides that juke box operators have the same status as dealers. They are invited to purchase records and record supplies directly from our distributors on that basis. It is believed this is the most effective arrangement possible.

That policy was maintained throughout the war and still exists. Its value is indicated in the comments we have had from operators who felt the procedure was well worth while.

A check of our current and future release schedule shows a number of records especially valuable to operators. You may be sure that needs of the operators are given full consideration in all stages of our planning.

We are anxious to give operators just the service they need. We will always aim at a high level of service for your industry. Hence, we will appreciate comments and suggestions from operators.

I wish to extend greetings of the entire Capitol organization to all branches of the Coin Machine Industry.

accompanying photo at right, Bill Gerh, publisher of The Cash Box, is seen with Mannie Sachs, center, Columbia vice president, who received an "oscar" award the record company for having produced the prize winning "Guitar Polka." Bob Austin, also of The Cash Box, is at his right. The latter presentation was made in New York.
By Harry C. Kruse
Vice-President In Charge of Sales
Decca Records, Inc.

"Congratulations On The Convention Of '47"

It is especially pleasing to be able to greet the operators of the Coin Machine Industry and congratulate them on the opening of their first post-war convention in Chicago.

But then it's never tough for us here at Decca to prepare a message to the operators of Coin Machines. Probably, this is because we are never out of touch with these men who have done so much to further the record industry. There is never a day that passes when we, here in New York, or our representatives all over the United States are not trying to find ways in which our company and the operators can mutually benefit one another.

And we know, because we operate through our own branches, and our own Decca men, just how best to gratify the operator's desire for hit songs, for service and for the assurance of fair play that he must have to carry on his business when production is still less than demand.

We feel that it was not simply flattery when so many of these men told us during the past year "Decca kept us in business" and for that we are more than grateful. Let it be our privilege then, to give full assurance that the factors that make their industry and our industry so closely akin will continue to be serviced fully, honestly, and thoughtfully by Decca.

Again, congratulations to the Convention of 1947, ... may it herald the beginning of the biggest year we have ever known.

New Disk Firm Will Specialize On Standards

NEW YORK — Rainbow Records, a new label, has set up a program that will concentrate on only two issues —the building of a standard catalogue and the production of special albums. Full details of the new outfit's program will be revealed at a later date by Harry Fromkes, president. Other officers of Rainbow are Herb Hendler, vice president in charge of recordings, and Eddie Helber, vice president in charge of sales.

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Catapulted To Fame

NEW YORK—Twenty-three years of presenting his “Open The Door, Richard,” comedy routine on stage and nite club boards all over the country suddenly exploded in what looks like a jackpot of gold for Dusty Fletcher, veteran Negro comic. Shortly after it was released on wax by Jack McVea on the Black & White label, it leaped to tremendous demand on the West Coast. Dusty’s version, released by National Records, appeared shortly thereafter, and now it appears as the “Open The Door, Richard” will open the door to greater fame and fortune than Dusty has ever before known. Demand for the record is reported mushrooming in every city of the nation.

Ted Weems’ “Heartaches” No. 1 in Charlotte

NEW YORK — Reports from music operators located in Charlotte (N.C.) indicate the unanimous choice of Ted Weems’ seven-year old “Heartaches,” which he waxed for Decca, as their No. 1 disk on the phone. Quizzed by The Cash Box, Decca execs headquartered here declared the situation was as surprising to them as to anybody, and what was more, it was added, the disk appears to be catching hold in many other Southern areas.

Prior to the sudden surge in demand, the disk hadn’t been pressed in quantity for years.

... tavern locations would do well to get a batch of these disks...
THE CASH BOX—Jan. 20, 1947
TOP 1151
“Heart Of My Heart”
“And The Band Played On”
TOP 1148
“I Used To Love You”
“You Tell Me Your Dreams”
DICK KUHN ORCHESTRA

* Ops with routes that run heavy with tavern locations that serve as meeting places for the neighborhood’s oldsters would do well to get a batch of these disks by the Dick Kuhn orch. A vocal trio warbles the lyrics to these memory-stirring dirgies and all concerned catch the mood to offer the melodies as strong standards for all members of the trade who have spots for ’em.

TOP RECORDS, INC.
1674 BROADWAY
NEW YORK 19, N. Y.

YOU’LL BE GLAD
YOU LOOKED US UP AT THE
CHICAGO COIN MACHINE SHOW — FEB. 3, 4, 5 & 6

MILLS INDUSTRIES DISPLAY HOTEL CONTINENTAL
WHERE YOU WILL RECEIVE A SAMPLE RECORD
AND INFORMATION ON TH HOTTEST JUKE-BOX RECORD GOING.

Other All-Time Standards By DICK KUHN & ORCH.

TOP No. 1150
“CHI-CHI-RI-GU”
“PUT YOUR ARMS AROUND ME, HONEY”

TOP No. 1149
“MY DARLING”
“IS THAT THE WAY TO TREAT A SWEETHEART”

TOP No. 1145
“THE DOG CATCHER MAN” (Polka)
“GIVE ME THE MOON LIGHT, GIVE ME THE GIRL”

TH HOTTEST JUKE-BOX RECORD GOING.

Courtesy of MODERN MUSIC SALES CORP. 10th AVE. at 45th ST. NEW YORK CITY AND
Kenton To Make Disk Series For Jukes

NEW YORK—Stan Kenton, whose well known musical stylings known as "Artistry In Rhythm" has been successfully received by many members of the trade, will issue a juke box series especially for the phonos, it was announced this past week by Walter Rivers, Eastern representative for artists and repertoire for Capitol Records.

According to Rivers' statement, Kenton will make 24 sides this year, twelve of which will come under the juke box category. For the trade Kenton is planning disks featuring popular romantic ballads backed by rhythm novelties created and intended only for juke box consumption. In so doing, he hopes to present a platter to the music operator that can be used successfully in divergent kinds of locations.

This move, said to be the first of its kind to have ever been attempted by an artist so far as presenting custom made music for the trade is concerned, is expected to achieve a highly favorable reception from musicmen who have long sought records especially fitted to the requirements of a juke box operation.

P. S.

Watch for the first of this Series to be released Feb. 10

"HIS FEET'S TOO BIG FOR THE BED"

(A Calypso Novelty)

Backed by a warm, new ballad

"AFTER YOU"

(Introducing THE PASTELS — Kenton's New Vocal Quintet)
Capitol's B'klyn Branch Opens Feb. 3rd

BROOKLYN, NEW YORK—On Monday, February 3rd, the doors of Capitol Records' newest addition to its fast growing distribution network will open here, it was announced this past week.

The branch will be managed by Louis Ferrara, well known to the coin trade in this area for his past association with other Capitol distributing points in neighboring territories.

The new branch, located in a recently constructed, modern building at 156 Prospect Avenue, will service music ops and retailers headquarter-ed in Kings, Queens, Nassau and Suffolk Counties, relieving the New York Branch of part of the ever increasing business load which it has been servicing since its establishment.

In this connection, John Coveney, the New York branch manager declared that as soon as conditions permit he would make arrangements for members of the trade to make over the counter purchases at intervals more frequent than current schedules allow.

CMI To Fete Stars At Celebrity Luncheon

CHICAGO — Claude Jarman, Jr., MGM juvenile star, will make a personal appearance at the Coin Machine Industries Show on Monday, February 3. He will bring with him "Flag," the deer, who plays such an important part in the MGM picture "The Yearling" in which Claude is starred.

Both will be on hand for the Celebrity Luncheon being held on Tuesday, Feb. 4, in the College Inn.

Invites all Juke Box Operators
TO DROP IN FOR A VISIT AT THE
COIN MACHINE INDUSTRIES CONVENTION
IN CHICAGO

Remember, booth Number One, where you will be greeted by the Number One manufacturer of Hillbilly Records in America.

FROM Paramount Pictures'

"LADIES MAN"

Score by JUDE STYNE & SAMMY CAHN

COMES TWO OF THE NATION'S OUTSTANDING BALLADS

"WHAT AM I GONNA DO ABOUT YOU"

Read What "THE CASH BOX" Says of these two recordings

MARGARET WHITING

CAPITOL No. 350 — "DISK O' THE WEEK" —
"Okay, grab it . . . a first class romantic ballad
and Meg gives it enough life to lift it right up
the best that should be expected of it . . . ."

PERRY COMO

VICTOR No. 20-2103 — "as done here by Perry
Como, the platter is something the trade should
considerably get next to . . . by all means give it a
listen."

TO BE RELEASED FEBRUARY 1st

"I GOT A GAL I LOVE"

(No. and So. Dakota)

Recorded By FRANK SINATRA on Columbia

FAMOUS & PARAMOUNT MUSIC PUBLISHING CO.

1619 BROADWAY

NEW YORK 19, N. Y.
Pineapple Entertains Vets

NEW YORK — Johnny Pineapple, popular Hawaiian maestro and Mercury recording artist, is donating, at his own expense, 126 albums of his "Along The Pineapple Trail" to Veterans Hospitals throughout the country.

When learning of the acute need for music, records, and entertainment, Johnny immediately contacted the Red Cross and told them of his plans. Not only has he donated the albums, but Johnny also entertains at Vet Hospitals in the metropolitan district on Sundays, his only day off. Johnny informs The Cash Box, that any ops who have members of their family in a veteran's hospital, who need entertainment, to write him so that he can do his utmost toward that end.

Johnny is currently appearing at the Hawaiian Room, Hotel Lexington, this city.

'Richard' Booming in N. Y.

NEW YORK — As the demand for "Open The Door, Richard" threatened to break into the "sensational" bracket in this city, record distributors of the Jack McVea version, on Black and White label, and Dusty Fletcher's waxing for National, reported difficulty in meeting current orders.

Cosmat, National's distrib here, was said to be receiving and immediately selling out their allocation of 1500 disks daily, while Runyon Sales Co. of New York, Black & White outlet, were expecting 10,000 McVea copies by air to bolster their empty shelves.

A New Label — A New Song

YET OPERATORS KEEP IT IN THEIR BEST SPOTS 4-6 WEEKS AND MORE!

80% of all New York Operators have it and it's clicking wherever it goes! Don't Miss Out On This Terrific Juke Boxer.

"HE KISSED HER WHERE SHE SAT"

Alvin 1012
Ray Herbeck's Orchestra
Lorraine Benson Vocals Two
Full Choruses

Backed by "A Blackberry's Red When It's Green"

TITLE STRIPS FREE
List Price 75c — Reg. Tr. Dis.

ORDER TODAY FROM

Frontline Sales Co. The Modern Melody
2918 Milwaukee Ave. Chicago, Illinois

Lombardo Sales Co. The Modern Melody
219 S. Franklin Street Cleveland, Ohio

Or Direct From

ALVIN MUSIC CORP. 1650 BROADWAY, NEW YORK, N. Y.

GREETINGS to the AUTOMATIC MUSIC OPERATORS OF AMERICA at their
14th ANNUAL CONVENTION at the
SHERMAN HOTEL, CHICAGO

... and would like to remind you to stop at the Columbia Records Suite and have them play these Juke Box "Naturals" . . .

"GOOD DAY"
THE STORY of the SLOW MOSQUITO"
"OPUS NO. 1"
"VALSE TRISTE"

Be sure to get your share for each and everyone of your machines!
on Columbia Records
Conventional Greetings and Be Happy!

Says LOUIS PRIMA
The Man who plays pretty for the people

Be sure and stop at the MAJESTIC booth and lend an ear to my latest recordings:

"MARGUERITA"
backed by "BRIDGET O'BRIEN"
Majestic Record No. 1100

"ANNIVERSARY SONG"
backed by "THAT'S HOW MUCH I LOVE YOU"
Majestic Record No. 1107

Note: If you think you made money with ANGELINA and ROBIN HOOD watch the release sheets for

"BACIA GLOOP"

You're really gonna BE HAPPY with this one!

On MAJESTIC Records
Importance Of Phonos To Entertainment Industry
Expected To Increase Tremendously In 1947

NEW YORK—The status of the individual music operator, and music operators in association, is expected to increase mightily as among the most influential factors affecting all industries which compose the entertainment world.

Always among the greatest exploitation mediums for the sale of records via retail outlets, the tremendous demand for home phonographs built up and pent up thru the war years is now rapidly developing into a sensational run on purchasing the equipment as fast as it can be built, set up on display, and delivered.

With increasing numbers of record players finding their way into the nation's homes, the spurt in demand for records is climbing to zenith proportions.

Every new record player in the home spells a demand conservatively estimated at 50 records for the first year. When the number of record players being purchased for private use is considered, the total potential record sales reaches staggering proportions.

And as these retail record sales increase, the proportion of records the music up market purchases decreases in ratio to the complete volume. For example, when the juke box was born record purchases made by the members of this industry accounted for as high as 45% of total record sales with many record companies. Since the rise in popularity of record players for the home, built and fostered to a large extent by the juke box, that sales percentage has been on the decline.

But!

The importance of the juke box as a medium for record sales has spurted by leaps and bounds and is continuing to soar to new heights among its allied industries which compose the entertainment world. And here's why:

1. Whereas in former years the comparatively small number of home phonographs in use caused but a small minority of juke box listeners to have reason to purchase a record to which they were originally attracted on the machine, the increasing number of players going into homes is fast developing into a situation where just about every juke box listener represents a customer to the retail record outlets.

2. Thus it follows that the juke box, as the showcase of the record industry, will become even more actively sought as a plug medium by artists, music publishers, and the record manufacturers.

3. Importance of the machine to the artists is evident. If record sales in the nation are tripled, as leading observers conservatively estimate they will be, then an artist with a record can expect to net three times the figure he did with a click of equal magnitude in years past. (Where the sale of a record reached the one million mark in 1946, it was considered a "sensational" amount. Should the sale of home record players hit the figure they're expected to in the next two years, a big click record should be good for three million copies of the platter).

4. By the same token, the music publishers, who have in the past looked upon record royalties largely as "gravy" and as a plug supplement to their biggest profit source, which is in sheet music, can look to tripled record royalty incomes as a much more important profit source, and respect it accordingly. This, of course, in addition to the established fact that there is a direct and almost constant ratio between records and sheet music sales.

The record industry is growing to ever increasing prominence in the entertainment world, and with it in proportionate size the juke box grows to ever increasing prominence as the record industry's No.1 showcase.

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Presents

A NICKEL FOR A MEMORY
Designed For Juke Box Play

JUST RELEASED on MERCURY No. 3051

by

SKIP FARRELL and the JIMMY HILLARD ORCHESTRA

Be sure to Visit the MERCURY RECORD BOOTH at the Convention and ask to have "A NICKEL FOR A MEMORY" played.

DUBONNET MUSIC PUBLISHING
1619 BROADWAY
NEW YORK, N. Y.

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Congratulations . . .

TO THE MEMBERS OF
THE COIN MACHINE INDUSTRY
May The Coming Year Bring You Overflowing
CASH BOXES
OUR HITS WILL HELP!

Ben Ellison
HOLLYWOOD INTERNATIONAL RECORDS
985 MENLO LOS ANGELES 6, CALIF.

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www.americanradiohistory.com
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5. Liberator | 25.00 |
6. Midget Skew Ball DeLuxe | 45.00 |
xx. Mills Rotary Digger | 29.50 |
5. Mutoscope Ace Bomber | 100.00 |
5. Mutoscope Dr Mobile | 125.00 |
6. Mutoscope Elec Trav Crane | 35.00 |
6. Mutoscope Fun Ft Dig | 29.50 |
6. Mutoscope Photomatic | 325.00 |
6. Mutoscope Roll Front Gr | 50.00 |
2. Mutoscope Sky Fighter | 62.50 |
5. Mutoscope Hockey | 25.00 |
5. Mutoscope Magic Fang | 45.00 |
2. Star El e 'Poker-Dig | 35.00 |
5. Munves Super Skee Roll | 175.00 |
5. Munves Trap the Jap | 60.00 |
5. Pennant | 35.00 |
5. Periscope | 79.50 |
6. Pitchers & Catchers | 65.00 |
6. Poker & Joker | 25.00 |
6. Radio Rifle | 15.00 |
5. Rockola Ten Pins LD | 19.50 |
5. Rockola Ten Pins HD | 35.00 |
5. Rockola Tom Mix Ridie | 25.00 |
5. Rockola World Series | 60.00 |
6. Rockola Tellie Hsop | 40.00 |
6. Rock O Ball | 35.00 |
5. Roll A Ball (Jaff) | 200.00 |
2. Scientific Baseball | 42.50 |
1. Scientific Battin Pr | 60.00 |
6. See A Freak | 35.00 |
5. Scientific X-Ray Poker | 49.50 |
2. Seeburg Chicken Sam | 45.00 |
6. Seeburg Jap Con | 55.00 |
5. Seeburg Bull Bird | 50.00 |
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1. Seeburg Rayolite | 20.00 |
1. Seeburg Shoot the Chute | 49.50 |
5. Selectoscope | 75.00 |
6. Skeo Barrell Roll | 139.50 |
6. Super Torpedo | 49.50 |
5. Supreme Boluscore | 149.50 |
5. Supreme Olympic | 49.50 |
5. Supreme Skeo Roll | 60.00 |
5. Supreme Skill Roll | 75.00 |
5. Supreme Rocket Buster | 50.00 |
5. Tail Gunner | 30.00 |
5. Tel-A-Ball | 79.50 |
6. Thunderbolt | 149.50 |
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5. Western Supreme '39 | 35.00 |
5. Western Baseball '40 | 35.00 |
5. Western Major League | 55.00 |
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6. 25c Baker's Pacer Std 225.00 350.00
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7. Bangtall '41 55.00 80.00
8. Big Game PO 49.50 89.50
9. Big Top PO 95.00 100.00
10. Bob Tail PO 49.50 79.50
11. Bob Tail FP 30.00 60.00
12. Buckley 7 Bells 89.50 114.00
13. Buckley Colors & Head 25.00 75.00
14. Buckley Colors New Top 250.00 290.00
15. Buckley Long Shot Par 400.00 790.00
16. Beulah Park 30.00 40.00
17. Charley Horse 30.00 75.00
18. China Boy 15.00 32.50
19. Chucklette 10.00 39.50
20. Club Bell 166.00 179.50
6. Club Bells 25c 99.50 189.50
21. Club House 10.00 25.00
22. Derby Day Slant 10.00 25.00
23. Derby Day Flat 10.00 25.00
24. Dixie 10.00 49.50
25. Derby Winner 99.50 204.50
26. Dominola 10.00 35.00
27. Double Luck 89.50 199.50
28. Duo Twin Bells 5-25 165.00 250.00
29. Evanes Center 25.00 75.00
30. El Dorado 15.00 75.00
31. Exhibit Races 15.00 35.00
32. Fast Time PO 29.50 69.50
33.Favorite 10.00 25.00
34. Flashy TP 20.00 95.00
35. Fleetwood 10.00 30.00
36. Four Horsemen 35.00 69.50
37. Galloping Domino (38) 25.00 75.00
38. Galloping Domino (39) 30.00 105.00
39. Galloping Domino (40) 30.00 105.00
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41. Galloping Domino (42) 109.50 350.00
42. Good Luck 45.00 135.00
43. High Hand 99.50 159.50
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1. Kentucky Club 35.00 125.00
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xx. Lincoln Field 39.50 79.50
xx. Long Champs 15.00 30.00
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5. Lucky Star 81.50 119.50
6. Lucky Star '41 79.50 159.50
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4. Mills 4 Balls 249.50 399.50
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5. Paces Saratoga Sr PO 65.00 100.50
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5. Track Odds DD Jr Buckley 345.00 495.00
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[www.americanradiohistory.com](http://www.americanradiohistory.com)
FREE PLAY PIN GAMES

5. Line Up 15.00 30.00
6. Silver Spray 25.30 30.00
7. Line a Card 15.00 20.00
8. Sink the Jap (Rev) 20.00 30.00
9. Short Game 15.00 40.50
10. Sky Blazer 15.00 69.50
11. Sky Chief 35.00 149.50
12. Majors '40 15.00 27.50
13. Sky Raider (Rev) 32.50 91.50
14. Slap the Jap 15.00 15.00
15. Slugger 29.50 39.50
16. Smak the Jap (Rev) 20.00 24.50
17. Jap '41 10.00 10.00
18. South Pas 40.00 60.00
19. South Seas 110.00 165.00
20. Sparkly 20.00 27.50
21. Skipper 16.25 20.00
22. Spellbound 195.25 225.00
23. Speed Demon 15.00 15.00
24. Speedway 20.00 35.00
25. Sporty 15.00 23.50
26. Spot a Card 40.00 72.50
27. Spot Cha (Rev) 40.00 50.00
28. Spot Pool 39.50 74.50
29. Stage Door Gams 125.00 200.00
30. Stars 45.00 69.50
31. Star Attraction 39.50 49.50
32. Stop & Go 15.00 29.50
33. Stratoliner 35.00 19.00
34. Streamliner 64.50 175.00
35. Strip Tease (Con) 59.50 39.50
36. Summertime 15.00 27.50
37. Target Ball 140.00 179.50
38. Sun Valley (Rev) 79.50 115.00
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71. Victory 30.00 89.50
72. Vogue 15.00 24.50
73. Voyage 129.50 185.50
74. West Wind 20.00 39.50
75. White Ships 20.00 20.00
76. White Star Line 27.50 139.50
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78. Wild Horse 15.00 19.00
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80. Yacht Club 15.00 39.50
81. Yankee Doodle 45.00 189.50
82. Yankee Doodle 75.00 175.00
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<td>xx. Conquest</td>
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<td>2. Cover Girl</td>
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<td>7. Crystal</td>
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<td>xx. Crystal Gazer</td>
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<td>xx. Candy</td>
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<td>xx. Daily Diet</td>
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<td>6. Dairy Jones</td>
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<td>6. Defense (Baker)</td>
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<tr>
<td>7. Defense (Genio)</td>
<td>15.0</td>
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<tr>
<td>7. De Deer (Rev)</td>
<td>39.5</td>
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7. Destroyer (Rev)  29.50
xx. Dive Bomber (Rev) 49.50
7. Do Re Mi       39.50
xx. Divine (Rev)  15.00
xx. Doughboy      10.00
7. Double Play     19.50
xx. Double Play    69.50
7. Dude Ranch      25.00
5. Duffy's (Rev)   107.50
7. Duplex          39.50
7. Dynamite        284.5
6. Eagle Squadron (Rev)  321.5
7. Entry           15.00
xx. Eureka        15.00
xx. Falling Sun (Rev)  30.0
xx. Fantasy       20.0
xx. Fast Talk      15.00
xx. Fifth Impulse  10.00
xx. Fifty Grand    15.00
7. Fishin' (Rev)   69.50
xx. Five in One    29.50
5. Five, Ten & Twenty 50.00
xx. Flagship       15.00
5. Flat Top (Rev)  10.00
2. Fleet           24.5
5. Flicker         39.50
6. Flying Tiger    39.50
xx. Finger Lake    35.00
7. Foreign Colors  39.50
xx. Follow Up      10.00
5. Four Corners     30.0
4. Four aces       79.5
2. Four Diamonds   29.5
5. Four Four Six    29.50
5. Four Roses      35.0
1. Fox Hunt        30.0
2. Fox Trot        42.5
xx. Flush          10.00
5. G. L. Joe (Conv) 29.50
2. Girls Ahoy (Rev) 25.0
6. Glamour         15.00
5. Gob             45.0
2. Gold Star       26.0
5. Golden Gate     10.0
5. Golden Gate     15.0
5. Gun Club        35.0
xx. Headliner      10.0
xx. Hi Boy (Rev)   29.50
2. Hi Dive         34.50
2. Hi Hat          40.0
xx. High Light     10.0
5. High Stepper    39.5
2. Hit 'em Jack (Rev) 42.5
xx. Hold Over      29.5
1. Hollywood       75.0
xx. Home Run '41   43.0
xx. Home Run '42   43.0
xx. Horoscope      35.0
5. Idaho           185.0
5. Invasion (Rev)  49.5
2. Jeep (Rev)      69.5
7. Jolly           25.0
7. Jumper          25.0
5. Jungle         29.5
2. Keep 'em Flying 64.5
xx. Keen B (Rev)   10.0
6. Kismet          49.5
2. Klick           15.0
2. Knock Out       55.0
6. Knock Out the Jap 49.5
7. Lancer          29.5
7. Last Ride       69.5
2. Laura           64.5
xx. Lead Off       15.0
7. Leader          29.5
7. Leap of Faith   65.0
2. Legionnaire     35.0
2. Liberty         79.5
6. Liberty (Rev)   42.5
xx. Limelight      15.0

The Cash Box
Convention Issue, 1947

FREE PLAY PIN GAMES
**MANUFACTURERS' NEW EQUIPMENT**

### MUSIC

**RA-O-MATIC CORP.**
- **Radio**
  - **(No Price Set)**
- **TRADIO, INC.**
  - **Radio**
  - **(No Price Set)**

### CIGARETTE MACHINES

**C. EIGHT LABORATORIES**
- **Electro**
  - **193.50**

**DU GRENIER CHALLENGER**
- **7 Column Flat Mach w/ Stand**
  - **165.50**
- **9 Column Flat Mach w/ Stand**
  - **171.50**
- **11 Column Split Mach w/ Stand**
  - **176.50**

**NATIONAL CIGARETTE CORP.**
- **Model 9E (Electric)**
  - **321.70**

**ROBERTS**
- **Crusader (8 Col) w/ Stand**
  - **145.75**
- **Crusader (10 Col) w/ Stand**
  - **162.25**

**U-N-EED-A VENDOR**
- **Monarch 6 col w Stand**
  - **144.50**
- **Monarch 8 col w Stand**
  - **154.50**

### BELLS

**GROETZEN**
- **Columbia Twin JP**
  - **146.00**
- **Columbia DeLuxe Club**
  - **209.50**

**MILLS SALES CO., LTD.**
- **Bally**
  - **DeLuxe Chrome Bell**
  - **644.00**

**CONSOLES**

**BAKER**
- **5c Bakers Pacems Csh Std Mod.**
  - **597.50**
- **25c Bakers Pacems Csh Std Mod.**
  - **677.50**
- **Bakers Pacems Csh Std Mod.**
  - **606.50**
- **25c Bakers Pacems Csh DD Mod.**
  - **747.50**
- **Bakers Pacems Chk Sep Std**
  - **574.25**
- **5c Bakers Pacems Chk Sep DD Mod**
  - **657.25**

**ONE-BALLS**

**BALLY**
- **Victory Derby**
  - **646.50**
- **Victory Special**
  - **661.50**

### NOTICE!!

ALL NEW EQUIPMENT APPEARS ON THIS PAGE ONLY UNTIL RELEASED BY MANUFACTURER TO BE ADVERTISED AS "USED". BE SURE TO ADD FREIGHT AND SALES TAX CHARGES WHERE NECESSARY FROM MANUFACTURER'S HEADQUARTERS TO SALES POINT!!
C.M.I. BLUE BOOK

Action ................................................. from—Starr
Ajax .................................................. from—Score Card
All Out ............................................. from—Cross Line
Archery ............................................. from—Cadillac
Arizona ............................................. from—Sun Beam
American Beauty ................................ from—Attention
Battle .............................................. from—Zombie
Big Tent ........................................... from—Big Show
Big Three ........................................... from—Twin Six, Clover,
Sky Ray
Bingo ................................................... from—Lite-a-Card
Bourdier ............................................. from—Follies '40
Bowling Alley '42 ......................... from—Bowling Alley
Brazil ................................................. from—De-Re-Mi
Burlak ............................................... from—Follies '40
Casablanca ......................................... from—Glamour
Cupid .................................................. from—Rexy
De-leer .............................................. from—Red, White & Blue
Destroyer .......................................... from—Cadillac
Dive Bomber ..................................... from—Formation
Eagle Squadron ................................. from—Big League,
Easy Pickin' ........................................ from—O'Boy
Falling Sun ........................................ from—Ten Spot
Fan Dancer ........................................ from—Rexy
Flash ............................................... from—Punch
Flat Top ........................................... from—Broadcast, Crossline
Flight ............................................. from—Sporty
Flying Tigers .................................... from—Play Ball
Foreign Colors ................................. from—Owl
Grand Canyon ................................ from—Double Play
Hi-Boy .............................................. from—Metro
Hi-Jinks .......................................... from—Glamour
Hit-the-Japs .................................... from—Gold Star
Hockey '42 ....................................... from—Silver Skates
Idaho ............................................... from—Zombie
Jeep .................................................. from—Duplex, Leader, Sky Blazer
Kismet ............................................. from—Scoop
Launch Out-the-Japs ...................... from—Knockout
Parade Leader ................................ from—Drum Major
Paratroop ......................................... from—Powerhouse
Peacherino ...................................... from—Jolly
Pepp ............................................... from—Waw
Playtime ........................................... from—Gold Star Beam
Pin Up Girl ........................................ from—Silver Skates
Production ........................................ from—Blondie
President .......................................... from—Zig Zag
Redheads ......................................... from—Blondie
Bell Call ......................................... from—Vacation
Selorettes '42 ................................. from—Follies '40
Scout Commander .......................... from—Fleet
Sea Power ......................................... from—Four Roses
Sentry .............................................. from—Leader
Shangri-La ........................................ from—Mr. Chips
Sink-the-Jap ...................................... from—Seven Up
Sixty Grand ...................................... from—Big Town
Sky Rider .......................................... from—Pan American
Slap-the-Jap ..................................... from—Stratoliner
Smack-the-Jap .................................. from—Ten Spot
South Sea .......................................... from—Knotknot
Luxury ............................................... from—Rotation
Marines-at-Play .............................. from—Flicker
Midway ........................................... from—Zombie
Nite Club .......................................... from—Formation
Nine Bells ...................................... from—Mr. Chips
Over-the-Top .................................... from—Powerhouse
Speedway ......................................... from—Entry
Spot-Char ......................................... from—Attention
Stage Door Canteen ...................... from—Liberty
Startlight ......................................... from—Triumph
Stepper ........................................... from—Blondie
Strip Tease ....................................... from—Chi-Coin Games
Torpedo ........................................... from—Formation
Trade Winds ..................................... from—Sky Blazer
Triple Entry ..................................... from—Home Base
Wagon Wheels ................................. from—Duplex
White Sails ...................................... from—Silver Spray
Yankee Doodle ................................. from—Wow
Zingo ................................................ from—Mascot, Attention,
Silver Skates, Air Force
Liberty ............................................ from—Flicker

REVAMPED ONE-BALLS

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

Big Three ........................................ from—Thistledown, Sea Biscuit
Dust Whirls ...................................... from—Grand Stand, Grand
Fast Track ....................................... from—National, Preakness
Foreign Colors ............................... from—Turf Champs
Pastime ........................................... from—Turf Champs

Race King ........................................ from—Studsdown, Sea Biscuit
Rockingham .................................... from—Grand Stand, Grand
Victorious ......................................... from—Turf Champs
War Admiral ................................... from—Grand Stand
Whirlaway ...................................... from—Blue Grass, Dark Horse,
We’re leaving the secretary behind to take care of the switchboard — and the office boy to keep her company — then the entire Runyon Sales staff is

OFF TO CHICAGO!

We can’t wait to see all our old friends at the CMI convention and give you . . . the big hello!

HAVE WE GOT THINGS TO TALK ABOUT!!

As the outstanding distributor in the East we’re handling the country’s outstanding music machine . . . the AMI. We’re proud of our position and even prouder of representing the AMI.

We’ll be seeing you at the AMI booths . . . numbers 38 - 38A - 40. All we ask is that when you start telling us how wonderful the AMI really is . . . just let us get a word in about our set up in New York, New Jersey and Connecticut!

RUNYON SALES CO. OF NEW YORK, INC.
593 TENTH AVENUE, NEW YORK 18, N. Y.

RUNYON SALES COMPANY
123 WEST RUNYON STREET, NEWARK 8, N. Y.
be first in your territory

with **Tel-O-matic**

the only centralized sound system that supplies superb musical entertainment automatically 24 hours a day

also to business offices, banks, restaurants, hotels, beauty parlors, department stores, specialty shops, and many other suitable music locations... Trouble-free—can be serviced by the operator (no technical knowledge necessary). Meets every requirement of all telephone companies throughout the United States. Not an experiment... has been in actual profitable use for over 7 years.

EXCLUSIVE DISTRIBUTING TERRITORIES AVAILABLE—write, wire or phone, now!

**RUNYON SALES CO.**

of New York, Inc., 593 Tenth Avenue, New York 18

Manufactured by **TEL-O-MATIC PRODUCTS, INC.**

Look us up at the CMI Convention...Booths 101 and 102.
you are cordially invited to attend the

WORLD PREMIERE

of the new MILLS CONSTELLATION

THE FIRST TRULY POSTWAR AUTOMATIC PHONOGRAPH

THE MILLS PHONOGRAPH PARADE

February 3-4-5-6 • Hotel Continental, Chicago
The leader in the field for over 40 years welcomes coinmen to their biggest convention

At this first Coin Machine Convention since 1941, I wish to extend my sincere greetings and best wishes to distributors and operators from all over the United States. I know that this show is the biggest and best that's ever been held and will be a most successful one in the exchange of ideas and developing of new plans for the coming year.

We at Jennings have just gotten back into production on our own machines after several years of intensified war work. We expect during this year to be able to meet the ever-increasing demand for our well-known equipment.

In the meantime, we're looking forward to seeing you at the big show and to renewing old friendships which we prize so highly.

O. D. Jennings

O. D. JENNINGS & CO.
4307-39 W. LAKE STREET
CHICAGO 24, ILLINOIS

Manufacturers of the famous Standard Chief, Club Chief, Bronze Chief, Challenger and many other coin-operated machines
FOR COIN-HANDLING PERFECTION

THE WORLD TURNS TO

NATIONALSlug Rejectors, Inc.

BOOTH NO. 79 AT COIN MACHINE INDUSTRY SHOW

FACTORY AND GENERAL OFFICES: 5100 WILSHIRE BLVD., LOS ANGELES 10, CALIFORNIA
AUTHORIZED SERVICE CENTERS: LOS ANGELES • CHICAGO

Be Sure To See All That's New
... But Always Remember:

the best coin machine
is no better than
its slug rejector

WORLD'S LARGEST MANUFACTURER DEVOTED ENTIRELY TO THE PERFECTION OF COIN HANDLING AND DETECTING DEVICES. MAKERS OF SLUG REJECTORS, INTERCHANGEABLES, CHANGE-MAKERS, RADIO TIMERS, CREDIT STORING DEVICES, COIN SWITCHES AND RECEPTACLES
AS EASY AS TALKING ON THE TELEPHONE...

Easier!

That's ONE of the reasons operators are having so much success with VOICE-O-GRAPH

TRADE MARK

THE coin-operated, fully automatic Voice Recorder that delivers a permanent, unbreakable recording. Mail it anywhere... Replay it on any phonograph.

SEE A DEMONSTRATION AT YOUR NEAREST VOICE-O-GRAPH DISTRIBUTOR — AND ASK FOR DOLLARS AND CENTS PROOF OF VOICE-O-GRAPH'S EARNING POWER IN YOUR TERRITORY.

AUTHORIZED DISTRIBUTORS

Atlantic Amusement Corp.
205 N. Franklin

Amalgamated Distributors Co.
24 W. Randolph St.
Chicago 6, Illinois

Associated Amusement, Inc.
416 Commonwealth Ave.
Boston 15, Mass.

Automatic Sales Co.
115 Third Ave., N.
Nashville, Tenn.

Banner Specialty Co.
1508 Fifth Ave.
Pittsburgh, Pa.

Booth is large enough for two people to record conversation or song.

Cliff Wilson Dist.
1213 So., Main St.
Tulsa, Okla.

Daytona Beach Amuse. Co.
518 Live Oak Ave.
Daytona Beach, Fl.

Dixie Coin Machine Co., Inc.
710-112 Fordors St.
New Orleans, La.

Eastern Sales Co.
1251 Main St., W.
Rochester 9, N. Y.

H. & L. Distributors, Inc.
1537 Second Ave., N.
Birmingham 3, Alabama

H. & L. Distributors, Inc.
708 Spiling St., N.W.
Atlanta, Ga.

Hi-C Music Co.
1152 Washington Avenue, S.
Minneapolis, Minn.

Lombard Coin Machine Co.
121 W. Yenner Highway
Detroit, Mich.

Markepp Co., Inc.
510 Carnegie Ave.
Cleveland, Ohio

Mills Sales Co., Ltd.
3227 W. Pico Blvd.
Los Angeles, California

Mills Sales Co., Ltd.
1914 Parnell St.
Oakland 7, Cal.

Mills Sales Co., Ltd.
420 S. E. Stark St.
Portland, Oregon

Phoenix Distributing Co.
411 W. Washington St.
Phoenix, Ariz.

Roanoke Vending Machine Exchange, Inc.
11 S. Jefferson St.
Roanoke, Va.

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

W. W. Capitol St.
Jackson, Miss.

The Yarning Machine Co.
206 Franklin St.
Fayetteville, N. C.

Walton Sales Co.
1523 Young St.
Dallas, Texas

W. W. Capitol St.
Jackson, Miss.

W. W. Capitol St.
Jackson, Miss.

W. W. Capitol St.
Jackson, Miss.

The Voice-O-Graph Co.
DeLauney & Division St.
Birmingham, Ala.

A proven money-maker on Location. Booth is large enough for two people to record conversation or song.

See VOICE-O-GRAPH PHOTOMATIC ATOMIC BOMBER AND OTHER MUTOSCOPE MACHINES at BOOTH 90A

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET
LONG ISLAND CITY 1, NEW YORK
This first large postwar Coin Machine Convention is the start of a bright future . . . we at ABT look forward to a banner year for the industry with new games and mechanisms . . . stop in at our booths and tell us what you have on your mind . . . we feel certain that we can get together for our mutual benefit.

ABT always makes the finest . . .

- Plug Receptors
- Coin Chutes
- Target Skills
- Air Rifles
- Amusement Machines
- Other Coin-operated Machines

A.B.T. Manufacturing Corporation
715-723 North Kedzie Avenue, Chicago 12, Illinois
EXTENDS WARM GREETINGS AND WELCOMES YOU TO BOOTHs 124-125-126-127
Ohio Operators

You Are Cordially Invited by

WARREN C. DEATON, SR.

and

WARREN C. DEATON, JR.

GALION, OHIO

"Exclusive Rock-Ola Factory Distributors"

to

Attend

the

OPEN HOUSE AT

FEB.

3-4-5-6

ROCK-OLA

The home of PHONOGRAPh THAT Sells MUSIC

Also the Rock-Ola Showing at the Morrison Hotel, Chicago
U-NEED-A VENDORS extends a double welcome to double big features*

*the big show of 1947 CMI CONVENTION at Chicago,
Hotel Sherman ... February 3, 4, 5, and 6th

*the big profit-promoter U-NEED-A Vendors' new
3-denomination cigarette machine, the new 1947 MONARCH. Takes nickels, dimes, and quarters. Tops everything for sheer beauty of design and mechanical simplicity
... Designed by the world-famous Norman Bel Geddes ... see it for yourself at U-NEED-A Vendors' Booth, number 68B

U-NEED-A VENDORS, INC.
288-308 FRELINGHUYSEN AVE., NEWARK 5, N. J.
BIGELOW 3-6767
New! Revolutionary! Fast!
DOUBLE PLAY for DOUBLE PROFITS!

COINS FOR COMPETITIVE PLAY
SEPARATE CASH BOXES
TIMES THE AVERAGE PROFITS

$59.50
F.O.B. Chicago
1c PLAY
(5c Play Available)
Also available in high score models.
Occupies counter space only 12"x8".

MEXICAN BASEBALL
“SKILL-THRILL”
Small and compact . . . the fastest action pistol game on the market. Jam-proof pistol shoots actual pennies . . . returns them to player when target is hit.

SEE FOR YOURSELF at BOOTHS 20-21-22 C.M.I. CONVENTION

“POSTMASTER”
A trouble-free, precision-built postage stamp machine that vends sanitary stamps from U. S. Government rolls.
Interchangeable, case-hardened parts.

“De Luxe” FREE PLAY
• Location Tested and Proved
• Property Percentaged
• Guaranteed Mechanically Perfect

A fast-action game with plenty of player appeal. No maintenance cost. Daval precision-built mechanism in a compact, streamlined all metal attractive case, 11" high, 7" deep and 9" wide, finished in beautiful sparkling colors. Available in fruit or cigarette reels.

$74.50
F.O.B. Chicago
Ball Gum Model
$15. Extra

DAVAL
PRODUCTS CORPORATION 1512 N. FREMONT • CHICAGO 22

www.americanradiohistory.com
STILL A YEAR AHEAD — NO CHANGE IN DESIGN

Keep ahead with Solitone in '47. Solitone gives you ALL the features that add up to more take. Any location is a better location with Solitone.

MORE PROFITS— The Solitone take can double . . . treble what you have been accustomed to with phonographs. With Solotone, numerous boxes are installed in every location and each box earns its own revenue.

MORE MONEY— Solotone has double coin chutes. Because of this original feature the 10c added take can increase your profits as much as 30% over any individual music system.

MORE LOOKS— Brilliant, striking colors give Solotone boxes extra attraction value . . . and with many Solotone boxes in each location more customers are exposed to the Solotone play habit.

MORE TONE— Listen to Solotone. The genuine 6-inch speaker plays the kind of music customers expect to hear . . . and the nickels and dimes keep repeating.

Get the full Solotone story today. See it in Booths 31-32 at the Coin Machine Industries Show, Sherman Hotel, Chicago, or wire us today for complete details.

SOLOTONE CORPORATION
2311 WEST PICO BLVD., LOS ANGELES 15, CALIF.
CALIFORNIA HAS DONE IT AGAIN!

THE PROFITABLE NEW

Mirror-Tone

SELECTOR

NEW, STUNNING, LOW-PRICED SELECTOR
ADAPTABLE TO ANY HIDEAWAY —
PAYS A PROFIT WITH A NICKEL!

You made the coin machine music business successful on a nickel! And you can still make the nickel pay off—with Mirror-Tone.

Here’s the biggest new idea in music merchandising—tested and profit-proved in the heart of the West Coast entertainment world.

Your old equipment has lost its appeal. Locations are demanding a shot in the arm.

Mirror-Tone is your answer. It’s priced low enough to cover all locations. It’s adaptable to all phonograph hideaway units. Its stunning beauty will satisfy all locations. And it’s profitable to operate on a nickel!

See Mirror-Tone in booth 31-32 at the Coin Machine Industries Show, Sherman Hotel, Chicago, or wire us for complete details NOW.

Unmatched Beauty,
Appel and PROFIT plus
these Outstanding Features

★ Choice of various mirror designs
★ Eye-catching lighting effects
★ Brilliant Glow-lite corners—unbreakable—won’t burn or shrink
★ Serviced from front
★ Used with any hideaway unit
★ Easy program slip removal
★ 30-wire electric selector — 24 button
★ Accepts 5c, 10c and 25c coins
★ Welded steel fireproof construction
★ 42" wide x 76" high x 14" deep

SOLOTONE CORPORATION
2311 WEST PICO BLVD.

LOS ANGELES, CALIF.
This is PROGRESS

Yesterday Amusement Enterprises, Inc. was on the way up learning new techniques, learning what the public preferred.

Today, Amusement Enterprises, Inc. is turning out fast-action "Quick to Click" games to satisfy the most demanding operators.

This is PROGRESS...made possible by our constant drive for new, outstanding games that are sure to "click."

PROGRESS PRODUCED

WHIRL - A - BALL

The game that has everything!

Today's modern version of that tremendous hit of the early 1930's, Whirlwind.

PROGRESS PRODUCED

BOWL-A-STRIKE

The new, exciting bowling game. Pins set automatically...no strings...no wires...no magnets.

PROGRESS PRODUCED

ONE WORLD

Superlative, High-Score Roll-Down. A game that will be highly acclaimed everywhere.

OPERATORS WHO ENJOY SEEING BIG MONEY ROLL IN DAY AFTER DAY WILL SEE ALL NEW "QUICK TO CLICK" GAMES AT BOOTH 61 AND 61-B

Distributors, Jobbers, Operators — Get Full Details at the Show or Write

*Bank Ball Will Also Be on Display

AMUSEMENT ENTERPRISES, INC.

GEORGE POSNER

IRVING KAYE

2 Columbus Circle, N.Y. 19, N.Y.

Phone: Circle 6-6651
Hundreds of Enthusiastic Letters Conclusively Prove
NATION-WIDE ACCEPTANCE
WAYNE AUTOMATIC RECORD VOLUME EQUALIZER

Automatically adjusts phonograph volume so that every record is reproduced at same volume level

Revolutionary!
EXCLUSIVE automatic volume control requiring no tuning or adjustment: no other unit comparable to it. Manufacturers, distributors, jobbers applaud the sensational new Wayne Equalizer. Full Money-Back Guarantee.

Ask your local distributor for a demonstration or write

GEORGE R. MURDOCK
& ASSOCIATES, Inc.
Manufacturers
1773-1797 UNION STREET, SAN FRANCISCO 23, CALIF.
Phone: PROspect 2974
Based on the fundamental principals of the great pre-war Maestro wired music phonograph that has served operators so successfully and profitably... the greater all-new 1947 Maestro system embodies breathtaking new beauty... operator conveniences... and versatile money-making ability never before approached in any phonograph. Five years intensive engineering plus continuous field testing in Maestro's own extensive Los Angeles and Hollywood operations have developed and perfected such exciting features as... the Maestro "Hollywood" all-mirrored cabinet... the Maestro "alphabetical record file"... fool-proof, tool-proof, plug-in unit construction... and dozens of other practical, useful, money-making Maestro firsts.

BUY Maestro AND YOU BUY THE BEST!

Meet Us at the Show
"Hum" Brokamp, Hugh Hood, Harry Snodgrass, Rodney Pantages or write for Brochure to

PANTAGES Maestro CO.
HOLLYWOOD 28, CALIFORNIA

Automatic Phonograph Operators!

The Maestro "Music Mirror" conversion cabinet for any make mechanical phonograph will modernize your route!... Save money!... Hold your locations!
Miss AMERICA
5-BALL FREE PLAY
Adapted from Gottliebs' famous Stage Door Canteen, Miss America glows with ultra appeal! Has all the tested features of Canteen, plus additional play incentives... includes the new BALL BACK FEATURE! Judged the Winner!

You can see why with half an eye!

GOTTLIEB GAMES TAKE TOP SHOW HONORS!

DAILY RACES
CHANGING MULTIPLE ODDS
One-Ball, convertible to fast 5-Ball play. Available in Bell type or Replay models. FIRST in features that promote profitable play... FIRST in features that protect your earnings! Picked by the experts as the "class" of the One-Balls!

You can see why with half an eye!

De Luxe GRIP SCALE
IMPROVED 3-WAY STRENGTH TESTER
Consistent Performance
Consistent Earnings

CONSISTENTLY BEST SINCE 1927
You can see why with half an eye!

"There is no substitute for Quality!"

G. Gottlieb & Co.
1140 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS
Here are 4

Brand New Firestone Winners!

SANTA ANITA HANDICAP

For a brand new money maker don't miss this sensational! It's been tested and proven irresistible to players everywhere! A two player game packed with plenty of player competition! SANTA ANITA HANDICAP is an exciting race game where the score and the winner depend strictly on the skill of the players. And its hard wood cabinet can really take it! A flashy progressive backboard pep's up the play to a terrific fever pitch! A natural fast play in any location!

ROLLOBALL

This roll down game gets every player with its chance at a big score! ROLLOBALL'S hard wood cabinet with chrome trim will stand up under a lot of kicking around. And its sparkling lite up backboard keeps them playing and playing! Interchangeable units make for easy servicing. Large cash box quiet operation . . . everything you could want! It measures 39" long, just the right size to go into that location and earn big money for you!

BONUS ROLL

A typically "different" Firestone-designed game. Boosting the very finest features ever included in this kind of game—PLUS a "Firestone First"—a thrilling rotation "Bonus Pocket," which changes with each roll. New excitement — Bigger scores — Greatly increased popularity. New Wider playing field. Mechanically perfect! 10 ft. x 26 in. (Also 12 ft. and 14 ft. sizes. Prices on request.)

AT-YOUR-SERVICE-RADIO

The coin-operated radio that is location-tested, proven proven at-your-service-radio meets every requirement of booth. tourist camps, hospitals, etc., because it is location-tested. Every flaw has been eliminated, ensuring years of trouble-free, profitable operation! Every custom-appointed feature of AT-YOUR-SERVICE-RADIO points to minimum maintenance, heavy profits. Here's why:
1. Delivers one hour of label music radio reception for 26c.
2. Automatic timer drives listening to radio at the conclusion of "playtime."
3. Available in Walnut, Maple and Mahogany cabinet finishes—16" wide, 32" high.
4. Can be utilized as a beautiful sight table and bar.
5. Stores all your commercials, programs, books.

AT-YOUR-SERVICE-RADIO is in production and available for immediate delivery — NOW! WRITE — WIRE — PHONE FOR IMMEDIATE DISTRIBUTORSHIP.

See them in booths 100, 101, 102, 103

Exporters — all our products are available for immediate delivery throughout the world.

Firestone Enterprises, Inc.
1604 Chestnut Avenue, Brooklyn 30, New York • Esplanade 5-5700
IT'S TOPS

Yes it's...

...tops in revenue

...tops in appearance

...tops in tone quality

...tops in design

ONE OF THE INTEGRAL UNITS OF THE P.M. SYSTEM
Precision Built for Long, Trouble-Free Performance

Studio Amplifier Front View. Developed to give operators of Personal Music systems simplified, automatic control and continuous assurance of perfect music output to locations.

• For bigger profits and better service, smart operators pick a Personal Music System — top money maker in the field of music sales. Personal Music means more pleasure for patrons, extra cash for location owners and higher revenue at every stop for you. Let us show you what Personal Music will do for you.

Immediate delivery. Write us for the name of your nearest distributor and further details. Personal Music — the Quality Line.

• We'll see you at the C.M.I. Exhibition and Convention in Chicago — Feb. 3-6 Booths 163, 165, 167, 169

Grand Ballroom Hotel Sherman

PERSONAL MUSIC CORPORATION
P.O. Box 720, Highway No. 1, Newark, New Jersey
Telephone Bigelow 8-2204

For bigger profits and better service, smart operators pick a Personal Music System — top money maker in the field of music sales. Personal Music means more pleasure for patrons, extra cash for location owners and higher revenue at every stop for you. Let us show you what Personal Music will do for you.

Immediate delivery. Write us for the name of your nearest distributor and further details. Personal Music — the Quality Line.

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Grand Ballroom Hotel Sherman

PERSONAL MUSIC CORPORATION
P.O. Box 720, Highway No. 1, Newark, New Jersey
Telephone Bigelow 8-2204

www.americanradiohistory.com
It has been over five years since all of us have had an opportunity to get together for the big convention, known to the industry as "Showtime".

It is a rare opportunity presented to all of us to renew old friendships and to meet new acquaintances.

The opportunity of "Showtime" this year, I am certain, will leave much to be remembered. Many of the oldtimers that we knew and loved will not be with us this year, for some have gone to the great beyond, and some are ill and cannot attend, and others have moved into other fields. There will, however, be many of the oldtimers. There will be plenty of newcomers and it is for us who have been in this industry many years to welcome the newcomers with open arms and show them the proper way, insofar as we are able, from our past experience.

The manufacturers, all of them, will undoubtedly display many new and novel ideas. Some of these ideas will not be manufactured—but most of them will.

It will be an unusual and wonderful display of the ingenuity, the ingenuity, and development of thousands of fertile minds, concerned only with the continued success of operators everywhere. It will be a show par excellence. It will give birth to many more innovations.

I, personally, am looking forward with great anticipation to this wonderful display at "Showtime".

Whether you are a manufacturer, manufacturer's representative, distributor, jobber, operator, or supplier, it is incumbent upon you to be present during this show of shows for the most obvious of reasons.

It certainly will not be the stereotype show of years ago. The glamour, the excitement, the novel innovations, the tinsel, and the ballyhoo will all be there and I am looking forward to seeing you, meeting you, and talking to you personally at "Showtime".

By R. R. (Rudy) Greenbaum
Vice-Prs. & Commercial Sales Mgr.
Aireon Mfg. Corp.
Kansas City, Kans.

Used PHONOS — ALL MAKES

WE BUY AND SELL ROUTES

JOSEPH VILLARS, Owner
VILLARS SALES COMPANY
Exclusive Management of
PLAYMORE SALES COMPANY
Packard Pin-Mor Phonos, Hideaways, Wall Boxes, Speakers, Etc.
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This is IT!
A New Sensational
DAVAL Counter Game
"Free Play"... with a FREE PLAY Feature!
Like a Pin Ball Game, pays out only Free Plays. Accumulated Free Plays can be played off or cancelled & registered on inside. This new All Mechanical, Precision Built Dava! Counter Game will make you the biggest, quickest profits on the smallest investment in the entire Coin Machine Field.
Don't Wait! Don't Delay! Order Today!
ROANOKE VENDING MACHINE EXCHANGE, Inc.
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Manufacturers...

"We'll see you at the Convention to tell you why it will pay you to deal with THE FASTEST GROWING DISTRIBUTORS IN PITTSBURGH"

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PITTSBURGH COIN MACHINE EXCHANGE
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"Exclusive Wurlitzer Factory Distributors"

EMBY DISTRIBUTING CO., Inc.
525 WEST 43rd STREET
NEW YORK CITY, N. Y.

1518 NO. BROAD STREET
PHILADELPHIA 21, PA.
The Welcome Mat Is Out

By J. Raymond Bacon
Vice President and General Mgr.
O. D. Jennings & Co., Chicago

Five years have whizzed by with the speed of a rocket since the last coin machine show. Five years packed with the kind of action that leaves you just a little breathless when the shouting dies and the cold figures list so many wounded, so many dead.

Twice in those five years the industry has rolled up its sleeves and tackled new jobs. First, head-on into new machining, new assembly, new personnel problems to come out tired but happy to receive Army-Navy "E" awards by the bushel.

Then just when we thought that everything was under control—rings the second sleeve roller came along in the shape of reconversion. It took most of last year to iron out the big kinks but again the coin machine industry emerged with finer, smoother running, better looking products.

We at Jennings, like the rest of the manufacturers, are looking forward to the big trek to Chicago on February 3rd. Operators, dealers and distributors from all over the world are going to have a chance to see what’s new and have a swell time doing it.

Best of all though, I think is the chance this show affords to renew acquaintances, to shake hands with old friends and to make a lot of new ones. Yes sir—there will be a lot of smiles, jokes and ballylations tossed around in the first week of February—and that’s a good sign.

It’s good to know that folks are going to let down and really enjoy themselves for the first time in five years. Hope you have a swell time and be sure you drop in to see us so we can share the good fellowship with you.

WHERE THE NORTH MEETS THE SOUTH

you’ll find AMI’s and Automatic Hostess! But regardless of your location, our location is where smart operators are replacing their equipment.

We’ll give you a liberal trade on your equipment (if you fuss long enough about it), and we’ll even work out, on your terms, an arrangement to convert your entire route to AMI’s over a 3, 6, or 12 month period.

If you have had just one of these trouble-free machines on location we won’t need to sell you — you’ll BE sold!

AUTOMATIC MUSIC SYSTEM

Distributors

AMI PHONOGRAPHs and AUTOMATIC HOSTESS

306 WEST BROAD STREET, RICHMOND, VIRGINIA

“PEACHES FROM GEORGIA”

Will Be At The Show

America’s Most Progressive

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Invites You To Come In and See Us at

BOOTH 74

SHERMAN HOTEL — FEBRUARY 3-4-5-6

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IT’S WHAT’S IN "THE CASH BOX" THAT COUNTS

FOR 1947 AND GREATER PROFITS—IT’S AIREON

WE SPECIALIZE IN NEW AND USED MUSIC EQUIPMENT OF ALL TYPES

VISIT OUR SERVICE — REPAIR AND MOTOR REWINDING DEPTS.

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"Exclusive Rock-Ola Factory Distributors"

to

Attend

the

OPEN HOUSE AT

ROCK-OLA

FEB.

3-4-5-6

The home of PHONOGRAPH THAT Sells MUSIC

Also the Rock-Ola Showing at the Morrison Hotel, Chicago
Beginning Another Great Decade

By HERB JONES
Advertising Manager
Bally Manufacturing Co., Chicago

As the curtain rises again on the first coin-machine show since 1941, we look back to another great show ten years ago—the 1937 show.

At the 1937 show Bally presented two games which were destined to exert a powerful influence on the entire industry. The first of these games was "Bumper," which overnight revolutionized the novelty field by introduction of the bumper-idea. The second game which caused the 1937 show to be a memorable event in coin-machine history was "Fairgrounds," the game which popularized the multiple-coin idea in the automatic one-ball field. Together the two games injected new life into an industry which had begun to worry about the future.

The 1937 show was the beginning of a great decade in the coin-machine industry—a period of tremendous progress, not only in the development of new and better coin-operated equipment, but also in the prestige which the coin-machine industry gained. The progress of the industry was, of course, interrupted by war, and half of the past decade was devoted, not to coin-operated equipment, but to the production of material of war. The five years which the industry lost to war were, however, fruitful in the development of new improved techniques and the industry—which received a large proportion of Army-Navy "E" Awards—proved its ability to fight in the front ranks of industrial warfare.

Now in 1947 the industry is again entering a new, exciting decade of rapid progress. The coming ten years will witness a tremendous expansion in the use of coin-operated mechanisms to provide all manners of services and amusements. While the problems of the industry will increase, opportunities for great success will also increase. The men in the industry—operators, distributors and manufacturers—who meet the increasing problems squarely and labor to solve those problems as they arise will be the men who will reap the rewards of a greater, stronger industry.

NORTHEASTERN VENDORS
Pistachio Nuts—Parts—Supplies
DE LUXE
Here is truly the industry’s most outstanding single unit merchandise—the machine you want for big money in bulk vending. Location proves for profits and totally trouble-free performance. Gilt for 1c and 5c play; full slab protection; vending accurately; convinced in wire; before you buy, see DELUXE.
Less than 25....$22.60
100 or more...21.85

MODEL 39 — BULK VENDOR
Less than 25....$12.75
100 or more...11.90

33 BALL GUM
(3)-lb. Globe
Less than 25....59.65
100 or more...49.90

MODEL 32 — PEANUT VENDOR
Less than 25....$10.95
100 or more...9.95

MODEL 40 — ALL PRODUCTS
(4)-lb. Globe
Less than 25....58.60
100 or more...48.40

All Types of Coin Operated Machines
On Hand For Instant Delivery
AMERICAN DISTRIBUTORS
1349 Fifth Ave. 423 Franklin St.
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Announces

THE GRANTING OF THE EXCLUSIVE NATIONAL FRANCHISE FOR THE SALE OF THEIR BOOKS THROUGH MACHINES TO

THE AUTOMATIC BOOK VENDING MACHINE CORP.
381 FOURTH AVENUE

POCKET BOOKS WILL BE AVAILABLE IN THE BOOK-O-MAT
The Book-O-Mat will be distributed by the Automatic Book Vending Machine Corporation and will be on display at Booth No. 197 at the Coin Machine Industry Convention in Chicago.
AMI MODEL "A"

THE 40 SELECTION PHONOGRAPH

AMI AUTOMATIC HOSTESS

ACKNOWLEDGED

by

MUSIC OPERATORS

AS THE GREATEST MONEY-MAKING AUTOMATIC EQUIPMENT EVER BUILT

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LES GRIFFIN MUSIC CO.

JACKSON, MISS.
Aireon

IN

'47

MULLIGAN
DISTRIBUTORS, INC.
1024 FIFTH AVE., PITTSBURGH 19, PA.
The individual who preaches it knows it is bunk. Every person familiar with the coin machine industry knows it is bunk and the general public is not in the least concerned.

Every machine that operates by the insertion of a coin is a coin operated machine—always was and always will be. The manufacturers, distributors and operators of all types of coin operated machines are each and every one an integral part of the coin machine industry. The problems of one should be the problems of all. Legislation, taxation and regulation are directed against all types of machines in the great majority of instances—seldom against any one type.

The operators of these machines very seldom operate only one type, quite the contrary, the great majority diversify their operations. Experience has taught them that diversified operation is more profitable. It is a well known fact within the industry that many a vending machine operator and many a music machine operator pays for his vending machines and his music machines from the profits of his amusement machines—always has been doing it, probably always will be doing it.

The coin machine industry should be an all for one and one for all industry. Naturally, there are problems of special interest to each type of machine but by and large the problems of the industry as a whole are the problems of vending machine manufacturers, distributors and operators just the same as music, amusement and service machine manufacturers, distributors and operators.

Coin Machine Industries, Inc., does not subscribe to the idea that operators who combine their operations, either vending and amusement or music and amusement, exude an obnoxious effluvia that makes stinkers of those who associate with them.

Coin Machine Industries, Inc. welcomes to membership all reputable operators, distributors, jobbers or manufacturers of any type of machines that operate by the insertion of a coin.

We
BUY
SELL
or
TRADE

ANYTHING IN COIN OPERATED MACHINES

SEE
HENRY FOX

FOX DISTRIBUTING CO.

932 POYDRAS STREET
NEW ORLEANS, LA.

517 TOMBIGBEE
JACKSON, MISS.

By JAMES A. GILMORE
Secretary Manager
Coin Machine Industries, Inc.
Chicago

At all too frequent intervals some one in the coin machine industry, is doubtless seeking some personal aggrandizement, comes forth with the statement that operators of certain types of coin operated machines are on a higher plane of operation than the operators of the other types. This is pure unadulterated bunk.
“Exclusive Wurlitzer Factory Distributors”

SIEGEL DISTRIBUTING COMPANY, LTD.

477 YONGE STREET  
TORONTO, ONT., CANADA

40 PAUL STREET  
VANCOUVER, B.C., CANADA

853 NOTRE DAME STREET  
MONTREAL, QUE., CANADA

www.americanradiohistory.com
Operators—The Chain Store Owners of Tomorrow

By Henry T. Roberts
Vice-Pres. & Director of Sales
United States Vending Corp.
Chicago

The progressive coin-machine operator of today will be the prosperous chain store owner of tomorrow. Years of experience in design and development of automatic merchandising have at last developed an “Automatic Store” with a vending mechanism that will sell many types of product from a single unit. For example, a typical refrigerated model with ten different selections might sell candy, cold sandwiches, milk, carbonated beverages, apples, oranges, cigarettes, chewing gum, cookies, and canned juices.

The public acceptance of this type of service is proven, especially during the acute labor shortage of the war years. From the public’s point of view, it is now more necessary than ever to minimize the labor factor in postwar sales of these items to keep prices down.

Operators everywhere recognize the pronounced preference for self-service in the sale of many vastly different products. Economically, the sale of packaged and bottled merchandise through a coin-controlled vending mechanism has many fundamental advantages:

1. Eliminates expensive labor.
2. Sells its products twenty-four hours a day.
3. Permits relocating equipment easily and readily to maintain maximum customer traffic.
4. Provides more rapid customer service than can be accomplished manually.
5. Effects savings in original cost of items because of quantities and quick turnover.
7. Prevents pilferage and spoilage.
8. Develops new profitable outlets because of attractive illuminated display of “impulse items”.
9. Recognizes inner desire of people to help themselves.
10. Emphasizes inherent ability of equipment to be located where purchasing is more convenient for customers.

The personnel of the United States Vending Corporation recognizes these fundamental facts. As a result, our equipment has been developed for the operator to “cash-in” on this self-service trend. Each model possesses the maximum adaptability for a variety of products and at the same time is easy to service and operate on a profitable basis.

Service to the operator goes beyond merely developing and producing the equipment. The distributors in the respective territories are as interested as our organization in assisting the individual operator to properly place, service and maintain his equipment to achieve its maximum earning possibilities.

Extensive market research in the carbonated beverage, beer, frozen food, ice cream, dairy, cigarette, meat packing, railroad, busline, manufacturing and eighty-odd other industries confirms the fact that there are nearly 500 undeveloped locations for “Automatic Stores” to each existing location for coin-operated games or music. Automatic Stores work for the operator twenty-four hours a day three hundred sixty-five days a year.

The return of American thinking to sound business principles has emphasized our concentration on supplying the operator with the greatest income-producing equipment in the history of automatic merchandising.

Music Operators...You Are Cordially Invited

by

GENERAL DISTRIBUTING COMPANY
2812 MAIN STREET, DALLAS 1, TEXAS
3000 ALAMEDA AVE., EL PASO, TEXAS
To Attend the

OPEN HOUSE AT

FEB.

3-4-5-6

ROCK-OLA
Manufacturing Corporation
600 N. KEDZIE AVE., CHICAGO 51

Also the Rock-Ola Show at the Morrison Hotel, Chicago
American Coin-A-Matic is delivering the finest machines for all your locations ... producing a solid flow of profits for you — year in — year out.

Experienced coin-machine specialists, AMERICAN COIN-A-MATIC offers outstanding service facilities and exclusive distribution of all those proven lines that lead all others.


EMERALD RECORDS

RECORD ARTISTS...

RECORD SALES

Next week's hit song ... the tried and true hits of yesterday ... solid senders that are played and played and re-played. Write for our release sheet today.

Distributed Nationally by
AMERICAN COIN-A-MATIC

TO ALL OPERATORS:—Your patience and co-operation were the nicest things of the year. They helped us keep our promises in 1946 despite the shortages at every turn. Thanks for being grand guys.

1435 FIFTH AVENUE Phone: Atlantic 0977 PITTSBURGH 19, PA.
By Dave Gottlieb  
President,  
Coin Machine Industries, Inc.

The coin machine is a couple of hundred years old—some say a couple of thousand. But we all know that the business was an infant in America in the 1890's. Early pioneers struggled and their struggles were profitable. Still, with all the struggles, all the inventions, all the factories and shops, the business didn't reach stature as an industry until the 1930's. Then all coin machine minds and hearts joined in challenge to the depression; as friendly and inspiring competitors we all united to beat the depression and establish ourselves as one of the most solid and permanent industries in our national economy.

During the thirties the Annual Coin Machine Show became the big event of each year—for operator, distributor and manufacturer. The Show became an event no person could possibly miss—and he didn't. It's a matter of real pride to me to look back and realize that each Annual Coin Machine Show has always been a little bit better, a little bit bigger than the preceding show, and has left everyone in the industry a little more satisfied, a little more proud than he ever was before.

Established as a full-fledged and acknowledged American industry, coin machine factories received their real challenge during the war. We were among the first called up to enter into defense work. The trickiest problems in development, engineering and production were given to us. We were asked to specialize in the new things of war, the delicate things, the things that must do amazing but unfailing work. It gives me greatest satisfaction to know that not a single coin machine factory failed in the war job assigned to it. For this work the Government was not reluctant to give its complete and full-hearted commendation. The list of awards received by our industry presents a higher score of accomplishment than many other industries normally considered much larger and more essential than ours.

The show this year epitomizes all the coin machine progress of the decades gone by. More people today earn their livelihood from coin machines than at any time in the past. More individual coin machine businesses are established and flourishing. More money is invested in real estate, machinery and physical equipment. The whole world doffs its hat to us and, as we take our bow in February, in the first Coin Machine Show in seven years, we know we've got more on the ball than most industries and that we, ourselves, were never in better shape.

The show this year presents this happy fact: ours is a general industry, a fluid industry, with no one type of equipment dominating, but with every possible variety of coin machine supporting every other variety. The income from one type of equipment helps the operator to purchase still other types, so that in diversifying his equipment he makes his own business more stable, and meanwhile he is giving his business to a dozen different factories! That's the magic of the coin machine dollar; its origin can't be isolated nor its destination predicted. That's what I call free enterprise! Each day, as our industry grows older, the business becomes more diversified, offering still more opportunities for everyone in it.

We have taken our place in public esteem and in the esteem of all other businesses unrelated to us. Here and there a man who does not know us may wonder if the coin machine industry is on as high a plane as some other American industries. But bankers, business men, and other producers never wonder; they know coin machine customers pay promptly, deliver volume, and make the finest outlets in the world.

Pinch Hitter  
BASEBALL ROLL DOWN GAME  
★ Holds Player Till Last Ball Is Played  
★ Has Free Ball  
★ Chance To Beat Score With Last Ball  
★ All New Legal Game  
★ A Big Money Maker  
★ A Hit From the Start  
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NEW ORLEANS 20, L.A.
NITE—NORCO 2881; CEDAR 4122M

www.americanradiohistory.com
Optimistic Outlook

By H. F. Dennison
President, Personal Music Corp.

"The coin-operated music business has grown to be one of the great industries of America and we look for continued advancement in 1947.

"From reports of operators in all sections, we are gratified to know that Personal Music has been accepted as an important part of this industry.

"These reports prove that forward-looking operators have obtained many new locations with Personal Music which were previously barred to coin-operated music. They have also found that Personal Music equipment has operated with a minimum of trouble and that the profits have really been excellent.

"All of these attributes of Personal Music have made it an important part of a successful operation and we are very happy to hear of our contribution to the coin-operated music industry."

Build A Pin Game — It’s Easy

By C. B. (Billy) De Seim
Salesmanager, United Mfg. Co., Chicago

A Pin Game must have streamlined flash, dancing lights, color, animation, eye-appeal, smooth action, high score, skill features, bonus pockets, suspense appeal, tantalizing ball action, build-up, sequence, all over appeal, as well as “if”—and infuriating, satisfying, challenging, amazing, flattering, amusing, relaxing appeal—a beginning but never an ending; all wrapped up in a fine cabinet, operated by a trouble-free mechanism that can stand pushing, bouncing, jabbing, shoving, slapping and bobbing—all this constructed from hard-to-get materials, shipped in unavailable cartons by carriers, uninterested in picking-up, to Distributors—for Operators—to place on Locations—for “Amusement Only”. Build a Pin Game—it’s easy.

COLUMBIA BELLS

Marvels POP-UP

THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

POP-UP will ‘score’ every time in ANY location EVERYWHERE! POP-UP will out-score any game of its kind.

ACCURATE, COMPETITIVE, SKILL SCORING

POP-UP WILL TRIPLE YOUR PROFIT!
FULLY METERED — NO COIN COUNTING NECESSARY

PRICE $49.50
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Meet You At THE BIG SHOW!!

McGLENN’S Distributing Co.

612 FIFTH AVENUE (Atlantic 1818) PITTSBURGH 19, PA.
BANG-A-FITTY

"THE BOWLING GAME OF TODAY... TOMORROW...AND YEARS TO COME"

For PERFORMANCE...For RESULTS ... JUST ASK ANY OPERATOR OF

"BANG-A-FITTY"
BOWLING GAMES

CHECK THESE SPECIAL FEATURES

★ Free return ball when player scores 500 pocket.
★ Electrical-Mechanical Ball release makes game 100% trouble-free. Separate return track.
★ Built of highly varnished mahogany, birch or maple. Green stained cork matting reinforced with % inch rubberized felt makes alley noiseless.
★ Banking sides are of red cork matting trimmed with aluminum mouldings which harmonize well in modernistic taverns.
★ Red, green and blue cups of four-ply 4 inch high belting, taking three % inch balls of hard maple.
★ Available in four standard lengths: 10' 8"; 12' 8" and 13' 8"; Models 26" wide. They can be shipped in three parts and reassembled in three minutes.
★ Built to specification for arcades, parkmen and carnivals in sizes from 7 feet to 23 feet.

READ WHAT THESE NOTED COIN MACHINE LEADERS SAY ABOUT "BANG-A-FITTY"

MR. J. P. PIETERS, KING PIN EQUIPMENT CO., 824 MILL ST., KALAMAZOO, MICH. says: "I have tried the rest — I finally got the best."
MR. OGDEN WHITBECK, MOHAWK SKILL GAMES CO., 66 SNOWDEN AVE., SCHENECTADY, N. Y. says: "Never mind the quota — just keep shipping them to me."
MR. KEN WILSON, AMALGAMATED DISTRIBUTORS, 226 W. RANDOLPH ST., CHICAGO, ILL. says: "I like it so much I put one in my own game room in the Sherman Hotel, Chicago, and we welcome all operators to visit there."

11'8" AND 13'8" MODELS WILL BE ON DISPLAY AT THE HOTEL SHERMAN BOOTH 71-A AND 72 — OR INQUIRE ALL ABOUT THE SENSATIONAL, NEW "BANG-A-FITTY" FROM YOUR NEAREST DISTRIBUTOR IMMEDIATELY!!

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2459 GRAND RIVER
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Exclusive DISTRIBUTION IN

Games That Get and Hold the Play
WILLIAMS' GAMES

For More Profit and Less Service
PERSONAL MUSIC

America's Most Sensational Nut Vendor
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SOUTHERN ILLINOIS and EASTERN MISSOURI

The Phonograph With Play Appeal
Aireon

The Hotel Radio
TRADIO

Phonograph Records
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Booths 192-193
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"Drink-O-Mat", Dr. Pepper vender

BAKER NOVELTY CO., INC.
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Booth 19

BALLY MANUFACTURING CO.
3640 Belmont Ave.
Chicago, Ill.
Ray T. Moloney, Pres.
Booths 55 to 60 inclusive
Products on display:
"Bally Entry", one-ball multiple automatic
"Special Entry", one-ball multiple replay
"Midget Racer", five-ball novelty replay
"Triple Bell", bell console
"DeLuxe Draw Bell", bell console
24 Record Phonograph Coin Operated Drink (Cup) Vender

BAUM DISTRIBUTING CO.
2138 Gravely Ave.
St. Louis, Mo.
Dan Baum, Partner
Booth 77

BEE-JAY PRODUCTS CO.
6320 S. Harvard Ave.
Chicago, Ill.
Joe Berkowitz, Gen. Mgr.
East half of Rm. 116
Products on display:
Sales-boards

BELL LOCK CO.
16th & Huron St.
Michigan City, Ind.
C. A. Sprague, V. P., Gen. Mgr.
Booth 144

BELL-O-MATIC CORP.
4100 Fullerton Ave.
Chicago, Ill.
Vince Shay, Pres.
Booth 9
Products on display:
"Black Cherry" bell machine
"Golden Falls", bell machine
"Jewel Bell", bell machine
"Club Royale", floor model bell
"Three Bells", console
"Your Bells", console
"Q. T.", counter bell
"Vest Pocket Bell", counter
"Bonita", replay table
"Jumbo", replay table

L. BERMAN & CO., INC.
114 N. W. 1st St.
Evanaville, Ind.
L. Berman, Pres.
Booth 196

BLOCK MARBLE CO.
1425 N. Broad St.
Philadelphia 22, Pa.
Harry Block
Booths 62-63-64

THE BERT MILLS CORP.
400 W. Madison St.
Chicago 6, Ill.
E. Berts, Mgrs. Pres.
Booth 191
Products on display:
Hot Coffee Vender

BUCKLEY MUSIC SYSTEM, INC.
4225 W. Lake St.
Chicago, Ill.
Pst Buckley, Pres.
Booths 141-142-143

THE CASH BOX PUBLISHING CO., INC.
381 Fourth Ave., New York (16)
32 W. Randolph St., Chicago (1)
422 W. 11th St., Los Angeles (15)
Bill Gerich, N. Y. Office
Joe Griteck, N. Y. Office
Bob Austin, N. Y. Office
Ralph Emmett, N. Y. Office
Joel Friedman, N. Y. Office
Helen Palmer, Chicago Office
Marshall Milom, Los Angeles Office
Booth 84
Products on display:
"Cash Box" (The Confidential) Weekly Magazine of the Coin Machine Industry

CENTRAL MFG. CO.
652 W. Walnut St.
Chicago 6, Ill.
Jack Simon
Booth 173

CHAMPION MFG. CO.
101 Rantoul St.
Beverly, Mass.
Frank J. Gosselin, Jr., Treas.
Booths 184-185

CHICAGO COIN MACHINE CO.
1750 Diversey Blvd.
Chicago 14, Ill.
Samuel Wolberg
Booths 29-30-31-32
Products on display:
"Basket Ball Champs", arcade machine
"Killray", five-ball replay

CHICAGO LOCK CO.
2814 N. Racine Ave.
Chicago 14, Ill.
L. B. Shinn, Pres.
Booth 38

COAN MFG. CO.
2070 Helena St.
Madison 4, Wis.
J. W. Coan, Pres.
Booths 35-36

PACE LEADS THE WAY

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THE NEW 3-WAY CONSOLE
5c - 10c - 25c - 50c

Any Combination of 3 Coin Plays

3 PAYOUTS — 3 JACKPOTS

ONE SMALL CABINET

ONE HANDLE

Famous Pace Bell Mechanism

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BE THE FIRST IN YOUR TERRITORY

OPEN HOUSE WEEK OF FEB. 3 THRU 8

PACE MFG. CO., INC.
2909 Indiana Ave., Chicago 16, Ill.

Continued on Page 88
Over 32,000 questions and answers!

Players have choice of 8 Different Subjects. Each subject may be stocked with as many as 4,000 different questions.

TELEQUIZ is an eye-appealing, brain-testing, money-making machine that operates the same as a radio quiz show. Competitive... it is the only question-answer game on the market. Convertible 3 ways — Amusement, Free-Play, automatic Cash Award. Fits into any location. Everyone is to match wits with TELEQUIZ! Legal in any territory. Find out NOW about an exclusive operating franchise.

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LIST OF EXHIBITS (Continued)


COLUMBIA RECORDING CORP. 1475 Burrman Ave. Bridgeport, Conn. S. J. Hein Booths 164-166-168


CONTAINER MFG. CO. 1825 Chouteau Ave. St. Louis 3, Mo. Jack Morley, V-Pres. South half Res. 105-106, Hotel Sherman Products on display: Salesboards

CORSO, INC. 80 E. 42nd St. New York 17, N. Y. Louis Brown, Pres. Hotel Sherman, Booth 208


DECCA DISTRIBUTING CORP. 22 W. Hubbard St. Chicago 10, Ill. S. C. Schulz, Midwest Mgr. Booth 85

DEUTSCH LOCK CO. 5485 State Line Ave. Hammond, Ind. Leo E. Deutsch, Pres. Booth 110


YES, MEN...HERE'S MR. WRIGHT'S LETTER...and he thinks the sun just about rises and sets on "TALKING GOLD"...just read what he says:

"TALKING GOLD" Plastic Grille Cloth comes in sheets 20" and 50", or multiples of this size. Price: 1c per sq. inch. Full sheet (1,000 sq. inches), $10.00. Save money and waste! Buy large roll! IF YOU HAVEN'T ORDERED "TALKING GOLD" DO IT TODAY!

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AL BLOOM President

Tel. Longacre 5-0717

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The BIG SHOW Is In...
CHICAGO COIN'S
BOOTHs 45-46-47 and 48 AT THE SHOW

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KILROY
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WAS HERE! ...and HOW!
EVERYBODY tells us it's the greatest five ball they've EVER seen. Action—lively action all the way down the board—yes siree—from top to bottom. Kick up holes 'n everything. See Kilroy at the show or at your distributor.

AND HERE'S THE SHOW PIECE
OF THE SHOW—CHICAGO COIN'S
BASKETBALL CHAMP

WITH BRILLIANT FLOODLITE
DIRECT and INDIRECT LIGHTING
It looks easy to shoot those baskets—BUT how many can YOU shoot in a row. The balls are automatically fed to the shooting manikin and then you time your shot to avoid the guarding manikin. Extra large cash box (it needs it).

It's Real Basketball

CHICAGO COIN
MACHINE COMPANY
1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

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Hail THE MONEY MAKING KING
COLUMBIA BELLS
IMMEDIATE DELIVERY

These new, improved models in dazzling, lustrable Hammerloid finish are changeable right on location to 1-5-10-25c play; hence, you get the service of four machines for the price of one . . . plus double slug protection!

COLUMBIA makes more money f-a-s-t-e-r—costs less money to own.

OPERATOR'S PRICE

$145.00 FOB Chicago, Ill.

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

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1561 W. Wash. Blvd.
REpublic 4155

SEATTLE
906 Elliott Ave., West
GArfield 0427

3 PLAYS 25¢
One Play 10¢
IST OF EXHIBITS

(Continued from Page 88)

CRONIC AMUSE. CORP.
Avenue E.
chester, N. Y.
Garfinner, Pres.
182-183
Booths on display:
"remote Turret Gunner"

PIRE COIN MACH. EXCH.
2 W. North Ave.
Chicago, Ill. Albert Kitt, Prop.
with 94

DURE GAMES CO.
21 W. Gorman Road
Chicago, Ill.
Dr. Berman; Chas. Katz
Insurance Hotel, Rm. 3931
Booths on display:
"bullite" New type game

CHING CO. OF AMERICA
90 Montana St.
Chicago 14, Ill.
H. Bowes, Vice-Pres.
with 109

C. EVANS & CO.
8 W. Adams St.
Chicago 7, Ill.
W. Bood, Pres.
with 41-42-43-44
Booths on display:
"dipping Dominoes", console
"Tall", console
"Tails Winter Book", console
"Hol-Hi", console
"Bingo Bell", console
"Rats Race", console
"Strike", arcade
"Bomber", arcade

EXHIBIT SUPPLY CO.
4222 W. Lake St.
Chicago 24, Ill.
John Christ, Salenger.
Booths 147 to 152, included.
Products on display:
Over 60 Arcade machines
Latest pin tables

EXTRABELL CO.
525 W. 76th St.
Chicago 29, Ill.
James T. Mangan
Booth 11
Products on display:
Bell fronts and cabinet assemblies, handles, bushings, reward plates, denominators

FRANTZ MFG. CO.
8022 S. Racine Ave.
Chicago, Ill.
John F. Frantz
Booth 145

GALIS SALES CO.
1321 S. Adams St.
Poea, Ill.
Maurice G. Sax, Pres.
South half Rms. 114-115

GARDNER & CO.
2222 S. Michigan Ave.
Chicago, Ill.
Chas. B. Leedy, Salesmgr.
South half Rms. 104-106

GAY GAMES, INC.
422 E. Howard St.
Muncie, Ind.
Guy E. Noel, Pres.
East half Rm. 112
Products on display:
Jar Games
Salesboards
Box Score Baseball Machine

GENCO MFG. & SALES CO.
2621 N. Ashland Ave.
Chicago, Ill.
David Gensburg, Partner
Booths 49-50-51-52
Products on display:
Latest pin games
Roll down game

GENERAL ELECTRIC CO.
(Lamp Dept.)
Nela Park
Cleveland, O.
E. P. Sutorious
Booth 201

JOHN N. GERMACK
165 Hudson St.
New York, N. Y.
John N. Germack, Partner
Booth 89

MAX GLASS MFG. CO.
914 Divensy Blvd.
Chicago, Ill.
Max Glass, Pres.
Booths 33-34

GLOBE DISTRIB. CO.
1621 N. California Ave.
Chicago, Ill.
Jimmy Johnson
Booth 86

D. GOTTLEB & CO.
1140 N. Kostner Ave.
Chicago 51, Ill.
D. Gottlieb, Pres.
Booths 2-3-4
Products on display:
Latest Pin Games

DAN GOULD ENTERPRISES
5049 W. Fullerton Ave.
Chicago 29, Ill.
Dan Gould, Pres.
Booth 188

Continued on Page 94

MEET US AT THE BIG CONVENTION, MEET US AT THE SHOW
WE CAN MAKE IT WORTH YOUR WHILE, BECAUSE WE'RE IN THE KNOW!

YOU'LL PROFIT WITH ATLAS
Friendly Personal Service

IN PERSON
AT
BOOThS 75 AND 76

GET IN A HUDDLE WITH AN
ATLAS MAN... and get the real low-down
on all machines to be displayed at the Show!
Just button-hole the nearest Atlas Man for
complete, up-to-the-minute information.

VISIT OUR CHICAGO SHOW-ROOMS FOR
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2000 N. WESTERN AVE. - PHONE ARMING 5007 - CHICAGO 47
ATLAS MUSIC CO., 2789 FIFTH AVE., DETROIT 1
ATLAS MFG. CO., 4739 NOVITAT, DAVENPORT 19
GIRVIN, ATLAS MUSIC CO., 222 NINTH ST., SAN ANTONIO 7

WWW.AMERICANRADIOHISTORY.COM
HERE'S THE JUKE BOX LEASE THAT WON FOUR FAVORABLE COURT DECISIONS

NEW YORK—The demand for copies of the "lease" which we have reprinted on three different occasions has been so great that we are reproducing it once again. This "lease" has already won four favorable court decisions for the California Automatic Music Operators Association of Oakland, California.

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

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

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

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

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

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

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

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

---

LEASE

THIS AGREEMENT made and entered into on the________day of ____________, 1940, between

__________________________________________, a corporation, of Oakland, California, herein called the Lessee, and__________________________________________, hereinafter called the Lessor:

WITNESSETH:

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

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

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

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

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

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

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

Lessor

Lessee

BY

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TRIPLE PLAY — TRIPLE PROFIT

PAUL A. LAYMON
I am looking forward to meeting my California friends at the Bally Exhibit.

See Bally’s NEW FAST 5-BALL NOVELTY HIT

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Deluxe Bell
NEW SUPER SPECIAL AWARD

$512.50 Chicago F.O.B.

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

Continued on Page 96

The Cash Box

Convention Issue, 1947


Phone: 111. am


HEATH DISTRIB. CO. 217 Third St. Mason, Ga. Ed Heath, Owner Booth 74


Products on display:

• "Red Ball", combo. pool table


HOSPITAL SPECIALTY CO. 1991 E. 66th St. Cleveland 3, O. Irving Kane, Pres. Booth 195

Products on display:

Sanitary Napkin Dispensers

IILLINOIS LOCK CO. 800 S. Ada St. Chicago 7, Ill. A. C. Amann, Vice-Prs. Booth 170

INDEPENDENT LOCK CO. 555 W. Randolph St. Chicago, Ill. S. Falk, Mgr. Booth 12

International Mutoscope Corp. 4401-11th St. Long Island City, N. Y. Wm. R. Harkin, Pres. Booths 1-50A

Products on display:

• "Deluxe Photomatic"
• "Deluxe Voice-O-Graph"
• "Atomic Bomber"
• "Deluxe Card Vendor"
• "Deluxe Mutoscope Pie Machine"

O. D. Jennings & Co. 4200 W. Lake St. Chicago, Ill. J. R. Bacon, Vice-Prs. Booths 206-208

Products on display:

Jennings Milk Dispenser
Jennings Super Deluxe Club Chief
Jennings Standard Chief
Jennings Twin Play Challenger

J. H. Keeney & Co. 2200 W. 59th St. Chicago 32, Ill. J. H. Keeney
Display at factory


Malkin-Iillon Co. 306 Cost St. Salt Lake 1, Utah. J. J. Malkin, Partner Booth 107

Products on display:

Cigar Vending Machine

TRIPLE BELL

TRIPLE BELL

Deluxe Bell

BE SURE AND SEE THE LATEST GAMES AT BALLY BOOTHS 56 - 57 - 58 - 59

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INDEPENDENT Lock Co.

INTERNATIONAL MUTOSCOPE CORP.

O. D. JENNINGS & CO.

J. H. KEENEY & CO.

KRUS & CONNOR

MALKIN-IILLON CO.

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$895.00 F.O.B. Chicago

50.00

$209.50

209.50

119.50

99.00

99.00

179.50

129.50

119.50

95.50

95.50


Mills Industries, Inc. 4530 Fullerton Ave. Chicago, Ill. Chas. Schlicht, Salesmgr. Hotel Continental Products on display:

Automatic Phonograph


Metropolitan Coin Mach., Inc. 203 Sands St. Brooklyn 1, N. Y. Bernard Kahn, Tres. Booth 206

Mike Munves Corp. 510 W. 34th St. New York 1, N. Y. Mike Munves, Pres. Booth 201

"Roll-A-Score", roll down game

Super Triangle", roll down game

Group Game, horse racing

Liusecraft Records, Inc. 40 W. 46th St. New York 19, N. Y. Oliver Sabin, Vice-Prs. Booth 155

Continued on Page 96

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ELECTROMATON BRINGS YOU
THRILLING, FASCINATING HIGH SKILL
ROL-A-SCORE
SEE IT IN BOOTH NO. 201 AT THE CMI SHOW

The Thunderbolt Texas Jr. Tommy Seeburg Upright Tommy Seeburg Upright Seeburg Upright Seeburg Exhibit Atlas Keeney Seeburg Kirk's Bally Batting Exhibit BASEBALL Pistol MIKE Basketball Leaguer Torpedo Night Baseball Rifle Cash Gun Two Practice Bull's Range Chute Basketball Rifle

...WRITE, TASTE, SMELL, TOUCH...

**LIST OF EXHIBITORS**

(Continued from Page 94)

**ATIONAL SLUG REJECTORS, INC.**
160 San Francisco Ave.
Booth 79
Products on display: Three-In-One" Slug Rejector Slug Rejector 10-15 Slug Rejector adio Timer electric Coin Changer sn Switches in Return Assemblies

**ATIONAL VENDORS, INC.**
603 Natural Bridge Ave.
Booths 121-122-123
Products on display: Electric Cigaret Machine skyline Electric Candy Vender Annual Cigaret Vender

**ACK NELSON CO.**
320 Milwaukee Ave.
Chicago, Ill.
ack Nelson, Pres.
Booth 83
Products on display: Jaguar Bar Brackets Luxe Vending Stands

**ORTHWESTERN CORP.**
1. Armstrong St.
Iron, Ill.
V. R. Greiner, Salesmgr.
Booth 8

**ACE MFG. CO.**
909 Indiana Ave.
Chicago, Ill.
J. W. Pace
Display at Factory

**PACKARD MFG. CORP.**
2900 Columbia Ave.
Indianapolis, Ind.
Homer E. Capehart, Chrmn.
Booths 124-125-126-127
Products on display: Phonographs Hideaways Wall Boxes Speakers Accessories

**PAN CONFECTIONS, INC.**
311-320 W. Superior St.
Chicago 10, Ill.
C. A. Gerchich, Salesmgr.

**PANTAGES MAESTRO CO.**
623 Hollywood Blvd.
Hollywood, Calif.
H. A. Broockamp, Vice-Pres.
Booths 138-139-140
Products on display: Maestro Music Wired System Individual Mirror Cabinets

**PERGO INC.**
6415 Roosevelt Ave.
Chicago 26, Ill.
E. C. Steffens, Vice-Pres.
Booths 128 to 131, incl.
Products on display: Perno Point Needles

**PERSONAL MUSIC CORP.**
U. S. Highway #1
P. O. Box 729
Newark, N. J.
H. F. Dennison, Pres.
Booths 163-165-167-169
Products on display: Personal Music Boxes Installation Studio

**PREMIER COIN MACH. MFG. CO.**
577 10th Ave.
New York, N. Y.
J. A. Gabe, Mgr.
Booths 186-187

**QUALITY PICTURES CO.**
6934 Santa Monica Blvd.
Hollywood 38, Cal.
Booth 208

**RADIO CORP. OF AMERICA**
Front & Cooper Sts.
Camden, N. J.
Jack Williams
Booths 160-162

**REMARKABLE METAL ENGINEERING CO.**
4288 S. Kim Ave.
Chicago, Ill.
Chas. L. Cray, Owner
Booth 95

**REYCO, INC.**
Deerfield, Mich.
G. F. Forsthoefel, Pres.
Booths 171-172
Products on display: Ice Cream Venders

**ROCK-OLA MFG. CORP.**
800 N. Kedzie Ave.
Chicago 51, Ill.
David C. Rockola, Pres.
Hotel Morrison

Open House at Factory
Products on display: Automatic Phonographs Wall Boxes Speakers Accessories

**ROCK-OLA MFG. CORP.**
800 N. Kedzie Ave.
Chicago 51, Ill.
David C. Rockola, Pres.
Hotel Morrison

Open House at Factory
Products on display: Automatic Phonographs Wall Boxes Speakers Accessories

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Our reputation of coming through for you is based on the fact that we distribute only the finest equipment. This harmonious relationship means everything to us...we intend to maintain it and continue to build upon it. Keep your eyes on LAZAR it will mean greater profits to you!

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**We also have a complete line of Reconditioned Machines.**

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**PITTSBURGH, PA**

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HOTEL SHERMAN
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CHICAGO 39, ILLINOIS
(CHAPEAKE 4900)

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LIST OF EXHIBITS
(Continued from Page 96)

UNZEL CORD & WIRE CO.
727 Montrose Ave.
Chicago, Ill.
C. E. Keller, Salesm.
oth 115

SPECIALTY SALES CO.
252 Sexton Bldg.
Minneapolis, Minn.
Earl C. Jasper, Owner
North half Rms. 103-104

STONER MFG. CORP.
329 Gale St.
Aurora, Ill.
C. R. Adelberg, Vice-Präs.
Booth 67B

SUPERIOR PRODUCTS, INC.
14 N. Pooria St.
Chicago, Ill.
Abe Ostinsky
West half Rms. 114-115

Products on display:
1937 Salesboards

TELOSTONE CORP.
500 N. Parkside Ave.
Chicago, Ill.
J. D. Kintzal, Salesm.
Booths 156-158

TELEQUIZ SALES CO.
92 W. Randolph St.
Chicago, Ill.
Joe E. Beck
Booth 23

TRADIO, INC.
Asbary Park, N. J.
Geo. Trad, Vice-Präs.
Booth 154

TRIANGLE MFG. CO.
609 S. 10th St.
Minneapolis, Minn.
West half Rm. 112

U-NEED-A-VENDORS, INC.
2715 Summit Ave.
Union City, N. J.
J. Breedt
Booth 68B

Products on display:
Monarch Cigaret Machine

UNITED MFG. CO.
5757 Broadway
Chicago, Ill.
C. R. DeSelm, Salesm.
Booth 146

Products on display:
"Rico", replay pin game

UNIVERSAL MFG. CO.
411 E. 5th St.
Kansas City, Mo.
West half Rm. 116

UNIVERSAL PACIFIC SALES CO.
8851 Beverly Blvd.
Los Angeles, Calif.
Jack Nelson, Ed Johnson
Booths 112-113-114

VENDALL CO.
2225 W. Wolfram St.
Chicago, Ill.
Bert F. Reid, Salesm.
Booth 196

Products on display:
Candy vendor

VIRIGIO TOOL & MACH. CORP.
2 Main St.
Belleville, Ill.
N. J. C. Lamerman, Treas.
Booths 155-157

Products on display:
Popcorn vendor

THOS. A. WALSH MFG. CO.
201 S. Tenth St.
Omaha, Neb.
Thomas A. Walsh, Jr., Partner
Booths 118

Products on display:
Salesboards

WATLING MFG. CO.
4650 W. Fulton St.
Chicago, Ill.
John Watling
Booths 13-14-15-16

WICO CORP.
(formerly Harry Marcus Co.)
2913 N. Pulaski Rd.
Chicago, Ill.
Harry Wieser, Genl. Mgr.
Booths 134-135

Products on display:
Coin Machine Parts and Supplies of all kinds

Continued on Page 98
Cordially invites its customers, prospects and friends to visit its headquarters at the Bismark Hotel during the Coin Machine Industries Convention February 3-6.

First and largest organization devoted exclusively to coin machine financing

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717 Market St., San Francisco, Calif. • Construction Bldg., Dallas, Texas

Manufacturers...
We offer you youth, knowledge, experience and a "Fighting Fool" Sales Force that doesn't know what the word "QUIT" means. We sell your products and we keep on selling them! What's more — RIGHT NOW — at this Convention — is the time for you to appoint us your distributor! Get the biggest sales you've ever enjoyed in Eastern Pennsylvania.

Philadelphia Coin Machine Exchange
"You'll Like the Way We Do Business"
644 North Broad St. (All phones: PoPolar 5-4772) Philadelphia 30, Pa.

List of Exhibits
(Continued from Page 97)

**William Mfg. Co.**
161 W. Huron St.
Chicago, Ill.
Harry Williams

Booths: 17-18-19
Products on display:
Latest amusement machines

**WORLD WIDE DISTRIBUTORS**
1014 N. Ashland Ave.
Chicago 22, Ill.
A. J. Stern, Owner
Booth: 80

**Robert M. Young Co.**
(formerly Bercker Young Co.)
755 N. Broadway
Milwaukee 2, Wis.
A. W. Hubbard, Asst. Mgr.
Booth 199
Products on display:
Instruction books

www.americanradiohistory.com
WARREN C. DEATON, SR.

ON, O.—Warren C. Deaton, Sr., city, direct factory representative for Rock-Ola Manufacturing, announced this week that he will open offices and showrooms in the city of Columbus.

According to Deaton, “These will be the most outstanding offices for distribution of music equipment nation.”

Also reported, “Warren C. Deaton Jr. will be the manager of offices and will from their opening about March 15, reside in Columbus.”

Deaton reported that plans to build the most beautiful salesrooms built in the trade and, in addition, he believes that his offices, service rooms, repair and stock items will create a sensation among all those who will view them at official opening day.

Plans are already under way, Deaton stated, “to make our plus offices the most impressive in the industry. We will continue our work in Galion and eventually open more offices throughout the state so that the music operators will be able to get Rock-Ola merchandise right at finger-tips.”

BOOTHs

49-50-51-52

GENCO

BUILDS GREATER GAMES

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS
Looking Ahead Through Rose Colored Glasses!

Hello, Coin-Machine Gang!

It'll be nice to see you all again at the convention in Chicago... to talk over old times and plan for what lies ahead. As you probably know, for many, many years operators and their clients have depended on Morris Hankin and Jack Lovelady to supply all of their coin machine needs — music machines, vending machines and games of all kinds. For constructive advice and considerable cooperation they extend a helpful hand. So, as the New Year 1947 sets off to a good beginning, we wish you all Good Luck...

Morris Hankin & Jack Lovelady

EXCLUSIVE DISTRIBUTORS

in Georgia and Alabama for:

AMI KEEN Mutoscope
PERSONAL
A.B.T.
CHICAGO COIN EXHIBIT RADIO
for Alabama

H&L... Where Promise and Performance Go Hand in Hand
Will Show New Type Game At Convention

CHICAGO—The Esquire Games Co., this city, will show an entirely new type of amusement game during the forthcoming convention at the Hotel Morrison in Room 3001.

Both Leon Berman and Charles Katz of the firm report, "Tests on this machine, especially those made in Elizabeth, N. J. by Dave Stern, proved that it could outdraw and outpull any pin games which had ever been on the same location."

The game is reported to be set up for high score novelty action but is easily adjustable to replay action.

Katz and Berman also stated, "The speed and suspense which is incorporated into this new machine is sure to win the commendation of every coin machine man who sees it. There is no doubt anymore, after the fact that the nation's leading coin machine firms have waited a year to get the game, that it is the finest new development in amusement machines in the nation."

Both men report that they will be on hand during the entire convention to show the machine. They also state that territories are still available.

Klein Has Surprise Plan for Wisc. Ops

MILWAUKEE, WIS. — Harold Klein of Klein Distributing Co., this city, reports that his firm are preparing to present one of the most unique plans for the operators in this state during 1947.

Klein reports, "We have just completed a survey of the entire state and note the condition of the trade here requires some daring and different plans so that the men will be assured of the greatest possible profits during the years of 1947."

"Our firm", he continued, "has therefore decided that the plans which we have just developed will prove the salvation which the operators in this state require to assure themselves of earning greater profits than they ever have before in all their history.

"We believe further", he said, "that when we make these plans public everyone in the industry will go along with us to help assure their customers, too, this type of cooperation and effort."

Look for the Sign of the Seacoast Sea Horse

We'll all be at the convention and are looking forward to seeing our old friends... making many new ones... starting the year off right! Look for the sign of Seacoast Sea Horse and you'll be sure to find one of us looking for you!

P.S. Though there will be 15 Seacoast men at the show there will still be enough of us back home to take care of the boys who couldn't get to Chicago.
These Facilities Enable Scott-Crosse Company To Keep You 48 HOURS Ahead of the Field

EXCLUSIVE DISTRIBUTORS

N PENNSYLVANIA, NEW JERSEY, DELAWARE, MARYLAND AND WASHINGTON, D. C.

- Rock-Ola Manufacturing Corp.
- U-Need-A-Vendors, Inc.
- H. C. Evans Company
- Williams Manufacturing Company
- Plantishel Chemical Co.
- General Electric Co.
- Daval Products Corp.
- Savoy Records
- National Records
- Cosmos Records

See You
At The ROCK-OLA OPEN HOUSE
During the CMI Show
in Chicago

Scott-Crosse Co.
1423 SPRING GARDEN STREET
PHILADELPHIA 30, PA.

See You At The ROCK-OLA OPEN HOUSE During the CMI Show in Chicago
United's
New 1947 Show Game

RIO

FIVE BALL NOVELTY-REPLAY

- Dynamic, Intriguing New Playing Principle
- Twin Kick-Out Pockets with Cross Ball Action
- R-I-O Feature Doubles Value of Pockets
- Eleven Ways To Score Replays
- Last Second Play Suspense

See Your Distributor

GOLD COAST
COIN MACHINE EXCHANGE
2846 W. PICO BLVD. LOS ANGELES, CALIF.
(Tel. RO. 7531)

Exclusive Distributors in SO. CALIF. and ARIZONA
For
D. GOTTLIEB & CO.
"Quality Products"

ELKY RAY Invites...
All of His West Coast Friends to Meet Him at D. Gottlieb's Booths (2-3-4) IN CHICAGO
• A REAL SURPRISE IS IN STORE FOR YOU •

The firm are preparing to launch one of the greatest and most intensive campaigns in all their history. They feel that the time has arrived, they report, when the operator should be given all the possible preference so as to assure him continuing in business on a sound basis.

United MANUFACTURING COMPANY
5737 NORTH BROADWAY
CHICAGO 40, ILLINOIS

Solotone Features New Equipment

WM. (Bud) PARR
S ANGELES, CAL.—Wm. (Bud) r of the Solotone Corp., this city, reported ready to surprise the music-machine trade with new equipment e will be presented for the first se at the convention.

Parr is reported to have stated, his is the time when the music erator must get the maximum re- ona from every location. We are re that, with the new equipment ich we have prepared for him, he ll definitely enjoy greater collec- ns and will also be in a more solid ion in everyone of his locations.” He also said, “For a long time now e factory has been working on the ory that the operators’ profits are most important consideration for any manufacturer of automatic music equipment. We have pointed all de- elopment of new music products in this direction. We believe, that the new music equipment which Solotone will present will meet with the ap- proval of every music machine man in the nation.”
CONTACT FRANKEL TODAY!

Midwest Headquarters for these Proven MONEY MAKERS

PACKARD MANUFACTURING CO.
BALLY MANUFACTURING CO.
CHICAGO COIN MACHINE CO.
DAVAL PRODUCTS CORP.
H. C. EVANS & CO.
GENCO MANUFACTURING CO.
O. D. JENNINGS & CO.
MARVEL MANUFACTURING CO.
PERSONAL MUSIC CORP.

FRANKEL DISTRIBUTING COMPANY
Serving the "Heart of America"
ROCK ISLAND, ILL. • 2532 FIFTH AVE • PHONE 153
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OMAHA, NEB. • 1209 DOUGLAS ST • PHONE ATLANTIC 3407

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"You Can Always Depend on Active--All Ways"

**ACTIVE AMUSEMENT MACHINES CO.**

Big Show is the Big Thrill

O. J. MULLININX

SAVANNAH, GA.—O. J. Mullininx of the Mullininx Amusement Co., this city and Atlanta, Ga., reported that the big show is the big thrill that every operator, jobber and distributor in this part of the country has been looking forward to, for so many, many months.

Mullininx also stated, "We all look forward to seeing the very latest ideas which will assure everyone in the coin machine business enjoying the greatest possible profits during ’47 at this big show. There is no doubt in mind", he also said, "that he manufacturers will present just what we all have been looking forward to."

**QUIZ**

For PROFIT-MINDED COIN MACHINE MEN

Q. What amusement device won highest award at NAAPPB Show?
A. → Remote Turret Gunner.

Q. What amusement device uses actual government guns that originally cost $50,000?
A. → Remote Turret Gunner.

Q. What amusement device has proven earnings up to $500 weekly on location over a year?
A. → Remote Turret Gunner.

Q. What sensational amusement device will be shown at Booth 182-183 at Coin Machine Show — Hotel Sherman?
A. → Remote Turret Gunner.

If you can’t be present at the Show, write or wire for full information on the “Talk of the Show” REMOTE TURRET GUNNER.

JACK GARLINER, President

**ELECTRONIC AMUSEMENT CORP.**

85 AVENUE E., • GLENWOOD 1426 • ROCHESTER, N.Y.
introducing

BOUNCER!

brand new

5-BALL SKILL GAME!

Smooth-playing! Exciting! A game that gets under the skin! Has brand new play principle that bounces 3 shiny silver balls and 2 double-scoring gold balls (depending on skill) into various scoring alleys.

It's a money-catcher on any counter! Attractive 5-color silk screened cabinet. Mechanically perfect. Equipped with either penny or nickel coin chute.

Test locations have proved the Bouncers to be a fast money maker!

To attract attention! To get fast repeat action! Strictly an operator's machine ... made by operators for operators.

A few distributorships available.

Write, Wire, Phone.

$42.50 (operator's price)

Write for quantity prices.
Cohn and Winters Have Souvenir Surprise for Show

NEW YORK — Nat Cohn and Earl Winters of Modern Music Sales Co., this city, Mills phono distribs, report that they have a most unique souvenir surprise for all the music operators who will attend the convention.

Nat and Earl both stated, "We planned far ahead to bring this surprise souvenir to this convention and, in cooperation with the factory Mills Industries, Inc., are going to have it ready at the showing of the marvelous and sensational new Mills phono at the Hotel Continental.

"As long as they last," both men stated, "they will be given away absolutely free to all who will come to this grand display."

Great Developments

BOSTON, MASS.—"Everyone in this area," reports Dave Bond of Tri-mount Coin Machine Co., this city, noted distribs, "look forward to the greatest developments for the future of the industry to be shown at this first coin machine convention since the war started.

"We are confident that this will be the biggest show of all time", he stated.

Coin Machine Men—

OPEN HOUSE

—FEB. 3, 4, 5 & 6—

O. D. JENNINGS
AND COMPANY
4307-39 WEST LAKE STREET
CHICAGO 24 • ILLINOIS

......The Leader in the Field
for over 40 Years......

P. S.—WE’LL SEE YOU AT
THE HOTEL SHERMAN, TOO
BOOTHs 24-25-26

MENTION "THE CASH BOX" WHEN ANSWERING ADS

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

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

DISTRIBUTOR FOR PHONOFILM PRODUCTIONS AND QUALITY PICTURES
3331 NORTH KNOLL DRIVE
PHONOFILM HOLLYWOOD 28 CALIFORNIA
BROOKLYN, N. Y.—A new manufacturing company, Skill Games Corp., this city, was formed this past week to manufacture amusement games.

Irving Mitchell and Robert Scher, experienced coinmen head the firm.

Mitchell is well known thru his previous association with Dave Robbins, as well as the inventor of many of the games produced by the Chicago manufacturers before the war.

The first product of Skill Games Corp. is a counter game named “Bouncer”. It features an entirely new playing principle.

"Bouncer is a 100% skill game" informs Mitchell, and it can be operated in any territory as a strictly legal game.

"We are now in full production and shall be in a position to make immediate deliveries."

Distributors thruout the country are being lined up by Scher, who will be in charge of the sales division.

Both Mitchell and Scher anticipate one of the greatest years in their history and are preparing to meet all demands for the products which they will create by arranging for one of the most impressive manufacturing plants in eastern coin machinery history. Both men are well acquainted with the needs of the operators.
AMERICA'S BEST COIN MACHINE FIRMS WAITED A WHOLE YEAR FOR...

MORE ACTION! MORE THRILLS! MORE SPEED!
MORE SUSPENSE THAN ANY GAME EVER BUILT!
NOT A PIN GAME YET OUTEARNED ALL PIN GAMES BETTER THAN 3 TO 1 ON ACTUAL LOCATION TESTS!

Territory Available!

ON DISPLAY Room 3931 Morrison Hotel
ALL DURING THE CONVENTION — FEBRUARY 3 - 4 - 5 - 6, 1947

A Precision Product of...
ESQUIRE GAMES COMPANY : CHICAGO, ILLINOIS

Music Leads Way

LEO J. DIXON
CLEVELAND, O.—Leo J. Dixon of Triangle Music Co., distribs for Aircon Mfg. Corp. and one of the most noted music machine ops in the nation, reported this past week, "Music leads the way once again for all the coinmen in the nation."

He also stated, "A new type of music operator has arisen since the war. He now realizes the worth and value of what he is offering to the merchants everywhere in the nation. He is on a par with big business", he also said, "and there is no doubt that he will grow greater as newer and better music ideas are developed and presented for his benefit."

Dixon is of the belief that, "The music business has just started. We are still a long way from being perfect but we are slowly but surely approaching this era."

D A V I D R O S E N
Music and Automatic Equipment
655 No. Broad St., Phila. 33, Pa.
Phone: Stevens 4-2259-2259

Rosen's got Booth No. 97 at the show and you're all invinted - but not too early in the day because Rosen couldn't get a hotel room so he's got a cot in the booth (don't tell Gilmore).

See You in Chicago, Ad Man
Named Western Factory Distributor for Scientific

LYN BROWN

LOS ANGELES, CAL.—Lyn Brown has been named western factory distributor for the Scientific Machine Corp. of New York City, it was announced this past week.

Not only will Brown cover the states of California, Oregon and Washington but will also cover the Hawaiian Islands.

Brown has had long experience in operating and selling the products of Scientific Machine Corporation. This is his first venture as a direct factory agent.

He has opened his offices here at 1351 W. Washington Blvd., and announces that he will also arrange for offices in Portland, Ore., and Seattle.

WISCONSIN OPERATORS FOR '47

IT'S

HAROLD KLEIN

KLEIN DISTRIBUTING CO.

2606 W. FOND DU LAC AVE., MILWAUKEE 6, WISC.

(Watch For the Greatest News In History!)
THE HIT OF ANY SHOW!

EVERY BALL A POTENTIAL WINNER!

EVERY SHOT FULL OF ACTION!

EVERY MOMENT FULL OF SUSPENSE!

SHOW GIRL IS TRULY DIFFERENT!

BE SURE TO SEE IT AT BOOTH 17-18-19

ORDER FROM YOUR DISTRIBUTOR OR JOBBER

See Distributor Listing On Next Page

Williams MANUFACTURING COMPANY
161 W. HURON STREET
CHICAGO 10, ILLINOIS
CONSOLIDATED DISTR. CO.
1910 Grand Avenue
Kansas City, Mo.

GENERAL DISTRIBUTING CO.
2812 Main Street
Dallas, Texas

GENERAL DISTRIBUTING CO.
1906 Leeland Avenue
Houston, Texas

HEATH DISTRIBUTING CO.
217 Third Street
Macon, Georgia

KING PIN EQUIPMENT CO.
826 Mills Street
Kalamazoo, Mich.

KING PIN DISTRIBUTING CO.
3004 Grand River Ave.
Detroit, Mich.

MAYFLOWER DISTR. CO.
2218 University Ave.
St. Paul, Minn.

ROY McGINNIS COMPANY
2011 Maryland Avenue
Baltimore, Md.

PAN AMER. DISTRIBUTING CO.
2818 N. W. 7th Avenue
Miami, Florida

PAN AMER. DISTRIBUTING CO.
90 Riverside Avenue
Jacksonville, Florida

J. H. PERES DISTRIBUTING CO.
2806 Canal St.
New Orleans, La.

PHOENIX DISTRIBUTING CO.
611 W. Washington St.
Phoenix, Arizona

SCOTT-CROSSE COMPANY
1423-25 Spring Garden St.
Philadelphia, Penna.

SICKING COMPANY
927 Fort Wayne Avenue
Indianapolis, Indiana

STERLING NOVELTY COMPANY
669 S. Broadway
Lexington, Kentucky

SHaffer MUSIC CO.
1619 W. Washington St.
Charleston, W. Va.

S. & M. SALES CO.
1074 Union St.
Memphis, Tenn.

TRIMOUNT COIN MACHINE CO.
40 Waltham Street
Boston, Mass.

THE VENDING MACHINE CO.
207 Franklin Street
Fayetteville, N. C.

V. P. DISTRIBUTING CO.
2336 Olive Street
St. Louis, Mo.

WILLIAMS DISTRIBUTING CO.
2309 West Pico Blvd.
Los Angeles, California

WORLD DISTRIBUTORS
453 W. 47th Street
New York, N. Y.

SEE
SHOW GIRL...
it's the hit of any show!
And on every play of the game, each member of the team must carry out his own particular assignment and responsibility.

The Operator must give good service to his locations. He must consider the requirements of each with a view of creating goodwill and increasing patronage. He must keep every piece of his equipment properly serviced and up to the minute.

Upon the Distributor rests the responsibility of selling products only to established Operators. He must formulate and administer sales policies that are in the best interest of the industry as a whole.

The responsibility of the Manufacturer is to produce merchandise of quality and character... both sales-wise and performance-wise. Merchandise that will constitute a sound investment for Operators.

That, in a nutshell, is the way for all of us to have a winning year in 1947... with TEAM PLAY! And to quote another very famous author, our winning slogan could well be—ALL FOR ONE AND ONE FOR ALL!

By WILLIAM H. KRIEG
President & Gen'l Counsel
Packard Mfg. Corp., Indianapolis

"Nothing great was ever achieved without enthusiasm!"

Voiced more than one hundred years ago by Ralph Waldo Emerson, these famous words are just as applicable today as they were then.

And I believe it can be said with equal truth and sincerity that—nothing great was ever achieved without team play!

Individuals working together in harmony and unity of purpose. That's a tried and true formula for success in any line of endeavor. In sports it means extra points in the win column. In business it means a sounder structure and increased profits.

So, if every one of us in the music industry will remember that we're a team... 1947 will be the best year in the history of the coin machine industry.

And to round out the analogy, I might point out that we have three key players on our team. The Operator! The Distributor! The Manufacturer! Three key players... with every hour and every day of the new year an "inning"! And each of us playing the game for all that's in him. Not for himself alone. But for the team!
Visit Booth 207
AT THE CONVENTION
and SEE
the
3
“AMERICAN”
Stars
which mean $$$ to you!

“Junior League Bat-A-Ball” ➔

“Bat-A-Ball” ➔

“Golden Falls” ➔

Visit Our New Factory and Offices While You’re In Town!

American Amusement Co.
164 East Grand Ave., Chicago 11, Illinois • All Phones: Whitehall 4370
Buy “AMERICAN” and You Buy The “FINEST”
Daval Plans Ahead

CHICAGO — Ben Lutske, general salesmanager of Daval Products, this city, reports that his firm are making plans far into 1947 and intend to present equipment which will meet with all territorial conditions everywhere in the nation.

He stated, “There is no longer any doubt that the trade needs machines which will assure it continuous, profitable operation over a long period of time. Counter games have proved themselves to be able to continue on location for years and have brought in consistent profits.”

He also reports, “In addition to our regular line, at the convention, we are presenting an entirely new idea in counter games which allows two players to play each machine and which keeps the competitive idea right up on top, assuring the operators of the biggest profits.”

“Orders already placed have astonished us,” he continued, for all who have seen these new games have rushed us larger orders than we ever expected. We are working at top speed to reach the highest possible production by showtime,” he concluded.

Philly Music Ops Look To Big Year In ’47

RAY C. BERNHARDT
PHILADELPHIA, PA—Ray C. Bernhardt, president of the Philadelphia music ops association, reports that everyone of the members look to 1947 for one of their biggest years, regardless of the fact that there is supposed to be a recession period under way.

He says, “Our operators know that working together as a strong and solid body we will progress forward during 1947 and achieve our goal of better profits.”
Haddock Amplifies Phono Excise Tax Stand

In session the Republicans are in power and promising tax cuts; Washington dispatches reported that early action on the reduction of excise taxes was being urged to accelerate purchasing during the first half of 1947 and thereby minimize the effects of the recession which is being felt in some lines.

“It seems to me that automatic phonographs should be at the head of the list and could be put there if the industry and, particularly the operators, awaken to the situation.

“While the function of excise taxes is to raise money, most of the items on the list are luxuries. Music may be a luxury in the home but it isn’t to the operators of machines nor to the locations who depend in part on the revenue from juke boxes. Automatic phonographs are one of the few capital goods items on which there is an excise tax.

“There is nothing to indicate that automatic phonographs have been considered separately from home phonographs and radios. I think the door is wide open to getting some fairly fast action. The elimination of this excise tax would, of course, benefit the entire industry.

“For obvious reasons the operators can best accomplish this. I urge all operators to write or wire their Representatives in both the Senate and the House.”

FOR

Bally

PRODUCTS

NEW YORK

NEW JERSEY

and

ALL OF

NEW ENGLAND

TRI-STATE SALES CO.

PIONEER DIST. CO.

(Home Office)

2715 SUMMIT AV., UNION CITY, N. J.

(Phone: Union 5-2242)

505 TENTH AVE., NEW YORK CITY

(Phone: Union 5-2648)

NOW DELIVERING

TRIPLE BELL

5¢ - 30¢ - 25¢ or

Any Combination

CONSOLE

5¢ and 25¢ PLAY

MIDG. RACER

NEW FAST 5-BALL

NOVELTY HIT

VICTORY SPECIAL • VICTORY DERBY

ASSOCIATED OPERATORS OF LOS ANGELES COUNTY, INC.

Board of Directors

Vern L. Moore

Tom Catana

Fred Reilly

Samuel "Curley" Robinson

Managing Director

A NEW BOARD TREND

★ SENSATIONAL ★ DIFFERENT

The spectacular dimensional picture featured with BAG THE LIMIT has a high souvenir value that entices all players! Order this magic attraction TODAY!

BAG THE LIMIT

1200 Jumbo holes...5¢ per sale...Takes in...$60.00

Pays out.......... 30.27

Average PROFIT...$29.73

Thick DIE-CUT Board

Write for free full color circular

SUPERIOR PRODUCTS INC.

14 N. PEORIA ST.

CHICAGO 7, ILL.
MAPE'S BETTER BUYS!

CONSOLES — Refinished — Reconditioned

Keeney Super Bells, 5c, F.P., P.O. .................. $119.50
Keeney Super Bells, 10c, F.P., P.O. ................ $225.00
Keeney Super Bells, 25c, F.P., P.O. .............  $225.00
Keeney Super Twin, 5c-25c, F.P., P.O. ...........  $375.00
Keeney Super Twin, 5c-25c, F.P., P.O. ...........  $375.00
Keeney Super Twin, 5c-10c, F.P. ..................  $375.00
Keeney 4-Way, 5c, 5c, 10c, 25c ...................  $450.00
Keeney 4-Way, 5c, 5c, 10c, 25c ...................  $450.00

Keeney 4-Way, 5c, 5c, 25c, 25c ...................  495.00
Mills Three Bells, 5c, 10c, 25c ...................  575.00
Mills Four Bells, 5c, 5c, 5c, 5c (Or. H'ds) ......  325.00
Mills Four Bells, 5c, 5c, 5c, 25c ..................  495.00
Bally Club Bells, 5c, F.P., P.O. ...................  149.50
Bally Hi-Hands, 5c, F.P., P.O. ...................  139.50
Pace-Saratogas ......................................  75.00

PHONOGRAPHS — Refinished — Reconditioned

Seeburg, 9800 ESRC .................................. $440.00
Seeburg, 8800 ESRC .................................. $440.00
Seeburg, 8200 ESRC .................................. $450.00
Seeburg Concert Master ESRC .....................  $425.00
Seeburg Classic ......................................  $395.00
Seeburg Colonial ESRC ................................ $450.00
Seeburg Envoy ESRC .................................. $450.00
Wurlitzer 950 .........................................  $595.00
Wurlitzer 850 .........................................  $595.00

Wurlitzer 750M .........................................  550.00
Wurlitzer, 42-500K .....................................  365.00
Wurlitzer, 42-600 ......................................  345.00
Wurlitzer 600 .........................................  225.00
Wurlitzer 616 .........................................  225.00
Rock-Ola Command ...................................  425.00
Rock-Ola '40 Master Rockollite .....................  375.00
Seeburg Sc, 3 Wire Boxes .........................  27.50
Seeburg Sc Remote Boxes ...........................  30.00

NEW WALL BOX REPLACEMENT COVERS

(For 20 Selection Seeburg Wireless or 3 Wire Boxes)

Lightweight Aluminum; Brown or Gray Crackled Finish.

Guaranteed Perfect Fit

GENUINE FIBRE MAIN GEARS
For Seeburg and Wurlitzer

Lack Hub) ........................................... $2.95

HEAVY DUTY CASTERS
Set of Four ......................................... $1.65

PLASTIC — 60 Gauze — Red

20" x 50" Sheets ..................................... 10.00

CUT TO MEASURE—2c per sq. in.

Louis Boasberg SAYS:

ask any operator or distributor who has purchased a NEW ORLEANS NOVELTY COMPANY used game, and he will tell you that our games are the finest used games on the market. Before we sell any game, said game must be checked in the following ways.

1. It must be mechanically perfect with worn-out parts replaced by brand new factory parts.

2. The game must be cleaned, brightened and made as attractive-looking as possible with the finest materials obtainable.

3. The game must be percentage perfectly to give the correct number of free plays to insure maximum player appeal.

4. The game must be thoroughly checked and rechecked before leaving our office. This assures the game's being ready to be played just as soon as it is placed on location.

5. Our games are packed properly by experts.

NEW ORLEANS NOVELTY COMPANY

115 MAGAZINE STREET
NEW ORLEANS, 12, LA. (Phone: RA 7904)

Production Under Way While Show Goes On

IRVING KAYE

GEORGE PONSER

EW YORK—George Ponser and Irving Kaye of Amusement Enterprises, Inc., this city, announce that production will be under way at our factory in Brooklyn of every machine we will display in Chicago while the show is on.

They also stated, "We will deliver equipment in rotation as orders are taken at the show and some of the leading men who place orders with us will be pleasantly surprised to find shipment waiting for them on their stall."

Both Kaye and Ponser reported that they have developed some of the most outstanding machines in their career as manufacturers and believe that these products will open much territory for operators who are up against problems of this kind at this time.

A FEW SPECIALS!!

Suspenses ......................... $140.00
Big Leagues ......................... 140.00
Surf Queens ......................... 130.00
Fast Balls ......................... 135.00

New Orleans Novelty Co.
115 MAGAZINE ST., NEW ORLEANS 12, LA.

(www.americanradiohistory.com

Page 117 Convention Issue, 1947
New York State Operators
You
Are Cordially Invited by

REX
COIN MACHINE DISTRIBUTING CORP.
1226-1230 BROADWAY, ALBANY, N. Y.
821-829 SO. SALINA ST., SYRACUSE, N. Y.
1441 MAIN STREET, BUFFALO, N. Y.

to
Attend
the

OPEN HOUSE AT

FEB.
3-4-5-6

ROCK-O-LA

The home of
PHONOGRAPH
THAT SELLS
MUSIC

Also the Rock-Ola Showing at the Morrison Hotel, Chicago
MFRS WILL TRY TO STOP BOOTLEGGING

Many Will Call Meetings of Their Dists at Show & Advise Bootlegging Must Stop.

Some Plan Immediate Dismissal of Any Distrib Caught Shipping Out of His Area.

Other Mfrs. Arranging for Check Up System on Deliveries and Production.

NEW YORK — Since the first open published announcement of the bootlegging now rampant thruout the country, many manufacturers have contacted The Cash Box to advise that they have already been in touch with the situation and have received various letters and other documents which have caused them much concern.

These manufacturers also advise The Cash Box that they are planning to do something about the present bootlegger’s rampage and do something both stern and drastic.

Some of their plans call for meetings with their distrbs at the convention wherein they will “lay the law down” regarding shipments out of designated and franchised territories.

In addition, some of the manufacturers also plan a system which will result in a most complete check up on their deliveries and production with receipt of shipments and other data instantly registered for the information of all their distributors so that there will be little or no inclination on the part of anyone of their dealers to ship equipment outside of their present areas.

Not only has there been great loss on the part of some of the factory’s distrbs because of bootlegging operations, but there has also been much equipment hurt on the sales market with manufacturers losing prestige because of the acts of certain distributors. They feel that, tho the distrb might not realize these factors, he must be brought to an immediate halt.

As one manufacturer stated, “We will not tolerate any bootlegging of our equipment. Anyone of our distributors found doing so will be immediately dismissed from handling any of our equipment.”
**To Meet Juke Box Leaders In Chi**

**CLEVELAND, O.—** Jack Cohen, president of the phone operators association of this city, is leading one of the largest delegations of coinmen to the big show in Chicago, it is reported.

Cohen is well known throughout the industry for his efforts in behalf of the automatic music industry. He looks forward to meeting with many association leaders from all over the country at the show and, it is reported, he has many plans which will prove of tremendous interest to the phone trade.

At the same time, as Solotone distributor, Cohen’s firm is planning to enlarge on the display of the California factory by arranging for a unique set up in the large suite which his men will have while at the convention.

**LOS ANGELES, CAL.—** Jay Bullock, managing director of the Southern California Music Operators Assn., will have the opportunity of meeting with many of the nation’s juke box leaders at the convention, it is reported, and will probably obtain some of the new plans which have come into being in the past years.

Bullock is reported to be working very hard at this time to consolidate everyone of the operators in Southern California into one of the strongest phone associations in the country. He has presented many fine plans, it is stated, and will now be able to go over some of these with other juke box leaders at this 14th annual convention.

Bullock will come along on the special train from Los Angeles which is expected to bring one of the largest delegations of coinmen to the convention.

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**Tax Pinball $25 Yearly**

POTTSTOWN, PA.—The new license ordinance went into effect here with a yearly license fee for all pinball games placed at $25.

---

**WESTERN STATES DISTRIBUTING COMPANY**

DAN KING III, President

**275 NEW PACE BELLS IN STOCK**

*Ready to ship TODAY!*

HOLD YOUR LOCATIONS . . . WIRE, WRITE, PHONE

Give them the New Pace Chrome Bells they deserve.

Contact WESTERN STATES right now.

Pace Bells shipped day order received.

All brand new . . . all guaranteed 100%.

$1.00 - 50c - 25c - 10c - 5c


63 PAGE ST., SAN FRANCISCO 2, CALIF. Phone: Market 1819
Music Operators of GEORGIA
O. J. MULLININX
Invites You
To Attend the

OPEN HOUSE AT

FEB.

ROCK-OLA

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The home of
PHONOGRAPH
THAT Sells
MUSIC

ROCK-OLA
Manufacturing Corporation
800 N. KEDZIE AVE., CHICAGO 51

Also the Rock-Ola Showing at the Morrison Hotel, Chicago

Bally DeLuxe
DRAW BELL

midget racer
NEW FAST 5-BALL NOVELTY HIT

BALLY
TRIPLE BELL
TRIPLE PLAY — TRIPLE PROFIT

Mullininx Amusement Co.

302 WEST VICTORY DRIVE, SAVANNAH, GA. ¶ 233 TRINITY AVENUE, S.W., ATLANTA, GA.

Distributors — for leading manufacturers of coin operated Music and Amusement Machines

ROCK-OLA • Bally
V. Y. Assn Attorney Writes Appreciation Letter

NEW YORK — The following letter was received from Sidney H. Levine, attorney for the Automatic Music Operators Assn. of this city. Levine has been their attorney for many years. This letter was sent to The Cash Box this past week.

"For many years I have been reading coin machine publications and I have always noted that they take up the cause of the distributors and the manufacturers and always discuss the value of various products for the distributors and the manufacturers, without regard to the operators.

"When The Cash Box was first brought to my attention — I was somewhat skeptical of it — as a publication. I expected to read the same sort of editorial which I had been reading in these other publications. Therefore, even tho I read The Cash Box, and noted how well it understood the operators' problems — I still remained a skeptic.

"Today, I am a firm and faithful follower of The Cash Box. This is the one and only magazine in the history of the coin mechanical industry which has come forth with facts, truth and a fighting fearlessness for the operators. It is the one and only magazine which has clearly, concisely, truthfully, fearlessly and factually presented the case of the operators. It has brought the problems of the operators out into the open. It is the one magazine which has made the operators — THINK. It is making them think more and more — and OPENLY — about their problems — and the operators, THEMSELVES, are now bringing their problems into the open and, in almost every case, they are mentioning The Cash Box— as THEIR magazine.

"I want to go on record here and now to tell you people at The Cash Box: how much I have appreciated your articles and how interesting they have been to me. I am frank to state that these problems have been brought into such clear perspective that anyone I know would immediately understand them. This is a tremendous and marvelous thing for the trade. It is one of the most outstanding things which has happened to this industry. For the very FIRST time — the operators now have a champion — a REAL MAGAZINE — a MEDIUM they can call THEIR OWN — and KNOW THAT THIS MAGAZINE — THE CASH BOX WILL BE IN THERE FIGHTING FOR THEM EVERY SINGLE SECOND OF THE DAY.

"From my many years of experience as an attorney for the New York operators' music association. I can safely state that the operators have had a great many problems to overcome and always have had to take care of these themselves. Since The Cash Box came into being — all of us — and all executives of associations everywhere in this nation — have rested much easier — for The Cash Box has brought out the problems of the operators much, much better than we, at our meetings, have been able to do.

"I can only state here and now that it is worth the time, effort, energy and money for every operator in the country to subscribe and read every page of The Cash Box. This is really the operators' magazine. This is the kind of magazine I had always hoped for.

"Sure it's great to back advertisers —like distributors and jobbers—but, what would these people do without operators—their customers. Therefore, any magazine which doesn't recognize this fact is simply kidding itself. And since The Cash Box has come to the front, we, of the operators music associations everywhere in the country, know that now we, at last, have a REAL FRIEND."

Music Operators...You Are Cordially Invited by BILL DOYLE & COMPANY 330 BOND AVENUE, GRAND RAPIDS 2, MICH. to attend the OPEN HOUSE AT ROCK-OLA FEB. 3-4-5-6 The home of PHONOGRAPH THAT SELLS MUSIC Also the Rock-Ola Showing at the Morrison Hotel, Chicago
GOOD TIMES —
BIG BUSINESS —
and
PROSPERITY
ARE JUST AROUND THE CORNER

Remember... THAT IT'S
PACKARD ALL THE WAY

HOLD YOUR LOCATIONS WITH THE FINEST
MUSIC EQUIPMENT IN THE WORLD.

We Carry A FULL AND COMPLETE LINE of
PACKARD BOXES—SPEAKERS—30 WIRE CABLE
AND ACCESSORIES

WE ARE THE WORLD'S LARGEST DISTRIBUTORS OF
THE WORLD'S BEST INDEPENDENT RECORDS

While Attending The Convention In Chicago
DROP AROUND AND PAY US A VISIT AT

BOOTH 202 — SHERMAN HOTEL

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

640 - 16th STREET
SAN DIEGO, CALIF.

The World's Largest Distributor of Independent Records
Big Crowd Attends Active’s Official Opening

Joe Ash Shows Philly’s Coinmen Beautiful, Modern Offices and Showrooms in Impressive Building and Completely Air Conditioned

JOE ASH

PHILADELPHIA, PA.—Joe Ash of Active Amusement Machines Co., this city, opened his new building at 666 No. Broad Street officially to the cointrade this past Sunday (January 19) and won tremendous commendation for one of the most beautiful and modern coin machine buildings in the country.

Completely modern throughout and extremely beautiful in decor with hidden neon cove lighting effects and ultra-modern showroom display arrangements with large private offices, conference rooms, lounges, repair and parts departments as well as one of the largest storage spaces in the trade and, in addition, the complete building air conditioned, the coinmen from all over the east, as well as the manufacturers who were present, marveled at this gorgeous new building.

This official opening was one of the most lavish ever presented. The huge crowds far exceeded anything the firm had imagined would attend. Dinners, entertainment and refreshments were arranged for a crowd of approximately 600.

The complete opening can be summed up in the words of Nate and Sol Gottlieb of D. Gottlieb & Co., Chicago, who were present when they stated, “This is the most impressively beautiful building I’ve yet seen in the coin machine industry.”

14 FOOT BANK BALL BOWLING MACHINES
NEARLY NEW
This machine is a proven money-maker. Guaranteed like new.
Write, Wire or Call.
1/3 Deposit, Balance C.O.D.

NICKEL AMUSEMENT COMPANY, Inc.
1648 ST. CLAIR AVENUE (Phone: SU. 0730) CLEVELAND 14, OHIO

WESTERN STATES DISTRIBUTORS and OPERATORS

You Are Cordially Invited To Visit The

PACKARD PLA-MOR
EXHIBIT AT THE SHERMAN HOTEL IN CHICAGO
For Your Future Security
... It’s

PACKARD ALL THE WAY

W. E. SIMMONS Western Regional Sales Manager
1025 N. HIGHLAND AVENUE, HOLLYWOOD, CALIF.

See Us at

BOOTH 94

HOTEL SHERMAN

Empire Coin MACHINE EXCHANGE

2812 WEST NORTH AVENUE • PHONE: HUMBOLDT 6288-9 • CHICAGO 47, ILLINOIS
ATTENTION! NEBRASKA and IOWA OPERATORS
Meet HYMIE ZORINSKY at the
SHERMAN HOTEL
We Represent All The Leading Manufacturers
H. Z. VENDING & SALES CO.
1205-07 DOUGLAS ST.
OMAHA 2, NEBR.

Senator Johnson, state Senator of Nevada, with the purchase of these 14 machines is now a 100% Pace user in all of his casinos. Some of his most popular clubs are the Senator Club, Hunter's Lodge, and the Esquire Club.

King's twin-motored, five-place plane is a beauty with its specially designed and copyrighted green and silver paint job. The interior is luxuriously upholstered in green and rose silk.

The world famous Harold's Club of Reno, Nevada has just ordered 100 more Pace Bells from Dan King III, for their spectacular club, which has an attendance of over 5,000 daily. It's quite a sight to see the hordes of people standing in line in Harold's Club and awaiting their turn to play the machines.

Music Operators... You Are Cordially Invited by
M. C. SEALE and F. M. MITCHELL
SOUTHERN MUSIC SALES CO., INC.
727 POYDRAS ST., NEW ORLEANS, LA.
To Attend the
OPEN HOUSE AT
FEB.
3-4-5-6

The home of PHONOGRAPH THAT Sells MUSIC

Also the Rock-Ola Showing at the Morrison Hotel, Chicago
Profits hit new all-time high with Bally's DeLuxe DRAW BELL

Now... all the bell-fruit flash and spinning-reel action of DRAW BELL... plus the 1000 Super-Special popularized in Triple Bell... plus the new EXTRA DRAW feature that permits players to deposit three, four, five coins per game to hold favorable reels and spin again for a winner! That's Bally's new luxurious DE LUXE DRAW BELL. Equip your locations with the fastest profit-producer ever created in the bell-console class... order DE LUXE DRAW BELL now. Specify nickel or quarter play.

We Invite You

While you are in Chicago, make the most of your valuable time by paying us a visit.

Perhaps you may want to expand your operation, or add new equipment, or start a new operation. Whatever your plans, make your needs known to us.

At COVEN'S COIN CORNER you have a wide choice of profitable equipment to choose from.

Get in touch with us at the BALLY Booths, Hotel Sherman, or better still, we invite you to visit our modern showrooms where you may bring your friends and discuss things in comfort while enjoying the fine hospitality of our entire organization.

Cov en DISTRIBUTING CO. Exclusive Bally Distributor in Indiana, Wisconsin and Northern Illinois

3181 Elston Avenue CHICAGO 18, ILLINOIS Phone: Independence 2210
Pantages Presents ’47 Hollywood Mirror Cabs for Phonos

LOS ANGELES, CAL.—The Pantages Maestro Co., this city, presents their new ’47 Hollywood Mirror Cabinet to

the trade at this convention. The photo shown on this page was taken at the famed Melody Lane Cafe in this city where the original mirror phono was located and is still in operation. This location has been visited by music coinmen from all over the country to look over this installation.

The firm have built a large number of these mirror cabinets for installation by wired music operators all along the Pacific Coast. These have been found to help increase the collections. In addition, they have added tremendously to helping decorate the locations themselves and have, therefore, won the support and following of location owners.

The Pantages Maestro Co. report that, after five years of effort, they have now developed a new all mirrored phono cabinet of unusual beauty and utility that will fit into any location and can be adopted to all types of phono use. “In addition,” they state, “to supplying these cabinets with the 1947 Maestro Wired Music Systems we will sell these separately to both wired music and mechanical phono operators who wish to modernize their present equipment.”

The firm entitle their story to the trade, “Mirrored phonographs are a true reflection of coin machine progress.”
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)
WESTERN MUSIC OPERATORS AND DISTRIBUTORS

ED WISLER—WESTERN SALES MANAGER for AIREON MANUFACTURING CORP.
1025 N. HIGHLAND AVENUE, HOLLYWOOD, CALIF.

THE SOUTHERN CALIFORNIA AUTOMATIC MUSIC OPERATORS ASSOCIATION

Pledges its untiring efforts to further the best interests of Southern California Music Operators — and will leave nothing undone to keep you in business and help you prosper.

JOIN TODAY — IT WILL PAY DIVIDENDS TOMORROW

BOARD OF DIRECTORS
G. M. Araj, Pres.
A. J. Huntsman, Vice-Pres.
E. Jay Bullock, Sec., Treas.
H. G. Sherry
K. L. Spalding
Jack Ley
W. Layman Lee

E. JAY BULLOCK
Managing Director
Communications from other Associations are invited to 1811 W. PICO BLVD. LOS ANGELES, CALIF.

AIREON EXHIBIT
During the Chicago CONVENTION
We Have a Surprise For You.
SECURE YOUR FUTURE — FROM NOW ON IT'S AIREON

MANUEL EHRENFELD
AIC, N. J.—Manuel Ehrenfeld of Music Service, this city, who has been in the music operating business for 25 years, wrote the following letter to Cash Box this past week which is a new angle to light on his expenses in 5¢ and 10¢ play.

"For many months now I have been reading as in The Cash Box giving the pro on nickel and ten cent play for boxers.

A lack of cooperation between opera- tors is a known fact, but, when man- ufacturers cannot get together for their benefits, how can one expect the operators to do so?

If a manufacturer advocates 10¢ play, another manufacturer advocates 5¢ play, regard to the 10¢ play, we have been using since last May, and find that collections stayed within 5% of lay that we received prior to May, to me is proof of the benefits of play.

Other manufacturer insists upon a 5¢ play maintaining that, as their models will not be put out more than once in two years, machines are amortized in that time.

This may be true of perhaps 10% of man's operation, but is definitely not of a full operation. This manufacturer also maintains that the boxy-sox will not put in more than $5 for blan. As an operator, I can tell you, 95% of the locations in the State of Jersey are not where there are y-sox, but in taverns where music is absolutely necessary.

For having spent twenty-five years in business, I would like to give what, in my opinion, is the one and answer. It is a known fact that where we have strictly a wall box installation in conjunction with a hideaway, obsolescence becomes a negligible factor. Luxurious as the machine is concealed and you receive increased play on such an installation, obsolescence is not a factor, and these locations definitely can be operated for a nickel.

"It is when new machines are put on the floor and locations insist upon a new model each time one is produced that keeps the operator broke. If all floor ma- chines came through with a 10¢ slide, 3 for 25¢, I believe that operating wall box jobs for a nickel and floor jobs for a dime would prove profitable.

Of course this may not be a satis- factory solution from a manufacturers' viewpoint—limiting the field for floor machines—as it would cut the sales of these instruments. It is, nevertheless, the only way the operator can keep from going broke.

"I wish to take this opportunity to congratulate you on the wonderful job you have done during 1946, and am confident you will continue to do the same in 1947."

CHICAGO—Ben Coven of Coven Distributing Co., this city, extends an invitation to all coloinen to visit with his firm at their offices, 3181 Elston Ave.

Coven believes that many of the coinmen will want to see how his firm operates and that they will also be interested in seeing the complete display of daily products which he features.
Operators... You Are Cordially Invited by SOUTHERN MUSIC CORP.
218 East Parrish St. 822 West Morehead
DURHAM, N. C. CHARLOTTE, N. C.
to attend the
OPEN HOUSE AT.
ROCK-OLA
FEB. 3-4-5-6

The home of PHONOGRAPH THAT Sells MUSIC

Also the Rock-Ola Showing at the Morrison Hotel, Chicago

Showing Clicks

VIRGINIAN, D. C.—Hirsh de LaViez, president of the Hirsh Coin Machine Co., held a special showing of all Packard music equipment, including the new Packard Pla-Mor phonograph this past week (Jan. 19) and reports that the showing attracted one of the very largest crowds in the history of this city.

In addition to the many operators andobbyers who were present from this city as well as surrounding territory, Homer E. Capehart, Chairman of the Board of Packard Mfg. Corp., Indianapolis, Ind., also attended.

Many of the ops present also made arrangements to be on the "Coin Machine Special" train of the Pennsylvania Railroad which Hirsh Coin Machine Co. are sponsoring and which will leave from his city for the convention in Chicago on February 2.

"We expect to have a crowd almost as big as the one that came to our showing here of the new Packard line", Hirsh de LaViez reported.

Marvel's POP-UP

THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

1c PLAY
(5c Play if Desired)
A REAL MONEY MAKER

POP-UP will 'score' every time in ANY location EVERYWHERE! POP-UP will out-earn any game of its kind.
POP-UP WILL TRIPLE YOUR PROFIT!
POP-UP is sturdily built — Natural wood cabinet with polished chrome-nickel fittings. Highly finished rust-proof parts. Precision built scoring unit and fool-proof mechanism. POP-UP is indestructible. Height 18", Width 12", Depth 8". Get POP-UP in all your locations for those 'soaring' profits.

VISIT US AT BOOTH 93—HOTEL SHERMAN

MARVEL MANUFACTURING CO.
2847 FULLERTON AVE. EVERGLADE 0230 CHICAGO, 47
"Wisconsin's Leading Distributors"

UNITED COIN MACHINE COMPANY
6304 W. GREENFIELD (Spring 8446-8447) MILWAUKEE 14, WIS.

... lead the way to the most outstanding profit era in the history of the State of Wisconsin. Tie in with "United" today to assure yourself the greatest prosperity!

DISTRIBUTORS FOR

PERSONAL MUSIC CORP.
(Measured Music)

DAVAL PRODUCTS CORP.
(Counter Games)

H. C. EVANS & COMPANY
(Consoles)

FILBEN '47
(30-Record Phonograph)

UNITED MFG. CO.
(Pin Games)

MARVEL MFG. CO.
(Counter Games)

All from the firm you'll like to deal with

UNITED COIN MACHINE COMPANY
6304 W. GREENFIELD (Spring 8446-8447) MILWAUKEE 14, WIS.
MODEL "A"
40 SELECTION PHONO

AUTOMATIC HOSTESS

THE GREATEST MONEY-MAKING
AUTOMATIC MUSIC EQUIPMENT
EVER BUILT

PERSONAL MUSIC SYSTEMS
EACH UNIT IS A SEPARATE MONEY-MAKER
Measured Music IS LOW IN COST AND EASILY
INSTALLED MAINTENANCE AND SERVICING IS
SIMPLE AND ECONOMICAL.

DISTRIBUTORS FOR TEXAS
WRITE — WIRE — PHONE

SOUTHWEST
AMUSEMENT COMPANY
2916-18 MAIN ST.
DALLAS, TEXAS

(Phone: Riverside 5141)
Music Operators...You Are Cordially Invited by CONSOLIDATED DISTRIBUTING CO.
1810 GRAND AVENUE KANSAS CITY 8, MO.
to attend the OPEN HOUSE AT ROCK-OLA
FEB. 3-4-5-6
The home of PHONOGRAPH THAT Sells MUSIC
Also the Rock-Ola Showing at the Morrison Hotel, Chicago

GEORGE A. MILLER

OAKLAND, CAL.—George A. Miller, managing director of the California Music Operators Association, this city, reports that all members of his organization look forward to a "good year for music."

Miller has helped the music ops here to arrange for a better commission basis and this, in addition to the many other plans which the organization has, he believes, will prove of great value in helping to bring about a "good year for music."

Miller will attend the convention in Chicago with a large delegation of music operators from his area and to looking forward to meeting with other music leaders.

VISIT BOOTH 188 AT THE SHERMAN

THE UNIVERSAL SERVICE KIT has the manufacturer's guarantee to contain the following parts:

- Switch Blades, Light;
- Switch Blades, Medium;
- Switch Blades, Heavy;
- Assorted Silver Points (ten types);
- Assorted Fibre Lifters, Fibre Separators;
- Blades Extension;
- Assorted Rivets;
- Metal Mounting Brackets (adjustable);
- Screws for Mounting Brackets;
- Carbon Rings, Carbon Contacts;
- Carbon Wire Holders; Floating Fins, Insulating Paper,
- Contact Adjuster, Pigtail Wire.

WRITE FOR OUR LATEST 1947 CATALOGUE NOW READY
A. H. (Art) Bouterious

AKLAND, CAL.—A. H. (Art) Bouterious, general manager of Mills Sales Company, Ltd., whose headquarters are in this city, will head one of the largest delegations attending the CMI convention in Chicago from any one firm in the country. Not only will the managers of the firm’s offices in Portland, Ore., and Los Angeles, Cal., be present, but many of the firm’s executives from their headquarters here will also attend.

Warren A. Taylor, General Sales Manager for the firm, is of the belief that the firm’s sales staff will find the convention inspiring as well as very informative and that the men will return with greater confidence in their work during the rest of the year.

The firm will pay special attention to the displays of Mills Industries, Inc., and International Mutoscope Corp., whose merchandise they represent.
Advocates More Per Play And More Play Per Phono

fun, relaxation and entertainment value of juke box music. Further, we started exhaustive tests many months ago to determine income results possible through quarter-dime play.

"Those results," says Hammergren, "have proved conclusively that the new basis of play returns more money to the operator. We would never have been foolish enough to recommend it if it had been only an idle hope or unproved theory.

"Time and again people have re-
Continued on Page 136

M. G. (Mike) Hammergren

“Disagreement regarding “three for c—one for 10c” phonograph play,” says M. G. Hammergren, The Ralph Wurlitzer Company’s Vice-President and Director of Sales, “falls to two major categories—those who advocate more pay per play, and those who talk more play per phonograph. Certainly no one denies the urgent need of increasing operator income results possible through quarter-dime play.

"Wurlitzer has had the courage and foresight to take bold action in both the solutions suggested," Hammergren’s statement continues. "Just a year ago, we launched the Wurlitzer national consumer advertising program, the only concerted drive ever attempted in this business to sell the American public on the

ULTRAVOX WIRED PROGRAM REPRODUCER

Complete wired music location equipment for doctor’s and dentist’s offices, reception rooms, etc.

Consists of wall cabinet, containing 12” speaker and a high quality full 10 Watt amplifier with volume control and switch—all in a single unit. Can be installed in a few minutes.

IMMEDIATE DELIVERY!

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

High quality full 30 Watt amplifier for factories, restaurants, etc. $75

WILL take care of ten to twelve 12” speakers

ALLIED ELECTRONICS COMPANY, Inc.
50 DEAN ST. (Phone: MAin 5-1947) BROOKLYN 2, N. Y.

A Great New Bell Is Born

MILLS DOLLAR BELL

with the Exclusive Giant Size, Hand Load Jackpot

Immediate Delivery
Available in Black Cherry and Golden Falls Models
2/5 or 3/5 Pay Schedules

Manufactured and Distributed by

MILLS SALES CO., LTD.
1640 18th STREET, OAKLAND
600 S.E. STARK, PORTLAND
2827 W. PICO BLVD., LOS ANGELES

See MILLS SALES COMPANY, Ltd. Representatives At The Coin Machine Show
More Per Play
(Continued from Page 135)

...Your Wurlitzer advertising program benefits all juke box play—just on Wurlitzer phonographs." says Hammerge. "That is true. We now that our ads in national magazines and on coast-to-coast bill posters have contributed substantially juke box play regardless of make model. Soon to come is another powerful Wurlitzer campaign aimed boosting play right at the point of purchase, in the locations themselves.

"Let's consider this objective of setting more play per phonograph, assuming that proper record selection, maintenance of equipment, efficient service, and such accepted musts of operating are well executed, what in the operator do to further attract some money into his cash box? The obvious answer is: by merchandising music to the public—by selling the advantages and benefits of phonograph music to the people who can enjoy it, young and old, rich and poor, the millions to whom music is virtually a necessity of life.

"That is exactly what our Wurlitzer national advertising program is doing," declares Hammerge. "We're not selling phonographs themselves or merchandise as such in these ads. But we are selling what the operator delivers to the public. Call it music. Call it fun. Call it a plain, old-fashioned good time. What it adds up to for the operator, is more play per phonograph.

"Our contention, however, is that more phonograph play is not the only answer to the grave problem of meeting today's high operating costs. It comes down to this fundamental of any business: If you can't make a profit at your present price, raise the price. All the good will considerations in the world can't change the arithmetic of phonograph operating expenses under current conditions."

Hammerge concluded his statement supporting quarter-dime play with this observation: "There is a feeling in some quarters that differences of opinion voiced by leaders of our industry provoke disunity and unrest. If not agree. Discussion of the means of reaching a mutual objective is always beneficial to those whose interests are at stake.
PROFESSIONAL OPS PLUNGE AHEAD AS "JOHNNY-COME-LATELY" HOLLERS HELP


NEW YORK—In a quick, national, telephone survey among the old-timer, professional ops, made this past week by The Cash Box, the following statements came forth, "Well, it last 'Johnny-Come-Lately' is hollering for help."

Some of these old-timers quietly and confidentially stated, "There's no depression to a man in this business who has been in it long enough to know what it's all about."

One of these men said, "Some of these newcomers, who have been in the business for the past few years or so, may have something to holler about. But, we have been in it long enough to know what really counts is a complete understanding of the business as well as thorough efficiency, hard work and plenty of guts. And," he continued, "you'll find that the old-timers in this game have the guts and aren't afraid to get their hands dirty and know what efficiency of operation really means."

Another one of these old-time pros said, "If some of these young guys would have learned the hard way — grubbing for pennies in the sal in of the old peanut machines — then he'd know what hard work was and he'd also know that there aren't any bad times in this business. I can remember," he continued, "when we were getting only $3 per week, our end, from phonographs and a lot less from other equipment. But," he laughingly stated, "we fought our way thru and we didn't holler for help. We made it. And we're doing the same kind of hard work just as efficiently as we ever did and meeting conditions as they come and, believe me, it's a helluva lot of fun winning out — in the right way."

One old timer went further than that. He stated, "Some of these guys came into the business when all they saw were collections which made them more per week on each game than what they were used to earn in a month. They just got accustomed to taking too much money out of their cash boxes. Now, they're back to normal, and they're hollering bloody murder. Hell, if they knew what it was to operate 20 or 25 years ago — they'd think they were in heaven today. Brother, this is one helluva good business. But, it takes some real brains, real guts and lots and lots of hard work to keep ahead. Let 'em holler, I say. We're doing okay."
WELCOME

COIN MACHINE SHOW VISITORS

... to our exhibit in BOOTHS 41, 42, 43 and 44 to see the latest in Coin Operated Equipment. You are cordially invited to make our suite of private rooms your headquarters for relaxation and refreshments.

SEE

The New EVANS RACES
(formerly known as Faces Races)

This amazing machine, in a cabinet of brilliant original design, features many important advances. Among them is speed-up action. Each race now takes approximately one-third the time formerly required!

SEE

The Complete EVANS CONSOLE LINE
BANG TAILS—WINTER BOOK
ONE ROL-HI
GALLOPING DOMINOS
BANG TAILS
CASINO BELLS

All are available in 5c or 25c Play and in Automatic Award, Replay or Check Separator Models.

SEE

how Evans Precision Engineering, Quality Construction and outstanding mechanical improvements insure trouble-free performance on location!

SEE

the custom-built Evans Console Cabinets, in American Black Walnut and Golden Maple. See the new, attractive designs in rich, colorful, brightly lighted playing fields!

SEE the 1947 TEN STRIKE ... it's a revelation!

H. C. EVANS & CO.

1520-1530 W. ADAMS STREET

CHICAGO 7, ILLINOIS

Frankel Opens S. D. Service Offices

SIoux FALLS, S. D.—"Larry" S. Frankel, of Frankel Distributing Co., Rock Island, Ill., this past week announced the opening of a new office at 604 S. Eighth Street, this city.

The new office will be used primarily as a service function. These offices have a staff of trained men who, in addition to installing Packard and Personal Music wall boxes, will also service operators in the South Dakota, West Iowa and Southern Minnesota area.

Altho new machines are on display, neither sales nor shipping will emanate from the South Dakota office, Frankel emphasized.

Two other Frankel Distributing Company display and sales offices are located in Omaha, Nebraska and Des Moines, Iowa.

Frankel's strategically situated offices are reported to make good their slogan, "Serving the Heart of America", according to executives of the firm.

COIN MACHINE DISTRIBUTING CO.

500 NORTH CRAIG ST. (MU. 0303-4-5) PITTSBURGH 13, PA.

Will Welcome Customers And Friends At The MILLS PHONOGRAPH SHOW CONTINENTAL HOTEL

FEBRUARY 3-4-5-6

WHERE TO BUY IT IN NEW YORK STATE POP-UP

The Counter Game that is Legal Everywhere

IN BUFFALO
Alfred Sales Co., 1006 Main St.

IN SYRACUSE
Rex Coin Machine Co., 821 S. Salina Ave.

IN ROCHESTER

IN UTICA
Hanna Sales Co., 169 Campbell St.

IN ALBANY
Olshin Dist. Co., 1102 Broadway

DAVE LOWY & CO. 594 TENTH AVENUE, NEW YORK 18, N. Y.—Bryant 9-0817

Asks That All Phono Assns Correspond

PHILADELPHIA, PA. — James L. (Jim) O'Brien, manager of the Phonograph Operators Assn. of Eastern Pa. and New Jersey, suggests that all music operator's associations arrange for a complete interchange of information, news and views. He asks that other associations throwout the nation contact him care of the Schaff Building (1505 Race St.), Philadelphia 2.
ROCK-OLA
The Phonograph of Tomorrow Today!
PLUS!!
Liberal Trade-In Allowance for your Used Machines.

ADGER SALES CO., INC.
51 W. Pico Blvd. Los Angeles 6, Calif.
All Phones: Drexel 4326

W YORK — Teddy Seidel (left) has noted lightweight boxer and we Lowy (right) meet Homer E. Seidel, Chairman of the Board of Packard Mfg. Corp., Indianapolis, Ind., when he arrives in this city. Seidel, now employed as roadman for Dave Lowy & Company called a "boss" Dave Lowy over to the sales and showrooms of Joe Eisen to meet Capehart, where they sold the new Packard Pla-Mor phone and other Packard music equipment.

BADGER'S BARGAINS

LOOS ANGELES
B. R. Hapke
W. E. Hapke

MILWAUKEE
C. A. Hapte
H. E. Reiner

ROCK-OLA
The Phonograph of Tomorrow Today!
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HOLLYWOOD, CALIF. — H. A. (Hum) Brockamp, Vice-President and Salesmanager of Pantages Maestro Company, this city, reported that, after the years they have spent in completing the new mirrored cabinets for music operators that there is no longer any doubt these will prove of tremendous value to everyone in the automatic music business.

Brockamp looks to the mirrored cabinets to lift the strata of the automatic music business in other locations throughout the nation as it has already done in the west coast operations of the firm.

It is his prediction that the music operators will find that the mirrored music cabinets not only gain the applause as well as the commendation of all the location owners but that the public, too, appreciates them and that their value to the operator is such that his collections immediately start upward and reach new high peaks in everyone of the spots he installs them.

He says, "There are operators in certain sections of the country who have never seen, and probably never heard of a phonograph with plate glass mirror front and sides. However," he continues, "if they could observe in person the hundreds of successful mirrored installations on the Pacific coast, any possible doubts in their minds as to the practicability and beauty of these cabinets would soon be dissolved."

WELCOME!

I join my fellow exhibitors in a hearty welcome to you at this 1947 COIN MACHINE CONVENTION, the greatest ever. It will be a pleasure greeting you at Booth 206.

One look is worth a thousand words. Come up and see for yourselves the many outstanding features of our Double Up Skill Bowl. Proven on many locations to outearn any bowling type game ever made.

Also, see our fast selling, quick profit Star Card Vendor. The key to successful operation is diversified equipment. And, think of it! For the price of one music machine, you can purchase a whole route of these legal and tax-free proven money-makers.

One more thing — we expect to have a new surprise to open your eyes.

See you at Both 206,
Barney Kahn
METROPOLITAN COIN MACHINES, Inc.
203 Sands Street
Brooklyn, N. Y.
HARLICH OPEN HOUSE
for YOU and YOUR FRIENDS!
- at -
HOTEL CONTINENTAL
505 NORTH MICHIGAN AVENUE, CHICAGO
SUITES 809-810 • FEBRUARY 3-4-5-6, 1947

HARLICH MANUFACTURING COMPANY • 1200 NORTH HOMAN AVENUE, CHICAGO 51, ILLINOIS
Visit the World’s Largest and Most Completely Equipped Plant where "SALESBOARDS THAT SELL" are Made.

A New Type Music Op For ’47

JOE BRILLIANT

DETOUR, MICH. — Joe Brilliant, president of the Detroit phone ops association, reports, "There will be a new type of music operator in 1947. He will be more alert, more dynamic, more 'on the ball', and much, much more astute as far as his business is concerned than ever before." Brilliant also stated, "We want to take this opportunity to thank The Cash Box for the grand work which it has done in behalf of all the operators throughout the nation.

"Never before has a publication worked so well and so hard for the operators. We feel that The Cash Box is the 'operator's friend.'"

Stop!!!
WANNA BUY AN OPERATOR
YOU KNOW A REAL GIFT?
"The Cash Box"
FOR 13 WEEKS...
Only $5

Just send his Name and Address to:
Mary MacMullin, Subscription Dept.
The Cash Box, 387 Fourth Ave., New York 16, N. Y.
WHERE SOUTHERN HOSPITALITY ABOUNDS

ALL COINMEN ARE WELCOME AT BOOTH 74. AMERICA'S MOST PROGRESSIVE PARTS HOUSE IS SHOWING THEIR MOST VARIED LINE OF PARTS AND SUPPLIES.
WE REALLY HAVE SOME "PEACHY" NUMBERS.

DON'T MISS BOOTH 74

HEATH DISTRIBUTING COMPANY
217 THIRD STREET
MACON, GEORGIA

Edelman Delivers First Truck Load

DETROIT, MICH. — In keeping with his promise to make volume delivery of his new bowling game, "Bang-A-Fitty," I Edelman of Edelman Amusement Devices, this city, submits the above picture as proof.

From left to right: Robert Morford of King Pin Equipment Co., Detroit, and Giuseppe Cacciola also of Detroit, are shown accepting delivery of a complete truck load of the new "Bang-A-Fitty" bowling games from Edelman who is shaking hands with them. Standing above Edelman, in his shirtsleeves, is Robert Begin also of King Pin Equipment Co.

Edelman reports, "We have never yet failed any of our distributors or operators in delivering equipment when promised. Tho we are producing at record speed we can safely assure everyone in the business that when we promise a certain day of delivery for "Bang-A-Fitty" we will be there with the games, or else the trouble will be that the delivery firm hasn't been able to fulfill their promise."

Edelman also stated, "This is the first time we have ever released information on the "Bang-A-Fitty" game. After appearance of our first ads in The Cash Box we were absolutely deluged with requests for more information. We have been on long distance phones and have been writing and writing letters ever since. We hope that all the inquirers who were so kind to contact us will be at our booths at the show and will be able to see and play the "Bang-A-Fitty" bowling game for themselves."

Dear Mary:
Enclosed find 5 Bucks! Please send "The Cash Box" for 13 Weeks to...

Name
Address
City State
And For Another $5 To
Name
Address
City State
Mary MacMullin, Subscription Dept., THE CASH BOX 381 FOURTH AVENUE NEW YORK 16, N. Y.
TRADIO INTRODUCES T.F.R.P.
...Revolutionary Merchandising Plan to Keep Operators Way, Way Ahead of the Field

We thank Tradio distributors and operators all over the country. Their confidence and cooperation has been of inestimable value to us as pioneers in the embryonic coin-operated field.

Today, the word "Tradio" is synonymous with coin-operated radio. We are proud of our leadership in this industry and are fully aware of the responsibility it entails. We are working incessantly on research and experiments designed to improve Tradio and to introduce new items. Our new Tradio-ette and TradioVision are tangible evidence of our ceaseless efforts to open profitable fields to the operator. Knowing that our success is wholly dependent upon the success of the individual operator, we shall continue to keep the operator's interest paramount in our efforts.

Every coin-machine operator owes it to himself to visit Booth 154. We are looking forward to renewing old acquaintances and making new friends at the Coin Machine Show.

The enormous volume of orders already placed by our distributors for the coming year, plus our ability to stock-pile component parts for steadier production, enables us to offer our new Tradio at a considerable reduction in price. In doing so, we are not forgetting our established Tradio operators. The consideration they deserve will be effected thru the Tradio First Reduction Plan, which we are labeling T.F.R.P. This plan will enable original Tradio operators to double their present route, more than average out their cost, and be further ahead than any other coin-operated radio operator.

As manufacturers, we are a young organization. However, our previous experience as operators, servicemen, retailers and dealers, has taught us how we would like to have manufacturers treat us. We are happy to have this opportunity to be on the other side of the fence where we can apply the knowledge gained by this experience. Some of our policies may be revolutionary but we intend to stick to them 100%.

Tradio operators all over the country are urged to contact their distributors at once for complete details of T.F.R.P.

ASK FOR TRADIO'S REVOLUTIONARY MERCHANDISING PLAN. SEE ALL 3 TRADIO FAMOUS FIRSTS...
TRADIO...TRADIO-ETTE...TRADIOVISION IN BOOTH 154

TRADIO
the first coin-operated radio specifically designed for use in hotels, motels, institutions, clubs, etc.

TRADIO-ETTE
the first coin-operated intimate music restaurant radio.

TRADIOVISION
the first coin-operated television set.

Remember...All Tradio Equipment Is Unconditionally Guaranteed One Year! All Tradio Equipment Is Available For Immediate Delivery! And TRADIO, INC. sells only to operators through qualified TRADIO distributors...never direct to locations. Only by protecting its own integrity can TRADIO protect you! Look At The Others...Then Buy Tradio!
Which do you want?

The following, varied commission methods are now being used by music operators throughout the nation. Tell us which one you like best and why. Write now to the Cash Box, 381 Fourth Ave., New York 16, N. Y.

1—10c Play, 3 for 25c, Collection split 50-50
2—10c Play, 3 for 25c, Collection split 70%-30% (70% to Op, 30% to Location) plus a guarantee Location will get at least as much as formerly on 5c Play.
3—10c Play, 2 for 15c, 4 for 25c, Collection split 50-50.
4—5c Play, Collection split 50-50
5—5c Chute blocked (or taped up as "out of order") 2 Plays 10c, 5 Plays 25c, Collection split 50-50.
6—5c Play, 70%-30% Commission Basis, 70% to Op, 30% to Location.
7—5c Play, 75%-25% Commission Basis, 75% to Op, 25% to Location.
8—5c Play, 60%-40% Commission Basis, 60% to Op, 40% to Location.
9—5c Play, $3.00 Per Week "Front Money" (or "Service Charge") Balance Split 50-50.
10—5c Play, $5.00 Per Week "Front Money" (or "Service Charge") Balance split 50-50.
11—5c Play, $10.00 Per Week "Front Money" (or "Service Charge") Balance split 50-50.
12—5c Play, 1% of complete equipment installation cost as "Front Money" each week until cost is amortized, Balance of collection split 50-50.
13—5c Play, $15.00 Per Week Flat Guarantee. If less in collection (than $15) Location makes up the difference. If more, balance is split 50-50.
14—5c Play, $15.00 Per Week Rental Basis. Location gets all over $15 in collection.
15—5c Play, Rental basis on yearly lease or sublease between Op and Location for space occupied by phono and all other music equipment. Op pays Location rent agreed upon for the year in 12 installments — each installment is paid on the first of the month. Op takes all collections. Lease also specifies no other music allowed in same location.

Notice: In most of these cases Ops have contracts with Locations for exclusive operation of music equipment for at least a two year period. These contracts vary according to the laws of each state.

If you are using a commission basis different from any of those listed above, please be sure to include this in your letter to "The Cash Box".
What Price Pin Games?

By C. B. (Billy) De Selm, Salesmanager, United Mfg. Co.

CHICAGO—The question is not what pin game costs the operator but how much will it earn on location — how long will it earn it — what will the game be worth on a trade-in basis.

A pin game must have appeal of a lasting nature, not mere novelty or w ness that soon wears off.

A pin game must have durability and stand constant heavy play over an extended period of time.

Both of these facts have a direct bearing on the trade-in value, as does the quantity made.

Do not over-produce.

Cost is based on time, material, overhead and risk. An inferior game may cost many times more to produce than a fine money-maker.

It is important to determine what the public wants in the way of a pin game and to present it to them the way they like it.

The cost of manufacturing is high today but can be reduced — without cheapening the product — just as soon as material is available in sufficient quantity to permit increased daily production without the risk of costly shut-down.
COIN MECHANISMS
FOR COIN OPERATED RADIOS

> IMMEDIATE DELIVERY!
> UNLIMITED QUANTITIES!

New, simple, service-free coin mechanism. Designed and built by coin operators (Pat. Pending). Coin chute automatically operated. Electrically operated. Coin starts radio playing. No buttons to push or slides to pull. Only four moving parts, nothing to get out of order. Mechanism takes one to five quarters. Set to play one hour for 25c. Interval easily changed. May be set for 1/2 hour, 1 hour, or 2 hours by operator. Also, on special order, mechanism changed to take different sized foreign and U.S. coins. Timing device controlled by nationally known clocks. Coin trips by hilo switch. Impossible to jar into operation. Easy to install or remove. Overall dimensions 4"x5"x2". This simple, inexpensive money maker is being used successfully throughout the coin industry. Order today. Write, wire or telephone.

Crystallette MUSIC CO., INC.
COIN MECHANISM DIVISION
1521 W Anaheim St. Telephone 622-61 Long Beach, California

SPECIAL SALE!!

USED SUPER BELL IN PERFECT CONDITION, look good and already tested for shipment, special price .............................................. $119.50
BRAND NEW REBUILT BAKERS RACERS, never been unrouted .................. 179.50
SLIGHTLY USED REBUILT BAKERS RACERS, looks like new ..................... 129.50
SLIGHTLY USED REBUILT EVANS BANG TAIL, looks and runs like new .......... 99.50
Brand new never been unrouted, MUTOSCOPE, VOICE-O-GRAPH ................. Write
Brand new never been unrouted, ATOMIC BOMBER, by MUTOSCOPE ........ 395.00
Brand new never been unrouted, WHIZZ, by Genco combine with stand .......... 119.50

N. O. BLEDSoE
415 WEST MAIN STREET, EL DORADO, ARKANSAS

*Also used successfully on telescopes, washing machines, wired music . . . and any other place you need time delay intervals.

OS ANGELES, CAL.—Jack Gutshall of the Jack Gutshall Distributing Co., this city, sees a big year ahead for the music trade.

"In the first place," Gutshall reports, "our line of Packard Pla-Mor music equipment is beginning to go over the top throughout this area and we are firmly of the belief that the operators will be earning bigger and steadier profits once they completely set up to correctly merchandise their music."

He also reports, "Our line of independent record labels has caught on everywhere with music operators and orders are increasing daily. We believe that we will establish a new sales record for our labels in 1947."
PROGRAM
FOR THE
COIN MACHINE SHOW
FEBRUARY 3, 4, 5, 6, 1947 — HOTEL SHERMAN, CHICAGO

EVERY OPERATOR IS INVITED AND URGED TO ATTEND THESE MEETINGS AND EVENTS

SUNDAY, FEBRUARY 2, 12:00 NOON
REGISTRATION STARTS—LOBBY FLOOR—HOTEL SHERMAN

MONDAY, FEBRUARY 3, 1947
2:30 P.M.—BAL TABARIN ROOM—6th Floor—PHILOSOPHY FORUM
"HOW TO LIVE" An Open Discussion by Leaders of The Coin Machine Industry

TUESDAY, FEBRUARY 4, 1947
LUNCHEON, 12 NOON, COLLEGE INN
Personal Appearance of Celebrities, Address by Dr. PRESTON BRADLEY
2:30 P.M.
PUBLIC RELATIONS MEETING
Speakers: JAMES T. MANGAN — SAMUEL (CURLEY) ROBINSON
5:00 P.M.
West Room and Public Relations Booth — TELEVISION SHOW

WEDNESDAY, FEBRUARY 5, 1947
10:30 A.M.
BAL TABARIN ROOM — VENDING MACHINE FORUM
10:30 A.M.
Crystal Room — Discussion to Eliminate Phono Excise Tax
RAY CUNLIFFE, Chairman
2:30 P.M.
West Room and Public Relations Booth — TELEVISION SHOW
7:00 P.M.
GRAND BALLROOM — HOTEL STEVENS
ANNUAL BANQUET AND FLOOR SHOW (INFORMAL)
PRESENTATION OF 1946 PUBLIC RELATIONS AWARD
(CADILLAC CAR)

THURSDAY, FEBRUARY 6, 1947
1:00 P.M.
LUNCHEON AND MEETING OF ARCADE OWNERS ASSN.

EXHIBITION HOURS
MONDAY and TUESDAY, FEBRUARY 3 and 4—10 A.M. TO 9 P.M.
WEDNESDAY and THURSDAY, FEB. 5 and 6—10 A.M. TO 4 P.M.

Coin Machine Industries, Inc.
Happel Wins Praise For New Badger Sales Bldg.

Grand Opening Party Jan. 15 Attracts Big Crowd of Coinmen

LOS ANGELES, CALIF.—The pictures on the opposite side give some idea of the beautiful new Badger Sales Building which was officially opened by W. R. (Bill) Happel, Jr. on January 15 with a big party for the many hundreds of coinmen who called here and were tremendously amazed and pleased with the outstanding beauty of the showrooms, offices, parts and supplies departments and the many other facilities.

Shown on the top picture are (left to right): S. L. Warlick, Office Manager; J. S. Duarte, Export Manager; W. R. Happel, Jr., General Manager; E. H. Happel, Asst. Salesmanager and J. R. Leonard, Manager, Parts Dept.

The center picture shows Bill Happel in his luxurious private office.

The bottom picture gives a front view of the new parts department with Jack Leonard in charge.

A beautiful display of the Rock-Ola phonograph and Rock-Ola music accessories has been arranged in the showrooms and just as effective a display of the Keeney line of machines is also on view.

In addition, there are a great many outstanding features of the building which makes it one of the most efficient in the country for coin machine distribution.

Operators who attended the official opening not only enjoyed luncheon and dinner as well as other refreshment but were taken on a tour through the entire building and their praise is reported to still be ringing in the ears of the Badger Sales Company executives.

Tremendous storage space is also concentrated into this one building which allows the firm the room necessary for their ever growing export department as well as for the storage of new games for the operators and jobbers in this area.

Happel stated, "I want to take this opportunity of inviting every coin machine man in the country to call around and see our new building. We are open to any good suggestions and criticisms and will do everything in our power to make the operators comfortable. Therefore, call around and tell us what you think of our new headquarters.

AUTOMATIC GAMES COMPANY

DANNIE JACKSON (Slot Machine Headquarters) SAMMY DONNIN

MANUFACTURERS' REPRESENTATIVES — JOBBERS-DISTRIBUTORS-AND EXPORTERS

★ WORLD WIDE COVERAGE ★

WE WILL REPRESENT YOU, IF YOU HAVE A FAST SELLING, LEADING LINE OF COIN OPERATED MACHINES

KEENLEY SUPER & BONUS BELL BULBS — WESTINGHOUSE OR G. E. MAZDA No. 313 — 28 VOLT

ANY QUANTITY — SPECIALY PRICED — EACH 12 1/2¢

In LOS ANGELES
2858 W. PICO BLVD. (Phone: Republic 2-2732)

MEMBERS LOS ANGELES CHAMBER OF COMMERCE

In PISMO BEACH, CALIF. 611 PRICE STREET (Phone: Pismo Beach 77J)

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Perfect Scoring!
The only nickel operated game of its type to keep a "PERFECT SCORE" of the sport it represents.
Fully Protected by Patents Pending

THE VERY LATEST IN LEGAL AMUSEMENT GAMES

THE ELECTRO-GAMES COMPANY

900 MONROE AVE., N.W.—PHONE 8-1514
MAILING ADDRESS P.O. BOX 76
GRAND RAPIDS, MICHIGAN

PHONO OPERATORS
Effective January 1st
STAR
Ready Printed Program Title Strips
Will be available for the following popular record labels, via fast 2-day air mail service to any part of the U. S.

VICTOR
DECCA
CAPITOL
EMERALD
MERCUARY
APOLLO
SIGNATURE
KING
SONORA
QUEEN

20 TITLE STRIPS FOR
2c

OPERATORS—Shoot us your name and address for our mailing list, and receive your advance record release list and order blank.

STAR TITLE STRIP CO., INC.
708 ARCH STREET
Established 1944
PITTSBURGH 12, PA.

COIN CHANGERS

- All metal—highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- No unnecessary trips to the cash register, as coin tubes hold quarters and halves offered for change.
- Solid die cast and precision machined coin slides assure positive accuracy.
- Encased coin slide mounting requires absolute minimum of effort to operate.
- Fully balanced on weighted non-slip base.

MASTER CHANGER....$27.50
Northwest Sales Co.
3144 ELLIOTT AVENUE
SEATTLE 1, WASHINGTON

Names New Sales Mgr.

HARRY H. BROWN

CHICAGO — Dave Martin, well known coin machine man, in the business since 1929, has just been appointed sales manager for the American Amusement Company as per announcement by Harry H. Brown, president of the company.

"We are very happy and proud to have Martin become a part of our organization" stated Brown.

Martin has been in close contact with leading distributors and operators for many years during which time he has covered all parts of the country. He has been instrumental in installing many new innovations during his many years of operation. In 1946 Mr. Martin invented an escalator conversion which answered the need of many coin machine men.
Buster Looks 'Em Over

CHICAGO—"Buster" Williams of Music Sales Co., Memphis, Tenn., made it his business to get here earlier than the rest of the boys attending the convention and spent sometime calling around at the various factories.

According to officials of United Mfg. Co., here—"Buster" stepped right into their display room to look over the "Sea Breeze" game of the firm just as Bill DeSelm got his camera all propped up and—bing—there's "Buster" in pictures.

"THE Cash Box" Only $5

A ROUND OF DRINKS' ONLY $5

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Budweiser Beer May Soon Appear In New "Beertender" Vender

CHICAGO — According to United States Vending Corp., this city, Anheuser-Busch have discussed the possibilities of vending their Budweiser beer thru the new "Beertender" vending machine.

At the annual sales meeting of Anheuser-Busch a model of the "Beertender" was demonstrated and was heartily endorsed for its many advantages.

"It is designed to aid already licensed establishments," U. S. Vending Corp. reports "in selling a greater quantity of bottled beverages more profitably. The 'Beertender' features rapid cooling," the firm continues, "instant delivery, point of sale display, maximum load on a minimum floor space and is available with or without coin controls."

The capacity of the "Beertender," according to an illustrative circular enclosed with the above news release, is 220 bottles or cans of 12 ounce size, regardless of shape.

The firm also states, "A unique feature of the equipment is that it not only offers 10 different selections of beverages in various sized bottles or cans, but will also vend sandwiches, potato chips and pretzels from a single unit in such outlets as Army camps, hotels, tourist courts, taverns and country clubs."

Extra advantages of vending bottled or can beer thru the "Beertender" are listed as, "Insures rotation of stock. Provides 24 hour service in hotels and tourist courts. Produces extra sales by offering product at point of advertising. Builds customer goodwill."

The firm list over 17 different types of locations where the "Beertender" is bound to prove profitable.

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Biloxi's Mayor Sees Telomatic System Show

BILOXI, MISS.—Mayor G. B. Cousins, Jr. of this city dropped in on United Novelty Company's Telomatic show and is shaking hands with John Bertucci of United in the above picture, complimenting John on the Telomatic System.

Also in the picture from left to right: Ed. Holyfield, Manny Ehrenfeld, president of Telomatic, Inc.; George Schwab; John J. Bertucci of United Novelty Co.; Mayor G. B. Cousins, Jr. of Biloxi; Jack J. Mitnick of Runyon Sales Co., New York, national sales agents for Telomatic; Anthony Ragusan (who with George Schwab, third from left) are members of the Industrial Committee, Biloxi Chamber of Commerce, and W. H. (Skeet) Hunt.

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OPPORTUNITY KNOCKS

$29.50 — PIN-BALL SPECIALS — $39.50

BANDWAGON SPORT PARADE
ARMADA HI-STEPPER
ANABEL SHOW BOAT
SARA SUZY ABC BOWLER
CHUBBIE ARGENTINE
TEN SPOT BOSCO
WOW

LEGAL GAMES

Batting Practice $69.50
Bowling League 49.50
Bowl-A-Bomb 49.50
Shoot Your Way to Tokyo 54.50
Ball-O-Ball 49.50
Defender 79.50

ALL MACHINES HAVE BEEN THOROUGHLY RECONDITIONED

1/3 Deposit

BINGHAMTON AMUSEMENT CO., INC.
221 MAIN STREET
BINGHAMTON, N. Y.

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COIN CHANGERS

- High luster chrome finish—all metal construction.
- Automatically dispenses EITHER 5 or 10 NICKELS in the palm of your hand.
- Capacity—thirteen dollars in nickels.
- Floating-motor solid die cast coin slides cannot warp, stick or jam.
- Well balanced design—13" high, 7½" wide, 2½" deep.
- Weighted non-slip base.

JUNIOR CHANGER — $17.50
NW. Sales Co. 1324 ELLIOTT AVENUE

---

See you at the Show!

BOOTH 29

Jack Berman & Sid Morgenstein
ECONOMY SUPPLY COMPANY
2015 Maryland Ave., Baltimore 13, Md.
Phone: Chesapeake 6412

*** OPERATORS SAVE MONEY! ***

$5 BALL, FREE PLAY
Arizona 99.50
Flat Top 99.50
Stege Door Canasta 145.00
Streamliner 40.00
Miami Beach 39.50
Jumbo 39.50
Victory Specials (Like New) $375.00

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KERTMAN SALES CO.
575 CLINTON AVE., NO. ROCHESTER 5, NEW YORK
PHONE: MAIN 2507

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Lewis Coin Machine Service
3124 W. Chicago Ave. Chicago 51 Belmont 2005

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Lewis Coin Machine Service
3124 W. Chicago Ave. Chicago 51 Belmont 2005

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MILL'S ORIGINAL BLACK CHERRY BELLS

(Like New)
5c Black Cherry $165.00
10c Black Cherry 175.00
25c Black Cherry 185.00
5c Blue Front 90.00
10c Blue Front 100.00
25c Blue Front 110.00
50c Silver Chrome 175.00
6c Silver Chrome 115.00
6c Jennings Chief 60.00
BUCKLEY TRACK ODDS has long been recognized as the only seven coin race horse console that would stand up month after month — year after year — and out-earn all other coin machines. Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

Is proving to be a profitable companion machine for locations now operating Track Odds.
PARLAY LONG SHOT pays odds of 10-15-20-25-30 to 1 plus Jackpot of 500 to 1. Start today with TRACK ODDS and PARLAY.

Buy Buckley and You Buy the Best!
Distributor for North Carolina and Virginia
VENDING MACHINE COMPANY
FAYETTEVILLE, N. C.
Distributor for Louisiana and Southern Mississippi
CONSOLE DISTRIBUTING CO., INC.
1006 POYDRAS STREET NEW ORLEANS 20, LA.
Distributor for Western Pennsylvania
COIN MACHINE DISTRIBUTING CO.
(EDW. J. STEELE, Gen. Mgr.)
500 N. CRAIG STREET PITTSBURGH, PA.
Distributor for Tennessee, Arkansas, Northern Miss.
H. E. HILL DISTRIBUTING CO.
GREENWOOD, MISSISSIPPI

Distributor for Georgia and South Carolina
SPARKS SPECIALTY COMPANY
SOPERTON, GEORGIA COLUMBIA, S. C.
Distributor for the West Coast
WILLIAM CORCORAN
1157 POST STREET SAN FRANCISCO, CALIF.
Distributor for Maryland-Delaware & District of Columbia
UNION VENDING CO.
6-8 EAST LAFAYETTE AVE. BALTIMORE, MD.
Distributors for Southern Ill, Iowa & Nebraska
ELMER WOLFE
1201 W. MAIN ST. OTTAWA, ILL.
FRANCOIS CICCARRALLI
54 LA CANEBRIERE MARSEILLES, FRANCE

ORDER TODAY FOR PROMPT SHIPMENT
Buckley Manufacturing Co.
4223 WEST LAKE STREET • • CHICAGO 24, ILLINOIS

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Visit with Associated during the CMI Show

See the new Mills Phonograph at the Continental Hotel, Chicago.

See Champion’s Basketball the outstanding competitive counter game at Booths 184 and 185 at the Sherman Hotel — exclusive distributorships available.

See the new International Mutoscope Photomatic and Voiceograph at the Sherman.

We’ll all be there to greet you.

Associated Amusements, Inc.
Telephone LONGwood 8401-2-3

FOR SALE!

SEEBURG WS-2Z WALL-O-MATICS
SEEBURG WS-10Z BOXES
WILL MAKE YOU SPECIAL PRICE IF YOU ARE INTERESTED!

ALSO SOME SEEBUG 8800’s and 9800’s

See Me At
SHERMAN HOTEL
DURING THE COIN MACHINE SHOW

R. M. Sparks
SPARKS SPECIALTY CO.
SOPERTON, GEORGIA

Bally Shows New Pepsi-Cola Vender

CHICAGO — The new Pepsi-Cola Beverage Vender of Bally Mfg. Co., this city, will be shown for the first time at the convention, according to CMI’s Public Relations Bureau. The dispenser accepts nickel, dime and quarter, vends the drink and makes correct change.

Interest in this change-maker beverage dispenser is expected to be very great at the show.

Juke Boxes Being Given Away

PHILADELPHIA, PA. — It’s happened. They’re giving juke boxes away free of charge in this city.

Operators said that this might happen someday.

Most of the coinmen who listen to radio station WFIL in this city received the shock of their lives when they heard the announcer on the “Teen-Age Quiz” program announce that juke boxes would be given away as prizes to the lucky boys and girls.
SALE!! SALE!!

10 Keeney Bonus Super Bells.... 5c
5 Keeney Bonus Super Bells....5c-5c
5 Keeney Bonus Super Bells
6 Bally Triple Bells .........5c-25c
6 Evans Bangtails and
Galloping Dominoes
10 Bally Draw Bells .............5c
and Many Other Cassules
200 Mills and Jennings Slots
Write For Prices

ROTH NOVELTY CO.
54 No. Pennsylvania Ave.
WILKES-BARRE, PA.
(Phone: 3-2853)

FOR SALE
MILLS VEST POCKETS
CHROME $49.50

McCALL NOVELTY CO.
3147 Locust St.
St. Louis 3, Mo.
(Tel: 1644 - 1645)

K. C. NOVELTY CO.—CLOSEOUTS!

NEW GAMES
Bally Draw Bell Mills Vest Packets
Bally De Luxe Draw Bell A.B.T. Challengers
Bally Triple Bell Jacks
Keeney Super Busy Bell (Amusematic)
Mills Black Cherry Mills Golden Falls
Gowans Columbus Bally Midget Racer
Groathea Columbus: Bally Big League
Standard & Deluxe Exhibit Fast Ball

USED FREE PLAY
PERFECT, RECONDITIONED
Jobbers Write for Special Prices
10% Off on 5 Assorted
SPECIAL $5.00 Each
Gottlieb Shangri La 5-10-30
Catalina Gubs
Hollywood Knockout
Big Parade Air Circus
SPECIAL $5.00 Each
10% Off on 5 Assorted
New Foreign Colors Spots Cha
New Big Three Genco Defense
Yanks Victory
Capt. Kidd Bowlation
Jungle Mills 1940 1-2-3
Topic Bonzo
Home Run 42 Invasion
Yenzi West Wind

TERMS: 1/3 BALANCE C.O.D.

K. C. NOVELTY CO.  419 MARKET ST., PHILA 6, PA.
Market 7-6641

Music Operators ... YOU'RE INVITED TO ATTEND THE

ROCK-OLA DISTRIBUTOR FOR 10 YEARS

ROCK-OLA 2823 LOCUST STREET
ST LOUIS, MISSOURI

WHY...SUPERIOR
HAS THE PENTHOUSE, OF COURSE...GOING UP?

See SUPERIOR'S
Salesboard exhibit
on first floor of
Hotel Sherman,
Chicago,
February 3rd-6th

Penthouse surprises on nites of Feb. 3rd-4th!

Nate Gottlieb Celebrates Birthday On Opening Day of Show

CHICAGO — Nat Gottlieb of D. Gottlieb & Company will make the opening day of the CMI a double celebration.

First, the opening of the show brings the new Gottlieb games to the trade and, second — February 3 is Nate Gottlieb's birthday.
MINNEAPOLIS, MINN.—According to The Minneapolis Star, leading newspaper here, sent to us by Don Learny who owns “The Northwest’s Most Talked About Record Shop,” and who is also one of the leading musicshops here, Don told one of the reporters from this newspaper all about the juke boxes. And the headline in the Jan. 10 issue read, “Juke Boxes Great for Kids, Says Expert,” which helps everyone in the automatic music industry and which is a real piece of public relations work in itself.

CINCINNATI, O.—The Automatic Phonograph Owners Assn. are planning to give one full day’s receipts from their juke boxes to the Sister Elizabeth Kenny Foundation for Infantile Paralysis. This covers all Hamilton County. It should be a nice piece of change for the Sister Kenny Foundation.

LONG ISLAND CITY, N. Y.—The Star-Journal, leading paper here, published an item this past week (Jan. 11) that, “ASCAP, after years of mulling, will finally try to collect royalties from the country’s 400,000 juke boxes.”

LEWISTON, I. D.—Seven clubs here paid up their annual coin machine licenses amounting to $3000. This got them a headline in the local Tribune. The money covered the $50 per annum fee the city imposes on coin operated machines, including slots and pinball.

NEWARK, N. J.—Talking about a “Rise in Small Business Soon” the Newark Evening News of this city reported that the number of pinball games now in operation here is 258, which is reported to be an increase of 158 over last year, also that there are now 46 operators where formerly there were only 14.

MILWAUKEE, WIS.—The Milwaukee Journal is on another crusade. It wants to get rid of the cigarette machines. In an editorial this paper wrote, “The very fact that they are installed in places where supervision is lacking makes their use by children easy. The law forbids the sale of tobacco products to children. To prevent sidestepping the law, it is imperative that sale of cigarettes thru automatic devices be prohibited.”

OLYMPIA, WASH.—According to the Olympian, pinball and slot machines contributed a record take to the state coffers this past September and October. The amount collected was $565,632 an increase of $56,174 over the previous two month period.

SYRACUSE, N. Y.—A new drink dispenser is being produced here by C. C. Bradley & Son, Inc., 425 N. Franklin St. The Bradley automatic beverage dispenser won a complete column of comment in the Post-Standard newspaper here.
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**CONVENTION ISSUE, 1917**
Well, it's here at last—the 14th Annual Convention of Coin Machine Industries, Inc. The convention and exhibition that you and I and everyone else, in any fashion whatsoever connected with the coin machine business, has awaited all these long and dreary war years. And, like everyone else, we're a little bit excited—with the excitement working itself up daily—to the point that, when the doors to the exhibit open, we'll all probably be weak in the knees and praying and hoping that the products which the manufacturers will display at this first post-war show will be just what everyone in the trade has so long wanted. Yep, it's thrilling—and, at the same time, it's one of those things that makes the feather fly about in your stomach—while you wait to hear the comments from the boys and the gals who will be walking along the rows of displays looking over the machines—and thinking things out—to buy or not to buy.

A lot of water has passed under the bridge since the last convention. Remember all those humorous incidents—as well as the serious ones? How the boys used to sit around in the lobby until the dawn broke down on them—talking things over? How they toured from room to room looking for some excitement? How the cops had to keep order at the elevators which were jammed going up and coming down? How the waiters in the Celtic were working extra hours—and, believe you me, enjoying it for they sure do like the way coinmen spend? And remember, too, how someone would suddenly rush a new machine into his booth the third day of the show and everyone would dash to see it after someone passed the word around that so and so was showing something new? And the liquor—whew—what a morning smell to be greeted with? Yep, wonder if it'll be like that this convention, too, with noise and noise and noise and running and laughter and shouting and all the boys and gals having a grand and gorgeous time and everyone happy again?

Can just see Walter Tratsch off in a corner with Lee Jones and Ray Moloney and some of our other old timers all talking things over and picking out this and that. . . Then George Jenkins and Herb Jones whispering things out at those big Bally booths and deciding on this and that. . . Pat Buckley strolling along and looking things over calmly and quietly and smiling all the time. . . .

Al Douglas of Daval Products greeting his many friends in the biz and telling them about his plans. . . Dick Groetchen gazing out at the crowds as they mill by his booth and sticking out his hand to shake with some Columbia friend as he or she walks by. . .

George Sax of Superior around and about and, as per usual, smiling and happily greeting dozens of his friends as they rush up to say "hello" to him. . . .

David C. Rockola in the big factory and over at the Morrison looking things over and talking with the firm's many followers.

Yep, I wonder if that's the way its going to be. . . .

Myer Gensburg of Genco at his booth greeting the firm's fans . . . Sam Wolberg and Sam Gensburg smiling at the boys as they barge down to see Chicago Coin's latest games . . .

Harry Williams and Tony Gasparro grinning and greeting and smiling and shaking hands here and there and everywhere. . . .

Sol, Nute and Dave Gottlieb busier than ever at their booths . . .

Dick Hood laughing with some of his friends. . .

Gil Kitz . . . Morrie and Eddie Ginsberg . . .

Oscar (Shivitzbod) Schultz and Irv Ovitz . . .

Leo Lewis . . . Al Stern . . . Ray Bazelon . . .

Al Sebring and Harry Salat . . . John Chrest and Perry Smith . . .

Gerry Haley . . . and DeWitt (Doc) Eaton of AMI along with John Haddock and Henry Boston of the firm . . .

Lyn Durant and Billy DeSelm of United Mfg. Co. . . .


Henry T. Roberts and Clarence Bayne.

Dozens upon dozens of men you haven't been able to see before—all in one spot—and all at your beck and call—names and names and faces and more faces—and hand shakes and hellos and "good to see you's" and all the things that make up a convention, like, "can I buy you a drink?"—or "how about a cupacoffee?"—or "what're ydoin' tonight?"—or "drop around to our suite and get a drink?"—or "c'mere I wanna show you somethin' special.

I can see that big open house party over at O. D. Jennings & Co. attracting a big number of the coinmen and J. R. Bacon and all the others here saying "hello" to all who will be attending. . . Over at Pace Mfg. Co. there'll be lots of doings, too, with lots of coinmen calling around to hear "what's new?". . . .

Joe Beck and his Telequiz machine will be meeting with coinmen from everywhere. . . .

Frankie Garnet of Automatic Distributing Co. telling all and sundry about AMI's phonos. . . .

George Dick and Howard Pretzel and the whole bunch from CMAC visiting with everyone and talking things over . . .

Leon Berman and Charley Katz and their showing at the Morrison Hotel of their Spotlite game. . . Wico showing 10,000,000 parts for the of and plenty of attention to their booths . . .

Harry Brown and all the boys and gals of American Amuse, meeting with people they haven't seen in many a moon. . . Ben Coven asking the boys to drop in and say "hello". . .

Ted Rubenstein smiling proudly over the many good achievements of his firm . . .

Dan Gould getting acquainted with men he sold from all over the nation . . .

The boys at P & S greeting the crowds.

All in all—it's still a thrill—to get together with everyone else—and just chew the rag—

and baten—and hear—and believe you me. . . .

IT'S A GRAND AND GLORIOUS FEELING TO ONCE AGAIN SEE YOU AND YOU AND YOU—

AT A CONVENTION!!
ALL ABOARD — grab those trains, planes, cars, and snow shoes, and let’s go. Let’s go to the 1st coin machine convention in six long eventful years. Here’ll be the usual fun; greeting old friends, whom you haven’t seen in many years; plenty of new and startling equipment to see; and meetings that will seriously undertake to help you solve your problems. A great many Eastern coinmen will be at the special trains. Frank McAuliffe’s New York Central train, leaving New York City Saturday, February 1st, will probably carry the largest group; and the special coin machine train being put together by the Pennsylvania Railroad will start off from New York the same day, and then pick up passengers along the way.

Sunday, January 19 saw two big distributor parties in the East. Joe Ash, Active Amusement Machines Co. opened his new sumptuous offices at 66 North Broad St., Philadelphia, with a party that will linger long in the memory of those who attended. Joe had intended to play host to some 100 coinmen, but before the day was over it was estimated he had about 1,000 visitors. Among those seen were: Sol and Nate Gottlieb, D. Gottlieb & Co.; Chicago; Mr. & Mrs. George Ponser, Amusement Enterprises, Inc., N. Y. C.; Irv Blumenfeld and Harry Hoffman of General Vending Sales Corp., Baltimore, Md.; Mr. & Mrs. Art Nyberg of Calvert Sales Co., Baltimore, Md.; I. H. Rothstein of Banner Specialty Co.; Al Rodstein; J. D. (Si) Lazar, B. D. Lazar Co., Pittsburgh, Pa.; Jack Kaufman, K. C. Novelty Co.; Sol Silverstein, Hub Enterprises, Baltimore, Md.; Ben Hankin; Mr. & Mrs. Max Brown, Philadelphia Coin Machine Exchange; Mr. & Mrs. Bill Gersh, McKinn Smith, Atlantic City, N. J.; Frank Engel and Bill Chaitt, Automatic Equipment Co., Mr. & Mrs. Irv Morris, manager of the Newark office of Active; and Martin Blatt of New York.

Hirsh de la Vie, Hirsh Coin Machine Co., Washington, D. C., ran a party for the Washington, D. C. music operators, showing the new Packard Pla-Mor phonograph and equipment. Homer E. Capehart, director of the Board of Packard Manufacturing Co., was on hand to greet the many ops.

Mike Munves, after a great deal of thought, finally made up his mind to take the special New York Central train with the majority of coinmen ... Barney (Shuggy) Sugerman of Runyon Sales Co. and some of his staff will fly, leaving a few days early ... Jack Mitnick of Runyon, claims he’s been in the air more than on the ground for the past few weeks. After his visit to John Bertucci (United Novelty Co.) Biloxi, Miss. to set up the Tonomatic system in their own town, they then home, then to upper New York State, then home again. Now he’s flying to Chicago for the show ... Al Price, Lester Paul, J. Breidt and Bill Moore of U-Need-A Vendors, Inc., will be in Chicago before the official opening ... Dave Lowy would like to fly, but his missus says "no" — so Dave’ll be on the train.

Dave Stern, Harry Pearl, Tom Burke and Everett Masterson of Seacoast Distributors (Rock-Ola distribs) have agreed on the name of their recently purchased airplane — it’s "Seacoast Flyer." The winner of the $25 wasn’t named — Dave claiming this matter will be disclosed during the show ... Like many other exhibitors, Murray Goldberg and Jack Firestone of Firestone Enterprises, Inc., Brooklyn, N. Y., are leaving the city a few days early so they can set up their display ... The Phonograph Operators Association of Eastern Pennsylvania and New Jersey, under the leadership of its manager, James L. O’Brien, have offered music machines to various police districts where established youth centers are in operation, free of charge. This same program was worked out for Fairmount Park, one of the largest parks in the world. The program was sanctioned by Judge Harry S. McDevitt and John B. Kelly. The association looks for the establishment of a great deal of good will with the public.

As usual, Nat Cohn and Earl Winters of Modern Music Sales Corp., have worked out a great promotion idea for the music ops who will visit their display of the Mills phonograph. All ops will receive a souvenir Vogue record ... Ed Hartman, Allied Electronics, Inc., manufacturers of complete music systems, will be at the show, but Joe Henkle, his associate, will have to remain in the office to take care of all their biz ... Al Denver, President of the music operators association, completely recovered from a throat ailment — just in time to accompany the bunch to Chi ... George Ponser and Irving Kaye, Amusement Enterprises, Inc., leaving early for the show, will have some real surprises at their booth ... Lee Rubinow, Seeburg distrib. in Miami, and former president of the music operators’ association, in town for a few days, and then back home.

Barney Berkens, executive secretary for the Arcade Owners Association for the past year, resigns as of February 1. Berkens has made no plans for the future ... Davey Friedman, former local op, now operating an arcade in Buffalo, in town, and will join the bunch on the train for Chi ... Fitzgibbons leaves for Chicago a full week before the show begins, and expects to remain a week after it ends ... And what would a show be without Charley Aronson and Bill Alberg of Brooklyn Amusement Machine Co. They’ll be on the special coin machine train out of Grand Central ... Jackie Berman, Economy Supply Co., Baltimore, Md., in town for a few days, then on to Chicago ... Harry Berger, West Side Distributing Co., flying with his wife to Cleveland, where he’ll leave her. Then on to the show. On the way back, Harry’ll pick his missus up ... Hymie Rosenberg, H. Rosenberg Co., completing his travels thru the south and southwest before heading for Chicago. Mrs. Rosenberg flying to meet Hymie in Chi ... Al Bloom, Speedway Products Co., with his blond hair and "Gold" plastic cloth, will light up his booth plenty on the exhibit floor ... Joe Eisen and Sid Mittleman, who drove to Miami, Fla., will return home before leaving with Phil Mason and Buddy Eisen (Joe Eisen & Sons) for Chicago.

THERE’LL BE PLENTY OF EXCITEMENT AT THE SHOW — DON’T FAIL TO LOOK US UP.

www.americanradiohistory.com
Lots and lots of excitement along Coinrow these days. Everyone is looking forward to that Eastward trip to the icy blasts of the Windy City and all are so excited that there's no doubt few will even know it's really cold or blizzardy when they land. It's very interesting listening to the coinmen as they talk about the forthcoming show. Many are looking forward to this trip with mixed feelings, to put it mildly. Everyone, tho., believes that he or she is going to have a grand time — and that's one consolation for leaving the sunny clime of midwest California for Chilly. Well, anyway, guys and gals, here's most sincerely hoping you'll all get what you are wishing for.

** * *

Had a long and interesting visit with H. A. Brockamp, vice proxy of Pantages Maestro Music, and learned that the firm will have an elaborate display at the show. He reports that they have their plant all set to ship their gorgeous mirror phon cabinets in any quantity — anywhere in the world. And they believe that quantity shipments are going to start right after the music ops at the Show see what they're talking about . . .

Lyn Brown, a native Californian, just recently back from his home in the Commonwealth of Pennsylvania, has formed his own distributing firm — Lyn Brown Co. — and will be factory agent for Scientific Machine Corp. of New York. A quick peek at the new game which Lyn has already convinced most of the boys that it will go places out here.

** * *

Bill Happel, Jr, can well be proud of that gorgeous new coin machine building he has. It's considered to be one of the most outstanding in the nation. And Bill's private offices are something to really rave about. Bill threw one big party on January 15 officially opening his new place which attracted hundreds of coinmen from everywhere out here. Everyone who attended was tremendously impressed with this terrific building. A swell buffet was served, and you can believe me, that this added tremendously to the festivities . . . A Silberman of M. S. Wolf Dist. Co. just returned from a Midwest trip and was much impressed with conditions generally. A1 reports the state of Montana to be an operator's paradise. By the way, Bill Wolf is doing a lot of work in preparation for his trip to Chi. He reports that he has lots of deals on the fire and plans on leaving early to complete a few of the deals before the show gets under way.

** * *

Ops continue to tramp into AOLAC for the latest info on the county situation. At this writing, things are still quite critical. We hear that a public hearing is planned on the proposed County Commissioners' plan to outlaw all forms of coin operated equipment. The report is that the hearing is set for February 4. The future of many coinmen is at stake in this present situation. It is also feared that any unfavorable action here will have lots of repercussions elsewhere throughout the entire state . . . This past week was rather quiet along coinrow as far as visitors were concerned. But, we did see: Anton Jeffesson of Maywood; Mr. and Mrs. Bert Polin of San Luis Obispo; Jack Arnold of Barstow; Milton Noriega of Colton; W. H. Shorey of San Bernard- dine; J. B. Mullenax of Calexico; Scott McCloud of San Bern- dino; Cliff Gaze of Placentia; S. W. Ketch- erade of San Bernardino; Alex Koleopules of Bakers- field and Raymond Stewart of Tipton.

The SCAMOA (Southern Cal. Music Ops Assn.) have just appointed Jay Brock, managing director, informs us that his organization is the fastest growing of its kind in the industry, according to reports he has received. They are hoping for a 100% strong membership within the next few weeks. He also invites asans from all over the nation to communicate with SCAMOA for an exchange of ideas which can be of shared benefit to all concerned with the automatic music business . . . Visited Jack Paul and Lyn Brown — two of the swellest of the swell people in the coin machine business — and found both of them in something of a quandary. Seems that Paul was given notice that suddenly the lessee charged a higher mind and let Paul stay on. This leaves both Paul and Lucille wondering just what it's all about. But, they won't make any definite decision until they return from the Big Show in Chicago.

** * *

Jack Guthall and a number of the Packard distries, I hear, are traveling together to the show. Jack is now the champ gin player of Washington Blvd., otherwise known as the NW Distribs. He promises to show us some serious things and will probably be doing something of a show himself. We're going to be on hand for the show and will write about it later. And, we're looking forward to the show, you know . . .

In a recent trip upstate to the Bay City area discovered that most, if not all, the local distribs and jobbers are planning on being present at the Big Show in Chi. It looks to me like it's safest to state that the Golden State of California will be well (but very well) represented at this first post-war convention. One of the things everyone hears up north in the new metropolis is the worry over what will happen to the boys down in L.A. if the powers that be shut off the games . . . George Engel, Warren Taylor, Ari Bouterious and other members of Mills Sales are getting away a week early for some important confabs with the Mills Industries factory which, of course, will be plenty about the Mills phonos . . . Danny Jackson and Sam Donnijn of Automatic Games Co. are bidding for some important connections for the distribution of coingages. The boys know about their big strides and are now really getting under way — but good.

* Len Miron reports that he has some important meets slated at the show and hopes to come out of these with something really hot . . . Merle Connell of Quality Pies has a nice booth at the show and hopes to meet with all his distribs who are handling his 16mm film . . . Nels Nelson just keeps on putting out ideas and looking for some new mechanics. He has been doing a bang-up job of remodeling and reconditioning used phonos. Nels will also be on the way East with the boys . . . With all the excitement and talk about the forthcoming convention "California Clippings" will have to be a bit more sparing with anyone it may have forgotten to mention. We're rushing around to get our reservations all set and to be sure that we'll have some place to lay down our weary head as the days are going to be long and very busy, staying to bed will be out of the question for anyone. From what they tell me — it takes a strong man to hold up for those four days and nights of tremendously intense excitement — and so we're going into training in an effort to be in perfect shape for the day when the show opens — and, especially, when it closes and we can relax once again. Happy Show Time!!
Nickel flow in St. Louis is a source of constant surprise to most of the ops who had pulled in their ears for a January slump. The cash boxes are full at every stop, in most instances hitting a few percentage points above December. "Just one of those things" said veteran musician Jimmy Carmody. "Christmas and New Years were a little quiet, so the folks are out having fun now."... All eyes, naturally, are on the CMI show, but in some cases with anxiety. Dale Smith, of Advance Phonograph has been keeping the wires buzzing to find out what happened to a reservation made many moons ago, but now off the Sherman's books. Ed Watzek, who runs California Distributing Company's many enterprises, is another bemoaning lack of space for the big event.

We dropped in on John LaBan to take a look at Automatic Hostess equipment John is currently decrying. John started out in 1940 with one location, and now has 40 of them going at peak. Though Automatic Hostess hasn't spread through the city, John is enthusiastic. He has a string of phonos which give him a one-two punch in acquiring new spots. A few days study shows which machine will pull in which location, and in she goes, Laban and frau will be on hand for the opening gun in Chicago. ... While major domo Ed Randolph, of Ideal Novelty is home sick with an upper in his stomach, the executive offices of Ideal Novelty Company are being enlarged. Doors aren't big enough to accommodate Carl Tripple bustling about the Ideal front office. So they'll wind up double the old size. Carl plans to exhibit his Ideal Football Game, resurrected from the old arcade equipment of the past, in one booth at the show.

Art Anderson of Wayneville, Mo., was calling on distributors during the week. He reports inability to get sufficient records for his Wayneville routes, and a falling off of play as a result. ... The Missouri Amusement Machine Association has announced a pleasant surprise for the 100 or more ops who will journey Chicagoward. The train special will include a club car with tables, bar, etc., as well as two deluxe chair cars for the group. "We got 'em to pull the club car off an extra-rate train" Lou Morris, proxy, announced, happily. John Gazolo, Star Novelty head, immediately announced that he would earn the fare back from Abe Jeffers at gin rummy or some game closely resembling it.

Mike Cobetto, Taylor Springs, Ill. cooled a couple of Rockolas during the week past, and rushed home with them. Plenty of big phonograph orders have been placed of late, now that we've reported dozens turned over since October 15. ... Friends are hoping Frank Schear, St. Louis music op, snaps out of the illness which has kept him in bed for several weeks. ... We hereby extend an invitation to all to pop into the St. Louis open house, in the Sherman, during the Show.

Angelo Cangelieri, at American Coin-A-Matic reports that "Open The Door Richard," by Dusty Fletcher, is sweeping their territory like a new broom ... Angelo must be expecting some sort of an event, he's stockig up on large Havana Cigars ... Angelo will be along with Sam Strahl at the Convention ... Sam has a crowd of 24 ops joining in an all Pullman Party, which will represent American Coin-A-Matic in Chicago. Sam says there will be something doing every minute ... Eddie Steele, of Coin Machine Distributing Co. is in the advance guard descending upon poor little Chicago ... Eddie will attend the Mills Phonograph unveiling and pre-convention school ... Eddie says advance notices on the new phono claim it to be a honey ... Howdy Levine, at Mechanic's Service is sweeping the floor clean of old stock and expects to roll with a new game show room after the show.

Phil Greenberg, of Atlas Novelty Co., says, "marriage is a cinch, compared to the problems confronting a man in the coin biz ... Phil will greet friends and customers at the Show ... Lou Popkrais, from Pittsburgh Coin Machine Exchange will greet customers, old and new friends at the Sherman Hotel. Lou has seen many of the new games which will be shown at Chicago. He believes the manufacturers are building equipment better than ever and predicts the new games are the best bet the ops ever had. Pittsburgh Coin Machine Exchange plans to remain open, with Meyer Popkrais in charge of the office. The firm has added Mike Bond, with a background of years of experience as an outside salesman.

Sam Horovitz — Acme Novelty Co., will hold open house during the show at the Morrison Hotel ... Lakie Grossman, a pioneer op, was caught in the act buying up machines at Johnny Peters' Pittsburgh Amusement Co. ... Johnny and wife will descend upon Hotel Sherman for the show. Ben Herman, at Standard Dist. Co., is kept quite busy selling Greek Records. ... Ben's best bet at the moment is "Evil Gal Blues" by Dinah Washington ... B. D. & J. D. Lazar accompanied by Eddie Goldvarg, will meet their customers and friends at the Hotel Sherman.

Herby Rosenthal of Banner Specialty Co. is quite enthused at op acceptance of United's new games "Rio". ... Ben Long and Jack Mulligan of Mulligan Dist. Co. will be at the Sherman. ... Ben hints for the purpose of meeting ops and friends ... Joe McGlenn, the horseman around McGlenn's Dist. Co. will be greeting old op friends and new ones too at the Show ... Look for Joe around the Sherman.
We just heard yesterday that Matt Ingalls of the Mayflower Distributing Company suffered a heart attack Sunday and was rushed to Midway Hospital, St. Paul, Minnesota. Upon checking on it today, we heard that Matt was resting and feeling better. Hope you get well quick, Matt . . . LeRoy Offedahl, Glenwood, Minnesota, spent a day in Minneapolis visiting a few of the distributors. His first visit in the last four months . . . Mr. and Mrs. Henry Klein of Sioux Falls, South Dakota arrived in Minneapolis Sunday, and after making quick calls on some of the distributors in the Twin Cities, left for home early Monday afternoon.

We haven’t seen Mr. H. H. Krueger of Fairfax, Minnesota for quite a long time. We wonder if they are snowed in for the winter . . . Judd Costette has been with the Twin Port Sales Company, Minneapolis for the past two months. Judd is their traveling representative for their territory representing Packard . . . Morris Gillerstein of the Novelty Sales Company, Fargo, North Dakota drove in to Minneapolis last week. He arrived in Minneapolis in time to enjoy some of the spring weather and was very much surprised, as it’s been very cold up there in Fargo. The road conditions were very bad until he got to Alexandria, Minnesota, and from then on it was a pleasure . . . E. H. Kromroy of Spring Grove, Minnesota just spent the day calling on a few distributors.

Paul Hayes of Rochester, Minnesota is finding a lot of time to do a lot of ice fishing, since flat tops and other coin device machines are down in his territory . . . Kelly Diedrich, of the Diedrich Supply Company, Chaska, Minnesota was also seen in Minneapolis just for a few hours . . . Louie Schmide of Owatonna, Minnesota in town just for the day. He still serves the best steak in town . . . Ben Martell and his son of LeSueur, Minnesota also in town just for the day . . . Hy-G Music Company received a card from Jonas Besler who is enjoying the warmth of Mexico City.

Gordon Moody, former operator at Fergus Falls, Minnesota is now at Brownsville, Texas operating a motel there. Wally Jones of the Hy-G Music Company attended a service school in Chicago, given by the International Mutoscope Corporation . . . Joe Topic and Phil Stang of the Scott Novelty Company, Shakopee, Minnesota, both in town looking the situation over . . . Martin Hagness of Grand Forks, North Dakota dropped down to Minneapolis for a few days calling on distributors . . . Andy Benna of Ironwood, Michigan in town for a couple of days visiting the distributors. Said it was 22 below when he left home and our Minneapolis weather seemed like spring to him.


The death of Walter Zaboroski, service man for Parker Amusement Co., was solved when Nolan West, two time ex-convict confessed that he shot when Zaboroski resisted a hijacking attempt. The gist of West’s statement was that he had intended to rob R. E. Parker, owner of Parker Amusement Co., and hid in the back of Parker’s car for that purpose. Zaboroski instead of Parker got in the car and started home. West proceeded with his plans, regardless, and when Zaboroski made a move to resist, West shot him once through the head.

Jack McDaniel, with over 20 years experience behind him, now at the helm of Southern Distributing Co., Rock-Ola distributors. He is ably supported by Noble Sills as office manager . . . So much attention being paid to the new A.M.I. phonograph on display at Southwest Amusement Co., that attractive Joyce Evans, secretary of the outfit, is getting sort of jealous . . . Hudson & Martin, a brand new operating firm in nearby town of Trinity, Texas.
WANT - Seeberg's Colonials, Classics, Major & Vogue Phonographs. State lowest price in first letter. ED'S MELODY MUSIC SERVICE, 1448 W. 48th St., CHICAGO 9, ILL. Tel: Yards 1414

WANT - Will pay cash. Used games, slots; Original Mills Black Cherry Bells and other models of Mills Escalator Jackpot Bells; New or slightly used Keeney's Bonus Super Bells; Bally Victory Specials; and all latest Postwar model five-ball games; Used Mills Original Chrome cast-iron slot machine cabinet castings and used slot machine safes. State lowest price in first letter. Write us regarding new or used equipment that you are interested in buying. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD, MASS. Tel.: 4-1100

WANT - Wurlitzer Models 800, 750-E and 750. Machines must be in perfect condition. State quantity and lowest cash price. H. BETTI & SONS, 1708 MANHATTAN AVE., UNION CITY, N. J. Tel: Union 3-8854

WANT - Counter Model Wurlitzer - 71's and 81's. Write or Wire. STARNES MUSIC MACHINE CO., ROUTE 1, BOX 14, HICKORY, N. C. Tel: 1293-J.

WANT - 100,000 used juke box popular records. Will pay 8¢ less freight. Will pick up within 100 miles of N. Y. Write, phone, ship to EMPIRE COIN MACHINE SALES, 799 CONEY ISLAND AVE., BROOKLYN, N. Y. Tel: Bu. 7-7300

WANT - 1946 Used Records, any amount. Must be packed 25 to Box with Jackets. We will pay the highest prices. N. J. STEINKE CO., 18 E. TUPPER ST., BUFFALO 5, N. Y. Tel: Cl. 0065.

WANT - 2 Mills Steel Single Slot Machine Stands which you put in bottom and machine is open to public at top. Please quote price and conditions. HUGHES ELECTRIC CORP., LADOGA, IND. Tel: 17

WANT - Liberty F.R. $8.; Cigarette $5.; Sparks Champion F.R. $3.; Sparks Mercury, American Eagle and Marvels $5.; Aces, Imps, Cubs and Daual 21 $5.; Vest Pockets $25.; Columbia $15.; Col. Vest Pockets. Yankees, Wings, Pokero. Send list and details. ABCO NOVELTY CO., 823 WEST RANDOLPH ST., CHICAGO, ILL. Tel: Hay. 3695

WANT - Keeney Two and Three Way Bonus Super Bells. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

WANT - Wurl. & Seeburg 30 wire Hideaway Units, 20's and 24's; Used Packard Wall Boxes; Packard No. 1000 Out Of This World Speaker; 30-wire Adaptors; Mills & Jennings F. P. Mint Vendors; & 8 Ball F. P. Games; used Genco Whizz; Metal Typers; Scales, etc.; Convertors, 110 DC to 110 AC, 110 V. 25 cycle to 110 V, 60 cycle; Generators 60 cycle; all types of 25 cycle Motors, 25 cycle Flyer Motors all models, Transformers, Gears, Amplifiers, etc. State quantity, condition & price first letter. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT - 2 thoroughly experienced and qualified salesmen to travel N. Y. State , Penn, and New England. Our proposition cannot be beaten. If you are a proven Coin Machine Salesman it will pay you to write or call HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA, N. Y. Tel: 6-3868

WANT - All Model Phonographs for Export Trade. Must be in first class running condition, Rock- Ola, Mills, Seebergs, and Wurlitzers. State quantity and your lowest cash price. Will send certified deposit, balance Sight Draft through our bank. BADGER SALES CO., INC., 1812 W. 25TH BLVD., LOS ANGELES 15, CALIF. Tel.: DReXel 4356.

WANT - Used Juke Box records. Top Dollar. Any quantity. We pay Freight. MERVIS TRUCKING CO., 7028 LEXINGTON AVE., CLEVELAND 3, OHIO. Tel: EX. 4777

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


WANT - Will pay the following prices: $3. for Imps, Cubs, Aces; $10. for Peaks Peakes. Totalizers; $5. for Marvels, Pok-o-Rel, Klix, Wings, Yankee; DuGrenier Model VD $35.; Model W. $35.; Model WD $35. RAKE COIN MACHINE EXCHANGE, 609 SPRING GARDEN ST., PHILA. 23, PA.

WANT - Geno Total Rolls. Must be clean. Give lowest price in first replay. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND, OHIO. Tel: Superior 4600

THE CASH BOX
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CLASSIFIED AD RATE: $1.00 PER ISSUE
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ALL ADS — CASH WITH ORDER

www.americanradiohistory.com
WANT—Used Mills Blue Fronts, Brown Fronts, Cherry Bells, Melon Bells, War Eagles or any type mills elevator machines. We are particularly in need of 10¢ and 25¢ Bell Machines. Quote your lowest price in first letter and if satisfactory we will give shipping instructions by wire.

MULLINAX AMUSEMENT CO., 302 W. VICTORY DRIVE, SAVANNAH, GA. Tel: 3-6601

FOR SALE - 30 - 1946 Victory Specials and 10 - 1946 Super Bonus Bells 5¢ comb., one week old (write): 1946 Goalee $199.; Club Trophy $149.50.; Blue Grass $79.50.; Dark Horse $59.50.; 3 Bally Club Bells $79.50.; 3 Silver Moons $29.50.; AMI Singing Towers Top Flights $85. No offers. Wire 1/3 deposit. L. MARTINO, 3633 BEVERLY BLVD., LOS ANGELES 26, CALIF.

FOR SALE—Canadian Operators: 300 selective 30-wire Wall Boxes of all makes from $12. Duty paid up. Penny proof and guaranteed in every way. Hideaways, speakers, cable, everything for complete installation. For complete price list of all types of used phonographs at unheard of low prices. See Seeburg Factory Distributors. DAVIS DISTRIBUTING CORP., 738 ERB BLVD. E., SYRACUSE, N. Y. 875 MAIN ST., BUFFALO, N. Y.

FOR SALE—Real Buy: 6 Bangtails and 6 Winterbook, used very little, price right. Phone 6-25¢-5¢ comb., 2-25¢-10¢ comb., 3-5¢-10¢ comb. Face Twin Reels; 2-25¢, 2-10¢, 1-5¢ Face Reels; 25¢ and 5¢ Jumpros; 25¢ Keeny Super Bell; 25¢ Saratoga; 2-10¢ Silver Moons; 2 Roll-Ems, 2 Galloping Dominos 42 & 38 models; Bakers Paces, late. COLEMAN NOVELTY CO., 1025-54 th Street, ROCKFORD, ILL. Tel: Main 1323

FOR SALE—3 Holly Grips $8. ea.; 1 Northwestern Deluxe Combo. 1¢ & 5¢ $10.; 1 Columbus, Model A $4.50; 2 "Your Fortune" lite up, Straight Arcade or Casino $8. ea.; 1 Bang A Deer with several extra Deer Castings $37.50 and everything works. THE CHARLES E. SHUTE ENTERPRISES, 132 LANNWOOD AVE., LONGMEADOW 6, MASS. Tel: 6-6715

FOR SALE—1 Bandwagon; 1 Jolly; 1 A.B.C. Bowler; 4 Jiggers, new. All machines are in A-1 condition. Going out of Business. Best offers take all. MR. FRANK BROWN, 5949 SEMINOLE, DETROIT 13, MICH.


FOR SALE—4 Keeny Bowlette $150. ea., good condition; Rola-Scores $80.; Model E. Claw Machines $150.; Keeny Anti-Aircraft guns $27.50.; Kicker & Catcher $12.50.; Exhibit Rotary $250.; Horoscope Scale $75.; WYER WOLF, 539 BOARDWALK, ATLANTIC CITY, N. J.

FOR SALE—All in A-1 condition: 3 Bally Rapid Fires $40. ea.; 1 Evans Ten Strike $45.; 3 Chicago Coin All Star Rockeys $75. ea.; 1 Goalee $225. ATLAS AMUSEMENT CO., INC., 1078 UNION AVE., MEMPHIS, TENN.

FOR SALE—New Packard Speakers, all models; Adapters for Twin 12 Wurlitzers; Single 20 Seeburg; Single 20 Rock-Ola; For all Curved Fronts Seebeug, Request Prices; Special Pedestals to mount Packard or other Wall Boxes, can be used in a hundred different places. Also New Phono Casters that fit all models. Sample Set $1. COLEMAN NOVELTY CO., 1025 - 5th Ave., ROCKFORD, ILL. Tel: Main 1323

FOR SALE—Name Your Price. Star Attraction. Majors ‘41, Victory, Torpedo Patrol, Cross Line, Yanks, Legiionnaires, Snappy, Play Ball ABCD, Towers, Laura, Paratroops, Silver Spray, Spot-A-Car Production, Idaho, Marines At Play, Santa Fe, Knockout, Sky Binner, 2 Suspense, Cover Girl, Oklahoma, Girls Ahoy, Midway, 3 Stage Door Canteen, 2 Surf Queens, Showboat, Twin Six, Super Chubbie, Bubbles, 2 Big Hit, Captain Kidd, 2 Big League. Games shipped immediately or check returned within twenty-four hours. 0’BRIEN MUSIC CO., 346 THAMES ST., NEWPORT, R. I.

FOR SALE—2 Score-Barrel skew balls, sixe 10'6" revolving barrel feature, used very little, just like new $200. ea. Write ANTHONY HIRT, 2303 NO. 11th ST., SHEBOYGAN, WIS.
FOR SALE - 40 Slot Machines, late models; 30 Lock Stands: 18 - 16 Weighing Scales; 18 Jennings Wire Music Machines; a good Route and Central Station with Turn Table. Also music machines and 1/3 interest in Phonette Co. JACK WEISBERGER, BOX 1107, LAS VEGAS, NEV. Tel: 1752-J

FOR SALE - Bell Products offers following equipment, cleaned, checked and ready to go. Piallico $225.; Blue Grass $125.; Sport Special $115.; Bally King Pin $165.; Chicken San $110.; Sky Fighter $185.; Keeney Sub Gun $85.; Munves Superroll $225.; Texas Lounger $42.50.; High Hand $135.; Jumbo Parade F. F. $95.; Paco Reels and Saratogas $75.; Super Bell $5 & Comb. $250.; Bally Big Top F. F. $95.; Chicago Coin Hockey $165. Also new and reconditioned Five Balls. Write for complete list. BELL PRODUCTS CO., 2000 N. OAKLEY, CHICAGO 47, ILL.

FOR SALE - Want customers to Purchase: Keeney Bonus Super Bells, Singles, Two Way and Three Way; Keeney Two Way 5-10¢ P.O. & F.P. Comb.; Four Way 4-5¢ Four Bells: Three Bells; Jumbo Parades; Big Game. At your own Price. Don't delay. Write Today. TWIN PORT SALES CO., 230 LAKE Ave. So., DULUTH 2, MINN. Tel: Rel. 2988

FOR SALE - 12 Pinball Games. All in perfect condition. X-CEL NOVELTY CO., 5240 N. 11th St., PHILA. 41, PA.

FOR SALE - 30 - 1946 Victory Specials and 10 - 1946 Super Bonus Bells 5¢ comb., one week old (write); 1946 Gooslee $199.; Club Trophy $149.50.; Blue Grass $79.50.; Dark Horse $99.50.; 3 Bally Club Bells $75.; 3 Silver Moons $69.50.; AMI Singing Towers Top Flights $85. No offers. Wire 1/3 deposit. L. MARTINO, 3633 BEVERLY BLVD., LOS ANGELES 26, CALIF.


FOR SALE - Special Price on Phonetic Personal Boxes 5¢, just like new $24.82; also 17 new Penny Box $25. ea.; location amplifiers for same $126.50; Solotone combination 5¢ and 10 Boxes, slightly used (write); Location Amplifiers for same (write). 1/3 deposit. RENEWED MUSIC CO., 1748 TAMARAC ST., DENVER, COLO.

FOR SALE - 10 Panorams - Panoram Peek or Full Screen complete with 1 Roll of Film $300. ea. or will trade for new 5 Ball Pin Games. Send list of machines you have to trade. AMUSEMENT ARCADE CO., 419 - 9th ST., N.W., WASHINGTON, D. C. Tel: Executive 9537

FOR SALE - 2 Bonus Super Bells ,singles & 1 Double (write); 2 Big Hit Multiple 5 Balls $225. ea. HAWORTH NOVELTY CO., P.O. BOX 358, LAWSNOOLE, CALIF.

FOR SALE - Make Offer. 25 Mills Slot, rebuilt in new cabinets. Also Blue Fronts. VALLEY VENDING, 105 BRADDOCK AVE., TURTLE CREEK, PA. Tel: Valley 3705

FOR SALE - Reconditioned Pin Games 5-Balls. Home Run '42, Spot Pool, Silver Skates, Legionnaire, Eagle Squadron $40. ea.; Big Chief, Marines At Play, Play Ball, 2 Super Chubbies, 2 Metros, All American, Velvet, Sport Parade $30. ea. INTERSTATE COIN MACHINE CO., 314 LOCUST ST., SPRINGFIELD, MASS. Tel: 3-9088

FOR SALE - 1 Million parts for coin operated machines. Largest coin machine parts house in the U.S.A. You name it - we have it. WICO CORP. (formerly Harry Marcus Co.), 1328 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel: R1. 73184

FOR SALE - Reconditioned Pin Games & 1-Balls F.P. Victory Special (write); 2 Fortunes $100. ea.; '41 Derby $140. Opportunity $200.; Soft Ball Queen $175.; Laura $125.; Grand Canyon $125.; Flat Top $100.; Army & Navy $75.; Four Aces $75.; Air Circus $65.; Knockout $85.; 5-10-20 $55.; Torpedo Patrol $60.; West Wind $50.; Production $50.; Sunbeam $50.; Paratroop $50.; Kismet $50.; INTERSTATE COIN MACHINE CO., 314 LOCUST ST., SPRINGFIELD, MASS. Tel: 3-9088


FOR SALE - 15 Panorams - From Our Own Route - $249.50 ea. These machines are in first class condition - Offered for the first time at this low price. Offers accepted for quantity lots. Don't delay. Wire - Write - Phone, as these won't last long. Operate these machines and watch the dimes roll in. MYCO AUTOMATIC SALES CO., 347 S. HIGH ST., COLUMBUS 15, OHIO. Tel: Ma. 1600.

FOR SALE - Reconditioned Consoles & Slots: Bally Sun Ray F.P. $100.; Bally Club Bell $175.; Keeney Super Bonus Bells (write); Jenn. Good Luck C.P. $135.; Silver Moon F.P. $85.; Bobtail P.F. $85.; Last Time F.P. $75.; Bally Hi Hand F.P. $110.; Keeney Super Trucktime $185.; Mills 5¢ Slot Pocket B & $55.; 5¢ B. F., Sp. $150.; 5¢ B. H., H. $175.; Jenn. 5¢ Victory Chief $125.; Pace All Star Comet 5¢ $75.; Columbia $50.; Caille $55.; Mills 5¢ G. Gold Q.T. $75.; INTERSTATE COIN MACHINE CO., 314 LOCUST ST., SPRINGFIELD, MASS. Tel: 3-9088

FOR SALE - We have about 50 WS-22 Seeburg Wall-O-Matics and are offering them at a special price of $24.50 ea. The covers are not broken and every one has a 70lb tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOFERTON, GA. Tel: 33
FOR SALE—Factory rebuilt Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished like new. $100. 1/3 dep. bal. C.O.D. Also 1 brand new Bally Big League in original carton $205.; 1 slightly used Surf Queen $150.; 2 used Flat Tops $125. ea. W. E. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE—Make an offer on the following machines: 1 Rock-Ola 20 record Imperial; 1 Seeburg 8800 RCEs; 2 Wurlitzer Remodel 500-A, victory cabinet; 1 Turf Flash, like new. FRANK SAGER CO., ANHEIM, MICH.

FOR SALE—Keeney 4 Way Super Bells (3-5¢/1-25¢) $350.; Keeney 4 Way Super Bells (4-5¢) $325.; Mills Three Bells $250.; Mills Four Bells (4-5¢) $300. All machines clean as a whistle. 1/3 deposit with order. Balance C.O.D. Order Now. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE—Make an offer on all or part of the following: Just off location—every item complete; 5 - 185 Wurlitzer Plain; 5 Illuminated; 10 Skeer Rollin Rolls, 9 ft.-Square Amuse. Co.; 25 - 9 ft. Super Skeer Roll-Super Duper; 14 Rapid Fire-Bally; 25 Chicken Sam-Seeburg; 10 Keeney Submarines. NATIONAL NOVELTY CO., 163 MERRICK RD., MERRICK, L. I., N. Y.


FOR SALE—2 Undersea Raiders, like new $200. ea.; 2 Bakers Pacers $125. ea.; 3 5¢ Keeney Super Bells $189.50 ea., refinished like new; 4 Jumbo Parades P.O. $89.50 ea.; 1 - 5¢ Silver Moon F.P. $75.50; 1 - 5¢ Keeney Pastime $50.; used 5¢-10¢-25¢ Slots. Write for complete list. ASSOCIATED AMUSEMENTS, INC., 846 COMMONWEALTH AVE., BOSTON, MASS. Tel.: LONGwood 8440.

FOR SALE—Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK CITY, N. Y. Tel.: Bryant 9-0817.


FOR SALE—Chicago Coin Goalies, clean, A-1 condition and shipped in original crates (write). Terms: 1/3 Deposit, Balance C.O.D. HALB BROS. SALES CO., 1817 - 4TH AVE., JASPER, ALA. Tel.: 760.

FOR SALE—7 Jumbo Parades P.O. $50. ea.; 5 F.P. $40. ea.; 7 Faces Reels Comb. F.P. & F.O. $75. ea.; 2 Scientific Bottling Practice (60. ea.); 2 Chicago Coin Hockey $75. ea. SUPER COIN MACHINE SERVICE, 418 - 3RD ST., SANTA ROSA, CALIF.

FOR SALE—G.E. Mazda Bulbs, give "tops" all quality service; Lumilines, clear or frosted. 24 to carton, write; Big Bulbs G.E. Mazda, 75¢ up to 75 Watt, 120 to carton, write; New, genuine, only reliable G.E. Mazda (#1489) Gun Bulbs. Write for Special Price. ARCADE BULB CO., 56 W. 25TH ST., N.Y. 10, N. Y. Tel.: Watkins 9-7490.

FOR SALE—Used Slots: 6 Face Combos 5¢ $59.50 ea.; 2 Face Deluxe 5¢ DJF $99.50 ea.; 2 Mills Brown Front 5¢ $89.50 ea.; 1 Mills Brown Front 25¢ $109.50; 4 Mills '46 Orig. Black Cherry Bells 5¢ $149.50 ea.; 1 Mills Black Cherry Bell 25¢ $179.50; 1 Mills Silver Chrome Orig. 25¢ $149.50; 1 Columbia Bells '46 DJF (write). SILENT SALES SYSTEM, 635 "S" ST. N. W., WASHINGTON, D. C.

FOR SALE—Mills Slots and Jumbo Parts. Write LEWIS COIN MACHINE SERVICE, 3924 W. CHICAGO AVE., CHICAGO 51, ILL. Tel: Belmont 7005.


FOR SALE—Write for complete list of our new and used equipment. It will pay you to compare our prices. MID-STATE CO., 2635 MILWAUKEE AVE., CHICAGO, ILL.


FOR SALE—Mills Three Bells 5-10-25¢ play $350.; 7 Buckley Lite Up 24 record chrome boxes, all for $50.; 14 ft. Wurlitzer Sequel Bell $85. crated; Total Roll $299.50; Sky Fighter $60.; Wurlitzer 41 counter $95. Other Bargains! OLSENHEIN DIST. CO., 1102 BROADWAY, ALBANY, N. Y. Tel: 5-0288.

FOR SALE—The most complete stock of Arcade Equipment, Cards and Supplies in the United States. Write for list. MIKE MUNVES, 510 W. 34TH ST., NEW YORK CITY.

FOR SALE—Genuine Mills Black Cherries, 7 nickels, 3 dimes, 3 quarters with club reel; 1 Brown Front 5¢ with club reel; 1 Victory Derby, very good condition. The Black Cherries are same as new, no scratches. 1 Wurlitzer 700, excellent condition; 1 Motor for 700 Wurlitzer $50. GROVER C. KING, SMYRNA, DEL. Tel: 4631.
FOR SALE — Thirty Conductor Color Coded Cable $25 per ft. 1/3 deposit with order. GEO. MURDOCK & ASSOCIATES, 1797 UNION ST., SAN FRANCISCO, CALIF.

FOR SALE — Now delivering Chicago Coin "Super Score", the No. 1 Five Ball Game, new 1946 streamlined stand. We are also distributors for "Steelstrong" tubular pop open tubular coin wrappers—the finest coin wrappers that money can buy. For Missouri, Illinois, Indiana, Arkansas, Tennessee, Louisiana, Mississippi and Oklahoma. Send for samples. BAUM DISTRIBUTING CO., 2718 GRAVOS AVE., ST. LOUIS 18, MO.


FOR SALE — Keep 'Em Flying, Dude Ranch, Sluggers, Captain Kidd, Four Roses, Argentine, Tem Spot, 5-10-20, Victorious, Bally Club Bell, 41 Lucky Star, 2 Mills Thrones, Wurl. 616, 2 Chrome Front Mills 3-10 P.O. Slots. Make us an offer. MELODY AMUSEMENT CO., 76 HERBERT ST., FRAMINGHAM, MASS. Tel: 4764.

FOR SALE — Phonographs: Make us an offer on the following Seeburg 8800 RC, Seeburg 9800 RC, Wurlitzer 500-X, Wurlitzer 600-A, Mills Throne and Empress, Rock-Ola Standards. TIMED MUSIC INC., 4186 EUCAL UAV., CLEVELAND 3, OHIO. Tel: Express 7122

FOR SALE — We have in stock. Contact us for your Hirsch 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., LAKEWOOD, FLA.

FOR SALE — Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE — Small surplus stock of 30 Watt Orange, Green and Pink Lumilume bulbs $1.25 ea. Your order must be one third each color. H. W. DOLPH DIST. CO., 222 E. 4th St., TULSA, OKLA.

FOR SALE — 4 Mills Panorams Solovue Peaks $285. ea.; 3 Muto. Punching Bags (Like new) $80.; 3 Astroscopes $55. ea.; 1 Chicken Sam $65.; 2 Muto. Photomatic (late model) $625. ea.; 1 A.B.T. Six Gun Alromatic Rifle Range, complete and in excellent condition $625.; 1 Bally Bull $40. STEWART NOVELTY CO., 1361 S. MAIN ST., SALF LAKE CITY, UTAH Tel: Dial 3-5055

FOR SALE — Reconditioned Twin AMI Hideaways in new metal cabinets $160.; AMI Streamliner, straight nickel $140.; Singing Towers $195.; Top Flights $99.50; Hi Boys $235. All above equipment in A-1 shape and ready for location. 1/2 cash, bal. C.O.D. E & W DIST. CO., 1642 FAYNE AVE., CLEVELAND 14, OHIO

FOR SALE — This week's special for all $5.51, 100 - 3 amp. glass fuses $3.25; 100 - 5 amp. glass fuses $2.25; 100 - 10 amp. glass fuses @. Total $5.51. Also complete line of all parts for coin operated machines. This special from Los Angeles branch only. WICO CORP. (formerly Harry Marcus Co.), 1328 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel: RI 73184

FOR SALE — Special Offer! 500 No. Ball Gun (That Bubbles); 100 - 1p Deluxe Cabinet Type Model V; 10 - 5p Deluxe Cabinet Model V. All the above for $1935. Write PORT HURON, MICH. - F. O. Box No. 625 for details.

FOR SALE — Phonotronic Universal Amplifier, has nine outstanding features at $59.50; Ace Coin Counter at $139.50; Coin Wrappers 65p per box, 10 boxes or more 60¢ ea., case of 28 boxes 55¢ ea.; Phonograph Cartridges, Sex of 4, 44¢; Record Carrying Cases $5.95 and parts for all machines. Write: BADGER NOVELTY CO., 2546 N. 30th ST., MILWAUKEE 10, WIS.

FOR SALE — Best Conversion for Rapid Fire Gun yet. Shoot Kitray. Make his cigar light up. Only $12.50 per. For complete information write. Buckley Wall Box Metal side plates, with bolts. Special. Only $1. per set. AKRON COIN MACHINE SERVICE, 1252 MOORE ST., AKRON 1, OHIO. Tel: PA 7331

FOR SALE — Coin operated machine parts, guaranteed satisfaction. Speedy, atomic bombing type delivery - No Waiting. WICO CORP. (formerly Harry Marcus Co.), 1328 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel: 73184

FOR SALE — Special! Seeburg Envoy ESRC $395.; Wurlitzer '42 Victory $450.; Wurlitzer 24 $995.; Mills Throne of Music $285. 1/3 deposit with order. BYRON NOVELTY CO., 2045 IRVING PARK, CHICAGO 18, ILL.

FOR SALE — 50 Buckeye Chrome Boxes, 20 and 24 record $15. ea.; 50 old style Buckeye Boxes $5. ea.; 6 Seeburg 30 wire Boxes $7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

FOR SALE — 1 Bakers Racer Chk. Sep., like new [make offer]; 1 Mills Original Brown Front 10¢ $100.; brand new Revolve Around Safe Stands, Immediate Delivery $225.; Genco Step Ups, brand new [write]: '38 Keeley Tracktime $95. MONROE COIN MACHINE DISTRIBUTORS, INC., 1813 NORTH 13TH ST., TOLEDO, OHIO. Tel: Main 4543

GEORGE LIND MUSIC CO., 1710 50th St., OMAHA 6, NEBR.

FOR SALE — DuGrenier, Rowe, National and Unedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Unedapak parts. WANT—Will buy anything. Send us your list. MACK H. POSTEL, 6750 NORTH ASHLAND AVE., CHICAGO 26, ILL.

FOR SALE — 65C7 Tubes. GEORGE FONSER CO., 11 PIERCE ST., NEWARK, N. J.

FOR SALE — Get our price on a Popcorn Machine for one or more of your best "Spots". Don't you realize there is 75% profit in Popcorn? Get wise. Pay some "kid" two cents a Bag on Sales. The location 30% and keep 5¢ on every Dime. What more need we say. Get our List of equipment. FR. SALES CO., CAMBRIDGE, 0.

FOR SALE — $25.00 and up Mills Jennings, Watling Slings in 5-10-25c A-1 operating condition; 5 Ball Free Play 1-1/2 B. o. games, Mills Panorama $325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel.: Mitchell 3254.

FOR SALE — 3 Club Trophies with A B C D units $135. ea.; 1 Club Trophy with A B C D unit and Whirlaway Glass $145.; 1 '41 Derby with A B C D unit $150.; 1 '41 Derby with A B C D unit and Thoroughbred Glass $160.; 1 Fortune $125. All seven games for $800. All games clean and in good mechanical condition. MODERN COIN EXCHANGE, 2492 ROSEMARSH BLVD., RIVERA, CALIF.

FOR SALE — 2 Wurlitzer 618 $110. ea.; 2 Wurlitzer 412 $75. ea.; 1 Wurlitzer 61 $90.; 1 Shoot Your Way to Tokio gun $75. All machines in very good condition.

FRANK GUERRINI, BURNHAM, PA.

FOR SALE — 2 Flip Up Girls, 1 Yanks, 1 Air Circus, 1 Gobs, 1 Bombardier (Geno) $45. ea.; The lot $250. 1 Hollywood, 2 Yankee Doodle, 1 Five-Ten-Twenty $75. ea.; The lot $250. Wurlitzer 61 $100.; Wurlitzer 71 $75. CAPITOL MUSIC CO., 169 - 3rd Ave., NO., NASHVILLE 3, TENN.

FOR SALE — New 30 Wire Alpha Cable $275. Spoil 1000 ft.; Maple Skeeballs 3-1/8" 5¢ ea., $50. per 100; 2-3/4" 48¢ ea., $46. per 100; 2-2/3" 48¢ ea., $46. per 100; 2-1/4" 45¢ ea., $43. per 100. Largest parts supplier in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA., 22, PA.


FOR SALE — 30 - 1946 Victory Specials and 10 - 1946 Super Bonus Bells 5¢ comb. one week old (write); 1946 Gaslee $199.; Club Trophy $149.50.; Blue Grass $79.50.; Dark Horse $89.50.; 3 Bally Club Rolls $25.; 3 Silver Towers $29.50.; AMI Soloing Towers Top Flight $85. No offers. Wire 1/3 deposit. L. MARTINO, 3635 BEVERLY BLVD., LOS ANGELES 26, CALIF.

FOR SALE — Parts — Parts and More Parts and supplies for coin operated machines. Complete list of Phonograph WICO CORP. (formerly Harry Marcus Co.), 1328 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel: R1: 73184

FOR SALE — Total Rolls. Here They Are, Fellows. A few more of those guaranteed perfect, like new Total Rolls $300. ea. PARAMOUNT DISTRIBUTORS, 546 MAIN ST., BEACON, N. Y. Tel. 900.

FOR SALE — 28 Mills Blue Fronts and Brown Fronts, 5¢ denominations, clean and in working order. Special! $85. ea. including crating, 1/3 deposit, bal. C.O.D. SEATTLE COIN MACHINE CO., 3225 WESTERN AVE., SEATTLE 99, WASH.

FOR SALE — Bosco $75.; Bubbles $159.50.; Canteen $200.; Cover Girl $149.50.; Fox Hunt $42.50.; G.I. Joe $47.; Gun Club $79.50.; Hi Dive $69.50.; Home Run '42 $69.50.; Horns $69.50.; Knock Out $195.; Paradise $45.; Play Ball $99.50.; Reserve $24.50.; Snappy '41 $69.50.; Spot A Card $72.50.; Prize $219.; Victory $80.; Surf Queen $175. HUTZLER VENDING MACHINE CO., MARTINSBURG, W. VA.

FOR SALE — Wurlitzer 700 $650.; 750E $675.; 850 $700.; 950 $725.; 61 Counter Model $150.; Rock-ola DeLuxe $400. All reconditioned, ready for location. H. W. BRANSON DISTRIBUTING CO., 516 20th St., LOUISVILLE 1, KY. Tel.: Wabash 1501.

FOR SALE — Sea Breeze, Super Score, Midget Racer, Spellbound, Big League, Amber, Fast Ball (Write for Prices); Prisco, new $195.; Streamliner $175.; Yankee Doodle $110.; Laura $195.; Hi Hats $45.; Goofy Golf $65.; Record Time $125.; Big Chief $35.; Sink the Japs $30.; Gun Club $35.; A-1 and One $45.; Defense $55.; Ten Seat $29.; Mint Top $165.; Lite A Line $90.; Collection Books $5.25 per 100; New Speakers and Wall Boxes; new and used Phonographs. Write for Prices. CENTRAL COIN MACHINE CO., 482-88 CENTRAL AVE., ROCHESTER, N. Y. Tel: Main 5973.

FOR SALE — 82 Solotone Boxes, 11â€œ new (write); Mills Jumbo Parades, Free Play $35. ea., A-1 shape; Good, used records $10. a hundred. GILLES AMUSEMENT CO., 725 MAIN ST., OSAGE, IOWA.

FOR SALE — In perfect condition. 1 Capt. Kidd $40.; 1 Marines At Play $40.; 1 Marvel's Baseball $40.; 3 Genco Playball $175. ea.; 1 Chicken Sam $60. (Shoot The Jap convert); 1 School Days $40.; 1 Prisco $175. 1/2 dep., bal. C.O.D. FIX & SCHMID, CLAVERACK, N. Y.


FOR SALE - Stage Door Canteen $150.; Laura $135.; Grand Canyon $100.; Gott. Liberty $100.; Super Triangle (write); Goalie $250.; Tally Roll (write); 14 ft. Genco Bankroll $195.; Undersea Raider $150.; Lite League $150.; Chicoin Hockey $100.; Mutos. Pokorino $40. WANT will pay $200. for good used Total Rolls. MOHAWK SKILL GAMES Co., 88 SNOWDEN AVE., SCHENECTADY, N. Y.


FOR SALE - 2 Rock-Ola 20's, Packard Adapters, steel cabinets $175. ea.; 1 Wurlitzer 24, Wurlitzer Adapter & Stepper, steel cabinet $185.; 1 - 7 Up, 1 New Champ, 1 Shangri-la; 1 Genco Defense; 1 '41 Majors $20. for the lot; 1 Nat'. Cig. Machine 7-50 regular $65. OSBORN DISTRIBUTING Co., 1104 UNION AVE., MEMPHIS, TENN.

FOR SALE - Some New Orleans Novelty Co. Specials! Suspenses $140. ea.; Big Leagues $140. ea.; Surf Queens $150. ea.; Fast Balls $135. ea. All Games look like new and are ready for location. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel: RA 7904.


FOR SALE - Make An Offer. 10 Bally Club Bells F.P. & P.O.; 5 Bally High Hands F.P. & P.O.; 1 Big Game F.P.; 1 Big Game P.O.; 1 Sun Ray; 2 Super Bells. All machines just in from location - good, clean pieces. Also quite an assortment of used music and Seeburg Wall Boxes. Write for your location. B. O'BIEN MUSIC Co., 346 THAMES ST., NEWPORT, R. I.


FOR SALE - 150 Cigarette Machines on location ina southern city averaging 500 packs per machine per month and vendering for a silver quarter. Sale price of cigarettes 25c. Gross operating profit approximately $1600. per month. ED BROWN, 2608 MCKINNEY AVE., DALLAS 4, TEXAS

**miscellaneous**

**notice** - Music Ops! Here is a Convenience for You... Our Service needs no introduction, but to simplify your shipping problems, we have available, Self Addressed Shipping Containers; it will take you just one minute to pack and ship your Used Needles to us for Re-Sharpening. Drop a Card and we'll send them. RE-SHARP NEEDLE SERVICE, P. O. BOX 770, FORT DODGE, IOWA.

**notice** - Operators in Northern Ohio. We are distributors for J. H. Keeney & Co. Immediate delivery on all new models. MONROE COIN MACHINE DISTRIBUTORS, 113 NORTH 15th ST., TOLEDO, OHIO Tel: MA. 6434

**notice** - Our business is Bowling Games. Bang A Fitty, the game of today and years to come is our own creation. Write for Information. EDELMAN AMUSEMENT DEVICES, 2459 GRAND RIVER, DETROIT, MICH. Tel: Ra. 8547

**notice** - Parts and Supplies. Radio Tubes for The Coin Machine Trade. 70L7GT will soon be available. Write for our twice monthly inventory release. W. R. BURT, "The Coin Tube Man" 442 N. SENECA, WICHITA 12, KANS.

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

**notice** - We have something new on the way - if interested write us and we'll tell you all about it. MARVEL MANUFACTURING CO., 2845 FULLERTON AVE., CHICAGO 47, ILL.

**notice** - "A" Day has arrived in Wisconsin and all the coin machine activity is concentrated right here in Milwaukee because AIREON... the ELECTRONIC phonograph is NOW ON DISPLAY at KLEIN DISTRIBUTING CO., 2606 W. FOND DU LAC AVE., MILWAUKEE 6, WISC.
MISCELLANEOUS

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