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THE MILLS CONSTELLATION

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois
Five years ago there came into being a most unique publication ... Devoted to a sincere belief that this industry desired a true, honest and fearless medium that it could exclusively call its own ... Conceived with the purpose of meeting the problems of this industry during the tragic war period to help make strong and solid a nucleus of men to act as a base for greater growth and future development in the postwar era ... Dedicated to bringing to the fore constructive ideas and better business methods and generally aiding, thru intelligent effort, the greater growth of this business.

Those past five years have been truly eventful. The trade knows today of the great acceptance and phenomenal growth of The Cash Box. This is solely attributed to the wholehearted and intelligent support which the subscribers to this medium have put forth to solidly establish a publication which would work for this business—and this business exclusively—quietly, confidentially and fearlessly.
Five Years

By Bill Gersh

The past five years have been turbulent, hectic and — thrilling. This period saw the beginning, as well as the growth, of many firms who are ranked in 1947 among the very largest in the industry.

The Cash Box entered into the field when others believed that the business was finished. It continued to fully inform the members of this trade of every news event during the years when there was no other source where information could be obtained.

The Cash Box has grown. It has developed into a medium in which the entire coin machine field now places its trust and its confidence. It has expanded in the direction in which the industry wanted it to expand. It is always planning ahead constructively and aiding, by such planning, all connected with this trade. The Cash Box feels that this is but a beginning. It is only the entrance to the road that leads to newer, greater and grander achievements to benefit all the industry.

As the fifth year mark is reached — The Cash Box plans an even greater publication offering a finer and better service to the trade. It will, as the weeks roll by, introduce new and different features. It has already made preparations in this direction. Its personnel is trained to continue ahead progressively, aggressively and vigorously, so that all who will read and use The Cash Box will find its services, its news and its editorial unequalled.

This is the beginning of a new era — not only for The Cash Box — but for all the industry. The flush of the hysterical wartime boom period is long over. The trade is adjusting itself to a new and different type of business. It must make such adjustment to assure itself continued progress.

There are those who claim that this is a business recession. Many economists deny this. They state that this is, instead, the adjustment period which had to come about for all industry, as the answer to the wartime boom. Some of the inflationary valuations which were introduced with the war seem to linger on. But, very gradually, they, too, are being done away with, and the resultant effect it is generally believed, will be the introduction of a new and finer and more conservative, but more solid business era for the entire nation.

America's coin machine industry is prepared. Its manufacturers are planning ahead. They are also visualizing a new sales era as the bewildering adjustment period settles itself and the members of the trade can see more clearly before them. This new sales and operating era bodes well for all engaged in the coin machine business for, most certainly, only greater progress lies ahead.

This new era which seems to have actually begun with this Fifth Anniversary Issue of The Cash Box will be most carefully watched by all in the trade. It is the sort of period which will have the complete attention of all business men. There will be ingenious coinmen who will present new, better and different operating and sales plans and, perhaps, a new type of equipment which will not only revive sales, but will also enhance the value of the present operations throughout the nation.

There are at the present time, a few frightened and craven individuals who will, of their own accord, leave the field. This, too, is good for this business, for their exit will open the way to others — of greater foresight, vision and courage. These are the men this business needs today. These are the people who will make this field greater than ever and who will bring it the leadership it has so long deserved in the entertainment and merchandising worlds.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WASHINGTON, D. C. — For the time being it's over.

As Rep. Earl Lewis, Chairman of the Sub-committee of the Committee On The Judiciary, banded his gavel, he said: "The hearing room calling an end to the seventh and final public hearing which your committee and the H.R. 1270 and Fellows (H.R. 2570) bills, the high tension that has been current among many of those music business representatives relaxed.

The fate of the measures now rests with the sub-committee, which is expected to report to the full committee this week.

It had been a hard and bitter fight. Seven action-packed rounds of it. A fight in which the basic operator in the United States and its possessions has imposed hard earned dollars and cents at stake.

In all the nine years that the proponents of these measures have been knocking on the doors of Congress, these public hearings just concluded, represent their most important gains.

For nine years they have tried to rip from the laws of the United States that portion of the Copyright Act of 1909 which legally exempts coin-operated musical instruments from the payment of royalties and monetary tribute for the "reasonable use of the musical compositions."

Like they have done with every other business in which music represents a segment, they have tried to sell a bill which they claim will put more money into their coffers. What is proposed is the sale of the American flag; a tax they want the music operator to pay: a tax they want backed up by the police powers of the United States Government.

And these boys are looking for quite a hunk. From ten to forty million dollars per year, at a conservative estimate.

Led by the American Society of Composers, Authors and Publishers (ASCAP), and supported by the Songwriters Protective Association, the National Association of Performing Artists, and a number of lesser figures and organizations, each of whom is seeking a cut from the music operator, the proponents of these bills have thrown the most powerful heavy-weight legal batteries they could muster at the comparably handeful of our representatives who were there to fight back this most vicious of any proposed legislation that has ever faced the industry on a national scale.

That by the sheer weight of numbers the enemies of this industry have en-

joyed an advantage is attested to by the fact that even at this last and final public hearing, it was only the opposition who was heard. This, because they were given the first opportunity to speak, despite the group of columnists who had asked and were scheduled to be heard.

It was Maurice J. Speiser, general counsel for the National Association of Performing Artists, and sponsor of the bill, who was called as the first witness. He made the most of the opportunity. With only two hours allotted to him, he spent only a few minutes of it. His "good friend," Gene Buck, of ASCAP, took over what time was left.

Speiser, an able and experienced lawyer, was in good form. Following the precedent set by most of the witnesses, Speiser also started off with a crack at the industry, by referring to the ®wresting" of the business and adding it was as the industry was a "courageous affair."

Going on at great length about the history of the anti-juke box bills, Speiser described the current music operator's exemptions as "a genuine injustice."

He described his own participation in its furtherance as being done "without selfish interest," and all his efforts have been carried out without compensation from anyone.

It was at this point that Speiser got himself in trouble.

Referring to (H. R. 1270), a bill seeking to permit artists to obtain a copyright on their interpretations of musical compositions, Rep. Keating asked Speiser if members of James C. Petrillo's American Federation of Musicians would not also come under that bill.

Speiser admitted they would.

Then referring to Speiser's statement that he was never paid for his work for NAPA, Rep. Keating shot a question at him in which he asked if it weren't true that Local 802 of the American Federation of Musicians had advanced him $7,500.00 in January, 1947.

Speiser admitted that this was correct. He further admitted, under Rep. Keating's persistent questioning, the shocking fact that part of the $7,500.00 received from the union was for the purpose of conducting a survey of juke boxes in New York City!

Going on from there, Rep. Keating tore into Speiser's arguments again and again, tying him to the Petrillo organization thru its appearances at their functions and his requests to the AFM for funds.

It was during this period of the session that Rep. Keating, who had come armed with facts and figures, and Maurice J. Speiser grew red. Keating had apparently angered by Speiser's statements. An anger that led Rep. Keating to apologize to Rep. Keating. It was a somewhat blanched lawyer that went on from there.

On the other hand, coming in for an accolade from Rep. Reatting was M. C. Bristol, vice president of the Rudolph Weiser Company. Speaking of the chairman of the committee who was more important than all the others," he remarked at one point.

Commenting his testimony with a few more cracks at the coinmen's case, Speiser surrender the remaining minutes of the session to his "good friend" Gene Buck, of ASCAP.

Buck launched his case with a re- futation of Speiser's arguments. After referring to the H.R. 1270 and, having accomplished this, joined the anti-juke box bandwagon to give testimony in behalf of H.R. 1270 and H.R. 2570. Buck was another who took his occasion for a smear at the industry.

Remarking that there are three main segments to the juke box business; manufacturer, distributor and operator, Buck pointed out that only two had appeared; the manufacturers and the operators. Where, he asked, were the distributors, who were taking in such a large portion of the industry's profits?

Describing them as the "mystery men" of a mysterious business who have such a "vital" stake in the promoted legislation, Buck again demanded to know where those "rich" individuals were. Why weren't they in Washington?

This line of continued smearing be- came "indicative of the whole." The Coinmen's Council, that he checked out; "they probably didn't have the car-

The verbal melee that followed between Buck and the reporter was quickly cut short by George H. Levine, chairman Lewis' gavel, who added that "one witness will be heard at a time."

As it turned out Buck was the last witness, but coin machine representa- tive had the last word nonetheless.

Just as the session was closed, Sidney H. Levine, dynamic little attorney for the Automatic Music Operators Association, leaped to his feet to declare that at the conclusion of these proceedings, he was there to represent them: he further pointed out that the distributors were fully aware of the nor-oed- enings and were following them with high interest; they were read and willing to appear at any time they were called.

With that the hearings came to an end. All the coin machine representatives thanked the Congressmen individually for their consideration and for their fairness in hearing all sides of the issues.

Rep. Lewis then announced that the full Committee On The Judiciary would deliberate on the report, a decision was forthcoming at that time.

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*Please mention THE CASH BOX when answering ads—it proves you're a real coin machine men!*
A Few of the Telegrams Received by THE CASH BOX from the Nation's Juke Box Leaders

NEW YORK — It would be impossible to reproduce on this one page, and still retain any readability, the many, many telegrams and letters which have been received by The Cash Box since the first hearing (May 23, 1947) of the Scott (H.R.1269 and H.R.1270) and the Fellows (H.R. 2370) Bills.

The fact remains, tho, that wires and letters from large associations of music merchants all over the nation as well as independent operators, including jobbers, distributors, suppliers and manufacturers connected with the automatic music industry of America have continued to flood the offices of The Cash Box since the pages of this publication began to completely and thoroughly explain and report each hearing of the Scott and Fellows Bills before the Sub-Committee of the Committee on The Judiciary in Washington, D.C.

It is interesting to note here and now that even the proponents of the bills have searched through the pages of The Cash Box for whatever true information they have received. The men have made this statement time and time again at the Washington hearings. They have complimented The Cash Box on its fine coverage of the hearings and on its presentation of these reports to the automatic music industry. Certainly, there is no finer compliment which can be paid to any publication.

In short, as has been stated at every hearing which has been held in Washington by the automatic music leaders who were present, that The Cash Box has given the juke box industry the most complete, most concise and most intelligent reports of what was going on at the hearings and against its interests and which, as one of the proponents stated, "brought down a flood of protests and coin operated music machine men on our heads".

The Cash Box carried “exclusive” stories of the inside happenings. It has also contained confidential information for the trade and disseminated that information thru the proper channels so that all the juke box leaders would know what was happening.

It has been fearless and truthful in its reports and has even been threatened by one of the proponents who remarked, "I could sue for some of the statements which you made. But, I realize that they were made in the interests of your own industry."

Nor is this all. The Cash Box was the only coin machine publication which sat in, and helped to conduct, confidential and private meetings prior to the hearings on the Scott and Fellows Bills in Washington.

Today, The Cash Box is accepted as the "official organ of the juke box industry," which is the statement made by the juke box leaders who were present on the evening of June 3, 1947 in a meeting prior to a hearing on the Scott and Fellows Bills the next morning.

NEW YORK—For the past 20 years or so in this business, Dad's been doing a pretty good job of bringing home a weekly stipend — for Mother and the kids. Dad's done pretty well in most cases in this industry and, tho he won't believe this statement even if backed up by hammers and clubs, the old guy's beginning to slow up a little bit. He's getting a bit cranky, and pretty much set in his ways about certain business procedures and about his personal habits. Yep, a lot of the Dads of this speedy moving, fast changing business are beginning to feel the years. And their youngsters are beginning to take over.

Here and there throughout the nation, traveling coinmen are coming across more and more sons, some who just returned from the armed services, others who have just come out of schools, but, most important, who are gradually taking over the duties which the "old man" carried on his shoulders all by himself for so many years. These coinmen, as they visit around, still ask for the "old man" by name. They still like to think of the times when they spent an hour or two or more over a glass of beer and had a laugh or two in some suite at the Sherman and like to reminisce about the "old days".

But, meeting the sons of these Dads, they suddenly find themselves up against modern, young, aggressive and progressive business men — who are "all business" — just like their dads were — some years back. They want action. They want facts, They want to know about this and that and the other thing. And these coinmen who have spent all these past years just "talking things over with the old man" — are, to say the least, left breathless in many cases.

It's that pepper and fire of youth which builds industries. It's that spirit of optimism. That cockiness and confidence and surety. That belief in themselves. And Dad sits back and chuckles to himself these days as salesmen in the trade try their wiles out on the sons. Of course — Dad's still the boss. He's going to make the final decision — and then tell his son or sons — why. But, what's most impressive and what is even greater to think about — is this new generation coming into the trade to bring new life and along with it, new ideas, and, perhaps, a new and greater program for future growth and advancement of all the field. A'd that's what counts. This is happening all the way down the line from manufacturer to operator. It's truly a thrill to listen to a manufacturer laugh happily over how his son is so rapidly catching on to the factory's policies, work and administration. How son has already come into dad's office with ideas and suggestions and that some of these have already been accepted and placed into action. Some of the largest plants in Chicago feature sons of fathers working away each and every day and growing more and more familiar with the business in which they are staking their future.

The numbers of distributors, jobbers and operators who already have their sons with them, actively engaged in their businesses, are too numerous to even mention. In fact, in some cases throughout the nation, sons have already taken over and dad just pops in every now and then to learn what's going on, and why. It's no longer a surprise to traveling coinmen to come into a town, ask for some dad, and be greeted by a son or sons. Then the fun normally begins. The roadman can joke and laugh and tell stories about the "old man" and the "good times they had" — the sons simply look on — and wait — just wait — for the proposition to come. And some roadmen grow a bit cold — get feathers in their stomachs these days — as these sons ask direct and logical questions — that dad forgot all about — because of this, that and the other thing which had to do with long years of friendship and knowing a "good guy", etc., etc.

But — these kids of all these coinmen — they're getting action — and they're getting things done and, what's more impressive, they're breathing new life into many old and rather cobwebby ideas and operations — and that means a greater, grander, better business for all concerned. So — let's greet this new generation with all its youth and all its pep and maybe its stronger-headedness — with lots of respect and cooperation. The kids are the future of the business — better business. They're going to bring understanding of youth into the picture. They're going to build and sell and operate the machines of tomorrow.

We at The Cash Box have been thrilled to hear about these sons. We want their pictures to run on our pages. We want to be among the first to offer them cooperation. We want them to feel really welcome to this speedy, thrilling, fascinating coin operated machines business. We want them to know that this business hasn't actually started yet — and that it's up to them to push it right up (by hard work and intelligent effort) to the very top of all the entertainment and merchandising businesses in the nation.

If your son is now handling your business — or learning it from you, send in his picture and tell us a little something about him — we'd like to say "hello" — and we do most sincerely believe that everyone else in the field wants to know him. We feel that a lot of old timers in the cointrade are going to get a thrill calling around and being greeted by replicas of the "old man" when he was young. And they're certainly going to be completely fascinated when they hear sons of these kids tell them all about machines they've operated for years and, maybe, just maybe, show them a trick or two they've developed all by themselves — tho a lot of old timers don't think there's a trick they've missed or one they don't know about. Maybe some of these old guys are going to get a real surprise.

Let's pull together for these kids — they're the future of the business — the hope of all of us — to see this become the greatest, grandest, most respected industry in the entertainment and merchandising worlds.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

**GAME FIELD BOOKS**

CHICAGO — The midyear mark finds the games field booming bigger than ever. About three or four months ago games began to suddenly zoom into every place possible. Word spread through the channels of the trade that games were "enjoying their best collections in history".

The result has been that old games, which blocked a great many fine locations throughout the nation, have been removed and replaced with new equipment which is earning coinmen more money and, at the same time, giving them a longer and better run than they formerly enjoyed.

Furthermore, trade-in prices have remained constant and this has helped the game ops to also enjoy better operating returns. The trade-in prices, by remaining constant, have allowed many ops to get their repeat orders on the machines at prices sufficiently low to definitely increase their better profits all around.

From every standpoint, then, pinballs, rolldowns, and the new type bowling alleys have stepped up the entertainment factor of the industry and are appearing in more and more territories daily.

It is also noticeable that the amusement game ops are willing to pay the higher license fees called for these days by communities and states. They have learned that higher licenses of this type help them to retain their operations and that the average location owner will not, because of the high license fees demanded, purchase games direct.

A very noteworthy example of the above is the license fees which the Newport, Virginia, operators are now paying and which amount to the impressive total of $1,650 for the first game. Certainly few, if any, storekeepers will purchase their own machine when they realize that they will have to pay out $1,650 in license fees for that one unit. (This is broken down by payment of $500 per year occupational license to the city of Newport, $1,000 to the state for an occupational license, $100 per game license to the city, $20 per game license to the state and $10 yearly license to the Federal Government.)

The boom was born on the fact that more and more coinmen, who began to operate the new type pinball games, found that these were not only earning better profits for them, but that they remained on location for a longer period of time and, after this long run, still very play trade-in price. Distributors in the games field began to cut the salesmen's prices to make it easier for the operators to purchase the machines. Jobbers did the same and also extended time payments, in a great many instances. The result was to boom sales all down the line and to bring about suffi- cient interest so that many coinmen started to open territory here and there throughout the country.

Not only has pinball boomed, but all the other types have also zoomed ahead. The rolldown game has become an institution. Everywhere in the country, it is reported, rolldown games have proved successful and are the best of the present producers and also the longest lasting on location. The public, coinmen state, like the games and the interest has been held at a good pitch. Furthermore, the rolldown game has kept the trade unusually attractive, with the result that sales have continued at a good clip.

The new type of bowling alleys are also winning more and more adherents each day. These machines are institutions in a great many territories. In others, where they have been spotty for some time, they are now getting in much stronger, and the result is that the bowling alleys which have added many new and modern play features are among the leading sellers.

Consoles and other equipment in this classification have also started back up the ladder with the return of warm weather. For a few months they fell behind as coinmen turned to enter into the boom of the pinballs and rolldowns and bowling alleys. But, from all indications, they are coming back stronger than ever and, it is believed, by Fall they will again be up among the sales leaders.

It is noteworthy to pause here and study the fact that as the amusement games field zoomed the automatic music industry slowed down. To add to this—the average music machine operator—where possible, has added amusement games into his pinball and to some extent are doing so every day. There is no relation between the slump in music sales and the revival of amusement game sales.

Already, many noted ops are calling pinball "king of the field" once again, which it was in the thirties. They believe this is the pinball and that the pinball machines will lead the field as the nation enters into the first stages of what may, or may not, be the promised recession period. (As yet economic experts are divided in their belief that this can be called a recession. They, instead, term it a short term adjustment.)

The term "adjustment" also fits into the games field. Here ops adjusted themselves to the new machines and the new prices very speedily. The beginning of the year saw the amusement machines field lagging far behind. But, within a year's time, zoomed out of this lethargic condition and has continued to go on ahead at the speediest pace ever known to the trade.

In fact, the speed with which it is zooming ahead has brought in more manufacturers to their one, setting out and developing and producing better playing and greater profit producing games. The result is that the operators are enjoying the choice of some of the very finest amusement machines ever yet produced. And each one, so far, at least from reports received from all over the country, has more than paid its way.

The boom, therefore, which the games field is enjoying, it is predicted, will continue on for months to come and lead into a climax at the next coin machine convention and exhibition in January 1947, when coinmen expect that there will appear many new type amusement machines the trade has never yet seen. Games have become more simple in operation. They have again turned to entertaining, rather than puzzling, a great many players. The simple, high score principle gets better action, the ops have found, than the intricate multi-scoring methods which the first post-war games featured.

As the amusement equipment manufacturers begin to obtain more and more materials they are turning to better production and presenting finer machines. This will lead to an ever increasing amusement game action. It also means that the average operator will enjoy better profits.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Why it pays to do business with Wurlitzer and Wurlitzer Distributors

Leadership isn’t won by accident or held by chance. It’s built up over the years by offering consistently better products for sale—and with better service to back them up. That’s the way Wurlitzer won it. That’s the way we and our Distributors hold it. For these reasons and those below, it pays any Music Merchant—both in prestige and in profits—to do business with Wurlitzer.

**Wurlitzer Prestige Leadership**
Wurlitzer has been a name famous in music for over 200 years. It’s a name that means music to millions today. To operate Wurlitzers is to operate phonographs that the public knows and associates with the best in coin-operated music.

**Product Leadership**
Wurlitzer phonographs and auxiliary equipment have consistently led the parade in quality year after year. They excel in eye-appeal, ear-appeal, play-appeal. And, because of that, they excel in earning power.

**Promotional Leadership**
Wurlitzer is the only manufacturer in its field to combine national magazine, coast-to-coast billboard and a powerful point-of-purchase program into the only consumer advertising campaign in the history of this business for the profit of the Music Merchant.

**Public Relations Leadership**
Wurlitzer has consistently taken the lead in promoting public relations for the betterment of the industry. Newest step in this direction is an all-out drive toward delivering music at the proper volume level most pleasing to the public as a stimulant to extra play and profits for Wurlitzer Music Merchants.

**Value Leadership**
Over the years and because of their recognized superior quality, Wurlitzer products have maintained their value far better than have other makes. This was proven during the war and is evident today in the comparative prices being paid for Wurlitzer and other used equipment.

**Distribution Leadership**
The Wurlitzer Distributor organization stands supreme in the industry today. Each Distributor offers his Music Merchants the benefits of long experience, complete facilities, skilled service and a well rounded organization from a manpower standpoint aimed at one end—to aid Wurlitzer Music Merchants in getting and holding the best locations. Every Wurlitzer Distributor has a first-hand, intimate knowledge of every phase of the commercial music business.

**Congratulations to CASH BOX on its Fifth Anniversary from Wurlitzer and Wurlitzer Distributors**

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
MAM'SELLE

Enters its sixth consecutive week in first place.

PEG O' MY HEART

In fifth position last week and into second spot now — with ops raving about it.

I WONDER, I WONDER

Continues its steady climb, with ops asking for more.

ACROSS THE ALLEY FROM THE ALAMO

A real hit tune with every recording a coin caller.

CHI BABA

The sensational rise of this tune indicates that the public wants more of the same.

LINDA

Appearing on this covered page for well over two months now, with steady coin pouring in.

MY ADOBE HACIENDA

In third place last week — now in seventh, nevertheless the ditty maintains its hold among the top ten.

THAT'S MY DESIRE

A batch of hit records on this tour, as more recordings pour forth.

HEARTACHES

The classic story of the oldie — and still a money maker.

I BELIEVE

In this spot again, with ops reporting the tune holding its own.
"I Wish I Didn't Love You So"
"I'm So Right Tonight"

DINAH SHORE
(Columbia 37506)

"Tango Of The Roses"
"Jan's Boogie"

JAN AUGUST
(Diamond 2078)

"Rhapsody From Hungary"
"Two O'Clock Boogie"

PHILHARMONICA TRIO
(Capitol 431)

"An Apple Blossom Wedding"
"Blue Tail Fly"

EDDY HOWARD ORCHESTRA
(Majestic 1156)

"Rhythm From Hungary"

PHILHARMONICA TRIO
(Capitol 431)

"What with the big interest of late in the harmonica, here's a platter that can be counted among the few good ones of the host that followed the famed Harmonica's disking of "Peg O' My Heart." The combo on this one is the Philharmonica Trio, and they sound great. Taking their melody ride with "Rhapsody From Hungary," taken, in turn, from a well-known classic of like name, the boys exhibit a great technique that's loaded with phone appeal; and, to top themselves, the flip, "Two O'Clock Boogie" is even better, with the boys providing plenty of demonstration that the harmonica can do some really great tricks if handled by the right people. The Philharmonica Trio is made up of the right people.

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

www.americanradiohistory.com
"Walking My Baby Back Home"

"Heartbreakin'"

PAGE CAVANAUGH TRIO

(Victor 20-2246)

"Come To The Mordi Gras"

"Oh My Achin' Heart"

VIC LOMBARDO

(Majestic 7243)

"As Years Go By"

"Like A Melody Played In Blue"

DERR FALLLIGANT

(Capitol 273)

"Bloop Bleep"

"Cumana"

ALVINO REY ORCH.

(Capitol 428)

"My Baby Didn't Even Say Goodbye"

"Coast To Coast"

ERSKINE HAWKINS ORCH.

(Victor 22-2922)

The Cash Box

Page 13

Week of June 30, 1947

ONLY RECORDS CONSIDERED BEST SUITED TO THE REQUIREMENTS OF THE TRADE ARE REVIEWED ON THESE PAGES.

"The Hucksters" comes this enchanting melody titled "Don't Tell Me" with songstress Margaret Whiting displaying her well known talents in fine arrangement to bore through with another song which definitely has hit possibilities. With the needling spinning in slow tempo, Meg's whirps the wordage aimed at the moon-in-the-sky aimed in later tones, while the incidental music provided by the Frank DeVol orchestra fill the air with sweet strains. On the backing with a tunical ballad titled "What Are You Doing New Year's Eve?", the chantreuse renders her vocalizing efforts in resplendent fashion to come up with another attraction just for the song cuddle. Both sides are bound to win favor from the many Whiting fans.

"Walking My Baby Back Home" and "Heartbreakin'" are the two songs written and composed by the PAGE CAVANAUGH TRIO.

Vic Lombardo, maestro of the big band, presents "Oh My Achin' Heart" taken from "As Years Go By" featuring the crooning talents of Vic. Vic, as usual, comes through with another winning number which is sure to be a hit.

"Bloop Bleep" is a novelty record by Alvino Rey and his orchestra. It is an interesting and catchy number which is sure to be a hit in the novelty field.

"My Baby Didn't Even Say Goodbye" is a beautiful ballad by Erskine Hawkins and his orchestra. It is a lovely song which is sure to be a hit.

Please mention THE CASH BOX when answering a 4—5...it proves you're a real coin machine man!
New York
1. PEG O' MY HEART
   (The Harmonicats)
2. YOU WERE SWEET SIXTEEN
   (Perry Como)
3. CHI BABA CHI BABA
   (Perry Como)
4. ASK ANYONE WHO KNOWS
   (The Ink Spots)
5. I WONDER, I WONDER
   (Guy Lombardo)
6. TALLAHASSEE
   (Bing Crosby)
7. DREAMS ARE A DIME A DOZEN
   (Vaugn Monroe)
8. MAM'SELLE
   (Art Lund)
9. JE VOUS AIME
   (Dick Haymes)
10. I BELIEVE
    (Frank Sinatra)

Chicago
1. MAM'SELLE
   (Tony Lund)
2. PEG O' MY HEART
   (The Harmonicats)
3. I WONDER, I WONDER
   (Guy Lombardo)
4. ACROSS THE ALLEY FROM THE ALAMO
   (The Mills Bros.)
5. THAT'S MY DESIRE
   (Frankie Laine)
6. LINDA
   (Buddy Clark-Ray Noble)
7. MY ADOBE HACIENDA
   (Eddy Howard)
8. CHI BABA CHI BABA
   (Perry Como)
9. HEARTACHES
   (Ted Weems)
10. RED SILK STOCKINGS
    (Sammy Kaye)

1. CHI BABA CHI BABA
   (Perry Como)
2. I NEVER KNEW
   (Sam Donahue)
3. MAM'SELLE
   (Dick Haymes)
4. I WONDER, I WONDER
   (Eddy Howard)
5. PEG O' MY HEART
   (Ted Weems)
6. THAT'S MY DESIRE
   (Martha Tilton)
7. HEARTACHES
   (Ted Weems)
8. I BELIEVE
   (Frank Sinatra)
9. STELLA BY STARLIGHT
   (Harry James)
10. ROCKING HORSE COWBOY
    (Frankie Carle)

Rochester, N. Y.
1. MAM'SELLE
   (Art Lund)
2. I WONDER, I WONDER
   (Guy Lombardo)
3. PEG O' MY HEART
   (The Harmonicats)
4. LINDA
   (Buddy Clark-Ray Noble)
5. ACROSS THE ALLEY FROM THE ALAMO
   (The Mills Bros.)
6. HEARTACHES
   (Ted Weems)
7. THAT'S MY DESIRE
   (Frankie Laine)
8. MY ADOBE HACIENDA
   (Eddy Howard)
9. CHI BABA CHI BABA
   (Perry Como)
10. ANNIVERSARY SONG
    (Guy Lombardo)

Tulsa, Okla.
1. HEARTACHES
   (Ted Weems)
2. ACROSS THE ALLEY FROM THE ALAMO
   (The Mills Bros.)
3. LINDA
   (Charlie Spivak)
4. GIMME THOSE STAIRS
   (Ray McKinley)
5. SMOKE DREAMS
   (Jo Stafford)
6. GUILTY
   (Elia Fitzgerald)
7. THAT'S MY DESIRE
   (Sammy Kaye)
8. MAM'SELLE
   (Frank Sinatra)
9. ANNIVERSARY SONG
   (Tex Beneke)
10. PEG O' MY HEART
    (The Harmonicats)

Los Angeles
1. TIM TAYSHUN
   (Bing)
2. PEG O' MY HEART
   (The Harmonicats)
3. CHI BABA CHI BABA
   (Perry Como)
4. THAT'S MY INHIRE
   (Hadda Brooks)
5. I WONDER, I WONDER
   (Eddy Howard)
6. ACROSS THE ALLEY FROM THE ALAMO
   (The Mills Bros.)
7. MY ADOBE HACIENDA
   (Eddy Howard)
8. RED SILK STOCKINGS
   (Sammy Kaye)
9. HEARTACHES
   (Ted Weems)
10. APRIL SHOWERS
    (Guy Lombardo)

St. Louis, Mo.
1. ACROSS THE ALLEY FROM THE ALAMO
   (The Mills Bros.)
2. LINDA
   (Buddy Clark-Ray Noble)
3. I WONDER, I WONDER
   (Eddy Howard)
4. MAM'SELLE
   (Dick Haymes)
5. PEG O' MY HEART
   (Ted Weems)
6. MY ADOBE HACIENDA
   (Eddy Howard)
7. HEARTACHES
   (Ted Weems)
8. ALEXANDER'S RATIGME BAND
   (Crosby and Jolson)
9. MOONLIGHT & ROSES
   (Lyle Lawrence)
10. I BELIEVE
    (Frank Sinatra)

Milwaukee, Wisc.
1. I WONDER, I WONDER
   (Tony Pastor)
2. MAM'SELLE
   (Art Lund)
3. PEG O' MY HEART
   (The Harmonicats)
4. RED SILK STOCKINGS
   (Ray McKinley)
5. LINDA
   (Buddy Clark-Ray Noble)
6. ACROSS THE ALLEY FROM THE ALAMO
   (The Mills Bros.)
7. CHI BABA CHI BABA
   (Perry Como)
8. THAT'S MY DESIRE
   (Martha Tilton)
9. WOODCHOPPERS' BALL
   (Woody Herman)
10. I BELIEVE
    (Frank Sinatra)

Atlantic City, N. J.
1. MAM'SELLE
   (Dick Haymes)
2. VIOLETS
   (Ted Weems)
3. I NEVER KNEW
   (Sam Donahue)
4. CHI BABA CHI BABA
   (Perry Como)
5. I WONDER, I WONDER
   (Eddy Howard)
6. PEG O' MY HEART
   (Ted Weems)
7. TIM TAYSHUN
   (Red Tingle)
8. THAT'S MY DESIRE
   (Frankie Laine)
9. ONE O'CLOCK BOOGIE
   (Count Basie)
10. HEARTACHES
    (Ted Weems)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
BYRDE'S EYE VIEW
ROUND THE WAX CIRCLE

Up at Apollo Records the folks are waxing enthusiastic about three of their artists, each of whom is giving big indications of big record sales. The ladies, Cat Anderson noted trumpeter who cut "Swingin' The Cat," Arnett Cobb, wild tenor saxophonist, who digs "Top Flight," and Tony Bari, silver-voiced singer of international songs. Of the trio, Cat and Arnett are being skedded for Harlem ops, who are reported going all out for the boys, while Bari's latest releases, offering four Italian language sides ("Mama," "Chew A Luna," "Return To Sorrento," and "Tango Of The Roses") are being worn white in New York's "Little Italy" phone stops, according to local music merchants.

Now that Louis Prima has left Majestic Records his reps are hearing offers from a number of other major and lesser labels. Rumor has it that he'll sign with RCA Victor, the his manager, Max Schall, won't talk until Eli Oberstein returns from vacation early this week. By the way, we wish Louis would cut "My Irish Wife." Sounds like a natural for him. Expect to hear of Harry Bank's return to the wax circle very soon. Sonora Records is riding a big ride in local phonos with "When Your Old Wedding Ring Was New," as done by their Fred Meadows, The Singing Waiter; ditto for their Roberta Lee's "My Man."

Over at Decca Hq, all the boys and girls are predicting their soon to be released platter featuring the combo of Ring Crosby, Dick Haymes and the Andrews Sisters will be one of the biggest sellers of all time. The disk offers "There's No Business Like Show Business" and "Anything You Can Do I Can Do Better." Another Decca release to watch is "Bleak Breeks," Danny Kaye's first for that label. James W. Murray, vice president in charge of RCA Victor's record division, reports that the label is going all out to maintain its leadership in platter quality, a factor he considers most important to economy-minded music ops.

Over at Capitol Records everybody's happy about "Tim-Tayshun," one of the weirdest hillbillies ever heard. Featuring Red Ingle and the Natural Seven, the platter stars Cinderella G. Stump, otherwise known as Jo Stafford. Riding high on many phonos throughout the country, the disk has all the appearances of a smash hit. If you haven't done so by now, go out and get your quota. Going like mad in New York City's Harlem is "When I Write My Song," as done by Herb Jeffries for Exclusive Records. Now that Herb has cut another click we urge their distrubs to go to work on "I Left My Heart in Mississippi," a platter Herb cut more than a year ago, and a tune we still think has lots of possibilities. That is, if the distrubs have any copies of it around.

One of the powerful platters in the box is looking forward to hearing Jackie Cain's first disk under the Aristocrat Records label. A talent chief with the major firm has been describing her as a potential pal-face Billie Holiday. Looks like Aristocrat really has something in that gal. They've also got a grand little novelty in "Get On The Ball, Paul."

CAP. 412
RED INGLE
AND THE NATURAL SEVEN
The Sireiest Coin-Catcher To Hit The Jukes . . . and Getting Bigger Every Day:
"TIM-TAYSHUN"
("TEMPTATION")
A new high in looniness... fresh from the hills. starring Cinderella G. Stump, played by Jo Stafford. Surprise of the year!
Flipover: "(I LOVE YOU) FOR SEVENTY MENTAL REASONS" ('(I Love You) For Sentimental Reasons')

Getting Hotter and Hotter . . .
No Butts About It:
"Smoke! Smoke! Smoke!"

TEX WILLIAMS
And His Western Caravan
Flipover: "ROUNDUP POLKA"
Vocal by Tex Williams

CAP. 40001

MORE JACK-POT HITS!
Clark Dennis’ snapping the booking on the Dinah Shore radio spot, just proves what a hit recording can do. Several months ago Clark did a spot and was turned down as not being commercial. Then Capitol’s disk of “Peg O’ My Heart” came and the real test is history. Platter is in the best seller brackets . . . Rivo’s pubbery’s “Ay Ay Ay” to be featured in the forthcoming pic “Gay Ranchero”, starring Roy Rogers and Cito Guizar . . . Riley Shepard, formerly hillbilly director for Majestic Records cut two sides for Signature this past week . . . Art Lund leaves for the West Coast following his Roxy Theatre date, to open at the Oriental Theatre, Chicago.

Talk around town has the major league baseball clubs getting behind Aristocrat’s latest cylinder “Get On The Ball Pals” featuring Sherry Vaughan and Eddie Kaye and Shield Music pulls out Windy City way peg the tune as their number one plug . . . The latest issue of the State Department’s Russian-language magazine, Amerika, carries a story on the Russian-American record industry. Prominently featured are three color photos taken at Columbia Records’ Bridgeport, Conn. factory . . . There is a possibility that Stan Kenton will reorganize his orchestra late in August, altho folks close to the maestro believe it will be October before the orch gets together again. Kenton is currently in Hollywood recuperating from his illness which forced him to abandon work for the summer.

Apollo Discopy almost set with Latin orkster Ralph Font who was let out at the recent Majestic shakeup . . . Enterprise Records all hat up about their “As Years Go By” being picked by the Cleveland Phonograph Science. The Hit Tune for July . . . Signature’s Hugh Martin sliced four this past week . . . “Sunrise Serenade” to be released by the Miller-Beseke crew, Three Suns, Frankie Carle and Glen Gray. A great tribute to the memory of a great musician . . . Shapiro Bernstein’s “And Mimi” set for September release . . . More oldies headed ops way is a Les Brown special featuring seven memories and a new waxing . . . Rumored that Harry James is headed for a platter show with the CBS system . . . Velvet Fog Mel Torne reported being held over at New York’s Copacabana . . . Musi-Craft Records cut Torne and Sarah Vaughn this coming week with prexy Jack Myerson working like mad to get their Osming. N. Y. plant in top shape . . . Sam Donahue’s “I Never Knew,” which has skyrocketed his musical stock, already over the $300,000 mark in sales in six weeks on the market—we told you so!

Continental Records, New York, named Anthony Dillon general sales manager this past week in line with the firm’s expansion policy . . . Billy Eckstein’s first for MGM reported a cylinder and gaining ground in New York’s Harlem . . . New York ops owe Gloria Friedman and Johnny Halonka a great big bouquet for their discovering “Where I Write My Song” . . . Ditto ochidee fo rihete Veree’s contribution to the Damon Runyon Cancer Fund . . . and last but not least—the thanks of all the entire Cash Box staff to the entire music biz, coin machine industry and music ops from Maine to Florida, for those wonderful well-wishes on our Fifth Anniversary.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
VAUGHN MONROE!

Vocals by Vaughn and The Moor Maidens
Tallahassee
From Poremont's "Variety Girl"
AND
I Wish I Didn't Love You So
From Poremont's "Perils of Polly"
RCA Victor 20-2288

TONY MARTIN!

with Victor Young, his Orchestra and Chorus
Too Marvelous for Words
AND
Ain'tcha Ever Comin' Back?
RCA Victor 20-2293

CHARLIE SPIVAK!

Tomorrow
Rusty Nichols on the vocal
AND
There's That Lonely Feeling Again
Song by Tommy Dorsey
RCA Victor 20-2287

BILL JOHNSON!

and his Musical Notes
That Night
We Said Goodbye
Vocal by Gus Gordon and Quartet
AND
Sharkey's Boogie
RCA Victor 20-2298

RAY KINNEY

and his Coral Islanders
Vocals by Roy and Chorus
To You Sweetheart Aloha
AND
Hawaiian Hospitality
RCA Victor 25-1082
"Song of the Islands and Other Hawaiian Favorites"
Ray Kinney and his Coral Islanders
with vocals by Roy and The Hullen Sisters
RCA Victor Smart Set Album P-178, 33 1/3
Song of the Islands
AND
Lovely Hula Hands
RCA Victor 20-2192
Sweet Lei'ani
AND
Little Brown Gal
RCA Victor 20-2193
My Isle of Golden Dreams
AND
Hawaiian Paradise
RCA Victor 20-2194
Blue Hawaii
AND
Aliohe Oe
RCA Victor 20-2195

DESI ARNAZ

and his Orchestra
Featuring Desi's vocals and Rene Toselli at the piano.
Tabu AND La Compartida
RCA Victor 20-2279
Bolero' AND Descal
RCA Victor 20-2280
Tico Tico
AND
Peanut Vendor
RCA Victor 20-2281
Siboney AND Green Eyes
RCA Victor 20-2282

THE DARDANELLE TRIO

vocal by Daniele
As Long As You Think of Me
AND
You Gotta Crow!
Before You Walk
RCA Victor 20-2254

WAYNE KING and his Orchestra
Je Vous Aime
(from the picture "Coccobano")
with Billy Leach
AND
The Church in the Valley
(Sung by Nancy Evans)
RCA Victor 20-2259

LARRY GREEN

and his Orchestra. 2 hits from the musical "Brigadoon" featuring Gil Photo and Lee Rand.
The Heather on the Hill
AND
Almost Like Being in Love
RCA Victor 20-2257

★ SPADE COOLEY

(King of Western Swing) and his Band
Red Hair and Green Eyes
AND
Bobbo Boogin
RCA Victor 20-2295

★ THE BLUE SKY BOYS

(Bill and Earl Belluck)
Kentucky
AND
I'm Going to Write to Heaven
(For I Know My Daddy's There)
RCA Victor 20-2296

★ JOHNNY TYLER

and The Riders of the Rio Grandis
Oakin Boogie AND Texas Red
RCA Victor 20-2290

★ HARMONEERS QUARTET

There Is a Change
AND
The Sweetest Song I Know
RCA Victor 20-2291

★ THE ARISTO-KATS

The Spider and the Fly
AND
(I Need Ye') Like I Need a Hole in the Head
RCA Victor 20-2299

★ OLGA COELHO

and her guitar in exotic interpretations of Latin-American Folk Songs
Mev Limens, Mou Limiorea (Brazilian Brazil)
(My Little Lemon Tree)
AND
Casaio Pequenino (Brazilian Cachaca)
(RCA Victor 26-9018)
Coplas (Argentina Canto)
(Copla)
AND
La Mulata (The Little Mule)
RCA Victor 26-9019
Ay, Ay, Ay (Chilean Love Song)
AND
El Maniqueo—Rumba (The Peanut Vendor)
RCA Victor 26-9290

★ GREGA KELLER

with RCA Victor Continental Orchestra
Liebesgeschichten Sind Meistens Nicht Wahr
(Love Stories Are Never True)
AND
Der Wind Hat Mir Ein Lied Erzählt—Tango
(The Wind Told Me a Tune) from the Lisztian film "La Habanera"
RCA Victor 25-1100

★ STRATOS and STELLARIS

with Popular Greek Orchestra
Seriannis—Zekelikko (Fremmedadlia)
AND
LOANNA GEORGAKOPOULOU

and STELLARIS

with Popular Greek Orchestra
Dan Mou Stafonacco—Hipsopiko (Why Don't You Marry Me?)
RCA Victor 26-8024

★ TRIO VEGABERJÖ

Fernández-de Jesús-Medina
No Puedo Encuentro—Reliva
(I Can't Find You)
AND
En Mi Conci—Paísela
(My Conci)
RCA Victor 20-2290

★ ANTONIO MA. ROMEO

y su Orquesta Gigante
Baila, Criolla—Danza
(Danse of the Nativity)
AND
La Mora—Oriental
(Chans d'Hiver)
RCA Victor 23-0619

★ ORLANDO GUERRA

(Cancanier) y su Orquesta Casino de la Playa
Punch de El Rincón—Ganasco
(Finger, the Gypsies)
Un Mechita Na'Ma'—Oyayeva
(Shake a Little Bit Only)
RCA Victor 23-0600

THE STARS WHO MAKE THE HITS ARE ON RCA VICTOR RECORDS
PHILADELPHIA, PA.—Another smashing success was the result of the second “Click Hit Tune Party” sponsored jointly by the Phonograph Operators Association of Eastern Pennsylvania, this city, and Frank Palumbo of the famed Click Club, noted local niterie.

Almost 1,000 teen-agers flocked to the Club, scene of the affair, on Saturday morning, June 21, and the party that followed was one the youngsters may be expected to remember for a long time.

The tune selected by the enthusiastic throng was “Peg O’ My Heart,” and, following the program outlined by the music operators, the song will be placed in the No. 1 spot on all association machines in this territory during the month of July.

To add a bit of Christmas spirit to the occasion, door prizes were awarded, and seventeen lucky youngsters took home fifteen popular record albums and two attractive record cases.

Master of ceremonies for the affair that lasted thru to the early hours of the afternoon was James L. O’Brien, popular association executive, who introduced Joe Grady and Ed Hurst of WPEN and Stu Wayne of KYW, radio disk jockeys who directed the entire show.

As the proceedings were carried out it became evident to all that the youngsters were really having a wonderful time, which included the opportunity to dance in a beautiful supper club without restrictions; in addition, Boyd Raeburn, popular band leader, appeared as a guest star at the party.

Nothing that the “hit tune party” idea appears to be catching on with such tremendous success as was evidenced from its most recent audience, association leaders have disclosed that they are now planning several additional items to include in the arrangements for next month’s party, which are expected to make the affair even greater.

Sold A Million

CHICAGO—Accomplishing many a well known artist’s dream, the newcomer Harmonicats’ Vitacoustic recording of “Peg O’ My Heart” has passed the million mark in sales, it was recently announced.
THE FOLLOWING RECORDS ARE REPORTED "ON THE WAY UP" THROUGHOUT THE NATION.

(Listed Alphabetically)

AS LONG AS I'M DREAMING
Harry James Orch.
(Columbia 37323)
Music ops in Rochester, N. Y. peg this ditty for the big time.

CECILIA
Dick Jurgens
(Columbia)
Another oldie pops into the limelight to rise fast throughout the country.

ON THE OLD SPANISH TRAIL
Eddy Howard Orch.
(Majestic 1155)
Picking up speed in the east, with ops reporting the tune gathering acclaim rapidly.

RAGTIME COWBOY JOE
Eddy Howard Orch.
(Majestic 1155)
The flip of "Old Spanish Trail," and ops say the tune is another Howard winner.

TIM TAYSHUN
(Temptation)
Red Ingle
(Capitol 412)
Fast rising novelty tune kicking up a storm in the west.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEW YORK—Highly placed leaders of several well known recording companies this past week took objection to statements made by colleagues to the effect they were "little concerned" over the possible moves of James C. Petrillo, president of the all-powerful American Federation of Musicians, following statements Petrillo had made concerning the December 31 deadline on recordings.

Voted the power to halt musicians from making further recordings and transcriptions after the end of the year, Petrillo at that time also dropped the hint that the AFM might enter the recording biz themselves.

Petrillo's announcement came at a time when the Taft-Hartley bill was in the balance, and experienced observers believed that his action was intended as a weapon against the bill's passage, since its provisions might well put an end to the half-cent royalty per record now being paid to the unemployment fund of the union by the record manufacturers.

With the Taft-Hartley Bill now a federal law, several record industry experts who have had experience with a Petrillo promise have voiced plenty of worry over what "that man" will do come the December 31 deadline.

Petrillo meant what he said, they agree, and it's more than likely that unless steps are taken to insure the union's gains recording will come to an absolute stop on the date the agreement between the AFM and the recording industry ends.

Concerning Petrillo's statement that the American Federation of Musicians might manufacture records under their own label, the leaders were inclined to view the remark somewhat in the spirit in which it was voiced. Petrillo said he "might." He didn't say he would.

But when they review the possibility that Petrillo would halt the making of records by members of his union, there they see a very tangible threat. He has stopped musicians from recording before.

Actually, they point out, the incomes of only about 500 musician members of the union would be affected if Petrillo issued a "quit work" order on recordings, and the membership of the AFM is many, many times that number.

The effect of such an order would hit the recording industry hard, they agree, the in its initial phase it would be a boon for the largest firms with tremendous catalogues that go back thru the years, while it might well spell the end to a number of the newer labels with few masters to repress while the edict is in effect.

At any rate, so far as these newer companies are concerned, plans are now in the offing whereby the next few months may well see a tremendous increase in recording activities to build up a reserve of masters against the December 31 deadline.

The Petrillo voice has spoken, and nobody wants to hear its echoes in a shut down factory.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Fromkes To Fight Haynes-Miller Suit

NEW YORK — Countering a statement released by Don Haynes, manager of the Tex Beneke-Glen Miller band regarding the impending action in U. S. District Court for an injunction, accounting of profits and damages against Rainbow Records for the alleged misuse of the "Glenn Miller Album," Harry Fromkes, president of Rainbow declared late this past week that "Rainbow will fight the suit and if necessary take it to the highest courts."

Haynes' action alleges that Rainbow's issuance of the eight-sided album is "unfair competition," in that the album prominently displays a picture of the late Glenn Miller and that record buyers asking for Glenn Miller disks are supposedly being sold Rainbow's "Tribute To Glenn Miller" album.

In a statement released late this past week by Fromkes, he said that "if the album itself were of inferior quality and injurious to the late maestro's reputation the public would not buy it."

"A flyer inserted in the album plainly states how and why Ralph Flanagan came about the idea to cut the Miller album," Fromkes added. "It is plainly stated that Flanagan never was connected with the Miller band; therefore we see no reason for Haynes' statement to the effect that we are misleading the public," Fromkes concluded.

Platter Stars Guest Aireen Show In N. Y.

NEW YORK — Recent showing of the Aireen "Fiesta" phonograph brought out a bevy of recording artists to the Manhattan Phonograph Co., this city. Pictured above (left to right): Capitol Records artist Clark Dennis, Bernice Allen and Tony "Red" DiBenno. Below—Ben Palastrant, eastern district regional manager for Aireen and MGM artist Blue Barron.
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.

WHEN I WRITE MY SONG
Herb Jeffries (Exclusive 16x)
Sensation of Harlem and gathering acclaim.

PEG O' MY HEART
The Harmonicats (Vitaaoustic 11)
In fifth place last week—into the number two slot now.

WALKIN' Joe Liggins (Exclusive 242)
Still maintains its hold on third place.

OLD MAID BOOGIE
Eddie Vinson (Mercury 8028)
Appearing in this column for its sixth consecutive week.

JACK YOU'RE DEAD!
Louis Jordan (Decca 23901)
A fairly new tune with ops reporting the ditty a winner.

THEM THERE EYES
Roy Milton (Miltone 201)
Entering its ninth week in this column and a hot coin caller it is.

IT SHOULDN'T HAPPEN TO A DREAM
Al Hibbler with Duke Ellington Orch. (Musicraft 461)
Bounces right back with ops reporting the tune's here for a long stay.

KIDNEY STEW
Eddie Vinson (Mercury 8028)
More Mercury winners, the flip of "Old Maid Boogie."

DON'T YOU THINK I OUGHTA KNOW
Bill Johnson Orch. (Victor 20-22251)
In sixth place last week, drops back to nine nevertheless reported holding its own.

THIS IS THE INSIDE STORY
Billy Eckstine (MGM 10041)
A brand new tune fast sitting for coin say a host of Harlem ops!

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Decca Issues 50c Platter Aimed At Phono Operators

NEW YORK — The addition of a new Blue Label 50c line to the Decca Records catalog was announced to the trade this past week in a statement from Harry C. Kruse vice president in charge of sales of the plattery.

The new line does not represent a cut in price of the popular Black Label series, but rather an addition to the firm's line.

Stressing economy in orders to the firm's branches, Kruse said "under no circumstances are any inventories to be built up in any branch in the country. Get 'em in and get 'em out."

Although the new series is to be made available to both operators and dealers, the waxery believes that music operators should be especially interested in their new line, which or not Decca will feature their top artists on their new line could not be learned, but it is felt in these quarters that they could not afford to.

Kruse stated that "there will be no return privilege granted nor advertising promotion of any kind", once again emphasizing economy in the distribution of the new platters.

Included in the first release of the new line were "Beyond The Blue Horizon," and "Crazy Rhythm" by The Three Suns; "Raggedy But Right," and "Dapper Dan" by the Bob Howard orchestra and a "George M. Cohan Medley" by Dick Kuhn and his orchestra.

Larry Adler Guests Cleveland Hit Tune Party

CLEVELAND, O. — Guest of the recent Cleveland "Hit-Tune Party", harmonica virtuoso Larry Adler is pictured above handing the July selection "As Years Go By" to James Ross, vice president of the Cleveland Phonograph Merchants Association.
"Jole Blon's Sister" "Showboy Special"
MOON MULLICAN
(King 622)
- Following on the heels of his recent success with the parent platter, Moon Mullican, one of the more capable cowboy warblers around, offers ops a disk well loaded with possibilities for the western spots. Titled "Jole Blon's Sister," and coupling the same double-talk style of lyric throughout, Mullican's rendition can be counted for added coin play. Ditty maintains the steady beat of its predecessor with string accompaniment offered rounding out the wax. Flip shows up well enough with an instrumental piece titled "Showboy Special" and aimed at those spots where dancers gather, should fare well. Topside tune for the money.

"I Talk To Myself About You"
ROY ACUFF
(Columbia 37505)
- Twin bill headed out cactus way are this pair by Roy Acuff, and with Roy's many fans clamoring for a hit; this pair may well be. Titled, "Short Changed In Love," and "I Talk To Myself About You," Roy's vocalizing efforts ride through in top manner to spell cowboy. Both sides spin in slow tempo with cupped hanging around on the pair all thru. If you have spots that go for this kind, then by all means, whirl 'em.

"You Must Come In At The Door" "Ten Commandments"
OAK RIDGE QUARTET
(Capitol America 40015)
- Ops with locations that cater to the crowd going in for spiritual music would do well with the pair by the capable Oak Ridge Quartet. "You Must Come In At The Door", features the combo in top styled harmony, as they echo the title throughout the waxing. Definitely one of the finer renditions of this type of music around, the group is to be loaded for their splendid performance. On the flip with more of the same material, Wally Fowler joins the foursome to chant the wondrous to "Ten Commandments", ditty with a chopped vocal and harmony rising in the background. Both sides should serve ops well, so go to it.

"Just An Old Forgotten Letter" "Tomorrow May Be Too Late"
TEENAGE "Slim" KING
(Apollo 151)
- "Just An Old Forgotten Letter", by the competent Tennessee King shapes up here as an item that ops can use as excellent filler material in boots and saddle spots throughout the country. A tear jerker as the wax stands, Slim's rendition shows up effectively, with the instrumental backing provided coming through for the encore well enough. On the flip with more slow material, Slim renders "Tomorrow May Be Too Late," echoing the cypress tune all the way. Backing with a love angle shows the piper in rich style with the refrain winding around the title.

ELDER BECK
His Trumpet and Radio Chorus
on These Great Discs
No. 101
"BLOW GABRIEL" and "HE KNOWS"
No. 102
"DELILAH" and "I LOVE YOU"
On Specialty Series
"DRY BONES" and "HOME IN THAT ROCK"
OZIE WATERS
"The Cowboy Crosby in the best sides he ever made"
- PHIL HENDERSON—ROUND-UP & TOPHAND
No. 1501 UTAH TRAIL & HOME ON THE RANGE
No. 1502 SPRINGTIME IN THE ROCKIES and SUNSET ON THE WASATCH
On Cowboy and Hillbilly Series
"THE DIXIE REVELLERS"
No. 751 TAKEN FOR A RIDE & BLUE-EYED GALS
PINKY TOMLIN
A Better Bet Than Ever
No. 516 OBJECT OF MY AFFECTIONS
From the Picture "Fabulous Dorsey"
MY HEART GOES CRAZY
From Universal Picture of same title
No. 517 20c COTTON — 80c MEAT
RAGTIME COWBOY JOE
On Popular Series
ORDER FROM YOUR NEAREST DISTRIBUTOR
EAGLE RECORDS
1070 NORTH FAIRFAX, HOLLYWOOD 46, CALIF.
Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Ops Continue Call For Title Strips

NEW YORK — With representatives of the local diskeries continuing to hear the continuous and unabating call for free title strips from the music op market, a search has been started by several of the platter factories and distribs for an efficient system by which the ops’ demands may be met.

A check of local wax works by The Cash Box discloses that the principal objection raised by the manufacturers and distribs is based on the claim that they are more than willing to meet the cost such a move would entail, but that the mere presence of the strips create problems that put many a worry furrow on the faces of those who work with them.

Stocking the strips, they say, is a mountainous task, since they never know how many to order of a number; then, too, they point to the op with fifteen wall boxes per machine, all of which required the strips. Many of the more experienced distribs who have worked with title strips in the past and have since discontinued them say that at times they “took so much from operators” because of poor title strip service they “sometimes wondered if we were in the record or title strip business.”

Meanwhile, reports from spokesmen for the few companies that are providing the strips indicate that once initial problems are met, the practice becomes a lot less frightening than they had been led to believe.
Columbia Renames Transcription Div.

NEW YORK—In order better to identify the activity of its transcription department, Columbia Records, Inc. has renamed its Columbia Transcriptions, and has established it as a separate division of the parent company, it was announced today by Robert J. Clarkson, General Manager of the Division.

Columbia Transcriptions is a commercial service which for the past seven years has been recording broadcast transcriptions. The Division also makes commercial records for private labels.

Musicraft Back; Reopening Plant

NEW YORK—“Musicraft is back in business.”

That was the statement joyously made last week by Oliver Sabin, director of sales, who has weathered every storm with the label from its early days under the aegis of Irving Gwirtz (now president of Diamond Records) right thru the reign of Peter Hilton, “Irving Felt, and now, Jack Meyerson, who was recruited from Decca to ride the driver’s seat to wherever Musicraft goes from here.

That good things have been happening to Musicraft since Meyerson took over just a few weeks ago is evidenced by the plattery’s announcement that their Ossining plant will reopen this week after having been completely rechecked, redyed, etc., this news coinciding with word that Mel Torme and Sarah Vaughan, two of their top attractions, will face the recording microphones at the same time.

In addition, negotiations are now under way to repair and strengthen the once powerful distributing network that Musicraft had built up in lusher days.

Meanwhile, plans are taking shape for the opening of the label’s Olympic plant, on the West Coast, tho a spokesperson for the company admitted that this move is not expected to take place for several months.

Optimism has taken over once again at Musicraft headquarters in this city, not a little of which is attributed to Meyerson’s presence. As one Musicraft executive pointed out, “At last we have a record man at the top.”

They’re For More Phono Play

NEW YORK—Grouped for a hearing at a recent cointrade party, Weems is one of the ork leaders who publicly voiced disagreement with the NAPA statement that repeated play “hurts” the artist.

Congratulations to
Bill Gersh and
The Cash Box
on your
fifth Anniversary
Milt Salstone
M. S. Distributing Company
1350 East 61st Street, Chicago 37, Illinois

"Ops"
How Can You Miss?

WITH THIS 3 STAR RECORDING!

★ XAVIER CUGAT plays...
★ BUDDY CLARK sings...
★ The STORY of SORRENTO

on COLUMBIA RECORD No. 37507

TRY IT ON YOUR TEST LOCATIONS—YOU’LL REORDER FOR EACH OF YOUR MACHINES

Published by
PEMORA MUSIC, 1625 B’WAY, NEW YORK 19, N. Y.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!

www.americanradiohistory.com
"Tim Tayshun" Points To Folk Disk Boom

NEW YORK — The phenomenal success of what originally was intended to be a "gag" tune, has many a platter combing their folk catalogs for potential hit material.

"Tim Tayshun", released by Capitol Records recently, and featuring Red Ingle and Cinderella G. Stump (Jo Stafford), has weathered the storm and proven itself a hit tune in many parts of the country. Getting started on the West Coast, the song has risen to proportions which may eventually eclipse the mark attained by "Pistol Packin' Mamma."

Well known in the music business is the fact that a gold mine has been earned by many labels that have specialized in folk and western platters. Attesting to the above fact is the recent addition to the Capitol line of Capitol Americana, which issues a heavy assortment of folk and western releases.

Adding impetus to the boots and saddle proverb is the recent success of "My Adobe Hacienda," "Smoke, Smoke, Smoke," "Gal In Calico," "That's How Much I Love You," and many others.

One of the more successful platters in the folk tune business is King Records, who have continually led the market in cowboy material. It was on King that the tune "That's How Much I Love You" was discovered, and as we know, grew into the pop tune category almost overnight.

The TOP TWO Are Now ONE!

TOPHAND "THE FOLK ARTIST JOURNAL AND MOVIE COWBOY DIGEST"

ROUNDUP "WESTERN ENTERTAINERS AND MOUNTAIN MUSIC MAKERS BIBLE"

HAVE MERGED

ONLY "TOPHAND" Combined with "ROUND UP"

Offers You

. . . Complete hillbilly and cowboy record reviews.
. . . Advance recording information in the hillbilly and cowboy field.
. . . The TOP TEN cowboy and hillbilly tunes as chosen by the Hillbilly Fans themselves.
. . . Many other News and Picture Features in every issue.

12 BIG ISSUES $2.00
SEND $2.00 CASH — CHECK — OR MONEY ORDER

TOPHAND
P. O. BOX 2668
HOLLYWOOD 28, CALIF.

Write For Rate Card

IT'S WHAT'S IN THE CASH BOX THAT COUNTS

THE WINNER!!

DERRY FALLIGNANT
With
DAVID MILLER
and
ORCHESTRA

Selected By OHIO STATE PHONOGRAPH OWNERS ASSN.

AS

THE HIT TUNE FOR JULY

CALL YOUR NEAREST DISTRIBUTOR — OR

ENTERPRISE RECORDS, INC.
HOLLYWOOD 46, CALIFORNIA

"AS YEARS GO BY"

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Many Happy Returns
to
The Cash Box
on your Fifth Anniversary

EDDY HOWARD AND HIS ORCHESTRA

... and you'll have Many Happy Returns when you feature these current Majestic Hits

"AN APPLE BLOSSOM WEDDING" and "BLUE TAIL FLY"
Majestic 1156

"ASK ANYONE WHO KNOWS" and "I WONDER, I WONDER, I WONDER"
Majestic 1124

"ON THE OLD SPANISH TRAIL" and "RAGTIME COWBOY JOE"
Majestic 1155

"BESIDE YOU" and "WOULD YOU BELIEVE ME"
Majestic 1123

Personal Direction: W. Biggie Levin
Music Corporation of America

Majestic RECORDS

Studio: NEW YORK CITY • Sales: ELGIN, ILLINOIS (Subsidiary of Majestic Radio & Television Corporation)
U.S. SUES ASCAP AS MONOPOLY

Civil Action By Justice Dept. Charges Cartel Agreement With Foreign Societies

WASHINGTON, D. C. — Coincident to the closing of the anti-juke box Scott and Fellows bills hearings in Washington on Monday, June 23, the Justice Department filed a civil action against the American Society of Composers, Authors and Publishers (ASCAP), charging the organization with engaging in a world wide monopoly in violation of U. S. anti-trust laws.

In an accompanying statement, Attorney General Tom C. Clark emphasized that the Justice Department does not question the right of authors, composers and publishers to band together for joint protection, but that the suit merely seeks to cancel ASCAP's exclusive cross-licensing agreements with similar societies in 25 foreign nations, and to make their music available to anyone.

Because of these agreements ASCAP and the other 25 defendant societies have a "virtual monopoly of practically all of the world's musical compositions not in the public domain," the Justice Department alleged, and this monopoly denies ASCAP competitors access to foreign music and further denies foreign audiences the right to hear non-ASCAP music, "thus seriously affecting their ability to enter or remain in business."

The Justice Department complaint further alleges that the Society is the world's largest performing rights society, controlling virtually all performing rights in the U. S. It also charges that ASCAP has "conspired" with similar organizations to cross-license each other and to prevent other societies from having access to such music.

Almost immediately after the Dept. of Justice's action, ASCAP representatives resigned from the National Confederation of Authors, Composers Societies in London.

Whether or not members of the sub-committee reviewing the ASCAP-backed Fellows Bill were aware of the forthcoming action on the part of the Justice Department could not be learned.

Spitalny Diskery
To Bow September 1

NEW YORK—Phil Spitalny, who recently severed connections with Vogue Records, Detroit, announced his entry into the record business this past week.

Spitalny will distribute his "Hour of Charm" all-girl orchestra's disks from masters acquired as part of the separation deal with Vogue. He has completed arrangements with two independent pressing plants in New York who are to turn out the records for him under the "Charm" label.

Distribution arrangements are now being made, Spitalny declared. First release will be an album of Christmas carols for which a leading cleric will write the foreword it was learned. Disks are expected to be on the market by September 1.
Capitol Records Names Linke Flack Chief

NEW YORK — It was announced this past week by Glenn E. Wallache, executive vice president of Capitol Records, that Dick Linke has been named publicity chief for the label in the East. Linke comes to Capitol from the Neowell-Mettom ad agency. Just prior to joining the waxytery, he worked on the Chesterfield Supper Club radio programs, handling the flack assignment for headliners Jo Stafford and Perry Como.

In his present position, Linke will operate directly under Walter Rivers, Capitol’s eastern director of repertoire.

“Blazers” Seek Fem

NEW YORK — Johnny Moore, leader of the vocal combination Johnny Moore’s Three Blazers revealed this past week that he is seriously considering the idea of adding a girl to his unit to “reach the ultimate in versatility.”

The Blazers will audition female musicians who wish to apply for the spot in all towns they play on their current one-night tour through the midwest. “I want to make it very clear, however,” declared Johnny, “that we will not add a girl to our outfit just for the sake of novelty.”

MGM Pacts Bob Houston

NEW YORK — MGM Records, this city, announced the signing of baritone Bob Houston to supplement its male singer contingent, which also includes Art Lund and Johnny Johnson. Houston formerly waxed for the Sonora label on a one shot deal. He earned his recognition as vocalist with the pre-war Johnny Long orchestra.

DRIVE UP THE Majestic RAMP

TO GREATER PROFITS

AT

601 WEST 26th ST., NEW YORK, N. Y.

Majestic BRANDS

Distributors of Majestic Records, provides this unique and Exclusive Service to OPERATORS —

• Attendants take your car, after you drive up the ramp directly to our 2nd floor warehouse.
• No Parking Problem.
• Easy to Get to
• Save Shopping Time

ROLL UP THE RAMP TO GREATER PROFITS!

Majestic BRANDS, Inc.

LOU SURITZ, Pres.

601 W. 26th St. (Phone: PE 6-2165) NEW YORK, N. Y.

Congratulations to THE CASH BOX on your FIFTH ANNIVERSARY

ANNOUNCING . . .

The New SIMPLEX DE LUXE Line of Phonograph Needles — BEST BY TEST!

No. 1 — Featherweight — Medium
No. 2 — Lightweight — Loud
No. 3 — Middleweight — Extra Loud

* The perfect coin phonograph needle means MORE plays per record — as well as MORE perfect plays per needle . . . SUPERIOR QUALITY at LOWER COST . . . PERFECT reproduction and LESS replacements . . . UNEQUALLED TONE QUALITY!! MEANS . . . SAVINGS on record cost . . . SAVINGS on needle cost!!

PLACE YOUR ORDER AT ONCE!!

ILLINOIS SIMPLEX DISTRIBUTING CO.

831 SO WABASH AVE., CHICAGO 5, ILL. (All Phones: WABash 4090)

Please mention THE CASH BOX when answering ads — it proves you’re a real coin machine man!
The Cash Box
Disc-Hits Box Score
Compiled by Jack "One Spot" Tunnis
In order of popularity, based on weekly national survey.

June 23

Bobby Darin
(You Make Me)
Want to Love Me
VG
64.5

Dorothy Lamour
That's All Right
VG
67.3

Harry James
Satin Doll
VG
69.8

The Ink Spots
Imagine
VG
68.4

The Platters
needed
VG
66.1

The Dave Clark Five
Walk On Our Side
VG
71.1

Johnny Mathis
Let Me Love You
VG
67.7

The Four Tops
I Cried For You
VG
67.7

The Orioles
Don't Be Silly
VG
66.7

Aretha Franklin
I Say A Little Secret
VG
67.2

The Isley Brothers
This Is Love
VG
68.4

The Kingsmen
~~You Were On My Mind~~
VG
68.8

The Temptations
I'll Be There
VG
68.1

The Miracles
The Bells of St. Mary's
VG
71.6

The Rolling Stones
Satisfaction
VG
70.9

Aretha Franklin
I Say A Little Secret
VG
67.2

The Isley Brothers
This Is Love
VG
68.4

The Kingsmen
I'll Be There
VG
68.1

The Temptations
The Bells of St. Mary's
VG
71.6

The Miracles
Satisfaction
VG
70.9

Aretha Franklin
I Say A Little Secret
VG
67.2

The Isley Brothers
This Is Love
VG
68.4

The Kingsmen
I'll Be There
VG
68.1

The Temptations
The Bells of St. Mary's
VG
71.6

The Miracles
Satisfaction
VG
70.9

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
<table>
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<th>Item</th>
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### MUSICAL INSTRUMENTS

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<tr>
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<tr>
<td>Fiesta De Luxe</td>
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<tr>
<td>1000 Special (Paradise)</td>
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<tr>
<td>900 Speaker (Rose)</td>
<td>$49.95</td>
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<tr>
<td>800 Speaker</td>
<td>$69.50</td>
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<tr>
<td>700 Speaker (Dahlias)</td>
<td>$21.95</td>
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<td>800 Speaker (Dahlias)</td>
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<tr>
<td>Walnut Adapter (Hideaway)</td>
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<tr>
<td>Beech Adapter (Hideaway)</td>
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<td>Willow Adapter (Hideaway)</td>
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<tr>
<td>Birch Adapter (Hideaway)</td>
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<tr>
<td>Spruce Adapter</td>
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#### BUCKLEY

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#### PACKARD MFG. CORP.

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<td>Constellation</td>
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<td>Pla Mor Phonograph (Model 7)</td>
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<td>Hideaway (Model 400)</td>
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<td>Wall Box (Butler)</td>
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<tr>
<td>1000 Special (Paradise)</td>
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<tr>
<td>900 Speaker (Rose)</td>
<td>$49.95</td>
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<tr>
<td>800 Speaker</td>
<td>$69.50</td>
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<tr>
<td>700 Speaker (Dahlias)</td>
<td>$21.95</td>
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<tr>
<td>Walnut Adapter (Hideaway)</td>
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<td>Beech Adapter (Hideaway)</td>
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<td>Birch Adapter (Hideaway)</td>
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#### PERSONAL MUSIC CORP.

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<th>Personal Music Corp.</th>
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<tr>
<td>Measured Music Boxes, Se-10c</td>
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<tr>
<td>Studio Amplifier</td>
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<tr>
<td>Studio Timing Control Unit</td>
<td>$250.00</td>
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<tr>
<td>Master Home Supply Units</td>
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#### ROCK-OLA

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<tr>
<td>1422 Phonograph (Net)</td>
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<td>1424 Playmaster</td>
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<tr>
<td>Model 1007 Modern 3 Speaker</td>
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<td>Model 906 Remote Control</td>
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<td>Model 1320 Wall Box</td>
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<td>Model 1603 Wall Speaker</td>
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<tr>
<td>Model 1604 Tone-A-Liter Spkr</td>
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#### SEEBURG

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<tr>
<td>147-M Synphonia w/control</td>
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<td>147-S Synphonia</td>
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<td>II-147-M RC Special</td>
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<td>Wireless Wallflower</td>
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<tr>
<td>Wired Wallomatic</td>
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<tr>
<td>5-10-SC Wireless Wallomatic</td>
<td>$75.00</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/control</td>
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<tr>
<td>Rees Wall &amp; Ceiling Speaker</td>
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<tr>
<td>Mirror Speaker</td>
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<tr>
<td>Duo Volume Control</td>
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<tr>
<td>Power Supply</td>
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<td>Master Amplifier</td>
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<tr>
<td>Master Selection Receiver</td>
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<tr>
<td>Wired Master Selection Receiver</td>
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<tr>
<td>Electric Selecter</td>
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<tr>
<td>Remote Speaker Amplifier</td>
<td>$44.20</td>
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<tr>
<td>Solenoid Drum for 147-S</td>
<td>$66.50</td>
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#### SOLOTONE CORP.

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<th>Solotone Corp.</th>
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<tr>
<td>Leveling Pre-Amplifier</td>
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<tr>
<td>Mirror Volume Selector</td>
<td>$5.00</td>
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<tr>
<td>Solotone Individual Coin Box</td>
<td>$35.00</td>
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<tr>
<td>Solotone Adaptor-Amplifiers</td>
<td>$45.00</td>
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<tr>
<td>Solotone Studio and Telephoning Bridging Units</td>
<td>$60.00</td>
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<tr>
<td>Solotone Booster Amplifiers</td>
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### PINS

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<tr>
<td>Bally</td>
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<tr>
<td>Chicago Coin</td>
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### COUNTER GAMES

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<tr>
<td>Challenger</td>
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### AMUSEMENT ENTERPRISES, INC., N.Y.

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<th>Amusement Enterprises</th>
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<tr>
<td>Whirl-a-Ball</td>
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<tr>
<td>Single</td>
<td>$47.50</td>
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<tr>
<td>2 to 24</td>
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<td>25-99</td>
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<td>100 or more</td>
<td>$43.50</td>
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#### BALLY MFG. CO.

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<td>w/stand</td>
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### GOTTLEBERG

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<td>Deluxe Grip Scale</td>
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### MARVEL MFG. CO.

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<th>Marvel MFG. CO.</th>
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<td>Pop Up</td>
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### SKILL GAMES CORP.

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### R A D I O

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#### CORADIO

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<tr>
<td>Radio</td>
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#### TRADIO, INC.

<table>
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<tr>
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#### NATIONAL SERVICE SALES

<table>
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<th>National Service Sales</th>
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<tbody>
<tr>
<td>Tourist Radio</td>
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#### RCA

<table>
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<tr>
<th>RCA</th>
<th>Price</th>
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<tr>
<td>Model MI-18176</td>
<td>$47.50</td>
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### PRECISION BILT RADIO

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<th>Precision Bilt Radio</th>
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<tr>
<td>Coin Controlled Equip. Ltd.</td>
<td>$89.50</td>
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BELLS

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 Chief 269.00
10c Std Chief 279.00
25c Std Chief 329.00
5c Bronze & Std Chief 399.00
5c Deluxe Club Chief 399.00
10c Deluxe Club Chief 399.00
16c Deluxe Club Chief 334.00
25c Deluxe Club Chief 434.00
50c Deluxe Club Chief 544.00
1.00 Cherry Bell

PACE
5c Deluxe Chrome Bell 269.00
10c Deluxe Chrome Bell 269.00
25c Deluxe Chrome Bell 269.00
50c Deluxe Chrome Bell 269.00
$1.00 Deluxe Chrome Bell 269.00
5c Cherry Bell 234.00
10c Cherry Bell 234.00
25c Cherry Bell 234.00
50c Cherry Bell 234.00
$1.00 Cherry Bell

CONSOLES

BALLY
Deluxe Draw Bell 5c 512.50
Deluxe Draw Bell 25c 532.50
Hit-Boy 339.50
Roto-Lete (Roulette) 495.00
Triple Bell 5-5-5 895.00
Triple JP 5-5-5 895.00
Triple Bell 5-10-25 925.00

BELL-O-MATIC
Three Bells, 1947

BUCKLEY
Track Odds DD JP 1250.00
Parlay Long Shot 1250.00

EVANS
Bangtails 5c Comb 7 Coin 674.50
Bangtails 25c Comb 7 Coin 764.50
Bangtail JP 751.50
Bangtail FP PO JP 839.50
Evans Race 395.00
Casino Bell 895.00
1946 Galloping Dominos JP 671.50
Winterbook JP 826.00

GROETCHEN TOOL & MFG. CO.
Columbia Twin Falls 485.00

O. D. JENNINGS
Challenger 5-25 595.00

ONE-BALLS

BALLY
Entry 595.00
Special Entry 595.00

GOTTLIEB
Daily Races (F. P. Model) 650.00

KENEGY
Big Parlay 660.00
Hot Tip

ARCADE TYPE (continued)

ELECTROMATON, INC.
Roll-A-Score

ESQUIRE GAMES CO.
Spotlite

FIRESTONE
Santa Anita Handicap
Rollaball

GREAT AMUSEMENT CO.
Advance Roll

INTERNATIONAL MUTOSCOPE CORP.
Atomic Bomber (Model B)
Deluxe Movie Counter

METROPOLITAN GAMES
Card Vendor

SCIENTIFIC MACH. CORP.
Pokerino, Location Model 5

SQUARE AMUSEMENT CO.
Speedoman Roll

TELEQUIZ CORP.
Quizzer

TELEQUIZ SALES CO.

WILLIAMS MFG CO.
All Star

MERCHANDISE MACHINES

C. EIGHT LABORATORIES
"Electro"

DU GRENIER CHALLENGER
7 Column Flat Mach w Stand

NATIONAL VENDORS, INC.
Model 6E (Electric)

ROWE
Crusader (8 Col) w Stand

U-NEED-A VENDOR
Monarch 6 Col w Stand

MERCHANDISE VENDORS

A. B. T. MFG. CORP.
"Auto Clerk"—(Gen'l. Munic)

ATLAS MFG. & SALES CO.
Bulk Vendor

AUTOMATIC BOOK MACH. CO.
"Book-O-Mat"

AUTOMATIC DISPENSERS, INC.
"Drink-O-Mat"

BALLY MFG. CO.
Bank Vendor

BART MILL CORP.
"Hot Coffee Vendor"

COAN MFG. CO.
U-Select-H—74 Model

DAVAL PRODUCTS CO.
Stamp Vendor

HOSPITAL SPECIALTY CO.
Sanitary Napha Vendor

INTERNATIONAL MUTOSCOPE CORP.
Phautomat

MALKIN-ILLION CO.
"Cigar Vendor"

NORTHWESTERN CORP.
"Bulk Vendor"

RUDD-MELIKIAN, INC.
"Date-Cafe" Coffee Vendor

SHIPMAN MFG. CO.

TELECOIN CORP.

THEIR-GUIDE, INC.
Drink Vendor

U. S. VENDING CORP.,
Drink and Merchandise Vendor

VENDALL CO.
Candy Vendor

VENDIT CORP.
"Bowl Vendor"

VIKING TOOL & MACI CORP.
Popcorn Vendor

ARTICLES DIVORCE BELL

ALLITE MFG. CO.
Strikes 'N Spares

AMERICAN AMUSEMENT CO.
Bat a Ball

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

CHICAGO COIN MACH. CO.
Basketball Clamp

EDelman DEVICES
Bang A Fitty:
10"—8" 450.00
11"—8" 450.00
13"—8" 500.00

www.americanradiohistory.com
YOU'VE NEVER SEEN A MORE AMAZING SOUND SYSTEM THAN

THE TEL-O-MATIC ROBOT

IT'S ALMOST HUMAN

Here is a golden chance for wide awake leading distributors to be first in the rich markets open to this finest development in Sound Engineering.

The Robot Unit has everything—phonograph for music programs — radio for special broadcasts — public address for paging, commercial announcements, etc. — amplifier powerful enough to drive any number of speakers in any type of location. There's no other equipment like it! No engineering as fine!

DISTRIBUTORS

The market for the Robot is as wide as the industry and commerce of America. Factories . . . Stadiums . . . Department Stores . . . Hospitals . . . Offices . . . Funeral Homes . . . Industrial Cafeterias, etc.

CONTACT US IMMEDIATELY FOR FULL DETAILS ON TEL-O-MATIC ROBOT DISTRIBUTORSHIPS

RUNYON SALES COMPANY
593 10th AVENUE, NEW YORK 18, N. Y.
BRyant 9-2235

123 W. RUNYON STREET, NEWARK 8, N. J.
Bigelow 3-8777
NOW! EVEN BETTER THAN KILROY

*Chicago Coin's PlayBoy

More super-score bumpers
More ways to win

Even better than KILROY—that's what everybody has been telling us. And so will you once you see those extra-high score bumpers, those extra ways to win and all those special features.

More all over the board from top to bottom action.

Without a doubt, PLAY BOY will set the pace for the industry.

Play Boy's are being rushed to your Chicago coin distributor... see him at once and order soon... for earliest delivery.

Your first choice should always be a game made by Chicago Coin Machine Co.

1725 Diversey Boulevard  •  Chicago 14, Illinois
Hook on to ATLANTIC & SEABOARD'S
BONDED BUYS
every shipment backed by a $5,000.00 Surety Bond!

No other distributor offers such positive protection. If the equipment we ship does not meet every claim we make, you can return it within a reasonable period for full credit, and WE WILL PAY THE FREIGHT BOTH WAYS!
A $5,000.00 Surety Bond issued by one of America's largest insurance companies backs this guarantee on every shipment, new and used. You know our merchandise will be PACKED right, will LOOK right, will WORK right! Compare! ONLY ATLANTIC AND SEABOARD OFFER BONDED BUYS — the finest reconditioned equipment, the best new equipment money can buy!

* SEEBURG SYMPHONOLAS
With Scientific Sound Detection and Remote Control
— America's Finest Music Systems!

* USED MUSIC BUYS . . . . . GUARANTEED!

SEEBURG PHONOGRAPHES
HitTimes 8800 E.S. $350.00 600 Key $375.00
HitTimes 8800 E.S. 225.00
5200 Victory 195.00 800 $350.00
Casinos 195.50 7200 $435.00
Cadee 225.00
Sem 225.00
Rex 165.00
Regis 225.00
Repco 225.00
Goldilocks 225.00
PUBLICITIES PHONOGRAPHES
500 $250.00 Empress $185.00
600 Returny $225.00 Thames $150.00

1/3 Deposit, Balance C.O.D.

* EXCLUSIVE DISTRIBUTORS FOR
Allies' STRINGS 'N SPARES . . . Genco's ADVANCE ROLL
Vatican's MINITOP Payer Vending
NEW GAMES FOR IMMEDIATE DELIVERY!
Chicaco's PLAYOFF . . . Marvel's LIGHTNING
Gottlieb's LUCKY STAR
WRITE FOR BEST PRICES

* USED GAMES...
BONDED FOR SATISFACTION!

GAMES
Italian White 5 89.50
Goatlee 150.00
Pine-9 49.50
Super Liker 120.00
Stage Door Canton 150.00
Show Girl 149.50
Midget Racer 75.00
Sally Club Bells 49.50
Surf Queen 49.50
Keep 'Em Flying 35.00
Santa Fe 49.50
Grand Canyon 49.50

SEABOARD
(SEABOARD & VENDING DIVISION)
SEABOARD N.Y. CORP., 540-550 W. 35th St., N.Y., N.Y. . . . . . . . Columbus 5-4995
SEABOARD N.Y. CORP., 27-29 Austin St., Newark 5-4105
SEABOARD N.Y. CORP., 1625 Main St., Hartford 2-6141

Exclusive Distributors: Genco, Viking, Allite, Keeney, Daval.

United Coin Showing

MILWAUKEE, WIS. — The above pictures give some idea of the large crowd that attended the premiere Filben showing at United Coin Machine Co., this city. Top pictures show Mrs. and Mr. and Mrs. Ray Michaels of Milwaukee. Middle pic shows some of the boys Thos. W. Fitzharris, Peter J. O'Brien and Thos. A. Carrin of Star Metal Mfg. Co., Chicago and third and fourth the left are Al Schlesinger and Steve Quinn of Square Amusement Co.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

It's Bally's
BALLYHOO
AGAIN
GREATEST NOVELTY SENSATION SINCE ORIGINAL BALLYHOO

* 7 Kickout Holes — Scoring 5,000 to 50,000
* Hi Score up to 560,000
* Wild, Wired Action
* 2 Big Diamond Bumpers—Scoring 10,000 to 50,000
* 2 Special Bumpers
* 2 Super Special Bumpers
* 8 Bumpers—Scoring 5,000 per Hit
* Free Ball Hole — Scores 10,000—Returns Ball
* 18 Different Score Variations
* New Improved Mechanical Electrical Units

CONVERTIBLE
5 OR 3 BALL
NOVELTY OR REPLAY

REICHEL DISTRIBUTING
1212 NORTH COPIA STREET
EL PASO, TEXAS

www.americanradiohistory.com
Congratulations to

THE CASH BOX

on its

5th Anniversary

from the

FRANKEL
Distributing Company

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Bill Gersh...

Congratulations

ON THE

FIFTH ANNIVERSARY

OF

THE CASH BOX

... and with deep appreciation for your efforts toward our tax fights and your sincere interest in the operator's problems and welfare

PHONOGRAPH OPERATORS ASSOCIATION OF EASTERN PENNSYLVANIA

1505 RACE STREET

PHILADELPHIA, PENNA.
SEN. CAPEHART CALLS FOR ENTHUSIASM, LEADERSHIP AND BETTER COMMISH BASIS


THE OPERATORS of NEW JERSEY
Congratulate
Bill Gersh and THE CASH BOX
ON ITS FIFTH ANNIVERSARY
Keep Up The Good Work
MUSIC GUILD OF AMERICA
1140 BROAD STREET
NEWARK, N. J.

INDIANAPOLIS, IND.—Everyone of the Packard Mfg. Corp., regional directors and distrbs were present this past week (Saturday, June 21) at what was called, “Packard’s Second International Distributors’ Convention” held in the Indianapolis Athletic Club, this city.

Opening the morning business session, Wm. L. Krieg, president of Packard, explained the new “Manhattan” model phone to all present in the Grand Ballroom. At the unfurling of the curtains hiding the machine and with the phone in full view, all those present loudly applauded what Krieg had termed, “The finest and the most luxurious commercial phonograph in history”.

A luncheon was then held in the Grand Ballroom and the distributors had the opportunity of discussing their new model at the luncheon tables. The phone played for the crowd and the remarks made by all those present was that the new “Manhattan” was launching a “new era for the trade”.

Senator Homer E. Capehart, Chairman of the Board of Packard Mfg. Corp., was not present at this morning nor afternoon session due to the filibuster in the Senate in Washington. It was promised the crowd that the moment the filibustering was over that Sen. Capehart would immediately fly to visit and talk with them.

The huge crowd left their luncheon tables to go over to the Packard factory and see the “Manhattan” phonograph in production. The crowd was pleased to learn that production was well under way.

They then returned to the Green Room

Continued on Page 41
**ALL PHONOGRAPHICS COMPLETELY RECONDITIONED AND RENOVATED**

**Immediate Shipment**

<table>
<thead>
<tr>
<th>Phonograph</th>
<th>Price</th>
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<tr>
<td>Wurlitzer 800</td>
<td>$325.00</td>
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<td>Wurlitzer 850</td>
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<td>Wurlitzer 700</td>
<td>$325.00</td>
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<tr>
<td>Wurlitzer 500</td>
<td>$165.00</td>
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<tr>
<td>Wurlitzer 600 (Push Button)</td>
<td>$135.00</td>
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<tr>
<td>Wurlitzer 600K</td>
<td>$165.00</td>
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<td>Wurlitzer 24</td>
<td>$95.00</td>
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<tr>
<td>Wurlitzer 500 Victory</td>
<td>$145.00</td>
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<td>Wurlitzer 24 Victory</td>
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<table>
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<td>Seeburg Commander E.S.</td>
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<td>Seeburg Royal</td>
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<td>Seeburg Victory Model</td>
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<td>Seeburg Rex Hideaway</td>
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<td>Seeburg Wall-O-Matics</td>
<td>$22.00</td>
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<tr>
<td>Seeburg Bar-O-Matics</td>
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<table>
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<th>Phonograph</th>
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<td>Rock-Ola Commando</td>
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<td>Rock-Ola Super</td>
<td>$165.00</td>
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<td>Rock-Ola Deluxe</td>
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<td>Rock-Ola Standard</td>
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<td>Rock-Ola Master</td>
<td>$165.00</td>
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<td>Rock-Ola 12 Record</td>
<td>$35.00</td>
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<td>Rock-Ola Monarch 20 Record</td>
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<td>Rock-Ola Windsor 20 Record</td>
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<tr>
<td>Rock-Ola Dial-A-Tune Wall Boxes</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

**NOTE:** All phonographs will be complete, with no broken plastics. We can make immediate shipment. Add $10.00 to above price for crating. 1/3 Deposit with order.

---

**Bill Gersh —**

Congratulations on having reached the 5th Anniversary of your splendid publication. You can be justly proud of the fine work you have done in the past five years.

---

**PITTSBURGH MUSIC CO.**

420 No. Craig Street

Pittsburgh, Pa.

(Phone: Museum 1468)
My compliments to both of them and best wishes for continued success in the publication of "The Cash Box".

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
CONGRATULATIONS BILL GERSH!
ALL OF US HERE AT COVEN DISTRIBUTING COMPANY WISH YOU AND YOUR PUBLICATION CONTINUED SUCCESS —

Ben Coven

YESSIR... IT'S BALLY FROM COUNTER GAME TO CONSOLE
DRAW NEW PLAYERS
HOLD THE PLAY
THE Bally WAY

Bally
HEAVY HITTER

You haven't seen action till you've seen
BALLYHOO — oldest action ever packed
into a playfield! You haven't seen earning
power till you've dipped fists into a
BALLYHOO cash box! One sample will
convince you. And you better order that
sample quick — to get in ahead of the
biggest stampede in pin game history.

Bally
"BALLYHOO"

Convertible
5 or 3 BALL
Novelty
or Replay

HI-BOY is a bell... an automatic-payoff bell... a jack-
pot bell... a bell with triple spinning reels and bright fruit
symbols... a bell plus the
popular new HOLD-AND-DRAW
feature which permits player to
hold favorable reels, after first
spin, and deposit a second coin
for a second spin of reels not
held... a bell un limit repeat-play appeal!

Bally
HI-BOY

Exclusive Bally Distributor in INDIANA, WISCONSIN and NORTHERN ILLINOIS

COVEN Distributing Co.
3181 ELSTON AVENUE CHICAGO, ILL
Phone: INDEPENDENCE 2210

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Congratulations
to
The Cash Box
on their
Fifth Anniversary

Coin Machine Acceptance Corporation
Sen. Capehart (Continued from Page 36)
of the I.A.C. for cocktails, immediately after words entering the Ballroom for the banquet. While in the midst of their dinner, Senator Capehart entered, having just flown in from Washington.

All cheered him and asked that he speak to them. Sen. Capehart had the banquet hall cleared, after dinner, and with chairs arranged for the large crowd—spoke to them on the music industry generally as well as on their new “Manhattan” phonograph.

Among the many things he said was the fact that “The industry is paralyzed today.” He also decried the lack of enthusiasm and leadership. He felt that all had overlooked the need for building real postwar merchandising. He did claim that a new era was entering into the music industry and that the men now in it must get ready to meet it with more and more luxurious merchandise and change their business tactics.

He called for the trade to enter into a new and better commission basis preferably the 75%-25% commission basis as advocated by The Cash Box for the past five years. He also told the large crowd that they could expect, within six months, as conditions went for the better that he would very shortly call the phonograph the “Homer E. Capehart.” This met with great applause from all present.


Many remained over to Sunday to discuss further details of the new Manhattan and its many features with Sen. Homer E. Capehart and with Wm. L. krieg.

Please mention THE CASH BOX when answering ads—it proves you’re a real machine man!
Congratulations to The Cash Box on its Fifth Anniversary

"Exclusive Wurlitzer Factory Distributors"

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

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
HY-G Music Co.
Seeburg Music Systems
1415 WASHINGTON AVE. Atlantic 8587 MINNEAPOLIS, MINNESOTA

Inaugurates Special Speed Service

CHICAGO — Gil Kitt of Empire Coin Machine Exchange, 1012-1014 Milwaukee Ave., this city, has inaugurated a special speed service to get machines to the operators that is meeting with wide acclaim, according to all reports.

Kitt explains, "These days it is absolutely necessary to get machines to the operators just as speedily as we possibly can. The op can't wait when he has a good location and he shouldn't be made to wait. We are, therefore, arranging for speedy delivery to him in a way which has made some of the boys around the country actually gasp. Here's a letter from one well known operator", he continued, "which I believe speaks for itself."

The letter referred to the fact that the operator had received his machine so fast that it was at the express firm before he even had arranged for a change of machines on the location.

"That's what speed service means to any operator", for as Kitt pointed out in the letter, "this operator earned the difference in real cash within a few days than he ordinarily would because of the fact that we were able to get the machine to him so much faster. Every operator will benefit from our new speed service."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR THE 5th ANNIVERSARY OF "THE CASH BOX"

**SPECIALS**

**BRAND NEW**

**DAVAL'S**

"BEST HAND"

OR

"SKILL THRILL"

**$44.50**

Each

**KEENEY**

**$295.00**

EA.

SLIGHTLY USED

THIS ONE-BALL GAME CAN BE USED FOR FREE PLAY OR CASH PAYOUT

**NEW 5c WATLING ROLATOPS**

**$150.00**

EACH

**NEW 25c WATLING ROLATOPS**

**$175.00**

EACH

**NEW MARVEL POP-UP — $29.50 EACH**

**BRAND NEW COUNTER GAMES**

**MARVEL**

1c or 5c Play

With Cigarette Strips

Smallest token payout counter game made, yet has huge cash box. Token payout, flawless mechanical performance.

**GUSHER**

It's the Bonus and Jack Pot that gets 'em.

Token Awards Bell Fruit Reels

**FREE PLAY**

With a Free Play Feature

You know what the Free Play feature did for pin games.

All Mechanical. No troublesome electrical parts of any kind.

**BUDDY**

Cigarette Reels. Penny Play

One of the greatest penny getters ever made.

**AMERICAN EAGLE**

1c or 5c PLAY

A truly wonderful little game that corners the play in any location. All the intense appeal of Cherry-Bell play is crammed into this tiny token award counter game. Built to take years of punishment. Positively cheatproof and foolproof. Bell Fruit Reels with full color symbols. Ultra modern cabinet design.

**SOUTHERN AUTOMATIC MUSIC CO. INC.**

634 S. THIRD STREET

LOUISVILLE 2, KENTUCKY

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"We Get Younger Every Day"

By Herb Jones

Vice President and Advertising Manager of

Bally Manufacturing Company, Chicago

"Ballyhoo" in 1932 began the big boom in the coin machine industry and contributed very largely to the tremendous momentum which has kept the industry growing greater and greater as the years roll by.

Today — fifteen years after the original "Ballyhoo" game — we are in production on a new modern post-war "Ballyhoo" game. Quite naturally we refer back to the ancient "Ballyhoo" of fifteen years ago. We are telling the trade: "You'll feel fifteen years younger when you operate 'Ballyhoo' of 1947 — the game which brings back the big boom days of the 1932 'Ballyhoo' game."

"Feeling fifteen years younger" serves as a time description of the coin machine industry. For, although the industry is fifteen years older in experience, engineering science and business wisdom than it was in 1932, it is truly fifteen years younger in spirit, enthusiasm and the eager will to be one of America's mightiest industries. That is one of the wonderful characteristics of the coin machine industry—as we grow older in years, we grow younger in energy and enterprise.

So, as we look ahead into the future, toward the "Ballyhoo" of 1962, we — all of us in the industry — are supremely confident that our industry will be one of the top half dozen industries in the country.

Born in a period of economic depression, we will know how to fight through future storms, if they come. We have proved our ability to serve in time of war. We amazed industrial leaders by the speed with which we re-converted to peace-time production and aided in keeping American economy on a prosperous level at a time of economic stress.

Our dreams for the future are more daring than ever, and we possess the skill, the accumulated science and, above all, the tough, young energy and faith to bring our dreams to reality. We get younger every day.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NATIONAL COIN CHANGER*
the Champ, now universally adopted by beverage vend operating industry

Why take less when you can get more

FOR THE WAY TO BIGGER PROFITS
SPECIFY VENDORS with National

- COIN CHANGERS
- INTERCHANGEABLES
- SLUG REJECTORS

*Automatically protected from jack-potting. National coin-changers, interchangeables, radio timers will meet underwriters' requirements! Operators know that "technically perfected" coin-changers bring in "35% extra sales." The unlimited profits of the vending industry are open to them. If YOU plan to share in these profits, follow practical experience of vending automatic merchandisers! Make sure the "silent-salesmen" you buy are protected, equipped with coin-handling devices by NATIONAL REJECTORS, INC., World's largest manufacturer exclusively devoted to perfecting coin detecting, protecting mechanisms! Marvels of mechanical simplicity and efficiency, in world-wide use. Solving every new or changing market need.

For NATIONAL safety, specify NATIONAL coin devices.

FOR COIN HANDLING PERFECTION, THE WORLD TURNS TO NATIONAL REJECTORS, INC.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Congratulations TO Bill Gersh AND THE CASH BOX ON ITS FIFTH ANNIVERSARY

The members of the California Music Operators Association wish to thank and congratulate Bill Gersh, the attorneys, and all coiinmen who have been representing the operators in Washington on the public hearings on the Scott and Fellows Bills.

In my estimation these bills are the most outlandish of any I have ever heard presented before any legislative body.

I feel that the operators are indebted to all you people who have unselfishly given your time and efforts toward their defeat.

GEORGE A. MILLER
STATE PRESIDENT

CALIFORNIA MUSIC OPERATORS ASSN.
128 E. 14th STREET OAKLAND, CALIF.
We've seen many games during our long coin machine experience... you can take our word for it — these KeeneY games are the best on the market.

KeeneY's CAROUSEL
Ready to Enrich Operators in Novelty and Free Game Locations
Scores up to 950,000. Seven kickout holes. It's magical. Spellbinding. Gets and holds the play. Order your "CAROUSEL" today!

KeeneY's HOT TIP
Multiple Scoring with Highest of All 1-Ball Changing Odds
New—Odds start with 3-6-9 12. New—"W-X-Y-Z" bumpers and many other play producing features. It's fast. It's terrific. Take a tip—it's KeeneY's "HOT TIP!"

Bill Gersh and Joe Orleck: As one of your old friends, going back to the "good old days", I want to congratulate you on the FIFTH ANNIVERSARY of THE CASH BOX
Willie Blatt

SUPREME DISTRIBUTORS, Inc.
3817 N. 2nd AVE., MIAMI, FLA. • 49 RIVERSIDE AVE., JACKSONVILLE, FLA.

Passes 10,000 Mark
For Downey-Johnson Coin Counters

CHICAGO—Charles (Jimmy) Johnson of Globe Distributing Co., this city, celebrated this past week with the announcement that the firm had well passed the 10,000 sales mark on Downey-Johnson Coin Counters.

"And", Jimmy stated, "what is most remarkable and most outstanding is the fact that there hasn't ever yet been a single return from anyone who purchased one of the Downey-Johnson Coin Counters".

According to Vince Murphy, General Manager of the firm, "We believe that before the year is over that we will have doubled the 10,000 sales figure which we are at present celebrating. Even Jimmy now realizes that the Downey-Johnson has been the most phenomenal machine of its kind ever yet presented to the coin machine trade. We look to many repeat orders as well as a flood of new orders as more and more of the coin-men become acquainted with the marvelous efficiency of the Downey-Johnson Coin Counter".

Our Best Wishes to
Bill Gersh
and
The Cash Box
for
Continued Success

Fagman, Inc.
Sherman Hotel, Chicago

Haberdashers to the Coin Machine Industry

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Congratulations to The Cash Box on its Fifth Anniversary from the manufacturer of HAVANA

UNITED MANUFACTURING COMPANY
5737 NORTH BROADWAY
CHICAGO 40, ILLINOIS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
TWO HIGHS IN “LONG-TERM” PROFIT OUTLOOK!

MILLIONS OF PEOPLE (YOUR CUSTOMERS) ARE MORE RECORDING-CONSCIOUS . . . MORE PICTURE-CONSCIOUS THAN EVER BEFORE. THAT’S WHY THE VOICE-O-GRAPH AND THE PHOTOMATIC WILL BE A WONDERFUL SOURCE OF INCOME FOR YOU.

Automatic Voice-Recording . . . with the VOICE-O-GRAPH. Automatic Picture-Taking . . . with the PHOTOMATIC. Here are two world-famous Coin-Operated Machines . . . streamlined to the modern tempo of machine design, more attractive than ever . . . more profitable than ever . . . and more popular than ever because there are more picture-taking fans and more recording fans than ever before.

VOICE-O-GRAPH
Produces a recording, plays it back and delivers it within 2 minutes. Any modern home phonograph can replay it. Special mailing envelopes vended for additional coin.

PHOTOMATIC
A remarkable year in and year out profit-maker. Snaps, develops, prints and delivers a beautifully framed picture in less than a minute. No attendant necessary.

TODAY — TOMORROW — NEXT MONTH — NEXT YEAR . . . YEAR IN and YEAR OUT — PROFITS steady and consistent with VOICE-O-GRAPH and PHOTOMATIC.

Congratulations to THE CASH BOX On its FIFTH ANNIVERSARY

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET

Long Island City 1, New York

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
If there is one thing that should make all coin machine men boiling mad, it is to have this fine business of ours referred to in a derogatory manner. The "whitewash" has been off of the windows for a long while, and it is about time that all of us connected in any way with this business start taking exception to unfair remarks directed towards us.

We know that this business has grown up and that the people connected with it are just as honest, reliable, and upright business men as the grocer on the corner and the banker downtown; still, repeatedly, remarks are made in the press, in our places of business, in the law courts, etc., that we allow to pass without an answer.

While there are many good things being done in the industry that are attracting favorable comment, such as the Cleveland "Hit Tune Party", the Philadelphia "Click Tune Party" and the fact that coin machine men are always called upon and figure prominently in civic and charity drives, there are so many equally fine things that are done every day that we never talk about and they never reach public attention.

Let us resolve today that each one of us, in our own small way, become, a "One-Man Public Relations Organization" acquainting all who will listen, with the full, true facts about the fine business we are engaged in.

Let us straighten up that backbone, square up those shoulders, harden up the jaw, hold the head up and look these critics straight in the eye and please don't make excuses, but do a good sales job of straightening them out as to the fine merits of the coin machine business — a business all of us are proud of.
Tap the Rich Bowling Market

AMERICA'S NEWEST SPORT!

STRIKES 'N' SPARES

The Automatic Bowling Alley

- SETS THE PINS
- KEEPS THE SCORE
- ONE EXTRA BALL FOR SPARES
- TWO EXTRA BALLS FOR STRIKES

The Double Dime Game
With the Phenomenal Earning Power

- There is no Substitute for Facts:
  STATISTICS SHOW THERE ARE 16,500,000 BOWLERS
  NOW BOWLING IN 25,000 ORGANIZED LEAGUES IN
  ONLY 52,000 CERTIFIED BOWLING ESTABLISHMENTS

- Cash in on the Universal Desire to Bowl -
growing bigger and bigger every year. See your distributor
today. Learn about the phenomenal earnings of the most
outstanding Amusement Game ever manufactured.

ALLITE MFG. COMPANY
MA'N OFFICE AND FACTORY • 5732 DUARTE ST. • LOS ANGELES 11, CALIF.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
CONGRATULATIONS
TO
Bill Gersh
AND
THE CASH BOX

S.C.A.M.OA. EXPECTS TO DO AS MUCH FOR SOUTHERN CALIFORNIA OPERATORS AS YOU, BILL GERSH, HAVE DONE FOR THE INDUSTRY THROUGHOUT THE NATION.

From All Officers, Directors and Members OF THE SOUTHERN CALIFORNIA AUTOMATIC MUSIC OPERATORS ASSOCIATION

1709 W. PICO BLVD. LOS ANGELES, CALIF.

E. JAY BULLOCK, Managing Director

Affiliated With Music & Games Unit Local No. 1052, I.B.E.W., A. F. of L.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Foresees Ten Year Mdse. Machine Boom

WALTER A. TRATSCH

CHICAGO—R. L. Budde, assistant to Walter A. Tratsch, president of A.B.T. Manufacturing Corp., this city reported this past week, "Mr. Tratsch believes that the future of the coin machine industry is as bright, or brighter, than it has been in all his years of experience".

He explained, "He refers most fluently to the prospects of automatic merchandising for the coming five to ten years. Almost any type of merchandise, regardless of physical character, can be sold via a coin mechanism. The world is becoming coin machine conscious and Mr. Tratsch believes that the tremendous potentialities of the coin machine industry have, to date, only been scratched."
VISIT A SHOWING THIS MONTH

New York City  July 8-9-10  Hotel Commodore
Cleveland      July 14-15  Hotel Carter
Chicago        July 17-18  Hotel Stevens
Dallas         July 23-24-25 Hotel Adolphus
Atlanta        July 29-30  Hotel Henry Grady

All showings will be open from 9 A.M. to 7 P.M. each day. Come see the TELECOIN QUIZZER, try it yourself, get the full story.

Also on display will be the new TELEJUICE—coin-operated, automatic dispenser of refrigerated, canned fruit and vegetable juices; the famous TELECOIN SYSTEM RADIO and the BENDIX Automatic WASHER as operated in Laundromats, Apartment Houses and Industrial locations.

WEST COAST OPERATORS
Inquire at specific Telecoin offices in Los Angeles and San Francisco for showing dates in these cities.

NOTE: TELECOIN QUIZZER is distributed nationally, and sold direct to operators, by the Special Products Division of Telecoin Corporation.

THE PUBLIC IS SOLD

The dozens of ever-popular radio quiz programs have built a ready market for you. At any one time, each of your machines offers the quiz fan 8,000 quiz questions without repeating—at five questions for a nickel.

APPEALS TO ALL

Man or woman, child or adult—everybody’s pet subjects are covered—from sports, movies, radio and comics to foods, cities, wars and laws ... 600 subjects—1000 questions on each—8 subjects at a time on one machine.

SIMPLE MAINTENANCE

Components are standard — relays are plug-in type. Subjects are changed on the spot in a matter of seconds (one thumb screw!).

TELECOIN CORPORATION
12 East 44th Street  New York 17, N.Y.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Aireon Has “Blonde Bombshell” Mystery

NEW YORK—There is much discussion throughout the country, according to noted music machinery distributors, regarding a ‘blonde bombshell’ which Aireon Mfg. Corp. of Kansas City, Kans. is preparing to spring on the trade.

As yet no one seems to know whether this is, or is not, a machine of some kind, whether it is some sort of auxiliary music unit, or whether it is a new model which Aireon is producing.

One noted distributor here, told others present regarding this mystery, “Whatever it is, I hear that it’s absolutely sensational. What’s more I haven’t as yet been able to get any information regarding it, not even from Aireon’s regional managers.

“There must be something of a really secretive nature if this phonograph manufacturer refuses to tell us what it is and, yet, everyone knows that there’s a ‘blonde bombshell’ on the way from Aireon’.

Gusses range all the way from a new model Aireon phone, to a girl chosen to represent the firm. Some insist that it must be a new type of unit for the automatic music trade never before presented which Aireon is ready to pop with and create a great surprise in the field.

As yet, regardless of all guesses and discussion, the Aireon ‘blonde bombshell’ remains a mystery unless some reader of The Cash Box can enlighten all the phone trade.

Mahzel Tov
Bill Gersh

BELL PRODUCTS CO.
2000 N. OAKLEY AVE.
CHICAGO, ILL.

Al Sebring
Harry Salat

COIN MACHINE FILMS

NEW ISSUES MONTHLY

SOUND SUPPLIES...

Write for Literature

QUALITY PICTURES CO.
6363 SANTA MONICA BLVD.
HOLLYWOOD 38, CALIF.

Mahzel Tov
Bill Gersh

BELL PRODUCTS CO.
2000 N. OAKLEY AVE.
CHICAGO, ILL.

Al Sebring
Harry Salat

COIN MACHINE FILMS

NEW ISSUES MONTHLY

SOUND SUPPLIES...

Write for Literature

QUALITY PICTURES CO.
6363 SANTA MONICA BLVD.
HOLLYWOOD 38, CALIF.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Congratulations to
The Cash Box
The Official Automatic Music Merchants’ Magazine
on its
Fifth Anniversary
from
WINDSOR PHONOGRAPH CO.
(Distributors of Rock-Ola Products in Northern Ohio)
1648 ST. CLAIR AVENUE, CLEVELAND, OHIO

Stockholder Members

J. C. MUSIC COMPANY
Cleveland, Ohio
J. R. MUSIC COMPANY
Cleveland, Ohio
ATLAS MUSIC COMPANY
Cleveland, Ohio
O & O AMUSEMENT COMPANY
Cleveland, Ohio
KENNEY AMUSEMENT COMPANY
Cleveland, Ohio
ASSOCIATED SERVICE COMPANY
Cleveland, Ohio
POPULAR MUSIC COMPANY
Cleveland, Ohio
PARKER MUSIC COMPANY
Cleveland, Ohio
ACE PHONOGRAPH COMPANY
Cleveland, Ohio
GEORGE ZOLLOS
Cleveland, Ohio
VICTORY MUSIC COMPANY
Cleveland, Ohio
METRO MUSIC COMPANY
Cleveland, Ohio
J. B. NOVELTY COMPANY
Cleveland, Ohio
L. & N. MUSIC COMPANY
Cleveland, Ohio
J. L. MUSIC COMPANY
Cleveland, Ohio
OHIO DISTRIBUTING COMPANY
Cleveland, Ohio
MODERN MUSIC COMPANY
Cleveland, Ohio
BEST NOVELTY COMPANY
Cleveland, Ohio
LEIF AUTOMATIC MUSIC COMPANY
Cleveland, Ohio
NORTHERN AUTOMATIC MUSIC COMPANY
Cleveland, Ohio
S. S. PHONOGRAPH COMPANY
Cleveland, Ohio
JOHN BOUSLIMAN
Cleveland, Ohio
H. W. BUBEL
Cleveland, Ohio
JEFF MLEKOVIC
Cleveland, Ohio
EXCEL PHONOGRAPH COMPANY
Cleveland, Ohio

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
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 new aluminum castings.
- Club Handle and Handle Col lar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denomination or Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

THE NEW Music Box

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. The 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. Complete program of selections always in full view.

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 T R A C K O D D S has long been recognized as the on ly seven-day race horse that would stand up month after month—year after year—and out- earn all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.
4223 West Lake Street • Chicago 24, Illinois

(PHONE: VAN BUREN 6634-37-38-6533)
Keeping Faith

By William H. Krieg

President and General Manager of

Packard Mfg. Corp., Indianapolis, Ind.

The time is now here for our great automatic music industry to take another forward step. The public and the operators are entitled to "nothing but the finest" in phonographs and music reproduction, especially in view of the tremendous advances made in electronics and design during the war. As manufacturers, we must continue to keep faith.

The music loving patrons are the operator's customers; the locations, his place of business. To both he must give the maximum in entertainment and service if he expects to profit.

This fact is paramount... in the profit of the operator lies the success of this whole industry. This success requires revolutionary phonographs the locations will accept — even demand — knowing that, because of increased play, profits to both operators and locations will be increased.

The salvation of the operator is in being able to ask for... AND GET... a bigger share of the gross receipts! So, I say, move the operator's percentage "off dead center."

The responsibility of manufacturers is to bring out, without further delay, postwar equipment that is so fine, so luxurious, so advanced in design and tonal qualities that operators can ask for... AND GET a bigger percentage of the gross receipts.

With higher profits for operators and better service for our patrons, the industry will be ON THE MARCH!

AND PACKARD IS KEEPING FAITH!

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEW PIN GAMES
DALLY DOUBLE BARREL 175.00
UNITED NAVY 275.00
DALLY BALLYDOD 375.00
DALLY WAVE 425.00
KEENEM CAMERON 275.00
GAMEBOARD 325.00
MARVEL LIGHTNING 325.00
MECH. FLASH 375.00
UTILESS 375.00
NEW COUNTER GAMES
POP-UP 15.00
HOT CHALLENGER 20.00
FOLDING STAND 12.00
BAG BALL 12.00
BASKETBALL 12.00
FREE SHIP 8.00
STAGE DOOR 10.00
HEAVY Starter WITH STAND 195.00
ARCADE MACHINES
SPEEDWAY PERMITMENT 200.00
ADVANCE HOLE 150.00
BETTER BULL 275.00
POKERING 275.00
METAL TYPERS 125.00
BOOMERANG 375.00
BALLET 125.00
WIN-O-SCALE 150.00
WINNING FORTUNE 200.00
ONE BUCKS
DALLY ENTRY P.O. $250.00
SPECIAL ENTRY P.O. $300.00
GOTT. DAILY RACES 630.00
SLOT SIZES, STANDS, COUNTERS
CHICAGO METAL REVOLVING-DUKE LEAGUE 1947
CHICAGO METAL REVOLVING SIZES-UNIVERSAL
CHICAGO 5-CENT WINNING SIZED-SAUSAGE STEEL
CHICAGO 15-CENT SOUTH AMERICAN
CHICAGO 30-CENT FOLDING STANDS
ODWIN-JOHNSON COIN COUNTER
ACE COIN COUNTER AND LARGE CASE 240.00
8-12-14 MILE WAKE AVE.
BETTER DISPLAY: SUPER SERVICE!
28,000 SQUARE FEET!
EMPIRE'S SUPER MARK'S
10-25c SANITARY VENDORS
$22.50
NEW SLOTS
JENNINGS LITE-UP CHEESE 15.00
JENNINGS STANDARD CHEESE 15.00
MILLS BLACK CHERYH 9.00
MILLS GOLDEN FALLS M.L. 2.5
MILLS 25-CENT CENTRAL COLUMBIA 11.00
MILL'S VICTOR PATTERN 9.00
SLOT SAFES, STANDS, COUNTERS
CHICAGO METAL REVOLVING-DE LUKE
CHICAGO METAL REVOLVING SIZES-UNIVERSAL
CHICAGO 5-CENT WINNING SIZED-SAUSAGE STEEL
CHICAGO 15-CENT SOUTH AMERICAN
CHICAGO 30-CENT FOLDING STANDS
ODWIN-JOHNSON COIN COUNTER
ACE COIN COUNTER AND LARGE CASE 240.00
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ODWIN-JOHNSON COIN COUNTER
ACE COIN COUNTER AND LARGE CASE 240.00
8-12-14 MILE WAKE AVE.
BETTER DISPLAY: SUPER SERVICE!
28,000 SQUARE FEET!
EMPIRE'S SUPER MARK'S
10-25c SANITARY VENDORS
$22.50
Resolution—

Be it resolved that the Michigan Automatic Phonograph Owners Assn. acknowledge with appreciation and thanks the efforts William Gersh is making for and in behalf of the operators in attacking the Scott and Fellows Bills.

CONGRATULATIONS ON THE FIFTH ANNIVERSARY OF "THE CASH BOX"

MICHIGAN AUTOMATIC PHONOGRAPH OWNERS ASSN.

615 GRISWOLD STREET DETROIT 26, MICH.

Congratulations

TO

BILL GERSH

AND

THE CASH BOX

ON ITS

FIFTH ANNIVERSARY

MICHIGAN AUTOMATIC PHONOGRAPH OWNERS ASSN.

(STATE HEADQUARTERS)

GEORGE SKINAS, President

JACK KUSHNER, Secy-Treas.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
We Are Exclusive

WISCONSIN Distributors for

The Magnificent New The Sensational New
40-Selection AMI Midget Movies

IMMEDIATE SHIPMENT

Wisconsin Operators

Here are the two biggest money makers on the market — for sound and sight the most finely engineered equipment available.

ORDER NOW FOR DELIVERY NOW

DISTRIBUTING CORPORATION OF WISCONSIN
219 W. GARFIELD AVE., MILWAUKEE 12, WISCONSIN
Franklin 5280

Remove Waring Records

ROCHESTER, N. Y.—James V. Alexander, vice president of the Central Coin Machine Co., this city, writes. "I, too, am in favor of removing all Fred Waring records from my juke boxes. I don't believe in doing any harm to an orchestra or band leader who thinks that letting the public hear his records is hurting his popularity."

FREMONT, O.—Bert Frost of the Frost Music Co., this city, writes, "We, too, have decided to follow the Cleveland and Ohio ops associations in withdrawing Fred Waring and other NAPA artists' records from our juke boxes. "We are sure that this plan will meet with the approval of the Toledo Music Operators Association and the Northwestern Ohio Music Operators Association, of which groups we are members.

"Our sincere gratitude to The Cash Box for its untiring efforts in the operator's behalf."

Louis Boasberg SAYS:

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

1. It must be mechanically perfect with worn-out parts replaced by brand new factory parts.
2. The game must be cleaned, brightened and made as attractive-looking as possible with the finest materials obtainable.
3. The game must be percentaged perfectly to give the correct number of free plays to insure maximum player appeal.
4. The game must be thoroughly checked and rechecked before leaving our office. This insures the game's being ready to be played just as soon as it is placed on location.
5. Our games are packed properly by experts.

NEW ORLEANS NOVELTY COMPANY
115 MAGAZINE ST. (Phone: RA 7904) NEW ORLEANS 12, LA.
Congratulations to Bill Gersh and The Cash Box on your Fifth Anniversary from Gordon Sutton and the entire staff of

ILLINOIS SIMPLEX DISTRIBUTING CORP.
831 SO. WABASH AVE., CHICAGO 5, ILL. (All Phones: WABash 4090) "Exclusive Wurlitzer Factory Distributors"

Saved From Air Crash

L. C. FORCE

CHICAGO — L. C. (Lindy) Force, Salesmanager for AMI, Inc., this city, can thank his little daughter's musical bent for saving his life.

When the Capitol Airlines (Flight 410) crashed into a side of a mountain recently, Force was not aboard, because his little girl had pleaded with him to stay over and come to her piano recital.

Force took the next plane out and learned in Pittsburgh of the ill-fated 410.

His plane circled the Blue Ridge area for an hour in vain hunting for a sight of the crash.

Allto Force is strictly a fatalist, chances are he’ll keep that little girl of his practicing double time from now on'

YESSIR!

THERE ARE MANY REASONS WHY TRIMOUNT IS THE LEADER

* TOP QUALITY EQUIPMENT
* SPEEDY EFFICIENT PART SERVICE
* PLENTY OF EQUIPMENT TO CHOOSE FROM

TRIMOUNT — THE HOME OF THE BEST
MUSIC : ARCADE EQUIPMENT : CONSOLES
COUNTER GAMES : SLOTS : ONE BALLS

TRIMOUNT REPRESENTS THE LEADING LINES
J. H. KEENEY : D. GOTTLIEB : HARRY WILLIAMS
O. D. JENNINGS : STONER MFG. CORP.

TRIMOUNT — FOR THE NEWEST AND SMARTEST
IN MUSIC
PANTAGES MUSIC MIRROR

"IN NEW ENGLAND IT'S TRIMOUNT"

TRIMOUNT

40 WALThAM ST., BOSTON 18, MASS. PHONE: LIB 3463

INTRODUCES NEW TYPE PHONOGRAPH NEEDLE

CHICAGO — An entirely new and different type phonograph needle was introduced to the automatic music field this past week by Gordon Sutton of Illinois Simplex Distributing Co.

The needle is called the “Simplex DeLuxe” and three different types are being featured. No. 1 is known as the “Featherweight” which gives medium tone; No. 2 is the “Lightweight” for loud tone and No. 3 is the “Middleweight” for extra loud playing.
An Open Letter

From Chas. W. Schlicht
Manager, Music Division of
Mills Industries, Inc., Chicago

Speaking on the behalf of the various divisions of Mills Industries, Incorporated, and the Music Division in particular, the writer wishes to extend heartiest congratulations to you and your associates on the fifth anniversary of your entry into publication of The Cash Box and appreciation for having brought it along in such splendid shape in so very short a period of time.

One cannot help but feel optimistic for your future success and continued growth when we contemplate the remarkable strides that the coin machine industry has made and its brilliant prospects for the future.

In this great young business it seems to me that opportunity exists for everyone with the initiative and will to do their share in protecting its future welfare.

As we all know, the coin machine industry divides itself into various fields. It was not so many years ago when the operator went his own separate way pursuing his business without any regard for what the future held forth and without regard for the welfare or rights of his fellow operator, his jobber or distributor, or the manufacturer with whom he dealt.

While this condition has not been completely reversed, it has certainly been corrected to a great extent and should in due course of time be corrected completely. Much of this advancement has in my opinion been directly due to the creation and growth of the various trade associations within the industry — national, state, and local.

Within the past two years it has been my privilege to attend many functions of these various trade groups, every one of which I have always found instructive, interesting, and enjoyable. I cannot call to mind a single of these functions at which The Cash Box was not in attendance and entirely willing to cooperate in any possible manner. Looking at the industry from a viewpoint of manufacture, I feel everyone will agree when I say that one of the greatest strides made in recent years has been the entry of new and financially sound concerns. This entry into the manufacture of coin-operated equipment has been so great that no concern today enjoys a preponderant amount of influence in any particular field.

By the same token we have had enter into this business a good many up-and-coming new young executives and unless I miss my guess some of these whom I have met are going to set records in the way of leadership and creative ability that will rank alongside the past and present dominating figures of our industry.

True, the coin machine business has had its ups and downs and today is faced with many problems, but after all, the problems of today are no greater than the problems of fifteen or eighteen years ago. We figured out means of solving them then and those that confront us today will be solved now.

The business in itself is bigger than any one individual, group of individuals or manufacturers.

Automatic coin machine operation has a definite place in the economy of this country and the prospects by and large are so vast that there is no reason why it, with proper unity and intelligent leadership, cannot take its place in the vanguard of America’s basic industries.

What I have told you in this letter may sound visionary, but I am willing to wager you a new hat that I am right.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Congratulations Cash Box, on your 5th Birthday
...and best wishes for many more!

Gottlieb's Lucky Star
Gottlieb's latest sensation — with thrilling new kick-out automatic scoring feature. Beautiful eye-catching cabinet. Super-high score. Fast action, socko appeal, slam-bang earning power! Lucky Star will be your "lucky star performer" in putting new life into those locations, no matter how tough.

Bally's Ballyhoo
Amazing new 5 or 3 ball novelty or replay Bally game with 7 kickout holes, new improved mechanical electrical units, and super-high score up to 560,000! Wild, weird action draws the players — special scoring and terrific suspense keeps them playing. With Ballyhoo, you get a profit-maker without equal.

*ECIFIRCAS*
*Yes, That's What We Mean: "SACRIFICE"!
Here is Your chance to buy at real savings!

**USED CONSOLES**

- Bally Regular Draw Bells .................................................. $250.00
- Bally Deluxe Draw Bells .................................................. 275.00
- Keeney Bonus Bells ..................................................... 325.00
- Pace's Reels with Rails ................................................ 72.50
- Bally Big Top, Free Play ............................................... 55.00
- Keeney Super Bells, 5c Play ....................................... 99.50
- Jennings Silver Moon .................................................... 49.50
- Bally Club Bells ............................................................. 95.00
- Mills Jumbo Parade, Cash Payout .............................. 49.50
- Jungle Camp ................................................................. 39.50
- Bally High Hand .............................................................. 72.50
- Bally Roll 'Em ................................................................. 72.50
- Bally Sun Ray, Free Play ............................................ 74.50
- Genco Whizz ................................................................. 84.50

**NEW CONSOLES**

- Bally Deluxe Draw Bells .................................................. Write
- Bally Triple Bells ............................................................. Write
- Daval Free Play .............................................................. $ 49.50

Write or Wire for Complete list and prices on other bargains!

All merchandise is being offered subject to prior sale. Send one-third certified deposit with order, balance c.o.d. or sight draft.

Slots — brand new in Original Cases

**Pace**
Deluxe Cherry Bells, Chrome Finish
1 Cherry or 2 Cherry Payout
5c, 10c, and 25c Play

Write for Special Price

B.D. Lazar Co.
1635 FIFTH AVENUE
PITTSBURGH
Phone Grant 7818
Member of Coin Machine Industries, Inc.

Please mention THE CASH BOX when answering ads — it proves you're a real coin machine man!
Congratulations TO THE CASH BOX ON ITS FIFTH ANNIVERSARY

Lee R. Libby Tells Rep. Frank Fellows

PORTLAND, ME.—Lee R. Libby of the Maine Automatic Music Co., this city, in an interchange of correspondence with Representative Frank Fellows who introduced the ASCAP (American Society of Composers, Authors and Publishers) sponsored bill, H.R.2570, which coominers of the automatic music field are fighting so desperately hard in Washington at this time wrote Rep. Fellows that the juke box industry was already giving the artists much more than just a "small share of the profits" and that this industry was extremely heavily taxed, in addition to the intended taxation contemplated by ASCAP and other such organizations.

Libby wrote his letters clearly and to the point and there is no doubt that Rep. Fellows now realizes that everyone of the locations of Maine Automatic Music in the state of Maine as well as all the small businessmen in that state will stand back of Lee Libby and fight every move of Rep. Fellows and his H.R.2570 bill.

Libby wound up one letter with the following, "...such a law as you propose would put many operators out of business completely. What, thereby, do you profit?"

C'MON IN AND SEE...

THE NEW, SENSATIONAL

PACKARD

"MANHATTAN"

COMMERCIAL PHONOGRAPH

with the

"Million Dollar" Features

HOMER E. CAPEHART'S GREATEST ACHIEVEMENT FOR THE AUTOMATIC MUSIC INDUSTRY

GEORGE J. YOUNG DISTRIBUTING CO.

3302 COLLEY AVENUE NORFOLK 8, VA.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Charles (Jimmy) Johnson and Vince Murphy of
GLOBE DISTRIBUTING COMPANY
1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. (TEL. ARMITAGE 0780)

Congratulate
Bill Gersh

on the Fifth Anniversary of
The Cash Box

“We’re growing right along with you”

Alabama Music Ops Have Three Bills in State Legislature

C’MON IN AND SEE...
THE NEW, SENSATIONAL
PACKARD
“MANHATTAN”
COMMERCIAL PHONOGRAPH

with the
"Million Dollar" Features

HOMER E. CAPEHART'S
GREATEST ACHIEVEMENT FOR THE
AUTOMATIC MUSIC INDUSTRY

PACKARD DISTRIBUTING COMPANY
534 NO. NINTH ST. • MILWAUKEE 3, WIS.
(All Phones: DAlY 3991)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
### New Beverage Vender

#### Equipment Pulled Off Location — Put Thru Our Reconditioning Dept. — Every Piece the Way We Would Want To Buy It. We Have Got To Turn It Over Past — Price and Our Reputation Will Do It.

#### INDIVIDUAL PRICES

<table>
<thead>
<tr>
<th>Name</th>
<th>Price</th>
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<tbody>
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<td>Wurlitzer</td>
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<td>Reg. LOS</td>
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<td>Daval</td>
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<td>Premier</td>
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<td>Lincoln</td>
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#### MISCELLANEOUS

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<td>Counter Model Record</td>
<td></td>
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<tr>
<td>Trays Brnad new hand</td>
<td></td>
</tr>
<tr>
<td>spin semi-hardened al-</td>
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#### CHICAGO—A new coin-operated beverage vender has recently been announced by Linn Manufacturing Corp. According to company officials, the new vender will vend 1200 cold-carbonated drinks (8 oz. cup) per service of syrup and cups. Cups of other sizes may also be vended through the same mechanism. Each drink is freshly prepared, uniformly blended and automatically delivered ice-cold at any time that has been inserted.

The new vender is equipped with standard nickel coin-mechanism which is designed to permit quick replacement with a positive check-proof coin-change that accepts nickels, dimes, and quarters, delivering correct change to patron. A mechanical counter is also provided to record the total number of drinks dispensed.

It is without moving parts and provides instantaneous carbonation. Will carbonate sufficient water for 6000 (8 oz.) drinks with 20 lbs. of Carbon Dioxide gas.
CAMOA IS VICTOR OVER STATE BILLS

GEORGE A. MILLER

OAKLAND, CALIF.—George A. Miller, state president and business manager of the California Music Operators Association (CAMOA) reported this past week that his organization had been instrumental in defeating the bills presented in Sacramento and also in various cities and counties to further tax coin operated music equipment.

This was the reason that Miller was unable to attend the Scott and Pelows Bills hearings in Washington. "But", as one noted member of this organization reported, "we are very happy over the marvelously swell job that George A. Miller did for us in Sacramento and also in various cities and towns throughout the state. We know that he depended on The Cash Box and also on the other operators' music organizations throughout the nation and we are sure that he won't be wrong in his judgment that these men are going to win out in Washington just as completely as he won out here in California."

Camoa are today 99% organized in this area, according to Miller, and are intensely interested in everyone of the battles being fought by all the music column throughout the nation. The experience of this organization is invaluable to music men throughout the nation.

FOR SALE!

MUSIC & GAME ROUTE
30 locations established over 7 years in L. A. County. 80% 1946 and 1947 equipment. Want much needed rest. Will sell for Cash Box prices.
Inquire—
C. A. ROBINSON
2301 Pico St., Los Angeles, Cal.

Congratulations . . .
Bill Gersh and
THE CASH BOX

GOLD COAST COIN
MACHINE EXCHANGE
LOS ANGELES, CALIF.
2846 W. PICO BLVD.
Distributors for
D. GOTTlieB & COMPANY
Quality Products

Congratulations to
Bill Gersh and The Cash Box
on the 5th Anniversary

* Bush Distributing Company
257 Plymouth Ave., Minneapolis, Minn.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.

Please mention THE CASH BOX when answering ads—It proves you're a real coin machine man!
We send congratulations, Bill!
Accept our thanks—and our good will.
And also here we'd like to say,
"The best o' luck" in every way
For another Cash Box Birthday!
Solotone Selector Box
Clicks On Location

LOS ANGELES, CAL.—After months of
extensive development and location test-
ing, Solotone Corporation has announced
their new “Solotone Magic Selector”.
Numerous installations in various types
of locations it is reported already indi-
cates that this new development can in-
crease the take over individual music sys-
tems which play recordings only.

With the new Solotone Selector, cus-
tomers are able to enjoy four different
kinds of entertainment. They can select
popular recordings or radio station pro-
grams merely by turning the “magic wal”
on the front of the box while the box is
playing.

This means that the new Solotone Se-
lector can offer any type of location the
kind of music most demanded by its cus-
tomers and also makes possible installa-
tions in locations which heretofore could
not be interested in music merchandising.

Among the locations already tested in-
clude restaurants, taverns, hotels, as well
as hotels. The hotels tested include one of
tired rooms and the results were particu-
larly encouraging.

The new Solotone Magic Selector is
already in production and deliveries can be
made from stock.

Williams’ Engineer
Promises Many
New Developments

CHICAGO—Bradlee Williams, chief
engineer for Williams Mfg. Co., this
city, manufacturers of the “Cyclone”
pinball and the new “All Stars” base-
ball game, is reported to have ad-
vised CMI’s Public Relations Bureau
that, “The drawing boards at our fac-
tory are crowded with plans for new
and exciting coin operated amusement
games for the future.”

CMI’s Public Relations Bureau also
reports, “He has invented pin tables for
various manufacturers, one of the most famous being ‘Paces Races’. He is
also credited with the invention of the ‘Cardi-O-Meter’ which, for a
dime, records blood pressure and
pulse. This marvel required three
years of research and labor.”

At the present time Williams’ latest
development is reported to be the new
“All Stars” baseball game, fea-
turing 5c, 10c, 25c play with credits
for the extra coin inserted.

A popular restaurant location showing how the new Solotone “Magic Selector”
boxes are helping to increase collections as well as better satisfy patrons.

A Million Congratulations to
“The Cash Box”
on its Fifth Anniversary

JOHN A. McLHENNY
910 Beacon Street • Boston 15, Mass.

A-1 RECONDITIONED PHONOGRAPHs

<table>
<thead>
<tr>
<th>Each</th>
<th>Each</th>
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<tbody>
<tr>
<td>2 Mills Throne</td>
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</tr>
<tr>
<td>2 Mills Studio</td>
<td>25.50</td>
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<tr>
<td>No. 3 Rockola — 12 Record</td>
<td>15.50</td>
</tr>
<tr>
<td>Rockola Commando</td>
<td>250.00</td>
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<tr>
<td>5 Rockola Master</td>
<td>250.00</td>
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<tr>
<td>Rockola 12, Rhythm King</td>
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<td>2 Rockola 16 Record</td>
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<td>5 Rockola Premier</td>
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<tr>
<td>7 Rockola Super</td>
<td>250.00</td>
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<tr>
<td>1 Rockola Playmaster</td>
<td>250.00</td>
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<tr>
<td>1 Playmaster and Spectra</td>
<td>$325.00</td>
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<tr>
<td>1 Seeburg Cabinet</td>
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<tr>
<td>1 Seeburg Crown</td>
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<td>1 Seeburg Victory</td>
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<td>1 Williams 71-1/2c</td>
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<td>1 408 Victory Wurltster</td>
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<td>1 Wurltster 910</td>
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</table>

All the above Phonographs will be newly painted, if necessary, at the Prices quoted above.

IDEAL NOVELTY CO.
ST. LOUIS, MO. (Phone: FR. 5544)

Williams • TOPS in Baseball!
Williams • TOPS in Games!

The All-Time Sensation in Baseball Game Appeal!
Williams Long-Life Game!

Most true-to-life baseball action ever pre-
seated in a game! Real 3-dimensional
figures run the bases in the backboard!
Player controls bat... pitcher controlled by
player! Revolutionary new 3-Coin
Drop Head Chute takes 5c, 10c, 25c Coins!
advances payments and pays many
other play-provoking, profit-making fea-
tures!

Williams DISTRIBUTING COMPANY
2301 W. PICO BLVD. (Tel: H.R 1422) LOS ANGELES, CALIFORNIA

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
NOW REVIVE YOUR PROFITS WITH

Solotone MAGIC SELECTOR

With the new Magic Solotone Selector customers can now enjoy four different kinds of entertainment—they can select popular recordings, or radio station programs merely by turning the magic dial on the front of the box. Solotone Magic Selectors can give you a bigger take in any location and because of this new kind of entertainment they can open up entirely new locations for you where music has never been merchandised before. Restaurants, taverns, motels, clubs and all other public places are ideal spots for Solotone Magic Selectors.

Installation of the new Solotone boxes in any location is a quick, simple job. The Adapter-Amplifier-Radio Combination includes 3 specially built, perfectly matched tuners which incorporate an automatic volume equalizer that assures excellent quality in every box regardless of the number of boxes playing. Wire or write us today for complete information on both the new Solotone and the new Solotone Sales Plan.

THE COMPLETE CABINET SELECTOR

Effective NOW, Mirror-Tone is available for immediate delivery. This beautiful, full-size selector — the one and only complete unit that stole the show — can give every one of your locations a powerful, new lift in profits.

The new Mirror-Tone is more striking than ever with its brilliant Glow-litic unbreakable corners, double mirror front (which is available in standard or special rainbow-color designs) and its rich scratchproof leather grain trim actually pressed into the case itself.

Every Mirror-Tone is equipped with the proven 30-wire electric selector (24 button) ready with plug-in wiring for easy, quick connection to any hide-away.

The less-than-$300-price will surprise you and Mirror-Tone's increased profit possibilities can bring back the good old days. Write or wire us today for complete details.

SOLOTON CORPORA TION
2281 WEST PICO BLVD. LOS ANGELES

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
YOU CAN MAKE MONEY IF YOU HAVE THE RIGHT MACHINES WORKING FOR YOU!

Now Delivering! New 1947 Equipment

NO ARCADE COMPLETE WITHOUT THEM!

MUTOSCOPE

★ PHOTOMATIC
★ VOICE-O-GRAPH (fully Automatic)
★ Deluxe MOVIE MACHINES
WITH New Reels
★ ATOMIC BOMBER
And Others

EXHIBIT

★ 5 METER SETS
★ GRIP DEVELOPER
★ 6 KNOTTY PEAKS
★ 3 ATHLETICS
★ 15 Different Floor Size Light-Up Machines, such as LOVE TESTER, KISS-O-METER and Others.

ALSO IN STOCK

The Cash Box

Congratulations . . .

to Bill Gersh — Joe Orleck — and THE CASH BOX

on your FIFTH ANNIVERSARY

MIKE MUNVES

510-514 W. 34th STREET
(Phone: BRYANT 9-6677) NEW YORK 1, N. Y.

Sees Good Times Ahead For Trade

C. B. (BILLY) DE SELM

CHICAGO — C. B. (Billy) DeSelm, Salesmanager for United Mfg. Co., this city, is of the belief that there are good times ahead for the trade.

Billy reports, "The unprecedented demand for five ball pin games definitely points toward a new trend. Authorities everywhere consider novelty games, as such, an innocent and refreshing pastime, appealing to young and old alike. In addition, they are a very important source of revenue and therefore a real asset to every community in the nation."

Billy also says, "Players get a big nickel's worth when they play the new five ball games. They're packed with thrills, suspense and action. Their simple theme makes them real fun and excellent for competitive play."

He also reports, "Production problems are gradually easing up. This means more and better equipment. At the same time," he says, "new ideas will constantly stimulate player appeal and the many advances already made in the electrical field assures easy adaptability of many ideas heretofore considered impractical."

DeSelm says to put this statement forward for all the industry, "Good times are ahead for all in the coin machine field."

H. Z. VENDING & SALES CO.
1205 DOUGLAS ST. (AT. 1121) OMAHA, NEBRASKA

"A.M."

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

When You Mention The Cash Box
You're Sure Of Fair Dealings

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Congratulations

to

The Cash Box

Every member of this association most sincerely wishes "The Cash Box" the very best of good luck

* * *

Automatic Music Operators Association, Inc.
250 West 57th Street, New York City

Uses Cargo Planes For Speedy Delivery

Congratulations
to
The Cash Box
on its
Fifth Anniversary
from
Dave Yaras and Harry Brown

AMERICAN AMUSEMENT COMPANY
164 E. GRAND AVE., CHICAGO 11, ILL. (Tel: WHitehall 4370)

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

The cost of this modern transportation is not prohibitive when considering the advantage of getting machines on location from two to four weeks earlier. A full plane can be loaded in Los Angeles as late as 7:00 p.m., for arrival in New York at 7:30 the next morning. Jack Nelson, Sales Director for Allite, new located here, advises that nearly all distributors are requesting full plane loads of Strikes 'N' Spares in order to get quick delivery.

Mention "The Cash Box" When Answering Ads

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WE ARE PROUD TO ANNOUNCE OUR APPOINTMENT AS THE EXCLUSIVE NATIONAL DISTRIBUTORS FOR

BANG-A-FITTY
"THE BOWLING GAME OF TODAY... TOMORROW... AND YEARS TO COME"

DISTRIBUTORS WIRE - WRITE - PHONE FOR TERRITORY!

ACCLAIMED...
"THE GREATEST, BIGGEST MONEY-MAKER IN THE BOWLING GAME FIELD!"

MICHIGAN DISTRIBUTORS FOR AMI MODEL "A"

- ALSO -

AMI HIDEAWAY CABINETS

Michigan Operators—Call Today!

MARSTON DISTRIBUTING CO.
313 EAST JEFFERSON AVE., DETROIT 26, MICH. (Phone: CADILLAC 4082)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
### AUTOMATIC'S "Rated" EQUIPMENT "Always Reliable"!

EXCEPTIONALLY LOW PRICED SUMMER CLEARANCE VALUES!!

#### SEE-BURG

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#### MILL'S

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<tr>
<td>Thrones</td>
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<td>Empress</td>
<td>100.00</td>
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<td>150.00</td>
<td>175.00</td>
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</tbody>
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SPECIAL PRICE FOR QUICK SALE
AMERICAN AUTOMATIC HOSTESS UNITS
EXCELLENT CONDITION
Consisting of 10 Top Tables per Unit
$3000.00 per Unit

#### ROCK-OLA

<table>
<thead>
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<tr>
<td>Masters</td>
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<td>Monarch</td>
<td>150.00</td>
<td>175.00</td>
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<tr>
<td>20 Record Mechanisms in Metal Cabinet</td>
<td>50.00</td>
<td>60.00</td>
<td>75.00</td>
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<tr>
<td>Imperial Cylinder Unit</td>
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#### WURLITZER

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<td>$200.00</td>
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600 Keyboards
600 Rotary
500 Keyboards

A.M.I.

<table>
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#### ACCESSORIES

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<td>$11.00</td>
<td>$13.00</td>
<td>$15.00</td>
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<tr>
<td>Rock-Ola Wall &amp; Bar Boxes</td>
<td>5.00</td>
<td>6.00</td>
<td>7.00</td>
<td>8.00</td>
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<tr>
<td>Non Selection Wall Boxes</td>
<td>5.00</td>
<td>6.00</td>
<td>7.00</td>
<td>8.00</td>
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#### MILL'S

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<tr>
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<td></td>
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<tr>
<td>Rock-Ola Wall &amp; Bar Boxes</td>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>Non Selection Wall Boxes</td>
<td>5.00</td>
<td></td>
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</tbody>
</table>

Exclusive Distributors
CONSOLIDATED DISTRIBUTING CO.
1910 GRAND AVENUE
KANSAS CITY, MO.

Will Introduce New Rolldown Game

JACK SEMEL

HOBOKEN, N. J.—Kasso Manufacturing Corp., this city, will soon introduce a roll down game to the trade. Headed by two well known coinmen, Jack Semel, president and Jack Rubin, secretary, the firm have been testing their game on location for the past month, they report.

The game is called "Award" and is said to include many new features, among which are roll over buttons. "Our roll down game not only has new playing innovations," states Semel "but everything put into the manufacture is brand new. The cabinet is attractively designed. We are now in production and will have the games rolling off the line in ten days to two weeks."

The firm has already set up a number of distributors, and will continue to add new ones to complete nation-wide coverage.

Jack Semel will handle sales and promotion, while Jack Rubin will supervise the production.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WE NEED S-P-A-C-E

IN ORDER TO MAKE ROOM FOR OUR NEW MERCHANDISE, WE WILL GIVE ABSOLUTELY FREE THE FOLLOWING LIST OF EQUIPMENT. ALL WE ASK IS THAT YOU ENCLOSE $25.00 CHECK OR MONEY ORDER WITH YOUR ORDER FOR EACH ITEM WANTED TO DEFRAV CRATING AND HANDLING CHARGES. NO WIRES OR PHONE CALLS, PLEASE. CASH MUST ACCOMPANY ORDERS.

ONE-BALL TABLES:
- Dark Horse
- Derby Winner
- Whirlaway
- Sportsman
- Track Odds
- Mill's Owls
- Mill's 1-2-3
- Contest
- Club Trophy
- Sport Special

ARCADE EQUIPMENT:
- Evans Ten Strike
- Keeney Air Raiders
- Shoot To Tokyo Guns
- Aviation Striker
- Sky Fighters
- Shoot-A-Lite
- Bumper Bowling
- Bally Defenders
- Mills Punching Bags
- Champion Hockey

FIRST ORDERS GET FIRST DELIVERY. IF MACHINE IS GONE BY THE TIME WE RECEIVE YOUR CHECK, WE WILL RETURN SAME TO YOU. ALL MACHINES ARE IN WORKING ORDER NOW; WE SIMPLY HAD RATHER GIVE THEM AWAY THAN TO WRECK THEM FOR PARTS. WE MUST HAVE THE SPACE IN OUR DISPLAY ROOMS.

GENERAL DISTRIBUTING COMPANY

We Are Distributors in Texas, Oklahoma and New Mexico
FOR THE FOLLOWING NEW MERCHANDISE

WILLIAMS MANUFACTURING CO. — 5-Ball Marble Tables and "All Star" Baseball Game
UNITED MANUFACTURING CO.—5-Ball Marble Tables
J. H. KEENEY & CO.—1-Ball Tables, 5-Ball Tables, Consoles
O. D. JENNINGS & CO.—Slot Machines, Consoles, and Drink Venders
VICTOR VENDING—Peanut and Ball Gum Machines
VENDIT CORP.—Famous Candy Machine

WE REPRESENT

ROCK-OLA MANUFACTURING CORP.

IN NORTH TEXAS, OKLAHOMA and NEW MEXICO
"The Phonograph That Sells Music"

WE ALSO HAVE USED 5-BALL TABLES OF LATEST MAKES AND OTHER USED EQUIPMENT PRICED RIGHT FOR THE OPERATOR. ALL INQUIRIES APPRECIATED AND ANSWERED SAME DAY RECEIVED. SEND YOUR ORDERS OR INQUIRIES TO THE STORE NEAREST YOU FOR QUICKEST DELIVERY. ALL PRICES F.O.B. OUR STORES.

GENERAL DIST. CO.  GENERAL DIST. CO.  GENERAL DIST. CO.  GENERAL DIST. CO.
2812 MAIN ST.  1906 LEELAND  325 E. NUEVA  3000 ALAMEDA
DALLAS, TEXAS  HOUSTON, TEXAS  SAN ANTONIO, TEXAS  EL PASO, TEXAS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
United Artists Feature
1865 Juke Box

NEW YORK—It may interest the Committee On The Judiciary in Washington, where the Scott and Fellows Bills are up for decision, to know that much prior to the Copyright Act taking effect in 1909 there were juke boxes already in operation.

In fact, Harry Sherman, producer of United Artists' new picture "Ramrod", dug up one of these ancient juke boxes for this picture.

Sherman needed something to furnish music for a barroom scene in the Utah frontier days and rummaged thru the famous Pony Express Museum at Arcadia, Calif, where he came upon a six foot high juke which tinkled out three songs on the insertion of a nickel.

The songs are, "I Traded My Honor For a Bag Of Gold"; "The Last Move George Potter Ever Made" and the last a real old time tear jerker called, "This Is How Brother Died, Mother Dear".

N. Y. Mirror Goes All Out On Juke Box Exports

NEW YORK—The New York Mirror featured a full page in its rotogravure section this past week with drawings by John Ruge regarding the fact that, as it reported, "One of the big items on the list of American manufactures sold to foreign countries is the juke box, according to a recent survey on international trade."

The paper commented, "Well, we can think of a lot worse emissaries of good will than Bing Crosby . . ." Also stating, "Just the same, it's probably a good idea to spread American culture thru the medium of the juke. Perhaps we can earn a larger share of the earth's scant supply of good will by shipping our juke boxes to the far corners of the earth . . ."

The pictures show two Ubangi ladies standing in front of a juke box with the caption reading, "In Ubangi-land it may be well to guard records so they won't be stolen for facial adornments". Showing a picture of a Venetian gondola the caption reads, "Venetian gondoliers can devote all their time to gondoliering, since the jukes will sing for them."

ORDER FROM YOUR NEAREST DISTRIBUTOR

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Congratulations and Best Wishes to Bill Gersh on the occasion of the FIFTH ANNIVERSARY of THE CASH BOX

British Coinmen Look For “The Day”

LONDON, ENGLAND—Coinmen through the British Isles, mainly centered in this city, look for “the day” when they can once again bring in large shipments of American coin operated equipment.

As one leading coinman here wrote The Cash Box, “The men here, tho bowed down somewhat by rationing and other difficulties, would like very much to once again see brand new American coin machines coming into this city in quantities equal to what the men here used to receive prior to the war. “There is no doubt,” he continues, “that sales will zoom to high points while the English coinmen get machines all over their routes and into their arcades and amusement spots everywhere in the British Isles. At present,” he says, “a great many of the leading places thruout London are sadly in need of new equipment and the coinmen here have done a remarkable job keeping the equipment they have going as long as they have.”

Conditions, according to this coinman, are of such nature that the men here believe their bet bet would be to get the new American coin machines. They have kept close tab with America’s latest events and almost all, he says, are subscribers, reading the news avidly and passing on word of the machines which seem to be doing very well in the United States. “The boys here”, he says, “sure do miss those brand new American machines.”

The Greatest Of All Williams’ Games “ALL STARS” A Baseball Game With ACTION — SUSPENSE THRILLS — COLOR ORDER NOW!

ACTIVE Reconditioned GAMES ‘NUFF SAID! For A Complet List of Specials Drop a Line to Any One of Our 3 Offices

JOE ASH Active Amusement Machines Co. 646 NORTH BROAD ST., PHILA., PA. Phone: Powhatan 7-4949
1050 BROAD STREET, NEWARK, N. J. Phone: Mitchell 2-7448
1123 WYoming AVE., SCRANTON, PA. Phone: Scranton 4-4178

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
HITCH YOUR WAGON TO GOTTLIEB'S

LUCKY STAR

WAITING FOR YOU AT YOUR DISTRIBUTOR NOW with

★ METEORIC ACTION!
★ KICK-OUT POCKETS! SCORE AND RESCORE UP TO 15,000 AT A TIME!
★ SUPER HIGH 400,000 SCORE!

ORDER TODAY
Make Every Day a Lucky Day on All Your Locations!

D. Gottlieb & Co.

LEADER IN ACTION! EARNINGS! APPEAL! Payout or Replay Models.

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

GILBERT BRADLEY* HAS SWITCHED TO AMI

BECAUSE THERE ARE FEWER SERVICE CALLS
DANIEL ROSEN SAYS
. . . follow Gil's example and make all your locations top locations with AMI.
ORDER NOW FOR IMMEDIATE DELIVERY

TRI-STATE SALES COMPANY
NEW YORK and NEW JERSEY

PIONEER DISTRIBUTING CO.
NEW ENGLAND

585 10th Ave. New York, N. Y. (Phone: Chelsea 2-4448)
208 Frelinghuysen Ave., Newark, N.J. (Phone: Elizabeth 2-7927)

NOW DELIVERING
ALL Bally PRODUCTS

BALLYHOO
CONVERTIBLE 5-BALL or 3-BALL PLAY

HEAVY HITTER
FAST ACTION BASEBALL COUNTER GAME

SPECIAL ENTRY
REPLAY MULTIPLE

TRIPLE BELL
5c - 15c - 25c or ANY COMBINATION

HI-BOY
CLUB TYPE CONSOLE BELL

COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 16 SUBJECTS
Our Films Get The Dimes
PRICE $15.50 TO $19.50 Per Reel

PHONOFILM
3231 NO. KNOLL DR., HOLLYWOOD 28, CAL.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
It's Ballyhoo Again
Greatest Novelty Sensation
Since Original Ballyhoo!

★ 7 Kickout Holes — Scoring 5,000 to 50,000
★ Hi Score Up To $60,000
★ Wild, Wired Action
★ 2 Big Diamond Bumpers — Scoring 10,000 to 50,000
★ 2 Special Bumpers
★ 2 Super Special Bumpers
★ 8 Bumpers Scoring 5,000 Per Hit
★ Free Ball Hole — Scores 19,000 — Returns Ball
★ 18 Different Score Variations
★ New Improved Mechanical Electrical Units

* CONVERTIBLE
5 OR 3 BALL
NOVELTY or REPLY

Paul A. Laymon, Inc.
Distributors for Bally Mfg. Co. in So. California, So. Nevada, Arizona, and the Hawaiian Islands
1429-31 and 1503 W. Pico Blvd.
Los Angeles, California

Congratulations to The Cash Box on Its Fifth Anniversary

H. Rosenberg Co.
625 Tenth Avenue
New York, N. Y.

Good Times Ahead Theme of N. Y. Fiesta Show

New York — The theme of the Aireon Fiesta showing in this city was, "Good times are ahead", according to the Manhattan Phonograph Company.

In the above picture, from left to right are: Tony (Box) DiRienzo, Sales Manager; Ritchie McNanara, Rocky Marino, General Manager; Ben D. Palastrant, Aireon's Regional Manager and Sam Sachs of plastics fame.

Ben Palastrant stated, "This showing proved to all that we have one of the finest automatic phonos in the business and the fact that the Fiesta is the lowest priced on the market made a hit with everyone. Yes, sir," Ben continued, "good times are ahead."
Booth Space for NAMA Show Dec. 14 to 17 Going Fast

CHICAGO — Booth space for the NAMA (National Automatic Merchandising Association) 1947 exhibit are going fast, according to reports being received here at the association’s headquarters.

The display will take place December 14, 15, 16 and 17 at the Palmer House here. Many are expected to attend the convention and see the exhibits. Some of the exhibits will show entirely new merchandising machines for the first time.

The first day of the exhibit will be Sunday, December 14, 1947 with 2 P.M. to 5 P.M. scheduled for the showings. Monday, December 15, showing will be held from 12 Noon to 9 P.M., the same for Tuesday and Wednesday, December 16 and 17, 1947.

Many strict rules have been placed on exhibitors for the use of space during the annual convention and exhibit. There will be no entertainment allowed in any of the rooms during the hours of exhibition. Members of NAMA are allowed a 33 1/3 per cent discount on NAMA list rentals. There is an additional charge for the rooms. The least expensive NAMA charge is $165 and there is a charge ranging anywhere from $22 to $23 for the use of the room.

A number of people have already shown great interest in this forthcoming convention, from all reports. There is a belief among the leading members of NAMA that this will prove the most outstanding exhibit in their history and that a very large number of entirely new products will be shown at this time.

Many coinmen interested in automatic merchandising equipment, it is said, have already evinced great interest in the convention and intend to be present in this city during the days of the convention to hear the reports from leading automatic merchandisers as well as see the new machines which will be presented here for the first time.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
CONGRATULATIONS
TO
THE CASH BOX

We heartily congratulate The Cash Box on its celebration of its Fifth Anniversary. To all of its staff we send our best wishes for continued success, growth and prosperity.

In particular we salute Bill Gersh, founder of this magazine. Bill, you have been the first man able to establish and to keep publishing a weekly magazine entirely devoted to coin machines. Everyone who knows publishing appreciates how great is this feat.

Everyone who knows coin machines appreciates how greatly your own knowledge of coin machines, coin machine manufacturing, selling and operating, and of coin machine people, have contributed to your success. You couldn't have gained this knowledge, Bill, unless you had worked with abnormal energy, faith and skill. The amount of personal labor and intensity you have put into all coin machine projects has been inspiration to others in this industry to extend themselves just a little bit more in the attainment of their own personal goals.

Thank you for your inspiration and your unfailing cooperation. Good luck to you and to The Cash Box.

Mangan & Eckland

43RD FLOOR, BOARD OF TRADE BUILDING, CHICAGO 4, ILLINOIS - PHONE WABASH 8696

Advertising Industrial Design Public Relations
Berkens Named Head
Seacoast N. Y. Offices

NEW YORK—Dave Stern of Seacoast Distributors, this city and Elizabeth, N. J., announced this past week that Barney Berkens has been named to head the sales force in this area.

Berkens has had a long career in the coin biz, being former business manager of the Arcade Owners Association. He has been among the most enthusiastic of coinmen regarding the development and general growth of the business.

During his first week with Seacoast, Berkens reports that he has already contacted a great many ops in this area and that sales of good size have already been made. He believes that Seacoast will lead the field here with some of the new plans which they have already put in operation.

Stern also stated, “Seacoast is on its way with many new and spirited ideas for the operators in this area. We believe that we have something for the coinmen here which is of real value. We suggest, therefore, that they contact us immediately.”

The Greatest Of All
Williams' Games
“ALL STARS”
A Baseball Game With
ACTION — SUSPENSE
THRILLS — COLOR
ORDER NOW!

V. P. DISTRIBUTING CO.
2336 Olive St. — 2339 Pine St.
ENTRAL 3892 — St. Louis 3, Mo.
Exclusive Distribution
AIRSON WILLIAMS GAMES

STANDS
For Merchandise Vendors
Card Vendors
Stamp Machines
Black Lacquer Finish. Use Indoors or
Outdoors. One Inch Pipe. 33 Inches
High. 15 Inch Base. Standard
Drilled Flange for Single Machines
or Double or Triple Case Bars.
$3.50 EACH
in dozen lots
$3.75 less than dozen lots.
25% required with C.O.D. orders.
IMMEDIATE DELIVERY

CASTERS
STANDARD SIZE
HARD RUBBER WHEEL
BRASS RETAINING RING
25¢ ea. in lots of 100 or more
30¢ ea. in lots of less than 100
For Phonographs and Heavy Coin
Operated Equipment.

JACK NELSON & CO.
2320 MILWAUKEE AVE.
CHICAGO 47, ILLINOIS

Attention —
BALTIMORE-WASHINGTON
and VIRGINIA OPERATORS
See...

THE NEW PACKARD
"MANHATTAN"
PHONOGRAPH
ON DISPLAY IN OUR SHOWROOMS
THIS IS THE MOST OUTSTANDING
PHONOGRAPH WE HAVE EVER
SEEN IN OUR TWENTY-SEVEN
YEARS IN THE INDUSTRY.

HIRSH
COIN MACHINE CORP.
1309 NEW JERSEY AVE.
WASHINGTON, D. C.

Congratulations
to
Bill Gersh
and
The Cash Box
on your
Fifth Anniversary

Jack C. Horberg Co.
134 No. La Salle St., Chicago (1)
Mass. Music Op Pulls Waring Records

WEBSTER, MASS.—Adolphe Dugas of the Royal Music Co., this city, will announce to the trade that he will continue to carry the Waring Line of electrical supplies.

Telecoin Announces Trade Name For Game

NEW YORK—Telecoin Corp., this past week, announced that “Telecoin Quizzer” would be the trade name for the company’s quiz game.

They also reported, “The ‘Quizzer’ is being made by the Maryland Electronic Manufacturing Corp., and is distributed exclusively by Telecoin under an exclusive agreement with Training Devices, Inc. which owns the patents. The ‘Quizzer’ is basically the same Quizzer machine which was introduced at the 1947 Coin Machine Industries convention and exhibit.”

Telecoin Corp. is planning an extensive road tour to show their entire line to all the coin machine operators. They state that, in addition to the “Quizzer” game, they will also show an ironer, washer and dryer, as well as the new Tele- Juice, refrigerated canned fruit juice vender, the Telecoin system coin operated radio and the Bendix automatic washer in its three commercial applications.

The firm report, “Telecoin’s move in introducing five new machines simultaneously is the opening gun in what is probably the greatest coin operated expansion program ever developed within the industry by one company.”

An authoritative source also indicated that there were still more vending machines to be introduced on the firm’s 1947 schedule.

Special letters, it is reported, were sent to officers and members of over 48 operators’ associations by Howard R. Richardson, manager of Telecoin’s special products division, inviting them to the demonstrations to be held at the Hotel Henry Grady in Atlanta, Hotel Commodore in New York, Hotel Carter in Cleveland, Hotel Stevens in Chicago and the Hotel Adolphus in Dallas.

![Image](image-url)

**C’MON IN AND SEE...**

**THE NEW, SENSATIONAL**

PACKARD

“MANHATTAN” COMMERCIAL PHONOGRAPH with the

“Million Dollar” Features

HOMER E. CAPEHART’S
GREATEST ACHIEVEMENT FOR THE AUTOMATIC MUSIC INDUSTRY

DISTRIBUTORS FOR PANHANDLE OF TEXAS & STATE OF OKLAHOMA

RUTHERFORD ENTERPRISES

615 MADISON STREET

AMARILLO, TEXAS
Here's your All-Star Line-Up for Major Earnings!

* Most realistic baseball action!
* Real 3-Dimensional figures "run bases" inside the back-board!
* Player controls Bat!
* Pitcher controlled by player!
* New type 3-coin drop head chute speeds play... Takes 5c, 10c, 25c coins!
* Credit unit records advance payments and replays!

Congratulations from all of us at Williams Manufacturing Company to all of you at The Cash Box on your Fifth Anniversary

Williams Manufacturing Company
161 West Huron Street
Chicago 10, Illinois

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Sees Big Season Ahead

PAUL A. LAYMON

LOS ANGELES, CAL. — Paul A. Laymon, noted distri- butor, this city, predicts that the season ahead will see a complete renewal of energy on the part of all column and that the year will, because of this, finish up with a "real bang".

Paul predicts that column are gradually adjusting themselves to the new post-war conditions and that the has taken a little time, with various other factors entering into the picture, they are now more or less on the ground floor and have decided what they want to do for the future.

"The industry is only just getting started," Paul stated, "and a great many column are going to really get going as the months go by. Already this area, and from what we hear from other territories, there has been the first real signs of a pickup in all fields. The trade is getting set for one of the biggest booms that it has ever enjoyed. It just can’t miss.

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

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

NEW SLOT MACHINE SAFES

WITH LOCKING, REVOLVE AROUND BASE

Cold Rolled, Heavy Gauge, Deep Drawing Quality Steel

Auto Body Metal.

SINGLE SAFE CABINET .......599.50

DOUBLe SAFE CABINET .......185.00

TRIPLE SAFE CABINET .......295.00

F.O.R. Mills Offices

MILLS SALES CO., Ltd.

1440 10th St., Oakland, Calif.

600 S.E. Stark St., Portland, Ore.

2827 W. Pico Blvd., Los Angeles, Cal.

ORDER THESE WICO VALUE SIZZLERS

(OFFER GOOD FOR MONTH OF JULY ONLY)

WICO CORP.

2913 No. Pulaski Rd.

Chicago 41, Ill.

You may send us:

Check

Quantity: Here Description: Price

Sheet Plastic—20x50—60 gauge 
Sheet Plastic—20x50—60 gauge $8.95

Colors: Red Yellow Orange

Regular Size Silver Sleeves $1.45

(25 to a package) $1.45

Standard 5 amp & 10 amp slow blow glass fuses C $7.50

Independent (1/2") barrel pin game locks C $1.50

Chic. Coin—2850 or 2876 Coin and Case Comp. C $1.25

Small Live Rubber Rings C 1.75

Large Live Rubber Rings C 2.00

Extra Large Live Rubber Rings C 2.95

Name:

Street:

City:

State:

ZONE:

"THE CASH BOX" IS THE OPERATOR’S MAGAZINE

IT IS NOT SOLD ON NEWSSTANDS.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
SACRAMENTO, CAL. — Always interesting to the trade is the location owner's as well as the public's viewpoint of this business. Therefore the following letter from H. P. Currio, Route 1, Box 4172, West Sacramento, Cal., which was printed in the Sacramento "Bee," leading newspaper here (June 18) will prove of interest to the trade. Currio writes:

"Editor of The Bee—Sir: Thanks to your crusading hatchet man, the Shortender, I probably will not be able to pay my rent this month.

"The slot machine in my restaurant paid half of a $100 a month rental. I never had to stand behind a man and twist his arm to make him play the nickel sipper.

"Granted, the machines are set too high and there is a small return for the investment, but how many people walk away from Tanforan or Santa Anita with any winnings?

"What is so eminently fair about betting on one's own judgment as opposed to betting on a device which mechanically assures a win once in a while?"

"What has happened to the guaranteed freedom of enterprise we are supposed to have fought for recently? Why must the average majority always fall prey to the rabid and fanatical element whose sole purpose seems to be sell aggrandizement?"

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**INVENTORY SALE!!**

**FREE PLAY GAMES**

**$29.50 Each—or-4 for $100.00**

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**$39.50 Each—or-3 for $100.00**

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**$49.50 Each—or-3 for $125.00**

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**Consoles**

**Arcade**

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**MUSIC**

**WRITE FOR PRICES ON ALL NEW FIVE BALLE GAMES**

100 New and Used SLOTS ALL MAKES, $35.00 UP

BLUE BIRD AND BROWN FRONTS, $89.50

Terms: One-Time Deposit — Balance C.O.D.

OHIO SPECIALTY CO., Inc.

519 SO. 2nd STREET

(Phone: WA 2465)

LOUISVILLE 2, KY.

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**BELMONT 703**

**NEW x NEW x NEW**

**TALKING GOLD — TALKING GOLD — TALKING GOLD — TALKING GOLD — TALKING GOLD**

**PLASTIC GRILLE CLOTH**

**IS BEING IMITATED**

With Genuine "Talking Gold" you are assured of

- Full Brilliant Color
- Perfect Tone
- No Rub Off
- No Tarnish
- Maximum Volume

---

**BEWARE!!**

**"TALKING GOLD"**

**PLASTIC GRILLE CLOTH**

**TALKING GOLD — TALKING GOLD — TALKING GOLD — TALKING GOLD — TALKING GOLD**

**TAI**

**"TALKING GOLD"**

**Grille Cloth Prices**

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**BEAVER!!**

**"TALKING GOLD"**

**COIN-REEL SOLES**

**WE HAVE ALL MILLS SLOT AND JUMBO PARTS**

**COIN-A-MATIC DISTRIBUTORS**

---

**SPEEDWAY PRODUCTS, INC.**

565 W. 45th St.

N. Y. 19, N. Y.

Tel. Longacre 5-0371
EXCLUSIVE TO—THE CASH BOX

NEW YORK—One of the most significant meetings in the history of the Automatic Music Operators Association, powerful music on trade group headquarters here, was held on June 24, in this city’s Park Central Hotel.

A report to the membership on the organization’s great strides accomplished within the past few months; a testimonial to a retiring officer of the association; and a detailed report of the group’s participation in the fight against the Scott and Fellows Bills were among the highlights on the evening’s agenda.

Albert E. Denver, vice president and president of AMOA, present at the conference, which was given heavy attendance by the membership.

Opening the meeting with a discussion of the influences made by the group, Denver pointed out that despite the host of problems which have befallen all music operators in this territory and elsewhere, the association roster has grown from 350 to over 750 members in the past two months, representing a total of over 10,000 phonographs in this area.

In addition, he declared, the association has been receiving much publicity for membership from operators in nearby Nassau County. This statement drew much applause from the membership.

Discussing the most pressing problem to the trade in this area—telephone—Denver cautioned the operators to think twice before submitting their nominations. He pointed out, it was a threat only as long as they have the support of their district to command wide acceptance in the home it would cease to be in competition with the new operators phonographs.

Denver then continued in the same vein by warning against any panicky sentimemts among the trade. “If there has for the recent setback,” he declared, “but still remains sound, and this business is still sound.”

“I am operator,” he said, “should continue to keep the best possible equipment on the street, and they should maintain complete machinery for the benefit of themselves and the industry.”

Mr. Denver sincerely thanks The Cash Box for the friendly and thoughtful manner in which they have handled the condition of the operator. It has played its deserving part in showing our achievements, our needs and problems, clearly and fairly.

“My special thanks go to its distinguished publishers, Mr. Bill Gersh, thanks also to Mr. Joe Greben, Mr. Ralph Raunitz, and all the other editors who have assured occasion to be helpful to us.”

Completing the general report to the membership, Denver called upon W. J. Hall Alberg, of the Brooklyn Amusement Association, to review the year’s progress.

Alberg, one of the best known operators, and served for many years as a member of the Board of Directors of AMOA until his recent resignation, and it was this meeting that was chosen by the membership to do him honor.

Reviewing Alberg’s many contributions to the growth and development of the association, Denver, on behalf of the members, presented him with a beautiful gold watch as token recognition from the association for his services.

Denver then voted to deliver an executive report to the members on the recent hearing held in Washington on the Scott and Fellows Bills.

Then it was for his concluding participation was Johnny H. Levine, attorney for the association, who accompanied Denver to Washington and kept his presence to each and every session held in the Washington.

June 11 hearing.”

Following Denver, Levine took over to explain the legal aspects of the Scott-Fellows battle. When he concluded, the sentiments of the membership might well have been epitomized by a former officer of the association, who has been affiliated with the group from its earliest days.

Levine declared that in all his long experience with AMOA, he had never before heard such a fine and logical argument in behalf of common sense, as Levine delivered before the congressmen that day.

The applause of the membership was ample evidence that they were in agreement.

**Congratulations to Bill Gersh and The Cash Box on this Fifth Anniversary and here’s wishing you the greatest of good luck, growth and prosperity**

* Hylan J. Brown

Attorney-at-Law

77 W. Washington St., Suite 1621, Chicago 2, Ill.

(Tel. STate 3967)
**The Sensational SPORTSMAN ROLL**

ROLLING UP COLLECTION RECORDS ALL OVER THE COUNTRY

ASK any Sportsman Roll operator
WATCH the crowds around any Sportsman Roll on location.
SEE this game that's made for profits at your local distributor.

790,000 REASONS WHY PLAYERS KEEP THE COIN SLOT BUSY

12 MYSTERY BUTTONS
at 10,000 points per contact

SKILL HOLE ......................at 40,000 points that opens an ALLIGATOR'S MOUTH...and that's worth 100,000 more

HIGHEST SCORING ROLL DOWN GAME 790,000 points

LEATHERETTE FINISH CABINET ........lighter, more attractive, easier to clean, less costly to ship.

**SPORTSMAN ROLL—A TRULY ORIGINAL GAME**

**SQUARE AMUSEMENT COMPANY**

<table>
<thead>
<tr>
<th>JOHN A. FITZGERALD</th>
<th>ESTABLISHED 1919</th>
<th>AL SCHLESINGER</th>
<th>3640 Main Street</th>
<th>Poughkeepsie, N. Y.</th>
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<tbody>
<tr>
<td>National Distributor</td>
<td>Ph.: Circle 5-5240</td>
<td>Ph.: Poughkeepsie 5710</td>
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Ballyhoo' & 'Hi-Boy'
Keep Bally Plant Busy

**CHICAGO —** With the announcement of Bally’s new five or three ball novelty game, George Jenkins Vice-President and General Salesmanager of Bally Manufacturing Co. also announced that the firm had stepped up production on their new, club-type bell console, “Hi-Boy,” fifty per cent.

Regarding “Ballyhoo” Jenkins stated, “You'll feel 15 years younger when you see ‘Ballyhoo’.” Because, Jenkins explained, “Bally’s new, 1947 ‘Ballyhoo’ is bringing back the boom days of the original, 1932 ‘Ballyhoo’.”

Regarding “Hi-Boy” Jenkins said, “Collection reports on the first few hundred “Hi-Boy” bells shipped have been so phenomenal that operators are calling in to expand their routes of these club-type consoles. The ‘hold-and-draw’ idea is definitely a profit boost for the operators, “Hi-Boy, he explained, “is of course, a bell housed in a handsome upright cabinet.”

**BADGER’S Bargains**

**NEW AND RECONDITIONED CONSOLES**

<table>
<thead>
<tr>
<th>NEW KEENEY BONUS, 1-WAY</th>
<th>WHITE</th>
<th>$285.00</th>
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<tbody>
<tr>
<td>NEW KEENEY BONUS, 2-WAY</td>
<td>WHITE</td>
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<tr>
<td>NEW KEENEY BONUS, 3-WAY</td>
<td>WHITE</td>
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<tr>
<td>BALLY DRAW BELLS</td>
<td>WHITE</td>
<td>$275.00</td>
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<tr>
<td>MILLS THREE BELLS</td>
<td>WHITE</td>
<td>$225.00</td>
</tr>
<tr>
<td>KEENEY 4-WAY, 1-SOLO, F.P., P.O.</td>
<td>WHITE</td>
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<tr>
<td>BALLY III HANDS, F.P., P.O.</td>
<td>WHITE</td>
<td>$75.00</td>
</tr>
<tr>
<td>MILLS JUMBO, LATE, F.P.</td>
<td>WHITE</td>
<td>$45.00</td>
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<tr>
<td>MILLS JUMBO, LATE, F.P.</td>
<td>WHITE</td>
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**GUARANTEED RECONDITIONED PHONOGRAPH**

<table>
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<tr>
<th>WURLITZER MODEL 960</th>
<th>$395.00</th>
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<tr>
<td>BALLY VICTORY SPECIAL</td>
<td>$225.00</td>
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**NEW AND RECONDITIONED ONE BALLS**

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<tr>
<th>NEW KEENEY HOT TIP</th>
<th>WHITE</th>
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<tr>
<td>NEW KEENEY SPIEGEL</td>
<td>WHITE</td>
<td>$225.00</td>
</tr>
<tr>
<td>MILLS JUMBO, LATE, F.P.</td>
<td>WHITE</td>
<td>$110.00</td>
</tr>
</tbody>
</table>

**GUARANTEED RECONDITIONED ROLLDOWN GAMES**

| GENCO TOTAL ROLL | $250.00 |

**TERMS:** 1/15 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

**Badger Sales Co., Inc.**

3231 West Pico Blvd., Los Angeles 6, Calif.,
All Phone No. 4325.

**Badger Novelties Co.**

1547 North 80th Street, Milwaukee 10, Wis.,
All Phone No. 2585.

**Congratulations and Best Wishes**

**TO THE CASH BOX**

On Its

**FIFTH ANNIVERSARY**

GEORGE PONSER
IRVING KAYE

AMUSEMENT ENTERPRISES, Inc.

2 COLUMBUS CIRCLE

NEW YORK, N. Y.
CARRYING THE LARGEST AND MOST COMPLETE LINE TO SERVE YOU BETTER

United's Post-War Policy Brought About the Securing of Top Lines Under One Roof for Wisconsin and Upper Michigan Operators... a "One-Stop" Service Where You Can Buy the Best of Everything.

MUSIC
The Best in Music—Priced So the Operator May Make Money—Designed for Maximum Appeal and Mechanical Adaptation.

FILBEN '47 30-RECORD PHONOGRAPHS
Cabinet and Hideaway Models, Speakers, Auxiliary Equipment
PERSONAL MUSIC Systems
PANTAGES - MAESTRO'S Mirrored Music

GAMES
EVANS' Ten Strike
DAVAL Counter Games
ELECTROMATON Rol-A-Score
Williams' "ALL STARS" and "CYCLONE"
UNITED'S Havana
SQUARE'S Sportsman Roll
GRUNIG'S Test Quest
This is a Growing Field... and United and its Operator Friends Are Growing With It.

VENDING
U. S. VENDING CORP.
Candy and Refrigerated Vendors
ADAMS-FAIRFAX
Cash Trays, Stands, Supplies
"Wisconsin's Leading Distributors"

UNITED COIN MACHINE COMPANY
6304 W. GREENFIELD (Spring 8446-8447) MILWAUKEE 14, WIS.

ATTENTION!
CIGARETTE OPERATORS!!
Save time and money by using American's Automatic Coin Inserter to insert Pennies in your cigarettes. Praised and recommended by operators all over the country.

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AMERICAN DISTRIBUTORS
1349 FIFTH AVENUE
PITTSBURGH 19, PA.
(Phone: AT. 6478)

THE CASH BOX IS THE OPERATOR'S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS

C'MON IN AND SEE...
THE NEW, SENSATIONAL PACKARD "MANHATTAN"
COMMERCIAL PHONOGRAPHER with the "Million Dollar" Features
HOMER E. CAPEHART'S GREATEST ACHIEVEMENT FOR THE AUTOMATIC MUSIC INDUSTRY

KETCHERSID DISTRIBUTING CO.
1515 N. 13th STREET
BOISE, IDAHO

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Congratulations
to
The Cash Box
on its
Fifth Anniversary
“Keep up the Good Work”

SIEGEL DISTRIBUTING CO., LTD.
477 Yonge Street, Toronto, Ont., Canada
40 Paul Street, Vancouver, B.C., Canada
853 Notre Dame St., Montreal, Que., Canada

“Exclusive Wurlitzer Factory Distributors”
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It's What's In The Cash Box — That Counts

C'MON IN AND SEE... THE NEW, SENSATIONAL PACKARD "MANHATTAN" COMMERCIAL PHONOGRAPH with the "Million Dollar" Features HOMER E. CAPEHART'S GREATEST ACHIEVEMENT FOR THE AUTOMATIC MUSIC INDUSTRY

AMUSU NOVELTY CO.
129 NORTH SPRING STREET
SPARTANBURG, SOUTH CAROLINA

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
The coin chute

CHICAGO CHATTER

Page 94 of Week of June 30, 1947

The Coin Chute

A year ago this week, Mr. C. J. Chorvis, president of the American Distributing Co., reported that business is getting along okay. In the meantime, Frankie says he is taking it a lot easier these days... Dave Lovitz, adman for O. D. Jennings & Co., is learning what it means to be a daddy. Dave reports that he's up half the night with the new arrival at the Lovitz home... E. F. Rovel Jr. and Sr. of Guardian Machines are on a pleasure trip thru Guatemala and Cuba and expect to be back home in about a month... Maurice and Eddie Ginsberg of Atlas Novelty Co. both home this past week, reports mass hospitalization... Al Stern of World Wide Distributors of town most of this past week... Howard Freer of Empire seen walking down the street holding onto his gas, says, "I've just come from the dentist. Ouch!..." Bill Ryan over at J. H. Keeley & Co. extremely busy these days... Tom (Dapperest of the Dapper) Cal- laghan of Bally reported to have worn a new suit the other day which actually made the gals and guys in the Bally plant simply gasp... (What? In astonishment?)... Mac Churvis, well known adman to many coin- firms here, seen shopping in the Loop with Mrs. Churvis buying a gift for the second birthday of their grandson. It's hard to believe that Mac's a grandaddy... He looks too young... Harry Salat of Bell Products hard to catch in these days. And the same for Al Selring who, they tell me, is waiting for Beacon Coin Chute deliveries.

The boys over at Genco working fast these days turning out more and more Advance Rolls to fill the orders that are flooding in... Max Glass is manufacturing plastic novelties... Jimmy Johnson and Vincent Grasso, mail order buyers for a great chain, seen checking on how it's possible to put two sets of reels where only one existed before... Ben Cohen has already booked a record number of orders on Bally's newest five-ball "Ballyhoo". They believe the interest in the tory's production for the next month or so and he'll be very happy... Nate Gottlieb, who is now a triple daddy, reports on the trials and tribulations of raising a family... Nate says, "When they're little, you've got little troubles and, I suppose, when they get big I'll have bigger trouble."

Morris Oviss and Joe Schwartz of Automatic Coin back from a trip to Alma, Nebraska. Joe Simon now gets ready to leave for Iowa where he is buying his new trunk along - just in case the flood waters haven't receded... Ted Kruse of Anamuseme chamber of commerce of Black River Falls hospital this past week... Bert Snell of A.B.C. Coin reports that his photo service is doing good... Leon Berman and Charley Katz of Esquire Games both flying to N.Y.C. Sid Mittleman of Joe Eisen & Sons in town this past week and reported to have a photo with him which created much interest... Many of the distrub's who were at the Packard Mfg. Corp. showing of their new "Manhattan" phones also came to town this past week to see some of the boys here... We understand that Joe Nelson will be handling Packard sales in the Illinois area.

We are told that Harry Mabs, veteran pin designer now with D. Gottlieb & Co., spent the war years operating in Texas. One day while operating his machine in San Antonio a woman came up behind him and stuck her head into the open back of the game. After looking it over she said, "The man who designed that machine must have been a lunatic." (Mabs was the designer).... Walter Tratsch of ABT talking a new service kit... Leon Berman and Charley Katz of Esquire Games both flying to N.Y.C. Sid Mittleman of Joe Eisen & Sons in town this past week and reported to have a photo with him which created much interest... Many of the distrub's who were at the Packard Mfg. Corp. showing of their new "Manhattan" phones also came to town this past week to see some of the boys here... We understand that Joe Nelson will be handling Packard sales in the Illinois area.

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This issue completes five years of service to the industry by The Cash Box, and it is gratifying to receive so many eons of praise from so great a number of friends congratulating the magazine on its Fifth Anniversary. Altho this issue itself mirrors the best wishes of so many advertisers, we have been receiving letters from loads of coinmen thorough the country—from operators to manufacturers—complimenting The Cash Box on its growth and echoing the sentiment for us to continue speaking for the coin machine industry. We thank one and all.

Bill Rabkin, president of International Mutoscope Corp., guests on a radio program "Luncheon at Sardi's" one day this week, and was able to get in some very good plugs for the coin machine business, particularly the products of his company ... Harry Brown, American Amusement Co., Chicago, back in the big city ... Joe Eisen, Buddy Eisen and Sid Mittleman of Joe Eisen & Sons (Packard distributors) return from the distributor's meet in Indianapolis, Ind. The boys were raving about the new "Manhattan" phono which was displayed for all the distributors ... Mike Munves tells us that this was the best year he's ever had in the arcade field in his thirty-years in the business.

Barney (Shugy) Sugerman, Runyon Sales Co. so busy over in Jersey that he don't have a chance to get to the city, which results in Jack Mitznick rushing continually to take care of the many customers. Johnny Holanka and Gloria Friedman of the Runyon record department report a pick-up in record sales this past week ... Martin Parker, Distributing Corporation of Wisconsin, Milwaukee, Wis., recently appointed distributor for AMI music equipment in his territory, a visitor here. Parker takes on Capitol Projector's "Midget Movies" for the territory. Leo Willens of Capitol and Parker took in the sights of the big city ... George Ponser and Irving Kaye, Amusement Enterprises, Inc., delivering their new "Super Tri-Score" the roll down game with the roll over buttons.

Willie (Little Napoleon) Blatt, Supreme Distributors, Inc., Miami, Fla., after a stop over in Chicago, spends an entire week in New York with his two boys and many friends ... Nat Cohn, Modern Music Sales Corp., received his first shipment of Mills "Constellation" phonos, and the music ops

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

Barney Berkins becomes sales manager for Dave Stern's Seacoast Distributors (Rock-Ola distributors) New York office. Barney starts hustling right away and reports some nice sales of both music and games the firm handles ... Louis Kiniskern of Pan-American Music Co., expects to leave the hospital within the next few weeks. Louis has already spent a tough five weeks there ... Jack Semel and Jack Rubin form a new company, Esso Manufacturing Co. in Hoboken, N. J. and are manufacturing a roll down game. Game will be ready in a few weeks ... Irving Fensichel and Herman Tepper, International Distributing Corp., Brooklyn, N. Y., tell us they have something big in the works—public announcement should be ready in a week or so ... Bill Alberg, Brooklyn Amusement Machine Co., Brooklyn, N. Y. honored by the Automatic Music Operators Association, and gets himself a gold wrist watch.

Tony (Rex) DiRenzo, Manhattan Phonograph Co. (Aireon Distributors) still enthusiastic over the fine reception given their new "Fiesta" by the local music ops ... Ben Becker, Tri-State Sales Co. and Pioneer Distributing Co. (Bally distributors) out on the road for the past week acquainting the trade with Bally's new five-ball "Ballyhoo" ... Telecoin informs the trade of their forthcoming showing of their many items, featuring their new "Quizzer" machine ... H. F. (Denny) Dennison, national sales representative for Pantages Maestro, almost completes his set-up of distributors thruout the country ... Teddy (Champ) Seidel, Seidel Coin Machine Sales, claims this past week was the busiest he's had since his opening.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Coinmen all around town extending their best wishes
to The Cash Box on its Fifth Anniversary. Some of the
local distribs even recalling some of the early issues and
congratulating Bill Gersh and Joe Orleck for a magni-
cificent job.

Looked in over at Paul Laymon's busy place and saw
a sample of the new Bally "Hi-Boy" console on display.
Paul reports that the ops who have seen the new machine
think mighty well of it. Sorry to hear that Ed. Wilks
sales manager for the busy Laymon firm has the miseries
in the form of an occupational disease known as stomach
ulcer and is on a tough milk and cream diet, our symp-
athy to you Ed.

A new game is being turned out in town, it's a poker
roll down made by the Western Amusement Machines Co.

Dan Donohue, Regional Seeburg Director, was shocked
and grieved when informed of the sudden death of his
wife Marion Donohue this past week. Donohue was on a
trip to Portland when his wife passed away and had to
rush back for the funeral. Mrs. Donohue enjoyed good
health until the time of her sudden passing and the many
friends of the Donohue's were deeply grieved.

The Shine Distributing Company displayed a sample
this week of the new Douglas Shoe Shine Machine at
their showrooms on Pico Blvd. On hand to greet ops
and explain the workings of the new equipment were
M. L. Parent, national distributor, Porter D. Douglas,
inventor of the machine from Emeryville. Had my shoes
shined and was quite pleased with the results.

Harry Williams of the Williams Manufacturing Com-
pany, Chicago, flew his own plane in to town this week
for a short rest and vacation. Harry plans on seeing
a number of his old friends while around town. Harry
has been spending some of his time with his Dad, William
(Bill) Williams of the Williams Distributing Company.

Leon Rene of Exclusive Records informs us that sales
of the firm's platters are on the increase right along
in spite of seasonal slack. The firm has consistently
turned out his numbers. Gordon Burdge of Eagle Records
has just signed Pinky Tomlin well known Ork leader to an
exclusive contract. Pinky spent a number of years en-
tertaining troops during the last war. . . We have a new
addition to the coin field in Joseph Dippolito, fight
promoter and liquor store operator of San Bernardino.
Joe has just purchased a large number of new Seeburg
phones for locations in that city.

Phil Robinson, west coast rep for Chicago Coin, tells
me that the ops are really going for the firm's newest
game with a big back log of orders piling up. Phil says
that the factory is making rapid deliveries to all distribs,
Ed Levin, sales manager of the factory in Chicago,
is visiting on the coast and traveling with Robinson
calling on distribs. This is the first trip west for Levin
who found the distribs out here very able and doing a good
job. Ed is very enthusiastic about the west coast distrib-
utors.

Every opportunity I get to chase out to the Alllite plant
over on the south side (and that's often) I always find
new innovations and creations. Mention was made of
the fact that a building behind the plant was moved
and foundation laid for a new one within a few days. It seems
now that the new shipping building and storeroom will be
completed within the next few weeks. Many changes
have taken place in the plant itself to increase efficiency
and which is reflected in the increased output.

Dropped around to call on Bill Happey Jr. of Badger.
Bill has sold and delivered quite a number of the new
"Strikes N' Spares" the all automatic bowling game. Bill
is awaiting a large shipment which is due soon and hears
from ops that the game brings terrific returns.

M.S. Bill Wolf off to the north country calling on ops
along the way and visiting with the managers of his San
Francisco, Portland and Seattle offices, Bill must enjoy
the long trip as he uses his new Cadillac to drive up and
back. . . . Jack Guthall still out in the Midwest. Jack
took a trip to Indianapolis for a sales meeting of the
Packard Manufacturing Company. Jack Allison is in
charge of the business in Guthall's absence.

Len Micon of Pacific Coast Distributors has just re-
ceived a nice shipment of the new Genco "Advance Roll"
and delivering them as fast as they come in. Len is
distributing the new Evans' Winterbook and Bangtail in
Southern Cal. . . . Dropped around to see George Oliver
of Capitol Records and heard that the new Capitol re-
cord of Temptation is winge its way to the top of the
hit parade in a phenomenally short time. It's tops
on the west coast for the second week.

S.C.A.M.O.A. has just completed moving its offices and
is all set up to do business in its new location on Pico.
Jay Bullock, Managing Director of the assn, tells me that
the music ops are flocking back in and that the organiza-
tion has many fine plans for the operators' well being
and welfare.

A few of the out of town ops were seen shopping
along coin row this past week, they included: L. H.
Maston, Portersville; W. H. Shorey, San Bernardino;
L. Holloway, San Bernardino; E. S. Trimble, Hunting-
ton Park; L. Smith, Downey; M. Conner, Downey; Jack
Arnold, Barstow; D. D. Brymer, Palos Verdes; S. R.
Hopkins, Banning; W. H. Hulman, Temple City, Harvey
Mourlam, Hanford; Lela Smith, Barstow.

Len Baskfield of E. T. Mape of San Francisco was
visiting in town this past week and spent several days
with Ray Powers local manager of the Mape offices in Los
Angeles. Several important deals are in the making and
may be announced soon.

Solotone Manufacturing Company has finally whipped
some of their parts shortage and production problems
and are now in full swing again and making substantial de-

offer orders of their new selector box and mirror cabinet
. . . Fred Gaunt of General Music has been taking lots of
orders for new equipment which the firm is currently
distributing . . . H. G. Sherry of Commercial Radio Corp-
oration has come up with a terrific new innovation in the
firm's new coin operated radio which includes a two way
inter-communication system, which allows the manager
of a hotel or motel to communicate to any or all occu-
pants of rooms in the establishment. This new idea is
invincible in case of emergency of any kind and can be
a life saver. It could have helped to avoid or reduce some
of the recent hotel fire casualties . . . Charlie Fulcher
of Mills Sales has just received a shipment of the new
Mills Constellation phono and is making rapid deliveries
to ops who have been waiting the longest for this phono.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
The Twin Cities have been getting a little taste of summer weather this past week as the sun has come out and things look a little brighter.

J. Alan Redding of Houston, Minnesota drove into Minneapolis to spend a few days visiting some of the distributors in the Twin Cities; Stan Woznak of the Stanley Music Company, Minneapolis was one of the greatest we've ever read. 

"Stop Clucking! Start Working!" that's the real answer to a great many problems.

Del Veach of V-P Distributing Co. is all hot and bothered about Williams' "All Stars" baseball game. It seems that the boys here suddenly discovered that this machine is unique from more than one standpoint and have been deluging Del with orders instant delivery. "Brother Del tells me just let Harry Williams ship me those 'All Stars' by the carload. I can use 'em" . . . One guy who definitely won the admiration of a great many coinmen is Carl Trippe. Carl is never at ease. Always working and always thinking of new ways and means to make things a lot better than they are. And, believe me men, that's real progress. Carl has been doing a good job and intends to do even a better one as time goes on.

Haven't heard a thing from John LaBban lately. What's John? . . . Andy McCall is one coinman all like to meet with. Andy always has an idea and usually it's a very good one, too. Andy has something up his sleeve, they say he's going to do something very soon . . . Joe Morris is here, there and everywhere these days . . . Frank Murphy must admit that his AMI machines are doing right nice by the ops that bought 'em. Frank says he knows right well that the machine bids looks to some new ideas popping any day from AMI which will make a lot of guys sit up and pay attention.

One of the most impressive jobs I've ever seen in this or any other business is that booklet turned out by National Rug Reclamers on their 600 spools of Rugs on the Roll. This was a tremendous amount of interest in St. Louis as headquaters for the vending machine business. And what better town could the people choose? (Don't ask me— for my answer is most definitely St. Louis, Missouri.)

Haven't been able to get in touch with Ben Axelrod lately. Wonder where Ben is keeping himself? . . . Rush Hughes that noted disc jockey is broadcasting The Cash Box 'Top Ten Tunes' as well as the record polls everyone. . . . Gene Portnoy has made a complete pro gram of The Cash Box polls and plans another very soon . . . Jackie Rosenfeld is plenty hopped up because of Bally's "Ballyhoo" which should bring back plenty of memories to the guys and gals in this town who were in the business 15 years ago. Most of them heard 'What'll we do in 32?' Play Ballyhoo" echo with plenty zest thruout the corridors of the Sherman during the '32 con vention. Because they tell the city council that town for a few days covering some of the important things one of the leading men in this industry had to say.

Many of the boys here are looking forward to seeing "the nation" he says. . . . They believe that Homer E. Cepheart may have something of real value for the automatic phonograph. And, in the meantime, it can be stated that music is getting back to where it will probably be as the weeks go by. There is no doubt that if the boys in the music biz will agree to 75%-25% as have other territories in the nation that they will be walking on very solid ground.

The Twin Cities have been getting a little taste of summer weather this past week as the sun has come out and things look a little brighter.
WANT

WANT — Will buy Hitones. Advise price and price. No Junk! All machines must have complete plastics and parts. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

WANT — Evans Bangtails, 1947 model, Winterbooks, Bally Triple Bells, Bally Deluxe Draw Bells. All machines must be in first class condition. Quote best prices. ARUNDEL AMUSEMENT CO., 418 THIRD ST., EASTPORT, MD.

WANT—Keeney Bonus Super Bells 5-25¢ & 5-10-25¢; Bally Triple Bells; Mutoscope Fan Front & Red Top Diggers; Rock-Ola Playmasters; Orig. Brown Fronts; Chromes and Black Cherry slots. Quote best prices, quantity and condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: ORdway 3070.

WANT — Lite-O-Cards with Spring Bumpers. Will pay $40 ea. MODERN AMUSEMENT CO., 530 URUSEL ST., NEW ORLEANS, LA.

WANT—850 Wurlitzers; Chicago Coin Basketball Champs (used); Wired Music Equipment. State condition and best price. ATLAS MUSIC CO., 891 BANK ST., OTTAWA, ONT., CANADA.

WANT — Will buy any quantity used slot machines, all makes and models. Also, NEW Face Chrome Deluxe Slots 5¢-10¢-25¢ & $1. 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 Waves. AUTOMATIC GAMES CO., 2855 W. FICO BLVD., LOS ANGELES 6, CALIF.

WANT—Personal and Solotone Boxes, new and used. Also Amplifiers. REX NOVELTY CO., 170 SOUTH STATE ST., MILKES-BARRE, PA. Tel: 5-7542.

WANT — Wurl. & Seeb. 30 wire Hideaway Units complete 20’s & 24’s; Wurl. 1015’s, 850’s, 950’s & 750E’s; Seeb. 1-46S, 1-46M, Hi-Tone, Envoy, etc.; R. O. 1422; used Packard Wall Boxes; Packard & Buckey 30-wire Adaptors for Wurl., Seeb., Mills and R. O.; Mills, Jemm. & Pace F. F. Mint Vendors; Post-war Photomatic: Late 5 & 1 Ball F. F. Games; used Evans Ten Strike; used Genco Whizz; Rally Line-A-Line: Metal Typos; Scales, etc.; Converters 110 DC to 110 AC, 110 V. 25 cycle to 110 V 60 cycle; Generators 60 cycle; all types of 25 cycle Motors, 25 cycle Flyer Motors all models. Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD. ST. THOMAS, ONT., CAN.


WANT — Watling and Face Scales: Rotary Claws and Merchandisers: Mutoscope Diggers: Two and Three Way Super Bonus Bells: Victory Derbys and Specials. Will sell or trade for any of the above. Wurlitzer Skee Bells, Four Bells $150. ea. Arcade equipment, etc. WESTERN DISTRIBUTOR: 1256 ELLIOTT AVE. SEATTLE 1, WASH.


WANT — Total Rolls; Genco Playballs; Tally Rolls and Advance Rolls. Phone, wire or write immediately stating price and condition. We do not buy junk. SEIDEL COIN MACHINE SALES, 458 W. 47TH STREET, NEW YORK, N. Y. Tel: Plaza 9-1360.

WANT — Original Mills Black Cherry and Golden Falls; Keeney Bonus Super Bells; Bally Draw Bells; New or Used Phonographs. Spot Cash. For quick sale. get in touch with us. SILENT SALES CO., INC., SILENT SALES BLVD., MINNEAPOLIS 15, MINN.

WANT — Puss-In-Boots Fortune Telling Arcade Machine; Madame Zita Fortune Telling Machine; Grandma Baldorino Fortune Telling Machine. State price and condition. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA.
FOR SALE

FOR SALE - 5 Chicco Goofees (in tip top shape); 8 Evans Ten Strikes; 7 Genco Total Rolls, reconditioned; 3 Hi Score; 4 Roll-A-Score and largest selection of Skew Balls from $35. up. SEIDEL COIN MACHINE SALES, 468 W. 47th ST., NEW YORK, N. Y. Tel: Plaza 9-1580.

FOR SALE - DuGrenier, Roy, National and Unedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Unedapak parts. WANT-WILL buy anything. Send us your list. MACK H. POSTEL, 6/50 NORTH ASHLAND AVE., CHICAGO 26, ILL.

FOR SALE - Keeney Super Bonus 5¢ $3.50.; Draw Bell $250.; High Hands $50.; Club Bells $50.; Hitone Conversions, completely illuminated dose with speaker in top and crystal pickup. Cabinets refinished, looks and operates like new $400. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: S-49-B.

FOR SALE - Minnesota is down. We can furnish you with consoles and payout 1-ball machines at less than Cash Box low price. Let us know what you want. Hi-6 MUSIC CO., 1415 WASHINGTON AVE., S., MINNEAPOLIS 4, MINN. Tel: Atlantic 8587.

FOR SALE - Used Mills Slots: 5¢ Bonus $137.50.; 10¢ Bonus $147.50.; 5¢ Blue Front $97.50.; 5¢ Brown Front $107.50.; 10¢ Gold Chrome Bell $160.; 25¢ Gold Chrome Bell $165.; 25¢ Black Front Special $150.; 5¢ Cherry Bell $107.50. Brand new post-war Jennings Chief Jackpot Bells in all models available for immediate shipment. Write for complete list. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD, MASS. Tel: 4-1100

FOR SALE - Now making delivery of KILROY, Chicago Coin Machine Co.'s new sensational 5 Ball Game; Chicago Coin Machine Co. New Basketball Comp, a real Hit. Our new and latest releases will be STRIKES & SPARES. Delivery soon. BAUIM DIST. CO., 2352 LOCUST ST., ST. LOUIS 3, ...

FOR SALE - 9000 Brand New Records - Approximately $5000. Worth of brand new Phonograph Records - All late numbers - mostly popular Decca, Victor, Columbia and others. The entire stock of a Coin Machine Distributor's Record Dept. Offers an entire lot or substantial quantities solicited. Write or wire for complete inventory list showing Titles, Quantities, etc. SILENT SALES SYSTEM, 636 D ST., N.W., WASHINGTON 4, D.C. Tel: District 0500


FOR SALE - 1 Keeney 3-Way Bonus Superbells, excellent condition $900.; 4 Atomic Bombers, like new $275.; 2 Jack Rabbits $250.; Genco "Whizz" $75.; Amusematic Lite League $115.; Ace Bomber (Mutoscope) $115. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel. 6-1994

FOR SALE - 10 Panorams, clean, perfect condition mechanically, excellent outward appearances. These Panoramas were used in our own Arcade $199.50 ea. 1/3 deposit with order, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE - Total Rolls $195. ea.; 25¢ Brown Front $99.50; Bally Club Bells $98.50; Keeney 2-way 5-6¢ $145.; Skylark FP & PO $49.50. 1/3 deposit bal. C.O.D. Write for our reduced prices on large stock of used pingames. M. A. POLLARD CO., 725 LARKIN ST., SAN FRAN- CISCO 9, CALIF.


FOR SALE — A.W.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.

FOR SALE — 5 Jennings Silver Moon Totalizer Free Play, perfect condition $35. ea.; Bally High Hand, perfect $59.50; Gottlieb Grippers, like new $25. ea.; Mills Black Cherrys Originals, like new 5/5 payout 5¢-10¢-25¢ $150. ea. RUGINIS NOVELTY CO., 320 SEVENTH ST., MOUNT CARMEL, PA.

FOR SALE — The Best Mills Blue Fronts in the South. Any denomination. Ready for location. Refinished in Crackle Finish Based on Paints. Also Mills Bells Refinished and Overhauled for $30.; parts are extra. Sixteen years experience. Send one in by Express. Work guaranteed. MILTON BRAUN, RT. 3, BOX 426, FERGUSON AVE., SAVANAH, GA. Tel: 3-5452

FOR SALE—2 Wurlitzer 600, very clean $325. ea.; 1 Packard Hideaway A-1 $300.; 1 Packard #1000 Spangled; 30 Packard Wall Re-Scores (late), 1 Evans Winterbook Hangtails, floor sample, 2 A.B.T. Challengers (late). Write. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANS- VILLE 10, IND. Tel: 3-4508.


FOR SALE—Standard Scale Metal Typer 10¢ Chute, used 2 weeks $375. 4M checks 58. per M; Massengill Pool Table, perfect 5¢ or 10¢ chute $250. 5¢ Deval Marvels $22.50; Rock-Ola, Wurlitzer D.C. Motors $15 ea.; 60 D.C. to 110C. Converter $20. PORTER MUSIC CO., P.O. BOX 6037, W. ASHEVILLE, N. C.

FOR SALE—New American Scales; RCA Coin Operated Radios; 5¢, 10¢ San Nap Machines; Solotone Music; Schermer Postage Machines. Write for literature. Make offer for large selection of all types used Arcade equipment, Phonographs, Pinballs and Scales. Must sell. UNIVERSAL DISTRIBUTING CO., 210 NO. EMING AVE., ST. LOUIS 3, MO.

FOR SALE—Sea Coin—Sea Coin—Sea Coin. Costs only $7.65 per unit. Have you heard of the amazing new esculator makers kit that fits on all Mills Escalators? Solve your escalator troubles—no more jamming, shilling. Sea Coin is easy to install—fits all denominations. Special: Send in your escalators and we will convert them for you at no extra cost. Money back if not satisfied. SEATTLE COIN MACHINE CO., 3225-27 WESTERN AVE., SEATTLE 99, WASH.

FOR SALE—I have for sale 80—1946 & 1947 Vest Pockets. Some have not been used. Would trade for Mills Blue Fronts, Brown Fronts or Chromes. FREE-DELL’S NOVELTY, 8106 GOLIAD AVE., DALLAS 14, TEXAS.

FOR SALE—10 Wurlitzer Skeeball Machines. All in good condition. No reasonable offer refused. Need room. Also have parts for sale. SKILL AMUSEMENT CO., 1846 E. 23, CLEVELAND 14, O. Tel: Cherry 6425

FOR SALE—$50. ea.: Arizona’s, Brasils, Lauras, Grand Canyons, Streamliners, Oklahoma’s, Stage Door Canteens, Frisco. Kilroys, brand new in original cases $225 ea. EASTERN SALES CO. 1824 EAST MAIN ST., ROCHESTER 9, N. Y. Tel: Culver 2719

FOR SALE—10 American Scales, used two weeks, like new $139.50. 1/3 Deposit. SOUTHERN VENDING MACHINE CO., 528 CRAIGHEAD ST., DANVILLE, VA.

FOR SALE—Rubble Ball Gum. 165 to 170 count. Minimum order 25 pounds. Price 60¢ per pound. INTERSTATE MERCHANDISING CO., 1196 COMMONWEALTH AVE., BOSTON 34, MASS.

FOR SALE—Club Trophy $40.; ’41 Derby $57.50; Fimlico $84.50; Sport Special $39.50; Record Time, less motor $24.50. N. J. STEINKE CO., 18 EAST TUPPER ST., BUFFALO 3, N. Y. Tel: Cl 0065


FOR SALE—You name it—we’ve got it. Any kind of coin operated phonograph. All machines in good condition and guaranteed. Write, wire or phone for prices. BRILLIANT MUSIC CO., 4806 CASS AVE., DETROIT 1, MICH. Tel: Temple 1-7485


FOR SALE—12 Pinball Games, in excellent condition. Reasonable. Also 10,000 used records. X-CEL NOVELTY CO., 5240 N. 11th ST., PHILA., PA. Tel: MI 4-2824

FOR SALE—Vending machines for bubble gum. Brand new, only $15. ea.; Coin Radios with National Slug receivers starting at $49.50. First With The Latest. INLAND AMUSEMENT CO., 1047 W. THIRD ST., SAN BERNARDINO, CALIF.

FOR SALE—One-Coin Machine Route. Over three hundred pieces of equipment can be bought. 1/10 Down Payment to Right Party. Phone Collect. AUSTIN MUSIC CO., HOPKINSVILLE, KY. Tel: 57

FOR SALE—1 to 100 New 1¢ A.B.T. Challengers 1947 model (write): 1 to 50 New Marvel Mfg. 1¢ Pop Up $35.50 ea. The best two penny machines made. Orders shipped some day received. 1/3 deposit with order, balance C.O.D. STATE DISTRIBUTING CO., 512 W. 6th ST., AUSTIN, TEXAS.

FOR SALE—100 each Wurlitzer and Seeberg 30 wire Boxes $2. ea., all O.K.; 50 Rockola five wire boxes $10 ea., HAL L. MARSH, BRATTLEBORO, VT.

FOR SALE—5. Like new, Keeney Big Parlay one ball machines (write). Territory closed. 1/3 deposit, balance C.O.D. AUSTIN AMUSEMENT CO., 510 W. 6th ST., AUSTIN, TEXAS.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
FOR SALE - Genco Total Rolls $240. Delivered anywhere in the U. S. A. Free. Also Club Trophy $25.; Jumbo Parade F. F. $25.; Keeney Super Bell 5c & 25c $75.; Scientific Location Pokerino. Write, wire. LYN BROWN CO., 1351 W. WASHINGTON BLVD., LOS ANGELES, CALIF.

FOR SALE - Playboy; Lucky Star; Lighting; Carousel; Honey. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel: Pop. 3299


FOR SALE-25 new Bally Double Barrel 5 ball f.p. game in original crates $99.50 ea., in lots of 5 $95. ea., 10 new Bally Draw Bell red buttons in original crates $375. ea. Terms: 1/3 deposit, balance C.O.D. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 8, PA. Tel.: Market 7-4641

FOR Sale - Factory rebuilt Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished like new. $103. 1/3 dep. cal. C.O.D. Also 1 brand new Bally Big League in original carton $205.; 1 slightly used Surf Queen $150.; 2 used Flat Tops $125. ea. W. E. KEENLEY MFG. CO., 7729 CONSTANCY AVE. CHICAGO, ILL.


FOR SALE - 2 Longacres $160.50. ea.; 2 Piniclos $134.50. ea.; 1 Whirlaway $89.50; 8 Sport Specials $39.50 ea.; 1 Sport Event $99.50; 4 Record Tim; $74.50 ea.; 1 Dark Horse $89.50.; 1 Club Trophy $125.; 7 Blue Gras $84.50. ea. Total for $2500. F. O. B. plus crating charges. GREGG NOVELTY CO., 100 N. GREEN ST., LONGVIEW, TEXAS.

FOR SALE - Ten Keeney Three Way Bonus Bells, like brand new $1100. ea.; Ten Evans Bangtalls 1947 Models, used ten days $450. ea. SPEER COIN MACHINE SERVICE, 418 THIRD ST., SANTA ROSA, CALIF. Tel.: Third 2525.

FOR SALE-Attention Arcade Owners! Slightly used, and floor model Atomic Bombers, almost like new $2975.; also 1 Mills Panoram in excellent condition and thoroughly reconditioned. Will sacrifice at $225. To use phonographs, beautifully reconditioned, we have what you want. Write and let us know what you need. Seeburg Phonograph Distributors. AUTOMATIC EQUIPMENT CO., INC., 919-921 N. BROAD ST., PHILA. 23, PA.


FOR SALE-Act Now-All machines clean and in excellent condition - Used Evans Bangtalls 7 coin F.P.-P.O. J. P., Keeney 5¢ Super Bell Comb., Keeney 25¢ Super Bell Comb., 5¢ Bonus Bell, 5¢ Draw Bell, Jumbo Parade 5¢ comb., Jumbo Parades 5¢ comb. F.P., Hi-Hand 5c comb., Total Rolls, Victory Specials, Longacres, Pimlico, Club Trophys, '41 Derby, Dark Horses, Five Balls: '41 Majors, South Paw, Exhibit Stars, 4 Roses, All American, Make an offer for any part or all of our machines. All machines machine and ready to ship. 1/3 deposit with all orders, balance C.O.D. ART WEISS CO., 1130 W. COLORADO BLVD., ARCADIA, CALIF. Tel.: Atwater 73511.

FOR SALE- Slightly used Bally Victoria Derbies $199.50; Jockey Clubs, Surf Kings, refurbished, chrome rails $110.; Mills Three Bells $250.; Four Bells, L. H. $200. Write for lowest quantity prices on new A.B.T. Targets, Super block, a new bowling game. Make your needs our problem. SILENT SALES CO., SILENT SALES BLDG., 200-203 - 11TH AVE. SO., MINNEAPOLIS, MINN.

FOR SALE- Write in and ask for our illustrated "Newsette"; Seeburg Cadet $169.50; Rock-Ola Deluxe $229.50; Seeburg Vogue, repainted $215.50; Wurlitzer 216 $99.50; All Feature $115.; Jare Rabbit $345.; Automatic Batting Practice $94.50. NATIONAL NOVELTY CO., 183 E. MERRICK ROAD, MERRICK, L.I., NEW YORK.


FOR SALE-New: Shermar stamp machines Model A-1 & 5¢ combination $24.; Model 45-Roll Stamps $28.; 2 Super Bells 5¢ Free Play and Payout $67.50; Silver Moon F.P. $47.50; Slots - bottom prices. WRITE. REX NOVELTY CO., 170 SOUTH STATE ST., WILKES-BARRE, PA. Tel. 3-7542.

FOR SALE-We pay the freight - completely overhauled - Guaranteed: Big League $89.50; Blue Grass $59.50; Club Trophy $72.50; Longacres $139.50; Midget Racer $94.50; Fiesta $127.50; Flat Top $44.50; Rio $167.50; Smarty $147.50; Spellbound $109.50; Stage Door Canteen $74.50; California $174.50; My Fair Lady $195.50; Empire $129.50; Double Barrel (new) $150.50; Kilroy $174.50; Super Score $124.50. COIN MACHINE SALES CO., 3804 TRAVIS ST., HOUSTON 6, TEXAS.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE—Arcade Equipment: 1 Wurlitzer Skee Ball (14 ft.) $175.; 1 Genco Skill Roll (9 ft.) $150.; 1 Super Roll (like new) $500.; 1 Rapid Fire $75.; 5 Ten Strike $50.; Rol-A-Score (used), New Sportsman (write); Advance Rolls (immediate delivery) $499.50; Williams "All Star" (write): 2 All Star Hockey games $100. Pingames: 1 Cadillac $25.; 1 Big Chief $32.; 1 Chevrolet $25.; 1 Flicker $30.; 1 Hi Dive $40.; 1 Blonddle $22.; 1 Zombie $40.; 1 Captain Kidd $30.; 1 Show Boat $40.; 1 Duplex $40.; 1 Leader $29.80; 1 Stratoliner $45.; 1 Jungle $50.; 1 Mon- tecello $4; 1 Lone Star $45.; 1 Idaho $125.; new Double Barroll (write); new Bally Rocket (used 1 wk.) write; Genco Total Roll (just like new) $225.; Lightning (used 1 wk.) $225.; Williams Cyclone (write). One Balls. 1 Keeney Big Parlay, new (write); 1 Frenkness (used) $35.; 1 Facemaker (used) $35. Bells: new Black Cherrys, new Jennings, Mills Safe Stands, new or used, Chicago Metal Safes (new) (write). Consoles: 3 Mills 4 Bells, very clean $150.; 2 Keeney's 5 Super Bonus Bells, 2 Keeney's 5c & 25c Super Bonus Bells (write); 15 Jumbo Parade P.O. $50.; 4 – 1946 Bakers Racers, like new and 2 Jennings Challengers (write). Music: 2 Wurlitzer 616 lite-up $100.; 1 Wurlitzer Twin 12 steel cab. with Seeuberg Steppers $150.; 10 Seeburg 5g Wall-O-Matic Wireless $225.50; new Packard Bar Brackets $4.; 10 Speak Organs P M Speakers $10.; 3 Bucley Wall Boxes $10.; 1 Wurlitzer 61 $100.; 1 Rock-Ola Deluxe (1393) $225.; 1 – 24 record Wurlitzer (Victory Model E) $145.; 1 AM Singing Towers $160.; Mills Throne $135. MONROE COIN MACHINE DISTRIBUTORS, INC., 2232 CHESTER AVE., CLEVELAND 14, OHIO. Tel.: Superior 4600.

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). GILLIS AMUSEMENT CO., 733 MAIN ST., OSAGE, IOWA.

FOR SALE – 10 Spellbound $125.; Stage Door Canteen $100.; 25 Superliner $125.; Big League $100.; Midget Racer $100.; Surf Queen $100.; Big Hit $80.; Fast Ball $125.; Double Barrel, brand new in crates $10.; Big Parlay, brand new (write). SOUTHERN AMUSEMENT CO., 628 MADISON AVE., MEMPHIS 7, TENN.

FOR SALE – Wurlitzer model 100 wall boxes for use with 30 wire. We have 5,000 to sell at $5.00 each. The Best Buy in our 27 years in the Industry. IRISH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON, D. C.

FOR SALE – 4 Standard Face's Races 5c; 2 Daily Double Face's Races 5c; 2 Bally Club Balls 5c; 4 Keeney 5c Super Bells. SALT CITY AMUSEMENT CO., 11 EAST 13TH, HUTCHINSON, KANSAS.

FOR SALE – $25.00 and up Mills, Jennings, Wurlitzer Slots in 5-10-25c A-1 operating condition; 5 Ball Free Plays; 1-ball P. O. games Mills Panorama $325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel.: Mitchell 3254.

FOR SALE – Music Route, 86 locations in one of the best towns in Idaho. Route well consolidated. Can be handled on down payment, twelve months on balance. For information, write KETCHERSID DISTRIBUTING CO., 1515 N. 13TH ST., BOISE, IDAHO

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

FOR SALE – Complete line of Mills new Black Cherry slots, Buckley's new Track Odds, rebuilt Black Cherry and Golden Falls machines in 5c, 10¢ & 25¢ denominations. We are in a position to fill all your slot machine requirements. Immediate delivery on Black Cherry or Golden Falls complete Case & Casting assemblies. Contact us for highest quality merchandise at standard prices. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1312.

FOR SALE – Rock-Ola Commandos – Six Commandos in first rate shape with all plastics intact. $200. each. Also one Counter Model #1 Wurlitzer $65. VEMCO MUSIC CO., 213 FRANKLIN ST., FAYETTEVILLE, N. C.


FOR SALE – Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcades. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2735-1/2 CINCINNATI ST., LOS ANGELES 63, CALIF.

FOR SALE – The most complete stock of Arcade Equipment, Cards and Supplies in the United States. write for list. MIKE MUNYES, 510 W. 34TH ST., NEW YORK CITY.

FOR SALE – 2 – 5¢ Red Arrow Faces Racers; 1 – 5¢ Brown; 1 – 25¢ Red Arrow; 2 pre-war Evans Ten Strike; 1 post-war, good condition. Make an offer. PRESTELL AMUSEMENT CO., 911 WEST FRUIT AVE., ALBUQUERQUE, N. MEX.

FOR SALE – New Packard 1000 "Out Of This World" Revolving Speakers and all other models; Adaptors for Twin 12 Wurlitzer; new and used Pla-Mor Boxes; 5000 ft. 30 wire Cable; Special Pedestals to mount Pla-Mor and other boxes on the Dance Floor and many other places; new or used, any plunger box. Write for sample set $1. COLEMAN NOVELTY CO., 1005 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1323

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

www.americanradiohistory.com

FOR SALE - 2nd Brand New Champion Hockey in original crates $60. ea.; one used Champion Hockey, good condition $50.; one Faces Red Arrow $75.; one Rollette, Jr., 140. H. M. BRABSON DISTRIBUTING Co., 516 S. 2nd St., LOUISVILLE 2, KY. Tel: Walbash 1501

FOR SALE - Wurlitzer Model 500 $135.; Seeburg Envoy $200.; Model 700 $300.; Model 750 $325.; Watling 5¢ Rol-A-Top $40. WANT - Jumbl Paradox Payout. BELMONT VENDING Co., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: Bridgeport 750

FOR SALE - Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & Co., 94 TENTH AVE., NEW YORK CITY, N. Y. Tel: BRYANT 9-0817

FOR SALE - We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble Free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT Co., 1055 S. FLORIDA AVE., LAKELAND, FLA.

FOR SALE - We have about 50 WS-ZZ Seeburg Wall-O-Matics and are offering them at a special price of $24.50 each. The covers are not broken and every one has a$075 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY Co., SOPERT, GA. Tel: 33

FOR SALE - 5 Victory Derbys F.P.-P.C. comb.; 5 Victory Specials. These machines are in A-1 condition. Make offer for all ten machines. Phone or Write to Mr. Stearns, VALLEY AMUSEMENT Co., 414 - 2nd St., MARYSVILLE, CALIF.

PARTS AND SUPPLIES

FOR SALE - Sea Coin - Sea Coin - Sea Coin. Costs only $7.85 per unit. Have you heard of the amazing new escalator conversion kit that fits on all Mills Escalators? Solve your escalator troubles - no more jamming, shingling. Sea Coin is easy to install - fits all denominations. Special price here for Sea Coin escalator and we will convert them for you at no extra cost. Money back if not satisfied. SEATTLE COIN MACHINE Co., 3225-27 WESTERN AVE., SEATTLE 99, WASH.

FOR SALE-Westinghouse Mazda Lumilines, 24 to carton: Big Lamps 7½ to 75 Watt; Approved Plug Fuses 3 & 6 amp. (100 to pack) 5¢ ea.; Glass Fuses (Auto Type) (little Fuse or Buss) (100 to pack) 1-2-3 amp. 5¢ ea. ½ amp. 4¢ ea.; Rubber double action male plugs 5¢½ ea.; G.E. Mazda small bulbs number 51, 55, 63, 44, 45, 47 and 50. For best results use G.E. Mazda only. G.E. Mazda 1489 Gun Bulbs 45¢ ea. (Tops All). ARCADE BULB Co., 56 W. 25th ST., N.Y. 10, N. Y. Tel: Watkins 9-7490.

FOR SALE - At the Coin Machine Show. The Tubular Coin Wrapper that has been accepted by the operators. STEEL STRONG. It's self opening and the seams will not split open; now delivered to the coin machine trade. Send for sample quantity prices. ST. LOUIS NOVELTY Co., 2718 GREER AVE., ST. LOUIS 18, MO.

FOR SALE-Wholesale Radio Parts: Alliance Phone Motor $3.85; Automatic phone pickup with L-72 cartridge, Regular $4.50 net for $2.95; Motor & Pickup together $5.95; Record Changer, No Gears! No Belts! Fool-proof! Guaranteed Perfect! $23.45; 15 watt Amplifier, complete with speaker & cabinet $52.95; 35 watt Amplifier with record changer $105.95. See our ad in previous June issues of Cash Box. BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE - New 30 Wire Alpha Cable $250. Spool 1000 ft.; Maple Skeeballs 3-1/8" 52¢ ea., $50. per 100; 2-5/4" 48¢ ea., $46. per 100; 2-1/2" 48¢ ea., $46. per 100: 2-1/4" 45¢ ea., $43. per 100. Largest parts supplier in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PA.

MISCELLANEOUS

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