HEADLINE NEWS

ONLY ROCK-OLA HAS ALL THESE OUTSTANDING FEATURES

ROCK-OLA HAS:
- Complete visibility and rainbow light-up motif
- Powerful two-tone amplifier
- Insures rich and true full range fidelity

MODEL 1422

ROCK-OLA HAS:
- Separate 5c, 10c, 25c coin chutes

ROCK-OLA HAS:
- Line-O-Selector and single program plate removable for easy title strip change

ROCK-OLA HAS:
- Mechanism chassis anchors permanently attached

RMC

ROCK-OLA
THE PHONOGRAPH THAT SELLS MUSIC

WALL BOX MODEL 1530

PLAYMASTER MODEL 1424

ROCK-OLA, Manufacturing Corp.,
800 North Kedzie Avenue, Chicago 51, Illinois
THE PUBLIC LIKES

Both Sides

For the first time in phonograph history, people are commenting on a phonograph feature. They stand fascinated and entranced by the AMI and watch it play the front or back of any record. The fact is the public likes this mechanism, appreciates the increased variety of music it can purchase. Good locations all want AMI's and smart operators everywhere are rushing to keep up with the trend.
Remove Ten Yeag About Better Relations With Public and Iz by Bringing Adverse Criticism from Pi Games Have Lost Many Players for Tradern Accessories Correctly Operated, Promotion Left on Old Machines, Runs.

The most important problem before the back-up of equipment thruout the nation. Hush-hushed this truth and attempted instee "talk", to re-open the sales flood gates once

A great many reasons were advanced for. Most outstanding was that operators weren't due to poor collections, and would not buy. Ol by stating that prices of new equipment was. But this argument did not hold water because that sales of used equipment, too, was at its

One of the results has been curtailment of production. Is this progress? Is this helping foster greater growth in the industry? These questions have since been as noted leaders. These men, like many others, do that holding back production will help to bring increased collections and greater profits for the the industry.

THE ANSWER TO THE PROBLEM IS TO OPERATOR TO INCREASE HIS COLLECTION HE WILL ENJOY GREATER PROFITS AND THUP BUSINESS THROUHT THE ENTIRE MANUFACTURING AND SALES CIRCLE.

How can this be done? First, it is a well know out the trade that there are many thousands of years and more old which are blocking up local machines are most definitely not gaining greater prestige for this industry from the public and, as location owners. If anything, they have hurt the

They have, in great part, been responsible for adverse criticism in the press. Ten year old ph as the operator tries to keep them clean and in will never give the performance nor the fine to the new instrument.

This has resulted in much criticism from the created the expression, "screech box", which is by many newspapers and magazines. Regardless speakers, wall and bar boxes, good merchandis motion, the ten year old mechanism has long

spect, prestige and admiration it deserves from the public and the location owners and, at the same time, revive busi ness generally while bringing greater growth and progress to this field.

This is not the time to hesitantly and experimentally falter about seeking ways and means to circumvent facts. This is a problem that can be cured and should be cured with speed and courageous decision. This is the time, instead, to intelligently prove to the public and the nation's location owners, that this is a progressive industry with the courage, intelligence and foresight to move on ahead to ever greater achievements by the instant adoption of logical and progressive business methods.
BUST ’EM UP!


By Bill Gersh

The most important problem before the trade is the backup of equipment throughout the nation. For a time all high-classed this truth and attempted to change, but to re-open the sales flood gates once again.

A great many reasons were advanced for this back-up. Most outstanding was that operators weren’t earning profits due to poor collections, and would not buy. Others added to this by stating that prices of new equipment were too high, but the argument did not hold water because of the fact that sales of used equipment, too, was at its lowest point.

One of the results has been curtailment of production. But, with this progress? Is it helping foster greater growth of this industry? These questions have been asked by many leaders. These men, like many others, do not believe that holding back production will help to bring about increased collections and greater profits for the members of the industry.

The answer to the problem is to help the operator to increase his collections so that he will enjoy greater profits and thereby step up business throughout the entire manufacturing and sales circle.

How can this be done? First, it is a well known fact throughout the country that there are a number of thousands of machines ten years and more old which are blocking up locations. These machines are most definitely not gaining greater respect and patronage for this industry from the public and, especially, from location owners. If anything, they have hurt the entire field.

They have, in great part, been responsible for much of the adverse criticism in the press. Ten year old phones, as hard as the operator tries to keep them clean and in good repair, will never give the performance nor the fine tone quality of the new instrument.

This has resulted in much criticism from the press and has caused the expression, "scruffy box", which has been used by many newspapers and magazines. Regardless of auxiliary speakers, wall and bar boxes, good merchandising and promotion, this ten year mechanism has long ago seen its finish as a quality musical instrument and hurts, instead of helps, the operator as well as the entire automatic music industry.

Furthermore, from a financial standpoint, this ten year old automatic phonograph has long since been completely depreciated. Therefore, in the long run, it is more expensive to operate than a new machine.

The removal of these ten year old machines from the many thousands of locations they are now blocking out throughout the nation by an intelligent, intensive and educational program on the part of the leaders of the industry would start a production boom the like of which this industry has never before seen.

It is, therefore, up to the leaders of the automatic music industry to get out into the field and show the operators who are blocking off locations with R-10’s, R-12’s, R-14’s, 24’s, 50’s, 300’s, Windsor, Mainrich, Rex, Royale, Dance Masters, Zephyrs and other machines of such vintage how they can earn money with new equipment correctly installed and properly merchandised.

It has been proved this past year by intelligent and progressive operators that collections need not drop. In fact, these operators, and there are many of them, have actually shown an increase in their collections while others bewailed the fact that collections were down to a new low point.

One of these operators has been replacing all his old equipment on the following plan. He has entered location after location, called the location owner into conference, discussed the location with him, its type of patronage and its general business future. After such discussion he would outline the following.

Arrangement for installation of a new photograph, new wall and bar boxes, auxiliary speakers where necessary, even a public address system for the location’s benefit where required. He promotes the sale of his machine by use of small, weekly, once a week cards. These are placed on all tables, counters and in the booth. They attractively feature pictures of famous recording artists with their latest and most popular tunes and tell the patrons that these tunes can be purchased right where they are sitting or standing.

He has been able to easily convince the location owner that he requires a new percentage basis. He has been successful in arranging a 75%-25% commission basis with a minimum two year contract and, many times, much longer to insure complete amortization of the expenditure he was making in the location. The length of time for the contract is based on former average collections against present expenditure.

The above is not "fancy", it is fact. It is true. It is being done every day by intelligent, progressive operators. It is the new way of operating in keeping with this new business era. And it is bringing bigger collections, finer music, greater respect, prestige and admiration as well as satisfaction from the public and location owners alike. It is winning greater understanding for the automatic music industry wherever practiced.

The very same condition exists in the amusement field. It is a known fact that even such old games as "Bumpers" are operating right at this modern day. Not to speak of games of somewhat later vintage. Surely every intelligent coin machine man will admit that the public should be given much better equipment to bring about more zestful stimulation, greater and more sustained interest and, as a result, better collections.

If just these ten year old games were taken off the locations they are now blocking there would be no need for anything like curtailed production.

The operator of this ten year old machine doesn’t want to simply throw it away, even tho it has paid for itself many, many times over. Whole dealers don’t want to take it in trade for they claim there’s no re-sale market for it.

Therefore, an old plan must once again be brought to life. That is to make sufficient allowance for these ten year old machines so that they can be taken in trade and destroyed.

They must be destroyed to help bring this industry the respect, prestige and admiration it deserves from the public and the location owners and, at the same time, revive business generally while bringing greater growth and progress to this field.

The work is not the time to hesitate and experimentally faller about untried ways and means to circumvent facts. This is a problem that can be cured and should be cured with speed and courageous decision. This is the time, instead, to intelligently prove to the public and the nation’s location owners that this is a progressive industry with the courage, intelligence and foresight to move on ahead to greater achievements by the instant adoption of logical and progressive business methods.
CHICAGO—Reports are current here that further stalling on giving locations new equipment is now pretty much at an end.

As one noted coinman stated, "Location owners won't stand for any further stalling on delivering new equipment to their places. They have been telling ops here and throughout this entire territory that they want new machines and that they know new machines are now available."

In keeping with this statement there is also brought out the fact that some ops have stalled for over a year now. They have been telling location owners that they just couldn't obtain new equipment as yet and that as soon as it was available they would get it for them.

Many ops have also advised locations that the prices of the new machines were too high and therefore unprofitable to operate. But, as the above coinman stated, the time has at last arrived when the location owner will not listen to any further such arguments and now wants a new machine.

New machines will improve conditions throughout the trade. It is necessary for the members of the industry to realize that much of the cause for lowered collections has been the fact that old and worn machines, which have long since lost public interest, are on locations. And, many of these old machines, are blocking off some very fine spots.

Location owners have also been hounding ops to get them new machines because collections have been going up and, in many cases, have returned to former peaks. This means that as business begins to once again pick up for the cointrade, the retail merchants want to see their places improved and collections kept constant by the use of new machines in their spots.

It is to no one's advantage in this industry to any longer stall location owners with stories that new machines aren't as yet available. All facts point otherwise and the location owners know this. They are, therefore, after the operators every day to get new machines for them.

One well known music op stated, "Stalling locations about getting new music machines is at an end. They won't stand for it anymore. They know that there are new machines on the market now and that they can get one in their place.

"The only thing we can do as an operator," he continued, "is to arrange for the best possible commission percentage basis and prove to the storekeeper that the reason we didn't get him a new machine prior to this time was due to the fact that the price was very high and we had hoped it would go down to some extent. We have been forced to bring in some new machines, but, we have been able to arrange for 'front money' which makes it possible to install new equipment."

Storekeepers Demand Ops Bring Them New Machines. Many Ops Have Stalled Locations for Over a Year Now.
FORECAST
COINBIZ
BOOM


CHICAGO — Optimism has returned with a sudden rush everywhere in the country, according to reports from leading coin machine men.

The sudden buying spurt which wholesalers are enjoying. Collections on the way back to normal. Demand growing in all divisions of the trade. And the fact that more and more operators have decided to dress up their locations with new equipment — has all added to the optimism and all have come to agree that, “There’s a good year ahead.”

It is the belief of leaders in the field that with the manufacturers now well under way producing some of the finest machines which have yet appeared on the market, and with many now setting up their operations on an entirely new basis—the coin machine trade is going to enjoy a boom sooner than expected.

“For sometime,” one noted coinman stated, “we were convinced that the coin machine industry would override its temporary hull. This was brought on by a great many factors.

High prices had something to do with it. Also the fact that the convention stopped some coinmen from buying because they believed they would see new models replacing machines already in the distributors’ showrooms. And, of course, the fact that collections went down in many territories affected the average operator’s business. But now there has been a return to greater optimism in view of the fact that the operators simply went out on their routes and began to push for more play. The result is that everywhere the demand is growing for more equipment.”

The above is the general statement being heard in the trade as more and more territories feel the sudden awakening of business. Some distribs report that they are at present enjoying greater sales than they have during all the previous months of this year. They also report that the sales they are now making are much better than those they made during these previous months and that they feel sales will continue to show a definite swing upward in greater volume.

Some coinmen now state that as the trade recovers, it will actually lead the field into a boom period which will correspond with the boom many business men are generally predicting once production of all types of products gets under way.

As far as leaders in the coinfield are concerned, many have stated that orders already on hand, and those being received daily, are greater than they have enjoyed since 1946. Some also report that showing a new game in advance has resulted in orders which assures the factory a real production set-up comparable to what they formerly enjoyed.

As yet shortages are apparent in many lines, but, it is reliably stated, these will gradually disappear and the field will go ahead at even a faster pace than at present.

One noted leader reported, “There is a boom on the way for the coin machine industry and it is becoming more and more apparent each day.”
NATIONWIDE SURVEY SHOWS NEW GAMES UP COLLECTIONS FROM 100% TO 300%


NEW YORK—A survey just completed by The Cash Box covering the greater majority of states throughout the country regarding, “What effect has new equipment had on collections from your locations?” brought forth the fact that new machines have been instrumental in zooming collections from 100% to 300% in cost cases.

Because of this, many coinmen reported, they have started to clear off old type machines and will eventually have their routes featuring only new games.

They also stated that not only did the new machines zoom collections generally but that greater interest in play resulted to the extent where players are again looking forward to the arrival of a new machine.

Another result the survey disclosed was that the operators were enjoying a much better average today than they have been in many months. The belief is general that this will continue and will even increase as the warm months come on and people can once again get out of their homes.

One op wrote that this has been a very hard winter in his territory with much snow, ice and very cold weather. This, he reported, kept many of the players home, instead of visiting locations. But, he continued, since the weather has become milder, there has been a general play increase and this, added to the fact that he has placed new equipment on his route, has zoomed his collections better than 200% over what he formerly enjoyed.

The survey was based on changes from old to new games by operators over a period of at least six months. One op wrote that the first new games he placed did not step up the collections very much but that after a few months went by they started up and, as he switched his machines about, have been going up steadily. He reported that during the past six months period he could safely say his collections have been better than 100% over what they formerly were.

Almost every report carried the story that new machines, have caused collections to zoom upwards on those locations where formerly only old games were featured.

The average operator now believes that because of this fact coinmen will continue to purchase new machines and since trade-ins are getting a good return price it makes it profitable to continue to invest in new games.

This survey has proved one of the most interesting ever conducted by The Cash Box for it brings one extremely important fact home to the operator—that new games boost his collections to a point where it pays him to replace all old machines on his route.
Just a friendly argument, but here's the pitch. One says the way to up operator profits is *more play per phonograph*, while the other maintains it's *more pay per play*!

From where we stand, we'd say neither one is wrong. Wurlitzer has done more—far more—than any other phonograph manufacturer to promote more play. We're doing it right now, to the tune of a powerful, far-reaching consumer advertising campaign.

And Wurlitzer has done more—much more—than any other phonograph manufacturer to promote quarter-dime play.

Put the two together and what have you got? *More profits per operator*. That's what we're all after. That's what we're all accomplishing for our Wurlitzer Factory-Approved Music Merchants who are smart enough to cash in on *both* Wurlitzer Advertising and quarter-dime play. The Rudolph Wurlitzer Company, North Tonawanda, New York.
1. ANNIVERSARY SONG

CA-368—Andy Russell
DE-23714—Al Jolson
DE-23792—Guy Lombardo Orh.
MA-1107—Louis Prima Orh.
ME-3057—Bobby True Trio

ME-3036—Anita Ellis
MU-428—Artie Shaw Orch.
SL-15075—Larry Douglas
SO-2004—George Towne Orh.

2. MANAGUA, NICARAGUA

CA-372—Joe Alexander
DE-25017—Ted Weems Orh.
KI-598—Cowboy Copas
ME-3057—Bobby True Trio

SL-15086—Julie Conway
SO-3032—The Gordon Trio
VI-20-2026—Freddy Martin

3. HEARTACHES

CA-372—Joe Alexander
DE-25017—Ted Weems Orh.
KI-598—Cowboy Copas
ME-3057—Bobby True Trio

MGW-10001—Jimmy Dorsey Orch.
NA-9026—Red McKenzie
SL-15065—Ray Bloch Orch.
SO-2005—Ted Strayer
VI-20-2175—Ted Weems Orh.

4. GUILTY

CA-345—Martha Tilton
CO-37223—Buddy Clark
DE-23830—Dick Haymes
MA-12009—Georgia Gibbs

ME-3042—Tony Martin
MU-428—Artie Shaw-Mel Torme
SL-15090—Monica Lewis
VI-20-2109—Johnny Desmond

5. HOW ARE THINGS IN GLOCCA MORRA?

CA-304—King Cole Trio
CO-37082—Dinah Shore
CS-614—Frido Warren
DE-23670—Ella Fitzgerald
DE-18895 (A467)—Fred Waring Orh.

ME-3056—Harry Babbitt
SL-15084—Johnny Long Orh.
SO-3043—Bob Houston
VI-20-2121—Tommy Dorsey Orch.

6. (I LOVE YOU) FOR SENTIMENTAL REASONS

AP-1041—Hot Lips Page Orh.
BW-792—Jack McVea Orh.
CA-369—The Pied Pipers
CO-37268—The Three Flames
CO-37240—The Charlettes

EM-106—Skip Strahl Orh.
MA-1071—Eddy Howard Orh.
MI-1041—The Brown Dots
VO-781—Art Kassel Orh.

7. OPEN THE DOOR, RICHARD

CA-342—Andy Russell
CO-37213—Dinah Shore
DE-23756—Hildegarde
MA-1093—Mildred Bailey

MA-1112—The Marylins
ME-8029—Bill Samuel
NA-4012—Dusty Fletcher
SL-1006—Tiny Grimes
VI-20-2127—Count Basie Orh.

8. LINDA

CA-362—Paul Weston Orh.
CO-37215—Buddy Clark-Ray Noble Orh.
ME-3058—Chuck Foster Orh.

SL-15016—Larry Douglas
SO-2006—Bob Chester Orh.
VI-20-2047—Charlie Spivak Orch.

9. I'LL CLOSE MY EYES

CA-342—Andy Russell
CO-37213—Dinah Shore
DE-23756—Hildegarde
MA-1093—Mildred Bailey

ME-3046—Jack Fine Orh.
MU-15079—Teddy Walters
SL-15066—Johnny Bothwell Orh.
VI-20-2109—Johnny Desmond

10. OH, BUT I DO

CA-324—Margaret Whiting
CO-37156—Harry James Orh.
DE-23739— Bing Crosby
MA-1085—Morton Downey

ME-3041—Francis Langford
MU-15094—Gordon MacRae
SL-15056—Skinnay Ennis Orh.
"The Last Letter"
"Where The Old River Flows"
PITE CASSELL
(Majestic 6006)
- Ops with spots that cater to the min- strel and spiritual crowd should by all means get next to this duo. It's Pete Cassell in terrisse voice chanting "The Last Letter" and "Where The Old River Flows" which shows Pete up to par in a ditty leaning toward your heart-strings, that will make the mob tear with their beer. Backing plays upon the reminiscences angle with Pete taking honor all the way. You know your spots, so take the lead from here.

"Charge It To Daddy"
"Jealous"
DEEP RIVER BOYS
(Victor 20-2157)
- Using a rhythm section only, The Deep River Boys beat out a ditty that's a natural for ops with mixed spots. "Charge It To Daddy" looks like a com- er, and the way this crew do the thing, it shapes up to be all that's been said about a 'sugar daddy,' the combo's efforts talk turkey on wax. You'll like this novel twist, so latch on. On the flip with "Jealous," the group knock out a long standing favorite in slow tempo that rates high on our list. Look out for the topside tune—and catch coin.

"Midnight Masquerade"
" Beware My Heart"
JOHN CONTE
(Apollo 1044)
- Just about any location can find use for a disc featuring a pair of top ro- mantic ballads delivered by a better than adequate vocalist, so that filler fills a bill. Offered here are "Midnight Mas- querade" and "Beware My Heart," a pair of tunes that were penned to make hearts flutter, and, to that purpose, can't be beat. The back- ground here makes danceable music, so members of the trade should find this platter suitable for double duty for lis- teners and dancers. It might be added that both tunes are plug items by their respective publishers, and, as a result, ops should find them in demand.

"What Am I Gonna Do About You"
"Maybe You'll Be There"
JOAN EDWARDS
(Vogue 782)
- Chirp Joan Edwards sends some sen- timental stuff your way with "What Am I Gonna Do About You" and the kid can really sing. It's a ditty that has garn- ished coin before, and should go equally well by our gal. She has that natural sit-me-down tone which the hand-hold- ed backing crew will go for. Aimed at the somber spots, they'll like Joan's rendi- tion on this one. Backed by "Maybe You'll Be There," Joan renders an effec- tive ballad for the ops asking.

"Let's Ball Tonight"
Part I & II
EARL BOSTICK ORCHESTRA
(Gotham 503)
- Following the wave of "Groovy Thirde on the Moon" and "Line culler up your alley" by the Bostick crew is this ditty aimed at the race spots. Titled "Let's Ball To- night," Earl and the boys get together on a jump boogie that's bound to set the kids hopping. Earl chants the vocal as his cats join him in chorus all thru. It's pep up material and stuff that the jazz fans will go for. Dig that title and watch the coin pour in.

"I Tipped My Hat"
" Heartaches"
HARRY JAMES ORCHESTRA
(Columbia 37305)
- Harry James sends Art Lund up front here on a ditty that is currently gaining in popularity and coin play throughout the nation. "I Tipped My Hat," with Lund as the choir boy shapes up fine for the phones. It's got that western twang in it, and Lund's vocal is effective throughout. Harry's arrangement is nov- el, with his string section coming thru in top fashion. Flipped we find "Heartaches," and we can't say enough about this one. Marion Morgan chirps lyrics here in slow tempo, while Harry comes through with signing on both sides. Both sides deserve your listening time.

"The Man Who Paints the Rainbow"
"I Can't Believe It Was All Make Believe"
HAL MCMINTYRE ORCHESTRA
(M-G-M 10007)
- Hal McIntyre's Orchestra, which de- livered the first waxing of "The Old Lamplighter," is back last August (it was chosen at that time as a "Sleep- er Of The Week") has come up with a ditty reminiscent of that click. Tabbled "The Man Who Paints The Rainbow," with Frankie Lester on the vocal, the ballad gets workmanlike treatment from the McIntyre crew, the lacking are the tricks that made his "Lamplighter" so effec- tive. Nonetheless, the tune is well loaded with possibilities, and, as a result, is worthy of a trial on the machines. The flip, "I Can't Believe It Was All Make Believe," is a pleasing ballad, with Frankie taking over the vocal stint. Peg this disc as an item for ro- mance harbor spots.

"The Blues Of The Record Man"
"Why Don't We Say We're Sorry"
TEX BENKEE-MILLER ORCHESTRA
(Victor 20-2190)
- It's about time. Here's the Beneke- Miller outfit telling the world all about the woes and trials and tribulations of the disc spinners. Mastro Beneke and The Mello-Larks combine to weave their tale in a gay, light mood, while the orchestra does a jive on name band signatures. It's novelty stuff all the way that the dial fans should go for. Boss man's vocal is top drawer material and the rock lyrics he uses should attract attention. Backed by a smoothie with Garry Stevens tak- ing the pitch, the crew turn out "Why Don't We Say We're Sorry." Garry pipes in a romantic time for a chorus, while Tex comes in with double time a bit later on. Holding appeal for the gay spots, ops would do well to get next to this pair.

"Jumpin' At Apollo"
"Jacquet Bounce"
ILLINOIS JACQUET ALL-STARS
(Apollo 766)
- There's no doubt about it—they'll go for this one. Where the jazzophiles love to gather, and they flock heavy, they'll gather Illinois up and another him. It's "Jumpin' At Apollo," and that's just what they'll do—jump, but hot. Featuring one of the greatest aggregations around town, Jacquet shows his boys up high. On the flip with "Jacquet Bounce," the maestro turns the tempo down a bit, but still fast enough for the hop crowd to move around with. Showing Ray Perry on alto, Trummy Young on trombone and Illinois on the tenor, where they appre- ciate jazz to the hilt, the ditty will go.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
"The Cash Box" Page 11 Spring Special Issue Week of March 31, 1947

The Smoothies (Apollo 1043)
- For the customers who like the phone to feature good cowboy melody, here's a platter that's as good as a pair of bullets backed up. Featuring the Smoothies, a pleasant sounding vocal combo, the disk serves up "I Tipped My Hat" (And Slowly Rode Away)" and "Wyoming." Both sides have a pleasant, well paced rhythm and are interpreted in style fitting to either a New York cocktail lounge or a Sweetwater (Tex.) tavern complete with butterfly doors.

New Orleans Woman "Lovel Nuet"
KING HOUDINI (Apollo 126)
- Oh, will this rock 'em. Calypso cookie headed your way by King Houdini spells torrid tuneplay for your phonos. Titled, "New Orleans Woman," the ditty should take that area by storm, and include any pot good for this stuff from Trinidad. It's typed music with some sock lyrics behind it, which The King chants like an ace. Combo in the background joins the melody in chorus to add punch to the tune. Backed by "Lovel Nuet," Houdini chants in native tongue all through, with that same beat taking honors. "New Orleans Woman" will give the crowd kicks, so bend an ear, will ya.

"The Egg And I"
Who Cares What People Say
DINAH SHORE (Columbia 37278)
- Dinah Shore, who can be depended upon to draw action no matter what the melody she offers, comes up with a winner on this, her latest, release. Top side of the coupling is "The Egg And I," a tune taken from the flicker of the same name, and Dinah really weaves a solid hunk of song styling via the romantic ditty. Peg it as an attraction you'll want to have. The backing, "Who Cares What People Say," is another song plucked from a current movie. This one is from "Nora Prentiss." As a result, both tunes will have a tremendous listener audience and wise ops will capitalize on that factor. The musical backing is provided by the Sonny Burke Orchestra, and they help make the sides a dancers' and listeners' treat.

SLEEPER OF THE WEEK  "Mozel!"
ARTIE WAYNE (Hucksters 1002)
- Nailed to this featured slot this week is a brand new little novelty called "Mozel! (Means Good Luck)." It's a snappy, catchy little ditty that goes the stuff from which great big clicks are born. The way it's done here by Artie Wayne (who has one of the better voices to be heard around), the side comes up as sleeper ready to explode across the country. All it needs is plugging. Assisting Artie's vocal efforts are Duane Chiefs, an effective little combo that gives body to the lyrics. Reminiscent of the well remembered "Be Mi Blat Du Shoon," the side goes indications of growing into something just about as big. Better get next to it. The flip, a lush little ballad called "It's Way Past My Bedtime," gets the swoon treatment from Artie and the creammen, and scores to good advantage as a vehicle for the customers glowing with love-light.

That's Good Enough For Me"
"Row, Row, Row" PEARL BAILEY (Columbia 37280)
- Always a favorite, Pearl Bailey offers ope a pair of platters that look good in these machines. On "That's Good Enough For Me," Pearl does some light novelty stuff in gay mood. Ditty currently gaining wide attention, especially so in rear spots. Backed by an old standard, "Row, Row, Row," Pearl makes the platter sing in high style as she chirps pretty. Both sides rate your listening time.

"Blue Prelude"
"Boyd's Nest" BOYD RAEBURN ORCH. (Musicraft 490)
- An oldie made popular some years back steps out again, and shapes up neat for the race record crowd. It's Boyd Raeburn twirling the baton, and the kid's stuff is good. Plenty of riff in the middle that the dancers should like. Backed by "Boyd's Nest," an instrumental all thru, where they go for Raeburn, they'll hold still for this. Both sides are good fillers in your box, so give it a twirl.

"I Tipped My Hat"
"Wyoming"
THE SMOOTHIES

"I Had A Good Cry"
" Hawk's Boogie"
ERSKINE HAWKINS ORCH. (Victor 20-2169)
- Long missing from the phonos, Erskine Hawkins offers ope a ditty that might be the one. "I Had A Good Cry," showering Laura Washington with orch., rates high on our list, and you'll have the customers begging for more with this one. It's race stuff, and the chip's vocal is one the jazz fiends will like. The kid has a natural quiver in her voice that spells coin play from the start. On the backing with an instrumental, the 20th Century Gabriel knocks out "Hawk's Boogie," showing his wares in top fashion all the way. Both sides are there for the asking, so lend an ear here.

"Please, Mama"
"Beside You"
ZIGGY ELMAN ORCHESTRA (M-G-M 10002)
- Ziggy Elman, back on wax after a long spell, has come up with a better than interesting side for the trade with a ditty tabbed "Please, Mama." Based on an old familiar Russian theme, the side comes up as a grand little novelty given plenty of spice by vocalist Virginia Maxey. In addition, the instrumental jam Ziggy and the boys tag on to it should bring lots of call for the platter from the larger cities of the nation. The back, "Beside You," a tune from the flicker, "My Favorite Brunette," is a grand melody, the Bob Wanger on the lyric and Ziggy's men on the instrumental fail to make the most of the opportunity the song does offer.

"Necessity"
" Popa, Don't Preach To Me"
PHIL HARRIS ORCHESTRA (RCA Victor 20-2198)
- Lots of ops have made money in the past with Phil Harris. Okay, here's another that looks like a real coin culler. It's "Necessity," a ditty from the Broadway slick musicale "Finian's Rainbow," and the way it's done up here by word-mauler Harris on the vocal it comes up as something certainly worthy of a trial. Hear it by all means! The flip, "Popa, Don't Preach To Me" is another great hunk of novelty made better still thanks to what Phil does for it. The ditty, soon to be featured in the flicker, "The Perils of Pauline," has less appeal than the topside, but it should serve as an effective second after "Necessity" has been worn white.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
BUSINESS REPLY CARD
FIRST CLASS PERMIT No. 43309, SEC. 510, P. L. & R., NEW YORK, N. Y.

THE CASH BOX
381 FOURTH AVENUE
NEW YORK (16), N. Y.
USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP TUNES FOR THE WEEK

<table>
<thead>
<tr>
<th>NAME OF RECORD HERE</th>
<th>ARTIST OR BAND HERE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td></td>
</tr>
</tbody>
</table>

WHAT RECORDS NOT LISTED ABOVE ARE "COMING UP" IN YOUR AREA

NAME
FIRM
ADDRESS
CITY STATE

www.americanradiohistory.com
What's Hot ON THE RECORDS
THE TOP TEN JUKE BOX TUNES THRUOUT THE NATION
For the Week of March 31, 1947

New York
1. HEARTACHES (Ted Weems)
2. ANNIVERSARY SONG (All Jolson)
3. GLOCCA MORRA (Dick Haymes)
4. LINDA (Buddy Clark)
5. ALL JOLSON RECORDINGS
6. PICKLE SONG (Larry Vincent)
7. MANAGUA NICARAGUA (Freddy Martin)
8. GUILTY (Margaret Whiting)
9. IF I HAD MY LIFE TO LIVE OVER (Larry Vincent)
10. JALOUSIE (Harry James)

Chicago
1. ANNIVERSARY SONG (All Jolson)
2. MANAGUA NICARAGUA (Guy Lombardo)
3. GLOCCA MORRA (Dick Haymes)
4. HEARTACHES (Ted Weems)
5. MY ADORE HACIENDA (Eddy Howard)
6. I'LL CLOSE MY EYES (Andy Russell)
7. LINDA (Buddy Clark)
8. AS YOU DESIRE ME (Vaughn Monroe)
9. TOO MANY TIMES (Eddy Howard)
10. GUILTY (Tony Martin)

Detroit, Mich.
1. FOR SENTIMENTAL REASONS (Eddy Howard)
2. LINDA (Charlie Spivak)
3. MANAGUA NICARAGUA (Guy Lombardo)
4. THE OLD LAMPLIGHTER (Sammy Kaye)
5. GAL IN CALICO (Tex Beneke)
6. ANNIVERSARY SONG (All Jolson)
7. GLOCCA MORRA (Buddy Clark)
8. GUILTY (Margaret Whiting)
9. OPEN THE DOOR, RICHARD (Dusty Fletcher)
10. OLD BUTTERMILK SKY (Hozzy Carmichael)

Pittsburgh, Pa.
1. HEARTACHES (Ted Weems)
2. ANNIVERSARY SONG (Guy Lombardo)
3. LINDA (Buddy Clark)
4. MANAGUA NICARAGUA (Freddy Martin)
5. GLOCCA MORRA (Tony Dexter)
6. I WANT TO THANK YOUR FOLKS (Perry Como)
7. JALOUSIE (Harry James)
8. IF I HAD MY LIFE TO LIVE OVER (The Three Suns)
9. OPEN THE DOOR, RICHARD (The Three Flames)
10. OH, BUT I DO (Margaret Whiting)

Garnett, Kansas
1. MANAGUA NICARAGUA
2. ANNIVERSARY SONG (Tex Beneke)
3. HEARTACHES (Ted Weems)
4. I'LL CLOSE MY EYES (Mildred Bailey)
5. HOODLE ADDLE (Tex Beneke)
6. AT SUNDOWN (Oylie McCoy)
7. THE PREACHER & THE BEAR (Phil Harris)
8. LINDA (Buddy Clark)
9. EASTER PARADE (Perry Como)
10. GLOCCA MORRA (Dick Haymes)

Martinsville, Ind.
1. HEARTACHES (Ted Weems)
2. ANNIVERSARY SONG (All Jolson)
3. AIN'T NOBODY HERE BUT US CHICKENS (Louis Jordan)
4. MANAGUA NICARAGUA (Guy Lombardo)
5. FOR SENTIMENTAL REASONS (Eddy Howard)
6. GUILTY (Margaret Whiting)
7. OH, BUT I DO (Tex Beneke)
8. HUGGIN' & CHALKIN' (Johnny Mercer)
9. GAL IN CALICO (Perry Como)
10. OPEN THE DOOR, RICHARD (Eddy Howard)

Waterbury, Conn.
1. LINDA (Buddy Clark)
2. ANNIVERSARY SONG (All Jolson)
3. HEARTACHES (Ted Weems)
4. SONG OF SONGS (Perry Como)
5. I TIPPED MY HAT (Benny Goodman)
6. GLOCCA MORRA (Dick Haymes)
7. GUILTY (Margaret Whiting)
8. HEARTACHES (Ted Weems)
9. I'LL CLOSE MY EYES (Andy Russell)
10. LINDA (Charlie Spivak)

Miles City, Mont.
1. GUILTY (Tony Martin)
2. ANNIVERSARY SONG (Guy Lombardo)
3. SO ROUND, SO FIRM (Merle Travis)
4. MANAGUA, NICARAGUA (Kay Kyser)
5. I HE LIKE IT, SHE LIKE IT (Louis Prima)
6. LINDA (Buddy Clark)
7. THAT'S HOW MUCH I LOVE YOU (Frank Sinatra)
8. SOONER OR LATER (Les Brown)
9. FOR SENTIMENTAL REASONS (Charlie Spivak)
10. ZIP A DEE DOO DAH (Sammy Kaye)
From the Land Of Sunshine And The Heavy Dew (Los Angeles) comes word that the Modern Record Company has become settled in its new home, the former ARA building in Hollywood; in addition, Florette Bihari passes along the word that pianist and vocalist Hadda Brooks has just recorded for her featured role in the forthcoming film "Out Of The Blue." Modern plans to release Hadda's dishking of the title tune at the same time that the picture breaks . . . Here's an interesting musical note: Columbia, Victor, Decca and Continental have applied for license to wax "I Want To Be Loved." Could it be that these labels are doing so after reading what Savannah Churchill's interpretation on Manor Records is doing on the "Burnning The Jukes In Harlem" chart of THE CASH BOX?

* * *

Eli Oberstein, RCA Victor's talent and repertoire kingpin, announces with pride the signing of Beryl Davis, a British importation, who is said to be the next "great" so far as female vocalists are concerned. The gal is currently being heard on the Lucky Strike Hit Parade . . . Having captured an ex-FBI special agent, Joe Dush, for their talent roster, Continental this past week announced that they've inked a former member of the French underground. Her name is Germaine Sablon, and she's the sister of Jean Sablon, cafe society favorite . . . Harry Bank, Cardinal Records prexy, is reported ready to enter a new phase of the recording industry. Meanwhile, it's rumored around that a number of labels have talons out to snatch the Charley Barnet ork.

* * *

Apollo Records announce they will break with "Freckle Song" this week. The ditty, currently scoring big in the New York area as done by Larry Vincent, was cut by The Vagabonds, noted vocal combo. On the basis of the tune's success in this city, big things can be expected from it on phonos throughout the country . . . Paul Reiner, president of Black and White Records, bivouac at New York's swank St. Moritz. He's here on a short visit from Hollywood . . . Another recent arrival from that talent mecca is Jack Beekman of Rockefeller Records. Jackie, who, with Artie Wayne, authored "Mahzel (Means Good Luck)"—featured as "Sleeper Of The Week" in this issue—came to Gotham to effect a distribution deal with Runyon Sales Co. of New York. Johnny Halonick, of that firm, joined Jack on a trip to Philly to make a deal with Ivin Bullen for pressings here in the East. The boys believe they'll have plenty of "Mahzel" with that platter.

* * *

Ben Selvin, one of the better mentors in the record biz, tips the trade to Ray McKinley's forthcoming "Red Silk Stockings and Green Perfume." We've heard it and can give genuine agreement. It looks like the platter will skyrocket the McKinley crew in phono popularity . . . Seen at Reuben's, elite New York eatery, Ben Lind, of Regal Music Co., with a long look in his eyes . . . Steps In The Right Direction Dept.: John Coveney, New York branch chief for Capitol Records, was host to a private showing of the Bob Hope-Dorothy Lamour flicker "My Favorite Brunette." The pic was shown, at midnight in a theater especially rented for the occasion, and all local music ops were invited to attend.
Continental Airs Expansion Plans

NEW YORK — Donald H. Gabor, President of Continental Records, headquartered here, this past week announced the firm's plans for expansion at a luncheon tendered by the plattery on Thursday, March 27th.

The building of a new pressing plant to be located in Amsterdam, Holland, and the appointment of European distributors is to get under way sometime in mid April, Gabor stated. Emery Ross, national sales manager is to leave for Europe next month to supervise plant construction.

"We are now releasing 15 new records monthly—both foreign and popular and plan on enlarging our foreign department extensively", said Gabor. "At present, we are pressing 900,000 records monthly, and with the coming additions to our artist and repertoire department, hope to better that figure", Gabor continued.

Recently added to the Staff at Continental were Vaughn Horton, to head the firm's popular record department, and Ralph Benson as assistant sales manager and public relations director.

National Appoints New Distributors; Sign Al Trace

NEW YORK — National Records, this city, announced the appointment of new distributors in three cities, this past week.

Sunland Supply Co., El Paso, Texas; Burke-Mayer Associates, Los Angeles, and Allied Music Sales in Detroit, were named to handle the National line.

On the basis of requests on the part of dealers for some of National's former releases by Al Trace, notably his popular "Fuzzy-Wuzzy", the diakery has decided not only to re-issue the record, but have again signed Trace to a recording contract.
Two terrific Ten Dee arrangements by vocally, by Stuart Foster. Patent power maker! My Love For You A sentimental new one that's being played sky-high. Watch it! AND A Thousand and One Nights "(Based on "Scherehnaderle" by Rimsky-Korsakov) Beautiful symphonic feeling as a roll in dance beat. RCA Victor 20-2177

VAUGHN MONROE! We Knew it All the Time Nice vocal harmony by Vaughn and The Mean Meats delivering a semi-rhythmic, danceable new ditty. AND As You Desire Me Featuring the neat beat, the Monroe voice, in an appealing new arrangement of an oldie. RCA Victor 25-2173

HERBIE FIELDS! First recording by his sensational new quintet! I Wanna A catchy riff number with a swell voc. chorus. AND Soprano Boogie Slow boogie beat and "send 'em" solos give this side lots of drive. RCA Victor 20-2179

TEX BENEKE! with The Miller Orchestra The Blues of the Record Man Here's a trick take-off of this jazz program, full of fun and bound to hit! Tex and The Mellow Larks do the lyrics. AND Why Don't We Say We're Sorry? Gerry Stevens, The Mellow Larks, and Tex vocalize a dreamable, danceable number against a background of typical Glen Miller music... tailored for the boxes. RCA Victor 20-2190

PEPE RIVERA and his Orchestra Vocals by Angel Rivero Cu-Tu-Go-Re - Col'yin Rumba (JACK-JACK-JACK) The sensational tune that's winning 'em in 2 Family, this season, AND Confesion - Belena RCA Victor 20-1914

PAWEL FÖRKRÖHENI and Polish Ball Orchestra Czeawsaw Muki Na Monte Cassino (Red Peepu Sorns on Monte Cassino) and Polonaise Oginski RCA Victor 20-1174

MENRI RENÉ and his Musette Orchestra Slomoesz Patrol and Mammo RCA Victor 20-1077

CONJUNTO CASINO Cornet: Fox-Enfil-Rillard Churrillos Callientes - Guachico Preguin AND El Serro Guaraní RCA Victor 20-0587

LIBERTAD LAMARQUE y PEDRO VARGAS Can 104 de Oro AND Me Voy Caracas, Venezuela RCA Victor 76-7601

SONNY BOY WILLIAMSON Willie J. Leeley, guitar; Fasam Knowles, clarinet; John H. Davis, piano. Head's Hands AND Sonny Boy's Cold Chills RCA Victor 20-2184


DELTA RHYTHM BOYS! Jenny Kissed Me AND Bye, Bye, Alibi Baby RCA Victor 20-2186

SPADE COOLEY! (King of Western Swing) and his Band It's Dark Outside AND Minuet in Swing RCA Victor 20-2181

BILL BOYD and his Cowboy Ramblers I Wish We'd Never Met A fact-melody, number sung by Bill and the Tro's, catchy melody and two-teepic' tempo. AND Palace In Dallas Slow and dreamy, with vocals by Jim Boyd and the Tro's. RCA Victor 20-2172

BIG MACO with Temps Red, guitar and Tyrrell Dixon, Drums Detroit Jump AND Came on Home RCA Victor 20-2173

MARY LOU WILLIAMS' Girl Stars Mary Lou, piano; Mary Osborne, vocalists; Margie Hyams, vibraphone; Roso Gershtbaum - vocals; June Rutenberg, bass. It Must Be True AND Harmony Grits RCA Victor 20-2174

ALEXANDER SYV with Charles Beaux and his Gypsy Orchestra In the "Csárda" (Album 5:47) Beloś Orske Koškoniško — Mullagub (I'm sorry, my Friend) Marios Vito — Cohaida (The Winters of the Mors) Mines Guropts Tonymám (I Don't Have a Mention) RCA Victor 26-0596 Lukassoltak Mar A Rátes Mullagub (Throw away) Vörös Bart Htám As Egl — Cornadis (I have been drinking Red Wine) En Vagyo a Fulu Rossza — Mullagub (I'm on Oatmeal) Ritska Riosa — Cornadis RCA Victor 26-0597 Csak Egý Isl Kiny Von a Világban — Mullagub (That's Only One Old) Minek a Százo En Nekem — Cohaida (Why Should I Care For Blunders) A Fonóban Szol a Néz (There's Singing at the Inn) RCA Victor 26-0608 Itt Hagym a Foulottak (I am Leaving Your Village) Hivlak Akkor Is ha Nem Joss — Mullagub (I'm Calling You) RCA Victor 25-6689

THE STARS WHO MAKE THE HITS ARE ON RCA VICTOR RECORDS!
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—I WANT TO BE LOVED
SAVANNAH CHURCHILL
(Manor 1046)

2—THAT'S MY DESIRE
FRANKIE LANE
(Mercury)

3—D. B. BLUES
LESTER YOUNG
(Savoy)

4—JAZZ AT THE PHILHARMONIC
ILLINOIS JACQUET
(Disc 6204)

5—SEPTEMBER SONG
SARAH VAUGHN
(Musicraft 446)

6—SYMPHONY SID
LESTER YOUNG
(Alladin 163)

7—FOOLISHLY YOURS
SAVANNAH CHURCHILL
(Manor 1046)

8—OLD MAID BOOGIE
EDDIE VINCENT
(Mercury)

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

10—POSTMAN BLUES
DINAH WASHINGTON
(Mercury)
BEVERLY HILLS, CALIF. — With a host of Columbia recording artists and executives looking on, president Edward Wallerstein turns the first spadeful of dirt to launch the building of the company’s new million-dollar record plant here. Left to right: Ray Noble, vice president Andrew Schrade, Nelson Eddy, Wallerstein, Al Dexter, Xavier Cugat, Frank Sinatra, Woody Herman, George Montgomery, Dinah Shore and vice president Manie Sacks. The novel spade being used was fashioned from a gold-plated “master” especially for the occasion.

Cleveland Ops Select “Movie Tonight” For April

CLEVELAND, O. — The “Hit Tune Of The Month” for April will be “Movie Tonight,” it was announced this past week by the officials of the Cleveland Phonograph Merchants Association.

The song, recently recorded by Johnny Mercer for Capitol Records, will be featured in the No. 1 spot on the 4000 juke boxes in this area.

“IF I Had My Life To Live Over,” which had been selected as the “Hit Tune Of The Month” for March, is said to have created a great demand on the phonos and in the record marts of this city as a result of the intensive promotion of the association.

“As great a success is expected for ‘Movie Tonight’,” they declared.

Jordan Honored For “Choo Choo”

NEW YORK — Jack Kapp, president of Decca Records, presented Louis Jordan with a bona fide gold record this past week on the stage of this city’s famed Paramount Theatre, in recognition of the fact that Jordan’s waxing of “Choo Choo Ch’Boogie” has topped the one million mark in sales.

**TOP PRICES PAID FOR USED RECORDS**

**SELL TO Chicago’s Largest Distributor of Used Records**

Write, Call or Ship Today!

We Pay the Freight!

Will Pick Up Within 100 Mile Radius

USED RECORD EXCHANGE

1736 N. Keeler Ave., Chicago 39, Ill.

Tel. CAPitol 7852

2 TERRIFIC SIDES

RED RIVER DAVE

and the TEXAS TOPHANDS

“COTTON EYED JOE”

“I’M A MARRIED MAN”

C-1074

See Your Local Distributor OR

CONTINENTAL RECORD

265 W. 54th St., New York, N.Y. • 1941 N. WESTERN AVE., CHI. 47, ILL.
626 HURON RD., CLEVE. 15, OHIO • 128 CAIN ST., N. E., ATLANTA, GA.
THE FOLLOWING RECORDS ARE REPORTED "ON THE WAY UP" THROUGHOUT THE NATION.

[Listed Alphabatically]

ADORBE HACIENDA
EDDY HOWARD ORCH.
(Majestic 1117)

BEWARE MY HEART
MARGARET WHITING
(Capitol 350)

MOON FACED, STARRY EYED
FREDDY MARTIN ORCH.
(Victor 20-2176)

MOVIE TONIGHT
JOHNNY MERCER
(Capitol)

TOO MANY TIMES
EDDY HOWARD ORCH.
(Majestic 1105)

ANOTHER NIGHT LIKE THIS
(On Records)
Dick Haymes — Dec. 23721 : Dull Arzt — Vic. 20-2052
Hal Derwin — Cap. 334 : Hedda Kane-Lloyd Sloop — Tempo 904
Larry Douglas — Sip. 30605 : Hal Winters-Jose Monard — Apollo 1324
Don Alldred — Pan-Amer. 075 : Tommy Tucker — Col. 37339

BEST MAN, THE
(Vanguard)
Les Brown — Col. 17082 : King Cole Trio — Cap. 334
Romeo Vincent — Dec. 37268 : Sunny Stelzer — Mercury 5004

FOR SENTIMENTAL REASONS
(Duchess)
Eddy Howard — Maj. 1081 : Charlie Spivak — Vic. 20-1181
Billy Fitzgerald — Dec. 27340 : Dinh Shore — Col. 21788
King Cole Trio — Cap. 304 : Art Kassel — Vogue 785
Fred Warren — Caspian 6104 : Brown Deli — Manor 1001
Skip Shrall — Emerald 106

ILLUSION
(U.S. Sueno) (Pamore)
Hal Winters — Apollo 1824 : Don Jose — Gypsy 1003
Xavier Cugat — Col. 37119 : Bobby Doyle — Sip. 15079
John Murray — Vic. 1

IT MIGHT HAVE BEEN A DIFFERENT STORY
(Campbell-Porgie)
Tex Beneke — Vic. 20-3123 : Hal Derwin — Cap. 377
Sunny Stelzer — Col. 37322

IT TAKES TIME
(London)
Johnny Goodman — Cap. 376 : Louis Armstrong — Vic. 20-2228
Guy Lombardo — Dec. 1 : Carl Dick — Col.1

MANAGUA, NICARAGUA
(Encore)
Freddy Martin — Vic. 20-3823 : Guy Lombardo — Dec. 23792
Kay Kyser — Col. 37171 : Gordon Trio — Sonora 3012
Two Ton Baker — Mercury 5014 : Dick Peterson — Enterprise 281
Jack Canney — Sip. 1038 : Joe Callas — Vic. 26-1615

MISIRLOU
(Colonial)
Jan August — Diamond 3809 : Harbie Fields — Vic. 20-230
Sibb Henderson — Cap. 324 : Nicholas Mather — Dec. 20446
Frank Knight — Standard 2019 : Jose More — Dec. 59009

MY ADOBE HACIENDA
(Peer)
Billy Williams — Vic. 20-2151 : Jack McLean — Coast 8001
Coffin Sisters — East. 141 : Empress Trio — Rhapsody 102
Hammondart — Mars 1037 : Eddy Howard — Maj. 1117
Bobbi True Trio — Mercury 3007 : Ross Morgan-Kenny Baker —
Dec. 28044
Dining Sisters — Cap. 1 : Louise Massay — Col.1

OPEN THE DOOR, RICHARD
(Duchess)
Three Flames — Col. 37248 : Count Basie — Vic. 20-2127
Jack McRae — R & W 792 : Bob Samuels — Mercury 9029
Louis Jordan — Dec. 23641 : Fred Ruppen — Cap. 369
Dolby Fletcher — Nat. 4219 : Mercy Mays — Maj. 1112
Sammy Kaye — Sip. 3921 : "Lips" Page — Apollo 1041
Sid Collett — Manor 1054 : Jerry Grimes — Sip. 1046
Dick Peterson — Est. 293

THAT'S HOW MUCH I LOVE YOU
(Vogue)
King Crosby — Dec. 23940 : Frank Sinatra — Col. 37231
Louis Prima — Maj. 2011 : Eddie Arnold — Vic. 20-3474
Archie Ray — Cap. 343 : Wally Fowler — Mercury 6553
Fred Kirby — Sinoza 7021 : Red Foley — Dec. 46282

UNLESS IT CAN HAPPEN WITH YOU
(Stevens)
Three Suns — Vic. 20-2197 : Frankie Carle — Col. 37231
Mr. & Mrs. Andy Razaf — Cap. 1 : Lawrence Welk — Dec. 1
Bill Rosoff — MGM 6 : Johnny Long — Sig
The Starlifers — Vic. 1

WE COULD MAKE SUCH BEAUTIFUL MUSIC
(BMI)
Vaugn Monroe — Sip. 20-3605 : Frankie Carle — Col. 37277
Monica Lewis — Sip. 1026 : George Towner — Sonoa 2102
Billy Butterfield — Cap. 371 : Blue Barton — MGM 10002

YES, YES, HONEY
(Chelsea)
Danny Ryan — Diamond 2062 : Stardusters — Swan 3002
Gene Krupa — Col. 1

HiT Tunes for April
(On Records)

BROADCAST MUSIC INC.
550 FIFTH AVENUE NEW YORK, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD

from to be released.


22—Song of Songs VI-20-2142—FRANK COMO Easter Parade VI-20-2175—TED WEEMS ORCH. Piccolo Pete VI-20-2175—TED WEEMS ORCH. Piccolo Pete VI-20-2175—TED WEEMS ORCH. Piccolo Pete
# The Cash Box

**Page 22**

**March 14, 1947**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Monoqua, Nicorano</td>
<td>115.2 99.3 100.0</td>
</tr>
<tr>
<td>4</td>
<td>How Are Things In Cresco</td>
<td>108.2 66.2 51.6</td>
</tr>
<tr>
<td>5</td>
<td>Guilty</td>
<td>107.8 68.8 68.6</td>
</tr>
<tr>
<td>6</td>
<td>Linda</td>
<td>70.8 36.8 17.9</td>
</tr>
<tr>
<td>7</td>
<td>I'll Close My Eyes</td>
<td>44.2 33.8 29.9</td>
</tr>
<tr>
<td>8</td>
<td>For Sentimental Reasons</td>
<td>43.5 89.7 82.1</td>
</tr>
<tr>
<td>9</td>
<td>Sonato</td>
<td>27.2 36.5 39.7</td>
</tr>
<tr>
<td>10</td>
<td>Jolease</td>
<td>23.8 8.1 11.4</td>
</tr>
<tr>
<td>11</td>
<td>Open the Door, Richard</td>
<td>21.1 66.1 50.8</td>
</tr>
<tr>
<td>12</td>
<td>Oh, But I Do</td>
<td>17.7 19.1 25.0</td>
</tr>
<tr>
<td>13</td>
<td>Santo Carlo</td>
<td>7.0 4.3 15.3</td>
</tr>
<tr>
<td>14</td>
<td>I Want to Talk</td>
<td>15.7 17.7 18.5</td>
</tr>
<tr>
<td>15</td>
<td>Roses In the Rain</td>
<td>15.6</td>
</tr>
</tbody>
</table>

**Page 23**

**March 14, 1947**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Years and Years</td>
<td>14.9 4.4 5.4</td>
</tr>
<tr>
<td>17</td>
<td>Moon-Faced, Stormy-Eyed</td>
<td>12.3 2.9 2.6</td>
</tr>
<tr>
<td>18</td>
<td>Easter Parade</td>
<td>9.3 23.1 59.5</td>
</tr>
<tr>
<td>19</td>
<td>A Gol in Collie</td>
<td>9.3 23.1 59.5</td>
</tr>
<tr>
<td>20</td>
<td>The Old Loglighter</td>
<td>8.8 20.6 24.4</td>
</tr>
<tr>
<td>21</td>
<td>Zip-A-Dee Doo-Dah</td>
<td>8.2 16.9 17.4</td>
</tr>
<tr>
<td>22</td>
<td>Songs of Songs</td>
<td>8.0 14.6 7.0</td>
</tr>
</tbody>
</table>

**Spring Special Issue**

**Week of March 31, 1947**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>The Cash Box</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Disc-Hits Box Score</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Compiled by Jack &quot;One Spot&quot; Tunnis</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>In Order of Popularity Based on Weekly National Survey</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Box Score Tabulation Compiled on the Average Individual Purchase on the Basis of 1000 CDs.</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>A Name/Record/Artist/Genre/Re Cording on the Reverse Side</td>
<td></td>
</tr>
</tbody>
</table>

---

**The Cash Box**

**Page 22**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Monoqua, Nicorano</td>
<td>115.2 99.3 100.0</td>
</tr>
<tr>
<td>4</td>
<td>How Are Things In Cresco</td>
<td>108.2 66.2 51.6</td>
</tr>
<tr>
<td>5</td>
<td>Guilty</td>
<td>107.8 68.8 68.6</td>
</tr>
<tr>
<td>6</td>
<td>Linda</td>
<td>70.8 36.8 17.9</td>
</tr>
<tr>
<td>7</td>
<td>I'll Close My Eyes</td>
<td>44.2 33.8 29.9</td>
</tr>
<tr>
<td>8</td>
<td>For Sentimental Reasons</td>
<td>43.5 89.7 82.1</td>
</tr>
<tr>
<td>9</td>
<td>Sonato</td>
<td>27.2 36.5 39.7</td>
</tr>
<tr>
<td>10</td>
<td>Jolease</td>
<td>23.8 8.1 11.4</td>
</tr>
<tr>
<td>11</td>
<td>Open the Door, Richard</td>
<td>21.1 66.1 50.8</td>
</tr>
<tr>
<td>12</td>
<td>Oh, But I Do</td>
<td>17.7 19.1 25.0</td>
</tr>
<tr>
<td>13</td>
<td>Santo Carlo</td>
<td>7.0 4.3 15.3</td>
</tr>
<tr>
<td>14</td>
<td>I Want to Talk</td>
<td>15.7 17.7 18.5</td>
</tr>
<tr>
<td>15</td>
<td>Roses In the Rain</td>
<td>15.6</td>
</tr>
</tbody>
</table>

**Page 23**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Years and Years</td>
<td>14.9 4.4 5.4</td>
</tr>
<tr>
<td>17</td>
<td>Moon-Faced, Stormy-Eyed</td>
<td>12.3 2.9 2.6</td>
</tr>
<tr>
<td>18</td>
<td>Easter Parade</td>
<td>9.3 23.1 59.5</td>
</tr>
<tr>
<td>19</td>
<td>A Gol in Collie</td>
<td>9.3 23.1 59.5</td>
</tr>
<tr>
<td>20</td>
<td>The Old Loglighter</td>
<td>8.8 20.6 24.4</td>
</tr>
<tr>
<td>21</td>
<td>Zip-A-Dee Doo-Dah</td>
<td>8.2 16.9 17.4</td>
</tr>
<tr>
<td>22</td>
<td>Songs of Songs</td>
<td>8.0 14.6 7.0</td>
</tr>
</tbody>
</table>

---

**The Cash Box**

**Page 22**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Monoqua, Nicorano</td>
<td>115.2 99.3 100.0</td>
</tr>
<tr>
<td>4</td>
<td>How Are Things In Cresco</td>
<td>108.2 66.2 51.6</td>
</tr>
<tr>
<td>5</td>
<td>Guilty</td>
<td>107.8 68.8 68.6</td>
</tr>
<tr>
<td>6</td>
<td>Linda</td>
<td>70.8 36.8 17.9</td>
</tr>
<tr>
<td>7</td>
<td>I'll Close My Eyes</td>
<td>44.2 33.8 29.9</td>
</tr>
<tr>
<td>8</td>
<td>For Sentimental Reasons</td>
<td>43.5 89.7 82.1</td>
</tr>
<tr>
<td>9</td>
<td>Sonato</td>
<td>27.2 36.5 39.7</td>
</tr>
<tr>
<td>10</td>
<td>Jolease</td>
<td>23.8 8.1 11.4</td>
</tr>
<tr>
<td>11</td>
<td>Open the Door, Richard</td>
<td>21.1 66.1 50.8</td>
</tr>
<tr>
<td>12</td>
<td>Oh, But I Do</td>
<td>17.7 19.1 25.0</td>
</tr>
<tr>
<td>13</td>
<td>Santo Carlo</td>
<td>7.0 4.3 15.3</td>
</tr>
<tr>
<td>14</td>
<td>I Want to Talk</td>
<td>15.7 17.7 18.5</td>
</tr>
<tr>
<td>15</td>
<td>Roses In the Rain</td>
<td>15.6</td>
</tr>
</tbody>
</table>

**Page 23**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Years and Years</td>
<td>14.9 4.4 5.4</td>
</tr>
<tr>
<td>17</td>
<td>Moon-Faced, Stormy-Eyed</td>
<td>12.3 2.9 2.6</td>
</tr>
<tr>
<td>18</td>
<td>Easter Parade</td>
<td>9.3 23.1 59.5</td>
</tr>
<tr>
<td>19</td>
<td>A Gol in Collie</td>
<td>9.3 23.1 59.5</td>
</tr>
<tr>
<td>20</td>
<td>The Old Loglighter</td>
<td>8.8 20.6 24.4</td>
</tr>
<tr>
<td>21</td>
<td>Zip-A-Dee Doo-Dah</td>
<td>8.2 16.9 17.4</td>
</tr>
<tr>
<td>22</td>
<td>Songs of Songs</td>
<td>8.0 14.6 7.0</td>
</tr>
</tbody>
</table>
FOREWORD  Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter The C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than show no price, retains the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Some one on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be taken into consideration. The C.M.I. Blue Book reports each quotation exactly as it is made and depends on the subscriber to make average price adjustment to fit the peculiarities of his own territory.

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

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

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

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

THE CASH BOX
"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"
ISSUED EVERY WEEK. REPRODUCTION IN WHOLE OR IN PART FORBIDDEN WITHOUT WRITTEN PERMISSION FROM THE PUBLISHERS. COMPLETE CONTENTS COPYRIGHTED.

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

CHICAGO OFFICE
32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS
ALL PHONES: Dearborn 2045

LOS ANGELES OFFICE
422 W. 11TH ST., LOS ANGELES 15, CALIFORNIA
MARSHALL MICON, Mgr.  ALL PHONES: Prospect 2687
Many times wide differences appear in the high and low prices of certain equipment. Like any true reporter The C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market quotation board at the Stock Exchange — posting the prices as they are quoted for the past week regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than show no price, retains the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be taken into consideration.

THE C.M.I. BLUE BOOK REPORTS EACH QUOTATION EXACTLY AS IT IS MADE AND DEPENDS ON THE SUBSCRIBER TO MAKE AVERAGE PRICE ADJUSTMENT TO FIT THE CONDITIONS IN HIS OWN TERRITORY.
<table>
<thead>
<tr>
<th>XX</th>
<th>P 10</th>
<th>25.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>XX</td>
<td>P 10 III</td>
<td>25.00</td>
</tr>
<tr>
<td>5</td>
<td>P 12</td>
<td>30.00</td>
</tr>
<tr>
<td>XX</td>
<td>312</td>
<td>30.00</td>
</tr>
<tr>
<td>5</td>
<td>412</td>
<td>69.50</td>
</tr>
<tr>
<td>XX</td>
<td>412 III</td>
<td>74.50</td>
</tr>
<tr>
<td>XX</td>
<td>316</td>
<td>79.50</td>
</tr>
<tr>
<td>XX</td>
<td>416 Box</td>
<td>79.50</td>
</tr>
<tr>
<td>1</td>
<td>616</td>
<td>79.50</td>
</tr>
<tr>
<td>1.1</td>
<td>616 III</td>
<td>99.50</td>
</tr>
<tr>
<td>2.1</td>
<td>616 A</td>
<td>100.00</td>
</tr>
<tr>
<td>5.1</td>
<td>716</td>
<td>129.50</td>
</tr>
<tr>
<td>5.1</td>
<td>Revamp (24)</td>
<td>129.50</td>
</tr>
<tr>
<td>2</td>
<td>500 K</td>
<td>195.00</td>
</tr>
<tr>
<td>7</td>
<td>500 A</td>
<td>199.50</td>
</tr>
<tr>
<td>5.6</td>
<td>500 R</td>
<td>199.50</td>
</tr>
<tr>
<td>XX</td>
<td>41 (Counter)</td>
<td>49.50</td>
</tr>
<tr>
<td>5</td>
<td>61 (Counter)</td>
<td>50.00</td>
</tr>
<tr>
<td>2</td>
<td>71 (Counter)</td>
<td>110.00</td>
</tr>
<tr>
<td>XX</td>
<td>81 (Counter)</td>
<td>149.50</td>
</tr>
<tr>
<td>5</td>
<td>700</td>
<td>325.00</td>
</tr>
<tr>
<td>2</td>
<td>750 M</td>
<td>329.50</td>
</tr>
<tr>
<td>1</td>
<td>150 R</td>
<td>335.00</td>
</tr>
<tr>
<td>2</td>
<td>750M Colonial</td>
<td>285.00</td>
</tr>
<tr>
<td>3</td>
<td>325 R</td>
<td>375.00</td>
</tr>
<tr>
<td>4</td>
<td>800</td>
<td>349.50</td>
</tr>
<tr>
<td>5</td>
<td>550</td>
<td>325.00</td>
</tr>
<tr>
<td>4.5</td>
<td>950</td>
<td>310.00</td>
</tr>
<tr>
<td>2.4</td>
<td>42-24 (Rev)</td>
<td>139.50</td>
</tr>
<tr>
<td>1</td>
<td>42-500 (Rev)</td>
<td>225.00</td>
</tr>
<tr>
<td>2</td>
<td>42-600K (Rev)</td>
<td>165.00</td>
</tr>
<tr>
<td>4</td>
<td>42-600R (Rev)</td>
<td>175.00</td>
</tr>
<tr>
<td>5</td>
<td>330 Adapter</td>
<td>9.00</td>
</tr>
<tr>
<td>5</td>
<td>320 Wireless Wall Box</td>
<td>9.50</td>
</tr>
<tr>
<td>XX</td>
<td>310 Wall Box 30 Wire</td>
<td>7.50</td>
</tr>
<tr>
<td>3</td>
<td>320 2 Wire Wall Box</td>
<td>6.95</td>
</tr>
<tr>
<td>XX</td>
<td>332 2 Wire Bar Box</td>
<td>5.95</td>
</tr>
<tr>
<td>3</td>
<td>332 2 Wire Bar Box</td>
<td>6.95</td>
</tr>
<tr>
<td>XX</td>
<td>304 2 Wire Stepper</td>
<td>4.50</td>
</tr>
<tr>
<td>3</td>
<td>Wireless Strollers</td>
<td>4.50</td>
</tr>
<tr>
<td>XX</td>
<td>350 Speaker Cab with 10, 25c Box</td>
<td>25.00</td>
</tr>
<tr>
<td>XX</td>
<td>420 Speaker Cabinet</td>
<td>50.00</td>
</tr>
<tr>
<td>5</td>
<td>Twin 616 Steel Cab Adp Amp</td>
<td>90.00</td>
</tr>
<tr>
<td>5</td>
<td>Twin 12 Steel Cab Adp Amp Stp</td>
<td>129.50</td>
</tr>
<tr>
<td>XX</td>
<td>Selecter Speaker</td>
<td>15.00</td>
</tr>
<tr>
<td>10</td>
<td>100 Wall Box 5c Wire</td>
<td>4.00</td>
</tr>
<tr>
<td>XX</td>
<td>100 Wall Box 10c</td>
<td>12.50</td>
</tr>
<tr>
<td>111</td>
<td>11 Bar Box</td>
<td>3.00</td>
</tr>
<tr>
<td>5</td>
<td>125 Wall Box, 5, 10, 25c</td>
<td>5.00</td>
</tr>
<tr>
<td>7</td>
<td>120 Wall Box</td>
<td>12.50</td>
</tr>
<tr>
<td>XX</td>
<td>305 Impulse Ree</td>
<td>2.50</td>
</tr>
<tr>
<td>XX</td>
<td>350 Wle Speaker</td>
<td>2.50</td>
</tr>
<tr>
<td>XX</td>
<td>315 Wall Box Wire</td>
<td>15.00</td>
</tr>
<tr>
<td>XX</td>
<td>335 Step Receiver</td>
<td>15.00</td>
</tr>
<tr>
<td>5.14</td>
<td>Imp Step Fast</td>
<td>15.00</td>
</tr>
<tr>
<td>XX</td>
<td>150 Impulse Ree</td>
<td>20.00</td>
</tr>
<tr>
<td>XX</td>
<td>337 Bar Box</td>
<td>32.50</td>
</tr>
<tr>
<td>XX</td>
<td>306 Music Transmit</td>
<td>7.50</td>
</tr>
<tr>
<td>XX</td>
<td>39A Speaker</td>
<td>25.00</td>
</tr>
<tr>
<td>XX</td>
<td>130 Adapter</td>
<td>25.00</td>
</tr>
<tr>
<td>XX</td>
<td>Steel Cab Speaker</td>
<td>140.00</td>
</tr>
<tr>
<td>XX</td>
<td>509 Speaker</td>
<td>75.00</td>
</tr>
</tbody>
</table>

ROCK-OLA

| XX | 12 Record | 10.00 |
| XX | 16 Record | 20.00 |
| XX | Rhythm King 12 | 50.00 |
| XX | Rhythm King 16 | 50.00 |
| 5 | Imperial 16 | 50.00 |
| 2 | Imperial 20 | 175.00 |
| 7 | Windsor | 150.00 |
| 2.1 | Windsor III | 104.50 |
| 2 | Std Dial-A-Tone | 165.00 |
| 1 | Super Rockolite | 195.00 |
| XX | Counter 29 | 65.00 |
| 1 | '39 Standard | 200.00 |
| 1 | 39 Deluxe | 185.00 |
| XX | '40 Super Walnut | 175.00 |
| XX | '40 Super Rockolite | 200.00 |
| 7 | Master Walnut | 175.00 |
| 5 | '40 Master Rockolite | 195.00 |
| XX | '40 Counter | 75.00 |
| XX | '40 Counter with Sid | 85.00 |
| 2 | '41 Premier | 219.50 |
| XX | Wall Box | 9.50 |
| XX | Bar Box | 5.65 |
| 5 | Spectravox '41 | 49.50 |
| 7 | Glamour Tone Column | 25.00 |
| 1 | Modern Tone Column | 30.00 |
| 5 | Phymaster & Spectravox | 185.00 |
| XX | Phymaster | 108.00 |
| XX | '41 12 Cab Speak | 109.00 |
| XX | 20 Rec Steel Cab ASA | 75.00 |
| XX | Player II | 30.00 |
| 2 | Commando | 190.00 |
| XX | 1501 Wall Box | 5.00 |
| XX | 1502 Bar Box | 6.00 |
| XX | 1503 Wall Box | 12.00 |
| XX | 1504 Bar Box | 8.50 |
| XX | 1510 Bar Box | 17.50 |
| XX | 1525 Wall Box | 22.50 |
| XX | 1526 Bar Box | 19.50 |
| 5 | Direct Tone S&W Box | 5.00 |
| XX | 1805 Organ Speaker | 21.50 |
| XX | Deluxe Jr Console Rock | 59.00 |

A. M. I.

| XX | Hi Boy (302) | 250.00 |
| 5 | Singing Towers (201) | 150.00 |
| 5 | Streamliner 5, 10, 25 | 195.00 |
| 5 | Singing Towers Speak | 15.00 |
| 5 | Singing Towers (301) | 130.00 |

BUCKLEY

| XX | New Wall Box | 10.00 |
| XX | New Bar Box | 15.00 |
| XX | Wall & Bar Box Old Style | 15.00 |
| XX | III Wall & Bar Box | 9.00 |
| XX | 32 Record Adaptor | 15.00 |
| XX | 21 Record Adaptor | 15.00 |
| XX | 16 Record Adaptor | 15.00 |
| XX | Steel Cabinet | 20.00 |
| XX | Zephyr Speak Cab | 11.25 |
| XX | 20 Rec Seeburg Adapter | 15.00 |
| 7 | Bar Brackets | 1.50 |
C.M.I. BLUE BOOK

PHONOGRAPHS

SEEBURG

2. Selectomatic 10 24.50 10.00
7. Symphonola 65.00 15.00
xx. Model A 34.50 75.50
xx. Model A III 185.00 229.50
xx. Model B 32.50 15.00
xx. Model C 37.50 15.00
xx. Model H 59.50 15.00
5. Basic 100.00 175.00
xx. Model K15 150.00 229.50
5. Model K20 149.00 184.50
1. Plaza 169.00 205.00
2. Royale 110.00 189.50
2. Regal 99.50 195.00
4. Regal RC 150.00 229.50
5. Gem 159.50 225.00
2. Classic 165.00 290.00
2. Classic RC 179.50 275.00
2. Classic RC 154.00 175.00
xx. Melody King 109.50 300.00
xx. Crown RC 185.00 235.00
xx. Concert Grand 189.50 275.00
xx. Coliseum 225.00 324.50
xx. Coliseum 299.50 349.50
xx. Coliseum 199.50 265.00
xx. Concert Master RC 209.50 325.00
1. Cadet 225.00 279.50
2. Cadet RC 209.50 270.00
5. Major 225.00 269.50
2. Major RC 210.00 285.00
2. Envoy 150.00 279.50
1. Envoy RC 225.00 365.00
5. Envoy RC 225.00 365.00
1. Vogue RC 189.50 249.50
1. Casino 145.50 219.50
2. Casino RC 147.50 225.00
1. Commander 69.50 129.50
5. Commander RC 250.00 350.00
2. Hi Tone 9800 240.00 305.00
2. Hi Tone 9800 RC 250.00 345.00
5. Hi Tone 8800 289.50 375.00
5. Hi Tone 8800 RC 299.50 375.00
6. Hi Tone 8200 160.50 275.00
2. Hi Tone 8200 RC 160.50 275.00
xx. 20 Record '43 Cab 159.50 200.00
xx. Selectomatic 16 5.00 7.50
xx. Selectomatic 24 5.00 8.50
xx. Selectomatic 20 5.00 10.50
xx. Selectomatic 24 5.00 10.50
xx. Multiple Selector 12 Rec 12.50
xx. Melody Parade Bar 4.50
xx. Se Gallomatic Wireless 22.50 30.00
xx. Se Gallomatic Wireless 25.00 29.50
5. Se Gallomatic 3 Wire 16.00 22.50
5. 30 Wire Wall Box 7.50 10.00
xx. Power Supply 15.00
7. 5, 10, 25 Gallomatic 2 Wire 13.50 22.50
7. 5, 10, 25 Gallomatic 2 Wire 19.00 27.50
5. 5, 10, 25 Gallomatic 3 Wire 27.50 45.00
5. 5, 10, 25 Gallomatic 3 Wire 22.50 40.00
xx. Electric Speaker 25.00 29.50
xx. Wireless Stroller 14.50 17.50
xx. Wall Brackets 2.00 3.00
1. Wired Speake Organ 10.00 17.50

KEENLY

xx. Wall Boxes 2.50 5.00
xx. Adaptor for Seeburg 15.00
xx. Adaptor for Rokola 15.00
xx. Adaptor for 816 Wurlitzer 10.00
xx. Twin 12 Adaptor 15.00
xx. Wurlitzer 24 Adaptor 15.00
xx. Adaptor for Mills Empress 15.00
xx. Organ Speaker 15.00
xx. Sun Ray Speaker 15.00
xx. Bar Brackets 2.00 5.00

MILLS

xx. Zephyr 25.00 40.00
xx. Studio 35.00 49.50
xx. Dance Master 25.00 35.00
xx. DeLuxe Dance Master 40.00 52.50
xx. Do Re Mi 25.00 69.50
2. Panoram 189.50 275.00
1. Throne of Music 119.50 265.00
5. Empress 149.50 275.00
xx. Panoram Adaptor 8.50
xx. Panoram 16 Wall Box 5.00 8.50
xx. Speaker 10.00
4. Panoram Peak (Con) 175.00 275.00
xx. Conv for Panoram Peak 10.00 29.50

GABEL

xx. 12 Record Jr 25.00
xx. 12 Record with Adaptor 30.00
xx. 18 Rec Jr Grill 20.00
xx. 18 Rec Jr Grill 20.00
xx. 20 Record Free Up 95.00
xx. 24 Record Kuro 75.00 95.00

PACKARD

5. Pla Mor Wall & Bar Box 15.00 20.00
xx. Bar Bracket 2.00 4.50
xx. Willow Adapter 18.00 59.50
xx. Chestnut Adapter 21.00 36.50
xx. Cedar Adapter 30.00 39.50
xx. Poplar Adapter 25.00 46.50
xx. Maple Adapter 30.20
xx. Juniper Adapter 27.00 28.00
xx. Elm Adapter 25.00
xx. Pine Adapter 25.00
xx. Beech Adapter 20.00 71.50
xx. Spruce Adapter 35.00 48.50
xx. Ash Adapter 25.00 35.00
xx. Walnut Adapter 25.00 59.50
xx. Lilly Adapter 25.00 35.00
xx. Violet Speaker 21.00 24.50
xx. Orchid Speaker 49.50 56.00
xx. Iris Speaker 65.00 59.50

The Cash Box

Page 27

Week of March 31, 1947

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Amusement Life League</td>
<td>15.00</td>
</tr>
<tr>
<td>6. Liberator</td>
<td>25.00</td>
</tr>
<tr>
<td>7. Midget Skee Ball Deluxe</td>
<td>45.00</td>
</tr>
<tr>
<td>8. Anti-Gun Digger</td>
<td>25.00</td>
</tr>
<tr>
<td>9. Mutoscope Ace Bomber</td>
<td>69.50</td>
</tr>
<tr>
<td>10. Mutoscope Dr Mobile</td>
<td>125.00</td>
</tr>
<tr>
<td>11. Mutoscope Elec Trap Crane</td>
<td>35.00</td>
</tr>
<tr>
<td>12. Mutoscope Fan Flit Dog</td>
<td>98.50</td>
</tr>
<tr>
<td>13. Stereoscope Phonomatic</td>
<td>275.00</td>
</tr>
<tr>
<td>14. Mutoscope Roll Front Cr</td>
<td>56.00</td>
</tr>
<tr>
<td>15. Mutoscope Sky Fighter</td>
<td>65.00</td>
</tr>
<tr>
<td>16. Mutoscope Hockey</td>
<td>25.00</td>
</tr>
<tr>
<td>17. Mutoscope Magic Flug</td>
<td>45.00</td>
</tr>
<tr>
<td>18. Mutoscope Pokerino</td>
<td>35.00</td>
</tr>
<tr>
<td>19. Munson Super Skee Ball</td>
<td>150.00</td>
</tr>
<tr>
<td>20. Munson Trap the Jap</td>
<td>55.00</td>
</tr>
<tr>
<td>21. Panman</td>
<td>98.50</td>
</tr>
<tr>
<td>22. Pedestal</td>
<td>150.00</td>
</tr>
<tr>
<td>23. Pitchem &amp; Catchem</td>
<td>29.50</td>
</tr>
<tr>
<td>24. Pilot Trainer</td>
<td>325.00</td>
</tr>
<tr>
<td>25. Poker &amp; Joker</td>
<td>35.00</td>
</tr>
<tr>
<td>26. Radio Riff</td>
<td>15.00</td>
</tr>
<tr>
<td>27. Rockola Ten Pins LD</td>
<td>19.50</td>
</tr>
<tr>
<td>28. Rockola Ten Pins HD</td>
<td>35.00</td>
</tr>
<tr>
<td>29. Rockola Tom Mix Rifle</td>
<td>23.00</td>
</tr>
<tr>
<td>30. Rockola World Series</td>
<td>40.00</td>
</tr>
<tr>
<td>31. Rockola Talkie Hap</td>
<td>40.00</td>
</tr>
<tr>
<td>32. Rock O Ball</td>
<td>35.00</td>
</tr>
<tr>
<td>33. Roll-A Ball (Jafo)</td>
<td>125.00</td>
</tr>
<tr>
<td>34. Scientific Baseball</td>
<td>50.00</td>
</tr>
<tr>
<td>35. Scientific Basketball</td>
<td>25.00</td>
</tr>
<tr>
<td>36. Scientific Batting Pr</td>
<td>49.00</td>
</tr>
<tr>
<td>37. See A Freak</td>
<td>35.00</td>
</tr>
<tr>
<td>38. Seeberkен Sam</td>
<td>25.00</td>
</tr>
<tr>
<td>39. Seebergap</td>
<td>40.00</td>
</tr>
<tr>
<td>40. Seeberg Halloween</td>
<td>45.00</td>
</tr>
<tr>
<td>41. Seeberg Hockey</td>
<td>35.00</td>
</tr>
<tr>
<td>42. Seeberg Parachute</td>
<td>25.00</td>
</tr>
<tr>
<td>43. Seeberg Shoot the Chute</td>
<td>55.00</td>
</tr>
<tr>
<td>44. Selectoscope</td>
<td>75.00</td>
</tr>
<tr>
<td>45. Sko Barrel Roll</td>
<td>125.00</td>
</tr>
<tr>
<td>46. Star Pool Hori Dig</td>
<td>25.00</td>
</tr>
<tr>
<td>47. Skill Roll</td>
<td>300.00</td>
</tr>
<tr>
<td>48. Super Torpedo</td>
<td>49.50</td>
</tr>
<tr>
<td>49. Super Triangle</td>
<td>350.00</td>
</tr>
<tr>
<td>50. Supreme Boloscorce</td>
<td>110.00</td>
</tr>
<tr>
<td>51. Supreme Gun (Rev)</td>
<td>69.50</td>
</tr>
<tr>
<td>52. Supreme Skee Roll</td>
<td>60.00</td>
</tr>
<tr>
<td>53. Supreme Skill Roll</td>
<td>165.00</td>
</tr>
<tr>
<td>54. Supreme Rocket Buster</td>
<td>35.00</td>
</tr>
<tr>
<td>55. Tall Gunner</td>
<td>30.00</td>
</tr>
<tr>
<td>56. Test Pilot</td>
<td>65.00</td>
</tr>
<tr>
<td>57. Tri-Score</td>
<td>149.50</td>
</tr>
<tr>
<td>58. Victory Pool (Play Pool)</td>
<td>119.50</td>
</tr>
<tr>
<td>59. Victory Roll</td>
<td>110.00</td>
</tr>
<tr>
<td>60. Warner Voice Recorder</td>
<td>130.00</td>
</tr>
<tr>
<td>61. Western Baseball '79</td>
<td>28.00</td>
</tr>
<tr>
<td>62. Western Baseball '40</td>
<td>35.00</td>
</tr>
<tr>
<td>63. Western Major League</td>
<td>55.00</td>
</tr>
<tr>
<td>64. Western Super Strength</td>
<td>29.50</td>
</tr>
<tr>
<td>65. Western Recordit</td>
<td>125.00</td>
</tr>
<tr>
<td>66. Waltlifer Skee Ball</td>
<td>125.00</td>
</tr>
<tr>
<td>67. Whee Gee Mystic</td>
<td>85.00</td>
</tr>
<tr>
<td>68. Zingo</td>
<td>55.00</td>
</tr>
<tr>
<td>Rank</td>
<td>Horse Name</td>
</tr>
<tr>
<td>------</td>
<td>---------------------</td>
</tr>
<tr>
<td>1</td>
<td>Fleetw'ood (old)</td>
</tr>
<tr>
<td>2</td>
<td>Flying Club</td>
</tr>
<tr>
<td>3</td>
<td>Flying Champ</td>
</tr>
<tr>
<td>4</td>
<td>Fairmount</td>
</tr>
<tr>
<td>5</td>
<td>Fair Grounds</td>
</tr>
<tr>
<td>8</td>
<td>Gold Cup</td>
</tr>
<tr>
<td>10</td>
<td>Hawthorne</td>
</tr>
<tr>
<td>11</td>
<td>Horseshoes</td>
</tr>
</tbody>
</table>

**Numbered Places**

1. Fleetw'ood
2. Flying Club
3. Flying Champ
4. Fairmount
5. Fair Grounds
6. Fast Track
7. Fortune
8. Gold Cup
9. Gold Medal
10. Hawthorne
11. Horseshoes
12. Jockey Club
13. Kentucky

**Unnumbered Places**

4. Admiral
5. Adelphi
6. Admiral
7. Admiral
8. Admiral
9. Admiral
10. Admiral
11. Admiral
12. Admiral
13. Admiral

**Winners**

- Fleetw'ood
- Flying Club
- Flying Champ
- Fairmount
- Fair Grounds
- Fast Track
- Fortune
- Gold Cup
- Gold Medal
- Hawthorne
- Horseshoes
- Jockey Club
- Kentucky

**Record**

- 2:09.6
- 2:10.6
- 2:11.6
- 2:12.6
- 2:13.6
- 2:14.6
- 2:15.6
- 2:16.6
- 2:17.6
- 2:18.6
- 2:19.6
- 2:20.6
### CIGARETTE

<table>
<thead>
<tr>
<th>Model</th>
<th>Column</th>
<th>Price</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.</td>
<td>7</td>
<td>27.50</td>
<td>42.50</td>
</tr>
<tr>
<td>XX.</td>
<td>7</td>
<td>25.00</td>
<td>32.50</td>
</tr>
<tr>
<td>5.</td>
<td>9</td>
<td>30.00</td>
<td>60.00</td>
</tr>
<tr>
<td>6.</td>
<td>9</td>
<td>33.50</td>
<td>47.50</td>
</tr>
<tr>
<td>1. Champion 11</td>
<td></td>
<td>65.00</td>
<td>85.00</td>
</tr>
<tr>
<td>King Size</td>
<td></td>
<td>50.00</td>
<td>74.50</td>
</tr>
<tr>
<td>2. Champion 9</td>
<td></td>
<td>35.00</td>
<td>95.00</td>
</tr>
<tr>
<td>XX. Champion 7</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### NATIONAL

<table>
<thead>
<tr>
<th>Model</th>
<th>Column</th>
<th>Price</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.</td>
<td>9-50</td>
<td>50.00</td>
<td>60.00</td>
</tr>
<tr>
<td>5.</td>
<td>7-50</td>
<td>42.50</td>
<td>60.00</td>
</tr>
<tr>
<td>XX.</td>
<td></td>
<td>49.50</td>
<td>69.50</td>
</tr>
<tr>
<td>XX.</td>
<td>9-30</td>
<td>42.50</td>
<td>32.50</td>
</tr>
<tr>
<td>XX.</td>
<td>9A</td>
<td>35.00</td>
<td>60.00</td>
</tr>
<tr>
<td>5.</td>
<td>6-30</td>
<td>15.00</td>
<td>32.50</td>
</tr>
<tr>
<td>XX.</td>
<td>6-26</td>
<td>10.00</td>
<td>15.00</td>
</tr>
</tbody>
</table>

### ROWE

<table>
<thead>
<tr>
<th>Model</th>
<th>Column</th>
<th>Price</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>XX. Aristolet</td>
<td>6 Col</td>
<td>10.00</td>
<td>15.00</td>
</tr>
<tr>
<td>XX. Imperial</td>
<td>8 Col</td>
<td>25.00</td>
<td>70.00</td>
</tr>
<tr>
<td>5.</td>
<td>8 Col</td>
<td>32.50</td>
<td>45.00</td>
</tr>
<tr>
<td>XX. Royal</td>
<td>10 Col</td>
<td>40.00</td>
<td>85.00</td>
</tr>
<tr>
<td>XX. President</td>
<td>8 Col</td>
<td>49.50</td>
<td>75.00</td>
</tr>
<tr>
<td>XX. President</td>
<td>10 Col</td>
<td>55.00</td>
<td></td>
</tr>
</tbody>
</table>

### U-NEED-A

<table>
<thead>
<tr>
<th>Model</th>
<th>Column</th>
<th>Price</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>XX.</td>
<td>6 Col</td>
<td>10.00</td>
<td>45.00</td>
</tr>
<tr>
<td>2.</td>
<td>8 Col</td>
<td>29.50</td>
<td>39.50</td>
</tr>
<tr>
<td>7.</td>
<td>9 Col</td>
<td>20.00</td>
<td>60.00</td>
</tr>
<tr>
<td>XX.</td>
<td>12 Col</td>
<td>25.00</td>
<td>35.00</td>
</tr>
<tr>
<td>3.</td>
<td>15 Col</td>
<td>30.00</td>
<td>45.00</td>
</tr>
<tr>
<td>7.</td>
<td>8 Col</td>
<td>20.00</td>
<td>40.00</td>
</tr>
<tr>
<td>5.</td>
<td>8 Col</td>
<td>25.00</td>
<td>55.00</td>
</tr>
<tr>
<td>XX.</td>
<td>7 Col</td>
<td>45.00</td>
<td>60.00</td>
</tr>
<tr>
<td>XX.</td>
<td>9 Col</td>
<td>59.50</td>
<td>110.00</td>
</tr>
<tr>
<td>5.</td>
<td>15 Col</td>
<td>69.50</td>
<td>115.00</td>
</tr>
</tbody>
</table>

### CANDY

<table>
<thead>
<tr>
<th>Model</th>
<th>Candy</th>
<th>Price</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>DU GRENIER</td>
<td>1. Candy Man</td>
<td>15.00</td>
<td>42.50</td>
</tr>
<tr>
<td>XX.</td>
<td>Model 618</td>
<td>20.00</td>
<td>50.00</td>
</tr>
<tr>
<td>XX.</td>
<td>Model 918</td>
<td>30.00</td>
<td>75.00</td>
</tr>
<tr>
<td>XX.</td>
<td>9 Column</td>
<td>35.00</td>
<td>105.00</td>
</tr>
<tr>
<td>ROWE</td>
<td>8 Column Standard</td>
<td>25.00</td>
<td>45.00</td>
</tr>
<tr>
<td>XX.</td>
<td>6 Column</td>
<td>35.00</td>
<td>110.00</td>
</tr>
<tr>
<td>XX.</td>
<td>5 Column</td>
<td>16.50</td>
<td>40.00</td>
</tr>
<tr>
<td>U-NEED-A-PAK</td>
<td>5 Column</td>
<td>20.00</td>
<td>42.50</td>
</tr>
<tr>
<td>XX.</td>
<td>54 Bars</td>
<td>15.00</td>
<td>30.00</td>
</tr>
<tr>
<td>XX.</td>
<td>72 Bars</td>
<td>20.00</td>
<td>40.00</td>
</tr>
<tr>
<td>STONER</td>
<td>6 Column</td>
<td>55.00</td>
<td></td>
</tr>
<tr>
<td>XX.</td>
<td>8 Column</td>
<td>65.00</td>
<td></td>
</tr>
</tbody>
</table>

### SCALES

<table>
<thead>
<tr>
<th>Model</th>
<th>Scale</th>
<th>Price</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROCK-OLA</td>
<td>Lo Boy</td>
<td>42.50</td>
<td></td>
</tr>
<tr>
<td>XX.</td>
<td>Tom Thumb, Plain</td>
<td>47.50</td>
<td>65.00</td>
</tr>
<tr>
<td>XX.</td>
<td>Tom Thumb, Fortune</td>
<td>65.00</td>
<td>115.00</td>
</tr>
<tr>
<td>XX.</td>
<td>500 Fortune</td>
<td>90.00</td>
<td>95.00</td>
</tr>
<tr>
<td>XX.</td>
<td>Hi Boy Guesses</td>
<td>65.00</td>
<td>100.00</td>
</tr>
<tr>
<td>JENNINGS</td>
<td>Junior</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>XX.</td>
<td>Small Model</td>
<td>49.50</td>
<td></td>
</tr>
<tr>
<td>PEERLESS</td>
<td>Small Model</td>
<td>37.50</td>
<td>50.00</td>
</tr>
<tr>
<td>MILLS</td>
<td>Small Model</td>
<td>38.00</td>
<td>50.00</td>
</tr>
<tr>
<td>PACE</td>
<td>Small Model</td>
<td>40.00</td>
<td>50.00</td>
</tr>
<tr>
<td>IDEAL</td>
<td>Small Model</td>
<td>42.50</td>
<td></td>
</tr>
</tbody>
</table>
### CAHILL

<table>
<thead>
<tr>
<th>Model</th>
<th>Special Note</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1e</td>
<td></td>
<td>15.00</td>
</tr>
<tr>
<td>5e</td>
<td></td>
<td>19.50</td>
</tr>
<tr>
<td>10e</td>
<td></td>
<td>25.00</td>
</tr>
<tr>
<td>15e</td>
<td></td>
<td>30.00</td>
</tr>
<tr>
<td>5e &amp; 25e</td>
<td></td>
<td>30.00</td>
</tr>
<tr>
<td>5c</td>
<td></td>
<td>19.00</td>
</tr>
<tr>
<td>10c</td>
<td></td>
<td>24.50</td>
</tr>
<tr>
<td>15c</td>
<td></td>
<td>30.00</td>
</tr>
<tr>
<td>5c &amp; 25c</td>
<td></td>
<td>30.00</td>
</tr>
<tr>
<td>5c</td>
<td></td>
<td>19.00</td>
</tr>
<tr>
<td>10c</td>
<td></td>
<td>24.50</td>
</tr>
<tr>
<td>15c</td>
<td></td>
<td>30.00</td>
</tr>
<tr>
<td>5c</td>
<td></td>
<td>19.00</td>
</tr>
<tr>
<td>10c</td>
<td></td>
<td>24.50</td>
</tr>
<tr>
<td>15c</td>
<td></td>
<td>30.00</td>
</tr>
<tr>
<td>5c</td>
<td></td>
<td>19.00</td>
</tr>
<tr>
<td>10c</td>
<td></td>
<td>24.50</td>
</tr>
<tr>
<td>15c</td>
<td></td>
<td>30.00</td>
</tr>
</tbody>
</table>

### JENNINGS

<table>
<thead>
<tr>
<th>Model</th>
<th>Special Note</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5c</td>
<td></td>
<td>35.00</td>
</tr>
<tr>
<td>10c</td>
<td></td>
<td>49.50</td>
</tr>
<tr>
<td>5c &amp; 25c</td>
<td></td>
<td>75.00</td>
</tr>
<tr>
<td>5c &amp; 25c</td>
<td></td>
<td>75.00</td>
</tr>
<tr>
<td>5c</td>
<td></td>
<td>49.50</td>
</tr>
<tr>
<td>10c</td>
<td></td>
<td>75.00</td>
</tr>
<tr>
<td>25c</td>
<td></td>
<td>149.50</td>
</tr>
<tr>
<td>1. Destroyer (Rev)</td>
<td>29.50</td>
<td>45.00</td>
</tr>
<tr>
<td>2. Dive Bomber (Rev)</td>
<td>29.50</td>
<td>39.50</td>
</tr>
<tr>
<td>3. Sh-O-M</td>
<td>15.00</td>
<td>47.50</td>
</tr>
<tr>
<td>4. Do Re Mi</td>
<td>39.50</td>
<td>50.00</td>
</tr>
<tr>
<td>5. Double Feature</td>
<td>15.00</td>
<td>29.00</td>
</tr>
<tr>
<td>6. Double Play</td>
<td>10.00</td>
<td>44.50</td>
</tr>
<tr>
<td>7. Dude Ranch</td>
<td>20.00</td>
<td>35.00</td>
</tr>
<tr>
<td>8. Daffy’s (Rev)</td>
<td>89.50</td>
<td>99.50</td>
</tr>
<tr>
<td>9. Duplexes</td>
<td>39.50</td>
<td>50.00</td>
</tr>
<tr>
<td>10. Dynamite</td>
<td>139.50</td>
<td>225.00</td>
</tr>
<tr>
<td>11. Disney Parade (Rev)</td>
<td>15.00</td>
<td>19.00</td>
</tr>
<tr>
<td>12. Kinerk</td>
<td>15.00</td>
<td>25.00</td>
</tr>
<tr>
<td>13. Star Sun (Rev)</td>
<td>20.00</td>
<td>30.00</td>
</tr>
<tr>
<td>14. Fantasy</td>
<td>20.00</td>
<td>30.00</td>
</tr>
<tr>
<td>15. Flicker</td>
<td>35.00</td>
<td>45.00</td>
</tr>
<tr>
<td>16. Follies ’48</td>
<td>15.00</td>
<td>35.00</td>
</tr>
<tr>
<td>17. Fox Color (Rev)</td>
<td>135.00</td>
<td>175.00</td>
</tr>
<tr>
<td>18. Follow Up</td>
<td>16.00</td>
<td>27.50</td>
</tr>
<tr>
<td>19. Formation</td>
<td>15.00</td>
<td>25.00</td>
</tr>
<tr>
<td>20. Four Aces</td>
<td>69.50</td>
<td>100.00</td>
</tr>
<tr>
<td>21. Four Diamonds</td>
<td>29.50</td>
<td>49.50</td>
</tr>
<tr>
<td>22. Four Roses</td>
<td>16.00</td>
<td>17.50</td>
</tr>
<tr>
<td>23. Flying</td>
<td>25.00</td>
<td>49.50</td>
</tr>
<tr>
<td>24. Foxbat</td>
<td>25.00</td>
<td>42.50</td>
</tr>
<tr>
<td>25. Frisco</td>
<td>75.00</td>
<td>135.00</td>
</tr>
<tr>
<td>26. Flash</td>
<td>10.00</td>
<td>17.50</td>
</tr>
<tr>
<td>27. G. I. Joe (Conv)</td>
<td>29.50</td>
<td>45.00</td>
</tr>
<tr>
<td>28. Gentleman Jack (Rev)</td>
<td>35.00</td>
<td>45.00</td>
</tr>
<tr>
<td>29. Glamour</td>
<td>15.00</td>
<td>22.50</td>
</tr>
<tr>
<td>30. Gebo</td>
<td>45.00</td>
<td>59.50</td>
</tr>
<tr>
<td>31. Give Me Star</td>
<td>37.00</td>
<td>57.50</td>
</tr>
<tr>
<td>32. Golden Gate</td>
<td>16.00</td>
<td>17.50</td>
</tr>
<tr>
<td>33. Great White (Rev)</td>
<td>35.00</td>
<td>125.00</td>
</tr>
<tr>
<td>34. Gun Club</td>
<td>29.50</td>
<td>45.00</td>
</tr>
<tr>
<td>35. Headliner</td>
<td>16.00</td>
<td>26.00</td>
</tr>
<tr>
<td>36. Hi Boy (Rev)</td>
<td>29.50</td>
<td>45.00</td>
</tr>
<tr>
<td>37. Happy Land</td>
<td>35.00</td>
<td>59.50</td>
</tr>
<tr>
<td>38. Hi Hat</td>
<td>40.00</td>
<td>58.00</td>
</tr>
<tr>
<td>39. High Light</td>
<td>16.00</td>
<td>19.50</td>
</tr>
<tr>
<td>40. High Stepper</td>
<td>34.50</td>
<td>39.50</td>
</tr>
<tr>
<td>41. Hit the Jap (Rev)</td>
<td>19.50</td>
<td>29.50</td>
</tr>
<tr>
<td>42. Hollywood Follies</td>
<td>35.00</td>
<td>38.50</td>
</tr>
<tr>
<td>43. Home Run ’40</td>
<td>75.00</td>
<td>119.00</td>
</tr>
<tr>
<td>44. Home Run ’41</td>
<td>15.00</td>
<td>29.50</td>
</tr>
<tr>
<td>45. Home Run ’42</td>
<td>35.00</td>
<td>49.50</td>
</tr>
<tr>
<td>46. Horoscope</td>
<td>25.00</td>
<td>39.50</td>
</tr>
<tr>
<td>47. Idaho</td>
<td>89.50</td>
<td>139.50</td>
</tr>
<tr>
<td>48. Invasion (Rev)</td>
<td>29.50</td>
<td>59.50</td>
</tr>
<tr>
<td>49. Jolly</td>
<td>25.00</td>
<td>29.50</td>
</tr>
<tr>
<td>50. Kicker</td>
<td>15.00</td>
<td>25.00</td>
</tr>
<tr>
<td>51. Jungle</td>
<td>39.50</td>
<td>45.00</td>
</tr>
<tr>
<td>52. Keep ’em Flying</td>
<td>59.50</td>
<td>79.50</td>
</tr>
<tr>
<td>53. Keen a Ball</td>
<td>16.00</td>
<td>24.50</td>
</tr>
<tr>
<td>54. Keynote</td>
<td>15.00</td>
<td>26.00</td>
</tr>
<tr>
<td>55. Klick</td>
<td>15.00</td>
<td>26.00</td>
</tr>
<tr>
<td>56. Knock Out</td>
<td>37.50</td>
<td>89.50</td>
</tr>
<tr>
<td>57. Knock Out the Jap</td>
<td>49.50</td>
<td>59.50</td>
</tr>
<tr>
<td>58. Knight</td>
<td>25.00</td>
<td>35.00</td>
</tr>
<tr>
<td>59. Landslide</td>
<td>35.00</td>
<td>49.50</td>
</tr>
<tr>
<td>60. Liberty</td>
<td>25.00</td>
<td>35.00</td>
</tr>
<tr>
<td>61. Liberty (Rev)</td>
<td>42.50</td>
<td>52.50</td>
</tr>
<tr>
<td>62. Time Out</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>Game</td>
<td>Prize</td>
<td></td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td>xx. Line Up</td>
<td>29.50</td>
<td></td>
</tr>
<tr>
<td>xx. Life a Card</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Beauty in a Box</td>
<td>24.50</td>
<td></td>
</tr>
<tr>
<td>xx. Lot-O-Smoke</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Lot-O-Fun</td>
<td>29.50</td>
<td></td>
</tr>
<tr>
<td>xx. Lucky</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Majors '40</td>
<td>12.50</td>
<td></td>
</tr>
<tr>
<td>xx. Mardi Gras</td>
<td>35.00</td>
<td></td>
</tr>
<tr>
<td>1. Marines-At-Play (Rev)</td>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>2. Marvela Baseball</td>
<td>60.00</td>
<td></td>
</tr>
<tr>
<td>xx. Mascot</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Merry Go Round</td>
<td>22.50</td>
<td></td>
</tr>
<tr>
<td>2. Metro</td>
<td>35.00</td>
<td></td>
</tr>
<tr>
<td>xx. Miami</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Miami Beach</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. Midway (Rev)</td>
<td>55.00</td>
<td></td>
</tr>
<tr>
<td>xx. Mirror (Genco)</td>
<td>12.50</td>
<td></td>
</tr>
<tr>
<td>xx. Miss West</td>
<td>24.50</td>
<td></td>
</tr>
<tr>
<td>2. Monicker</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. Muto</td>
<td>42.50</td>
<td></td>
</tr>
<tr>
<td>5. New Champ</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Nippy</td>
<td>29.00</td>
<td></td>
</tr>
<tr>
<td>xx. Nite Club (Rev)</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Ocean Park</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. On Deck</td>
<td>21.50</td>
<td></td>
</tr>
<tr>
<td>7. Oh Johnny</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>7. On Deck</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>7. Oklahoma</td>
<td>19.50</td>
<td></td>
</tr>
<tr>
<td>7. One Too Three '39</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>7. One Too Three '40</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>2. Opportunity</td>
<td>115.00</td>
<td></td>
</tr>
<tr>
<td>xx. Orange Card</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. Pals</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. Paratroop (Rev)</td>
<td>45.00</td>
<td></td>
</tr>
<tr>
<td>5. Pan American</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>2. Paradise</td>
<td>45.00</td>
<td></td>
</tr>
<tr>
<td>xx. Plane Leader (Rev)</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Pep (Rev)</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. Pick 'Em</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>2. Pinochle</td>
<td>24.50</td>
<td></td>
</tr>
<tr>
<td>1. Pin Up Girl</td>
<td>35.00</td>
<td></td>
</tr>
<tr>
<td>xx. Play Mate</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Pastime (Rev)</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. Polo</td>
<td>29.50</td>
<td></td>
</tr>
<tr>
<td>7. Pot Shot</td>
<td>32.50</td>
<td></td>
</tr>
<tr>
<td>xx. Powerhouse</td>
<td>12.50</td>
<td></td>
</tr>
<tr>
<td>xx. Production (Rev)</td>
<td>39.50</td>
<td></td>
</tr>
<tr>
<td>xx. Punch</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. Pusslink</td>
<td>35.00</td>
<td></td>
</tr>
<tr>
<td>xx. Pyramid</td>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>xx. Pyramid</td>
<td>12.50</td>
<td></td>
</tr>
<tr>
<td>xx. Rate</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xxx. Rats (Rev)</td>
<td>24.50</td>
<td></td>
</tr>
<tr>
<td>xx. Rebound</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>6. Red Hot</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Red, White &amp; Blue</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>7. Red Storm</td>
<td>29.50</td>
<td></td>
</tr>
<tr>
<td>6. Reserve</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. Rink</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Riviera</td>
<td>267.50</td>
<td></td>
</tr>
<tr>
<td>xx. Roll Call (Rev)</td>
<td>29.50</td>
<td></td>
</tr>
<tr>
<td>xx. Roller Derby</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Roller Derby</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. Roulette</td>
<td>29.50</td>
<td></td>
</tr>
<tr>
<td>xx. Roter Table</td>
<td>35.00</td>
<td></td>
</tr>
<tr>
<td>xx. Rotty</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Salute</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Santa Fe (Rev)</td>
<td>75.00</td>
<td></td>
</tr>
<tr>
<td>xx. Scenic Kid</td>
<td>108.50</td>
<td></td>
</tr>
<tr>
<td>xx. Scandals (Rev)</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. School Days</td>
<td>35.00</td>
<td></td>
</tr>
<tr>
<td>xx. Scoop</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Score-A-Line</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Score-Os</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Score-Os</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Score</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Scot (Rev)</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Sea Breeze</td>
<td>28.50</td>
<td></td>
</tr>
<tr>
<td>xx. Sea Power</td>
<td>37.50</td>
<td></td>
</tr>
<tr>
<td>xx. Second Front (Rev)</td>
<td>59.00</td>
<td></td>
</tr>
<tr>
<td>xx. Seven Up</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. Short Stop</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Show Boat</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Side Kick</td>
<td>80.00</td>
<td></td>
</tr>
<tr>
<td>xx. Silver Skates</td>
<td>90.00</td>
<td></td>
</tr>
<tr>
<td>xx. Silver Skates (Rev)</td>
<td>39.50</td>
<td></td>
</tr>
<tr>
<td>xx. Silver Spray</td>
<td>17.50</td>
<td></td>
</tr>
<tr>
<td>6. Sink the Jap (Rev)</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Spot-Spot</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>1. Sky Blazer</td>
<td>39.50</td>
<td></td>
</tr>
<tr>
<td>xx. Sky Chief</td>
<td>65.00</td>
<td></td>
</tr>
<tr>
<td>xx. Sky Line</td>
<td>110.50</td>
<td></td>
</tr>
<tr>
<td>xx. Sky Line (Rev)</td>
<td>39.50</td>
<td></td>
</tr>
<tr>
<td>1. Sky Ray</td>
<td>14.50</td>
<td></td>
</tr>
<tr>
<td>5. Slap the Jap</td>
<td>14.50</td>
<td></td>
</tr>
<tr>
<td>1. Slagger</td>
<td>29.50</td>
<td></td>
</tr>
<tr>
<td>1. Speed the Jap (Rev)</td>
<td>40.00</td>
<td></td>
</tr>
<tr>
<td>1. Snappy '41</td>
<td>52.50</td>
<td></td>
</tr>
<tr>
<td>1. South Paw</td>
<td>47.50</td>
<td></td>
</tr>
<tr>
<td>4. South Seas</td>
<td>75.00</td>
<td></td>
</tr>
<tr>
<td>5. Sparky</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Speed Demon</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. Speedway</td>
<td>35.00</td>
<td></td>
</tr>
<tr>
<td>xx. Speedy</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>4. Spellbound</td>
<td>125.00</td>
<td></td>
</tr>
<tr>
<td>5. Sports Palette</td>
<td>30.00</td>
<td></td>
</tr>
<tr>
<td>2. Sports-St-A-Card</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>1. Spot Cha (Rev)</td>
<td>37.50</td>
<td></td>
</tr>
<tr>
<td>1. Spot Pool</td>
<td>30.00</td>
<td></td>
</tr>
<tr>
<td>2. Spot Board</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Spot Board</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>2. Stage Door Canteen</td>
<td>95.00</td>
<td></td>
</tr>
<tr>
<td>xx. Stars</td>
<td>37.50</td>
<td></td>
</tr>
<tr>
<td>1. Star Attraction</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Southeast</td>
<td>30.00</td>
<td></td>
</tr>
<tr>
<td>xx. Speed</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Sea Horse</td>
<td>22.50</td>
<td></td>
</tr>
<tr>
<td>4. Spellbound</td>
<td>125.00</td>
<td></td>
</tr>
<tr>
<td>5. Sports Palette</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>2. Sports-St-A-Card</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>1. Spot Cha (Rev)</td>
<td>37.50</td>
<td></td>
</tr>
<tr>
<td>1. Spot Pool</td>
<td>30.00</td>
<td></td>
</tr>
<tr>
<td>xx. Spot Board</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Strip Tease (Can)</td>
<td>59.50</td>
<td></td>
</tr>
<tr>
<td>xx. Summertime</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>7. Sun Beam</td>
<td>45.00</td>
<td></td>
</tr>
<tr>
<td>9. Sun Valley (Rev)</td>
<td>24.50</td>
<td></td>
</tr>
<tr>
<td>xx. Supercharger</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Supercharger</td>
<td>24.50</td>
<td></td>
</tr>
<tr>
<td>2. Superliner</td>
<td>149.50</td>
<td></td>
</tr>
<tr>
<td>1. Super Six</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>1. Super Six</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Superstar</td>
<td>100.00</td>
<td></td>
</tr>
<tr>
<td>1. Surf Queen</td>
<td>83.50</td>
<td></td>
</tr>
<tr>
<td>6. Suspense</td>
<td>119.50</td>
<td></td>
</tr>
<tr>
<td>1. Tall Gunner (Can)</td>
<td>29.50</td>
<td></td>
</tr>
<tr>
<td>7. Target Skip</td>
<td>24.50</td>
<td></td>
</tr>
<tr>
<td>6. Target Skip</td>
<td>45.00</td>
<td></td>
</tr>
<tr>
<td>5. Ten Spot</td>
<td>30.00</td>
<td></td>
</tr>
<tr>
<td>xx. Three Score</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>7. Thrill-A-Thrill (Rev)</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Thrill-A-Thrill (Rev)</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Thrill-A-Thrill (Rev)</td>
<td>17.50</td>
<td></td>
</tr>
<tr>
<td>1. Top Line</td>
<td>37.50</td>
<td></td>
</tr>
<tr>
<td>xx. Top Notcher</td>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>xx. Topper</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Topper</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Tower of London</td>
<td>29.50</td>
<td></td>
</tr>
<tr>
<td>xx. Train Wind (Rev)</td>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>xx. Trailways</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. Trapeze</td>
<td>17.50</td>
<td></td>
</tr>
<tr>
<td>7. Twin Six</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Up &amp; Up</td>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>1. Victory</td>
<td>34.50</td>
<td></td>
</tr>
<tr>
<td>xx. Vagabond</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Wagon Wheels</td>
<td>85.00</td>
<td></td>
</tr>
<tr>
<td>xx. West Wind</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>xx. White Souls</td>
<td>19.00</td>
<td></td>
</tr>
<tr>
<td>5. Whiz</td>
<td>89.50</td>
<td></td>
</tr>
<tr>
<td>7. Wild &amp; Fire</td>
<td>119.50</td>
<td></td>
</tr>
<tr>
<td>xx. Win A Fighter</td>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>xx. Women's Club</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>xx. Yanks</td>
<td>45.00</td>
<td></td>
</tr>
<tr>
<td>2. Yankee Doodle</td>
<td>52.50</td>
<td></td>
</tr>
<tr>
<td>xx. Zeppelinal</td>
<td>35.00</td>
<td></td>
</tr>
<tr>
<td>xx. Zeppelinal</td>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>4. Zip Zag</td>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>6. Zip</td>
<td>22.50</td>
<td></td>
</tr>
<tr>
<td>6. Zombie</td>
<td>35.00</td>
<td></td>
</tr>
</tbody>
</table>
## Manufacturers' New Equipment

### Music

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.M.I.</td>
<td>Model A, Automatic Hustess Complete</td>
<td>$897.50</td>
</tr>
<tr>
<td></td>
<td>20 Station Unit</td>
<td>14,800.00</td>
</tr>
<tr>
<td>Airion</td>
<td>Super Deluxe Phonograph</td>
<td>977.00</td>
</tr>
<tr>
<td></td>
<td>Fiesta Phonograph</td>
<td>757.00</td>
</tr>
<tr>
<td></td>
<td>Trio (Wall Box)</td>
<td>69.50</td>
</tr>
<tr>
<td></td>
<td>Solo (Wall Box)</td>
<td>46.50</td>
</tr>
<tr>
<td></td>
<td>Impressario (Speaker)</td>
<td>42.27</td>
</tr>
<tr>
<td></td>
<td>Melodeon (Speaker)</td>
<td>52.97</td>
</tr>
<tr>
<td></td>
<td>Carillon (Speaker)</td>
<td>56.18</td>
</tr>
<tr>
<td>Bally</td>
<td>Phonograph</td>
<td>39.00</td>
</tr>
<tr>
<td>Buckley</td>
<td>'46 Wall Box</td>
<td>39.00</td>
</tr>
<tr>
<td>Musical Minutes, Inc.</td>
<td>Musical Minutes Box</td>
<td>39.95</td>
</tr>
<tr>
<td>Johnlee Music System</td>
<td>39.95</td>
<td></td>
</tr>
<tr>
<td>Mills Industries</td>
<td>Constellation</td>
<td>39.95</td>
</tr>
</tbody>
</table>

| Packard Mfg. Corp. | Model 420 Phonograph (Model 7) | 795.00 |
| | Hideaway (Model 400) | 450.00 |
| | Wall Bumpers | 39.95 |
| | 1000 Speaker (Paradise) | 150.50 |
| | 900 Speaker (Rose) | 49.95 |
| | 500 Speaker (Debut) | 36.95 |
| | 700 Speaker (Dahlia) | 21.95 |
| | Walnut Adapter (Hideaway) | 59.50 |
| | Beech Adapter (Hideaway) | 71.50 |
| | Willow Adapter (Hideaway) | 59.50 |
| | Pine Adapter (Hideaway) | 59.50 |
| | Birch Adapter (Hideaway) | 5.50 |
| | Spruce Adapter | 5.50 |

| Personal Music Corp. | Measured Music Boxes, 5c-10c | 35.00 |
| | Studio Amplifier | 505.00 |
| | Studio Timing Control Unit | 250.00 |
| | Master Power Supply Units | 140.00 |

| Rock-Ola | 1422 Phonograph (Net) | 728.00 |
| | 1421 Playmaster | 440.00 |
| | Model 1907 Moderne Corner Spkr. | 107.50 |
| | Model 1906 Remote Volume Control | 6.30 |
| | Model 1530 Wall Box | 39.50 |
| | Model 1903 Wall Speaker | 42.50 |
| | Model 1604 Tone-A-Lier Spkr | 72.50 |

| Seeburg | 1-463 Symphonola | 795.00 |
| | 1-668 Symphonola | 725.00 |
| | 1-47 | 875.00 |
| | 1146M Hideaway RC | 475.00 |
| | Wallomatic, Wireless | 54.50 |
| | Wallomatic, 3 Wire | 42.50 |
| | Tear Drop Speaker RS18 | 16.50 |
| | Tear Drop Speaker RS2-8 | 15.00 |
| | Mirror Speaker RS1-12 | 15.00 |
| | Mirror Speaker RS2-12 | 15.00 |
| | Dual Remote Vol, Control Unit | 19.95 |

| Solotone Corp. | Leveling Pre-Amplifier | 44.50 |
| | Mirror-Tone Selector | 44.50 |
| | Solotone Individual Coin Box | 44.50 |
| | Solotone Adaptor-Amplifiers | 44.50 |
| | Solotone Studio and Telephone Bridge Units | 44.50 |
| | Solotone Booster Amplifiers | 44.50 |

## Pins

| Bally | Double Barrel | 269.50 |
| Chicago Coin | Kilroy | 279.50 |
| Exhibit | Mystery | 249.50 |
| Genco | State Fair | 249.50 |
| Gottlieb | Miss America | 318.00 |
| Marvel Mfg. Co. | Carnival | 249.50 |
| | P. & S. | 249.50 |
| United Mfg. Co. | Rio | 309.50 |
| Williams | Show Girl | 289.50 |
| | Tornado | 399.50 |

## Counter Games

| A.B.T. Corp. | Challenger | 62.00 |
| American Amusement Co. | Junior League Bat-Adball | 79.50 |
| American Amusement Enterprises, Inc., N.Y. | Whirl a Ball: | 47.50 |
| | Single | 2 to 24 | 46.50 |
| | 25-99 | 45.00 |
| | 106 or more | 43.50 |
| Champion Mfg. Co. | Basketball | 62.00 |
| DaVal | Gusker (5c Play) | 54.00 |
| | Buddy | 53.00 |
| | Free Play | 75.00 |
| | Skill Thrill | 57.50 |
| | Montana Racer | 59.50 |
| | Best Hand | 59.50 |
| | Supple | 59.50 |
| Gottlieb | Deluxe Grip Scale | 39.50 |
| Marvel Mfg. Co. | Pop Up | 49.50 |
| | Diamond | 49.50 |
| Skill Games Corp. | Bouncer | 44.50 |
BELLS
AMERICAN AMUSEMENT
50c Golden Falls (rebuilt) ........................................ 300.00
BELL-O-MATIC CORP.
Jewel Bell .......................................................... 125.00
GROETCHEN
Columbia Twin JP .................................................... 145.00
Columbia Dual Strike .............................................. 209.50
MILLS SALES CO., LTD.
Dollar Bell .......................................................... 125.00
O. D. JENNINGS
5c Std Chiefs ....................................................... 269.00
10c Std Chiefs ...................................................... 275.00
25c Std Chiefs ..................................................... 285.00
50c Bronze & Std Chiefs ......................................... 399.00
5c DeLuxe Club Chiefs ............................................ 299.00
10c DeLuxe Club Chiefs .......................................... 399.00
25c DeLuxe Club Chiefs .......................................... 315.00
35c DeLuxe Club Chiefs .......................................... 429.00
5c DeLuxe Club Chief ............................................. 324.00
10c Super DeLuxe Club Chief .................................... 334.00
25c Super DeLuxe Club Chief .................................... 344.00
50c Super DeLuxe Club Chief .................................... 454.00
5c Chrome Bell ..................................................... 59.50
10c Chrome Bell ................................................... 83.90
25c Chrome Bell ................................................... 116.00
50c Chrome Bell ................................................... 156.00
$1.00 Chrome Bell ................................................ 225.00

CONSOLES
BAKER
5c Baker Pacers Csh Std Mod .................................... 597.50
25c Bakers Pacers Csh Std Mod ................................ 677.50
5c Bakers Pacers Csh DD Mod ................................... 668.50
25c Bakers Pacers Csh DD Mod ................................ 747.50
5c Bakers Pacers Csh Sep Std Mod ................................ 657.50
75c Bakers Pacers Csh Sep DD Mod ............................. 743.75
BALLY
Deluxe Draw Bell 5c ................................................ 512.50
Deluxe Draw Bell 25c .............................................. 532.50
Hi-Boy .................................................................... 385.00
Roto-Lete (Roulette) .................................................. 485.00
25c Draw Bell ......................................................... 477.50
25c Draw Bell ......................................................... 497.50
Triple Bell 5-3 .......................................................... 595.00
Triple Bell 5-5-5 ...................................................... 810.00
Triple Bell 5-10-25 .................................................. 925.00
BUCKLEY
Track Odds DD JP ..................................................... 1250.00
Parlay Long Shot .................................................... 1250.00
EVANS
Bangtials 5c Comb 7 Coin ........................................... 674.50
Bangtials 25c Comb 7 Coin ......................................... 764.50
Bangtial JP ............................................................. 671.50
Bangtial FP PO JP .................................................... 839.50
Evans Races ............................................................ 1750.00
Casino Bell .............................................................. 910.00
1946 Galloping Dominoes JP .................................... 671.50
Winterhook JP .......................................................... 826.00
O. D. JENNINGS
Challenger 5-25 ........................................................ 595.00
KEENEY
Bonus Super Bell 5c FP & PO ...................................... 750.00
Bonus Super Bell 5c 25c FP & PO ................................. 750.00
Bonus Super Bell 5c 50c FP & PO ............................... 1350.00
Bonus Super Bell 5c 10c 25c PO .................................. 1500.00

RADIO
FIRESTONE ENTERPRISES, INC.
At Your Service Radio .................................................. 995.00
CORADIO
Coradio ................................................................. 59.50
RA-O-MATIC CORP.
Radio ................................................................. 59.50
TRADIO, INC.
Tradio .................................................................. 59.50
NATIONAL SERVICE SALES
Tourist Radio ........................................................... 59.50
RCA
Model MI-13176 ...................................................... 499.50
PRECISION BILT CO.
Precision-Bilt Radio .................................................. 499.50

CARDE TYPE
A.B.T. MFG. CORP.
Photo Finish ............................................................ 300.00
AMERICAN AMUSEMENT
Bat a Ball ............................................................... 249.50
AMUSEMENT ENTERTAINMENT
Bank Bell ................................................................. 375.00
Bowl-A-Strike .......................................................... 375.00
ONE WORLD
CHICAGO COIN MACH. CO.
Basketball Champ ..................................................... 499.50
DELOUXE DEVICES
Bang A Fitty: 10" - 18" .............................................. 450.00
11" - 18" ............................................................... 450.00
13" - 18" ............................................................... 500.00
ELECTROMATION INC.
Roll-A-Score ........................................................... 469.50
FIRESTONE
Santa Ana Handicap .................................................. 549.00
Rollball ................................................................. 469.50
INTERNATIONAL MOTOSCOPE
Photomatic .............................................................. 1495.00
Voice Of America .................................................... 1495.00
Atomic Bomber ...................................................... 495.00
METROPOLITAN GAME
Card Vendor ............................................................. 29.50
Double Up Skill Bowl ............................................... 399.50
TELEQULAZ销售 CO.
Teletot ................................................................. 795.00
BALLY
ONE-BALLS
Entry ...................................................................... 595.00
Entry ...................................................................... 585.00
GOTTlieb
Daily Races (F.P. Model) ............................................ 650.00
KENNEY
Big Parlay ............................................................... 660.00

MERCHANDISE MACHINES
CIGARETTE MACHINES
C. EIGHT LABORATORIES
"Electro" ................................................................. 189.50
DU GRENIER CHALLENGER
7 Column Mach w Stand ............................................. 155.50
9 Column Split Mach w Stand ..................................... 165.50
9 Column Mach w Stand ............................................ 171.50
11 Column Split Mach w Stand ................................... 176.50
NATIONAL VENDORS, INC.
Mutoscope 9E (Electric) ............................................ 321.70
ROWE
Cruisader (3 Col) w Stand ......................................... 145.75
Cruisader w Stand .................................................... 162.25
U-NEED-A-VENDOR
Monarch 6 Col w Stand ............................................. 144.50
Monarch 8 Col w Stand ............................................. 154.50
MERCHANDISE VENDORS
A. T. MFG. CORP.
"Auto Clerk"—(Gen'l. Mds.) ....................................... 50.00
ASCO VENDING MACH. CO.
Not Vendor .................................................................. 0.00
ATLAS MFG. & SALES CO.
Bulk Vender .................................................................. 0.00
AUTOMATIC BOOK MACH. CO.
"Book-O-Mat" ........................................................... 50.00
AUTOMATIC DISPENSERS, INC.
"Drink-O-Mat" ............................................................ 50.00
BALLY MFG. C.
Drink Vender ............................................................ 50.00
BRET MILLS CORP.
"Hot Coffee Cup" ....................................................... 50.00
DAYAL PRODUCTS CO.
Stamp Vendor ........................................................... 50.00
HOSPITAL SPECIALTY CO.
Sanitary Napkin Vendor ............................................. 50.00
MALKIN-IILLION CO.
"Cigar Vendor" .......................................................... 50.00
NORTHEASTERN CORP.
"Ball Vendor" ............................................................. 50.00
REYCO, INC.
Ice Cream Vendor ..................................................... 50.00
SHIPMAN MFG. CO.
Stamp Vendor ........................................................... 50.00
U. C. VENDITOR CORP.
Drink and Merchandise Vendor ................................... 50.00
VENDALL CO.
Candy Vendor .......................................................... 50.00
VENDIT CORP.
Candy Vendor .......................................................... 149.50
VIKING TOOL & MACH. CORP.
Popporn Vendor .......................................................... 50.00
be first in your territory with

TEL-O-MATIC

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

JACK MITNICK
Sales Manager.
Runyon Sales Co. of N. Y.
593 Tenth Ave.,
New York 18, N. Y.

JACK MITNICK SAYS:

In all my business experience, I've never seen anything catch on like Tel-O-Matic. I'm swamped with orders. And why not? Tel-O-Matic is terrific!

It's completely automatic. Set up a stack of records and it plays twenty-four hours unattended.

The investment is low and the returns are high. It's almost all profit.

Every day more locations sign up for the continuous music service that Tel-O-Matic supplies.

EXCLUSIVE DISTRIBUTING TERRITORIES
AVAILABLE — Write, Wire or Phone, Now!
Send For Literature

RUNYON SALES COMPANY
123 W. RUNYON ST., NEWARK 8, N. J.
593 TENTH AVE., NEW YORK 18, N. Y.

CONTACT YOUR NEAREST DISTRIBUTOR

CENTRAL OHIO COIN MACHINE EXCHANGE
105 S. Town St.
Columbus, Ohio

PIONEER DISTRIBUTING CO.
108 N. Caldwell St.
Charlottesville, Va.

RUNYON SALES CO.
922 Main St.
Buffalo, N. Y.

PIONEER DISTRIBUTING CO.
508 Hillsboro St.
Raleigh, N. C.

UNITED DIXIE CO.
417 W. Capitol St.
Jackson, Miss.

E & W DIST. CO.
1642 Payne Ave.
Cleveland, Ohio

CAPITOL AMUSEMENT CO.
Grand Ledge
Lansing, Michigan

DIXIE COIN MACHINE CO.
910 Paydrol St.
New Orleans, La.

FEDERAL AMUSEMENT CO.
825 Notre Dame St.
Montreal, Canada

JOE HANNA
217 Elizabeth St.
Utica, N. Y.

TEL-O-WIRE
276 High St.
Holyoke, Mass.

TEL-O-MATIC of NEW HAVEN
87 Orange St.
New Haven 10, Conn.

OLEY BROTHERS
222 W. Broadway
Richmond, Va.

KLEIN DISTRIBUTING CO.
2606 W. Fond Du Lac Ave.
Milwaukee, Wis.

UNITED NOVELTY CO.
Lomax & Delauney Sts.
Bloomington, Ill.

TEL-O-MATIC of READING
117 Penn Street
Reading, Pennsylvania

www.americanradiohistory.com
Golden notes of melody—enchantingly real, delightfully mellow—pour from the Constellation's 15-inch cabinet speaker. Through the entire range, from highest treble to deepest bass, the Constellation reproduces the true tonal value of every record. Creating the illusion of the presence of the living artists beyond anything ever before offered coin phonograph operators, the Constellation is a distinguished addition to a long line of phonographs by Mills, famous above all else for beautiful tone. Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois.
Please bear with us
WE'RE MAKING KILROY
AS FAST AS WE CAN

...everyone wants this most spectacular of all games. If you've seen KILROY you know why it's got 'em all talking ... and ordering!

ACTION! ALL THE WAY DOWN THE BOARD!

ORDER NOW FROM YOUR DISTRIBUTOR FOR EARLIEST DELIVERY

CHICAGO COIN MACHINE CO.
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS
LOCATIONS TAKE ON NEW

and

with

PACKARD
PLA-MOR’S
NEW
Phonograph
MODEL 7

★ Eager hands reach for Packard’s whirling selector “knobs”—set a tempo “sweet or hot!” Dancin’ feet tap out a “brand-new” beat . . . and laughter follows a swingy melody. Another spot comes to life!

This atmosphere of gay excitement—and the increasing business that it brings—pays off in all locations having Packard’s new Phonograph Model 7. The irresistible appeal of its spinning selector, its attractive design, and the beauty of its rich, full tone invite greater play . . . draw bigger profits for YOU!

Like satisfied operators everywhere, you’ll be enthusiastic about Packard performance . . . simplicity of operation and maintenance. See this new phonograph at your Packard Pla-Mor distributor . . . order now!

PACKARD MANUFACTURING CORPORATION • INDIANAPOLIS 7, INDIANA

ENGINEERED RIGHT! Construction Features: resonant wood for superior tone quality. Rugged steel frame and floor. All doors, record changer, amplifier and speaker are non-warp mounted. Has astatic crystal pick-up of latest design.
**C A L I F O R N I A O P E R A T O R S**

We Are Distributors In CALIFORNIA For

**B A N G - A - F I T T Y**

"The Bowling Game of Today... Tomorrow... And Years to Come"

- FOR PERFORMANCE...
- FOR RESULTS...

JUST ASK ANY OPERATOR OF "BANG-A-FITTY"

**BOWLING GAMES**

YOU'VE TRIED THE REST — NOW TRY THE BEST!

We Are Distributors For the New and Improved Aireon Phonograph

FOR SOUTHERN CALIFORNIA and REPUBLIC OF MEXICO

**NAVARRO DISTRIBUTING CO.**

3706 WHITTIER BLVD. (Phone: Angelus 5156) LOS ANGELES 23, CALIFORNIA

**Nyberg Names Nag For Pingame Biz**

Baltimore, Md. — When the bugles blow at Pimlico, there’s one coinman who’s looking for a pay-off when “Tilt” flashes across the board.

That coinman is Art Nyberg, Bally Manufacturing Company’s regional sales director, who headquarters in this city.

At the request of Jim Mangan, director of the CMI Public Relations Bureau, Art, who has a stable of horses, is naming a two-year-old filly “Tilt” in honor of the pingame section of the industry.

For the information of the equestrian devotees of the track, Tilt’s sire is “Mr. Bones and the dam “Blue Gypsy.” The horse is in training now at Pimlico and Art expects to enter her in several Maryland races this Spring.

Well known around Chicago, Art makes frequent trips to the Bally plant there, where he recently advised friends that he hopes “Tilt” will cross the wire ahead of competing horses without tiring too far to disqualify.

Springfield (O.) Seeks To Tax All Coin Equip’t.

**Springfield, O. — A request has been submitted to the City Commission here calling for the imposition of a license fee on all vending machines, amusement games and music equipment currently being operated here. The proposed tax measure, submitted by a member of the council, appeared to have the support of the City Solicitor, who announced he would study comparable regulations in other Ohio cities prior to preparing an ordinance and a fee scale.**
ANALYZE, PLAN, AND DO

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

The path of the automatic music industry can only go in one direction, and that direction is "FORWARD."

The first hectic postwar year is behind us, and too many people are of the mistaken idea that they can sit back, close their eyes and ears to the need of stimulating their business, and just go along. They point to the times and say "conditions are not just right"; but if all of us will look back over the past 10 years, at any given point, conditions were never just right, and if we all had closed our eyes and ears to progress, we would have just stopped still and not made any of the tremendous strides forward that were accomplished. Only men with vision and the will to do hard work reach SUCCESS and earn the right to CONTINUED SUCCESS by ever striding forward.

Now, more than ever before, Operators, Distributors, and Manufacturers must analyze, plan and do. To the Operators, particularly, we say, you should analyze the territory you cover to make certain that every possible music location is covered with the very best in equipment. You must analyze the equipment you own to make sure that it is modern and up-to-date, so that it will attract more money for you. When you have completed your analysis and your planning, take the forward step that will accomplish your program, by doing. Distributors are being trained to help you with your problems in the field and are making analysis of locations so that they are prepared to lend you every assistance to secure the best possible earnings from your routes.

During the war years, when the chips were down for Operators, they most certainly did not leave any stone unturned in solving their problems. Despite the many obstacles that confronted them, they went forward. Let us continue on with the same spirit in this postwar period and accomplish our aims by analyzing, planning and doing.
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.

NOW PARLAY LONG SHOT

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!

Order today for prompt shipment

Buckley Manufacturing Co.

4223 West Lake Street • • • Chicago 24, Illinois
NEVER OUT

By GEORGE W. JENKINS
Vice President and General Sales Manager
Bally Manufacturing Co., Chicago

"Once a coin-machine man always a coin-machine man," is a well-known and true saying in the industry. Even the comparatively few dyed-in-the-wool coin-machine men, who, from time to time, and usually for reasons beyond their entire control, go into other lines of endeavor never quite get the business out of their blood. They keep in touch with the industry. They never miss a coin-machine show. They simply never stop being coin-machine men at heart.

The reason for the powerful hold the industry has on the people in the industry is, I think, the fact that the coin-machine industry is an industry that never grows self-satisfied, is always on the move, quick to discard old ideas when a better idea is worked out, supremely confident of its ability to tackle a tough problem and come up with the right answer. No coin-machine man has ever said, "It can't be done."

The self-confidence of the coin-machine industry was dramatically illustrated by the record of the industry during the war. Engineers and executives of coin-machine manufacturing concerns went down to Washington and took on tasks which had no relation to peace-time production, jobs which required complete reorganization of their plants. Yet they won Army-Navy "E" Awards for excellence in production.

Although coin-machine men never say, "It can't be done," they often are heard to remark, that things are tough or even that business stinks. Sometimes a coin-machine man even goes so far as to wonder, "What's going to become of this industry?" In other words, coin-machine men, like other business men, can be down, way down. But, man, how he can bounce up again! Because he is never out, and because the coin-machine industry is just naturally full of bounce and come-back.

Again and again in the brief exciting history of the industry, just when things look blackest, just when the moaning and groaning was loudest, something has happened to inject new life into the industry. The first automatic pin-ball game was introduced by Bally at a time when many people in the industry were thinking about checking out of the industry. Instead, they plunged on Bally "Rockets" and discovered over-night that operating games was really a big-time business. Again in 1937, the entire industry was dragging along in low gear. Then—over-night almost—everybody was all smiles again. Because "Bumper" was on the scene. Sometimes the new spark of life is brought by a new, revolutionary machine. Sometimes just because the instinctive optimism and natural energy of coin-machine men finally prevails.

We have recently passed through one of those low-down periods of moaning and groaning. I say "passed through" because already, as winter brightens into spring, the signs are many that the industry as a whole is lifting up its head, throwing back its shoulders getting ready for a busy, prosperous spring and summer. The very operators who said "Not buying a thing," at the February Show are now burning up the wires demanding immediate delivery of equipment. And again the industry shakes off the blues and gets to work.

Actually 1947, which commenced with much weeping and wailing and gnashing of teeth, will be the biggest year in coin-machine history. Because a coin-machine man can moan just so long. Then he has to do something about it. And the more problems you hit a coin-machine man with the harder he fights. The more obstacles you put in his way the higher he jumps to get over those obstacles. The tougher the going the greater effort he puts into his job. The typical coin-machine man may be down and often is. But he is never out. And he is up again in a hurry.
ANNOUNCING

THE NEW 1947 Solotone

NEW FEATURES
NEW CIRCUIT
NEW SALES PLAN

Solotone Is out Still Further in Front with the New, Outstanding 1947 Models

* * * *

NEW FINISHES
For '47 Solotone is available in two beautiful finishes, including a special hammertone finish.

* * * *

NEW COIN COMBINATIONS
Solotone boxes now are available for use with several coin combinations. First with 5c and 10c chutes, Solotone again is exclusively first with this new feature.

* * * *

NEW CIRCUIT
Solotone has developed a special circuit by means of which it is possible to open certain designated boxes in a location at any time interval — automatically — to encourage customer play. Solotone's new, 1947 combined amplifier and interval timer does it!

* * * *

NEW DISTRIBUTOR POLICY
Solotone's new plan means better, quicker distribution and faster service for you. Distributors and jobbers are invited to write for details — a Solotone franchise for your city may still be available.

SOLOTONE LEVELING PRE-AMP BALANCES VOLUME IN ALL RECORDS

Entirely different. Raises the tone level of all notes instead of suppressing the high tones. One model for either magnetic or crystal pickup. An electric eye indicates proper setting. Easy to install without disturbing equipment. Immediate delivery. $37.50 through your jobber or send 25% deposit to us.

SOLOTONE CORPORATION, 2311 W. Pico Blvd., Los Angeles, Calif.
A GREATER PUBLIC RELATIONS PROGRAM

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

The success of the first part of the campaign of Coin Machine Industries' Public Relations Bureau under the able supervision of James T. Mangan is now apparent to all in the industry. There is no longer any doubt of the value and the growing importance of public relations effort for this trade. It is now our duty, and the duty of everyone connected with this field, to further this program in every possible fashion.

To continue the campaign which has already started, and to increase it as we go along, requires the complete and constant co-operation of everyone in the industry. It is, therefore, the plan of Coin Machine Industries, Inc. to again drive for greater membership so as to have as many coin machine men as possible participating in the public relations work necessary to gain greater good will for this business.

At the present time there are approximately 700 associate members of Coin Machine Industries, Inc. It is our plan to have at the very minimum at least 1,000 members. To accomplish this we are now starting our campaign for greater membership so that every operator, jobber and distributor will actively participate in the work of the CMI Public Relations Bureau.

Everyone in the field has, for many years, asked for a Public Relations Bureau. Now that such a bureau is well under way, it is the hope of those men who are members of it at this time, that all others in the field will join in with them and will help to bring this industry the prestige and recognition it has so long deserved.

There is no better way to gain good will than thru good public relations effort. There is no better way to assure everyone in this field of continued prosperity and a valuable business than thru public relations work. We are planning to help all connected with the field. No stone will be left unturned in this campaign. Every action will be well planned and carefully executed. Everyone of the leaders in the field have already joined in the necessary work.

It is up to all the industry, every operator, jobber, distributor and manufacturer to give of his time to help a greater public relations program get under way—for the mutual benefit of all concerned with the field. Therefore, it is the hope of the members of Coin Machine Industries, Inc., that all will help to bring in the additional members required to make possible a greater public relations program.

Beginning with the moment you read this item, and beginning with the fact that the Public Relations Bureau of Coin Machine Industries, Inc. is already under way with a great program, as well as remembering the work which it has already accomplished to benefit the trade, you should make it your business to devote part of your time to helping bring in the necessary 300 more members to create the nucleus for the 1,000 membership required to get a greater public relations program started.
ROSS ELECTED SECY-TREAS. OF OHIO MUSIC OP ASSN.

CLEVELAND, O.—Jimmie Ross, advertising committee chairman of the Cleveland Phonograph Merchants Association, was honored this week by being elected Secretary-Treasurer of the Ohio State Phonograph Owners Association, it was announced.

Eastern Distributors Continue Assn. Talks

NEW YORK—Distributors from various Eastern and New England cities met here this past week-end to continue their discussions about the formation of a distributors organization.

Meet was well attended and a great deal of progress was made. Further planning is under way, as the leaders of this movement wish to make the group the strongest possible organization ever formed, and are hoping to have 100% membership.

Complete details as to name of association (yet to be chosen), and complete membership will be reported when they are ready.

20% Tax On Television In Taverns Ruled Out

WASHINGTON, D.C.—Television is not "live" entertainment, the Bureau of Internal Revenue decided.

As a result of this decision, which was in effect an about-face by the Bureau to its previous announcement that television entertainment made it subject to the tax, restaurants, bars and similar locations become free to install equipment without levies.

ASSOCIATED OPERATORS

OF LOS ANGELES COUNTY, INC.

(Incoporated 1927)

2848 W. PICO BLVD.

Los Angeles 6, Calif. (Republic 0208)

MAKE THIS YOUR HEADQUARTERS

Have your phone calls, messages and letters sent to this office.

"Proud of Past Accomplishments
Eager For The New Ones"

Full information regarding the Coin Machine Industry
gladly furnished gratis.

Badger Novelty Co.

2546 North 36th Street

Milwaukee 10, Wis.

All Phoenix, KI. 3650
Once more the King of Bell Consoles makes its appearance—this time in more glittering robes than ever before. It is actually 3 Bells in one—it has 5c, 10c and 25c chute with only one central Bell Mechanism. The downward push on the front handle operates all three plays. The top glass is brilliantly illuminated with many colors and mirror silver. Cabinet is of natural woods trimmed with Gold and Black. It's a riot of fun to play. It's a tremendous revenue producer. It's made by Mills!

BELL-O-MATIC CORPORATION
EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS • TELEPHONE SPAULDING 0600
Bally Sponsors Service School

RAY T. MOLONEY

CHICAGO—Adapting an idea which has proved highly successful in other industries, Bally Manufacturing Company is offering operators and servicemen an opportunity to discuss service problems under the guidance of factory engineers.

Discussing the new service to customers, Ray Moloney, Bally president, said, "This is part of the Bally policy of insuring the maximum profit to operators on their investment. We think—and thousands of operators agree with us—that Bally equipment is the best that money can buy. But we all know that the finest mechanical-electrical product, even the costliest car or radio, requires regular service. If we can make the coin-operated machine serviceman's job easier, we are helping operators earn more money.

"We don't care whether the idea is called a school, a conference or just plain get-together," he continued. "It's the idea that's important, and from what I hear, the men who attended the first meeting were enthusiastic about the benefits of getting service pointers right from a Bally engineer."

First meeting in a series planned for the season, in the Portland office of Jack R. Moore Co., on March 8 and 9, was attended by a large number of operators and servicemen and was conducted by Bob Breither, member of the Bally engineering staff. Breither has been with the Bally organization since the early days of Ballyhoo and has had a part in the development of many famous Bally games.

BALLY-SPONSORED meeting of servicemen in Portland office of Jack R. Moore Company on March 8, 9, conducted by Bob Breither, Bally Manufacturing Co., engineer.
In the manufacture of a product, or the organization of a business, or the formation of an industry, there is often one material, thought, or thing without which that product, business, or industry could not survive. The indispensable and priceless ingredient is—VISION.

In our industry, The Coin Machine Industry, VISION is of the utmost importance.

Twenty-five years ago, when this industry was an embryo and when business was done in a loose and haphazard manner and when equipment was limited, the pioneers who had vision forged ahead against what seemed to be insurmountable obstacles and laid a foundation fundamentally sound, so that this industry could survive and expand and mature to the present state. If we could project ourselves forward fifty years hence and look back to our position as it is today, we would probably see this industry in retrospect as a mere child who had not yet learned to walk.

Today, we who are a part of this vast industry, have been so concerned with our own problems, so fraught with consternation about materials, high cost of manufacture, high cost of operation, etc., that we have failed to completely see the vast magnitude and scope and potential of this tremendous industry.

The Coin Machine Industry, at this particular stage, is comparable to a slumbering giant who is barely awakening and whose tremendous strength, vast resources, and unlimited potentials have yet to be recognized.

VISION is not something that is the exclusive right or property of the manufacturer, or the distributor, or the operator, or the inventor. VISION is that indefinable, priceless ingredient that is necessary in all echelons and phases of the industry, in order to be of benefit to all and in order to make possible the progress and expansion necessary to all in this industry.

Many of us associated in this industry do not realize that daily we are, through our efforts jointly, serving millions of people with products, entertainment and amusement. This, in itself, is a tremendous accomplishment and, yet, it is guided by and operated with a comparatively small handful of people.

The operators, both new and old, must realize their responsibility to the public—must appreciate the fact that the preservation of their business is fundamental and that no operation can stand completely still but must expand or consolidate—must be aware of the new developments and be encouraged to take a part in these new developments. The distributor must foresee the new horizon—must anticipate the new demands from the public, from the location and from the operators—must be prepared, not only to sell the established operator, but be prepared to install new equipment—and the manufacturer, through his inventive genius and through his manufacturing facilities, must be prepared at all times to supply the different and ever increasing demands of all types of entertainment and merchandising equipment.

The responsibilities, the obligations, the effort, is all a part of all of our individual undertaking and it is the VISION of all of us combined, collectively and individually, that will make the progress and expansion and fulfillment of our fondest dreams come true.

We cannot stand still—we must not slide back—we must be prepared to make every situation, whether it is with regard to operation, the need for some particular type of equipment, a new method of distribution, or the installation of new types of operations, or whatever it may be, we must be prepared for the inevitable, so that the continual progress that is so much a part of the American way of life can be preserved.

To the operators and distributors, I have this to say: "Be brave, strong and courageous. Don't fear progress—don't fight progress, be a part of progress. Be progressive, expand, explore and develop new ideas, new methods and new principles and you will be successful."

To the manufacturers, I say: "Be progressive, be helpful, be ever ready to develop and explore a new idea submitted. Be prepared to analyze the potential and help in the development and expansion of this industry."

To the trade journals, that are so much a part of this vast industry, I say: "Have VISION, have faith and, above all, get the facts and present them clearly and you, too, will have made a definite contribution towards this progress that is so vital and necessary.

Let us all drink a toast to that ever necessary and most important, priceless ingredient—VISION.

R. R. GREENBAUM.
LENGTH 14 FEET
Game dismantles into three sections. Mechanism is mounted on three panels on live rubber. Each panel may be easily and quickly removed for servicing.

TESTED 12 MONTHS ON ACTUAL LOCATIONS BEFORE MASS PRODUCTION STARTED
The unequalled thrills of actual Bowling are all incorporated in STRIKES N' SPARES. Game is scaled down to an exact replica of a regulation Alley and still all the exciting features of bowling on a standard alley are retained.

MOST PROFITABLE AMUSEMENT GAME EVER INVENTED
Two dime chutes. One on the left side for the first five frames and one on the right side for the last five frames. This makes 20c a game and the players fight to play it. STRIKES N' SPARES was engineered and designed by Duane W. Price, leading engineer in the coin machine industry for many years. The greatest "come on" of any game ever manufactured.

FEATURES NO OTHER GAME CAN CLAIM
Sets and re-sets pins automatically. Shows the frame being played. Adds and shows score. Delivers two balls for strikes and one ball for spares. It's all automatic but the throwing of the ball which calls for equal skill as in regular bowling. Be the first in your territory to get this entirely new and outstanding game that is a proven winner by actual test on 32 various type locations for more than 12 months.

ORDER NOW FROM YOUR NEAREST DISTRIBUTOR

ALLITE MFG. COMPANY, INC.

FACTORY & MAIN OFFICE
WILLIAM SCHRAEDER, Pres.
5732 DUARTE STREET LOS ANGELES 11, CAL.

SALES DEPT. & CHICAGO OFFICE
JACK NELSON, Sales Director
2320 MILWAUKEE AVE. CHICAGO 47, ILLINOIS

www.americanradiohistory.com
CONFIDENCE

By WILLIAM H. KRIEG

President and General Counsel
Packard Manufacturing Corp., Indianapolis

Confidence is reliance in ourselves as individuals. Confidence is trust in our company ... our business. Confidence is faith in the future of our industry ... our nation.

Confidence is a sanguine point of view ... a healthy state of mind. Confidence is positive. Confidence is motivating. Confidence typifies the kind of thinking that leads to progress.

Confidence has an important bearing on business ... your business ... my business ... any business. Confidence is good for business. Lack of it is bad for business.

Every one of us in the music industry can look to the future with confidence. Why? Because our great music industry has a solid foundation.

Our business is music for the masses! And human appreciation of music is as old as history itself. In a deeper sense, music is closely allied with the spiritual and religious tenets of humanity. In lighter vein, music brings relaxation and gayery. Music knows no artificial barrier of race, color or creed. Music appeals to everyone ... young and old alike.

Because of this basic and continuous appeal of our business, I cannot view the future with other than full confidence. But lest some misinterpret "confidence" to mean "optimism tinged with folly" I wish to add a word of restraint that all of us must continue to observe basic business fundamentals that need apply to any sound business operation, if it is to enjoy long-term success.

For example, we manufacturers must improve our products ... in sales appeal ... in quality ... in performance ... and in profits for the operators.

Distributors must closely scrutinize all sales policies in the best interests of the industry as a whole.

Operators must "evaluate" all locations ... keep accurate cost records ... perfectly service and keep their equipment clean ... and thereby create goodwill and patronage.

If all of us will be guided by these simple dictates of good sound business judgment, we can all look to the future with assured anticipation.

And, in closing, I'd like to mention that the word "confidence" reminds me of the philosophy of my boss, Senator Homer E. Capehart.

As to the future, he laughs and says: "Life in the United States never has gone backward and it won't tomorrow. If we will all work and produce, we'll get plenty of fun out of it and ample financial return. Negative thinking never belonged to the spirit of American Democracy!"
Press Discusses Licensed Bells

NEW YORK — Reports from various sections of the country indicate that there is a growing consciousness toward considering bells as a legal source of revenue for local and state treasuries.

With the authorities in countless areas emphasizing to the people that government funds for countless desperately required projects are unavailable under current tax schedules, and the public, in turn, replying to the effect that their current tax burden has nearied the breaking point, public officials, private citizens, and, more recently, the press have been pointing fingers at the oft-maligned bell machine as a possible means toward gaining necessary public moneys with the slightest amount of financial pain.

Accordingly, in Cincinnati (O.), "The Enquirer," is powerful, leading newspaper of that area, recently commented on a proposal made by a state senator to the Ohio General Assembly that bells be taxed and legalized.

It declared, in part: "... there is much to be said for a tax that would recognize that the slot machine, like the airplane and the selling commercial, is here to stay, and would derive from it some revenue for education, veterans assistance and support of the aged."

The editorial then went on to point out that the public should recognize that bells have survived despite all opposition to them, and the state might just as well draw a revenue from them and, at the same time, maintain a better control over their operation.

Also featuring the bells issue in their editorial columns, "The Telegram," of Salt Lake City (Utah), expressed the opinion that state authorities must take a more realistic attitude about the machines.

Discussing the question on a basis of pro and con, the newspaper pointed out that the state was in a position to yield a very large revenue from licensing the equipment.

Also referred to was the factor that licensed bells could be more effect-
ively regulated.

FOR SALE
MILLS VEST POCKETS
CHROME
$49.50

McCALL NOVELTY CO.
3147 Locust St.
St. Louis 3, Mo.
(Tel: 1644 - 1645)

SPRING CLEARANCE SALE

NEW EVANS

EXCLUSIVE DISTRIBUTORS: SO. CALIF., ARIZONA — H. C. EVANS & CO.

DIRECT FASTORY DISTRIBUTOR IN CALIFORNIA FOR GENCO MFG. CO.

PACIFIC COAST DISTRIBUTORS

1347 W. WASHINGTON BLVD. (Phone: RI 5527) LOS ANGELES, CALIF.

DAVAL PRODUCTS CORP.
1512 N. Fremont Ave., Chicago 22, Ill.

JENNINGS
CHALLENGER

TWIN PLAY 5c-25c
WITH THE NEW FLASHY CHROME TOP
Smallest in Size
Biggest In Player Appeal
Every Operator... ... Every Location should have this latest Console. A magnetic attrac-
tion that is absolutely irresistible to players!

WRITE—WIRE—PHONE
CONSOLIDATED DISTRIBUTING CO.
1910 GRAND AVENUE, KANSAS CITY, MO.

ALL TYPES OF USED EQUIPMENT
MAKE AN OFFER!

BANG TAILS, COMB. F.P.P.O. Write for Prices
DOMINO, COMB. F.P.P.O. Write for Prices
WINTER BOOK, C.P. Write for Prices

www.americanradiohistory.com
The Cash Box  Page 55  Spring Special Issue  Week of March 31, 1947

1947—AN HISTORICAL TURNING POINT

By CHARLES W. SCHLICHT
Manager, Music Division, Mills Industries, Chicago

The remainder of 1947 will, in the writer's opinion, prove to be the most interesting period in the history of the coin machine industry; and will be a time that will bear the closest watching by everyone who has staked his future welfare on this industry.

Throughout the long war years, when production was necessarily non-existent, we all heard rumors about the work and planning which had been quietly proceeding within the confidential Experimental and Engineering Departments of the various manufacturers, as well as among their top executives.

The sudden collapse of the power of the Japanese empire in August of 1945 did not find this planning and preparatory work sufficiently far advanced to permit the majority of these manufacturers to start postwar production of the type of machines and new developments which they really wished to embody in their postwar products.

Still, most were confronted with the necessity of completing their conversion from wartime to peacetime plant layout and personnel re-arrangement as rapidly as possible, so as to have something to sell which would satisfy the immediate needs of their customers. Hence, most of the postwar machines produced in the interval between August of 1945 and February of 1947 were, in actuality, warmed over revamps of the machines which were taken out of production in 1941 and the early part of 1942.

The writer finds it hard to believe that any of the manufacturers in this industry with any vision and confidence in its future, ever seriously intended to go through the entire postwar era with such equipment to offer their customers.

The recent show disclosed many new machines about which we had heard, but which had hitherto not been exposed to view. Each week or month as we pick up the various trade publications we see the emergence of more postwar machines, unlike those to which we have heretofore been accustomed.

In the field of coin-operated phonographs we have seen emerge a new conception in design offered by several of the manufacturers, including ourselves, these designs being the creative work of the nation's leading stylists, who had never engaged in work pertaining to this industry heretofore. In the field of automatic vending machines we have seen some truly marvelous developments, but if rumor has any foundation of fact, these are merely the forerunner of a new trend in automatic merchandising, which could well raise it to a level where other branches of the coin-operated machine industry will rapidly shrink into obscurity by comparison.

Of recent months we have heard talk about so-called "buyer's strikes". There can be no doubt that the American public, as represented by the coin machine operator, has been reluctant to purchase new equipment at the prevailing prices, and still no thinking person can possibly believe that these prices are too far out of line considering the tremendous increase in manufacturing costs, as well as the costs of doing business under our present national economy and tax structure.

The writer does not believe that such a thing as a buyer's strike actually exists. It is my belief that the coin machine operator stands ready and willing to pay the price for new equipment, provided he is no longer asked to accept the warmed over, revamped, prewar models, which out of necessity during 1943 and 1946 he was willing to accept. He now wants and expects the manufacturer to come through with the postwar equipment which he was led to expect, and has a right to expect.

As we said at the beginning, the remainder of 1947 will be of tremendous interest to all of us and will represent an historical turning point in the history of the coin machine industry; by bringing forth new conceptions of machines in all the various classifications, new conceptions in design; and if large scale production can be achieved—a new conception of fair selling prices.

MILLS INDUSTRIES, INCORPORATED
Takes Active Part
In Musical Minutes

NEW YORK—Leo Knebel, vice president and associate of Jack Fitzgibbons of Musical Minutes, Inc., this city, became active in the firm's business this week. Up to this time Knebel had been busy with other matters and wasn't available for full time duty.

Knebel, who is the designer and creator of Musical Minutes, will add a phonograph department to the firm's activities, which will include selling and buying of used phonos. A complete repair and renovation shop has been installed to service music operators.

Report Big Demand
For Pins In England

NEW YORK—Cointrade members recently returned from the British Isles report that there is a mounting demand for pin game equipment in that country, and collections have reached new highs in recent months.

Observers credit amusement game activity there to the fact that wages are high, while the opportunity to buy is still limited due to the heavy export program being carried on with what goods are being produced.

U. S. Vending Corp.
Gets "Pic" Mag Plug

NEW YORK—"Pic," the national magazine devoted to the interests of young men, featured a report on the United States Vending Corporation's activities in its March issue.

Described was the "Pic-Ups" unit, said to be "probably the most selective automatic vendor yet devised."

The article could well be described as a "plug" for the firm and an aid to Henry T. Roberts, vice president and director of sales for the company.
"AMUSEMENT" ALWAYS

By C. B. (Billy) De Selm

Sales Manager, United Manufacturing Company, Chicago

In Peace or War, Boom Times or Depression, Inflation or Normal Times there is a constant demand for Amusement that often sky-rockets but never seems to drop below a certain high level.

The "Coin Operated Machine Business" is often called a depression business because at such times the nickel increases in value, the play is about the same and cost of equipment is low. However, it is unfair to label this Great Industry in such a manner as business is always good for the Operator, Jobber and Manufacturer that is willing to put forth honest effort and do plenty of hard work.

Good times are ahead but many of the problems that confront us today will not be alleviated this year. Material will be scarce for the Manufacturer for many months to come. Transportation difficulties will increase before they diminish as Freight Cars and Trucks are wearing out much faster than replacements can be produced. We will still be paying for the War for many months in many different ways.

On the other hand Operators are definitely on the alert for equipment with "earning power" which means better Games of all types or - - - no Sale.

The Coin Machine Industry has the courage, ability, know-how and drive to overcome any and all difficulties that confront it. Good times are ahead because we are going to make them good regardless of any and all obstacles.

www.americanradiohistory.com
 Slug Rejector Execs Subject Of Article

ST. LOUIS, MO. — John Gottfried, president of National Rejectors, Inc., was the subject of a lengthy feature article in this city's "Post-Dispatch," in which the noted slug rejector inventor and the future plans of the firm were profiled.

Reciting a brief history of the product from the time Gottfried invented the mechanism in his Brooklyn (N.Y.) home in 1928 until the present time, he is now said to have cornered 96 per cent of all the slug rejector business in the United States.

Described, too, was the part played by F. C. Steffens, the firm's general manager, in the development of a war-time nickel that would work in the nation's coin machines. In 1942 the government announced the debut of a new "war nickel" that was supposed to be a nickless nickel. The news was alarming to the trade in that it was well known that the slug rejector mechanisms, geared to pass the pre-war coin, would not pass the new product.

Steffens was credited as being the man "who took the bull by the horns" by rushing off to Washington to perform the needed "something" that would keep the coin machines operating, war-time nickel or no.

Steffens won. But on the provision that he develop a nickel that would save nickel and still be acceptable by the slug rejectors. That the firm did do, the substitute five-cent piece destined to become the war-time nickel being "invented" in National's plant in this city.

The More Fun—The More Profits
SPORTSMAN ROLL GIVES BOTH

A 7" x 6" x 6" ball roll-down game—but from here on everything else is different and original. There's terrifically fast action every second a ball is on the playing field.

The highest scoring game ever released—wagers up to 790,000!!

The pockets give ten to forty thousand points on each roll.

Mystery buttons scattered around the board make 10,000 to 50,000 points each contact. A ball can hit them 3, 5, 10 times before settling in a pocket. Then there's a skill hole worth 40,000!! If you have enough skill to get in that, an alligator in front of the hole opens its jaws—400. A ball in the alligator means 100,000 more in the scoring.

Fun? They'll yell their heads off in excitement when they play, SPORTSMAN ROLL

— And

YOU'VE NEVER SEEN A CABINET LIKE THIS!
The Most Daring Departure In Cabinet Construction Ever! Modell! A new and unusual material that looks and feels like leatherette finish, but it's different—much better, much stronger. Aside from greater eye appeal, this new cabinet as:

For Lighter In Weight Than Wood
Easier To Handle
Easier And Less Costly To Ship

ORDER TODAY! INSTALL IN YOUR LOCATION THIS HIGHEST SCORING, MOST ORIGINAL GAME EVER RELEASED.

SQUARE AMUSEMENT COMPANY

John A. Fitzgibbons
453 W. 47th St.
New York 19, N.Y.
Phone: Circle 5-9240

Al Schlesinger
88-90 Main St.
Poughkeepsie, N.Y.
Phone: Poughkeepsie 5710

STEPSWAY PRODUCTS, INC.
502 W. 45th St.
N.Y. 19, N.Y.
Tel. Longfellow 5-3711

The quickest, most inexpensive way of transforming shabby junk boxes into attractive machines with appeal and new life!
EVERY PHONOGRAPH MUST PROVE ITS MISSION

By L. C. FORCE
A M I, Inc., Chicago

There was a time when the coin operated phonograph needed no explanation, no push, no assistance in doing its job. Just by being a phonograph it occupied one of the most important roles in the location. It had become the main source of a whole evening's entertainment, every evening of the year. It was almost as important as the merchandise sold in the location.

In the past year, however, a subtle change has taken place. In many a spot the phonograph stands neglected and forgotten; it just hasn't the jump, the appeal, the bounce it once had. Customers no longer need its comforting strains, and the alarming condition the whole trade faces is this: is that very phonograph any longer necessary to the life and welfare of the location?

To be sure that we can honestly answer in the affirmative, we have to do certain things: first the manufacturer has to continue to design instruments for the patron, putting features on these instruments which hope to excite, thrill, and re-convince the player that the coin operated phonograph is a necessary part of his existence. As an example, take the phonograph that plays both sides of every record. This is definitely a feature for the public and the public has proven its need for features of this kind by greatly increasing the patronage it gives this type of instrument over other types. The playing of both sides, and its universal popularity has also made another point: the purpose of a phonograph is to play music.

Concentrating on music, we come to the greatest need of the phonograph operating business today: A flaming, runaway hit record which would burn up the country for a couple of months. We haven't had such a record in a long, long time. I know that this type of record cannot be produced on prescription, but the record people owe a lot to phonograph operators and if there is any way in which they can precipitate a hit of this kind, they ought to bear down with all possible pressure in trying for it.

Operators can always make extra money by concentrating on the thought of music. They can talk music personally to the location owner and employees, in many cases putting special records on the instruments which are the favorites of the location people. Operators cannot be too enthusiastic or active in keeping their music up-to-date and in surveying and catering to the special wants of the public. And no operator who wants to claim he is up-to-date can afford to be without the instrument which plays both sides of every record.

Let's get this idea through our minds. We can't take the phonograph or automatic music for granted any more. It must be publicized, it must be merchandised, it must be sold and sold hard.
Vince Murphy Named
Globe's General Mgr.

VINCE MURPHY
CHICAGO—Charles (Jimmy) Johnson of Globe Distributing Co., this city, distributors of the Downey-Johnson Coin Counter and the Globe Coin Sorter, this past week announced the appointment of Vince Murphy (formerly of Monarch Coin Machine Co., this city) as General Manager of his firm.

Johnson stated, “Vince Murphy has proved himself one of the most outstanding salesmen as well as one of the most liked executives in the trade. We feel that as General Manager of Globe Distributing Company he will bring operators and jobbers through our territory the finest of service.”

Johnson also said, “Vince Murphy comes to Globe with a world of good experience in the coin machine industry. He has learned here that our watchword is ‘service’ and that we at all times make it our business to see to it that operators are completely satisfied with whatever they purchase from us.”

Vince Murphy had the following to say regarding his new position as General Manager of Globe Distributing Co.: “For a long time now I have been interested in taking over the managerial affairs of Jimmy Johnson's firm and, after the deal was closed, I have never been happier in any position I have ever held. There is no doubt in my mind that everyone of my operator friends in the industry will now find us in a position to give them equipment and service the like of which they have never before enjoyed.
On Sues To Recover Confiscated Pingames

WARSAW, IND.—A replevin suit has been filed here by John Baughn, an operator, after four pingames owned by him had been confiscated by local authorities.

Named as defendants in the coinman’s action, which seeks to recover both the machines and $1,000 in damages, were the mayor, police chief, street commissioner, deputy sheriff and three city policemen.

Baughn’s claim is to the effect that the defendants’ seizure of his equipment was an unlawful act.

Supporting the coinman’s claim is a statement issued by Prosecutor Porter B. Williamson, who has denounced the law enforcement officers for seizure of the machines. He said he has obtained an interpretation of the law from the Attorney General of Indiana to the effect that the games are not gambling devices.

In addition, Williamson directed the law enforcement officials to report to his office weekly for instructions before any more games are confiscated from business firms.

Prior to issuance of that edict, however, the prosecutor refused to issue affidavits against persons operating and owning pingames recently confiscated by the sheriff and city police chief on grounds that there was no evidence that the games were being used for gambling purposes.

You Can Count on US... For FRANKEL “Friendly Service”

BARNEY LUCKMAN  KEN WILLIS

OMAHA’S "THREE MUSKETEERS"

We’re proud of the fine record this trio has made in their territory. "SERVICE" is their keynote, and it is dished out with that friendly FRANKEL touch that builds for absolute confidence in business dealings. No matter what your needs... guaranteed used equipment or new machines from our "name" top lines, call on the Three Musketeers. You’ll get results!

FRANKEL DISTRIBUTING COMPANY

Serving the “Heart of America”

ROCK ISLAND, ILL. • 2532 FIFTH AVE. • PHONE 153
DES MOINES, I.A. • 1220 GRAND AVE. • PHONE 3-0184
OMAHA, NEB. • 1309 DOUGLAS ST. • PHONE ATLANTIC 3407

Paul A. Laymon, Inc.
Distributors for Bally Mfg. Co., In So. California, So. Nevada, Arizona, and The Hawaiian Islands
1503 W. Pico Street
Phone: DR. 3209
Los Angeles 15, Cal.
THE TRADE-IN IS THE IMPORTANT FACTOR

By TONY GASPARRO
Vice President and General Sales Manager
Williams Mfg. Co., Chicago

The trade-in is the most important factor as far as the operator is concerned. It is the trade-in which decides the amount of profit the operator has earned from his equipment.

To help assure the operator the highest possible trade-in valuation for his equipment we, at Williams Manufacturing Company were the first firm, over twelve months ago to decide upon a system of controlled production.

It was controlled production which made it possible for the operator to keep his game a sufficient while longer on location to assure him the greatest possible profits from his collections. And, further, it was controlled production, aided by this longer run period which, after the run, assured him the highest possible trade-in price for his machine.

Therefore, by combining both of these, we realized that the operator would more greatly profit from the equipment we built for him.

This has proved itself over the past twelve months in which we have manufactured new machines. Trade-in values of our used games today are almost as high, in the great majority of cases, as were the machines when they were new. This means that the operator not only profited from the location running time of the machine but also profited when he made his trade-in.

Like all manufacturers we continue to try to build only the best games. But, like in all business, this is as hazardous as the construction of any profit producing product. No one is sure, until the first reports arrive, regarding the ability of a machine to earn profit. It is only after very definite location tests that games are produced and, even then, produced on the theory that they will earn good profits for the operators who invest in them.

Once assured that the game can earn profits, it is sold to the operator on the basis that he will give it the proper location and the sort of service and play stimulation as well as promotion which will assure him the greatest possible collections as well as the longest possible running time for the machine. But, even after he has earned profits equal to, or better than, what he formerly earned on the same location, we still believe that the acid test of his true profit factor is when he is ready to trade-in the game against a new machine.

That was the reason why we were the first firm to institute controlled production. We realized that by maintaining a very definite production run and by holding this run to a specified figure, that the trade-in value of the game would remain high for a long period of time. Therefore, when the operator, even after a very profitable run brought his game in for trade, he was pleasantly surprised at the trade-in valuation placed on it by the jobber and distributor and the further fact that the value held for sometime to come.

This was his real profit factor. It brought him his next new machine at a much more reasonable price. It gave him a continuous cycle of better profits and has helped him to enjoy the fruits of his labors.

As far as we are concerned—the trade-in is the most important factor—in all equipment operation.
N. Y. Music Ops Vote To Replace Old Equip't

NEW YORK—At what veteran musicmen described as one of the most "momentous" meetings ever called by the group, the members of the Automatic Music Operators’ Association, this city, this past week voted unanimously to a resolution calling for an end to the use of all old 10, 12 and 16-record phonographs currently being operated in this territory.

Also meeting the favor of the conclave was a resolution thru which the membership of the powerful New York association went on record as favoring the replacement of current equipment with new machines in greatly increased numbers.

The adoption of the two unique measures took place on March 26th at a General Meeting called especially for the membership’s consideration of those proposals.

The fact that attendance at the conclave was almost 100% of the association membership gives added importance to the resolutions adopted.

Prior to asking the assembled operators to go on record concerning the equipment question, Al Denver, president of the organization, took the rostrum in support of their adoption. Sidney Levine, attorney for the group, followed, adding his arguments in favor of the plan.

Both Denver and Levine pointed out to the members that the proposals were to the benefit of the entire industry and the dignity of the operators themselves.

"As an association we want to uphold the business standards of our membership," Denver pointed out, "and that includes providing worthy equipment to our customers."

That their support of the measures was favorably received by the members was amply attested to by the fact that in the open discussion of the proposals that followed, a feeling that the musicmen were in unanimous accord with the speakers was apparent; and the vote that was taken shortly thereafter confirmed as much.

Opinions as to what was to be done with the antiquated equipment indicated that the majority were in favor of turning them in to respective distributors for "liquidation."

NYC

NOW DELIVERING

Williams "TORNADO"
Bally "DOUBLE BARREL"
Also "SPORTSMAN ROLL"
(ROLL DOWN GAME)
Distributors for Michigan

Keplin

EQUIPMENT COMPANY
SALAMANDER 21, MICH
Phone 2-0021
DISTRIBUTING COMPANY
DETROIT 1, MICH
3004 Grand River 9h. ‘Temple 2-5798

Best Counter Skill Game Ever Built!
MARVEL’S
POP-UP
$49.50

SPECIAL!
New A.B.T.
CHALLENGER
$55.00
In Lots of 5
$52.50 Each

ULTRAVOX WIRED PROGRAM REPRODUCER

Complete wired music location equipment for doctor's and dentist's offices, reception rooms, etc.

$49.50

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

ALLIED ELECTRONICS COMPANY, Inc.
50 DEAN ST. (Phone: Main 5-1947) BROOKLYN 2, N. Y.
THE FUTURE DEPENDS ON THE OPERATOR

By BILL RYAN
Vice President and General Manager
J. H. Keeney & Co., Chicago

The future of the coin machine industry depends on the operator. 'It is he who will make this a better business, a more respected industry and who will also bring to it the recognition and prestige it deserves.

The operator today is faced with a great opportunity. He can further his own interests and the interests of all concerned with this field if he will continue to progressively concern himself with his business. There are today many operators who, during the war years, were possibly too busy to give the sort of service and co-operation to their locations which they should have offered. But, it is generally noticeable, these men are today turning to a new type of operating and thereby helping to create a better business for themselves as well as for everyone in the industry.

Some operators seem to have forgotten that new equipment is the basis of all good operating. The manufacturer realizes that only by bringing the operator good equipment can he hope to continue to prosper and every manufacturer is working hard to do this very thing.

Every machine being manufactured is considered from the standpoint of long-life run. This is important to the operator as well as to the manufacturer. At the same time with the machine of good construction and of long-life run, there is no doubt that this means better trade-in valuation for the operator.

There is a definite profit factor in all good equipment now being produced which very old games will never be able to match. Operators have reported that their collections zoom upward the moment they bring new machines to their locations. They create greater interest among the players. They win over the location owner to their side and, at the same time, they are profiting from the machine directly as well as indirectly from its trade-in future value, its long-life run and, most important, because they have once again created satisfied customers for their machines.

These are the elementary facts on which the future success of the industry is based. The operator holds the future of this business in his hands because he is the direct contact point with the retail merchants who are the locations for the equipment of this business.

The manufacturer is doing everything possible to make it easier for the operator to profit from the equipment now being built. With the operator's co-operation, removing old machines and replacing them with new equipment which will reawaken interest in play, the future of this business is assured.

Every operator must realize that without him as a financially sound and capable business man this industry cannot forge ahead. The manufacturer realizes this. He works hard to make sure that every new machine he produces will help the operator to progress and to earn the profits necessary to strengthen his future financial ability to continue on as a respected and outstanding business man in his community.

Once again we state—the future of the coin machine industry depends on the operator. It is up to him to make certain that the public will, continue to be interested in his equipment by bringing them the new machines and by giving the locations the service necessary to help earn extremely attractive profits.

The operator is facing a new business era. A better business future and a finer financial future, too. As he enters into this new business era he must do so with the type of equipment which will help him to progress and to win more friends.

If the operator fails in this venture, everyone down the line is hurt. It is therefore to the interest of everyone connected with this industry to help make the operator successful. And, it is up to the operator himself—to help assure a greater and grander future for this business. The future depends on the operator.
FIGURE IT ANY WAY YOU LIKE...  
YOU'LL BE WAY AHEAD with  
GOTTLIEB GAMES  

Way Ahead in Earnings!  
DAILY RACES  
One-Ball, convertible to fast  
5-Ball play. Available in Pay- 
out or Replay models. Chang- 
ing Multiple Odds. Number  
One in One-Balls . . . Number  
One in Play!  

Way Ahead in Dependability!  
DeLuxe GRIP SCALE  
Consistently Best Since 1927!  

ORDER FROM YOUR  
DISTRIBUTOR  

D. Gottlieb & Co.  

Philly Ops Tender  
1st Post-War Banquet  

PHILADELPHIA, PA—The Amuse- 
ment Machines Association of Phila- 
delphia, local cointrade group, ten- 
dered their first post-war banquet at 
the Latin Casino on Sunday evening, 
March 23rd.  

Attended by more than 350 op- 
erators, service personnel and mem- 
bers of their families, the festivities 
began at 6:30 p.m. and lasted until 
after midnight. Entertainment was 
provided by a number of night club 
performers who were especially 
booked for the occasion, and dancing 
was to the Harry Dobbs Orchestra.  

Sam Stern, president of A.M.A.O.P., 
greeted the members and saw to it 
that the evening was devoted to 
making the affair the social success it 
developed to be.  

In his written message to the or- 
ganization, which appeared in the 
group's souvenir program, Sam paid 
tribute to the four men who pioneered 
the development of the association 
 thru its 18 years of its existence.  

They were: Jack Brandt, Samuel 
Klein, Samuel Pinkowitz and Irwin 
Newman. All details for the entire 
affair were in the capable hands of 
a banquet committee composed of 
Mike Glickman (chairman), Eddie 
Richter and Joseph Silverman.
Mass Production Soon On "Strikes 'N' Spares"

CHICAGO—"Strikes 'N' Spares," the new automatic bowling alley displayed for the first time to the trade at the recent coin show at the Sherman Hotel, will soon be in the hands of distributors according to Bill Schrader, president of the Allite Manufacturing Company of Los Angeles.

"Production facilities have been increased to take care of the unprecedented demand which started on the first day of the show and has never let up," he declared. "The new addition to the Allite factory is already a beehive of activity and under the personal supervision of Duane W. Price mass production is rolling. Mr. Price, who engineered and designed 'Strikes 'N' Spares,' is a real veteran in the industry, having produced many outstanding winners during the past fifteen years. Price claims that 'Strikes 'N' Spares' is the best he has ever done, and we have good reason to believe this from the popularity of the game on the West Coast where it has been in operation for over a year."

The game is not new but new people, the Allite Manufacturing Company, are putting it into mass production. Thirty games have been in operation in the Los Angeles area and nearly all of them are still on the same locations, when speaks well for the quality and play appeal, it was said.

The thrills of actual bowling are incorporated in this new coin operated automatic bowling alley, as it is scaled down to an exact replica of a regulation bowling alley but all of the exciting features of bowling on a standard alley are retained. There are two A.B.T. chutes, one on the left side for the first five frames and one on the right side for the last five frames. This makes it possible to get 20e a game, which is almost as much money as the established bowling alleys get for regulation bowling that requires manual pin-setting.

Jack Nelson is the director of sales and will handle the national distribution through his firm, Jack Nelson and Company, located at 2330 Milwaukee Avenue, Chicago, Illinois. The Chicago office of Allite Mfg. Co. will also be located here.

"It's a great game", said Jack, "I have been watching it for the past fifteen months and believe me, it feels good to be on a real winner."

"There are 5,395 certified bowling establishments in the United States and there are over 16,000,000 bowlers. All of this trade which is already established will be eager to play 'Strikes 'N' Spares' because it is so close in its operation to bowling on a regulation alley that a bowler who ordinarily has an average of 160 will find that his average on Strikes 'N' Spares will be approximately the same," Nelson went on to say.

"The game appeals to young and old alike, ladies, men and children. It is a game that can be operated anywhere."

A brand new merchandising plan for operators will be furnished to all distributors to pass on to their customers, said Nelson, and this new plan is bound to establish and promote new business in new locations.
United's "Rio" Coming Off The Line

CHICAGO — Rolling off the assembly lines at United Manufacturing Company's spacious plant in this city is the firm's latest 5-ball pingame "Rio."

C. B. (Buddy) De Selm, national sales manager, declares: "We're in all-out production trying to get "Rio" out fast enough to supply the big demand the game has been developing throughout the country."
Coin Tax Law Upheld By Mississippi High Court

JACKSON, MISS. — The constitutionality of a 1946 law permitting counties and municipalities to levy a privilege tax on coin machines was upheld here recently by the Mississippi Supreme Court.

The high court had ruled on the law in deciding that a lower County Circuit Court had been correct in dismissing an appeal filed by Frank P. Corso, a coinman, against a decision rendered by the mayor and aldermen of Biloxi, when they had assessed his equipment with privilege taxes totaling $57.50.

N.Y. Firm To New Quarters

NEW YORK—Harry Berger's West Side Distributing Company moved this week to their new quarters at 698 Tenth Avenue, corner of 49th Street.

The new offices and showrooms have been in the process of being renovated for the past month, and all the entire organization has been moved, additional work is continuing. Berger claims the set up, which occupies 5,000 square feet of space will be one of the outstanding offices in the city.

Moe Bitter, manager, is extremely enthusiastic over the new shop and parts department, which he claims is the last word in modern machinery, to completely repair and renovate all kinds of equipment.

Berger intends to run an opening party in about three or four weeks when every last detail is completed.
Production Boosted For “Skill Thrill”

CHICAGO — Ben Lutske, general salesman of Daval Products Corporation, reports increased production of “Skill Thrill” to meet the enormous amount of orders on hand. “Skill Thrill has proved itself a real money-maker,” he stated. “Many of our distributors who originally placed orders have re-ordered quantities shipped each week.

“They all agree that Skill Thrill is the fastest-action action target game on the market today. Its terrific player appeal makes it a certain winner on location, and assures continuous, profitable operation over a long period of time.”

CMI Adds New Writer

CHICAGO—James T. Mangan, director of CMI Public Relations Bureau, announced this past week that a new writer, Margaret Ruvolo, has been added to the Public Relations staff. For the past two years she has been a partner in the firm of Woelz-Robinson Associates, Chicago, and engaged in publicity and promotion activities.

 Slug Dep’t . . .

GLOVERSVILLE, N.Y.—Police here are searching for the “mint” that’s turning out linoleum slugs for use in local parking meters.

EXHIBETACTY, N.Y.—The operator of the coin operated washing machines at a local housing project recently found no money in their cash boxes. Somebody had crossed some wires so the units could be operated without insertion of a coin. Police are investigating.

N. Y. Allows Tax On Vendors

NEW YORK—Vending machine operators in many parts of this state have a new headache with which to contend.

Governor Thomas E. Dewey this past week signed a bill permitting the counties and larger cities of the state to levy a $10 tax on cigarette and other vending machines.

The bill does not take effect until July 1, however, at which time it is expected many areas will endeavor to take advantage of the tax legislation.

What the bill does is to permit the various local government bodies to impose these taxes if they so choose to do.

Lorden Returns To Bell-O-Matic

CHICAGO—Frank Lorden, who was with the Mills Noveltty Company for fifteen years prior to the war as a traveling representative, has returned to the Bell-O-Matic Corporation as a special sales representative, it was announced this past week by Vince Shay.

During the war years, Lorden managed the Chicago branch of the Mills Automatic Merchandising Corporation, and is credited with having performed an outstanding job.

Known to hosts of diners throughout the country, Norden disclosed plans to spend the next few months calling on old friends in the trade and renewing acquaintanceships.

In addition, Lorden is well remembered for the days when he played as left end on the Mohawks, erstwhile football aggregation.

Commenting on his appointment, Lorden declared: “It’s a great kick to be back with the Bell-O-Matic organization. We’ve a great team here and with the equipment we’ve got, it’s bound to be touchdowns for us all the way.”

FOR SALE

4 1946 BANG TAILS LIKE NEW Check Sep. En. $465.00
2 1946 DOMINONES LIKE NEW Check Sep. En. $465.00
1 1942 TAIL, delivered new Jan. 1942 DOMINONES, delivered Jan. 1946, Serial No. 6000 Excl. 196.00
2 1940 DOMINONES, Serial over 3200, En. 60.00
2 TRIPLE ENTERS, en. 60.00
1 19 TRACK TIME ENTRYS
1 BAKERS, Serial No. 6600
1 All Machines Have Check Sep.

BILL WOLF
ANNAPOLIS RD. at 5th Street ODENTON, MARYLAND
(Phone: Crain 6734)

ECONOMY SUPPLY OFFERS Super VALUES

Wurltixer 500’s $249.50
Wurltixer 750 $249.50
Wurltixer 750M
Wurltixer 700 & 800 $375.00
Wurltixer 600 B $165.00
Wurltixer 600X
Ruska Command’s $175.00
Standard’s $175.00
Sensational $200 R. C.
All Machines in Good Condition

WORLD DISTRIBUTORS

JOHN A. FITHERSON
453 W. 47th STREET
NEW YORK 19, N. Y.
Phone: Circle 5-5240

START THE SEASON RIGHT

WITH THESE OUTSTANDING ARCADE MACHINES

NEW EQUIPMENT—EXHIBIT & OTHERS

Three Ring Circus, Yee Chun, Aladdin’s Lamp, Television Message, Romance, Perimeter Wheel—$325.00
Wishing Well, Air Mail Letter, Pepsi-Meter, Magnetic Thermometer, Blue Bird, Love Tester, Merry Moments, Sound of Love, Kiss-o-Meter—$295.00
Medic Heart—$35.00
Flip Stiker, Vitriller Fool Ease—$25.00
Grill, Griller—$25.00
Ideal Card Vendor—$10.00
Street Vendor, Card Vendor, with Base and 1000 Cards—$72.50
Kenny Vending Machines and Others, 2 on Stand—$195.00

EXHIBIT BRAND NEW LIGHT-UP MODELS—3 TO A SET
Exhibit Three Wise Otis, Exhibit Three Blind Mice, Exhibit Three Wheels of Love, Exhibit Three Love Meters.
For Each Set $198.00

CARDS Complete line of EXHIBIT POST CARDS. Also any cards for any penny machine that cards includes, including Grandmother, Durdulada, Genie, No. 1, Post Office Lover Love Letters Palm Reader, Mystic Pen, Woman, Astrology, Phrenetiffus, Crystal Gazer, Egyptian Success, Scale Cards, etc. Always on hand.

FREE ILLUSTRATED PRICE LIST OF MACHINES, PARTS AND SUPPLIES
New or Rebuilt Used Machinery—Any Make or Model—Have Them All.

MIKE MUNVES
610 W. 34th St., New York, N. Y.
Phone: Bryan 9-6677

STORY’S TOY MACHINES

The action crammed high score game that’s sweeping the country. Sensational player appeal! Scores up to $25,000! Shoot— the— chute features!

IMMEDIATE DELIVERY
Exclusive Distributors New York and Connecticut

ECOONOMY SUPPLY COMPANY
2015 MARYLAND AVE., BALTIMORE 13, Md.
Phone: Chesapeake 6412

SCIENTIFIC’S NEW FIELD GOAL

$249.50

HIT OF THE CONVENTION

MUTOSCOPES VOICE-O-GRAPH
Distributing in Northern New Jersey, Connecticut and Most of New York State.

ATOMIC BOMBER—SPECIAL OFFER
Chicago Coin Basketball

MIDGET MOVIES

$16.00

Free illustrations price list of machines, parts and supplies. New or Rebuilt Used machinery—Any make or model—Have them all.

MIKE MUNVES
610 W. 34th St., New York, N. Y.
Phone: Bryan 9-6677
A Great New Bell Is Born

MILLS

DOLLAR BELL

with the Exclusive Giant Size, Hand Load Jackpot

AVAILABLE IN BLACK CHERRY and GOLDEN FALLS MODELS
2/5 or 3/5 Pay Schedules
Immediate Delivery

Don't be misled! This is not a rebuilt used Bell but a completely new factory-built machine. Only changes are new parts for conversion to dollar play.

Manufactured and Distributed by
MILLS SALES CO., LTD.
Main Office: 1640 18th STREET, OAKLAND, CALIF.
Branches: 600 S.E. Stark, Portland, Oreg.
2627 W. Pico Blvd., Los Angeles, Calif.

20 Years A Coinman:

CHARLEY ROBINSON
LOS ANGELES, CALIF. — Charley Robinson, of C. A. Robinson Co., headquarted here, is this month celebrating his twentieth year in the coin machine business.

Looking back over the years, Robinson reported that it has been a great thrill for him to note the tremendous progress made by the industry thru that time.

Offer Television To Coin Washing Machine Users

HIGHLAND PARK, N. J.—Local housewives who utilize local coin operated washing machines are entertained by television shows while they wait for their laundry to be done. Sponsored by the local Launderette chain, the use of television was begun to stimulate business.

Launderette, affiliated with the Telecoin Corp., manufacturers of coin-controlled timers, is said to be considering the installation of television equipment in its other outlets.

A FIRESTONE WINNER!

DON'T OVERLOOK THIS SENSATIONAL MONEY MAKER

SANTA ANITA HANDICAP

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 peps up the play to a terrific fever pitch! A natural fast play in any location!

$249.50

FOR INFORMATION ON THE COMPLETE LINE OF FIRESTONE WINNERS WRITE TODAY!

STILL DELIVERING ROLLOBALL.$469.50

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
Viking Tool Co. Gets Big N. Y. Press Plug

Firm To Show New Vendor At Atlantic Corp. of N. Y. Party

BELLEVILLE, N. J. — The Viking Tool & Machine Co., well known vending machine manufacturers, was visited this past week by Charles M. Sievert, a business editor for the New York World Telegram, who was seeking material for an article on vendors as part of the "shape of things to come" in the nation's sales and distribution picture.

In the story that appeared shortly thereafter, the firm's new "Minit-Pop" popcorn vendor came in for extensive mention.

In addition, the comments of Larry Lommerin, who, with general sales manager Edward C. Leeson, escorted Sievert thru the extensive Viking plant, were offered to illustrate to the businessmen readers the feeling now current among coin machine leaders as to the part soon to be played by vendors in the nation's industrial set-up.

"His convictions are staked that the vending machine will become an essential part of our future food distribution and a new twist to our mode of living," Sievert wrote of Lommerin.

Meanwhile, it was also announced this past week by Edward C. Leeson, Viking's general sales manager, that the "Minit-Pop" would be on display at the open house to be tendered in April by the Atlantic Corporation of New York, distributors of the vendor in that territory. Occasion for the affair is the firm's removal to new and larger quarters.

Happy Birthday!

Ben D. Palastrant

BOSTON, MASS. — Ben D. Palastrant, Aireon regional sales manager headquartered here, celebrated a birthday anniversary on March 27.

WATCH FOR OUR SPECIAL ANNOUNCEMENT

American Amusement Company
164 E. Grand Ave., Chicago 11, Ill.
Tel. WHitehall 4370

REACH FOR THE SKY!

IF WE ALL GET TOGETHER WE CAN DO IT.

Leading members of the trade have long known the need for a nation-wide organization to protect and further their interests — your interests. The National Association of Amusement Machine Owners have a positive program aside from legislative action. As only one example — we are sponsoring schools for amusement machine mechanics throughout the country for veterans, with the approval of state educational officials and sanctioned by the Veterans Administration.

It's your organization. Get in it! Fill in and mail this coupon — now

National Assn. of Amusement Machine Owners
Dept. CB
176 BROADWAY, NEW YORK 19, N. Y.
APPLICATION FOR MEMBERSHIP

Trade Name
Address

City State

□ Arcade □ Operator of Amusement Machines □ Distributor □ Manufacturer.
1947 dues ($25.00) must accompany this application. Distributors and manufacturers of amusement machines and allied interests are eligible as Associate Members.

STANDY CONTRACT ADVERTISERS

EARN CASH REBATES

WRITE FOR COMPLETE INFORMATION

THE CASH BOX

381 FOURTH AVENUE
NEW YORK 16, N. Y.
Bill Introduced To License Bells In Md.

FREDERICK, MD. — A bill which would license bells and pin games in private fraternal or social clubs of this county was introduced here this past week.

The measure proposes a license fee of $250 per year for each coin chute in each machine up to a maximum of $1,000 per year. Fifty per cent of the proceeds would go to the county general fund, $25 per cent to the county hospital and 25 per cent to the county board of education.

Juke Box Wins Out After Crank's Beef

ROCKFORD, ILL. — At a hearing held here recently before a justice of the peace and a six-man jury, a juke box won out in an action filed by a tenant who claimed the phone in a location below his apartment caused his bed as well as the walls and floor of his apartment to vibrate.

The defendant location owner was acquitted of the charge after a police detective sent to investigate the complaint testified in the photo's behalf.

Send Greetings To —

HARRY ROSENTHAL
PITTSBURGH, PA. — April 1st is "happy birthday" time for Harry Rosenthal, of Banner Specialty Company, headquartered in this city.

Claim Law Prohibits Vendors in Public Projects

NEW YORK — Several operators in this city report having difficulty in placing vendors and other coin operated equipment in local city and federal housing projects.

 Authorities claim the locations are not permitted to house "concessions" of private individuals on public property.

FOR SALE

2 Automatic Hostess Units
10 Ea. Telephone Music COMPLETE IN PERFECT CONDITION (1 Remote)
Also 10 Hostess Wallboxes Priced Right
Write or Phone After 6 P.M.

S. MAURER
107 W. 86th St., N. Y. C. (561-2001)

LOWEST PRICES IN THE COUNTRY!

ARCADE EQUIPMENT

1 Dollar Undercoat Rider, like new...$145.00
32 Sat. Batting Practice, ea. .60.00
Joba Roll Barrel Skeer Ball. .115.00
3 Rock-Ola World Series, baseball. 49.50
1 Chicago Hockey .44.50
1 Parker roll down poker game... 44.50

CONSOLES — SLOTS

2 Mills Late Three Belts $274.50
1-11925c Kent. 1-A shape... 49.50
1 1938 Kenney Track $65.00

PHONOGRAPHS

4 Wurlitzer 615's, eq. .99.50
2 Wurlitzer 900's EQC New cloth, eq. .299.50
1 Seeburg Star .149.00
1 Seeburg Colonel, E. S. .249.50
1 Rock-Ola Master .195.00
1 Rock-Ola Monarch .135.00
1 Wurlitzer 500M, eq. .175.00
1 Wurlitzer 600K', eq. .175.00

PIN GAMES

Any offer within reason takes the following: Seven Up; Knockout; Double Play; De Be Mi; Star Attraction; Uni, Majors; '41; See Hocks; Victory; Capt, kidd.

OLSHEIN DISTRIBUTING COMPANY
1100-02 BROADWAY, ALBANY 4, N. Y. (Phone: 5-0228)

400 SOLOTONE BOXES

WILLING TO TRADE ON LATE MODEL PHONOGRAPHS OR SELL AT EXCEPTIONALLY LOW PRICE

WRITE — WIRE OR PHONE

VEMCO MUSIC COMPANY
213 Franklin St., Fayetteville, N. C. (Phone: 2123)

We Are Happy To Invite You to WEST SIDE DISTRIBUTING CORP.

** NEW HOME **

IN OUR OWN BUILDING AT 698 10th AVENUE, N. Y. C.

Corner 49th Street

Under new roof we now have the most complete facilities to serve you, including outstanding showroom, offices, service and parts departments. When in New York drop in to see us ... you are always welcome.

Harry Berger

THOUGHTS for this WEEK

• The word "to-morrow" to most men means the remote future. It is not a measure of time to them; it is an expression that frames an excuse. 

• There is no autumn fruit without spring blossoms.

• Three of the most profitable operators' machines ever built: PHOTOMATIC, VOICE-O-GRAPH, ATOMIC BOMBER.

INTERNATIONAL MUTOSCOPE CORPORATION

64-68 ELEVENTH STREET NEW YORK, N. Y.

It's What's In The Cash Box That Counts

www.americanradiohistory.com
COVEN'S COIN CORNER

Operators now doing business with Covens Distributing Company don't need a reminder of its fine service. They already know about the thorough job we do on our reconditioned equipment. They know our prices are right. At COVEN'S COIN CORNER you'll find equipment to fit any location.

CONSOLES

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deluxe</td>
<td>Standard Console, 35&quot;</td>
<td>$199.50</td>
</tr>
</tbody>
</table>

ARCADE

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deluxe</td>
<td>Jumbo, 35&quot;</td>
<td>$250.00</td>
</tr>
</tbody>
</table>

MUSIC

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deluxe</td>
<td>30&quot; Jumbo</td>
<td>$275.00</td>
</tr>
</tbody>
</table>

SLOTS

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deluxe</td>
<td>30&quot; Jumbo</td>
<td>$275.00</td>
</tr>
</tbody>
</table>

The Cash Box

Page 73 Spring Special Issue Week of March 31, 1947

WHAT'S GOING ON IN YOUR CITY?

WE SHALL BE HAPPY TO DEVOTE A COLUMN OF BREEZY NOTES AND CHATTER ITEMS TO YOUR CITY EVERY WEEK. MAIL US THE INFORMATION.

THE CASH BOX

3181 ELSTON AVENUE, NEW YORK 16, N. Y.

COVEN DISTRIBUTING CO.

3181 ELSTON AVENUE

CHICAGO, ILL.

Phone: INDEPENDENCE 2210

ADVERTISERS IN THIS ISSUE

- Active Amusement Machines, Philadelphia, PA.
- Alco Amusement Co., Kansas City, MO.
- Allied Electronics Co., Inc., Elkin, N. C.
- Aliette Mfg. Co., Los Angeles, CA.
- American Amusement Co., Chicago, IL.
- A.M.I., Inc., Chicago, IL.
- Bally Mfg. Co., Chicago, IL.
- Bell-O-Matic, Chicago, IL.
- B.M.I. Inc., New York City.
- Backer Mfg. Co., Chicago, IL.
- Capitol Records, Hollywood, CA.
- Chicago Coin Machines Co., Chicago, IL.
- Coin Accepting Machines, Chicago, IL.
- Control, Chicago, IL.
- Consolidated Dist. Co., Kansas City, MO.
- Continental Records, New York, NY.
- Curran, P. J., New Haven, Conn.
- Covens Distributing Co., Chicago, IL.
- David Products Co., Chicago, IL.
- Economy Supply Co., Baltimore, Md.
- Empire Coin Machine Exchange, Chicago, IL.
- Firestone Enterprises, Inc., Brooklyn, N. Y.
- Frankel Distributing Co., Rock Island, Ill.
- Georgia Mfg. & Sales Co., Chicago, IL.
- General Dist. Co., Dallas, Texas.
- General Music Co., Los Angeles, Calif.
- Gottlieb, D. & O. Co., Chicago, IL.
- International Music Corp., New York, NY.
- Jennings, O. D. & Co., Chicago, Ill.
- King Pin Equipment Co., Kansas City, MO.
- Laymon, Paul, Los Angeles, Calif.
- Luber, M., New York City.
- Mazer, S., New York City.
- McCall Novelty Co., St. Louis, Mo.
- Mills Industries, Inc., Chicago, IL.
- Mills Sales Co., Ltd., Oakland, Calif.
- Mike Mavre, New York City.
- N. A. M. O., Chicago, Ill.
- Navarro Dist. Co., Los Angeles, Calif.
- Pacific Coast Dist., Los Angeles, Calif.
- Packard Mfg. Co., Indianapolis, Ind.
- Phonofilm, Hollywood, Calif.
- Quality Pictures, Hollywood, Calif.
- Han-Matt Co., Los Angeles, Calif.
- H.C.A.-Victor, Camden, N. J.
- Sheppard Rike, New York City.
- Rayon Sales Co., New York, N. Y.
- Sea Coast Dist. Co., Elizabeth, N. J.
- Solonite Corp., Los Angeles, Calif.
- Southwest Amusement Co., Dallas, Tex.
- Speedway Products, Inc., New York City.
- Special Amusement Co., Poulticeps, N. Y.
- Top Records, New York.
- Universal Music Co., Chicago, Ill.
- Used Record Exchange, Chicago, Ill.
- V.P. Distributing Co., St. Louis, Mo.
- Vending Machine Co., Fayetteville, N. C.
- West Side Dist., New York.
- Wolf, B., Overton, Md.

{www.americanradiohistory.com}
Spring is here—officially—with this issue of The Cash Box—
the "Spring Special". This year Spring opens up with a real bang
due to the fact that ops report their collections back to par
once again and coinmen generally are all looking forward to
the new machines which are rolling off factory production
lines everywhere in town. There is no longer any doubt that
things will be zooming along like they never have before.
This is one time of the year when optimism returns in a grand,
crashing, banging bunch of good hope and the industry gets
goin' at full blast, one of the best years in its history.

Manny Ehrenfeld of Telomatic was in town for four days and
left this past Saturday—being in a hurry to get back to
the factory to help take care of the great demand they are
enjoying . . . The price under-statement of all time was made
by Bill Rye of Eudy Distribs, Co., Relay, indicating regarding
the reason he doesn’t play gin. “The reason I don’t play
gin is because I can’t defend myself with conversation.”
After which statement Martin Balenizer, who was present,
faired better when Joe (Homo Boy) Schwartz of Labelle
Audit took himself and his family away for a week’s vacation
at Stavred Rock, Ill.

Mr. and Mrs. Dick Law (he’s ad nudge for Mills Industries)
and Gordon Mills seen downtown this past St. Patrick’s Day
during their business trip. Than Ed Outreach, United Distribs.
and George B. Dick, pesty of CMAC, talking things over and,
according to Mills, “I’m getting nowhere with this guy—but
that’s OK!” Thrill to meet with one of the rare old timers
in the show biz—B. D. Miller. Manufactured of the very
first smaller sized pin games away back almost 20 years—
“Bingo”—and is now connected with Triangle Supply Co.
at 1923 S. Michigan here. Lzo was remembering about the
old days and says his face still gets red when he thinks about them.

We hear that Al Sebring is a “Reason Coin Changer” may very
soon be on the scene and everywhere in the nation.
There are plenty of big boys waiting for Al to get production
stepped up away . . . Personal vote for entrant in the championship
ship gin contest among coin men—none other than Al Stern of
World Wide Distributors who can play one helluva terrific
game of gin. You can bet me, brother . . . And that reminds me,
Art Garvey of Bally who just returned from a visit throught
the New England states, met up with Ben Becker who was also
traveling. But Art Garvey Art reports that he simply skunked
hell out of Ben in gin to the point where, I’m told, Ben has
decided to quit playing.

Herman Pastor of Mayflower, St. Paul, who stopped off here
in Chi. for a few days, is again back down in Florida enjoying
the sunshine . . . George Jenkins over at Bally has a favorite
Dorothy Parker story which he will tell you at the drop of
that—provided, of course, you have a hat to drop . . . Bumped into
B. C. Grunig who makes that grip-quizz machine and
learned that production was getting under way. Grunig also advises
that some of the quiz questions on this little machine have
won nice comment . . . Phil Mason of Newark, N. J. in this
town past week and reported to be looking things over . . . Grant
Shaw, ad man for Bell-O-Matic, down in Florida soaking up
some of that health-giving sunshine prior to getting back on
the job once again.

Among the two busiest guys I’ve ever seen—Tony Gasparrro
and Harry Williams who are planning far, far ahead at their
gorgeous factory and who, I’m told, are over-ordered on prac-
tically every game even before announced . . . Quite a confer-
ence on over at AMI with Linde Force, Jim Haid, Paul Bleck
and Henry Roston all standing around very much interested, so
it seemed, in what they heard . . . When Wolf Reiwitz of Den-
er was admonished for keeping Jackie Fields out until 4 A.M.
at the Cheeze he said, “Jackie seemed to enjoy it!” . . . One of
the best scenes of the week was “Dancing Tom” Callaghan of Bally Mfg. Co. tells about that gorgeously beauti-
ful rug that was woven into a replica of a one dollar bill in
Sahukina in six feet four foot size, “Ting-Ling” Callaghan as
he was called, told me he was pleased that this was so
perfect—it wasn’t allowed when it hit customs.

Sam Welberg of Chicago Coin leaves for a short vacation
to Battle Creek, Mich . . . English Nathan of Wico Corp, still
backing in California’s sunshine and doing business right along
with the coin chute.

Ozzie Truppman of Bush Distribs, Co., Minneapolis, in
town this past weekend . . . Joe Beck of Telequaz still out of
town . . . Don Gould reported to be out on the road after
arriving for a short stay . . . We now hear that “Bally” Sally
Goldstein, who has become the leading attraction over at
Covey Bros. Co., a processor of some sort, is now with
Uncle Sam’s fleet. “Bally” Sally, I’m told, is very definitely
interested in the Navy . . . Ben Coven over at Ray Bazelon’s
place looking over some games . . . “Maybe I’ll find something
to buy”, says Ben . . . Eddie Hanson of Gensburger Tool
advises that this past month went off okay but that the firm
are now busier than ever preparing a real surprise for all coin-
men . . . Nute Feinstein of Atlas Novelty will go to all sorts of
trouble to satisfy a customer, which is much to his credit
and the credit of his firm . . . Myer Gensburger at Genco is one of
the busiest executives in town with both brothers, Dave and
Lou, away and orders simply piling in.

Lyin’ Durant of United Mfg. Co. flies down for a ten day
vacation in Arapahoe, Mexico and Billy DeSelin takes over . . .
Sam Solomon (brother of Wico Central Distribs Coin Mach.
Exchs., Columbus, in town this past week calling around . . .
Max Glass just back from Florida and on the job again . . .
Dave Gottlieb looks to the success of the new drive for asso-
ciate distributors to release the additional $00 being sought
will come in quick . . . Lew London in town visiting about
the trade and presents one manufacturer with a
really brilliant idea on how to merchandise his product.
Lew also advises that when he talks to people he believes
will get into the big time at the horse shows very soon.
Harry Salot of Bell Products Co. advises he can sell it but he just
can’t get it, “It”—meaning new games . . . Gary Haley of
Buckley tells me that the Buckley Wall Box is going over and
that all of their troubles are simply more and still more
production. Sales have been tremendous, Gary advises, and it’s
simply a question, he says, of filling those orders as fast as
possible . . . Mr. and Mrs. Irv Gilz having dinner with Al
Simms in the Celtic Room of the Sherman . . . Two swell guys
who made good in a big way—Don Anderson and Carl
Morris—who are doing a really grand job of precision
manufacturing over at their Wico Master Company.

Jack Nelson of Jack Nelson & Co., national distrib for
some very fine products, and also for “Stikes ’N Sparer” that
great bowling machine of Wico Mfg. Co., of which
Jack is also sales director, reports that the firm are getting
well under way and may even be delivering before the promised
time if all things continue to go ahead as smoothly as
they have started. Jack also advises that he believes his firm will
soon have some important announcements to make . . .
Bob Dunlap and Carl T. McKeary showing me the new sound
room over at the big Seeburg plant. This is one of the most
interesting visits any coin man can make. The way those
speakers are transferred from the lideway unit to the phono
and switched about to create super sound rendition is something
to readily to listen to. With Bob Dunlap at the controls it makes
any record sound a hundred times better and, what’s more,
it definitely presents a new performing era for the phonograph
over . . . Al Douglass down in Florida getting the sunshine and Ben
Lutcke and Jerry Blonder working hard at Daval to get out
those “Skill Thrill” counter games which have eluded their
for a long time in this past week and traveling
about saying “hello” to friends all over the midwest . . .
Gil Kitt and the very gorgeous Mrs. Kitt at the Rio Caba
da company of Irving Corey, sensation comedian, Listening to
Corey tell them some of the jokes he reserves for friends only
. . . The new Monster of the Month, Ms. Mfg. Co., of which
the New Horizon Room of the Hotel Continental . . . Eddie Hanson
of Gensburger Tool & Mfg. Co. very enthusiastic over the firm’s
new Columbia Twin Falls console which will be ready to hit
the market before long, etc. etc. . . . Jack Keeney of Chicago Lock telling about the old days when the coin trade
was much smaller and also telling how the boys came a long,
long way since those early days . . . Jack Keeney expected
back in town from Florida . . . Grant Shay also coming back
from sunshine.
The Amusement Machine Association of Philadelphia ran its first post-war banquet, Sunday, March 23 at the Latin Casino. All of Philly's operators, their wives, mechanics, et al attended and had themselves a wonderful time. Due to the limited capacity of the Casino, attendance was held down, but association execs promise bigger and better banquets for the future.

* * *

Dave Stern, Seacoast Distributors, supervising the renovation of the New York quarters. Looks like Spring cleaning—just to keep the offices clean, neat and inviting... Mike Munves entertains a Cuban buyer, neither of whom speak the same language. But Mike wound up selling the visitor plenty of equipment—evidently the "dough" speaks the same language all over the world... Dave Lowy hustles up state for the day working up a sale... Bert Lane and Meyer Parkoff, Atlantic New York Corp., pressing hard to get their new quarters ready for their April opening, but as can be expected running into vexing delays. However, they hope to be ready to make their definite announcement as planned for the end of April.

* * *

Charley Wertheimer, the jovial Bostonian, flies into the city for a few days, and naturally calls on his pal, Mike Munves, the first stop... Hymie Rosenberg, H. Rosenberg Co., after a lengthy stay in Los Angeles, flies to San Francisco, then on to Chicago. Traveling light, Hymie arrived in Chicago during a snow storm, and was all ready to freeze to death, but lo and behold—an overcoat was awaiting him. The missus, anticipating a situation of this kind, had air expressed his coat to the hotel. Consideration of this kind deserves some reward, don't you think, Kay?... Barney (Shugy) Sugerman, Runyon Sales Company, excited over the manner in which "Tel-O-Matic" is being accepted all over the country... Johnny Halonka and Gloria Friedman of Runyon record department play host to Paul Renier, head of Black & White, and Monroe Passis, Chicago distributor for the label.

* * *

Nat Cohn and Earl Winters, Modern Music Sales Corp., anxiously awaiting the delivery of Henry Robert's U. S. Vending Co. all purpose vendor. Nat, who was nursing a cold, claims he hasn't time to stay home and cure it. How about a few weeks in Florida, Nat?... Hirsh de la Viez, Hirsch Coin Machine Co., Washington, D. C. in town for the week-end, and the boys hold on to their hats, expecting a gag every minute... Dan Feldman, Kingsboro Music Co., handing out cigars. His wife presented him with a boy on St. Patrick's day... Leo Knebel, vice president of Musical Minutes, takes an active part in the biz, beginning this week... Dave Rosen, Phila., planning on a Chicago trip around the middle of April.

* * *

Charley Katz, Esquire Games, Chicago, after spending a few days here, on his way back to the factory. From there, Charley expects to go on the road for an extended trip, winding up on the West Coast... Bob Scher, Skill Games, Inc., curtails his traveling plans temporarily, being laid up at home with a bad leg... Max Levine and Fred Halpurn, Scientific Machine Corp., getting ready to spring with a roll down game surprise... Jack Fitzgibbons, Jafco, Inc., so busy with customers placing orders for Square Amusement's "Sportsman Roll", he hardly has time to talk with reporters. Well, that's the way we like it... Charley Bernoff, Regal Music Co., home nursing a cold.

* * *

Harry Berger's West Side Distributing Co., moves this week to their new quarters on 10th Avenue and 49th Street. Place will be completely set in about a month at which time Harry expects to run an opening party... Les Boyd, Ace Distributing Co., catches a severe cold, and has to stay away from his business for a few days... Frank Calland, business manager of Local 786, spends a few days in Washington on business... Teddy Blatt, Intimate Music (Solotone distributors) relaxes week-ends at a dude ranch... Joe Mauro, Al Denver's chief mechanic, enters Roosevelt Hospital for a general check-up... F. McKim (Smitty) Smith, president of the National Association of Amusement Machines Owners, heads a concentrated drive for added membership... Harry Krain, Sunflower Distributing Co., Inc., one of our oldest operators in length of activity, runs the largest nut and gum route in the city. Harry also wholesales the merchandise, supplying operators thruout the country... Murray Goldberg, Firestone Enterprises, Inc., Brooklyn, returns from a Florida vacation, and hustles right into the thick of activity the very moment he arrives. Jack Firestone greets him with a sigh of relief, commenting "Maybe I'll have time to eat my lunch now".
With the temperature hovering near the ninety degree mark all this past week, it was not too surprising that many of the coin men took some time off to go fishing and driving out into the country. However, the vast majority were pretty busy getting those legal games out into the country. It seemed like old times seeing all those trucks and trailers hauling roll down and other games and down the streets of coin row out into various parts of the city and county, and according to all reports those legal roll down games are doing ok in practically all locations. It was like a shot in the arm one op related.

Paul Laymon reported a land office business this past week with practically all of his large stock of reconditioned games and arcade equipment being snatched up by game hungry ops. Paul has just purchased a large shipment of games and has his mechanics working on them. He expects to have them all set for location by the time this goes to press...

Bill Happel, Jr., of B.E.I., called taking the afternoon off to get out into the field and away from the heat. Bill is calling on many ops and shooting in their orders to Bill’s nephew, who is staying on the job and getting the games out as fast as he can. Bill entertained Francisco Ros Oviejo of T.Juana, B.C. Mexico at his salesrooms this past week. Bill Happel, Jr. spent last week end at Palm Springs. Bill, Sr. hied over to Las Vegas.

Len Baskfield, Vice President of E. T. Mape, spent the past week end in town visiting with Ray Powers. Ray just bought up a nice lot of good phonos which he is readying for sale to music ops and which Ray says is all set to go on location . . . Dropped around to see Samuel “Curley” Robinson, managing Director of the A.O.L.A.C., who informs me that his work is just starting. A large number of unfavorable bills are pending in the state legislature which include bills to eliminate all vending machines, one to outlaw all cigarette vending machines or tax them out of existence and another to tax all games, music and vending machines at a figure which would practically make it impossible to operate them. Robinson informs me that these are only a few of the pending bills, and it is very necessary to keep a constant watch at all times, and be ready to oppose these bills since they are brought up from time to time.

Frank Navarro is off on a trip to his offices and showrooms in Mexico City. Frank has large salesrooms and offices in that south of the border city and is pretty busy commuting back and forth. He is distributing the very swell “Bang-A-Fifty” bowling game which comes from Detroit . . . Among the many ops who ignored the past week’s heat to do their shopping along coin row were: Frank Milano, Compton; C. E. Cole, Willow Beach; D. A. Mohr, Redwood Beach; Herman Schneckloth, Los Angeles; Earl Beatty, Temple City; Lee Walker, Gardena; W. H. Shorey, San Bernardino; Camden Hathaway, San Luis Obispo; Fred Allen, Bakersfield; S. J. Burris, Montebello; J. L. Krentz, San Bruno; K. B. Hoar, South Pasadena; C. H. Robson, Santa Monica; Mary Rudolph, Los Angeles;

Len Micon of Pacific Coast Distributors, is distributing the new Genco Advance Roll in California and from what we have seen of the activity around his place these past few weeks, Len should be a very happy boy. Its been a long time since such action took place in town with dozens of ops and practically all jobbers visiting and calling daily for delivery of these new games. Len wishes he could get delivery of fifteen games a day—he could deliver that many . . . Bill Wolf has just appointed Jim Hurley as salesman to travel all along the coast for the firm. Jim came here from Chicago, having formerly worked for the A.M.I. phono firm. Bob Portale has been appointed Salesman in the Wolf offices in Seattle.

Jack Gutschall has started a new innovation by getting out into the territory and calling on the ops, some of whom he has not seen for some time. Jack tells me that it is a good idea to see the boys and talk things over with them on their home grounds and work out some of the operator problems that crop up from time to time. Jack incidentally has been taking some nice orders for the new Packard phono and doesn’t miss a bet to take large orders for his line of swell independent records . . . Talked to Bill Schrader of Allrite Manufacturing Company, of “Strikes N’ Spares”. The factory is going into high production and at full speed Bill tells me, and promises rapid delivery of their bowling game. A national organization of distributors has been set up, comprising some of the outstanding coin men in the country. The names of these firms will be announced before long according to Mr. Schrader.

Jay Bullock, managing director of S.C.A.M.O. informs me that several very important moves are under way in his music organization and that an announcement can be expected shortly. The association has recently broken away from the local chapter of the L.B.E.W. . . . Lou Chudd of Holiday Distributing Company leaves for an extended trip to the east coast this week. Chudd plans on making several distributor appointments while on his trip . . . “Hum” Brokamp still worried about the steel and parts shortages which is practically halting their production of the new Mirror equipment and hoping for a break soon . . . Merle Connel of Quality Pics, filing lots of orders for the firm’s line of 16 M.M. coin films, many orders coming from out of the country Connel tells me . . . Aubrey Stempler very, very happy over the response to his ad for the sale of used games. Aubrey has been getting letters from way up in Canada.

Bud Parr home sick again this week. Bud has been confined to his home a little over a week, and shows no sign of coming back to work soon. The production of the new Solotone Mirror-tone and leveler which has slowed to a snail’s pace due to the shortage of steel and parts hasn’t helped Bud recover any too soon . . . George Klor, of the Ra-o-matic Corp., who manufactured the new coin operated radio, called to tell that there have installed several very important new changes in their radio which makes it trouble proof, and very attractive to the operator interested in this type of operation . . . Nels Nelson has been selling lots of the new Aireon phonos . . . C. A. Robinson just back from a fast trip to Las Vegas.
MINNEAPOLIS

Mayflower Distributing Company had quite a shindig Wednesday, March 26. Operators were all invited for a preview of the Wurlitzer and friendly discussions on the 10-25c play. The main topic of discussion was to convince the operators that 10-25c play was essential in order for the boys to stay in business. A banquet was held that evening after the meeting was over.

Jules Dircks of Marshall, Minnesota, made his first appearance in Minneapolis after an absence of several months. Jules has been in and out of hospitals so much and is still on the very sick list...Fly Greenstein, of the Hy-G Music Company, is back on the job after a very fine vacation in California and Phoenix, Arizona...Bun Couch of Grand Forks, North Dakota, is spending several days in Minneapolis visiting a few of the distributors in the Twin Cities...Charlie Rose of Fargo, North Dakota, still the little busy bee, but did spend a couple of days visiting a few of his friends here...Fred Fixel of Pembina, North Dakota, drove in to Minneapolis with his brand new Chrysler and spent a couple of days in Minneapolis calling on distributors...The Beau Brummel of Yankton, South Dakota, known as Mike Imig, also spent a few days in Minneapolis visiting a few of the distributors.

Mr. and Mrs. Frank Mager of Grand Rapids, Minnesota, spent the week end in Minneapolis just taking it easy...Clayton Norberg of the C & N Sales Company, Mankato, Minnesota, finally decided it was time he took a day off and came into Minneapolis—just moseying around here and there...Jimmy Keller, well known mechanic in the Twin Cities, is now working for Bob McGowan. Incidentally, that will give Bob a little extra fishing time. His trout season opens April 15...Mr. and Mrs. John Bohm of St. Cloud, Minnesota, in town for just the day...Ralph Meyers handy man of Harry Johnson, Mitchell, South Dakota, in town for several days just sort of vacationing...Mr. and Mrs. Ike Sundem, Montevideo, Minnesota, arrived back home after a swell vacation of motoring to Miami, Florida, and then on California. They covered 8000 miles and were mighty happy to be back home.

Mr. and Mrs. Martin Kallsen of Worthington, Minnesota, in town for the day visiting Mr. Kallsen's sister who is going to school in Minneapolis.

ST. LOUIS

Spring smiled on St. Louis this week raising everyone's hope that winter had at last gone his merry way. Though the warm balmy weather was a day late, ops and distributors all showed their faith by dispensing with the longies on the proper day.

St. Louis is going to vote on whether to retain the present Day-Light Saving Time ordinance or dispense with it on April 1st. There are two schools of thought on the ordinance. Setting the clock up one hour gives the St. Louis area one hour of extra daylight which many ops feel is bad for the locations as people stay outside as long as possible. On the other hand those favoring the ordinance point out that due to the closing hours of bars and taverns being regulated by the state, by keeping daylight saving, the lucrative locations are able to stay open one hour more each night.

Del Veatch at VP Distributing Service was all smiles following his return from Kansas City, Missouri. Del visited the Aireon factory there. He reports he expects delivery on the new Aireons within two or three weeks at the most. Del commented that from what he could observe, it seemed that the long awaited full production of machines was just around the corner. The new Williams Tornadoes are still going hot-cakes at VP's Olive Street location.

Ben Axelrod over at Olive Novelty has been the hardest man to find for the last two weeks. According to Ben, the last two weeks have been the most hectic he has spent in some time. "Everyone is snatchupping all available new machine as soon as we even hint there are some around," said Ben, "Mystery has been one of our hottest items lately. Frankly I don't know where all the customers are coming from, but I'm not complaining if they keep me going day and night," he smiled.

Joe Morris, J. S. Morris and Sons Novelty Company, has returned to Arizona after making a flying trip to the home town to be present for the funeral of his mother...John Gottfried and Fred Steffens, President and General Manager of National Rejectors, Inc., had a human interest write up in one of the local newspapers last week. A general outline of the growth of the business was given. This type of publicity, local coin machines men feel will do much toward counteracting the recent flurry of bad publicity the coin machine industry has been receiving in the St. Louis area.

Jack Rosenfeld, J. Rosenfeld Company, has announced that his old standby Nat Wolf is now on the road for the company full time. Jack agrees with other distributors that the sale of new machines offers no problem at all at the present time. "In fact we don't even unpack the new equipment when it arrives," Jack stated, "We just unload it from one truck right on to another truck of some op who is always right on hand when the new machines start rolling." Jack's biggest seller now is the new Bally Double-Barrel.

Ed Randolph over at Ideal Novelty Company is still taking his lunch hour at all times of the afternoon. Usually Ed is ready to leave for home by the time his lunch hour is over...Several out-of-town ops with long distances to travel took advantage of the good weather to make their buying trips. Jack Mathews from way down in Hardy, Arkansas was in town to pick up eleven games. E. G. Summy, Sullivan, Missouri, op hauled away two pin games for his routes. Tom Butcher, Carbondale, Illinois was in but, Tom said he was just looking around to see what was being offered before he made any purchases.

WANT - To Buy - 600 Keyboard Wurlitzers and Seeburg Classics. Machines MUST be clean and in First Class Mechanical Order and at a Price. OWL DISTRIBUTING CO., 108 EAST SYCAMORE ST., INDEPENDENCE, KANSAS. Tel: 531.

WANT - Pay cash. Brand new Jennings Standard Chief slot machines in nickel, dime, and quarter play. Must be in the original crates, unopened. AUTOMATIC COIN MACHINE CORPORATION, 338 CHESTNUT ST., SPRINGFIELD, MASS.

WANT - All types and models of coin-operated equipment. Send complete list with following information: type, year, condition, quantity, price. AUTOMATIC VENDING MACHINE EXCHANGE, 29 W. JACKSON BLVD., CHICAGO 4, ILL.

WANT - Paces Reels w/rails and all types of convertible Consoles, new and used. PRICE MUST BE RIGHT - FOR RESALE PURPOSES. EAST COAST MUSIC CO., 10th & WALNUT STS., CHESTER, PENNA. Tel: Chester 2-3637.

WANT - Bally Draw Bells - Regular and DeLuxe Models. Price and condition must be stated in letter. FOR SALE - 13 Keeney Track Times at $700. GEORGE SOPIRA, 3537 BEACHWOOD BLVD., PITTSBURGH 17, PA.

WANT - All Model cigarette and candy bar vendors. Send complete list and Prices wanted. RAKE COIN MACHINE EXCHANGE CO., 609 SPRING GARDEN ST., PHILADELPHIA, PA. Tel. Lombard 3-2676.

WANT - to buy 1 Bally Triumph, 1 Backboard Glass for Liberator, 1 Sunbeam Click Glass, 1 Rotation Glass, 1 Click Glass. L. & A. AMUSEMENTS CO. LTD., LACHINE, QUEBEC, CANADA.

WANT - Blue Fronts and Brown Fronts all denominations. Send us your list. LEWIS COIN MACHINE SERVICE, 3924 W. CHICAGO AVE., CHICAGO 51, ILL. Tel: Belmont 7005.

WANT - To Buy - free play Jennings slots. State price and condition. Can use 25 slots, also mint candy to fit front vendors. RELIABLE COIN MACHINE CO., 192 WINDSOR ST., HARTFORD 5, CONNECTICUT.

WANT - Liberty F.R. $8.; Cigarette $.5.; Sparks Champion P.R. $.8.; Sparks Mercury, American Eagle and Marvels $.5.; Aces, Imps, Cubs and Davai 21 $.3.; Vest Pockets $.25.; Columbus $.15.; Col. Vest Pockets, Yankees, Wings, Pokeroo. Send list and details. ABCO NOVELTY CO., 823 WEST RANDOLPH ST., CHICAGO, ILL. Tel: Hay. 3695.

WANT - Daival Marvel 16 Cigarette Counter Machines, Token Payout, will pay $.5. each. Must be in working order. RUGINIS NOVELTY COMPANY, 320 EAST SEVENTH ST., MOUNT CARMEL, PENNA.

WANT - to buy: Keeney Bonus Super Bells 5-25¢ & 5-10-25¢, Red Top & Fan Front Diggers, Late used Pin Games, and Gottlieb Daily Races. Quote best price, condition and quantity in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

WANT - Used and worn Wurlitzer Counter Model Trays. No bent or stretched trays accepted. Will pay the postage and 15¢ a tray. Send them today and we'll send you a check. All shipments are subject to our inspection. A-1 MUSIC COMPANY, 3010 RIDGE AVE., PHILADELPHIA 21, PA.

WANT - SOLOTONES—PANORAM PEAKS. Will trade Goalies, 5-ball pin tables, other arcade equipment. WOLARY MUSIC CO., 402-15th STREET, LUBBOCK, TEXAS.

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., 538 CHESTNUT ST., SPRINGFIELD, MASS. Tel: 4-1100

WANT - All Model Phonographs for Export Trade. Must be in first class running condition, Rockola, Mills, Seeburgs, and Wurlitzers. State quantity and your lowest cash price. Will send certified deposit, balance Sight Draft through our bank. BADGER SALES CO., INC., 1612 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel.: Drexel 4328.
WANT — Counter Amusement Machines, new or used. Also Cigarette, Candy & Gum Vendors. We need Ball & Bubble Gum. We pay better prices as we are operators. All must be ready for location. Send List and Details. WILL JOB NEW VENDORS. JOE F. FLOYD, 513 TAYLOR ST., ANDERSON, S. C.

WANT — Wurlitzer and Seeburg 30 wire Hideaway Units, 20’s and 24’s; Wurlitzer 850’s and 950’s; Seeburg Hi-Tone Envoy; used Packard Wall Boxes; 30 Wire Adaptors; Mills and Jennings Free Play Mint Vendors; 1 and 5 Ball Free Play Games, Genco, Gottlieb, Chicago Coin, Bally; used Evans Ten Strike, used Daival Free Play Slots; used Genco Whiz; Metal Typer; Scales, etc.; Converters, 110 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. Transmitters, Gear, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

FOR SALE — Act now — All Machines Clean and in excellent Condition — Used. Keeney Twins 5-5 Bonus Super Bell, Keeney Twin 5-25 Bonus Super Bell, Keeney 5g Bonus Super Bell, Bally Drawbell, Evans Bangtails 7 coin F.P.—P.O. J.P., Keeney 5g Super Bell Comb., Keeney 25g Super Bell Comb., Jumbo Parades 5g Comb., Jumbo Parades 5g Comb.F.P., Hi-Hand 5g Comb. Victory Specials, Longacres, Pimlico, Clubs Trophies, '41 Derbies, Dark Horses, Genco Total Rolls, Five Balls — Genco Victory, Argentina, '41 Majors, Hi-Hand, South F.L., Exhibit Stars, 4 Roses, All American. Make an offer for any part or all. Machines crated and ready to ship. 1/2 deposit with all orders, balance C.O.D. ART WEISS CO., 1150 W. COLORADO BLVD., ARCADIA, CALIF. Tel: Atwater 73511.


FOR SALE — New and Used 1946 Rock-Olas. Write for Prices. RUGINIS NOVELTY COMPANY, 320 EAST SEVENTH ST., MOUNT CARMEL, PENNA.

FOR SALE — 400 SOLOTONE BOXES. Writing to trade on latest model Phonographs or solot on an exceptionally low price. Write, Wire or Phone. VEMCO MUSIC CO., 213 FRANKLIN ST., FAYETTEVILLE, NORTH CAROLINA.

FOR SALE — 15-120 Wurlitzer Wall Boxes $5. ea.; 5-125 5/10/25$ Wurlitzer Wall Boxes $5. ea. These Boxes are just off 1945. No parts missing. 3 Blue Fronts 25$ $150. ea.; 1 Bonus 5g $125.; 1 Bonus 25g $175.; 1 Face 50¢ $250.; 2 Roller Top Watling 5g $65. ea.; 1 Goose Neck 5g 3-5 $30.; 2 Brown Fronts 5g $115. ea.; 1 Jennings Chief 5g $40.; 3 of the latest 1945 Daily Double Jack Pot Model Buckley Track Odds, 2 5g and 1 25¢ play Serial No. 13346, 13338, 13351, $525. ea.; 1 1940 Model 5¢ play and 1 25¢ play Buckley 35¢ $451 under 30 days $250. ea. We will give the same guarantee as a new machine. LEFLORE MUSIC COMPANY, 500 FULTON STREET, GREENWOOD, MISSISSIPPI.

FOR SALE — Ready for location — three Seeburg 8800 RCE $375. each and two Seeburg deluxe console speakers wireless 5-10-25 play $125. each. One Wurlitzer 600, extra clean. $300. CENTRAL MUSIC CO., P. O. Box No. 54, MILTON, FLORIDA.


FOR SALE — 3 Super Bells 5¢ comb. $80. ea.; 1 Super Bell two-way comb. 5-5 $125.; 2 Club Bells 5¢ Comb. $69.60. ea.; 1 Bangtals '46 5¢ J. F. Cash $350. WALDROP DISTRIBUTING COMPANY, 1728 N. CHARLES ST., BALTIMORE 1, MARYLAND.

FOR SALE — Premier Skeel Ayes, 10-1/2 and 12-1/2 ft. latest model, fine condition $200. Barrels available for installation. BOX 102, c/o THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE — Best offer takes the following reconditioned equipment, ready for location; Wurlitzer 950, 850, 750E, 700; 42-500; 412. Also send for list of reconditioned pinball machines, slots, consoles, etc. H. M. BRANSON DISTRIBUTING CO., 516 S. 2nd STREET, LOUISVILLE 1, KY. Tell: Wabash 1501.
FOR SALE - SLOTS: New Bronze & Std. Chiefs (write); New Black Cherrys (write); New Golden Falls (write); New Box stands $27; New Deluxe Revolve-a-Round, Double Safes $180., Triple Safes (write) - (immediate delivery). MUSIC: 1 Seeburg Mayfair $175.; 2 Seeburg 2600 RC $350.; 1 Seeburg Classic $250.; 4 Wurl. 61 375.00; Coded 30-Wire Cable 30¢ per ft. ARCADE: 4 Genco Total $375.; 1 Bally Rapid Fire $75.; 2 Chicoin Hockey $135.; 1 Wurl. Skee Ball $225.; 10 Wind-mills $12; 2 Brand New Victory Derby (write). CONSOLES: 3 Mills 4 Belts (very clean) @ $210.; 2 Big Top Cash F.O. @ $60.; 15 Jumbo Parade F.O. @ $50.; 3 1936 Tracktime @ $75.; 2 Kenney Bonus 5¢ Halloween (2-way) (write); Kenney 5¢ Super Bonus Bell (write). COUNTER GAMES: 2 New A.B.C. Challenger @ $65.; Pop Up @ $49. PIN GAMES: 1 Duplex $40.; 1 Four Roses $30.; 1 A.B.C. Bowling $30.; 1 Spot Cha $35.; 1 Zombie $45.; 1 Double Barrel, New, $279.50; Vanities (write); Snow Girl $289.50; Rio $309.50. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO. Tel: Superior 4600.


FOR SALE - Kilrey, Mystery, Havana, Tornado, Kenney Bonus Bells, Columbus, and Black Cherrys, Champ Basketball. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVENUE, PHILADELPHIA 21, PA. Tel: POP. 3299.

FOR SALE - One Rock-Ola Deluxe 32 Volt Phonograph with one extra converter and 2 extra motors, A-1 condition, $375. cash. ABC NOVELTY CO., 2509 S. PRESA ST., SAN ANTONIO, TEXAS.

FOR SALE-50 Buckley Chrome Boxes, 20 and 24 record $15. ea.; 50 old style Buckley Boxes $5. ea.; 6 Seeburg 30 wire Boxes $7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

FOR SALE - Used Pin Games right off location in A-1 shape; Counter Games; 1 Roll-A-Ball Skeeball, 7 foot size. Write for list and prices. WESTCHESTER AMUSEMENT CO., 36 OAK ST., YONKERS, 2, NEW YORK.

FOR SALE - BELL RECORDS. Jewish and English Comedy, distributed throughout the United States exclusively by us. Deal in Rackets and Rumbler prices; Send for your free catalogue. Some distributors territory still available. EMPIRE RECORD SALES, 799 CONEY ISLAND AVE., BROOKLYN 18, NEW YORK. Tel: Bu 7-7300.

FOR SALE - 1/3 dep. Two 5¢ Gold Chrome Bonus; Two 5¢ Late Blue Fronts; One 5¢ Brown Front; One 5¢ Original Chrome; One 10¢ Original Chrome. Lot goes for $1200. All guaranteed. AUTOMATIC MUSIC CO., 88 MONTGOMERY ST., FANTUCKET, RHODE ISLAND.


FOR SALE - Ten 201 Singing Towers, Good Condition, Clean, Just Off Location $200. ea. P.O.B. RAY A. LANDRY, P. O. BOX 356, GONZALES, LA. Tel: 54.

FOR SALE - Punchboards made by Consolidated, Container, Gardner and Superior Products. Territory closed. Close out at 25% below our cost. Will trade brand new Pace slots and two used Kenney Super Bonus Bells, 5¢ play, for brand new novelty games. ACME MUSIC COMPANY, 1144 HENNEPIN AVE., MINNEAPOLIS, MINNESOTA.

FOR SALE - THREE MUNVES SUPERROLLS, perfect condition, $150. ea. or lot of three for $350. One-half deposit must accompany all orders. HEATH DISTRIBUTING COMPANY, 217 THIRD ST., MACON, GEORGIA.

FOR SALE - AR Challenger $20.; Grip Machine $15.; Supraree 9 ft. Skee Roll $75.; Bank Roll 14 ft. $125.; X-Ray Pikerino $79.50; Seeburg Chicken Sam $69.50 Chicoin Goalee $250. All machines clean and ready for location. Crating EXTRA. MUSIC SERVICE, 737 NASSAU ROAD, HEMPSTEAD, N. Y.

FOR SALE - Exhibit **Romance Register, Glamour Rating, Disposition Register and Personality Register $32.50 each. Shipman's Selectaview, four at $37.50 each. 1 Photomatic $350. All above machines in perfect condition. COIN-O-MATIC MACHINE CO., 530 SOUTH STATE ST., SALT LAKE CITY 1, UTAH.

FOR SALE - 2 Skea-balls used only two months just like new, size 10'6" featuring the revolving egg at $200. ea. I used Chicago Coin Goalee excellent shape $225. Write ANTHONY HIRT, 5203 NORTH 11 ST., SHEBOYGAN, WISCONSIN.

FOR SALE - Factory rebuilt Kenney 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., 7739 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE - Total Roll $325.; new Goalee $295.; Tally Roll $250.; Goalee $225.; Genco Bankroll $180.; Undersea Raiders & Lite Leagues $150. ea.; Superliner $185. Stage Door Canteen $125.; Surf Queen $115.; Laura $100.; Grand Canyon $85. MOHANK SKILL GAMES CO., 88 SNOWDEN AVENUE, SCHENECTADY 4, NEW YORK.
FOR SALE - LOW NEW PRICES ON RECONDITIONED UNUSUAL PHONOGRAPHAS - Good in Appearance - Good Mechanically - Carefully Crated. We take pride in every piece of used equipment we sell. Our prices are the lowest. We have sold many customers for 10 years continuously. Your complete satisfaction guaranteed. Wurlitzer 850 with stepper $399.50; 8800 RC $395; 8900 RC $395; 9300 ES $299.50; Seeburg Major $289.50; Seeburg Cadet $289.50; Seeburg Colonial $289.50; Seeburg Envoy $289.50; Wurlitzer 500 $199.50; Wurlitzer Victory $199.50; Super 2800 combinations $475; Wurlitzer 600 Rotary $175; Seeburg Vogue $175; Wurlitzer 24 $150; Seeburg Casino $150; Seeburg Regal $150; Wurlitzer 616 $115. (Illuminated); Rock-Ola, Wurlitzer and Seeburg cellar jobs, 30-wire, $115; Wurlitzer 616 plain $95; Rock-Ola Dial-a-Tune boxes $9.50; Seeburg 3-wire $10/25¢ baromatic $27.50; wireless $37.50; Seeburg 30-wire boxes $7.50; Buckley Phonograph $6.75; Wurlitzer 120 boxes $10; 10,000 title strips $3.75; Seeburg 30-wire boxes $19.50; wireless $24.50; all bulbs and minutiae bulbs.

40% Discount. Terms: 1/3 cash with order, balance C.O.D. DAVIS DISTRIBUTING CORPORATION - Seeburg Factory Distributors, 12 years of Operators' confidence - 738 ERIE BLVD. E., SYRACUSE, N. Y. - 875 MAIN ST., BUFFALO, N. Y.

FOR SALE - 5-ball free-play pin games. All clean and ready for location. Knockout $45; Zambie $40; Vanux $45. (Write). Argentine $30; Va. Joe $35; Leghornline $35; ABT Target Skill $25; 2 ABT Guns $32 ea.; 1-9 foot Bowling League $80. 1/3 deposit required.

AMUSEMENT ARCADE, 419 9th STREET, N.W., WASHINGTON, D.C. Tel: Executive 9537.

FOR SALE - 1 Wurlitzer 50¢ Rolatop (Needs part on encoder) $62.50 (as is); 1 Mills 1¢ Blue Front QY $30; 2 Gottlieb Grip Scales, new, $55 ea.; 1 Fess Reels, 5¢ Cash Fayout, new head, no rails $30. BARNES MUSIC CO., 124 WASHINGTON ST., SELMA, ALABAMA.

FOR SALE - Will accept best cash offer for the following one-ball free-play tables: 2 Sportsman; 1 Club Trophy; 2 Dark Horses; 2 Blue Grass; 3 Record Times; 1 Fortune. Created and put aboard freight F.O.B., Dallas, Texas. WALBO SALES COMPANY, 1505 YOUNG ST., DALLAS, TEXAS.

FOR SALE - Following Pins: Victory, Four Roses, 5-10-20, ABC, Argentine, Invasion, Lanslide, Rony, Grenadine, Chairback. Best offer takes each or all. CHEMICAL CITY MUSIC CO., 186 SUMMERS ST., CHARLESTON, W. VA.; Tel: 20-745.

FOR SALE - Wurlitzer 500's, 600's. Will trade for new Packard boxes. Wurlitzer 700's, 800's, 850's, beautiful shape (Write): Bank Balls, like new, 10¢ long $185 ea.; or will trade for late pinballs; Wurlitzer 71's and 81's (Write). GILLES AMUSEMENT CD., 733 MAIN ST., OSAGE, IOWA.

FOR SALE - New Packard Wall Boxes $32.: New Stranded speaker wire 1¢ per ft. Thorobred $175; 41 Derby $125; Record Times $95; Child Coin Goalee, like new, $225.; Bally Undersea Raider $225.; like new; Collection Books $5.50 per lot; Service Kits $7.50. CENTRAL COIN MACHINE CO., 452 CENTRAL AVENUE, ROCHESTER, N. Y., NEW YORK.

FOR SALE - 3 Bally Undersea Raiders like new $150. ea.; 1 Lite League A-1 $150.; 10 Seeburg Jap Guns Refinished $75. ea. BONNIVILLE AMUSEMENTS, 1613 GRANGE STREET, NORFOLK 10, VIRGINIA.

FOR SALE - THE BEST MILLS BLUE FRONTS in the South. Any Denomination. Mills Slot Parts. I can put your Mills Slots in Top-Top Shape. They will be Reconditioned in Baked-on Crackle Finish Paints, and will be completely Overhauled, all worn parts replaced, at low prices. MILTON BRAUN, RT. 3, BOX 458, FERGUSON AVE., SAVANNAH, GEORGIA.

FOR SALE - Act Now - Today the Operation of a Lifetime - All Machines Clean and in excellent Condition - Used. 3 Keeney Twins 5-5 Bonus Super Bell, 2 Keeney Twins 5-25 Bonus Super Bell, 9 Keeney 5¢ Bonus Super Bell, 5 Bally Drawballs, 2 Evans Roundballs 7 coin F.P.-P.O. J.P. (Write for Prices); 55 Keeney 5¢ Super Bell Comb. $149. ea.; 5 Keeney 25¢ Super Bell Comb $159. ea.; 12 Jumbo Parades 5¢ comb. $100. ea.; 2 Jumbo Parades 5¢ Comb. F.P. $75. ea.; 5 Hi-Hand 5¢ comb. $110. ea.; 11 Victory Specials $95. ea.; 3 Longacres $175. ea.; 2 Pielclos $150. ea.; 7 Club Trophies $125. ea.; 3 '41 Derby $125. ea.; 3 Dark Horses $75. ea.; 7 Renee Total Rolls $299. ea.; 5 Balls: Genco Victory $40.; Argentine $40.; '41 Majors $35.; Hi Hat $40.; South Paw $40.; Exhibit Stars $35.; 4 Roses $30.; All American $19. 1/3 deposit with all orders, balance C.O.D. ART WEISS CO., 1150 W. COLORADO BLVD., ARCADIA, CALIF. Tel: Atwater 73511.

FOR SALE - Our low prices are the talk of the country! Undersea Raider $145.; Liberty $85.; Canteen $110.; Mills Three Bells $275.; Bowling League Skeeball $50.; Chiclin Hockey $65.; Wurl. 5000K $199.50; 616's $324.30; Monarch $135.; others! 10 used pin games from $25. up used, Wire or phone. OLSEN DISTRIBUTING CO., 1102 EASTWAY, ALBANY, N. Y. Tel: 5-0282.

FOR SALE - Keeney 4 Way Super Balls (3-5¢/2-25¢) $360.; Keeney 4 Way Super Balls (4-5¢) $360.; Mills Three Bells $625.; Mills Four Balls (4-5¢) $300. All machines clean as a whistle. 1/3 deposit with order, balance C.O.D. ORDER NEW. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., S.F. FRANCISCO 3, CALIF.

FOR SALE - Write in AT ONCE and GET ON OUR MAILING LIST! We have been working all winter - reconditioning and reprinting. Immediate shipment. Vogues, Classics, HI-Tones, Envoy, Gems, Standard, Masters, DeLuxes, 616, 500K, 600K, 700. Total Rolls, Lite Leagues, Red Balls, Tally-Rolls, Bell-O-Scores, Under Sea Raiders. Reasonable prices - first class condition. NATIONAL NOVELTY CO., 185 E. HERRICK ROAD, HERRICK, L. I., N. Y.


FOR SALE — Make Offer. 215 Mills Slots, rebuilt in new cabinets. Also Blue Fronts. VALLEY VENDING, 105 BRADDOCK AVE., TURTLE CREEK, PA. Tel: Valley 3705

FOR SALE — Specials in Arcade Equipment: 3 Evans Super Bombers @ $89.50; 1 Supreme Rocket Buster @ $35.; 4 Bally Convoys @ $55.; 2 Bally Rapid Fires @ $45.; 6 Seeburg Chicken Sams @ $56.; 2 Keeny Anti-Aircrafts @ $20.; 2 Keeny Air Raiders @ $35.; 2 Keeny Submarines @ $25.; 1 Williams Circus Romance @ $45. NEW ORLEANS NOVELTY CO., 119 MAGAZINE ST., NEW ORLEANS, LA. Tel: Raymond 7904.

FOR SALE — Two Model 1422 Rock-Olas, no scratches on cabinet, same as new, $550. each; two Rock-Ola Standards, perfect condition, cabinet and mechanism, new gold cloth grill, $195. each; one Gottlieb Liberty $40.; 1 Genco Hi-Hat $30. 1/3 certified deposit. DUFF'S RECORD SHOP, 24 EAST PICCADILLY STREET, WINCHESTER, VIRGINIA.


FOR SALE — Large Quantity of Arcade Equipment: Mutoscope Sky Fighters, Scientific Batting Practice, Keeny Submarine, Keeny Air Raiders, Chicago Hockey Game, Bally Defender, Rapid Fire Guns, Chicken Sam Conversion Ray Guns. Best offer on individual pieces taken. Send us your requests. CHEMICAL CITY MUSIC COMPANY, 186 SUMMERS ST., CHARLESTON, W. V.

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 70 lb. tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOFERTON, GA. Tel: 33.

FOR SALE — We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLA. AVE., LAKELAND, FLA.

FOR SALE—$25.00 and up Mills. Jennings, Watling Slots in 5-10-25c A-1 operating condition; 5 Ball Free Plays; 1-ball P. O. games Mills Panorama $325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MICHIEL ST., MILWAUKEE 4, WISC. Tel.: Mitchell 3284.

FOR SALE — Jumbo Parades, late hds., Comb. $125.; Jumbo Parades, high hds. Cash $65.; Bally Club Bells $95.; Paces Rools, cash Skill Field $55.; Lucky Stars $125.; Lucky Lucre $125.; Keeny Super Bells, 56 Comb. $125.; Keeny 4-nickel $350.; Keeny-5 & 5@ $295. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

FOR SALE — Monicker, New Champ, Major 41, Seven Up, Slugger, Snappy, Four Roses, Sport Parade, Towers, Tall Gunner, Glamour Girl, Spot Pool — each $25.; Victory, Knockouts, Home Run 42, Capt. Kidd, Jungle, Argentina, De Re Mi, Sky Blazer — each $37.50. Terms one-third deposit, balance C.O.D. K. C. NOVELTY CO., 419 MARKET ST., PHILADELPHIA 6, PA. Tel: Ma 7-4641

FOR SALE — The most complete stock of Arcade Equipment, Cards and Supplies in the United States. Write for list. MIKE MONVES, 510 W. 34th ST., NEW YORK CITY.

FOR SALE — 1 Bally Hi Hand $90.; 2 Galloping Dominos $110. ea.; 3 Silver Moon P.F. $75. ea.; 3 Bally Surf Queens $125. ea.; 2 Soft Bell Queens $125.; 1 Snappy $35.; 1 Play Ball $35.; 1 Horoscope $40.; 1 Spot a Card $40.; 1 Paradiso $40.; 1 Wurlitzer 71, counter, $135. HUTZLER VENDING MACHINE CO., 900 WINCHESTER AVE., MARTINSBURG, W. VA.

FOR SALE — The following machines have all been thoroughly reconditioned and repainted and guaranteed to look and work like new. Wurlitzer’s 616, 716 $79.50; 616 Lifeup $99.50; 609R $195.; Rock-Ola Master & Super ‘40 $195.; Seeburg Classic $165.; Envoy, Major, Colonel all RC ES $225.; Supreme Bolascores, skeeball $125. MELODY MUSIC CO., 113 N.E. 9TH STREET, MIAMI, FLORIDA. Tel: 5-1301.

FOR SALE — 2 Parlors $275.50; 1 Panoram Pake $289.50; 10 Supreme Skee Rolls, 9 ft. $189.50; 6 Genco Total Rolls $300.; 2 Chicago Coin Hockey $195.50; 1 Genco Skee Ball, 9 ft. $125.; 1 Atomic Buzzer (write); 1 Rapid Fire $95.; 5 Chicago Coin Roll-A-Score, 9 ft., as is $50. MARCUS KLEIN, 577 — 10TH AVENUE, NEW YORK CITY.
FOR SALE

FOR SALE - ALL BRAND NEW: Seventy-five Personal Music Melody Lane Boxes $25. ea.; Six Master Power Supply Units $120. ea.; One Studio Timing Control Unit $175.; One Studio Amplifier $375. ATLAS AMUSEMENT CO., INC., 1078 UNION AVENUE, MEMPHIS, TENN.


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 - 500 Model Wurl. $275.; 24 Model Wurl. $200.; Victory Special one ball $400.; Midget Racer $175.; Big League $125.; Topic $40.; Seales $200.; Bally King Pin $100. BINGHAMTON COIN MACHINE CO., 421 COURT ST., BINGHAMTON, N. Y. Tel: 4-5114.


FOR SALE — or Exchange: Two Baker Racers, Daily Double with brand new, just installed check separators, like new, priced at $350. each. Or will exchange same for 2 Bally Victory Derby, Automatic Payouts. S. & T. SERVICE, 1601 ADAMS ST., TOLEDO, OHIO. Tel: Garfield 8531.

FOR SALE—Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $800. f.o.b. Los Angeles. Add $25. for crating. Send or wire $100 deposit. WM. HATHANSON, 2738 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE — Phonograph & Pin Ball Route at "Cash Box" prices. About 100 Pieces of Music and 60 Pin Balls. Receipts around $100. weekly. Lots of Records, Parts & 2 Trucks. Box No. 95, c/o THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE—DuGrenier, Rowe, National and Uneadap cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Uneadap parts. WANT—WILL buy anything. Send us your list. MACK H. POSTEL, 8750 NORTH ASHLAND AVE., CHICAGO 28, ILL.

FOR SALE — 1-700 Wurl. ; 1-500 Wurl. ; 2-600 Wurl. ; 6-616 Wurl. ; 1-1940 Rock-Ola C. N. ; 1-Seaburg Box; 1-Seaburg Gem; 6-Pinball Games. All Machines are in perfect condition. X-CEL NOVELTY CO., 5240 N. 11th STREET, PHILADELPHIA 41, PENNA.

PARTS AND SUPPLIES

FOR SALE — New 30 Wire Alpha Cable $275. Spool 1000 ft.; Maple Skeeballs 3-1/8" $25 ea., $50. per 100; 2-3/4" $45 ea., $45. per 100; 2-1/2" $45 ea., $45. 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—G.E. Mazda Bulbs, give "tops" all quality service; Lumilines, clear or frosted, 24 to carton. write: Big Bulbs G.E. Mazdas, 75 up to 75 Watt. 120 to carton, write: New, genuine, only reliable G.E. Mazdas (#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 — We are distributors for "Steelstrong" tubular up 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 GRAVOIS AVE., ST. LOUIS 15, MO.
NOTICE - Music Ops: Lest you forget - We're reminding you to send your Used Phono Needles for Re-Sharpening. Established over five years ago, it is absolutely Dependable and Guaranteed. We will send you Complete Details and Free Shipping Containers on request. Just drop us a card, but do not Put It Off. RE-SHARP NEEDLE SERVICE, P.O. BOX 770, FORT DODGE, IOWA.

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 will split our 30% commission with any dealer on Popcorn machines - you certainly know or have many locations easily interested - Let's Work Together. P. K. SALES CO., PHONE 32941, CAMBRIDGE, OHIO.

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 - We carry a complete line of all the latest equipment of all the leading manufacturers - plus an extensive selection of guaranteed reconditioned equipment of all types. Special!! undated glasses for Track Times. Wire, phone, write. PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-2892.

NOTICE - ATTENTION! We submit the opportunity every operator needs & desires. We are proud to offer: 1) All equipment sent open account to established, accredited operators. 2) 10 Day free operating trial period. 3) Reasonable discounts for cash. 30 Weeks or more to pay if you wish. All types of new & used equipment available for immediate delivery. It will pay to be on our mailing list. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA, N.Y. Tel: 6-386.

PASS THIS SUBSCRIPTION ON TO A FRIEND!!

"THE CASH BOX"
"The Confidential Weekly of The Coin Machine Industry"
381 FOURTH AVENUE, NEW YORK 16, N.Y.

PLEASE ENTER MY SUBSCRIPTION FOR ONE YEAR. ENCLOSED FIND CHECK FOR $15.00 (ALL SUBSCRIPTIONS PAYABLE IN ADVANCE)

NAME

FIRM

STREET

CITY.................................................. ZONE ...STATE........................................
The Aireon Record Changer is the heart of the Aireon Electronic Phonograph. Like the human heart, it is so smooth and simple of operation, so dependable, so efficient that you can forget you have it. Just select your record and push the button. Quick as a wink the Record Changer picks the platter — and the music is on.

Faster record changing means more plays, more pay—18% to 36% greater profit.

General Offices: 1401 Fairfax Trafficway, Kansas City, Kansas
In Canada: Mafco Corp., Ltd., 4001 St. Antoine Street, Montreal, Quebec
New "Mystic Flash" feature magically transfers Win-section of play-field to top of the board—
to sections which normally score only Purse or Show. Players play, not merely two to four coins per game, but five, six, eight or ten... to catch the "Mystic Flash." Bally's new multiple masterpieces can easily double or triple your normal one-ball profits. For quick delivery order today!

DE LUXE DRAW BELL
TRIPLE BELL ★ DOUBLE BARREL