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Era
Of
Economical
Entertainment

By Bill Gersh

As has appeared on these pages time and time again in past months there is now definitely defined for all to see a complete change in the entertainment picture of the nation. The public wants and demands economical entertainment. No longer are nite clubs attracting the patronage they did during the wartime boom period. No longer are the more expensive dance halls, and other public places of entertainment featuring high prices, attracting the crowds they once did. The public is cutting down. It is keeping itself as financially liquid as is every intelligent business man these days.

People will wait for a popular movie to reach a naborhood house prior to seeing it, and will see it then at about one-third to one-half what the “downtown theatre price” usually is. The same is true of the expensive dance halls. And more true of the nite spots as well as the high priced cocktail lounges and restaurants. An era of economical entertainment is under way and is growing ever more apparent to all in the industry.

Already the amusement game field feels this sudden change of public attitude toward the expensive enter- tainment it enjoyed during the war boom years. More and more of the ops throughout the nation advise that players are keeping closer to home and, therefore, their games are enjoying bigger play than they have in many months. This will be even more true during the summer and fall months yet to come.

The automatic music picture also grows in importance while this trend toward more economical amusement continues. The people are willing to invest a few coins in the tavern phono but are not willing to spend many times that amount to hear singers whose salaries range into four and five figures. Therefore the drive by all leading performers to get their records into the nation’s juke boxes and to cash in on this popular move. This has happened each time a recession has come about in the nation. It is only history once again repeating itself.

Naturally, along with the drive toward greater econo- mies in entertainment—the automatic merchandising in-dustry will, as usual, tremendously benefit. This great labor and overhead saver for the average product is going to be in ever greater demand. The automatic mer-chandising machine industry is on its way toward a great boom era. Of course, it is temporarily stymied by lack of sufficient raw materials and components but, when it does shake itself free of these obstacles, it will go into one of the fastest sales periods it has ever enjoyed and, naturally, along with this will come tremendous pop- ularity far up and above what it has ever before enjoyed.

This new era of economical entertainment, of course, is most being enjoyed by the amusement machines field. The games are recovering their former take everywhere. At the same time distributors and jobbers have made it their business to cut down on prices to make purchase of new games most attractive to the operators. This, plus the fact that there is also profit in the trade-ins of the machines, has stirred the field to greater effort and has increased sales at a remarkable rate. It looks to many, who are close students of this business, that as the months continue onward the amusement field will once again jump back into first place.

The automatic music machine men have pulled in their horns in some cases. They have cut down overhead wherever and whenever possible. They have arranged for greater efficiency and now find that they are profiting from their operations up and above what they formerly believed possible when the new phonos were first announced at high prices. They have learned that by complete specialization they can overcome a great many minor expenses which weren’t possible when they did not give their music business their complete and un-divided attention.

But, what is most important, is the fact that as the public tightens its purse strings and gets stingy with its dollars, it continues to spend freely of its small coin. That means that the coin operated entertainment field has before it the greatest possibility for prosperity that it has ever faced since the early thirties.
CHICAGO — Music operators are reporting that their averages are up, compared to what they were the early part of the year. Reports are to the effect that music continues to go ahead and that even those the average op would like to see collections above what they are at the present time that "There's no cause for complaint right now", as one noted music machine operator put it.

A quick survey among colomn of the nation's leading music centers brought to light the fact that nationally average collections are higher than they have been in months. Tho this does not mean that every city is enjoying an increase, the majority of the coinmen covered report that they are enjoying much better collections than what they had the first part of the year.

It is therefore very interesting to the trade to note that, as the second quarter gets under way, the phones have come back strong and with the warm weather to follow, which is supposed to bring with it the greatest travel ever known for any vacation period, juke boxes have every opportunity of holding up the present mark and, perhaps, even bettering it.

Many attribute this to changes in commission methods and some to new coin play. The average op believes, too, that this is the public's reaction to the high cost entertainment which has attracted the public until now. There is no doubt that, as the highest cost entertainment spots tighten up and close down, the juke boxes of the country will climb into ever greater popularity.

One op reports, "In my estimation it's the fact that people are once again getting around, after the hard winter we went thru, and are beginning to enjoy themselves economically. Most of our customers, at least around this section, have cut down to much cheaper entertainment expenditure than what they formerly enjoyed. This has made it better for all the operators here and the boys report that collections are up all down the line."

Another op says, "For a while there we really did hit a low point and, you can take it from me, we were plenty scared for we had just bought new machines at high prices and just couldn't see our way clear. Now that our collections have started to creep up again we feel a lot better for we believe that we are going to be able to take care of the new equipment and, at the same time, see some nice profit in our machines."

Still another phonoman writes, "Our collections held pretty well even going the winter months. But, we decided this past December that we just couldn't go on with our average spots on a 50-50 basis. Therefore, as we saw things cut down during the holiday season, we went to work and arranged with most of our locations for a two-thirds-one-third basis. We lost a few spots to competition when we started this new percentage set-up, but, in the long run we now attribute the fact that we are going ahead to this new commission basis. We believe that every operator, if he wants to earn any money with music, will simply have to change his commission basis."

Still another op writes, "Our collections are okay. They have gone up some, the not enough to make it profitable to replace a lot of spots on our route. We believe that the real profits will come when the manufacturers can give us a better price on new equipment. It's a three year hitch right now to take care of any new machines, especially with wall and bar boxes, speakers and accessories which must be used when new equipment is installed. Another thing we have done is to work on 10c, 3 for 25c play, in some of our spots and we can tell you that we are doing very good where we started this. We did have to cut back in a few places but in the main we are satisfied. In some spots we are also getting 60% of the gross and that helps plenty. There's no such thing as profitable operating on 50-60 anymore unless it's a $50 to $100 spot."

Most impressive was the following, "As I told you at the convention we were down very low on our average collection for about four months. Then we had a pickup which began in February and has continued right along. At this time we are doing 27% better than we did in December or January and believe that this will go up to about 60% better about May. I think this is the story all down the line with the music ops."

Some territories haven't shown sufficient increase as attested to by this letter, "Our collections are still below normal. Furthermore, we are not figuring them on the basis of the war years, but the time after the war. According to what we are doing here we would safely state that collections are off what they should be but that, all things considered, we are able to go on ahead because we haven't that big expense anymore we used to have. I believe that the take will go up but it should increase at least 50% to 75% above what it is now to make it profitable for the juke ops to go ahead."

Over 65% of those who reported in to The Cash Box claim their collections average much better than the first quarter of 1947. They also state that this is a definite indication that collections are fast returning to a higher mark. The national average at this time, as computed by most of the ops, is around the $8 mark. If this is the case then the average is not too far off even the boom wartime period. Some report that the average should be gauged nationally about $6 per juke box. A few others were lower—down to the $4 or $5 mark. But, from the majority of the music ops it seems that the $8 mark is more near right than any other yet received.
NEW GAMES GET OPS’ SUPPORT

Manufacturers Producing Best Games in Their History. Buying is Very Brisk. Ops Report Collections ’Way Up. Many Are Swinging Over to Game Field. Look to ’47 to be One of the Biggest Game Years.

CHICAGO — The one division of the industry that is going ahead faster than any other at this time is the amusement field. Here manufacturers are busy producing as fast as they possibly can to meet the demand which they are enjoying at this time. Nor does it appear likely that this demand will go down even a fraction of what it is at this time. If anything, according to predictions and reports here, it should go even higher than what it is at this time.

The operators are buying and attribute the buying surge to the fact that the manufacturers are producing hit after hit. As one noted amusement games op stated this past week, “The manufacturers are producing the best games in their history. Everyone we’ve placed on our routes has been a moneymaker. What’s more they’re coming out with hit after hit and this has won confidence as well as profits. We are expanding our game operations and believe that this will be our mainstay for the year.”

One thing which has thrilled every- one of the leading amusement game manufacturers here is the fact that collections are away up and still continuing upward. Ops who have reported in to the manufacturers here advise that their collections are better now than they have been in years on these new hit games. Furthermore, they also state that since the prices have come down to some extent, this, too, has been very helpful and with the trade-ins holding up, the men figure that they are in for some really good times with amusement games.

It is interesting to also note that today everyone in the industry is beginning to predict that 1947 will be one of the biggest game years. The sales started off slowly during January and even into the early part of February they are now increasing in momentum almost daily with factory sales personnel reporting that demand continues to grow greater each week. The belief now is here that before the Fall months come into being they will be hitting top peak production schedules with many factories already preparing for some of the greatest sales they’ve ever enjoyed.

One thing that is happening of advantage to the entire amusement machines field is the fact that the older model games are being pulled off locations and are being replaced with the later type machine. This means that the amusement machines field will be among the very first to enjoy most complete recovery and that this market will be leading the boom. As some of these older machines get off locations, noted distributors and jobbers report that they are breaking them up, and using the best parts. In this way they are cleaning house and will have before them an entirely new machine market if they continue the speedy action which they have started.

Most impressive has been the sudden rise of the pin ball game. These machines are in very fine demand at this time and the trade is using them just as fast as they can be shipped. The last five or six pin games which have been introduced have all been outstanding hits. It seems that everyone of the factories clicked at one and the same time and this helped to boom the pin game market over the mark it had already reached.

Furthermore, as the newer pin games arrive, these, too, are being adjudged hits and this is continuing the sales into heavier and better figures. Few trades are being made within a three to four months period on these games which gives the distributors and jobbers the opportunity of going on ahead faster than before and getting their territory cleared of old machines.

Probably most sensational has been the rise and popularity of the manually operated roll down games. These have taken strong hold in many territories and the ops report that they are real profit producers. This means much to many in those areas where no other type of equipment can be operated.

In addition to the roll downs, bowling alleys and poker type tables as well as some of the other larger machines are also winning good sales. This field looks like it will go ahead and continue to gain greater favor. The manufacturers of these machines report that orders are still at par and some state they are getting better right along.
JUKE BOX OPS CRYING FOR NEW HIT Tune


CHICAGO — The juke box operator has become one of the most outstanding musical critics. Not only is he making a close study of current popular music, but is also always looking ahead, seeking to obtain the new hit records—at least those new recordings which he personally believes will be "hits"—long before they are so acclaimed by the press and the public.

Choosing records is no easy task, as the juke box ops have learned. They realize that in purchasing new recordings there are a great many pitfalls—so the average music machine operator has listened carefully, studied diligently and is today considered one of the nation's top critics when it comes to music he believes people want to hear.

At this time music ops everywhere in the nation report that they lack an outstanding tune. They point to such successes as "Beer Barrel Polka", "Music Goes Round And Round", "By Mir Bist Du Schoen", "Old Man Mose" and a grand parade of others which caused the juke to leap to the forefront of the nation's musical money-makers.

This past year "To Each His Own" and "The Gypsy" clicked their way into first place among the juke box ops and the coinmen enjoyed increased collections while their popularity lasted.

But so far this year, with the exception of some novelties, such as "Open The Door Richard", there has been no great tune to bring coin into the nation's juke boxes as did these old timers in their day. It is granted, of course, that the "Anniversary Song" is so far the best of the coin getters, but, even this isn't enough to handle the number of spots open to records in the average machine.

Juke box operators today discuss hit songs and recordings just as easily and as intelligently as do the makers of the records themselves. They know the tunes that are pulling in the coin and they understand the need for more music of a nature which will assure them continued interest from the players.

It is noticeable throughout the trade that the music machine men are asking for some songs which will pull that tremendous interest once again to the juke boxes. Many coinmen have been recommending tunes to the record manufacturers. Some are even going to the extent of searching out talent that is clicking in their communities and urging the record manufacturers to wax these people. But, as the average juke box op reports, "it's those good hit records that count," and therefore there is a great need today thruout the entire juke box industry for something which will help them to get back into the popular limelight as did the tunes of some years back.

The juke box operator is eagerly searching the field and trying everything that comes along in an effort to find the big tune which will bring the public flocking to his locations to play his equipment.

With interest in popular music increasing everywhere in the nation, due to the radio, newspaper reviews, magazines, etc., etc. the juke box trade sees the possibility for one of the greatest revivals of moneymaking records but looks to those song writers and recording experts who will bring it the song to stimulate play.
1. **HEARTACHES**

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

2. **LINDA**

- SI-15106—Larry Douglas
- SO-2006—Bob Chester Orch.
- VI-20-2047—Charlie Spivak Orch.

3. **MY ADOBE HACIENDA**

- Ki-609—Billy Hughes
- MA-1117—Eddy Howard
- ME-3057—Bobbi True Trio
- RH-101—The Esquire Trio
- VI-20-2150—Billy Williams

4. **ANNIVERSARY SONG**

- MGM-10003—Kate Smith
- MU-428—Artie Shaw Orch.
- SI-15075—Larry Douglas
- SO-2004—George Towne Orch.
- VI-20-2126—Tex Beneke-Miller Orch.

5. **MAM'SELLE**

- ME-5048—Frankie Laine
- MGM-10011—Artie Lund
- RA-10014—Marshall Young Orch.
- SI-15093—Ray Bloch Orch.

6. **MANAGUA NICARAGUA**

- SI-15086—Julio Conway
- SO-3032—The Gordon Trio
- VI-20-2026—Freddy Martin

7. **GUILTY**

- MU-428—Artie Shaw-Mel Torme
- SI-15090—Monica Lewis
- VI-20-2109—Johnny Desmond

8. **HOW ARE THINGS IN GLOCCA MORRA?**

- ME-3056—Harry Babbitt
- SI-15064—Johnny Long Orch.
- SO-3043—Bob Houston
- VI-20-2121—Tommy Dorsey Orch.

9. **I'LL CLOSE MY EYES**

- ME-3046—Jack Fine Orch.
- MU-15097—Teddy Walters
- SI-15066—Johnny Bothwell Orch.
- VI-20-2109—Johnny Desmond

10. **IF I HAD MY LIFE TO LIVE OVER**

- MA-7218—Bob Johnston
- TW-1001—Larry Vincent
"You Wouldn't Believe Me"
"A Thousand And One Nights"
SKITCH HENDERSON
(Capitol 402)

- Chalk one up for Skitch Henderson. A guy who has been offering plenty of first rate melody on plenty of disks, Skitch is not too well known on the phonos as yet, but this latest offering of "You Wouldn't Believe Me," should help him out. The disc is a smart romantic ballad to begin with, and his piano lends support to the music that brings to the fore the voice of Eileen Barton, and her performance is a credit to all concerned.

"To The Outskirts Of Town"
"Cherry"
"FATS" PICHON
(De Luxe 1072)

- Race spots should provide ready customers for this disk featuring "Fats" Pichon, a lad with a blues voice that's loaded with the kind of character that attract plenty of attention. Offering "To The Outskirts Of Town," "Cherry" sings a lyric to the tune of "Fats" that's entirely enough purple to be labeled "cute." The disc, is an oldish that's given a fresh interpretation on the side, and should do well as a backer to "Outskirts."

Strictly an item for listeners, the instrumental backing that's provided by a little rhythm makers helps give the sides a portion of the appeal they certainly do carry.

"A Thousand Times A Day"
"I'll String Along With You"
JOE ALEXANDER
(Capitol 407)

- Ever since Joe Alexander made his first appearance on wax, we've been waiting for him to cut a song that would serve as an effective showcase for the top grade vocal talent he possesses. "A Thousand Times A Day," a better romance, appears to have much of the stuff that is needed to put him over. Joe really begins to show the depth and quality of his voice. What's more, where the earlier had the title score, here it can be plainly heard that Joe need only demonstrate pure talent to carry a song. Joe's a song with plenty of depth, and lyrics built on plenty of feeling. The flip, "I'll String Along With You," is the well known oldie, and Joe carries it off in fine style.

This is undoubtedly Joe's best platter to date, and Harlen eps would do well to take note. It should be added, too, that the instrumental support of the Dave Cavanaugh org is top.

"It's A Low Down Dirty Shame"
"Hey Boogie Schewoggle"
OLLE SHEPARD TRIO
(Apollo 385)

- Taking a page out of yesterday's, the Olle Shepard Trio come up with "It's A Low Down Dirty Shame" and "Hey Boogie Schewoggle," two oldey's that have been picked spots only. The flip is just what the title indicates, some fast beat-up boogie music with the riff on the ivory all the way thru. It's good stuff if you cater to that hop crowd. Topside tune for the money.

DISK O'THE WEEK
(DUAL SELECTION)

"Alexander's Ragtime Band"
"The Spaniord That Blighted My Life"
BING CROSBY & AL JOLSON
(Decca 4003)

- Here's a disk that should prove a bit of happiness for many a coin- man with the weight of the phonos collections. What with Al Jolson and Bing Crosby paired to deliver a pair of favorites in "Alex- ander's Ragtime Band" and "The Spaniord That Blighted My Life," how can anybody help but make coin action. Of the platter, little need be said: it's great. As for appeal, just remember what happened when they were faced together on "The Music Hall." If that's still not convincing enough, just put it out on the route, and it's a bet you'll say "thank you."

"Almost Like Being In Love"
"Smokedreams"
JO STAFFORD
(Capitol 401)

- Jo Stafford, who can do lots of things for the phonos when she gets a good song, gets two more of them on this, her latest disk. "Almost Like Being In Love" is a hit tune from the hit Broadway musical "Brigadoon," and, as Jo sings it, it comes up as a sure hit for the phonos as well. Just latch on, and remember we told you. The flip, "Smokedreams," should be well known to just about everybody, because it's the theme for the Chesterfield Supper Club radio show. The first time on wax it will snatch plenty of action on its own. There's not much else to say about this disk except get it. As usual, Paul Weston's ork is great.

Music ops may remember the tune as done by Billy Eckstine so many years ago, which may earn the tune replay action. Actually the stuff is of the finer brand of race music, and will get some picked spots only. The flip is just what the title indicates, some fast beat-up boogie music with the riff on the ivory all the way thru. It's good stuff if you cater to that hop crowd. Topside tune for the money.

"The Covered Wagon"
"Rolling Right Along"
"A Little Too Fer"
JOHNNY MERCER
(Decca 4003)

- A pair of gay little novelties offered in the folk music manner is this latest platter by popular oldtimer, Johnny Mercer, who assure a big following for the disk by teaming himself with Wesley Tuttle and Steve Breckner to make it a pair of old timey throt sids. Of the two, the "Covered Wagon" probably is a genuine echo with the trade, since the lyric and melody are easy to remember and, for which reason is very right. A little bright little jingle that teins of grand- pappy's and grandmaw's ride across the wide open spaces. The flip, "A Little Too Fer," tells of the gal who went just the opposite. With Johnny Mercer as the voice, Wes and Merle combine well with him to make one of the better folk trios you've heard.

"Through"
"Sunrise Serenade"
TEX BENEKE & THE MILLER ORCHESTRA
(RCA-Victor 20-2224)

- Latest battle to emerge on wax under the Benwee and Miller montage is "Through," which, as the title implies is a real blue one, done with plenty of muscle and it's a disc (Capitol-407) flavor. Handling the lyrics, and very well suited of course, is the lean, the mood with feeling and most of the other necessary vocal accessories. The flip, "Sunrise Serenade," is an old favorite of the old Glenn Miller classic, and as it emerges it's still an item that should draw plenty of coin action from the legions of customers to whom Glenn's name still recalls plenty of musical magic.

"When Am I Gonna Kiss You Good Morning"
"Serenade To Love"
FREDDY MARTIN ORCHESTRA
(RCA-Victor 20-2231)

- A pair of strong romantic ditties composed Freddie Martin's latest contribution to the wax circle, and, as accom- plished here, provide good phone mate- rial. Of the pair, "When Am I Gonna Kiss You Good Morning," is the live- lier, with Clyde Rogers on vocal and the Martin Men adding a well performed vocal to a tune. The flip should earn its action and the variety of locations frequented by the younger folk. The flip, "Serenade To Love," is in the strictly-for-romancer category, and is probably the side that'll get heaviest action. Stuart Wade steps in to deliver the lyrics, and his performance is strictly top drawer. Combining that factor to- gether with the belief that the tune is a natural, you've got a disk you can ride with. As usual, the melody Martin and his boys make is a treat for dancers and listeners alike.

"As Long As I'm Dreaming"
"You'll Know When It Happens"
BOBBY DOYLE
(Signature 15089)

- Pair of waxings in the romantic theme shape up nice as Bobby Doyle here, as he spins thru "As Long As I'm Dreaming" and "You'll Know When It Happens." Bobby tops himself again in the flip top- ficker "Welcome Stranger" which might add to the collection of hits, and the voice is in there all the way, and al- though the ditty isn't top drawer stuff, ops can't help but take note. Joinin- ing is Doyle again with a ditty that the starry-eyed crowd might like. Ray Rough comes through for the kid to render some terrific backing which more or less, highlights the pace.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
**SLEEPER OF THE WEEK**

**"Chi Baba Chi Babo"**

**LOUIS PRIMA ORCH.**

**Majestic 1133**

**"There's Them That Do"**

**GOOD SHERWOOD ORCH.**

**(Capitol 404)**

Long missing from the phonos, here's stuff that the great Bobby Sherwood ork might step in with to rake of some nice coin. It's "There's Them That Do", and believe me, everybody will want to get next to this one. Light novelty ditty wrapped up in a buffalo package for music ops shows vocal-lass Lynn Stevens as a chip that definitely has it. Utilizing a quiver in her tonsils to give the side flavor, our good teams with maestro Bobby to set the pace. The ice-cream parlor trade will order more vanilla while hopping to this bit of wax. On the flip with the fast rising "We Knew It All The Time", our chanteuse Lynn Stevens gets an A on her report card for this job. A soothing melodic thing, Lynn's voice is one to be heard. Both sides rate high, so lend an ear to this pair.

**"You Don't Learn That In School"**

**"I Believe"**

**LOUIS ARMSTRONG ORCH.**

**(Vocal 22-2420)**

We warned you to get on the bandwagon—and here's ole Satchmo Louis Armstrong adding flavor and quality to this fast rising ditty. "You Don't Learn That In School", while Louis preaching the thing, makes it one which the Armstrong fans will want to get next to. Satchmo treats the kids with a lick on the horn, and of course, the kid is still tops. Backing from the pic "It Happened In Brooklyn" is one that's keeping the collectors busy already. Louis' bounce adds zing to it, garnishing it for those race spots. Get next to this pair!

**"I Never Knew"**

**"Why Did It Have To End So Soon"**

**SAM DONOHUE**

**(Capitol 405)**

More oldie stuff headed ops' way is a corn that's mellow and bright all thru, and one that will no doubt keep the revival parade going. It's "I Never Knew" with the Sam Donohue crew knocking out some stuff in the background that rates a flash anytime. With choir boy Bill Lockwood up to the mike, teamed with the "Blue Hues", the kid renders romantic ballading in top manner. The combo chorus are happy throughout as is maestro Sam's effective bg work. On the flip with more ballad material; "Why Did It Have To End So Soon" shows piper Lockwood in a high fashion with this subdued bit. This side can go as good filler material, and if you can stand it, yours. "I Never Knew" is the McCoy.

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**"Things Ain't What They Used To Be"**

**"Jeeps Blues"**

**IKE CARPENTER ORCH.**

**(Modern Music 20-513)**

Revising a money-maker of yester- year, Inc. Carpenter offers some more with "Things Ain't What They Used To Be." Aimed at the crowd who care for this stuff, and what with the trend being towards oldies, the ditty might catch coin spots. Ellington of course can't be beat, and Carpenter's rendition doesn't match the Duke. On the backing with "Jeeps Blues," the ditty is strictly for those jazzophiles that crave this brand. It's a slow instrumental jug with the boys taking licks in the middle. Of the brand you want to sit down and listen to, the better type of music lover will go for this. "Things Ain't What They Used To Be," is there for the asking.

**"Sweet Corrina Blues"**

**"No Good Woman Blues"**

**BILL OSBORNE & HEPETTE**

**(Continental 4041)**

Sounds out of the bayou country, that's with this one. Bill Osborne and crew offer "Sweet Corrina Blues", in a style of what the New Orleanians recognize as the reasonable facsimile of it. Stuff is good, and at those race spots, should catch coin. Bill's vocal is in the deep retrain with the rhythm accompanying it filling the bill. On the backside with "No Good Woman Blues", Bill offers ops a thing that could be termed strictly stock. If you need fillers, this side might do. We like "Sweet Corrina Blues".

**"That's My Desire"**

**"Red Silk Stocking and Green Perfume"**

**SAMMY KAYE ORCH.**

**(Vicror 20-2551)**

Riding the wave for a barrel full of coin-play, "That's My Desire" with the swing and swing man Sammy Kaye at the baton, shapes up pretty all thru. Pippin in form of Don Cornell & The Kaydets join hands here to render effective ballad- ing, while the maestro comes through for the background. Joe Kaye notes the tune is catching coin, and this retrain of Louis Prima, the kid with that truck in his tonsils makes some terrific music with this ditty. Done up in a slow retrain, with Louis enforcing the title, the maestro pips a lullaby to his bambino while the rest of the crew make mellow music. Nice thing about this is that Louis lends the number a touch of mel- ancholy with the bandsmen playing in organ-grinder fashion. A slow, minor solo rounds out the frame which spells heavy coin-play. The maestro couples with chirp Cathy Allen; whose voice fits this affair like a kid glove. The slow treatment Louis gives out with, will make kids from 90 to 9 hmm, whistle and sing this tune. The flip shows Mr. Prima in a novelty score fast sweeping the country. "Maestro" (means good luck), and that's just what you'll have with this pair.

**"Chi-Baba Chi-Babo"**

**BLUE RARREN ORCHESTRA**

**(M-G-M 10027)**

**BLUE RARBON**

Here's a number you can mark down on your curt, because it has all the earmarks of breaking into a great big thing. Tabbed "Chi-Baba Chi-Babo", it's built on an old Italian nursery rhyme, and as modernized, comes up a crackerjack novelty ditty that's got a fine interpretation by the Blue Raron ork. With the entire ensemble following along on the lyrics, it comes up one of the happier items we've heard in a long while. By all means give it a hearing. The flip, "Oh, My Aching Heart," is another effective offering, that's a good show case for Blue's instrumental styl- ing. In addition, Charlie Fisher and a Quartet do well by all concerned on the vocal.

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**"Beside You"**

**"Your Wish Is My Command"**

**FREDDY MARTIN ORCH.**

**(Vicotor 20-2208)**

Two light romantic platters out of the Fred Martin ork stack up nicely for the maestro as he puts forth "Beside You" and "Your Wish Is My Command". With piper Stuart Wade on the topside ditty; the number isn't one that will stop traffic but worthwhile rates your listening time. "Your Wish Is My Command" offers some nice background, courtesy of Pee Wee Ranone, and the bari boy Gene Conklin on the bandstand. Both voice and instrument are clinic, and if you might use them for fillers. "Beside You" will attract coin-play once its ditty, "My Favorite Brunette" hits the local circuit.

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*Only Records Considered Best Saled To The Requirements Of The Trade Are Reviewed On These Pages.*
All around the wax circle (with darn few exceptions) spokesmen for the platteries are singing the blues, but loud. The sale of platters via the retail market has slumped to the point where the minor diskers without a click are growing increasingly alarmed. As in all businesses when such a condition arises, there is an abundance of crying to be present. But there is, too, an indication that those who are in business are taking a tough screening, whereby some will fall by the wayside and those with the guts, confidence and imagination will remain, and in a stronger position than ever before. That there are many who are in this business because it started out as a joyride that kept going with such momentum that a man could be carried along merely on the mass sales tide, is well known. Well, the free ride is over now and anybody who wants to keep going has got to earn his ticket; and that holds for all from the manufacturer on down to the distributor’s salesman.

One of the interesting things one finds in watching the record lads in their heads is the fact that all have a single error against them. Without exception, every one of them had been guilty of it. It’s this: there has been a lack of balance on the part of the record manufacturers that has bunched all the way down the line until it stopped — right with the guy who was supposed to buy the record. Too few people in the recording industry are truly aware that making money and a reputation in this business requires the cooperation of every man in the organization. Thus, for a firm to produce a record without considering every aspect such as the potential market, distribution facilities in relationship to that market, competition, timing, promotion, etc., is to invite Uncle Samuel’s 77B. Yet it’s amazing how many labels will sign an artist and cut a tune with practically no such consideration and planning.

Of course, it’s to be realized that in this business everything’s a gamble, but as every gambler worth his salt well knows, the more elements of risk that are removed in the play, the better the chance for a click. Thus far, too many platteries have shown too much disregard for the aspects mentioned before. Of course, the smaller labels have been more at fault than the others. But in these days, when it’s getting tough to sell anything but an established hit, manufacturers must use greater judgment than ever before. If that means changing a few established policies, then they must be changed. At any rate, an examination of current and past sales figures should point the reasons why...

It’s up to the manufacturers to make doing business with a friendly distributor the pleasure it should be.

We’ve heard quite a few new cuttings of “Mah-Zel” (the good luck song) recently, and from all of them, we’ll pick the Murphy Sisters’ waxing of it as the best of the lot. We mentioned that around Apollo Records recently, and the boys let out with a big “I Told You So”... Speaking of clicks, show biz folk are saying very nice things about the way the Charioteers did “Chi-Baba Chi-Baba.” Fred Kleiman writes from Chicago that we should get a look at and listen to a gal named “Wynna,” a new burst recently inked by Aristocrat Records. Fred describes her singing as “exasperating.” Fred! The language you use!

3
BIG SONGS

The experts predict smash success for these new records... top tunes plus top artists. You’ll want them on your boxes — now!

MAM’ S’ E L L E’
Based on a theme from the 20th Century Fox Picture
“The Razor’s Edge”
AND
IT’S THE SAME OLD DREAM
From the M.G.M Picture, “It Happened In Brooklyn”

THE PIED PIPERS
With Paul Weston and His Orchestra

I WONDER, I WONDER, I WONDER,
AND
THAT’S MY DESIRE

MARTHA TILTON
With Vocal Group and Dean Elliott
And His Orchestra

YOU DON’T LEARN THAT IN SCHOOL
AND
MEET ME AT NO

THE KING COLE TRIO
Vocal by King Cole

CAP. 396

SPECIAL PLACE
And I’ll Be There At No Particular Time

CAP. 393

SUNSET and VINE

11, 1947

Page 10

The Cash Box
Entire Record Industry Salutes Ohio State Phono Ops Assoc.

CLEVELAND, O. — Music operators, recording artists and record manufacturers throughout the nation, this past week took time out to salute the Ohio State Automatic Phonograph Operators Association, and wish them success at their convention this week in Cleveland.

The Ohio association has long been recognized as a pioneer in the industry", said one leader in the music industry, "and we extend our sincerest wishes for the continued success of the organization," he continued.

At last report from the Banquet Committee headquarters, the convention has all the ear marks of being a gala success. "The affair is completely sold out", said Jack Cohen, committee chairman of the group.

"We are sure the entertainment being provided will meet with the approval of all the membership and guests invited, and we are sorry that we have had to refuse requests from so many people who wanted so to come down", said Cohen.

Eddy Howard and Gene Krupa orchestras will be on hand for the convention.

Myerson-Gordon Deal With Musicraft Denied

NEW YORK — Vehemently denying existing rumors to the effect that he was contemplating switching to Musicraft Records, Jack Myerson, general manager of World Broadcasting, disclosed that at present, he would stay put at the Decca subsidiary.

"I was not even contacted for a statement," said Myerson in regard to a story currently making the trade journal rounds.

Admitting that he was approached regarding a position with Musicraft, Myerson denied rumors that both he and Morty Gordon also of World Broadcasting, had definitely accepted any position with the platter firm.

Musicraft Records, postponing the announcement of new management personnel, disclosed late this past week that a definite statement would be forthcoming in the immediate future.

It was also admitted that for the past several weeks offers had been made to prominent figures in the record industry, such as Eli Oberstein-RCA-Victor, Morty Faltin of Decca and others, though no final agreements were reached with any of them.

The Saga Of A Find

NEW YORK — Local record buyers have discovered a new novelty sensation in Apollo Records' "Joe & Paul." It all started with a comedy team called the Barton Brothers, who got together with Irv Katz of Apollo to turn out a Yiddish take-off on the now famous "Joe & Paul." The record is strictly "party," but Apollo disclosed other types definitely are following so that juke box customers can appreciate the humor therein.

HOT TIP!!!
From THE PUBLISHER
First it was "Huggin' and Chalkin'"

NOW IT'S...
"I Had A Wonderful Time in Columbus"

Play smart... ask for it now so as not to get caught short when the song breaks!

HUDSON MUSIC CORP.
Kermit Goell, Pres.
Solly Cohn, Prof. Mgr.
1450 BROADWAY
New York, N. Y.
OFFICES
1510 FOREST KNOLL DRIVE
Hollywood, Calif.

You've Heard DINAH SHORE'S "Anniversary Song"
The Leading Record On The Juke Box Parade

FLIP IT OVER — AND HEAR
DINAH SHORE
WITH SPADE COOLEY
AND HIS ORCHESTRA

REALLY SELLING
HEARTACHES, SADNESS AND TEARS

IT'LL MAKE YOUR WORRIES MELT AWAY
Columbia Record No. 37234
YOU'VE GOT IT!! FLIP IT!!
SAMMY KAYE!
The Egg and I
Hit from the movie "The Egg and I," with Mary Marlowe's vocals

After Graduation Day
Top song from the new musical, "Goodnight with Check" Lyrics: Johnny Ryan and The Choir
RCA Victor 20-2209

TOMMY DORSEY!
Both are from MGM's "It Happened in Brooklyn"
Stuart Foster, vocals

Time After Time
RCA Victor 20-2209

It's the Same Old Dream
RCA Victor 20-2210

VAUGHN MONROE!
Vaughn and The Moon Melodys singing on both sides
You Can't Hide Your Heart Behind a Kiss AND Dreams Are a Dime a Dozen
RCA Victor 20-2226

BETTY RHODES!
with Charles Dant and his Orchestra
Tonight Be Tender to Me AND The Man Who Paints the Rainbow in the Sky
RCA Victor 20-2227

DENNIS DAY!
with Charles Dant and his Orchestra Mam'selle
(From "The Razor's Edge") AND Stella by Starlight
RCA Victor 20-2211

LOUIS ARMSTRONG!
It Takes Time AND I Wonder, I Wonder, I Wonder
RCA Victor 20-2228

ERSKINE HAWKINS!
I Had a Good Cry Louro Washington, vocals AND Hawk's Boogie
RCA Victor 20-2169

THE STARS WHO -- MAKE THE HITS ARE ON
RCA VICTOR RECORDS

BILLY WILLIAMS and the Pease River Rogues
Green Grass of Wyoming AND Remember Me (When the Candlelights Are Glimmering)
RCA Victor 20-2229

THE RANGERS QUARTET
You Got to Get Right If You Would Win AND Listen to the Bells
RCA Victor 20-2213

CLAUDE CASEY and The Sogadouts
Days Are Long, Nights Are Lonely AND I Wish I Had Kissed You Goodbye
RCA Victor 20-2230

ROGERS AND HART ALBUM
with Betty Garrett, Billie Burke, Marie Greene, Vic Damone, Chorus plus Lehman Engel and his Orchestra (RCA Victor Musical Smart Set, F-170)
This Can't Be Love AND Falling In Love with Love (both from "The Bells from Syracuse")
RCA Victor 45-0015

The Lady is a Tramp (from "Babes in Arms") AND There's a Small Hotel (from "On Your Toes")
RCA Victor 45-0016

Everything I've Got (from "By Jingo") AND Here in My Arms (from "Dearest Enemy")
RCA Victor 45-0017

Mountain Greenery AND Manhattan (both from "The Garrick Gaieties")
RCA Victor 45-0018

HENRI RENÉ and his Orchestra
Quand l'Amour Meurt (When Love Is Gone) AND Sous les Ponts de Paris (Under the Bridges of Paris)
RCA Victor 25-0079

THE SIX FAT DUTCHMEN
Schmalix - Palko AND Johan Joh Snippet Peninsula hitchfishe
RCA Victor 25-0078

TED JOHNSON and his Midnight Sons
Glaudio Toner - Sehnsuchtische (Handy Tunes) AND Pan Bejaron Hambo (By Request)
RCA Victor 25-0078

LOS GUARACHEROS DE ORIENTE
Orlando Guerra (Concario) y la Orquesta Casino de la Flor
El Jalo - San Marion AND Yo so Pase la Noche en Guareñas
RCA Victor 25-0066

SACASAS y su Orquesta
Lamento Malo AND Querchao Bumby Center; Ruben Gonzalez
Te Seguiré (Queriendo) Balero; Center; Bobby Ramos
RCA Victor 23-0573

CONJUNTO CASINO
La Ultima Noche Balero; Center; Felix y Fuego AND La Veta Lichora Guaranis
Cantos: Felix, Felix y Ribat
RCA Victor 23-0598

www.americanradiohistory.com
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—A SUNDAY KIND OF LOVE
FRANKIE LAINEN (Mercury 5018)

2—OLD MAID BOOGIE
EDDIE VINCENT (Mercury 8028)

3—MAM’SELLE
FRANKIE LAINEN (Mercury 5048)

4—I WANT TO BE LOVED
SAVANNAH CHURCHILL (Manor 1046)

5—that’s my DESIRE
FRANKIE LAINEN (Mercury 5007)

6—THem THERE EYES
ROY MILTON (Roy Milton 201)

7—FOOLISHLY YOURS
SAVANNAH CHURCHILL (Manor 1046)

8—POSTMAN BLUES
DINAH WASHINGTON (Mercury 8024)

9—you DON’T LEARN THAT IN SCHOOL
KING COLE TRIO (Capitol 393)

10—MEET ME AT NO SPECIAL PLACE
KING COLE TRIO (Capitol 393)
Labels Vie For Music Op Trade As Retail Market Hits Slump

NEW YORK — With retail record sales at its lowest ebb in the past six months, record manufacturers throughout the country are making a concerted effort to stimulate and uphold their sales amongst the automatic music merchants, it was disclosed this past week.

Leaders in the field realize that the music operators are the people in this industry who have at their disposal a sales promotion medium that is recognized by the buying public; that medium being the automatic phonograph.

They further realize that the music operator represents a steady volume of purchasing power, since the music operator must, in order to increase his own sales, continually change his records to meet the demands of his locations and customers. The music operator, in dealing with the masses, must maintain a fairly steady amount of popular music hits in his phonograph, to satisfy the demands of the millions of people paying the phonos.

Receiving the cry of the automatic music merchant, to give them records containing the high shellac quality that was put out prior to the war, many leaders in the industry are finally taking cognizance of the plight with which the music operators find themselves in. Many are and are investigating the plan to furnish the trade with "vinylite" records.

Prominent figures in the industry feel that the current slump in retail sales is partially due to the present buyers’ strike, and the high cost of radio-phonograph combinations. With the buying public aware of the present high cost of living, the price of phonograph models, which does not meet the average wage-earner’s pocket, continues to stay at its high level.

“Our production figures at the present time, exceed the demand for records,” said one prominent leader in the industry. “We fully realize the potency of the automatic music trade, and know that the juke-box represents potential repeat-sales,” he continued.

“We are going to make a diligent study of the needs of the music operator, and hope to meet and satisfy them in every way possible,” he said. “Our plans at present indicate sales-promotion campaigns, a stronger relationship between the music operator and our factory, and furnishing the music trade with song hits that will earn them, and ourselves, profits.” He concluded.

De Luxe Records Adds New Dists

LINDEAN, N. J. — De Luxe Records, headquartered here, announced to the trade the addition of three new distributors to handle the platter’s line.

Alpine Distributing Co., San Francisco, has been named to cover the West Coast area.

Standard Distributing Co., Pittsburgh, Pa., will handle the De Luxe line in Western Pennsylvania.

Commercial Music Co., St. Louis, Mo., has been named to cover the state of Missouri.

GREETINGS

AND

Salutations

TO THE

OHIO STATE AUTOMATIC ELECTRIC PHONOGRAPH OWNERS ASSOCIATION

FROM YOUR "NICKEL NABBING" FRIENDS

JACK FINA

REX ALLEN

(APPEARING IN PERSON)

FRANKIE LAINE

TWO TON BAKER

TED WEEMS

ANITA ELLIS

HARRY COOL

VIC DAMONE

JOHN LAURENZ

ALBERT AMMONS

EDDIE VINSON

GLEN GRAY

TINY HILL

WALLY FOWLER

And the Other Famous

MERCURY RECORD ARTISTS
JERRY MURAD’S

“HARMONICATS”

Thank "The Cash Box" for picking

“Peg o’ My Heart”
and
“Fantasy Impromptu”
as

The Disc of the Week
in the April 28th "Cash Box"

THE "HARMONICATS"
and their inimitable jump style are heard exclusively on

VITA Records

“LIVING SOUND”

Exclusive Management

MUTUAL ENTERTAINMENT AGENCY
203 N. WABASH AVE.
CHICAGO

WHAT’S HOT ON THE RECORDS
For The Week of May 5, 1947

Los Angeles
1. HEARTACHES (Ted Weems)
2. ANNIVERSARY SONG (Tex Beneke)
3. LINDA (Buddy Clark-Ray Noble)
4. GLOCCA MORRA (Dick Haymes)
5. I’LL CLOSE MY EYES (Andy Russell)
6. SANTA CATALINA (Freddy Martin)
7. THAT’S MY DESIRE (Frankie Laine)
8. THAT’S HOW MUCH I LOVE YOU (Frank Sinatra)
9. AIN’T NOBODY HERE BUT US CHICKENS (Louis Jordan)
10. JALOUSIE (Harry James)

San Antonio, Texas
1. HEARTACHES (Ted Weems)
2. ANNIVERSARY SONG (Al Jolson)
3. GUILTY (Margaret Whiting)
4. GLOCCA MORRA (Buddy Clark-Ray Noble)
5. MY ADOBE HACIENDA (Eddy Howard)
6. MAM’SELLE (Dick Haymes)
7. MANAGUA NICARAGUA (Guy Lombardo)
8. LINDA (Buddy Clark-Ray Noble)
9. SOMEDAY SWEETHEART (Joe Liggins)
10. I’LL CLOSE MY EYES (Andy Russell)

Omaha, Nebr.
1. HEARTACHES (Eddy Howard)
2. LINDA (Buddy Clark-Ray Noble)
3. I’LL CLOSE MY EYES (Dinah Shore)
4. MY ADOBE HACIENDA (Eddy Howard)
5. GUILTY (Tony Martin)
6. GLOCCA MORRA (Dick Haymes)
7. IF I HAD MY LIFE TO LIVE OVER (Bob Eberle)
8. AIN’T NOBODY HERE BUT US CHICKENS (Louis Jordan)
9. ALL BY MYSELF (Sammy Kaye)
10. IT’S A GOOD DAY (Phil Harris)

Washington, D. C.
1. ANNIVERSARY SONG (Al Jolson)
2. MY ADOBE HACIENDA (Eddy Howard)
3. LINDA (Buddy Clark-Ray Noble)
4. MAM’SELLE (Art Lund)
5. HEARTACHES (Ted Weems)
6. RAGGIALOOP (Louis Prima)
7. MANAGUA NICARAGUA (Freddy Martin)
8. ACROSS THE ALLEY FROM THE ALAMO (Stan Kenton)
9. THAT’S MY DESIRE (Frankie Laine)
10. THE FRECKLE SONG (Larry Vincent)
First VITA Records score smash hit

with JERRY MURAD'S HARMONICATS

**RECORD POSSIBILITIES**

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling. Most played or most heard feature of the chart.

**PEG O' MY HEART**

VITACoustic No. 1 & 2

There's a story that goes with this one. VITACoustic, newly formed Midwest label out of the former Universal discs, launched their harmonica version of "Peg." Just recently, mouth-organizing was highlighted by a unique echo chamber effect giving depth and presence which helps cover up other technical flaws. Disc has created a mild panic in Chicago and St. Louis at this writing, and looks to spread fast. Harmoniconics trio, handle the grand old song sweet and slow, with a string guitar finishing off measures with echoed notes. Others on chart are Chopin's "Fantasy Impromptu" and "Malaguena." Latter stands out as especially suited to unique harmonica treatment and probably makes No. 2 the better disc for coin boxes and home trade. Record has sold everything but a harmonica player till—this might be the break to do it.

1A Peg o' My Heart

1B fantasy impromptu

more and better hits from VITACoustic

2A malaguena

2B harmonica boogie

Jerry Murad's HARMONICATS

and their inimitable style

3A Alexander's Ragtime Band

3B "What is this thing called love"

MEL HENKE and the "Honeydreamers" something different

with a piano, quintet, bass & guitar

4A "My Heart is a hobo"

4B "I won't be home anymore"

(when you call)

FREDDY NAGEL and his orchestra

featuring vocalist Patti Page and Tod Trovers

CHICAGO

NEW YORK

HOLLYWOOD
Capitol To Shift Eastern Quarters

NEW YORK — Capitol Records will shift their Eastern headquarters from 1 East 57th Street, this city, to 250 West 57th Street, as soon as normal telephone service is resumed, it was announced this past week by a spokesman for the firm.

The shift will provide the diskery with the larger office space, necessary to consolidate their Eastern and recently created International divisions at a single address.

In charge of the entire Eastern operations for the label will be John Griffin, a top Capitol executive; in addition, the new quarters will contain the offices of: Walter Rivers, Assistant Director of Repertoire; Sandor Porges, chief of the International Division; Walter B. Davidson, chief of the Transcription Department; John Scalisi, chief of Chain Store Sales; Robert Stabler, Eastern Regional Manager; and Robert O'Brien, Purchasing Agent.

Eckstine Cuts First Sides For M G M

NEW YORK — Billy Eckstine, split between National and MGM Records at the present time, announced this past week, that he will reorganize his band and immediately begin playing engagements in the east again.

Eckstine has recorded four sides for MGM, which are to be released as soon as he has fulfilled his commitments with National Records.

Thanks...

OHIO STATE AUTOMATIC PHONOGRAPH OWNERS ASSN.

FOR SELECTING OUR BAND TO PLAY YOUR 8th ANNUAL CONVENTION

P.S.—Thanks to all the operators in the association for their swell response to our current COLUMBIA RECORDINGS

"IT'S A GOOD DAY"
"STORY of a SLOW MOSQUITO"
COLUMBIA No. 37209

"OLD DEVIL MOON"
"SAME OLD BLUES"
COLUMBIA No. 37270

GENE KRUPA
NEW YORK — Adding to the host of notables present at the recent Mills Phonograph showing by the Modern Music Sales Corp., this city, was the noted syndicated columnist, Nick Kenny. Pictured above with Nat Cohn of Modern Music, the pair eye the Mills machine.

Sonora Employees Reach Settlement

NEW YORK — The impending strike at the Sonora Radio & Television plant in Meriden, Connecticut has definitely been called off, officials of Sonora and the negotiating union disclosed late this past week.

Details of the settlement were not announced, although it was stated that final agreement was only a mere formality, with legal papers waiting to be signed.

It is believed that the presence of Joe Gerl, president of Sonora, who flew in from Chicago last week to negotiate with the union's representatives, eased matters considerably and hastened settlement.

Had the firm's employees gone on strike, they would have immediately controlled all production of Sonora records.

Whether or not the agreement reached will hit or force Sonora to revise their present low-price policy, was not learned although it is felt in music circles that the firm would continue to issue their present 38c platter.

Involving in the then impending strike were 250 employees of Sonora, whose demands ranged from increases in wages to health and vacation benefits.

Greeting! OHIO STATE AUTOMATIC PHONO OWNERS ASSOCIATION

On Your 8th Annual Convention

THANKS — FOR THE GREAT JOB BEING DONE ON

"MY ADOBE HACIENDA"

RECORDED BY

EDDY HOWARD .................Majestic 1117
THE DINNING SISTERS ...............Capitol 389
JACK McCLEAN ................Coast 8001
ART KASSEL ..................Vogue 785
COFFMAN SISTERS ..............Enterprise 147
LOUISE MASSEY .................Columbia 37332

BILLY WILLIAMS .............RCA-Victor 20-2150
KENNY BAKER .................Decca 23846
THE ESQUIRE TRIO .............Rhapsody 101
BOBBY TRUE TRIO ............Mercury 3927
BILLY HUGHES ................King 609

SOLD SEPARATELY

313 W. 57th St. · New York 19, N. Y.

The Cash Box

Burning the Jukes in HARLEM

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

I WANT TO BE LOVED
SAVANNAH CHURCHILL
(Manor 1046)

Manor Records Heads On Good-Will Tour

NEW YORK — Manor Records, this city, announced this past week that Sam Lehrer, treasurer and Julius Schiff, general sales manager, will leave on a good-will tour of the firm's distributing offices throughout the western and southern states.

The pair will meet many of their distributors for the first time, and, in so doing, will try to coordinate the sales promotion ideas that the distributors may have.

Having never exploited the plattery to any great extent before, the firm's policy will be radically changed in the near future. Plans include promotion of artists, advertising campaigns and a closer relationship between the home office and the distributing offices.

Schiff and Lehrer will hit Los Angeles, Oakland, Dallas, Houston, New Orleans, St. Louis, Pittsburgh, and Baltimore. The pair will wind up their tour with the National Association of Music Merchants Convention in Chicago, June 2nd through the 5th.

The Cash Box
THE FOLLOWING RECORDS ARE REPORTED "ON THE WAY UP" THROUGHOUT THE NATION.

(Listed Alphabetically)

A SUNDAY KIND OF LOVE
CLAUDE THORNHILL
(Columbia 37219)
FRANKIE LANE
(Mercury 5018)

IT'S A GOOD DAY
PHIL HARRIS
(Victor 20-2163)

STELLA BY STARLIGHT
BILLY BUTTERFIELD
(Capitol 397)
DICK HAYMES
(Decca 23861)

THE EGG AND I
DINAH SHORE
(Columbia 37278)

TIME AFTER TIME
MARGARET WHITING
(Capitol 383)
TEDDY WILSON QUARTET
(Musicraft 462)

THE CASH BOX
Week of May 5, 1947

BM] Pin-up Sheet

TO THE
OHIO STATE AUTOMATIC PHONOGRAPH OWNERS ASSN.

A Salute from BMI

in appreciation of the cooperation and efforts extended by your entire membership in making popular the music of BMI and of its affiliated publishers.

Hit Tunes for May
(On Records)

ANOTHER NIGHT LIKE THIS
(Marks)
Dick Haymes—Dec. 37793; Des Instant—Vic. 20-2052
Hal Davis—Cap. 376; Herb Kem-Lloyd Sloep—Tempo 998
Larry Douglas—Sig. 1005; Hal Witter-Jose Horando—Apollo 1024
Don Alfred—Pan-American 376; Tommy Tucker—Col. 37339

FOR SENTIMENTAL REASONS
(Duchess)
Eddy Howard—Maj. 1017; Charlie Spivak—Vic. 20-1981
Elsa Fitzgerald—Col. 37279; Dinah Shore—Col. 37818
King Cole Trio—Cap. 394; Art Kassel—Vogue 781
Frisch Warren—Camera 864; Brown Dots—Manor 1041
Skip Strahl—Emerald 104

ILLUSION
(U.S. Surname) (Penore)
Hal Winter—Apollo 1024; Don Jose—Gotham 3002q
Xavier Cugat—Col. 37319; Bobby Doyle—Sig. 15097
John Fair—Vic. 26-5021

IT MIGHT HAVE BEEN A DIFFERENT STORY
(Campbell-Purgle)
Tex Beneke—Vic. 20-2123; Hal Davis—Cap. 377
Buddy Clark—Col. 37302

IT TAKES TIME
(London)
Benny Goodman—Cap. 376; Louis Armstrong—Vic. 20-3328
Guy Lombardo—Dec. 38186; Dolly Day—Col. 37324

MANAGUA, NICARAGUA
(Encore)
Freddie Martin—Vic. 20-2751; Guy Lombardo—Dec. 33192
Kaye Kyser—Col. 37214; Gordon Trio—Sonora 3012
Two Ton Baker—Mercury 3014a; Dick Peterson—Enterprise 261
Julie Conway—Sig. 15094; Jose Curbelo—Vic. 26-9015

MY ADOBE HACIENDA
(Pear)
Billy Williams—Vic. 20-3150; Jack McLean—Callow 8001
Coffman Sisters—Ent. 147; Rosalie Trio—Rhapsody 102
Hammond—Maj. 3337; Eddy Howard—Maj. 3117
Bobby Trini Trio—Mercury 3087; Kenny Baker—Dec. 38246
Doling Sisters—Cap. 389; Louise Maner—Col. 37332
Art Kassel—Vogue 785; Billy Hughes—King 609

MY PRETTY GIRL
(Republic)
Spike Jones—Vic. 20-2032; Cliffo Stone—Cap. 378
Lawrence Welk—Dec. 23807; Ted Stromer—Sonora 2022

THAT'S HOW MUCH I LOVE YOU
(Vogue)
Bing Crosby—Dec. 23460; Frank Sinatra—Col. 37221
Louis Prima—Maj. 2107; Eddy Arnold—Vic. 26-1490
Alhino Bay—Cap. 373; Wally Fowler—Mercury 4821
Fred Kirby—Sonora 2023; Red Foley—Dec. 46023

UNLESS IT CAN HAPPEN WITH YOU
(Stevens)
Three Sons—Vic. 20-2197; Frankie Carle—Col. 37311
Mr. & Mrs. Andy Russell—Cap. 386; Lawrence Welk—Dec.
Blue Barron—MGM 10014; Johnny Long—Sig 15097
The Starlighters—Mercury

WE COULD MAKE SUCH BEAUTIFUL MUSIC
(BMI)
Vaughn Monroe—Vic. 20-2195; Frankie Carle—Col. 37322
Monica Lewis—Sig. 15094; George Towne—Sonora 2022
Billy Butterfield—Cap. 371; Blue Barron—M-G-M 10025

YOU DON'T LEARN THAT IN SCHOOL
(Vanguard)
King Cole Trio—Cap. 379; Louis Armstrong—Vic. 20-2240
Rosemary Clooney—Maj. 1117; Roberta Lee—Sonora 2016
Jack McLean—Cap. 377; King Sisters—Vogue
Les Brown—Col. 373; Sonny Strock—Mercury
Sherman Hayes—Arabesque

 Shortly to be released.

BROADCAST MUSIC INC.
350 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

www.americanradiohistory.com
Music Ops Call For Vinyl Disks

(Continued from Preceding Issue)

NEW YORK — Viewing the introduction of vinyl records as the only solution to the problem of poor record wear, many leading music operators throughout the country have asked that The Cash Box investigate for the trade the possibility of an early appearance of such platters.

In last week's discussion it was pointed out that most of the larger companies have the facilities and are producing limited numbers of vinyl disks for sale to the public, but at a price much too high for the average music operator's record budget. It was also disclosed that at the present time there is a critical shortage of the materials that go into the manufacture of a vinylite, and most observers see practically no let up in that shortage or price structure for some time to come.

As a result, many of the leading record firms for some time have been knee-deep in experimentation and research, seeking adequate substitutes for those materials that are the cause of high production costs.

It is well known that a few record manufacturers have made much progress in that direction. One factory spokesman disclosed to The Cash Box that his firm has already developed a process which would eliminate some of the high cost in the production of a vinyl-like record, but, even with that, enough difficulties remain to forbid producing such a record at less than one and a half times the cost of the present shellac platter.

At another factory, a spokesman, without confirming or denying that his firm was engaged in such experimentation, did make a comparison to a process that in many instances helped cut the price of shellac when that product was at its sky-highest.

He mentioned the practice of using an "expander," which would allow the manufacturer to produce a vinyl-like disk at a lower cost.

Several record companies are now reported to be using the "expander" developed as a shellac substitute, whereby the compound used in the production of the record "biscuit" can be processed with a smaller percentage of the high-priced shellac.

That such an "expander" for use in place of the scarce and very expensive vinylite ingredients has yet been developed by any of the record companies is doubtful. If and when it is it's a good bet that the news will be announced from the hilltops of Recordom.

The record manufacturers all agree that the first to come along with a vinyl disk at a competitive price will cut for his company a tremendous swath in the national record market as a whole, in addition to the patronage they could certainly expect from the harried music operator.
WHAT'S HOT ON THE RECORDS
For The Week of May 5, 1947

**Chicago**
1. HEARTACHES (Ted Weems)
2. PEG-O'MY HEART (The Harmonicats)
3. LINDA (Roy Noble)
4. MY ADOBE HACIENDA (Eddy Howard)
5. ANNIVERSARY SONG (Al Jolson)
6. MAM'SELLE (Frankie Laine)
7. GUILTY (Tony Martin)
8. MANAGUA NICARAGUA (Guy Lombardo)
9. I'LL CLOSE MY EYES (Dinah Shore)
10. THAT'S WHERE I CAME IN (Perry Como)

**Danbury, Conn.**
1. MAM'SELLE (Art Lund)
2. MY ADOBE HACIENDA (Eddy Howard)
3. FRECKLE SONG (Larry Vincent)
4. HEARTACHES (Ted Weems)
5. ANNIVERSARY SONG (Guy Lombardo)
6. LINDA (Buddy Clark-Ray Noble)
7. GLOCCA MORRA (Martha Tilton)
8. IF I HAD MY LIFE TO LIVE OVER (Bob Eberle)
9. THAT'S MY DESIRE (Frankie Carle)
10. GUILTY (Margaret Whiting)

**Montgomery, Ala.**
1. HEARTACHES (Ted Weems)
2. MAM'SELLE (Art Lund)
3. EVERYTHING MOVING TOO FAST (Peggy Lee)
4. CARLE'S BOOGIE (Frankie Carle)
5. THAT'S MY DESIRE (Hadda Brooks)
6. LINDA (Charlie Spivak)
7. MANAGUA NICARAGUA (Guy Lombardo)
8. I WANT TO BE LOVED (Savannah Churchill)
9. HOODLE ADDLE (Ella Mae Morse)
10. MY ADOBE HACIENDA (Eddy Howard)

**Willow Springs, Mo.**
1. HEARTACHES (Ted Weems)
2. MANAGUA NICARAGUA (Freddy Martin)
3. ANNIVERSARY SONG (Guy Lombardo)
4. LINDA (Buddy Clark-Ray Noble)
5. GUILTY (Margaret Whiting)
6. GLOCCA MORRA (Martha Tilton)
7. HAWK'S BOOGIE (Erskine Hawkins)
8. LAZY RIVER (Mills Brothers)
9. AIN'T NOBODY HERE BUT US CHICKENS (Louis Jordan)
10. THAT'S HOW MUCH I LOVE YOU (Bing Crosby)

D-Day now means DUEL DAY and SIGNATURE has it with RAY BLOCH and his Orchestra

**Duel in the Sun**
(from David O. Selznick's "Duel In The Sun")
PARTS 1 AND 2
VOCAL BY LARRY DOUGLAS
SIG 15112

**COUSIN JOE with Dickie Wells' Blue Seven**

BACHELOR'S BLUES
VOCALS BY COUSIN JOE
SIG 1012

Signatures Stetson is off to LINN BURTON whose WIND and WAAF record shows rate right on top in Chicago. Linn knows good music, that's why Roy Bloch's records are always a hit with him.
Briefs

Marty Palits, Decca recording head, moves out to the California office, while Paul Cohen, in charge of folk disks, moves in the general recording department. Continental Records prices slash, reported meeting with the favor of a host of music ops throughout the country. Ops who use stuff aimed at the jazzophile crowd would do well to take a look-see at the Super-Disc line.

Ray Bloch, Larry Douglas and Mary Osborne set for the big event at Atlantic New York Corporation. Musicdom will honor the memory of "Pete" Waller through the week of May 18th to the 24th. Who's got that bet about "Peg O' My Heart"' moving? Latest reports have it that Stan Kenton is coming along fine, taking it easy out California way. Stan's chirp, June Christy, is out on a single right now, but will rejoin the band once Stan is up and around again.

Marie Ruebens, pilot of Sonora Records, on the Coast prowling for platter talent to ink, and also cut four sides with Ginny Simms . . . Entire record biz applauds Enterprises' "Who's On First!", from which royalties will go to the Lou Costello Foundation. Happy Chandler even gave the firm permission to sell the platter at all ball parks throughout the country.

Capitol and Columbia platteries plan three albums each on the score from Walt Disney's latest musical "Fun and Fancy Free." Stuff will be handled by Dinah Shore, The Kings Men and Anita Gorden, the Dinning Sisters, Billy Gilbert and Cliff Edwards . . . John Birge, Col-umbia Records' ad head, recently returned from a tour of the middlewest, accompanied by Arthur Kemp of McCann Erickson, Inc. The pair visited Columbia distributors and salesmen . . . Mitchell Ayres, Recording Director at Columbia, just back from Chicago, where he supervised new recording by Dick Jurgens and ork.

Sherman Hayes, just cut "Chi Baba" on that new indie label out Chicago-way . . . Will somebody please tell Symphony Sid what Fredie The Fish Is? . . . Reports have it that England has had enough of Richard . . . Musicians Union out Hollywood way has suspended 823 members for non-payment of dues . . . Dave Miller named production chief over at Enterprise Records . . . Apollo Records announce the signing of Toni Barie, popular Neapolitan singer.

CASH BOX SAYS:
"It's better than six, two and even that Frankie comes up among the biggest coin winners you've ever displayed on your route."

SING BY
FRANKIE Laine
ON MERCURY RECORDS

Best wishes to the Ohio State Automatic Phonograph Owners Association on the occasion of their 8th Annual Convention. Many, many thanks for the swell job you're doing for me. Believe me, I appreciate it.

Sincerely,
Frankie Laine

TOP PRICES PAID
FOR USED RECORDS
SELL TO Chicago's Largest
Distributor of Used Records
Write, Call or Stop Today!
We Pay the Freight!
Will Pick Up Within 100 Mile Radius
USED RECORD EXCHANGE
1726 N. Kessel Ave., Chicago 39, III.
Tel.: CAPitol 7852

GAC
GENERAL ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK, CHICAGO, HOLLYWOOD, CINCINNATI, LONDON

Page 23 Week of May 5, 1947
"Who Me"
"New Jole Blon"
RILEY SHEPARD
(Majestic 6012)

Something new in the line of folk songs kicking the gong around is this latest joy by Riley Shepard titled "Who Me." Novel item here is that the "Hit" is straight through, with a combo chorus jotting down a line here and there. Riley injects a bit of humor into the number as he has that finger pointed at him every now and then with "Who Me." On the other side with "New Jole Blon," Riley does a ditty that's a natural for your phone. Currently enjoying peak success in so many folk locations, you can't miss with this one. Riley does a double take with the lingo which adds to the tune's attractiveness. Both sides deserve your ear.

"Hitler Lives"
"I Can't Tell That Lie
To My Heart"
ROSALIE ALLEN
(Victor 20-2237)

You'll want to place this thing in your machine right away—it's that good. "Hitler Lives"—a ditty with a sock message behind it, shapes up as one which, by virtue of the punch it carries will catch coin for you. Rosalie Allen grabs the limelight here, and rates an orchid for her efforts. Weaving her tale around aiding the forgotten vet and coupling a plea for union amongst all mankind, Rosalie scores with this bit. On the flip with "I Can'T Tell That Lie To My Heart," Rosalie confirms her inner thoughts of her love for her man. Slow tempo set the pace, while the Black River Riders fill the bill with accompaniment. "Hitler Lives" belongs in your phone.

"I Love You True Lou"
"Bessie James"
SLIM BRYANT TRIO
(Majestic 11010)

Some terrific folk music headed one way is in this piece titled "I Love You True Lou," with the Slim Bryant Trio taking honors for the waxing. Ray Bryant is the lad who makes this side attractive, with a vocal that rates way up high. The ditty is catchy with the "True Lou" phrase echoing in every chorus. Number offers a beat to add flavor and zing to the waxing, while the trio provide adequate accompaniment. The flipover, "Bessie James," is there for the asking, as the crew knock this bit out in fast rhythm. You'll like "I Love You True Lou."

"It's Too Late To Change Your Mind"
"You Laughed And I Cried"
JACK GUTHRIE
(Capitol 406)

This boy can sing! Here's Jack Guthrie doing "It's Too Late To Change Your Mind," as sure a coin-caller as you'll find floating around. Jack's spiel concerns his gal's leaving him—dig the title and you've got the rest of the story. It's slow stuff all thru, with the rest of the crew making merry music in the big. On the backside with "You Laughed and I Cried," Jack walks the blues here just as the title indicates. Jack's voice is one of the finer set of tonails, and a natural in your phone. Get next to this pair, by all means.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On This Page.
Best Wishes
to
OHIO STATE
AUTO. PHONO
OWNERS ASSN.
from
FRED
LOWERY
AND
DOROTHY RAE

on COLUMBIA RECORDS
Thanks for keeping the
Jukes hummin’ with our
current Columbia
Standards —
"TOO LATE"
"BY THE WATERS
OF MINNETONKA"
Columbia No. 37172
and for suggesting the
recording of
"INDIAN LOVE
CALL"
Columbia No. 32000
which is doing
SENSATIONAL!

Money Makers for Your Machines
by
"The Man Who Plays
The Sweetest Trumpet in the World"

CHARLIE SPIVAK
Extends
Greetings
to the
OHIO STATE AUTO. PHONO OWNERS ASSN.
On Your 8th Annual Convention and Banquet
Certainly Appreciate the Bang-up Job Being Done
These Current Hits:

"LINDA"
RCA Victor 20-2047
"BORN TO BE BLUE"
"THERE IS NO GREATER LOVE"
RCA Victor 20-2202
"WHY DID IT HAVE TO END
SO SOON"
"YOU CAN TAKE MY WORD FOR IT,
BABY"
RCA Victor 20-2166
Currently—EARLE THEATRE, Phila.

The ARISTOCRAT of Songs!
Sherman Hayes
and His Orchestra
featuring
"CHI-BABA
CHI-BABA"
Novelty Sensation of ’47
ARISTOCRAT 1001

and
"SAY NO MORE"
Vocal by
Wyoma
Accompanied by Sherman Hayes Ork
ARISTOCRAT 1001

THE Aristocrat RECORD CORP.
7508 S. PHILLIPS AVE.
CHICAGO 49, ILL.
Canon's Foremost Vocal Stylist

Tony Pastor
and his Orchestra

Now on
COLUMBIA RECORDS

Clicks with These 2 Great Releases

"RED SILK STOCKINGS & GREEN PERFUME"

Coupled with
"GET UP THOSE STAIRS, MADEMOISELLE"

COLUMBIA RECORD No. 37330

BOB HARVEY and HIS OLYMPIC HOTEL ORCHESTRA
in a coupling you can’t afford to miss!

"ACE IN THE HOLE"
Backed by that toe-tingling
"MISSISSIPPI MUD"

Pure Vinylite
- SHATTER-PROOF
- NO SURFACE NOISE
- WEAR UP TO 1000 PLAYS ON EACH SIDE

Depending on type and condition of machine.

65¢ ea. F. O. B. SEATTLE

Linden
VINYLITE RECORDINGS
NORTHERN LIFE TOWER • SEATTLE, WASHINGTON

WHAT’S HOT ON THE RECORDS
For the Week of May 5, 1947

New York
1. MAM’SELLE (Art Lund)
2. MY ADOBE HACIENDA (Eddy Howard)
3. THE FRECKLE SONG (Larry Vincent)
4. HEARTACHES (Ted Weems)
5. LINDA (Buddy Clark-Ray Noble)
6. A SUNDAY KIND OF LOVE (J冒出 Thornhill)
7. MANAGUA NICARAGUA (Freddy Martin)
8. GLOCCA MORRA (Dick Haymes)
9. IF I HAD MY LIFE TO LIVE OVER (Larry Vincent)
10. IVY (Jo Stafford)

Portland, Ore.
1. HEARTACHES (Ted Weems)
2. GLOCCA MORRA (Dick Haymes)
3. ANNIVERSARY SONG (Ted Weems)
4. SANTA CATALINA (Eddy Howard)
5. ALL BY MYSELF (Freddy Martin)
6. LINDA (Charlie Spivak)
7. NEW JOLLE BLONDE (Riley Shepard)
8. YOU CAN’T SEE THE SUN WHEN YOU’RE CRYING (Vaughn Monroe)
9. SO ROUND, SO FIRM (Texas Tyler)
10. YEARS & YEARS AGO (Dinning Sisters)

St. Albans, Vt.
1. ANNIVERSARY SONG (Andy Russell)
2. HEARTACHES (Ted Weems)
3. LINDA (Paul Weston)
4. GLOCCA MORRA (Martha Tilton)
5. MANAGUA NICARAGUA (Kay Kyser)
6. GUILTY (Margaret Whiting)
7. I’LL CLOSE MY EYES (Andy Russell)
8. APRIL SHOWERS (Al Jolson)
9. OR I’LL DO (Margaret Whiting)
10. FOR SENTIMENTAL REASONS (Ella Fitzgerald)

Pittsburgh, Pa.
1. MY ADOBE HACIENDA (Eddy Howard)
2. ANNIVERSARY SONG (Guy Lombardo)
3. HEARTACHES (Dinah Shore)
4. MAM’SELLE (Dick Haymes)
5. THAT’S MY DESIRE (Frankie Laine)
6. MANAGUA NICARAGUA (Guy Lombardo)
7. GLOCCA MORRA (Martha Tilton)
8. ANNIVERSARY SONG (Andy Russell)
9. GUILTY (Ella Fitzgerald)
10. I WANT TO BE LOVED (Savannah Churchill)
HOLLYWOOD Week 1947.

7c

CHICAGO

"MIDNIGHT PLEA"

These differences in personnel disclosed in the resume atre, having been widely recognized in music circles, has set something of a precedent in music heretofore known as "folk or western".

The song, set in a "folk" pattern is novel in the sense that it is one of the few around to deliver a message within its lyrics.

Based upon the idea that Hitler lives—if you hurt your fellow men, the song carries a plea for tolerance, good-will and union amongst all mankind. "Hitler Lives", has been recorded by Rosalie Allen, RCA-Victor recording artist.

Rosalie Allen Scores With "Hitler Lives"

NEW YORK — The much disputed and controversial song "Hitler Lives", currently gaining wide recognition in music circles, has set something of a precedent in music heretofore known as "folk or western".

The song, set in a "folk" pattern is novel in the sense that it is one of the few around to deliver a message within its lyrics.

Based upon the idea that Hitler lives—if you hurt your fellow men, the song carries a plea for tolerance, good-will and union amongst all mankind. "Hitler Lives", has been recorded by Rosalie Allen, RCA-Victor recording artist.

T. Dorsey To Resume

HOLLYWOOD, CAL. — Tommy Dorsey, having been idle since he disbanded his orchestra at the end of his Capitol Theatre, N. Y. engagement last January, will resume band activity on the coast, it was disclosed this past week. Dorsey continued recording for Victor these past few months, although the band personnel with which he will reorganize, differs from his recording unit.

“IVY”

From the Universal-International Picture, "IVY" *Recorded by

VIC DAMONE
ZIGGY ELMAN
DICK HAYMES
WOODY HERMAN
RAY McKinley
VAUGHN MONROE
EDDIE OLIVER
JO STAFFORD

*Listed Alphabetically

Continued Success to OHIO STATE AUT. PHONO OWNERS ASSN.

BURKE & VAN HUSEN, INC.
Music Publishers
CHICAGO

BLUE BARRON

and his Orchestra

"MUSIC OF YESTERDAY AND TODAY
STYLED THE BLUE BARRON WAY"

FOR QUICK TURNOVER!
The New Novelty Lullaby Smash

"CHI-BABA"

(My Bambino Go To Sleep)
M-G-M 10027

Going Strong! "MIDNIGHT MASQUERADE"
"UNLESS IT CAN HAPPEN WITH YOU"
M-G-M 10014

Exclusively on M-G-M Records

NASHVILLE, TENN. — Grand Ole Opry Stars of radio station WMS, this city, pictured above listening to the AMI phonograph at a recent showing tendered by Harold Midyett, Tennessee Music Distributors, Inc.

Left to right: Ernest Tubb, star of the Grand Ole Opry show, James Washburn of the Allied Dinner Club, Nashville, San Antonio Rose and Leon Short of the widely known radio show.

MAESTRO POINT

MADE ESPECIALLY FOR

COIN OPERATED
automatc PHONOGRAPH

Mastero point has kept pace with all the improvement of materials that go to make up the best equipment. It is internationally famed for balanced service—a life and kindness to records.

"A Decade of Service to Our Customers"

The Edison Company
610-016 W. NATIONAL AVENUE
MILWAUKEE 4, WISCONSIN

At
On

The Cash Box

Page 27

Week of May 5, 1947

www.americanradiohistory.com
Editor
The Cash Box

Sir: As you well know, much has been said in recent months pertaining to the building of a closer understanding between the record manufacturer and the music operator, but so far as I (and many, many others known to me personally) am concerned, too little has been actually done, despite the fact that time and again we have offered suggestions that would be of benefit to both of us.

We have asked for title strips, and, with few exceptions, there have been no title strips; we have asked for improvements in record quality, and especially in so far as amounts of play are concerned, and again there has been little action taken; we have asked that music operators be given a price break on their record purchases in consideration of the advertising medium we offer to the record company and their artists, and again, there has been no such move undertaken by any of the labels.

If there is good reason behind such an attitude, I cannot see it. But allowing that it does exist, than I offer still another ground on which a record company could demonstrate that they have some conception that we have some little place and identity in their industry.

That suggestion refers to the present policy by which the record manufacturers allow a 5% return privilege to record retailers, but stop short at making any such allowance to the music operator.

Surely, by the very fact that we buy and place their records before the public and carry the risk that there will be no profit in its placement (as happens with countless "stiffs") should be acknowledged by the record people with more than a thank-you. As long as a record retailer (who does darn little to promote the actual sale of a number) is given that return privilege, why shouldn't we?

Of course, we can't give back the records. So far as the public is concerned, no matter how few plays the record did draw on the machine, once it was on it's considered used. So about giving the operator a straight 5% rebate, payable every so often, on the total amount of his purchases. In fact, we'd take that amount as a credit to be applied to purchases of other records.

Like most other businesses, juke box routes have suffered a sharp cut in recent months. That 5% would be a big help to us today. If a record manufacturer wants to be my friend, I'm waiting for his move where it would do the most good: on my balance sheet.

Cordially yours,
Charles Bernoff
Regal Music Company
New York, 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>
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<tbody>
<tr>
<td>1.</td>
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WHAT RECORDS NOT LISTED ABOVE ARE "COMING UP" IN YOUR AREA

NAME

FIRM

ADDRESS

CITY STATE
### MUSICAL MINUTES, INC.

**MUSICAL MINUTES Box**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tr>
<td>Johnnie Music System</td>
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**MILLS INDUSTRIES**

**Constellation**

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<tr>
<td>Measured Music Boxes, 5c-10c</td>
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<tr>
<td>Studio Amplifier</td>
<td>505.00</td>
</tr>
<tr>
<td>Studio Timing Control Unit</td>
<td>250.00</td>
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<tr>
<td>Master Power Supply Units</td>
<td>140.00</td>
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**PACKARD MFG. CORP.**

**Pla Mor Photograph (Model 7)**

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<tr>
<th>Model</th>
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<tr>
<td>7000 Speaker (Dadie)</td>
<td>21.95</td>
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<tr>
<td>1000 Speaker (Paradise)</td>
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**HIDEAWAY CABINET W/CONTINUOUS PLAY MECH:**

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<tr>
<td>W/Amplifier and Remote Volume Control</td>
<td>562.50</td>
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<tr>
<td>W/Amplifier—No Remote Volume Control</td>
<td>470.00</td>
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**BALLY**

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<th>Description</th>
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<tr>
<td>Photograph</td>
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**BUCKLEY Music Box**

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<td>Studio Timing Control Unit</td>
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<td>Master Power Supply Units</td>
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**ROCK-OLA**

**1422 Phonograph (Net)**

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<td>Model 1906 Remote Volume Control</td>
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<td>Model 1530 Wall Box</td>
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<tr>
<td>Model 1603 Wall Speaker</td>
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<tr>
<td>Model 1604 Tone-A-Lier Speaker</td>
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**SEEBURG**

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<td>875.00</td>
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<td>147-S Symphonola</td>
<td>805.00</td>
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<td>H-147-M RC Special</td>
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<td>Wireless Wallomatic</td>
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<td>Wired Wallomatic</td>
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<tr>
<td>5-10-25c Wireless Wallomatic</td>
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<tr>
<td>5-10-25c Wired Wallomatic</td>
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<tr>
<td>Teardrop Speaker</td>
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<tr>
<td>Teardrop Speaker w/volume control</td>
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<tr>
<td>Recess Wall &amp; Ceiling Speaker</td>
<td>18.00</td>
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<tr>
<td>Mirror Speaker</td>
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<td>Day Volume Control</td>
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<tr>
<td>Master Amplifier</td>
<td>55.50</td>
</tr>
<tr>
<td>Master Selection Receiver</td>
<td>118.00</td>
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<tr>
<td>Wired Master Selection Receiver</td>
<td>165.00</td>
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<tr>
<td>Electric Selector</td>
<td>56.00</td>
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<tr>
<td>Remote Speaker Amplifier</td>
<td>44.20</td>
</tr>
<tr>
<td>Solenoid Drum for 147-S</td>
<td>60.50</td>
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**RADIO**

<table>
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<th>Description</th>
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<td>2 to 24</td>
<td>45.00</td>
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<tr>
<td>100 or more</td>
<td>43.50</td>
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</tbody>
</table>

**WURLITZER**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colonial</td>
<td>875.00</td>
</tr>
<tr>
<td>Studio Phonograph</td>
<td>914.50</td>
</tr>
<tr>
<td>Concealed Chgr.</td>
<td>495.50</td>
</tr>
<tr>
<td>5-10-25c 3-Wire Wall Box</td>
<td>69.50</td>
</tr>
<tr>
<td>5-10-25c 2-Wire Wall Box</td>
<td>42.50</td>
</tr>
<tr>
<td>5-10-25c 1-Wire Wall Box</td>
<td>39.50</td>
</tr>
<tr>
<td>5-10-25c Wireless Wall Box</td>
<td>40.50</td>
</tr>
<tr>
<td>Wireless Transmitter</td>
<td>17.50</td>
</tr>
<tr>
<td>Wireless Impulse Box</td>
<td>22.50</td>
</tr>
<tr>
<td>Amplifier</td>
<td>30.00</td>
</tr>
<tr>
<td>30-Wire Adapter, Terminal Box</td>
<td>15.00</td>
</tr>
<tr>
<td>Stepper</td>
<td>35.00</td>
</tr>
<tr>
<td>Aux. Steel Speaker</td>
<td>45.00</td>
</tr>
<tr>
<td>Aux. Speaker</td>
<td>45.00</td>
</tr>
<tr>
<td>Aux. Wooden Speaker</td>
<td>17.50</td>
</tr>
<tr>
<td>Musical Note Speaker</td>
<td>27.50</td>
</tr>
<tr>
<td>Round Walnut Speaker</td>
<td>14.50</td>
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<tr>
<td>Round Mirror Speaker</td>
<td>27.50</td>
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<tr>
<td>Oval Deluxe Speaker</td>
<td>20.00</td>
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<tr>
<td>Super Deluxe Speaker</td>
<td>35.00</td>
</tr>
<tr>
<td>Recessed Wall Speaker</td>
<td>29.50</td>
</tr>
<tr>
<td>Model 29—Remote Volume Control</td>
<td>45.00</td>
</tr>
<tr>
<td>Model 241—Outdoor Speaker</td>
<td>45.00</td>
</tr>
</tbody>
</table>

**COUNTER GAMES**

**BALLY**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rocket</td>
<td>279.50</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>279.50</td>
</tr>
<tr>
<td>Kilroy</td>
<td>297.50</td>
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**AMERICAN AMUSEMENT CO.**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior League Bat-A-Ball</td>
<td>79.50</td>
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</table>

**AMUSEMENT ENTERPRISES, INC., N. Y.**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Whirl-a-Ball</td>
<td>47.50</td>
</tr>
<tr>
<td>2 to 24</td>
<td>46.50</td>
</tr>
<tr>
<td>25-99</td>
<td>45.00</td>
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<tr>
<td>100 or more</td>
<td>43.50</td>
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**CHAMPION MFG. CO.**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Batball</td>
<td>44.50</td>
</tr>
<tr>
<td>Gottlieb</td>
<td>39.50</td>
</tr>
<tr>
<td>Delux Grip Scale</td>
<td>39.50</td>
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</table>

**MARVEL MFG. CO.**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carnival</td>
<td>249.50</td>
</tr>
<tr>
<td>P. &amp; S.</td>
<td>249.50</td>
</tr>
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</table>

**UNITED MFG. CORP.**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyclone</td>
<td>304.50</td>
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**SKILL GAMES CORP.**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>Bouncer</td>
<td>44.50</td>
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**RAO-MATIC CORP.**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>59.50</td>
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</tbody>
</table>

**TRADIO, INC.**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>59.50</td>
</tr>
</tbody>
</table>

**NATIONAL SERVICE SALES**

<table>
<thead>
<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Firestone Enterprises, Inc.</td>
<td>63.00</td>
</tr>
<tr>
<td>At Your Service Radio</td>
<td>59.50</td>
</tr>
<tr>
<td>Precision-Bilt Co.</td>
<td>89.50</td>
</tr>
<tr>
<td>Coin Controlled Equip. Ltd.</td>
<td>89.50</td>
</tr>
</tbody>
</table>
B E L L S

AMERICAN AMUSEMENT
50c Golden Falls (Rebuilt) 300.00

BELL-O-MATIC CORP.
Jewel Bell

GROETCHEN
Columbia Twin JP 145.00
Columbia Deluxe Club 209.50

MILLS SALES CO. LTD.
Dollar Bell

O. D. JENNINGS
5c Std Chiefs 209.00
10c Std Chiefs 279.00
25c Std Chiefs 289.00
50c Bronze & Std Chiefs 399.00
5c DeLuxe Club Chiefs 250.00
10c DeLuxe Club Chiefs 309.00
25c DeLuxe Club Chiefs 319.00
25c DeLuxe Club Chief 429.00
5c Super 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

P A C E
5c DeLuxe Chrome Bell 10c DeLuxe Chrome Bell
25c DeLuxe Chrome Bell 50c DeLuxe Chrome Bell $1.00 DeLuxe Chrome Bell
5c Cherry Bell 10c Cherry Bell
25c Cherry Bell 50c Cherry Bell $1.00 Cherry Bell

B A L L Y
DeLuxe Draw Bell 5c 312.50
DeLuxe Draw Bell 25c 332.50
Hi-Roy 40c 522.50
Roto-Lete (Roulette) 50c 702.50
5¢ Bell Draw 5c 477.50
25¢ Bell Draw 5c 497.50
Triple Bell 5-5-5 899.00
Triple Bell 5-5-25 910.00
Triple Bell 10-10-25 925.00

B E L L - O - M AT I C
Three Bells, 1947

B U C K L E Y
Track Odda DD JP 1250.00
Parlay Long Shot 1250.00

E V A N S
Bangtails 5c Comb 7 Coin 674.50
Bangtails 25c Comb 7 Coin 764.50
Bangtail JP 671.50
Bangtail FP PO JP 839.50
Evans Races

G R O E T C H E N
Casino Bell 1946 Galloping Dominoes JP 671.50
Winterbook JP 826.00

O. D. JENNINGS
Challenger 5-25 595.00

K E E N E Y
Bonus Super Bell 5c FP & PO 595.00
Bonus Super Bell 25c FP & PO 595.00
Bonus Super Bell 5c FP & PO 595.00
Bonus Super Bell 25c FP & PO 595.00

ONE-BALLS

B A L L Y
Entry 595.00
Special Entry 595.00

G O T T L I E B
Daily Races (F. P. Model) 650.00

K E E N E Y
Big Parlay 660.00

A R C A D E T Y P E

A M E R I C A N A M U S E M A T I C C O R P.
Bat a Ball 249.50

C A N S T R Y N E & C O.
Cosmopolitan

M A N U F A C T U R E R S' N E W E Q U I P M E N T

M E R C H A N D I S E M A C H I N E S

C I G A R E T T E M A C H I N E S

C O A N MFG. CO.
U-Select-It—74 Model 85.50
U-Select-It—Model DeLuxe 325.00
U-Select-It—126 bar Deluxe 127.50

C. EIGHT LABORATORIES
C. EIGHT LABORATORIES "Electro" 189.50

D U G R E N I E R S C H A L L E N G E R
7 Column Flat Mach w Stand 155.50
9 Column Flat Mach w Stand 165.50
9 Column Flat Mach w Stand 171.50
1 Column Flat Mach w Stand 117.50

N A T I O N A L V E N D O R S, INC.
Model 9E (Electric) 321.70

R O W E
Crusader (8 Col) w Stand 165.75

U-N E E D A V E N D O R
Monarch 6 Col w Stand 149.50
Monarch 8 Col w Stand 169.50

M E R C H A N D I S E V E N D O R S

A. R. T. MFG. CORP.
"Auto Clerk" (Gen'l. Mde.)

A S C O V E N D I N G M A C H. C O.
Napkin Vendor

I N T E R N A T I O N A L M U T O S C O P E
Photomate 1495.00
Voice-O-Graph 1495.00

M E T R O P O L I T A N G A M E S
Card Vendor 29.50
Double Up Nickel Bowl 399.00

S Q U A R E A M U S E M E N T C O.
"Spartan" Roll

T E L E Q U I Z S A L E S C O.
Telequiz 795.00

(continued)

A R C A D E T Y P E

C H I C A G O C O I N M A C H. C O.
Basketball Corp

C H I C A G O M A C H I N E S
Banger A Fitty 450.00
10c — 5c 450.00
11c — 10c 500.00

E L E C T R A M O N T H, I N C.
Rol-A-Store 469.50

E S Q U I R E G A M E S C O.
399.00

F I R E S T O N E
Santa Anita Handicap 469.50

F I S H E R M A N MFG. CO.
Advance Roll 499.50

I N T E R N A T I O N A L M U T O S C O P E
Photomate 1495.00
Voice-O-Graph 1495.00

M E T R O P O L I T A N G A M E S
Card Vendor 29.50
Double Up Nickel Bowl 399.00

S Q U A R E A M U S E M E N T C O.
Sportsman Roll

T E L E Q U I Z S A L E S C O.
Telequiz 795.00

(continued)
Made for Purest Sound
Not The Patrons' Sight

AMI'S
HIDEAWAY CABINET

Concentrated Perfection in Engineering Performance
Hideaway steel cabinet with hinged lid and removable front. 30" wide by 20½" deep by 38½" high. Complete with junction box containing transformer rectifier combination for supplying power for mechanism.

With AMI Selective Play Mechanism and Remote Volume Control

$515

With AMI Continuous Play Mechanism
Complete with Amplifier and Remote Volume Control
$482.50
Complete without Amplifier but with Remote Volume Control
$470.00
Complete without Amplifier and without Remote Volume Control
$410.00

Prices F.O.B. Grand Rapids
Excise Tax Included
Plus Local Taxes

RUNYON SALES CO.
123 W. RUNYON STREET, NEWARK 8, N. J.
Tel. Bigelow 3-8777
593 TENTH AVENUE, NEW YORK 18, N. Y.
Tel. BRYant 9-2235
OPERATOR’S PATH TO PROFIT

- Let your "route" become a broader "path" to profit—with Packard! Synonymous with play appeal, Packard Wall Boxes have the irresistible spinning wheel! Whirling, flashing knob! They're coin coaxers! Music hostesses! Always ready! Always inviting another tune!

They're fit companions to Packard's magnificent new Model 7 Floor Phonograph and new Auxiliary Speakers. Truly, today's perfection in high-fidelity music reproduction.

Yes, your "route" will become a broader "path" to increased music profits... if you... Go Packard All the Way!

PACKARD MANUFACTURING CORP., INDIANAPOLIS 7, INDIANA

PACKARD MANUFACTURING CORP., INDIANAPOLIS 7, INDIANA

PACKARD PLA-MOR

SELECTIVE REMOTE CONTROL WALL BOXES • TITLE SLIPS • BAR BRACKETS • AUTOMATIC PHONOGRAPH • CEILING AND WALL AUXILIARY SPEAKERS • ACCESSORIES • 30-WIRE CABLE •

PACKARD PLA-MOR

POLICY-MAKERS OF THE INDUSTRY

PACKARD PLA-MOR

PIONEER OF THE INSTRUMENTS

PACKARD PLA-MOR

www.americanradiohistory.com
Bazelon Sees "Havana"

CHICAGO — Getting an eager eye-ful of "Havana," at United Manufacturing Company's display room here, was Roy Bazelon, of Monarch Coin Machine Company. With his distributing company located in Chicago also, local wags claim Roy made the fastest trip to Havana on the cointrade record.

Idaho Town Passes Stiff Bell Tax

HAZELTON, IA. — In line with the recent passage of the state law providing for the licensing and taxation of bell machines, the village trustees of this locality recently passed an ordinance that calls for the payment of 50% of the gross deposited in the machines as a tax. In addition, the minimum annual license fee of $500, as provided by the state law, was set in case proceeds from the equipment do not net enough.

WE ARE PROUD TO ANNOUNCE
Our appointment as distributor for Genco Games for the District of Columbia and the State of Virginia, featuring the new sensational skill game, "Advance Roll." Music Machines for sale, one to one hundred machines—on or off location—straight and remote spots. Call or Write.

HENDRIX NOVELTY COMPANY
3400 14TH STREET, N. W.
WASHINGTON 10, D. C.
Phone: Decatur 6675 or Decatur 6171

TRI-STATE DISTRIBUTING CO.
248 CHARLOTTE STREET, ASHEVILLE, N. C.

GOT YOURS YET?
Chicago Coin's
KILROY

THE Greatest
5 (or 3) BALL
EVER MADE

CHICAGO COIN MACHINE CO.
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS
This group of Peoria coinmen and a pair of Coven representatives were taking “time out” at one of Peoria’s leading niteries following the showing of the Bally Rocket. Gathered above (1 to r) are: Mrs. Richard Frasco, Al Kapprasch and Bob Schaefcr, of the Coven Distributing Co., Chicago, Mr. and Mrs. Woods, Richard Frasco, and Mr. and Mrs. L. T. Sprague.

CHICAGO—Ben I. Coven of Coven Distributing Co., this city, distributors for Bally Manufacturing Co., reported this past week that the two showings of the new Bally Rocket game the firm made in Peoria and Rockford, III. clicked so well that these will become a policy of the firm with all Bally products.

At the Peoria showing, with Bob Schaefcr and Al Kapprasch in charge, the ops simply flocked to the hotel and both Bob and Al report that the orders taken for Bally Rocket exceeded anything ever before shown in this territory.

Among the crowds of Peoria ops who attended the showing were: Snooks Gordon, Barney McKay, of Galesburg, Ill.; Bill Bigney, Peoria; Frank Rose, Galesburg; H. L. Haxa-

From this showing Bob and Al went on to Rockford, Ill. to the Hotel Nelson in that city and were again elected by the great reception Bally Rocket received. Attending this showing were: Joe Ruttenberg of Rockford; Wayne Robinson of Pekin; John Crim of Macomb, Ill.; Robert Hallgren of Moline; E. A. Rainey of Macomb; O. E. Fisher of Rockford; Arnold Foch of Beloit, Wis.; Charlie Obligatto also of Beloit, Wis.; George Snyder of Woodstock, Ill.; Harold Hopperstad of Woodstock; Lee Davey of Elizabeth, Ill.; Ernie Kyler of De-Kalb, Ill.; Harry Fields, Otto Flamm and the Yell boys of Sterling, Ill.; Bill Morris of Rockford, Ill.; Sam Serithino and Lew Casola and John Dochas of Rockford; Dan Savage of Beloit, Wis. and Harold Shouts of Monroe, Wis.

FOR SALE
MILLS VEST POCKETS
CHROME
$49.50
McCALL NOVELTY CO.
3147 Locust St.
St. Louis 3, Mo.
(Tel: 1644 - 1645)

"A.M."
IT'S... THE DAWN OF A NEW ERA
IN AUTOMATIC SELLING!

Relax After "Rocket" Showing In Peoria

THE OUTSTANDING MUSIC MERCHANDISING LINE FOR 1947 !!!!

Amieon
EXCLUSIVE DISTRIBUTORS
V. P. DISTRIBUTING CO.
2336 OLIVE ST.
ST. LOUIS 3, MO.

Williams' CYCLOM E IS SENSATIONAL!
FASTER ACTION!
SCORES TO 950,000
CONVERTIBLE: 5-BALL OR 3-BALL PLAY
Exclusive Distributors
CONSOLIDATED DISTRIBUTING CO.
1910 GRAND AVENUE
KANSAS CITY, MO.
Murphy Sisters Listen In

CINCINNATI, O. — Recent visitors at Triangle Distributing Company's headquarters here were the Murphy Sisters, recording artists for Apollo Records. Leo Dixon, president of the firm, introduced the girls to hosts of local music operators, and, to help Leo demonstrate the natural tone quality of Aireon phonographs, sang their latest recorded tune, "Mah-Zel," while the disk was being played on the machine.

Bill To License Bells Given To Michigan Legislature

LANSING, MICH.—A bill that would license bells has been placed before the Legislature here. Rept. Arthur C. Hauffe (R. Saginaw) said his bill was in the nature of a “trial balloon.” It would tax bells $10 per month.
Buckley
BUILD THE
BEST
NEW CABINET
ASSEMBLIES
FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
• Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.
• Complete, new precision-built light wood Cabinets expertly finished with perfect fit of new aluminum castings.
• Club Handle and Handle Collar, chrome plated.
• Heavy brass, chrome plated Reward Plates, 2/5 or 3/5.
• 5c-10c-25c chrome Denominator Coin Intake.
• Payout Cups with anti-spoon Cups.
• Drillproof Plates.

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box.

Buckley's, exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box equally popular for wall or bar installation.

Buckley Manufacturing Co.
4223 W. Lake Street • • • CHICAGO 24, ILLINOIS

(Phone: Van Buren 6346-6347-6348)
Arcade Operator Stress Services

INDIANAPOLIS, IND. — F. D. Munson, operator of the Terminal Arcade in this city, has some very definite ideas on how to improve public relations in the coin machine industry. Recently he told the CMI Public Relations Bureau that his golden rule has always been "We are what we do." He believes that policy is firmly established by the manner in which the individual business is run.

Elaborating on his pet theory, Munson stresses SERVICE. "We make an honest effort to have all machines which are in service, clean and in perfect operating condition. It is much better to take a machine out of service than to allow it to operate improperly or not at all. Nothing will do more to dampen the enthusiasm of a coin machine patron than the disappointment of no response or a half-hearted response from the machine he patronizes."

Munson feels that the customer is actually less impressed with not receiving the merchandise or amusement, as he is by the inadequate service. This, he thinks, affects the whole industry and loses many potential clients. Consequently, whenever the unavoidable comes up and a machine is out of whack, he sees that the dissatisfied customer gets his coin back and, a free play.

Next to service, Munson advocates strict adherence to Laws. Prevention of unfavorable publicity is, he is convinced, the foundation plank in any Public Relations Program.

Test of Pinball Ban Moves To High State Court

CARTERSVILLE, GA.—A test in the Georgia Supreme Court has been decided upon as the next step over the issue as to whether or not municipalities in this state have the right to ban pinball machines, following a ruling in Superior court.

The attorney for the operators declared that he was seeking an injunction on the grounds that the basis for his case was different from that on which the pinball issue last went before the Supreme Court in October 1940.
The subject of discussion whenever coin-op people get together is whether our industry is a profitable one or not at this time. Thru experience in various other fields, I would say that from the manufacturer, to the distributor, to the operator, we are one of the most lucrative, interesting and most exciting businesses that exists in our country today. Of course, each man or organization, to be successful, must know and understand his branch of the business—and how to run it wisely.

The current problems that have existed in our industry during the last year or so, have been of various natures beyond our control, depending on the different branches of the business we are in. The manufacturer has had supplies trouble, strikes and other headaches which have held up his production and caused him no end of expense and concern. The distributors had spent plenty of money remodeling their places of business, and waited for the manufacturer to make deliveries which did not come as they anticipated, thereby accruing a large overhead expense running their organizations. The operators also had their troubles, awaiting new equipment for their locations, high cost of trained labor, increased costs of records and rising costs of parts. All these varied problems are due to a reconversion period we have been going thru following the war, and are only now starting to get up to normalcy.

Of course there are some distributors and operators who refused to face reality. It is this type who have really got themselves into bad shape financially. They are the so-called “Johnny come lately’s,” who entered the industry during the war period and were going to burn up the world when the war was over. They are the kind who wanted to represent all manufacturers and were going to handle every line.

During the war period they ran their businesses in their hats, did not need any accountants, never built up bank credit, but felt they knew the business because they bought recklessly and made money, instead of checking their resources and trying to hank a line, they wanted all the deals, extending themselves beyond their financial capabilities. They got those deals. Today they are in serious financial trouble and every cent they made during the war is now just a memory for most of them.

The distributors who knew what they were doing—who knew what kind of organization was necessary to handle a line, and knew how to arrange their finances, today are running a smooth business successfully. These are the distributors in whom the operator has confidence and they are the ones who will remain in business.

The same goes for the operator. Those who run their operation like a real business, and do things sensibly will remain in business and enjoy the profits from a very lucrative business.

To get down to real facts, our industry has grown to such large proportions that it is considered one of the largest in the country today. A word to the wise should be sufficient. Today you must run your coin machine business like a real business man and you will survive and enjoy plenty of profits. The days of running your business in your hat are over. What will happen to those who run their business as a war baby only time will tell.

---

**WILLIAMS**

**CYCLONE**

IS SENSATIONAL!

CONVERTIBLE 5-BALL OR 3-BALL PLAY

---

**THE VENDING MACHINE CO.**

FAYETTEVILLE, NORTH CAROLINA

U.S.A.

---

**SUPPER SKEEROLLS**

1/2 CASH WITH SHIPPING INSTRUCTIONS—BAL. C.O.D.

SUPPER is Exclusive Florida Distributor for AMI, INCORPORATED

J. M. KEENAN & CO. INC.

AT YOUR SERVICE RADIO CORP.

PERSONAL MUSIC CORP.

GENCO

---

**THE CASH BOX**

---

**UNITE**

**WISCONSIN and UPPER MICHIGAN**

* PERSONAL MEASURED MUSIC
* DAVAL'S PRODUCTS
* H.C. EVANS' COMPLETE LINE
* QUARE AMUSE, GAMES
* FIRESTONE'S GAMES
* UNITED STATES VENDING CORP. MERCHANTISERS

---

**COIN MACHIN EMACHINES**

FOR REGULAR PANORAMAS AND SOLO-YUES

REELS OF 5 & 10 SUBJECTS

Our Films Use the Times

PRICE $32.50 TO $38.50 PER REEL

**PHONOFILM**

3331 No. KNOLL DR., HOLLYWOOD 38, Cal.

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**MOTORS REPAIRED**

WILLISHER - AMI, SIEGBURG-ROCK, MEADE, ROLLISON & CO., A.W. Rebound to Factory Specifications. Rapid service-repaired or exchanged while in shop. Complete No Extras $6.00

M. LUBER
503 W. 41st (Lagoe 3-9921) New York
Shows How Bells In Clubs Served As A Boon To Community

NORMAL, ILL. — What could well be considered one of the most effective arguments in favor of the placing of bell machines in private clubs was aired here recently in the form of a letter to the editor of "The Normalite," local newspaper, from one who signed himself "Fraternal Organization Member."

Written in protest to recent drives by authorities to remove the machines from private clubs located here, the letter is reprinted below as an example for community leaders to face with the same problems to gain better public relations for themselves and for bell machines as an operation.

The letter reads:

"Several weeks have passed since the slot machines were taken from the private clubs; but those authorities who took the machines are doing the community a great deal more damage than good. The public should realize just what the funds raised in this manner have been used for before passing judgment.

"The community has an iron lung which was bought solely with funds raised from a slot machine in a private club. This was presented as a gift so that any one in the community needing such medical facility would have it available. It was accepted and appreciated even though the funds for its purchase were raised 'illegally.'

"The isolation ward for infantile paralysis has had a gift of some $500 from a private club, and this, too, was made by the club on its slot machine. No one turned down the gift because of the manner in which it was raised, and it will do as much good as money raised in any other manner.

"The private club has its slot machine plainly marked, "This Is For Donation." You will find that on every slot machine in a private club. If the members care to play, they know what they are doing. No one but members has access to the machine. The slot machine in a private club is a matter entirely different from one in a tavern, where its use is open to all. The private club should not have been considered in the light of the public tavern, and it should have been treated differently. The public is hurting only itself when it lets its county officials act in this manner. And the public should remember this at election time."

—Fraternal Organization Member

Baum Takes New Quarter

ST. LOUIS, MO. — D. Baum, Baum Distributing Company, has announced the removal of his firm to new and larger quarters at 2332 Laclede Avenue, the old. The firm serves as distributors here for the Allite Manufacturing Company, Chicago Coin Machine Company, and the Chicago Metal Manufacturing Company.
Katz Travels Nation
For Esquire Games

NEW YORK — Visiting with his firm’s distributors throughout the nation, Charles Katz, of Esquire Games Company, arrived here during this past week for a brief stay with local coinmen before returning to the organization’s brand new headquarters at 1701 Belmont Ave., Chicago.

The big news Charlie brought to local coinmen was to the effect that the firm’s “Spotlite” is well on its way in production, and deliveries are scheduled for an early date.

“We believe we have the answer to bigger and better collections for the entire amusement games division of the industry,” Charlie declared, “and on the basis of my conversation with our distributors in all parts of the country, I can say that belief is really widespread.”

Prior to his arrival in the East, which he will cover during the next few weeks, Charlie visited R. F. Volk, Salt Lake City; Jack Williams, of Capitol Music, Denver, Colo.; Al Armon, Golden Gate Novelty Co., San Francisco; Paul Laymen, Los Angeles; J. Orr, Border Amusement Co., Albuquerque; Pete Blum, United Distributors, Wichita, Kansas, and Cliff Wilson, of Tulsa, Oklahoma.
New COINCRAFT Reels
Feature "Sure-Fire" Talent

SOUNDIES offers you the finest array of talent ever assembled. There are three reels in this brand new series, C-100, C-200, C-300. The reels feature the top names in the entertainment field...including luscious lovelies like Sally Rand, Faith Bacon and June St. Claire. Man—they're terrific! Many other great stars appear in the six pictures on each reel to make this Coincraft Series the biggest money-maker you've ever seen.

Coincraft pictures have 16mm RCA Sound Track and the finest film available, properly processed for clear tone and trouble-free operation. Each subject is approximately 1 1/2 minutes running time. Don't delay...Order today.

If check received with orders, reels shipped prepaid. Otherwise, shipped C.O.D.

Per Reel Of Six Pictures $36.00
Complete Series of 3 Reels Per Reel $32.00
F.O.B. Chicago

FILMS, INC.
209 W. JACKSON BLVD., CHICAGO 6

Amer. Amuse. Opens Branch In Idaho

IDAHO FALLS, IDA. — Harry Brown, American Amusement Co., Chicago, Ill., announced the opening of a branch office in this city, where they are rebuilding old Mills escalator slots into their “Golden Falls.” John Collette, well known coinman, is the general manager of this office, and reports the distribution of their bells at a very active pace.

Other offices are to be opened in the Western states in the near future, the next being in Las Vegas, Nevada. According to Harry Brown, one of the most outstanding column men in the business will be placed in charge of this office.

Brown, who has been traveling extensively the past two months, is now visiting in the East. He will spend about a week in New York City and then return to Chicago.
Moore Sues Spokane On Pingame Ban

SPOKANE, WASH. — A suit challenging this city's ban an pingames has been filed here in federal district court, it was disclosed here recently.

Prepared in the form of a petition, the action was filed in the name of the Jack R. Moore Co., well known coin-trade distributing firm, alleging that $22,000 in conditional sales contracts are owing to it and would be forfeited as a result of the move.

Though bells were not expressly mentioned in the ban, seven private clubs have filed Superior Court actions, seeking to enjoin the city from enforcing the measure.

Pantages To Show At Ohio Convention

NEW YORK — Pantages Maestro Company, manufacturers of the new mirrored cabinets for phonos, will show at the convention of the Ohio State Phonograph Merchants Association, it was announced here this past week by H. F. Dennison, Eastern Sales Manager for the firm.

Now in the process of setting up distribution for the product throughout the East, Dennison is reported to have visited cointrade headquarters of six states in six days.

"We have a sensational product," Dennison said, "and you’ve got to do some sensational things to even keep up with it."

WILL BUY ANY TYPE MILLS ESCALATOR SLOTS

MENTION QUANTITY AND PRICE IN FIRST LETTER

American Amusement Company
164 E. Grand Ave., Chicago 11, III.
Tel. WHItmore 4370

NEEDED!!

100 USED PHONOGRAPHs

We have Export orders for 100 used phonographs in good condition . . . for the month of May only.

We will allow unusually high trade-ins on the New 1947 PACKARD Phonograph.

Contact FRANKEL Today

FRANKEL DISTRIBUTING COMPANY
ROCK ISLAND, ILL.  2532 FIFTH AVE.  PHONE 153
DE/ MOINES, I.A.  1276 GRAND AVE.  PHONE 3-0184
OMAHA, NEB.  1209 DOUGLAS ST.  PHONE ATLANTIC 3407

Bally ROCKET

5 KICK-OUT POCKETS
SCORES UP TO 490,000
FAST FRENZY OF ACTION

Location tests prove ROCKET out-earns all competition. Simplified score-system attracts players who walk away from complicated games. Fast ball-action holds players spellbound by the hour. NEW IMPROVED MECHANICAL UNITS insure trouble-free operation.

Order ROCKET today.

CONVERTIBLE 5-BALL or 3-BALL PLAY
•

CONVERTIBLE NOVELTY or FREE PLAY

ATLAS NOVELTY CO.
2217 FIFTH AVENUE, PITTSBURG, PENNSYLVANIA
NEW YORK — Runyon Sales Co., this city, held a two day school session at the show rooms for music operators of AMI equipment. An average of 75 operators and their mechanics attended each day to listen to the lectures of Monte West, AMI factory field engineer.

The entire staff of Runyon Sales Co. attended—headed by Barney (Shuggy) Sugarman, Jack Mitnick, sales manager, and Sam Lerner, Runyon service engineer. The classes started at 7:30 P.M. and lasted until 9:30, after which the operators were served refreshments.

"The operators" reports Mitnick, "were highly enthusiastic over the many problems tackled and solved, and acknowledged that it will save them considerable time and expense when they run into these problems on location."

Bandits Rob Ravreby’s N.Y. Arcade; $1000 Loot

NEW YORK — “Playland,” one of this city’s best known arcades located in the heart of Broadway, and owned by Ed Ravreby, prominent Boston comedian, was held upon the morning of April 26 by robbers who entered just before the opening hour to find Herbert Hoff, the manager, at the open safe preparing to take the week-end’s receipts to the bank.

Hoff, who had his back to the door of his office, heard the intruders only when they were practically upon him; the next thing he knew, Hoff reports, he felt a gun pressed into his back. A voice ordered: “Don’t turn around; go over to the corner and lie down, face downward. If you turn around, you’ll get it.”

Hoff obeyed, and as he lay on the floor the gun was still pressed against him, while the bandit’s accomplice collected the loot. In a few seconds they were gone, and Hoff ran out, but the men had disappeared. Police were notified, and a detective was assigned to the case.

Specials

<table>
<thead>
<tr>
<th>Item (Make)</th>
<th>Weekly Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEESEBURG Barometrics, 5, 10, 25 Wireless</td>
<td>$34.50</td>
</tr>
<tr>
<td>SEESEBURG Barometrics, 5, 10, 25 1-Wire</td>
<td>29.50</td>
</tr>
<tr>
<td>SEESEBURG Wallomark, 5c Wireless</td>
<td>27.50</td>
</tr>
<tr>
<td>SEESEBURG Wallomark, 5c 2-Wire</td>
<td>24.50</td>
</tr>
<tr>
<td>PACKARD Wallboxes (used)</td>
<td>24.50</td>
</tr>
<tr>
<td>BUCKLEY Chrome Boxes</td>
<td>17.50</td>
</tr>
<tr>
<td>BUCKLEY Chrome Boxes</td>
<td>15.00</td>
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Feature Items

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>PICKUP COILS (for all Seeburgs, exc. Milenos)</td>
<td>$1.50</td>
</tr>
<tr>
<td>FIRE INSERTS (For Seeburg Wall Boxes)</td>
<td>Sets each 25c—Minimum Order 10 sets</td>
</tr>
<tr>
<td>SEESEBURG Wall Box Covers—Cream or Brown</td>
<td>4.75</td>
</tr>
<tr>
<td>FIRE Main Gears (Wurlitzer or Seeburg)</td>
<td>3.25</td>
</tr>
<tr>
<td>Lots of 10 — $2.75; Quantity Lots</td>
<td>2.50</td>
</tr>
<tr>
<td>B-3 CRYSTAL PICKUPS—DATED</td>
<td>Rock, or Mills</td>
</tr>
<tr>
<td>FLOCKING KITS (Includes Gun, Ivory and Brown Felt Rock, Undercoats, Thinner, Brush, Instructions — Dealers’ Net</td>
<td>6.45</td>
</tr>
<tr>
<td>STAPEL DRIVER (Walco) Dealers’ Net</td>
<td>4.26</td>
</tr>
</tbody>
</table>

Replacement Motors

For Wurlitzer-Seeburg Phones | $22.50 |
| 110V-60 Cycle—Reconditioned Motors | Will give Excellent Service — 30 day Guarantee. |

Plastic Sheets

20” x 50” (red) 60 Gauge — each | $9.50 |

All Merchandises TRIPLE-WARRANTED by Pacific Coast’s largest distributor of coin operated equipment.

!! HERE THEY ARE !!

BALLY’S GREATEST—“ROCKET” WILLIAMS’ “CYCLONE”

IMMEDIATE DELIVERY

Exclusive Distributors for MICHIGAN

E. T. MAPE Distributing Co.

SAN FRANCISCO

STOCKTON

LOS ANGELES

William’s CYCLONE

IS SENSATIONAL

FASTER ACTION!

SCORES TO 950,000!

CONVERTIBLE: 5-BALL

OR 3-BALL PLAY

GENERAL DISTRIBUTING CO.

“Largest Distributors of Coin Operated Machines in Texas”

2812 MAIN ST.

DALLAS, TEXAS

Offices in

San Antonio — Houston — El Paso

Firestone Games

TOP-FLIGHT MACHINES

Firestone Games

TOP MONEY MAKERS

Firestone Enterprises, Inc.

1604 CHESTNUT ST.

BROOKLYN 30, N. Y.

Epleanade 5-5700

Get The Best Deal

Say "I Saw It In THE CASH BOX"
YOU'LL GO FARTHER and GET MORE with GOTTLIEB GAMES!

DAILY RACES
1-Ball, convertible to fast 5-Ball Play. Changing Multiple Odds. Automatic Scoring Board. Available in Payoff or Payout Models.

The leader in action and features that keep earnings at record levels.

MAISIE
There's amazing new high scoring in this 5-Ball Free Play attraction. Intriguing Ball and Backboard action sustains interest — develops top earnings.

Deluxe
GRIP SCALE
Consistently Rest
Since 1927!

SEE YOUR DISTRIBUTOR
"There is no Substitute for Quality!"

1140 N. KOSTNER AVE. • CHICAGO 51, ILL.
TWENTY YEARS OF LEADERSHIP

Philly Ops' Group Donates Phonos

PHILADELPHIA, PA.—Happy children grouped around a donated juke box at Holy Rosary Hall in this city are shining examples of good public relations work achieved by the Phonograph Operators Association of Eastern Pennsylvania and New Jersey.

Jim O'Brien, Business Manager, suggested that the Association contribute juke-boxes to the youth centers—and since last December fifteen have found their way into various civic clubs and schools. Leading figures in the fight against juvenile delinquency cooperate with the Association to prove that prevention is better than cure. Teensters hold weekly dances under the auspices of church and school.

Service and maintenance is also contributed by the Eastern Operators, and the entire executive ledger of the association backs this program. O'Brien reports that results have been most gratifying and that commendation from civic sources has really given the Association a boost in Philadelphia.

This practice of donating phonographs to civic and church groups for the purpose of providing youngsters with better and more supervised recreational activities has been carried out by many associations in all parts of the country, and reports indicate that it is one of the better means of gaining more favorable public relations that have been attempted on the community level.

ORDER DIRECT
FOR FASTEST
DELIVERY

The New
WILLIAMS
CYCLONE
5-BALL GAME

Rapid fire fast play ... a cyclone of action with irresistible appeal. Balls ride the shoot chute. Unusually high score. FOR YOUR SOURCE IT'S SCOTT-CROSSE

SCOTT-CROSSE COMPANY
1423 Spring Garden St., Phila., Pa.

FREE: 1 PFANSTIEHL TONE ARM SCALE WITH EVERY ORDER OF 50 PFANSTIEHL NEEDLES.

Pfanstiehl Needles .......................... Ea. 50c

Get On Our Mailing List. Write for Our Latest Price List of Used Equipment.

Seacoast DISTRIBUTORS, INC.
降价 12023 Spring St. New York 1, N. Y.
Phone Chicago 6150

ATTENTION!
5 Total Rolls, Like New, Ea....$290.00
1 Fokterino and 1 Western.
Both .......................... 75.00
1 Miller Three Rolls, A.T. .... 25.00

OLSHEIN DISTRIBUTING CO.
1100-02 B'WAY, ALBANY 4, N. Y.
ADVANCE ROLL
WITH THE NEW EXCLUSIVE FEATURE - F-R-B

GENCO'S NEW SENSATIONAL ROLL DOWN GAME

- Will Stay in Location LONGER!
- Average Earnings GREATER!
- Exciting Player APPEAL
- TROUBLE FREE!

NEW FEATURES

- NEW SCORING FEATURES

PLAYER CONTROLS BALL

STURDY

BEAUTIFUL

* FLOATING ROLLOVER BUTTON

* Floating Roll-Over Button — A new innovation that automatically registers balls passing over it.

ORDER FROM YOUR NEAREST DISTRIBUTOR

GENCO BUILD S GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS
NEW YORK—In a decision handed down late last week, a judge of the Supreme Court, county of Queens, refused to grant the temporary injunction sought by an independent music operator against the Automatic Music Operators Association, local trade group, and the International Brotherhood of Electrical Workers, Local 786 (AFL).

The music operator, Alfred Riddle, charged in his action that there was a conspiracy between the two organizations to injure and destroy his business; he asked that court grant him relief from this allied conspiracy and to enjoin the union from con- tuming to picket locations in which his phonographs are installed.

Representing the music ops, association were Al Denver, A.M.O.A. president, and Sidney H. Levine, attor- ney for the organization.

In his reply to the allegations made by the plaintiff, Levine pointed out that, so far as a "conspiracy" between the association and the union, the charge was "ridiculous." The only connection between the two groups, Levine pointed out, was a collective bargaining agreement that existed be- tween all members of the association and the union; and that agreement, Levine continued, touches only upon the factors of wages, hours, and other general labor conditions.

As a result of the arguments offered by Levine and Samuel Me- nansky, attorney for the union, the judge denied Riddle the temporary injunction he sought pending a court trial of the issue, which has been scheduled for May 19, 1947.

BEN RODINS Sells FOR LESS

SENSATIONAL VALUES

ALL CLEANED AND CHECKED

SUBJECT TO PRIOR SALE

Your Choice $25.00 each

ANY FOUR FOR $85.00

Legitimate Machines of Girls, Alley

Shoe, Play, All American

Attractions

Bomb The Axis O.J. Joe Fox Hunt

Sniffer De Deck

Marlins - $49.50

Silverman - $49.50

Astor - $49.50

Barnes - $49.50

Caliente - $49.50

Catalina - $49.50

Your Choice $34.50 each

ANY THREE FOR $15.00

Eagle Squadron - $15.00

Marin - $15.00

Metor - $15.00

They're Great - $15.00

Play Ball - $15.00

GLOBE DISTRIBUTING CO.

1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. • ARM. 0780

Write for List: Reconditioned 5 Ball Pin Games, Consoles, Arcade Equipment, 1 Ball Multiple Tables, Slots

Terms: 1/3 Deposit — Balance C.O.D. or Sight Draft.

Vince Murphy

Charles (Jimmy) Johnson

GLOBE DISTRIBUTING CO.

1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. • ARM. 0780

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Charles (Jimmy) Johnson

GLOBE DISTRIBUTING CO.
Mulligan Distributing Co. Moves

PITTSBURGH, PA.—Jack Mulligan, general manager and Ben Long, sales manager of Mulligan Distributors, Inc., move into their three story building at 1400 Fifth Avenue on May 1.

This firm, who are distributors for Aireon in Western Pennsylvania and part of West Virginia, purchased the building over a year ago, but due to the many building obstacles, have been unable to move in until now. Only one more problem has to be overcome, and that is the telephone installation. Until the time when the strike is settled, Mulligan will maintain their phones at 1024 1/2 Fifth Avenue, their old address.

"The building will give us over 10,000 square feet of floor space" reports Mulligan. "the first floor being devoted to offices and display rooms, the second floor will house our service and repair departments, and the third floor will be used for storage space."

CLEARANCE

PIN BALL—Clean and Reconditioned
Big Parade $64.50
Sky Raider (Big Parade) 49.50
Knockout 49.50
Amphitheatre (Knock Out) 59.50
Gargantua 99.50
Catalina (Slightly Used) 99.50
Wurlitzer 61's $124.50
Wurlitzer 61B's, (Life up Grill) $110.50
Seeburg 12's 74.50
Wurlitzer Model 120 Wall Boxes 17.50

MISCELLANEOUS
Used Records—Recent Popular Numbers, Packed 25 Asstd. to Carton, Prepaid. $2.75
Tubular 5c Wrappers, Per 1000.... .85
1/3 Deposit, Balance C.O.D.

Joe Ash
Active Amusement Machines Co.
640 NORTH BROAD ST., PHILA. 30, PA.
Phone: Fremont 7-6695
1060 BROAD STREET, NEWARK, 2, H. J.
Phone: Mitchell 3-7444
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-6176
West Coast Operator
Killed In Airplane Crash

LOS ANGELES — One of the best known operators in this territory, Ray Smith, of Barstow, was killed last week when his private plane crashed at Guthrie, Iowa. It was learned by his many friends here.

Smith had flown his wife to the Iowa town to visit with her parents, and, after landing there, Smith and the airport manager went up for a flight in the coinman’s BT-13 type airplane.

During the flight the aircraft suddenly went out of control and crashed, killing both Smith and his passenger.

At last reports it was not known whether the body would be returned here for burial or would be interred in Iowa.

Joe Kelly Purchases
Phoenix Distrib Firm

PHOENIX, ARIZ.—Phoenix Distributing Company, this city, has been purchased by Jim Kelly, it was announced here recently.

Kelly was sales manager for Brown and Bigelow, a national advertising concern, representing them in an executive capacity in Minneapolis, St. Louis, Detroit and New York City.

“I have had the opportunity,” reports Kelly, “to serve the coin machine business and observe the wishes of coin machine operators in each of these territories. I shall cooperate with all coinmen in my territory and will be available to them for every possible service.”

Happy Birthday!

IRV ORENSTEIN

NEWARK, N.J.—IrV Orenstein, in charge of Seacoast Distributors’ offices in this city, celebrated a birthday anniversary on May 3rd.

METAL TYPER DISCS
FOR GROOTSCHEN TYPERS
Finest Aluminum-Standard Thickness
Satin Finish

$8.50 PRECISION DIES

For 1000
1/3 Dep. with Order
Money Back Guarantee—Samples on Request
DISTRIBUTING COMPANY
MAX GLASS
914 DIVERSEY
CHICAGO 14, ILL.
NEW YORK — Notification was received by The Cash Box late this past week that the House of Representatives' Committee On The Judiciary has scheduled a public hearing on the Scott Bill (H.R. 1269), and it will take place in Washington, D.C. on Friday morning, May 23rd, at 10 a.m. Scene of the proceedings will be Room 346 of the old House Office Building.

News of the Committee's action came from Maurice J. Speiser, general counsel for the National Association of Recording Artists, and chief proponent of the Scott Bill.

That a public hearing on the measure has been set should well serve to sound a most anxious alarm among all members of the coin machine industry in any way connected with automatic music, since cointrade leaders who have reviewed the bill describe it "as the most vicious piece of legislation ever written against the music operator, and threatening the very existence of automatic music as a business.

That the bill was even considered worthy of a public hearing came as a sharp surprise to many coinmen who have been maintaining a close watch on all legislation that carry any of the earmarks of being discriminatory and confiscatory, but now that it did, all agree that every member of the trade must join in the fight to stop it before it is pushed along any farther.

"We must have the most adequate representation possible at this hearing," a leading Eastern coinman declared. "We must have representatives from all phases of the business, manufacturers, distributors, operators, servicemen — yes, and a few ambassadors of the finance companies wouldn't do any harm either!" he declared. "The fact and figures of our business speak for themselves a thousand reasons why such a bill would tax us out of existence."

As has been pointed out by The Cash Box in three preceding issues, the Scott Bill (H.R. 1269) would, if passed into law, wipe out that part of the United States copyright laws that specifically exempt coin ma-

**IMPORTANT!**

Individuals and groups desiring to be represented and heard at the Public Hearing on the Scott Bill (H.R. 1269) should give notification of an intention to be present at the proceedings by making such announcement in the form of a letter addressed to The Clerk, Committee On The Judiciary, House of Representatives, Washington, D. C.

The Committee should be so informed by May 20th.

In addition, all who intend to be present and give testimony should carry with them a written copy of the statement they intend to make, as well as any other pertinent information they wish to have entered for consideration by the Committee.

---

**ENTIRE PHONO BIZ ENDANGERED!**

Congressional Committee Sets May 23rd For Public Hearing On Infamous Scott Bill

chine operators from paying out royalties to any performance rights group for “the privilege of using music protected” by such an organization. This would allow ASCAP, BMI and other such groups to demand an annual fee from every music operator in America as “royalty” for the records featured on his equipment.

In addition to H.R. 1269, Speiser and Scott have another little measure up their legal sleeves to boomerang upon the coinman. That’s H.R. 1370, which, if passed, would allow the recording artists to copyright their interpretation of a song on records. That’s where Speiser and the NAPA come in. They are, in effect, the ASCAP of the performing artist, and if both bills are pushed thru, the music op will have to shell out for the “privilege” of featuring records “interpreted” by any artist who is a member of the organization.

---

**IT'S ALWAYS "fiesta" TIME**

**WHEN MUSIC OPERATORS MAKE THEIR COLLECTIONS FROM THE**

**Aireon "fiesta"**

**Exclusive Distributors**

**MATHENY VENDING CO.**

564 W. DOUGLAS STREET, WICHITA 12, KANSAS

**IMPORTANT!**

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**MATHENY VENDING CO.**

564 W. DOUGLAS STREET, WICHITA 12, KANSAS
Spokane Location Owner Hits 'Blue Noses' On Pins

SPokane, Wash.—With the echoes of the recent pishball controversy here still audible, the following letter, written by A. J. Shoeborg, a location owner, was printed in one of the leading newspapers.

"To the Editor of The Spokesman Review: I'm a believer in churches and God, but I don't believe the church people should try to rule the city, or a group of 1000 should tell us what we have to do. If we want to go to church that is our business. If we want to play the pin-ball machines that, too, is our business. No one is being forced to play them."

"If the pinballs and slot machines are thrown out, realize how many people are going to be thrown out of work in all lines. I myself will have to lay off six regular help and four extra and run the business myself, as we do depend on some of the revenue from the machines to tide us over. Also the city and state government get their tax from them. Why not let well enough alone?"

"Just think, there won't be any taverns, dance halls or shows in town as some one will think they are a sin to run, too. Then our business in Spokane will all be run up to Idaho.

Greenbaum & Palastrant Tour New England

NEW YORK—R. R. (Rudy) Greenbaum, vice president and general sales manager of Aireon Manufacturing Corp., and Ben Palastrant, regional sales manager for the firm, completed a whirlwind tour of the New England distributors this past week.


While up-state New York, Greenbaum and Palastrant spent a little time at Saratoga Springs and then a day at Art Hermann's country home at Lake George for a barrel of fun. Art's guests for the day also included Al Bergman and Moe Fine of Montreal, Canada.

Palastrant reports that Aireon's "Fiesta" will be in the hands of his distributors very shortly, and that each of them will have a special showing for the trade. The operators will be informed of the dates of these showings by the distributors.

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 and 3/5 Pay Schedules

IMMEDIATE DELIVERY

Manufactured and Distributed by
MILLS SALES CO., LTD.
1440 19th STREET, OAKLAND, CALIF.
400 S.E. STARK, PORTLAND, OREGON
2827 W. PICO BLVD., LOS ANGELES, CALIF.

Begin your own business the smart way. Give us a call today!
NAAMO Sponsored Mechanics School Begins

NEW YORK—The school to train coin operated machine mechanics started May 6th at the Manhattan Trades Center, New York City. Sponsored by the National Association of Amusement Machine Owners, the program is being conducted by the Board of Education of the City of New York for the Veterans and Reconversion Training Program, under the G.I. Bill of Rights.

The twenty-four young men selected to take this course were interviewed at the school by a NAAMO committee consisting of F. McKim Smith, President; Al Rodstein, vice-president, and Al Blendor, former president. Over thirty veterans were first assembled in one of the classrooms and A. P. Henry, senior teacher, Smith and Rodstein addressed the men. These prospective students ranged in age from twenty-two to forty-one. Joseph Cooke represented the Veterans Administration.

Henry outlined the course, rate of pay and prospects for gainful employment in the coin machine field. Smith stressed the fact that the demand for experienced coin operated machine mechanics far exceeded the supply and that the young men were very fortunate to have the opportunity to earn while learning. This is only made possible by a grateful government in recognition of the veterans service to his country, he said. Rodstein spoke on the bright future of coin operated machines and the need for experienced mechanics to service them.

The six months course these veterans will receive is divided into two sections; the first twelve weeks consisting of basic training in the use of machine and hand tools lathe work, electronics, photography, projection, coin chutes, rejectors and totalizers.

The second half will consist of actual experience on coin operated machines divided in three groups; mechanical, electrical and those which combine radio and electrical mechanism. Machines from each group will be installed at the school. The school will always be under the supervision of two Board of Education instructors and a current guest instructor, furnished by the manufacturers for their own machines. Students are all high school graduates who have finished a one year radio course.

Nelson In Action With New Vendors

CHICAGO — Jack Nelson, of Jack Nelson & Company, well known coin machine distributors, announced this past week that the market for his firm's line of vending machine equipment is the "Pop-adding that increasing numbers of operators are adding merchandise machines to current amusement and music operations.

Latest addition to Nelson's roster of vending equipment is reaching new highs, "Master," a new pop-corn machine, which he will distribute for the Chicago area. Meanwhile, Bernie Droeger, road man for the firm, is reported to have returned from a trip thru the territory with a 'great many orders for the firm's "Cash Tray" salted almond vendor and for their no 9 of Victor merchandise machines.
Mangan Speaks At Omaha Chamber Of Commerce Luncheon

OMAHA, NEB. — James T. Mangan, Director of the CMI's Public Relations Bureau, appeared on Tuesday, April 29th, before the Omaha Chamber of Commerce at a special luncheon attended by the business leaders of this city.

At the speaker's table with Mangan were Hymie Zorovisky of the H. Z. Vend-ing and Sales Company, headquartered here, and Jack Keeney, Jr., son of J. H. Keeney of the J. H. Keeney Company, who is associated with the Frankel Distributing Company in Omaha. Mangan's speech covered all phases of the coin machine industry, and traced some of its early history. In text and fact it was an aid to the creation of better public relations between the business leaders of this area and members of the coin trade.

Excerpts from Mangan's talk are reprinted below as material for column inclusion in speeches they may deliver in their own communities in the interests of bettering local public relations.

"The Coin Machine Industry is bigger than most people think. It is actually as big as Human Nature."

"In our industry we have: 100 factories making complete coin machines 1500 factories making parts and materials for coin machines, and national and international sales and service."

"The Industry has hundreds of millions of dollars in invested capital. We give income to 2,000,000 public establishments and locations. Over 75,000,000 Americans use the service of coin machines every week."

"The Industry started about 60 years ago, and it received its biggest impetus during the recent depression. With a running start in 1936 it proceeded to grow by leaps and bounds. In fact, the automobile industry and the coin machine industry have been pointed to as the two great American industries to beat the depression.

"So big is the coin machine business that several large companies have installed separate coin machine departments, and have added to their regular and technical staffs whose sole work is to cooperate with coin machine operators. Among these are Coca-Cola, Pepsi-Cola, Nehi, Wrigley, American Chicle, Mars, Hershey's and most big record companies."

"The Music and Amusement sides of the coin machine business are even bigger than vending. There are, operating today, approximately 400,000 coin-operated phonographs. Their effect on music popularity is almost incalculable."

"The game side of the Coin Machine Industry is perhaps its most thrilling division. The game of Bagatelle was developed in this country in the 1890's. About 1902 it had a renaissance and was called pinball. It is a great American sport, ranking with Cricket, baseball, basketball, and bowling in popularity. Yet, many people don't understand it and are inclined to minimize its great contribution to American recreation."

"The whole coin machine industry is an industry because of the PERSONAL INDUSTRY of its members. They work two days in one. They stay up all night when necessary. Yet, there is no past and no future. Manufacturers have five failures or mediocrities for every winner."

"For some time the Industry has recognized the need for better public relations. We think we are as great and fine as any other industry, but some segments of the public have failed to see our point of view."

"Individuals, in our industry, have contributed great public service in the past. All our Company had Treasury
GALLOPING DOMINOES, 5c J.P. O'D. '46 JP LIKE NEW ... $475.00
DRAW BELLS, 25c ........................................ 400.00
TURF MING ............................................. $139.00
CLEAN JOCKEY CUP ..................................... 149.00
FAIRMOUNT .............................................. 159.00
SHAPE ...........................................................

CONSOLES
GALLOPING DOMINOES, 5c J.P. O'D. '41 Two Tone ... $179.00
TRACK TIME, 5c P.O. ..................................... 49.00
BALLY CLUB BELL, P.O. ................................ 89.00
BALLY CLUB BELL, 5c P.O. .......................... 179.00
FAST TIME, P.O. ........................................ 69.50
FAST TIME, P.O., 25c .................................. 89.50
MAYBEIL, 5-5-5-55 P.O. ................................ 175.00
MAYBEIL 5-5-25-50 P.O. ............................. 190.00
MILLS 4 BELLS, 5-5-5-5 ................................ 275.00
MILLS JUMBO P.O. ........................................ 69.50

MUSIC SPECIAL!
AMI STREAMLINER—CLEAN $179.50

SLOTS
JENNINGS 25c ........................................... $139.50
JENNINGS 5c SILVER CLUB 105.50
JENNINGS 10c SILVER CLUB 105.50
JENNINGS 5c ............................................. 99.50
VICTORY CHIEF ........................................ 99.50
VICTORY CHIEF 10c .................................. 105.50

YEAR ROUND PROFITS
with BALLY ROCKET

FOR YOUR
COIN MACHINE PARTS
ALL MAKES
AND MODELS

Bally

equipment

See...

ORDER TODAY!

Exclusive Bally Distributor in INDIANA, WISCONSIN and NORTHERN ILLINOIS

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 381 FOURTH AVENUE, NEW YORK
By the way—where was George (Plinhart) Jenkins this past Wednesday???? . . . Gordon Sutton of Illinois Simplex, celebrating the fact that they've at last found a home to live in up in Olathe . . . Ben Levin getting around in the Bally factory and not closing his eyes for a moment while some famous kickers are around. And that reminds me—it seems that Bally Sally Goldstein, Ben's very efficient secretary, is the one who helps to get Ben on that barber chair before a lot of other guys . . . Dick Law, Mills Industries adman, has a new gray tone in his private offices which he invites you to see if you like color . . . Vince Shay as happy as a lark this past week Wednesday and telling the world all about the Jewel Bell.

Things I never knew 'til now—that Rosey Rosenberg of Kansas City likes lots of flowers . . . Bumped into Charley Ewing of Evansville, Ind., and learned that things are going great guns for Gensburg . . . Harry McNamara, a new business clerk, Al Ginsberg on his way into the hospital for a gall bladder operation while Eddie takes over the executive duties of the firm. Eddie is quite lost without his car which is being shipped up from Kansas City . . . Seen a job's been delayed on route somewhere along the line . . . Oscar (Shivitzbad) Schulz, Joe Simon and Midge Ryan having dinner at the Celtic Safe and talking things over. Schulz offers to drive Midge out to San Francisco in a few weeks. "Just for the ride", Oscar says . . . Frank Liannas of Indianapolis was around town this past week. Looking for more and still more games. "Sure can use 'em", Frank claims.

One of the most interesting stories we've yet heard came from Sam Wolber of Chicago Coin this past week. Sam showed us a letter from some of the execs over at AC Spark Plug advising that one of their very noted engineers was retiried and the men there wanted this past week to look at some of his games as a gift. This engineer had been with Chicour during the war period and fell very much in love with pins. Now both Sam Wolber and Sam Ginsburg are up against the problem of what games to ship him so that this famed engineering genius will really have a grand time. Of course, what was even more thrilling was the recognition of pin games as such an outstanding and relaxing entertainment by these AC execu-
tives for a man who wanted to retire . . . Harry Brown, American Amusement Co., in town for a batch of coin machines in Phila., and New York for a few weeks. Understand Harry will be ready to make a big announcement when he returns to the windy city.

Myer Ginsburg, still peeling at the brow from his Florida sojourn, telling us about the terrific rise in costs of materials and components and the fact that many are hesitating prior to going into production of new products these days. Brother Lou Ginsburg listening and explaining how rising costs have kicked hard into all manufacturing profits. But, Lou was more interested in telling about the marvelous time he had in Las Vegas with Mrs. Ginsburg . . . Harry McNamara, a new business clerk, Al S. Douglas of Daval back in town from a Florida vacation . . . That meeting of the CMI was reported to have been very interesting with Jim Mangan's report on the public relations work already accomplished with great success by many who were present . . . Quite a few of Gil's music machine men are expected to be present at the Ohio State Phono Opus meet—right while you are reading this item. (I'll be seeing you there).
Basic coinmen are optimists at heart. Word that pin games are doing so well thruout the country, even tho they cannot be run here, has given local operators a great lift. They are settled down to the realization that the "picnic" is over and are now working hard with their routes—buying new equipment, dressing up others, contacting locations personally, switching, changing, hustling — and the results have shown increased averages.

* * *

Mike Munves, assisted by brother Max, still the two busiest men in town, shipping arcade equipment for the opening of the season ... Some of the arcades at Coney Island, Rockaway, and Atlantic City, which opened for week-ends during this month, report a brisk business ... Harry Brown, American Amusement Co., Chicago, who has been "knocking down the doors" of his customers thruout the country, in the city for a few weeks ... Charlie Katz, Esquire Games Co., Chicago, another visitor here ... And here's an incident that won't happen once in a hundred years. Brown and Katz saw each other for the first time in a long while—meeting in a subway train, both heading for coinrow. The two transplanted New Yorkers echoed the same sentiment "It's great to visit around with the boys here, talking with friends who haven't been seen for many years".

* * *

Monte West, popular AMI service engineer, conducts a two day service school at Runyon Sales Co., attended by many operators and their mechanics ... Ben Becker, Tri-State Sales Company and Pioneer Distributing Company, out on the road telling the trade about Bally's "Rocket". Regardless of those 240 pounds, when Becker gets into action, he's somewhat of a rocket himself ... Willie (Little Napoleon) Blatt, Supreme Distributors, Miami, Fla., on coinrow with his two boys, Bertram and Martin. The youngsters are running an operation of music and cigarette machines. Willie, who will be in town for only two days, heads back for Miami. Then after about a week or so intends to fly to Chicago. While in New York, Blatt "paid" his respects to his pals at the Music Machine Operators Association.

* * *

A well known distributor is now renovating the spot between H. Rosenberg Company and Seacoast Distributors, and will soon be ready to open up ... H. F. (Dennie) Dennison, eastern sales manager for Pantages Maestro, visiting along Tenth Avenue. Dennie had just returned from a six day trip, covering six states, winding up in Miami, Fla. for one day. Then on to Cleveland, O. to show his music mirrored cabinet at the meet of the Ohio State Automatic Phonograph Owners Association ... Mike Spector, Spector Distributing Co., Philadelphia, and Hymie Rosenberg wave to us as they ride in Mike's car. Mike yells out "Everything going great" ... Al Bloom, Speedway Products, hustling down Tenth Avenue with a piece of his "Talking Gold" plastic grille cloth in his hand. The sun strikes it and Al looks like he's surrounded by a "halo".

* * *

Bess Berman, completely recovered from her recent illness, back on coinrow looking great. Bess still gets a wonderful thrill when she tells about the bouquet of flowers sent her by Charlie Bernoff of Regal Music Company, a customer and friend. She was in bed feeling pretty sick when the flowers arrived, giving her a great lift. Hey Charlie, Bess attributes her rapid recovery to your thoughtfulness ... Dave Lowy and Phil Mason, Dave Lowy & Company, in Chicago for a week ... Dave Stern and Harry Pearl at the New York offices of Seacoast Distributors, and Tom Burke, the other member of the trio arrives a few hours later. They'll have something to tell the trade soon.

* * *

Nat Cohn and Earl Winters, Modern Music Sales Co., still playing host to music operators who come in to see the Mills' "Constellation" on display in their showrooms ... Jack Fitzgibbon in a position where he hasn't a spare moment during the day. With customers phoning in orders for Williams' "Cyclone" and plenty of visitors looking at Square Amusement's "Sportmans Roll" Jack and his staff are stepping at a lively pace. Leo Knebel, Jack's associate on Musical Minutes, in the same predicament—not enough hours in the day ... Max Levine and Fred Hailpin, Scientific Machine Company, working day and night to get their games out, and production will be ready sooner than expected ... Bert Lane, Atlantic New York Corp. and Seaboard New York Corp., returns from a short rest in Miami Beach. Bert is well tanned and when seen next to his associate Meyer Parkoff (now referred to as "Pavolution") Parkoff looks like a million bucks. With the telephone strike over, their removal begins, and the opening party at their new headquarters (postponed twice) will take place in a few weeks—date will be announced next issue ... Moe Luber, recently injured in an auto accident, on the road to recovery, and wants his friends who called him to know he appreciates their solicitude.
Paul Laymon really had the boys in his place stepping this past week. Business was booming, Paul tells me. That’s a terrific interest in the new “Rocket,” the Bally five-ball, and lots and lots of orders were placed after the boys had a look and played the sample. Laymon has his fingers crossed hoping for early shipment and in large quantities. The firm hasn’t been moved yet and from the looks of the situation in the telephone strike it may be some time yet before service can be connected, which is holding Paul’s move to his new offices and shops.

One of the best known local operators, Ray Smith of Barstow, was killed when his private plane crashed at Guthrie, Iowa. Smith flew his wife down to the Iowa town last Saturday and, after landing, Smith decided to give the local airport manager a ride in his BT-13. The plane went out of control and crashed killing both Smith and his passenger. It is not known whether the body will be brought back here for burial or will be interred in Iowa.

Bill Happel, of Badger Sales, plans on a trip to Big Bear Lake this week end to be present when Ray Reynolds opens his new arcade in that summer resort. Bill has sold Ray lots of new equipment and wants to be on hand when the crowds start coming in. He tells me that he has taken many orders for the new automatic bowling game “Strikes N’ Spares” and is waiting for a shipment which is due any day. Bill has just received the new Rock-Ola model 1426 and is displaying the new machine in one of his very attractively decorated private rooms.

Charlie Fulcher, of Mills Sales’ Los Angeles office is impatiently awaiting the arrival of the new Mills phono which has been promised him for some time. He has taken a number of orders on the strength of the pictures he has of the new machine. Frank X. Gehrie is handling sales of the new Mutoscope in the Los Angeles office and is getting many pointers about local ops from Charlie. It looks like Frank will do ok, as he has a terrific sense of humor and a winning way . . . We hear that the Como Manufacturing Company, formerly of Chicago, is now located out here. According to rumors the firm will make a new claw machine.

H. G. Sherry, general manager of the Commercial Coin Radio, informs us that his firm has just moved into their new building at 1705 W. Pico Blvd., where they will set up their assembly plant and offices. Sherry informs me that his firm is doing a large export business in addition to taking many orders for their coin operated radios across the country. They plan an important announcement to the cointrade within the next week or two.

Among the coin ops shopping for new games and equipment along coin row this past week were: Fred Allen, Bekersfield; Niles Smith, Oldlade; Stewart Metz, San Bernardino; Frank Milano, Los Angeles; W. H. Shorey, San Bernardino; George Pelson, Fresno; Ben Koone, Glendale; Jack Flull, San Francisco; Glen Carter, Beaumont; B. N. Hart, Los Angeles; Claude Sharpenstein, Warren, Arizona; D. B. Brymer, Pas Robles; R. Post, Glenwood; E. E. Simmons, Pas Robles.

Bill Williams, of the Williams Distributing Company, this city, has been calling on many of the local distribs taking orders for the new Williams “Cyclone.” The game is being well received by the ops and may prove to be a Cyclone on location in raking in lots of those nickels.

Bill is a firm believer in the movement to remove all old and worn out games from locations and sweeten them up with new and interesting equipment. He has found that out in his chats with the boys in the county.

Jack Gutshall was very deeply affected by the sudden death of Ray Smith of Barstow. They were good friends, both having spent many pleasant hours together . . . Jack tells of a definite increase in the sales of independent record makers is distributing several top independent labels in California, besides being Southern Cal distributor for Packard.

Bud Parr of Solotone has been keeping his firm’s factory going at full speed getting their new Solotone box out, as well as the new Mirror-Tone cabinet. Parr plans on an extensive ad campaign shortly which will stimulate things in the music field right across the country . . . Fred Gaunt of General Music has been adding a few more to his bank roll selling the boys the spares to play the new “Pokerino.” It’s a fascinating game, and with Fred teaching the boys with the stakes kept low, they’ve been selling quite a few of the games . . . Merle Connel, of Quality Pics, plans on going into production of a new series of 16 MM color films for parns and solovues and plans on a series of announcements in the very near future.

Modern Records’ plant is going full blast filling the many orders pouring in for the firm’s discs . . . Saul Bihari leaves for the East Coast this week . . . Aladdin Records has just cut a new series of torrid race tunes which should be ready for release within the next few weeks.

Capitol Records have been breaking all their old sales records by continually increasing their sales over the previous months’ high mark, according to George Oliver. The firm has consistently turned out one hit recording after another . . . Exclusive Records has just released a group of western recordings which look like they will really be good on the home front. They have completed cutting a series of new recordings which will not be released for a few weeks. After a quick listening to four sides of these latest disc’s the boys have really come up with some needed gas . . . Len Micon, President of Exclusive, has an uncanny ear for hit tunes.

Ray Powers, of E. T. Mape, telling about the terrific demand for the firm’s new conversion cabinet “Mirror-Matic.” They are filling all orders as rapidly as they come in as the firm has a large plant going full blast in the Bay City area . . . Len Micon will be back to his offices this week after being home sick for the past seven weeks.

Hear that “Strikes N’ Spares” will be rolling soon. The factory has been going at full blast on a double shift and, according to reports, the game that stole the show at the recent convention will be in the hands of the distrits across the nation . . . "Hum" Brokamp, of Pantages Maestro Wired Music, has been putting on more help at his factory. They have added on McCulden Pl. in Holly- wood to catch up with the back log of orders for the firm’s wired music cabinets and conversion cabinets . . . Danny Jackson and Sam Donzin of Automatic Games have been doing a very good business selling lots of bells. Danny tells me that the demand for new and used bells is increasing right along . . . Morris Wiczer has been pretty busy out at his showrooms supplying the much needed parts to keep the games and phones now out on location in going shape.
W. J. Kelley of Sioux Falls, South Dakota made his appearance in Minneapolis quite suddenly. It’s been several years since Kelley was in Minneapolis, since selling his route a few years ago. The truth of the matter is he looks very good and keeps himself busy with a few taverns that he owns . . . J. Allan Redding of Houston, Minnesota is spending a couple of days in Minneapolis just sort of taking it easy . . . Jess Waddel of Charles City, Iowa drove up to Minneapolis in a brand new Hudson automobile to spend a couple of days visiting several of the distributors . . . Bill Welch and his son, of Chippewa Falls, Wisconsin came in town just for the day making a few calls.

* * * * *

Mr. and Mrs. Gordon Stout of Pierre, South Dakota were in town for a few days making the rounds. Gordon was very disappointed in not being able to see the opening Minneapolis ball game . . . Lowry Nelson of St. Cloud, Minnesota, Bob Collins of Morris, Minnesota, and Eddy Klein of Alexandria, Minnesota were just a few of the operators who arrived in Minneapolis, to attend the opening ball game which was washed out.

* * * * *

Jack Lowrie of Wabasha, Minnesota finally opened his new night club last week and served over 800 dinners that evening. Nice going, Jack . . . Walter Thorn of Staples, Minnesota was in town just for the day . . . Leonard Zelinko of J & L Novelty Company, Lakefield, Minnesota visited Minneapolis for a couple of days . . . Orville Lugaard, former mechanic with Zenith Fireworks Company of Duluth, Minnesota is now with the La Beau Novelty Company, St. Paul, Minnesota . . . Ted Bush of the Bush Distributing Company of Minneapolis came back last week after having a very fine vacation in Miami, Florida and also visiting Cuba . . . Ozzie Tr oupman of the Bush Distributing Company is very happy that he is back as he plans on taking a little trip to New York.

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Shorty Kendall of Lake City, Minnesota is back on his set again after being ill for two weeks . . . Frank Philips of Winona, Minnesota was in town just for the day . . . H. Wells of Sioux Falls, South Dakota was in town for a couple of days making the rounds.

**MINNEAPOLIS**

It was a dead week in the 49th state as operators resigned to “No’s” from distributors, stayed home for the better part of a fortnight. Only a few pinballs were received at any distributor’s, and most of them were never uncrated . . . E. J. Ruth of Farmington, Mo. was the only exception, corralling five new Rock-Ola’s in the middle of the week for Farmington routes. With Ted Keys, Ruth has sewed up most of the mid-Missouri locations still available. Many spots which hadn’t seen a workable phonograph during the entire war are blossoming out with new machines.

* * * * *

Visiting this week were Bud Hasman of Springfield, Mo., Elmer Cobetto of Taylor Springs, Illinois, Harold Brown of Mattoon, Ill. and Frank Ballogg of Springfield, Illinois. All were on the usual quest for new equipment, although Ballogg hauled home a load of parts . . . Bill Weinischke and son are scouring the city for nickel counters. Those pesky little counting helps are hard to find these days. Both were nursing sore fingertips after the first warm weather brought the populace out into local taverns . . . Art Paulle has moved his Ideal Sales Company, formerly on the balcony at Ideal Novelty, over to 2220 Market Street. Reports have it that genial Carl Trippe still has the controlling interest.

* * * * *

Early summer floods are playing havoc with roadside locations to the west and south of St. Louis. A dozen operators were rushing around jacking up their phonographs, or even hoisting them up on the bar where possible. “Fine time of year to be wading in to change records” Jimmy Carmody groaned . . . Del Veatch over at VP Distributing Company has announced the appointment of Bob Anderson to cover the territory for Pantages Mirrored Music, new enterprise with VP. Bob will be seen all over the city in the next few weeks. Del also played host to George and Marvin Buescher, visiting from Washington, Missouri. Long time no see the Buescher brothers . . . Dan Baum is busily renovating his new quarters after his last month’s split with former partner Art Heimke. Art, who took over the routes while Dan stuck to distributing, reports himself equally busy.

* * * * *

National Slug Rejectors is falling victim to a common problem these days—shortages of freight cars. The telephone strike has made it mean to find when raw materials are forthcoming, says ad manager Cleary.

* * * * *

Best news of the week to everybody is the return of Joe Morris from Phoenix, Arizona. Joe, who left J. S. Morris & Sons to convalesce out in the Arizona desert, will ‘take it easy for awhile” but is much better.
BUSINESS REPLY CARD
FIRST CLASS PERMIT No. 43307, SEC. 610, P. L. & R., NEW YORK, N. Y.

THE CASH BOX
381 FOURTH AVENUE
NEW YORK (16), N. Y.
ALL FOR $1

ALL YOU CAN WRITE ON THIS CARD—WHATEVER YOU HAVE FOR SALE OR WANT TO BUY—WILL APPEAR IN NEXT WEEK’S ISSUE—CLASSIFIED SECTION.

NAME
ADDRESS
CITY  ZONE  STATE
WANT — Will buy any quantity used slot machines, all makes and models. Quote your lowest prices in first letter. All machines must be in first class condition. Will buy Bally Draw Bells, Bally Triple Bells, Keeney Bonus Bells, Single, Doubles and 3 Ways. AUTOMATIC GAMES CO., 2856 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — Liberty F.R. $8.; Cigarette $5.; Sparks Champion F.R. $8.; Sparks Mercury, American Eagle and Marvels $5.; Aces, Imps, Cub and Deval 21 $5.; Vest Pockets $25.; Columbus $15.: Col. Vest Pockets, Yankee, Wings, Pokers. Send list and details. ARCO NOVELTY CO., 823 WEST RANDOLPH ST., CHICAGO, Tel: Hay. 3695

WANT — Gonce Total Roll. State condition and lowest price in first letter. EMPIRE AUTOMATIC CORP., 799 CONEY ISLAND AVE., BROOKLYN 18, N. Y.

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 — New Ball Gum Machines. Only the Best. Also Bubble Gum and Ball Gum for Machines. National Cigarette Machines. KEELY-YURATICH CO., 4036 ST. CHARLES AVE., NEW ORLEANS, LA.

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, 515 TAYLOR ST., ANDERSON, S. C.

WANT — Keeney Super Bells. Will pay $35. for single, $60. for twins. EAST COAST MUSIC CO., 10th & WALNUT STS., CHESTER, PENNA. Tel: Chester 2-3637.

WANT — Salesman with experience to sell routes of the famous Asco All Purpose Machine. Also Asco Coin-Operated Radio. Earnings $500. per month up. When writing give all information. ASCO VENDING MACHINE EXCHANGE CORP., 65 BRANFORD ST., NEWARK 5, N. J.

WANT — Bally Triumphs. Must be on 60 cycle. Write us stating price and condition of these. Any quantity. MOUNT ROYAL SPECIALITY REG'D., 2316 BEAUBIEN ST., EAST, MONTREAL, QUEBEC, CANADA.


WANT — Victory Derbies; Three and Two Way Keeney Bonus Super Bells. Will pay cash if price is right or will trade for Four Bells at $150., Three Bells at $300. Daily Races at $151. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH.

WANT — Used Records. Not over 5% Race Records. No records over 1½ years old. Will accept any quantities. We will pay the highest prices. N. J. STEINKE CO., 18 E. TUPPER ST., BUFFALO 3, N. Y. Tel: Cleveland 0065

WANT — Tone Arm for Wurlitzer 61 Phonograph. Will pay $10. WESTERN MUSIC CO., 17617 DETROIT AVE., CLEVELAND 7, OHIO. Tel: AC. 8886


WANT — Blue Fronts and Brown Fronts all denominations. Send us your list. COIN-A-MATIC DISTRIBUTORS, 3924 W. CHICAGO AVE., CHICAGO 51, ILL. Tel: Belmont 7006

WANT — Wurl. & Seeb. 30 wire Hideaway Units complete 20's & 24's; Wurl. 1015's, 850's, 950's and 750-E's; Seeb. 1-465, 1-46M, Hi-Tone, Envoy, etc.; R. O. 1422; used Packard Wall Boxes; Packard & Buckley 50 wire adapters for Wurl., Seeb., Mills & R.O. & Mills, Jenn. & Pace F.P. Mint Vendors; Late 5 & 1 Ball F.P. Games; used Evans Ten Strikes; used Genoa Whiz; Bally Line-A-Line; Metal Tyres; Scales, etc.; Converters, 110 DC to 110 AC, 110 V. 25 cycle to 110 V. 60 cycle. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CANADA.

WANT — All types and models of coin-operated equipment. Send complete list with following information: type, year, condition, quantity, price. AUTOMATIC VENDING MACHINE EXCHANGE, 20 W. JACKSON BLVD., CHICAGO 4, ILL.
FOR SALE — Used Mills, Jennings, Pace and Watling Jackpot Bells; 5¢ Mills Blue Fronts $87.50; 5¢ Mills Brown Fronts $107.50; 5¢ Mills Melon Bells $117.50; 25¢ Mills Gold Chrome Bells $137.50; 5¢ Mills War Eagle Bell $65; 25¢ Mills Dragon Head Bells $49.50; 5¢ Mills Bonus Bells $137.50; 10¢ Mills Bonus Bells $147.50; 25¢ Mills Bonus Bells $137.50; 5¢ Jennings Silver Moon Chiefs $89.50; 5¢ Jennings Silver Chiefs $84.60; 5¢ Jennings Big Chiefs $84.60; 5¢ Jennings Four Star Chiefs $70; 5¢ Jennings Post-war Black Hawk Bells $150; 5¢ Pace All Star Comet Bells $69.50; 25¢ Pace Deluxe Rocket Slug-Proof Bells $117.50; 5¢ Watling Rol-A-Top Bells $59.50; Groetchen Standard Columbia Bells $75; Groetchen Chrome Club Columbia Bells $85, and many others. Satisfaction guaranteed. All machines ready for location. Terms: 1/3 deposit with order, balance C.O.D. Write for descriptive folder on our machines. Established fifteen years. Reference Dun & Bradstreet. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD 4, MASS.

FOR SALE — Wurlitzer 412 $85; 61 $95; 71 $115; 48-600 $195; 500 with adapter $195; 780-$350; 850 $350; 950 $445; Rock-Ola Std. Dial-A-Tone $225; Deluxe Dial-A-Tone $225; Dial-A-Tone Boxes $8; Evans Lucky Lucre 5-6-7 $74.50. EDWARDS MUSIC CO., BOX 400, DOUGLAS, WYO.


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 CO., 733 MAIN ST., OSAGE, IOWA.

FOR SALE — Bargain Of The Year. We have for immediate delivery 500 good—clean—guaranteed used games—just off location. Don't delay. Wire Order with 1/3 Deposit Today. Midget Reeer $120; Big League $105; Surf Queens $90; Stargazer Centennial $140; Fast Ball $120; Big Hit Single $90. Exclusive Bally Distributors. COIN MACHINE SALES CO., 3904 TRAVIS ST., HOUSTON 6, TEXAS.

FOR SALE — $25.00 and up Mills, Jennings, Watling Slots in 5-10-25¢ A-1 operating condition; 5 Ball Free Plays; 1-ball P. F. games Mills Panorama $355. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel.: Mitchell 3284.

FOR SALE — Mechanical Orchestra of 11 pieces. Made by Automatic Piano Co. Original cost $5,000. Make offer to PLAYLAND ARCADE, 25 E. WASHINGTON ST., PHOENIX, ARIZONA.


FOR SALE — Complete wired music studio equipment including one personal music master control unit, studio amplifier, distributing panel and electric time clock switch, all in perfect operating condition. Price complete $675. This equipment can be used for any type of wired music transmission. ANGOTT SALES CO., 805 E. GENESSEE AVE., SAGINAW, MICH.

FOR SALE — 45 Bally Victory Specials with Chrome End Rails, in perfect condition $300. ea.; 40 Mills 3 Bells, rebuilt and refinished in les.'herite $300. ea.; 60 Bally Cash One Balls; Grand Nationals, Sport Pages, Grand Stands, etc. $600. for the entire lot. SPEER COIN MACHINE SERVICE, 418 THIRD ST., SANTA ROSA, CALIF. Tel: Santa Rosa 1498

FOR SALE — Operator selling out. All Mills slots, clean and ready to operate. Will sell all or part. 1-5¢ Cherry Bell $85; 2-5¢ Chrome Bells $90. ea.; 7-10¢ Blue Fronts $90. ea.; 3-25¢ Blue Fronts $95. ea.; 5-5¢ Brown Fronts $35. ea.; 5-5¢ Bonus Bells $110. ea.; 2-10¢ Bonus Bells $125. ea.; 3-10¢ Cherry Bell $95.; New Mills Cherry Bells Guaranteed new in original crates, never opened 5¢, 10¢ 25¢ play $195.; 10 used Revolvaround Safes $75. ea. Don't delay. Write now to STAD DISTRIBUTING CO., 467-9 HIGH ST., CENTRAL FALLS, R. I.


FOR SALE — Write in and get on our Mailing List! Genco Total Rolls (like new) $275.; Rock-Ola Deluxe (repainted) $225.; Amusement Lite League $165.50; Bol-O-Score (repainted) $145. Foreign Orders A Specialty - 5% Discount, full cash with order. NATIONAL NOVELTY CO., 185 E. MERRICK ROAD, MERRICK, N. Y.
FOR SALE—7 Ace Coin Counters, new $99.50 ea.; 15 Big Game Consoles, Fruit Symb. Cash F. O. $60. ea.; Genco Whizz with stand, Floor Sample $49.50. HI-G MUSIC CO., 1415 WASHINGTON AVE. S., MINNEAPOLIS 4, MINN.

FOR SALE—Score-A-Line $34.50; Short Stop $24.50; School Days $34.50; Silver Skates $34.50; Snappy $34.50; Stars $34.50; Stratoliner $37.50; Sport Parade $32.50; Target Skill $34.50; Ten Spot $32.50; Texas Mustang $49.50; Vacation $29.50; Yanks $69.50; Victory Roll $109.50; Western Baseball $37.50; Buckley 30-wire Wall Boxes $3.95; Super Skeeroll $109.50. BOYLE AMUSEMENT CO., 522 N.W. THIRD ST., OKLAHOMA CITY 3, OKLAHOMA.

FOR SALE—50 Victory Duplex U. S. Stamp Machines with 50,000 folders $27.50 ea.; 30 Wire Cable (Coded) 25¢ per ft., in 1000 ft. rolls—20¢ per ft.; 25 Ideal Card Vendors, 1000 cards with each machine $45. ea.; Atomic Bomber $15. (Free). Write. Grippers new $39.50. SILENT SALES SYSTEM, 635 D ST. N.W., WASHINGTON 4, D. C. Tel: DI. 0500.

FOR SALE—5 Jennings Junior Low Boy Scales 46 inches high, clean, good working order $40. ea. or $185. for lot. Created F. O. B. Savannah. PENNY WEIGHERS, 1003 EAST 34th ST., SAVANNAH, GA.

FOR SALE—Brand new Packard Wall Boxes (write); 2 Conductor stranded speaker wire 1¢ per ft.; Collection Books $5.50 per 100; new 1925 Ken Rad tubes 1.25¢ ea. Write for complete price list, new pins, photographs. WANT—Genco "Whizz". CENTRAL COIN MACHINE CO., 482-488 CENTRAL AVE., ROCHESTER G, N. Y.

FOR SALE—Look! Lot Three Dome & One Nickel Watling Rol-A-Tops 3/5 per $200.; Jennings 4 Star Dome Chief 3/5, elegant condition $64.50; Jack Pot Slots $27.50 and up; Save Money with 'Coleman's Rebuilds.' Rebuilt Mills clocks $5.50; Large stock Slot Parts. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1323.

FOR SALE—35 Exhibit Card Vendors, like new $22.50 ea.; 5 Supreme Skee Ball 9 ft. $139.50 ea.; 2 Flash Hockey $75. ea.; 2 Premier Skee Ball with Barrel 10-1/2 ft. $300. ea.; 1 Atomic Bomber, write; 2 Sky Fighter $125. ea.; 2 Air Raider $85. ea.; 1 Supreme Bolascore $125. MURCOUR KEVIN, 577-10th Ave., NEW YORK, N. Y.

FOR SALE—Almonds, Baby-Size 700 ct. for Vending Machine Operators and/or Distributors. All other nuts. Also write for Price List. CASH BOX SPECIAL—Almonds 75¢ lb. 300 lbs. up. QUALITY PLUS CO., 572-10th Ave., NEW YORK 18, N. Y.

FOR SALE—New 30 Wire Alpha Cable $250. Spool 1000 ft.; Maple Skeeballs 3-1/8" $22 ea., $50. per 100; 2-3/4" 49¢ ea., $46. per 100; 1-1/2" 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—Arcade Equipment: 1 Wurlitzer Skee Ball (14 ft.) $175.; Genco "Skill Roll" (9 ft.) $150.; 1 Super Roll (like new) $300.; 1 Test Pilot $95.; 1 Rapid Fire $75.; 5 Ten Strike $50. ea.; New Rol-A-Score, Sportsman, "One World" (write.) Pin Games: 1 Cadillac $25.; 1 Big Chief $32.; 1 Chevrolet $25.; 1 Flicker $30.; 1 Hi Dive $40.; 1 Blondie $22.; 1 Zombie $40.; 1 Captain Kidd $50.; 1 Show Boat $40.; 1 Duplex $40.; 1 Leader $29.50.; 1 Stratoliner $45.; 1 Jungle $50.; 1 Monicker $45.; 1 Lone Star $45.; 1 Owl $40.; 1 Kilo $45.; 1 New Kilo $45.; 1 Double Barrel, Bally "Rocket", "Maisy", "Havana" (write), Geno Total Roll (just like new) $325.; Geno Total Roll (brand new) $350. One-Balls: 1 Keeny Big Parlay (new) write; 1 Luckey (used) $35.; 1 Pace-maker (used) $35. Bells: 5 Black Cherrys; 3 New Jennings; Mills Safe Stands (new or used); Chicago Metal Safes (new) write. Consoles: 3 Mills 4 Bells (very clean) $300.; 2 Keeny $5 Bonus Bells and 2 Keeny 5¢ & 25¢ Super Bonus Bells (write); 15 Jumbo Parade F. O. $60. ea. in 1946 Bakers Racers (like new) and 2 Jennings "Challenger" write. Music: 1-12 Record Rock-Ola 75¢.; 2 Seeburg Classic R. C. $250. ea.; 1 Seeburg Envoy E.S.R.C. $280.; 2 Wurlitzer 618 Life- up $100. ea.; 1 Wurlitzer 715 $125.; 1 Wurlitzer Twin 12 steel cab. with Seeburg Steppers $150.; 10 Seeburg 5¢ Wall-O-Matic Wireless $225.50.; New Packard Bar Brackets $4.; 10 Speak Organ's P.M. Speakers $10. ea.; 3 Buckley Wall Boxes $10. ea. MONROE COIN MACHINE DISTRIBUTORS, INC., 2333 CHESTER AVE., CLEVELAND 14, OHIO. Tel: Superior 4600.

FOR SALE—One Ball Pin Games: 1 Bally Blue Grass F. P. $49.; 1 Bally Sports Special F. P. $61.; 1 Bally Dark Horse F. P. $63.; 1 Bally Record Time F. P. $79.; 1 Bally Jockey Club $149.; 1 Derby Day $23.; 2 Keeny Winning Tickets $23. ea.; 1 Western Center Smash $23.; 2 Mills Spinning Reels $25. ea.; 2 Bally Junior Zipper $23. STEWART NOVELTY CO., 1361 S0. MAIN ST., SAN LUIS CITY, UTAH. Tel: Dial 3-5055.

FOR SALE - We have about 50 WS-2Z 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 a70L7 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA. Tel: 33

FOR SALE - Laura, Arizona, Oklahoma, Cover Girl, Catalina, Gottlieb's Shanghai-La, Liberty, Brazil, Streamliner $60. ea. - in lots of 5 or more ass't. $250. for five; New Bat-A-Ball Jr. $44.50 ea. - in lots of only $39.50 ea. K. C. NOVELTY CO., 419 MARKET ST., PHILADELPHIA 6, PA. Tel: Market 4641

FOR SALE - Total Rolls, like new in original crates, ready for immediate shipment $265.; 3 Keystone Super Bells & comb. $100. ea. 1/3 deposit. PICO SALES CO., 5426 W. WASHINGTON BLVD., LOS ANGELES 16, CALIF.

FOR SALE - 5 Bally Big Tops Free Play $35 ea.; 5 Bally Hi-Hands $65. ea.; 5 Keystone Bonus Super Bells $6 single (write). All equipment in A-1 condition. RELIABLE COIN MACHINE CO., 192 WINDSOR ST., HARTFORD 5, CONN.

FOR SALE - Best offer takes the following reconditioned equipment, ready for location; Wurlitzer 950, 850, 7500, 700; 42-5000; 412. Also send for list of reconditioned pingames, slots, consoles, etc. H. W. BRANSON DISTRIBUTING CO., 515 30. 2nd STREET, LOUISVILLE 1, KY. Tel: Wabash 1501

FOR SALE - 3 Bowl-A-Ways, 11 ft. Bowling Alleys $125.; 1 Bomber Ball; 1 Rocker Ball 11 ft. Bowling Alleys $75. All in A-1 condition. 1 Williams Suspense $125. 25% deposit, balance C.O.D. GEM NOVELTY SALES, 1410 BUCHANAN ST., RACINE, WIS.

FOR SALE - Now making delivery of KILROY, Chicago Coin Machine Co.'s new sensational 5 Ball Game; Chicago Coin Machine Co. New Basketball Champ, a real hit. Our new and latest release will be STRIKES & SPARES. Delivery soon. RAUM DIST. CO., 2232 loquet ST., ST. LOUIS 3, MO.

FOR SALE - 200 One Balls all makes, Victory Derby $339.50, in lots of 5, better deal. Bamp-A-Fitty distributor for Minnesota. New and used Phonographs, all makes. New 5-Balls: Double Barrel, Kilroy; Mystery; Tornado; Havana; Vanities (write). Kicker & Catcher (write). MIDWEST COIN MACHINE CORP., 777 UNIVERSITY AV., ST. PAUL 4, MINN.

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FOR SALE - 10 Shipman Triplex; 20 Victory Duplex. Machines are brand new and still in crates. Also 4 used Victory. $700. takes all. M. MESSARIK, 922 LINCOLN WAY EAST, SOUTH BEND 18, IN. Tel: 3-1048

FOR SALE - Make Offer. 25 Mills Slots, rebuilt in new cabinets. Also Blue Fronts. VALLEY VENDING, 105 BRADDOCK AVE., TURTLE CREEK, PA. Tel: Valley 7305

FOR SALE - 2, like new, 16 Grip Scale $20. ea.; 1 Test Your Strength Grip Machine $13.; Rock-Ola Floor Model Speaker $20. FRANK GUERRINI, BURBANK, PA. Tel: 8726

FOR SALE - Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 694 TENTH AVE., NEW YORK CITY, N. Y. Tel: BRYant 9-0517

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

FOR SALE - 1-700 Wurl. $1-500 Wurl.; 2-800 Wurl.; 8-616 Wurl.; 1-1940 Rock-Ola C. M.; 1-Seeburg Rex; 1-Seeburg Gem; 6-Finball Games. All Machines are in perfect condition. X-CEL NOVELTY CO., 5240 N. 11th STREET, PHILADELPHIA 41, PENNA.

FOR SALE - 50 Buckley Chrome Boxes, 20 and 24 record $15. ea.; 50 old style Buckley Boxes $5. ea.; 6 Seeburg 30 wire Boxes $7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 603 W. CENTRAL AVE., ORLANDO, FLA.

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FOR SALE - Pilot Trainer, used only four months. Cannot be told from new. I am closing my aronds. $500. f.o.b. Los Angeles. Add $25 for crating. Send or wire 10% deposit. W.M. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 55, CALIF.

FOR SALE - Specials on famous New Orleans Novelty Company used games: Chicago Coin Spellbounds $155. ea.; Genco Step Ups $155. ea.; Genco State Fairs (write); Chicago Coin Super-Scores $165. ea.; Genco Total Rolls $270. ea.; International Mutoscope Photomatics $240. ea. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS 12, La. Tel: Canl 5306

FOR SALE - Factory rebuilt Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished like new. $100. 1/3 dep. bal. C.O.D. Also 1 brand new Bally Big League in original condition; 1 slightly used Surf Queen $110.; 2 used Flat Tops $125. ea. W. E. KEENEEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE - Mills Rebuilt Slots: Black Cherry, Silveror Copper Chromes. 5¢ $150.; 10¢ $160.; 25¢ $170. Cash or $100. and your old esculator model in trade. Rebuilt Brown Fronts: 5¢ $125.; 10¢ $135.; 25¢ $145. Cash or $75. and your old esculator model in trade. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL.

FOR SALE - Canadian Operators! Twelve year old route in Eastern city with splendid returns and all legal equipment for sale. Twelve Machine and Free Plays only. Unusual amount of good will and splendid staff with it. $10,000 will handle. COIN CRAFT CANADA, 441 ABERDEEN AVE., HAMILTON, ONTARIO, CANADA.

FOR SALE - Seeburg Colonel, newly painted $195.; 2 Wurlitzer Model 412 $115. for two; Pin Games $25. ea. FRANK GUERRINI, BURNHAM, PA. Tel: 8726

FOR SALE - A-1 Consoles; 1 Buckley Flashing Ivory; 1 Buckley 7 Belts; 1 Buckley Longshout; 7 Exhibit Jockey Club; 7 Exhibit Chuck-A-Lette; 4 Races Races; 2 Bally Rays Track; 1 Dominnette; 2 Geno Derby Day; 2 Stoner Zippers; 1 Exhibit Shoot-the-Moon; 2 Jennings Liberty Bells. LAYTON NOVELTY CO., 321 "C" ST., LAYTON, OKLAHOMA.

FOR SALE - Ready for instant delivery. 25 Gottlieb's Superliners $100. ea. Wire, call or write with 50% deposit. First come, first served. The best buy in our twenty-six years in the coin machine industry. HIRSCH COIN MACHINE CORP., 1309 NEW JERSEY AVE. N.W., WASHINGTON, D. C. Tel: HOBART 3170


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FOR SALE - Rocket; Double Barrel; Maisie; Kilroy; Havana; Mystery; Basketball Champ; Keeney Bonus Bell. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILDA. 21, PA. Pop. 3299

FOR SALE - DELL RECORDS. Jewish and English Comedy, distributed throughout the United States exclusively by us. Dealers and operators price 49¢. Send for your free catalogue. Some distributors territory still available. EMPIRE RECORD SALES, 799 CONEY ISLAND AVE., BROOKLYN 18, NEW YORK. Tel: Bu 7-7500.

FOR SALE - ABC Bowler; Argentine; Big Chief; Big Show; Big Town; Blondie; Bordertown; Bosco; Capt. Kidd; Dixie; Drum Major; Formation; Fox Hunt; Gun Club; Hi-Dive; Hi-Hat; Home Run; 41; Jolly, Refinish New Legs Plastic Bumpers $25. ea. BONNIVILLE AMUSEMENTS, 1613 GRANT ST., NORFOLK 10, VA.


FOR SALE - 1 Rapid Fine Gun $50.; 1 Supreme Roll Skeeball $90.; 3 Western Baseball Machines $75. ea.; 1 Four Diamonds; 2 Big Chiefs; 1 Bandwagon; 1 Barrage; 1 Star Attraction; 1 Hi-Hat; 1 Spot-A-Card; 1 Venus; 1 All American; 2 Roll-A-Ball Skeeballs 7 ft. size. Write for Prices. WESTCHESTER AMUSEMENT CO., 86 OAK ST., YONKERS 2, N. Y.

FOR SALE - Victory Specials, clean and ready for locations $325.; Victory Derbys $300.; Daily Races (write) 1/3 deposit. STAR COIN MACHINE CO., 1500 N. W. 25th ST., FT. WORTH 6, TEXAS

FOR SALE - 100 Wurlitzer Model 100 Wall Boxes; 13 Wurlitzer Model 120 Wall Boxes; 6 Wurlitzer Model 352 Wall Boxes; 33 Wurlitzer Model 351 Bar Boxes; 41 Wurlitzer Model 310 Wall Boxes: 50 Packard Wall Boxes. Make us an offer. LAYTON NOVELTY CO., 321 "G" ST., LAYTON, OKLAHOMA.

FOR SALE - A.M.I. Hostess! Located in Eastern Penna. Heart of Industrial Section. 40 Station Studio. 35 Locations in Operation. Must be sold to settle estate. A real buy! Write for complete information. BOX 111, C/O THE CASH BOX. 381 FOURTH AVE., NEW YORK 16, N. Y.

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ART WEISS CO., 1130 W. COLORADO BLVD., ARCADIA, CALIF. Tel: Atwater 73511.

FOR SALE - Mills Four Bells $150.; Wurlitzer Model 500 $150.; Rock-Ola Commando $250.; Seeburg Envoy R.V. $300.; Model 9800 or 8800 $250.; Grip Machines $10. WANT - Mills Jumbo Parades P.O. 5¢. BELMONT VENDING CO., 703 MAIN ST., BRIDGEFORT, OHIO. Tel: Bridgefort 750

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PARTS AND SUPPLIES

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MICHELLEANCE

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