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

NAME

FIRM

ADDRESS

CITY STATE
Independence Day

By Bill Gersh

Just a few days ago, in fact, only three days before the dawn of this new “Independence Day,” the Cash Box, in turn, asks this industry (as it has urged time and again during the past five years) that the operators of this nation declare this Independence Day of 1947 — their independence, too. This is the year when all who are operating machines would immediately face a far more equitable commission basis.

The answer is so simple that it actually amazes a great many outside businessmen to learn that the members of this industry have not adopted the solution to the majority of their problems. Were the solution so intricate, so difficult, so complex, that it would involve a myriad of trying and puzzling circumstances, many would not be blamed for staying away from it. But they have not, for, as a matter of fact, the answer is simple and direct and, today, well understood by the location owner, himself, or, better, the solution, which is the adoption of a new and better and more equitable commission basis for the operator, an easier and simpler task.

To the “men in black” column who have left out (especially in the large urban centers) to television, The Cash Box asks whether these storekeepers even asked the advice of these operators regarding the installation of these high priced units? The answer is most definitely and vociferously “No.”

The location owner did not ask the Juke box operator whether he should, or should not, buy a television set. He just went right out and paid anywhere from $600 to about $1,500 for such a set.

He knows, just as well as the music machine operator does, that, in the long run, this is only a novelty. He also realizes that just as when radio entered into the open public market and he was the first to be high pressured into buying a radio and then persuaded into the first television sets. All in this Industry know that one television manufacturer has admitted, that the majority of the buyers of these “commercial” spots. These are the taverns, restaurants, etc. Naturally, with large numbers of peoples seeing television in these places, they will have the desire to purchase one for their own homes. And, the result will be just as in the early days of the radio-phono combination — the homes will wind up with the majority of the sets.

What happens while the new and comparatively novel television set in the city of New York where roll down and bowling games have once again started into operation. It is a known fact in this city that storekeepers have been phoning around to get one of the roll down games for their spots and yet here, too, the ops are making the mistake of offering 50% when they could very easily obtain 75% from the gross intake of the machine to insure themselves a quicker amortization of this higher cost equipment as well as a greater certainty for profits.

The cause for the temporary paralysis in the automatic music industry is nothing more than the fact the operators are not earning what they should to take care of the payments, the overhead and the profits they require. The fact is that there is more money entering into the music machines of the nation, because the American public has absolutely gone for music in the biggest way in its history, than ever before. But, the higher cost of equipment, the tremendously increased cost of supplies and labor and other overhead expenses is eating up the extra few dollars of collections and, therefore, the operator is right back where he started. But, were he obtaining at least 75% of the gross collection he would be able to show a decent profit on his investment, would be in a financial position to invest in more new equipment, would also look forward to even better boom times ahead — because all American business admits that, as soon as this adjustment era is over, we are entering into one of the greatest booms in all history.

This, therefore, is the time for America’s column to declare their own “Independence Day”. They can’t wait any longer. They must arrange to place each and everyone of their locations on a more equitable commission arrangement, whether it is 75%-25% or whether it is $10 per week front money, or whatever other method is best suited to their territories. They must do it, and do it now. This will cure the paralysis now in effect in the music machine business. It will help the amusement machine field before that division also feels this creeping paralysis of poor commission judgment. And many amusement game distributors are already complaining that they are spending their time collecting, instead of selling.

This is the time for the entire operating division of this industry to declare its independence and to follow The Cash Box suggestion of five years standing by arranging for a more equitable commission basis which will insure the operators remaining in a truly profitable and successful business.

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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NEW YORK—The price situation be-
comes ever more puzzling with each
week. We put this week a little bit of the
belief that the higher prices are
helping, but hurting, the "professional"
operators. They claim that higher prices
keep out the newcomer and also hold
back the storekeeper from buying his
own machine.
On the other hand there are a great
many operators who are working against
this theory. They believe that the pro-
nessional operator does not have to
worry about losing his spots to new-
comers, nor does he worry too much
about the location he is buying his own
machine. They believe, instead, that the
location is so good that the owner feels
he could afford his own machine, price
will not deter him from purchasing it.
They also state that the high prices of
present machines are holding back
growth, as well as killing off all chance
for profits. These men point to operations
where it is a known fact, so they claim, that
the new machines will not be amortized
even over a three year period. This, they
say, is because of a depreciation of 20%
per cent per annum in their favor and
helps them to overcome much of the
price. These men, however, are not, in the
long run, of value to the operator. They explain
that the operator must have prices at a point
where he can be assured of amortization
within twelve to eighteen months.
There are some ops who even state that,
if they are given machines on a com-
mission basis it is of little value to
them. One of these men said, "Yes, I've
been given a machine on commission
and I don't have to make my first
payment for a period of three months.
But, what good is that to me in the long
run? Especially when I find that I will
do not have for months and months just
to amortize the machine, before I can
draw a penny for myself. There is no
profit in operating equipment at such a
price. The competition I have can buy a
new machine and take our share of the
market. This is a fact that they do not
admit. Of course, we will have to pay
for the new machine, but when the
new machines have to be paid for in
three months for the first payment?"
Operators have voiced their sentiments
in the opposite direction. They feel that
good operating ability will allow them to
"pay off" the machines they purchase.
They also feel that they can make their
way if the same prices exist. For they
claim, this eliminates a lot of compe-
tition from coming in against them who
will offer anywhere from 60% to 75%
to the storekeepers in an effort to
grow their business.
One operator was very adamant in his
charge. "Get machine prices down low
again and you'll have every Tom, Dick
and Harry coming into the business as
fast as they can. It all has to lead to the
result that no one will earn any money.
They will work hard and will have the
impression that operating will never
be profitable. I would like to see more profit,
because the boys who are operating in my
territory all toil away, and are working
together, even the they are competitors.
But, throw new men in against us, and
have to go along with all the commis-
sion prices being slashed even worse than they
are now. But, all of that is the whole back where
we started once again."
One noted New York operator had this
to state, "Here we are opening again on
roll down and bowling games with the
location owners plenty hungry to get a
machine in their place to help them pay
their rent. What happens? The oper-
ators are going in and immediately offer-
ing 50c per cent commission without even
thinking what they are up against from the
standpoint of $500 games. This isn't
day of the $1.50 pin game. We're
away up in the $260 to $300 class now
and we've got to more from our
operations to insure ourselves remain
in business on a profitable basis. No
operator in New York should ask for less
than 50c per cent commission on ammu-
nation machines. The cost of the equipment
does not allow him to be any less. But, they're
back again on 50c-50% and the greatest
majority of them are sure to fall by the
wayside as the first flush weeks pass and
the play get back to normal."
In short, there is no great hullabaloo
against the highest priced equipment. The
real fact is that the operators, everyone
of them, realize that the problem today
is to get a more equitable share of the
collections. Every music operator real-
izes that when he gets 20c per cent of the
gross intake from his machine today that
he is not obtaining an equitable share.
He is not the 50-50 partner of the
location owner. The location has little
or no expense in the operation of the
machine while he has all in addition to his
labor and other overhead expense, so that
when he gets his money from the 50,50
split he is absolutely not getting an equal
split of 50% of the gross. This is
50c or even more, in some cases, from
the games. As a result, he is not able to
pay his expenses and where the storekeeper
gets 50c he gets less than 20% of the
actual gross taken.
The best example of this is what one
noted music operator stated. "There is
no argument against price. In fact, these
are okay as far as I'm concerned. The
road problem is the same as you have
mentioned and again in The Cash Box.\nThat is the problem of arranging for a
better share of the gross collections from
the location owners. The present system
exists on 50%/50% commission arrangements.
Yes, but you state, there are 1% or 2% of
the location owners that are this is alright.
But, from the tremendous majority, from the
average owner you won't get more money.
'Ve gone ahead on my own in some
spots and tho' I've lost a few to compe-
titors who can offer 50c and 50% I'm
not going ahead. I don't want losing loca-
tions in the business. I can't buy new
machines, even though I would like to, just
to lose mor money ." The distributors
and manufacturers should work with us in this case. They
should help to convince everyone of the
operators that they must get at least
$10 per week for every operator a
75%-25% commission basis if they want to
remain in this business. It will help
the distributors and it will help the
manufacturers, for most operators like
myself, would then be in a position to
buy more new equipment
directly. I say, too, that the fact that
the vending machine operators are
against the higher prices of cigarette
vendors and other machines. They
believe that this will give them the field
to themselves. They also believe that
the higher prices are helping them to
together into a more solid body to pro-
tect themselves from encroachment on
their territories by newcomers who don't
understand the needs of the operators.
One of these men reports, "We don't
mind new blood coming into our terri-
ory if these men will listen to the older
and more experienced operators and work

KEY: Reprinted from July 7, 1947 issue of The Cash Box, O.P.S. MANUFACTURERS' DIVIDED ON NEW HIGH PRICES

Some State Higher Prices Protect Professional Ops, Keep Newcomers and Location Owners From Entering Biz. Others Claim Present High Prices Forestall Growth and Profits. All Admit Need for Better Share of Take.

"The Cash Box" IS THE OPERATOR'S MAGAZINE IS NOT SOLD ON NEWSSTANDS.

NEW YORK — The pinball boom is going on ahead regardless of the heat of the season. Contributing to the belief, that with the entrance of many of the major manufacturers concentrating on pin game production that the boom would or more, slacken.

It has been noted, in correspondence has been received by The Cash Box from many urban and rural centers of the nation, that more and more coinmen, who formerly specialized exclusively in vending machines, in service equipment or in automatic music, are now adding pinballs to their routes whenever possible.

This isn't just a sectional situation— it is nationwide. The average operator is returning pinballs to his route for he is of the belief that they can help him to amortize his other equipment and, at the same time, show him the way to greater profits.

One noted music op stated, “There is nothing like the pin games to help clear off the big overhead we are enduring at this time and help to amortize the cost of our regular equipment.

“For example”, he continued, “our men are going into the same locations to service the music equipment we have there. Why not then, we figured, can’t they also service the pin games, if we get an okay to operate them? The overhead remains the same as far as we are concerned. Our collectors like it for it gives them an opportunity to better their commission. And, generally speaking”, he concluded, “we are all ahead, for with two good units working in the same spot, we are capturing better collections and thereby assuring ourselves more certain profits.”

This is, more or less, the reasoning of men in vending machine and service equipment operations. They, too, continually seek ways and means to clear their overhead by the use of additional equipment in the same locations and also pool the earnings to amortize whatever equipment they may have. It is this sort of reasoning which has helped tremendously to boom the pin game market to the top of the sales hoop.

The further and basically logical facts are that pinballs are earning better profits than at any former time in their history, regardless of their higher cost. The national average is far up and above what it was even prior to the war. Furthermore, the pinballs are in demand by machine everywhere in the nation. Location after location has admitted that “pin games are paying our rent, and then some.” This is extremely important to every operator for the location owner (who usually speaks for the public) is enthused over the equipment and helps to stimulate play.

Another thing, by the manufacturer returning to more simplified games (since the last convention) they have once again appealed to all classes of peoples. They have made the game easy to understand, easy to play and really entertaining and relatively inexpensive. This has helped operators tremendously. It has made it so much easier for them to obtain the support of the players and the storekeepers.

Many of the leading distributors of pinballs throughout the nation took it upon themselves to lower costs in their areas. This did by accepting trade-ins of the very old machines at good prices and, in most cases, breaking them up, so that there is now in existence in their territories only the finest new equipment, with only the later type used machines scattered here and there in secondary locations.

At the same time, after purchase of the first new unit, regardless of its cost, the operator has found that the trade-in value of the machine stood up longer and better than ever before. In some cases, operators have reported, they have been able to obtain a higher trade-in value after a four months run, proportionately, than they formerly did on the lower priced, pre-war pin games.

Using this, then, as a basis, the operator has obtained his second machine purchasing cheaper than the first. He has found that the trade-in brought him additional profit to his operational profits. Because of this, and because of the continued downward trend in price, which the distributors themselves act, the operator has found it extremely profitable to continue on ahead with the purchase of new pin games.

This has stirred many coinmen to open territories here and there throughout the nation.

This, too, has helped to bring more machines to market. And, with the manufacturers maintaining a more or less even schedule of production, so that the trade-in valuations would remain at a higher level, the trade has adopted the pinball again as its ace purchasing equipment. Pin games are today outselling all other equipment on the market by a very wide margin.

In the meantime the manufacturers are harassed by many production problems. They are having their troubles obtaining sufficient cabinets, and what cabinets they are getting, are at extremely high prices. They are having trouble obtaining many component units, but this has helped, rather than hurt, the entire pinball field, for it has allowed this field to go getting at a slower and more conservative pace, and has helped each one of the machines produced worthy more in actual value as well as in trade-in values.

There is a belief current that sooner than expected materials will sufficiently loosen up to allow for high speed production once again. But, in speaking with many leading manufacturers of pinballs (and there are now eight major manufacturers producing pin games) there is no tendency on their part to upset this even schedule of production which they have adopted and which has helped their distributors, in turn helping the jobbers and the operators.

The conclusion to this pin ball boom is probably best expressed by an operator who wrote The Cash Box the following: “Thank goodness for the pin games. They are saving my present operation. With the take down on my other equipment and since I have added pin games to my route like I used to have before the war, I’m once again seeing myself in the black. For a few months there I got pretty deep in the red. But then decided that I had to do something to save my self and my business and made up my mind that pinballs were the answer. They are. Once again I say, thank goodness for the pin games.”

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE

IT IS NOT SOLD ON NEWSSTANDS.

NEW YORK—Music merchants through the nation now again installed the importance of acquiring used music equipment at prices never before seen since long before the last war. The drop in prices of used equipment is attributed, at least in part, to the many fine dealers who have been offered throughout the nation to encourage music merchants to buy used and worn out machines with the latest automatic music.

The many state that the automatic music field is now "paralyzed" there are others who believe that this is only a momentary "breather", due to the rush for new machines immediately after the war and the fact that this "rush buying" continued without halt.

The majority opinion is that this "breather" was bound to come along, and the music merchants of their own accord, would be forced to slow down and take stock of what purchases they had made, what overhead they had added onto their businesses, and, once that was more or less determined, would continue their buying on a more even level from therefrom.

The better-skilled rush for equipment has slowed down. Many have taken stock. Others are welding their routes closer together in an attempt to lower their overhead expense. This past month of June, many noted phonet leaders claim, was very slow, because music merchants suddenly halted from their fast buying spurge.

As fast as the national average is concerned, there has been a drop in some spots, especially in some of the larger cities where television has been high-pressured into taverns and stores of all types. But, it is generally believed, this will wear off of its own accord. In general, tho, the average has held to an even keel.

Regarding the dent television made in collections in some centers, this story is typical. One leading hotel in New York, where four television sets were featured above its famed circular bar, has removed these sets, and once again installed the former instrumental quartet. This hotel was among the very first to bring in television. Its return to the music the patrons demand, is a sign of what will, and is beginning to other leading taverns and restaurants.

But the most important at this time is the grand opportunity facing the trade to purchase automatic music equipment at a much lower figure than ever before in the history of this business. Music ops who cried about bargains for secondary locations, certainly should take advantage of this present situation. Others, who need new machines to overcome competition and to win greater favor with their locations, as well as with the public who patronize those locations, should now purchase new machines. The deals which are being made are extremely attractive.

One noted music operator wrote The Cash Box just this past week, "I have been fighting for years to get the music merchants to see the need for a better commission basis. They never felt this as much as they do now. I was surprised to find some of my competitors suddenly enter my place and suggest that we come to some decision in this regard. I must sincerely compliment you and The Cash Box on the fact that each one of them carried articles which they had ripped from your pages to prove to me why we should do this. When they learned of my new policy, they were astounded, to get 75% — they were surprised.

Every music colimn in the nation agrees with The Cash Box that the real answer to awakening this division of the industry from its momentary paralysis is a better commission basis. As the operator sees more money coming in, he can then purchase more new machines and this stimulates the entire field. The only reason which the average music merchant has ever given The Cash Box for not instantly adopting a better commission basis as urged by this publication is, "the others in my territory won't do it."

And this, The Cash Box believes, is the most shame reply it has ever yet heard from businessmen who admit the need is so terribly vital for them to obtain more money from each collection they make.

To those music merchants The Cash Box has only the following to state: 1) that they did not ask their present competitors whether they, too, could enter into the business of operating automatic music equipment. They went right ahead, set up a route, and did business, and 2) they realize that the product is worth more than anything else there is that can contain a more equitable share from their total gross collections or remain stagnant, and remaining stagnant for any period of time. Mean losing money. Lots of it. Therefore, because the other man wants to commit suicide (business suicide) is no reason for the sensible operator to do so, and 3) since the average tavern owner did not ask those big city operators whether they liked the idea of his purchasing a terminal (which has definitely not increased his actual money intake but has, instead, increased the crowds in his place and also gathered them again outside windows, attracting more of the businessmen's attention) then certainly the music operator should make it his business to.

In giving them location owners that now that they have cut off his best peak play hours and thereby lowered his take anywhere from 25% to 50%, he must have at least 75% of the gross intake from the machine in his location or, at the minimum, 80 front money.

The Cash Box once again sincerely urges on the trade the need for a better commission arrangement and believes that this will be the 75% to 80% for the operator and 25% to the location owner.

There are other arrangements, over 15 of them, in use today throughout the nation. These were published by The Cash Box in its past convention issue. But, the Cash Box admits there are various methods of obtaining a more equitable share of the gross collections from each machine based upon the peculiarities of each territory and, especially, on the whims and fancies of each individual location owner, the best method — in the long run — is the 75% to 80% commission basis. This is something the average storekeeper understands and which he can appreciate, noting the lowered collections he has brought about by the purchase of a television set, or because of the general loss of business in his place. Most important to all music merchants throughout the nation is the fact that they can, today, purchase the equipment they need now, and will need to overcome whatever competition may arise in the future, as well as to assure themselves the finest sort of operation, at prices which are extremely rockbottom as far as this type of automatic music equipment, and at attractive deals in the new equipment field.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE.
IT IS NOT SOLD ON NEWSSTANDS.
LEADERS CLAIM SCOTT-FELLOWS BILLS PROVED NEED FOR NAT'L MUSIC PROTECTIVE ASSN.


NEW YORK — One of the most definite facts established by the music leaders who were present at the seven public hearings on the Scott (H.R.1280) and H.R.1270) and the Fellows (H.R.2370) Bills in Washington, was the need for an "automatic music protective association like that which the music publishers, composers, songwriters, and those who attempted to pass this legislation thru the Sub-Committee of the Committee on Judiciary had when they gave their testimony."

These leading music men were astounding 1,200,000 copies of these seven public hearings. At the very last hearing it was brought to light that one organization's attorney had obtained $7,500 from James Carius Perelli of the American Federation of Musicians to help him to grab a share of the national juke box income. This was only one fact. Another was brought forth by the attorney for the juke box manufacturers that the American Society of Composers, Authors and Publishers had promised not to molest the "small" businessman any longer. And many, many other facts were established during this hearing. All indicate some sort of an organization for the protection of the automatic music industry.

Harmony existed at these hearings, as far as the strategy and the relationships of the juke box operators and the manufacturers were concerned, as the testimony given by David C. Rokola, president of Rokola Manufacturing Company was great value in the hands of an attorney. The testimony given by Mrs. C. Bristol, attorney for The Rudolph Wurlitzer Company was of great value, the same held true for any of the testimony given by the music trade's representatives, like attorney Hammond E. Chaffets, who represented the manufacturers, and all others, clicked with everyone present.

The word has yet come from Washington regarding the Subcommittee's decision to the larger Committee On The Judiciary; that is, it is very confident in the harmony and hearts of the juke box men who were present at the seven public hearings that they did their very best.

But, this is not the end. The representatives of the various music protective organizations who were present, openly stated to the columns who were there, that they would continue the fight just as they have in former years. They

claim that this is only a beginning. They intend to have Congressmen introduce a new set of bills next year, and the year after that and after that, if necessary, until they win.

They are fighting for a "grab" of a percentage (900,000 to 1,000,000 representing to their arithmetic) per year from this juke box industry. And every music man was told to be ever watchful of whatever maneuvers may be made to start the ball rolling again against the coin operated music industry.

The Cash Box is watching very carefully. It has made the proper connections for any and all information from Washington regarding any moves in the direction of the automatic music industry. The may now be a lapse of some months prior to the presentation of any new legislative attempts, the trade cannot lie down with complete ease and quiet and presentation. It must be prepared. It must be ready to take up the challenge of these music organizations at any moment. It must once again together as it did these past months to meet evenings prior to the public hearings and discuss its strategy and also prepare its testimony on a unified basis so that there will not be conflicting or confusing statements. (It has been learned through those hearings that the strategic approach is of tremendous value in all congressional hearings.)

These automatic music leaders who believe that a national automatic music protective association should become fact only believe in the protection of the possibility of even greater legislative battles in the future to protect their selves from this nation knows upon their incomes. They believe that the average music merchant hasn't the time nor the wherewithal to get into such a battle singlehanded. He must have an organization thru whom he can work with all the energy and zest he contains. Only by the creation of such an organization will he at least have a central point thru which to obtain funnel information and also where he can obtain whatever he wants to know. And also know, when the time comes, what he must do to protect himself.

There are so many intricacies involved in obtaining a license to play copyrighted music that one noted record firm's attorney, after explaining all the methods which this organization uses to protect itself, so surprised the music column present that they asked this information be brought out into the open before the Sub-Committee. Were ASCAP to win, and it is the talk over here to believe that his music was "licensed", he could suddenly be visited by individuals who could prove that the tavern owner had not obtained a license "directly from them." If he refused to pay they could sue, obtain judgment, and put him out of business.

The whole method is vicious. It is so intricate that there would have to be set up a complete legal force to protect the operators as well as their locations. And everyone in the automatic music field knows that the location owner would never approve of such tactics for he would rather get rid of his phonograph or other automatic music equipment than go thru all the necessary troubles with which he would be faced to play any and all popular tunes.

Just as the songwriters, composers, authors and publishers have their own protective associations, (over 37 of them in this industry), the automatic music leaders believe, create a protective association of its own to watch national legislation.

The Cash Box had asked for the very same thing when it proposed the creation of a National Tax Council. Such a tax council would have done the same job in a different way.

The time now draws short. The industry still does not know the result of the Sub-Committee's deliberations. The creation of a national automatic music protective association is not just something for conception. It is instead, something for this industry to act upon. And act upon quickly.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE IT'S NOT SOLD ON NEWSSTANDS
# The Nation's Top Ten Juke Box Tunes


| 1 | WHITE | 2 | MAM'SELLE | 3 | I WONDER, I WONDER, I WONDER | 4 | CHI BABA | 5 | MY ADOBE HACIENDA | 6 | LINDA |
|---|---|---|---|---|---|---|---|---|---|---|

**PEG O' MY HEART**

No doubt about this tune being number one throughout the country!

**MAM'SELLE**

A steady coin caller with a batch of his records out.

**I WONDER, I WONDER, I WONDER**

Maintains its hold on third place for the second consecutive week.

**CHI BABA**

In the fifth slot last week—jumps up one notch.

**MY ADOBE HACIENDA**

Bouncing around among the nation's top ten and rated one of the best tunes around.

**LINDA**

A clickerio if there ever was one!

**ACROSS THE ALLEY FROM THE ALAMO**

Ops report the tune holding its own, as coin continues to pour in.

**THAT'S MY DESIRE**

Reports its position of last week, with eleven smash records to choose from.

**I BELIEVE**

Phone players continue to feed coin to this spot.

**HEARTACHES**

There isn't enough we can say about this one—the wax is white!
"Tallahassee"
"I Wish I Didn't Love You So"
VAUGHN MONROE ORCHESTRA (RCA-Victor 20-2294)
A double header of two top tunes is turned in by the Vaughn Monroe crew on this stack of wax, so one would really pay off for the trade. Featuring the catchy novelty ditty "Tallahassee," a flashy New Orleans humorous "I Wish I Didn't Love You So," Vaughn and the boys space both sides so they perform joy for dance spots. On the vocal, Vaughn teams up with Helen Carroll and the Buttery Shores. There's a little praise of the Florida capital, emulating "I Wish" with effective simplicity. Recommended without hesitation.

"I Wonder Who's Kissing Her Now"
"When Tonight Is Just A Memory"
PERRY COMO (RCA-Victor 20-2315)
The unforgettable "I Wonder Who's Kissing Her Now," bound for a new record and a member of this year's top ten, is given an outstanding interpretation by Perry Como on this platter. Handling the lyric with the same ease in which it was performed when the song was young, the results of his cutting that can be expected to net top returns from any locations in which it's placed. Make sure you hear the flip. "When Tonight Is Just A Memory" is another ballad loaded for the nostalgic. Not in the same class as the top deck, it'll still do on its own as a backing to "I Wonder."

"Almost Like Being In Love"
"I Kiss Your Hand, Madame"
LARRY DOUGLAS & RAY BLOCH ORK. (Sire-Decca 20271)
A great tune from the great Broadway musical "Brigadoon" is served up on this platter by the very capable Ray Bloch Orchestra, with the talented Larry Douglas earning honors for his handling of the crackerguy lyric. "Almost Like Being In Love" is the melody, and you can peg it for the top ten. And that's a good bet. As usual, Ray uses lots of strings to set a lush mood, and Larry steps right up to the cue for what might well be termed one of his best wax performances to date. Sure to click with both the lovers and listeners alike, it's a platter for anybody's route. The flip, "I Kiss Your Hand, Madame," is a pleasant bal- dor done up in the sentimental manner. Well interpreted by both Larry and Ray's crew, we'd say it's well stacked with possibilities.

"Get On The Ball, Paul"
"There Is No Greater Love"
SHERMAN HAYES ORCHESTRA (Arистоrеct 104)
A brand new novelty ditty tabbed "Get On The Ball, Paul" is unfolded on this latest offering by Chicagoland's own Sherman Hayes Orchestra. Possessed of a catchy, bouncy melody, Sherman takes over the vocal stint with the ork back- ing him up in this one and the title suggests, the tune is meant to push "Paul" to the front of the line. A jazzy, snappy tag line to hold the lyric to- gether, the tune stands a chance of growing. The flip, "There Is No Greater Love," offers Sherman washing a refreshing performance of the familiar and beloved standard. Peg this platter for a try.

"Keep Smiling At Trouble"
"All My Love"
AL JOLSON (Decca 23953)
The ever-popular Al Jolson has done it again—produced a record that coin ops might well consider a winner. Putting his powerhouse voice to work, Al warbles the heart- ening "Keep Smiling At Trouble" with enough conviction to lend heart to an army of pessimists, and to the complete satisfaction of the legion of fans. Folks who have been awaiting another Jolson waxing fully of the old vim, vigor and vitality should crowd to the phonos to hear it. And, to add still more coin win- ning possibilities to this wax try, Al comes up with "All My Love" on the backing. Done in waltz tempo, it's the answer to the demand for the kind of romantic sentiment Al displayed with his "Anniversary Song." Get onto this platter.

"How Can I Say I Love You"
"Feudin' & Fightin'"
TEX BENECKE ORCH. (Victor 20-2213)
Music ops having spots that go for the brand of music that the Benecke-Miller ork puts out (and there certainly are plenty of 'em) are bound to want to get next to this affair titled "How Can I Say I Love You. Another platter reaching for the moon and featuring Garry Stevens, maestro Tex, and the Moonlight Serenaders, the trio of vocalis- tcombines talents to turn out a hunk of wax that spells coin play all the way. Tex and the combo pick the beat up a notch in their spell of vocalizing, while piper Garry purrs soft and sweet in his spot. Backing shows a novelty stunt in top manner, with Tex taking the pitch as he echoes the title. Stylized in the Hatfield-McCoy manner, the ditty may give those spots a well needed lift, as it spins in typical mountain manner.

"Wish I Didn't Love You So"
"I'm So Right Tonight"
DINAH SHORE (Columbia 37506)
Another stellar performance of a great song. That's Dinah Shore's "Wish I Didn't Love You So." Pogged into the featured spots on these pages several times, this version rates with the best, and it's among the greater things Shore has done since she earned her "Oscar" as top female vocalist on the nation's phones for 1946. A beautiful romantic ballad that'll appeal to listeners and dance in, snatch this wax for big play. The flip, "I'm So Right Tonight," is more of a the flip, bullish, a very good one at that, and it's a bet that the side'll do better than hold its own when the top side turns gray with play.

"Jack You're Dead"
"I Know What Your Puffin' Down"
LOUIS JORDAN (Decca 23901)
You know about this one already and we reiterate forgetful folks who don't have the wax on their machines. The popular Louis Jordan scores again with "Jack You're Dead," and as he does, he scores equally as well with the cute wriggling attached. Jordan, for the little clam- beake shine, too, as they come in with lots of riffs throughout. Cookie spins with 'heavy beat throughout and couples Louis' towering performance. On the flip, with more stuff for the race spots, the Jordan ensemble offer "I Know What Your Puffin' Down," with the maestro hugging the lincs once again. Tempo is slow and done up with the familiar four beat that has been termed stock. Nevertheless, Louis' many fans should ride with this one as they are sure to be with top the deck.

"Pray For The Lights To Go Out"
"High, Low And Wide"
The GOLDEN GATE QUARTET (Columbia 37499)
First class spirituals are always good for a ride on the phonos, and both these sides earn that classification. Featuring the Golden Gate Quartet, a combo that can sing on a deep South location, the songs featured are "Pray For The Lights To Go Out," a slow paced tale of the prom- ised land, while the other deck brings up "High, Low And Wide," a more spirited melody that sings of the ways of the world. If there can be used the type, make sure to hear this platter.

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

*Sing A Tropical Song*

FRANK LOESSER  
(MGM 10044)

- Latest addition to the growing roster of MGM record artists is Frank Loesser; and the songwriter-vocalist is to be commended.—A pair of worthy waxings. Offering oops lots of kicks with this pair, Frank does the rapidly rising vogue "Bloop Bloop" (MGM-B-44) and "A Tropical Song". Top-side already on so many machines, the flip is a different vocal rendering by Frank in familiar styling of not too long ago. Waxing spines around the title, with the dripping of a water faucet raging on top. Flip is a ditty whose strains are bound to be recognized by many an ops as Frank offers "Sing A Tropical Song" in mocking foreign tongue. Both sides should prove attractive material for a host of ops in varied locations.

"I Can Fix It!"

*Old Man Blues*

BIG BILL  
(Columbia 37502)

- Pair of race sides that ops may find favor with are these latest offerings by the able Big Bill of the Big Bill Band. Titled, "I Can Fix It!" and "Old Man Blues", both sides are translated in typical race style termed "stock". "I Can Fix It!" weaves around the title all thru the ditty singing, with Big Bill riding the wave thru the tomall department. Beat is offered on the side to add to the tune's attractive effect. On the flip we find a slow paced ditty, Big Bill walls the blues in real low down fashion, with some hot stuff stuff by the boys in the band. Both sides won't stop traffic, but then again you know your route better than we do.

"Old Man River"

*Would You Believe Me?*

THE RAVENS  
(National 9025)

- Fast rising combo on the wax scene are The Ravens, and their rendition of an old time favorite is bound to win them some fans galore. Novel waxing of "Old Man River" a platter that ops with race and other locations should use to live up phone play. Dirty spins in medium fast tempos with the deep bass vocal rhythm to garner the limelight with a rise and fall of a rhythm. Titled, "Would You Believe Me?" from the original "Mud Morganfield". Given adequate plugging the tune itself, a romantic flip, should prove excellent material for phone play.

"The Richest Guy In The Graveyard"

* Ain't No Hurry Baby*

ETTA JONES  
(Victor 23-2120)

- Pair of sides by one of the most able vocalists floating around shape up as waxings that ops with race spots can use to favorable advantage. Titled, "The Richest Guy In The Graveyard" and "Ain't No Hurry Baby", and rendered by Etta Jones, the pair should serve many ops well. Top deck whirs around the title, with Etta vocal telling the cute woman in high style all the way. Metro spins in stock race-style, although the accompaniment surrounding the canary composes one of the best little aggregations to be heard in the person of J.C. Heard and his crew. Backing shows up well enough, with Etta intimating that he will hang around for her lover boy, as she spells the lyrics on wax. Both sides are effective material and should garner a spot in your machine.

"I Wish I Didn't Love You So"

*Don't Tell Me*

HELEN FORREST  
(M-G-M 10040)

- A disk shielded for heavy coin is what this latest offering by Helen Forrest adds up to. Featuring "I Wish I Didn't Love You So," from the forthcoming flicker "The Perils of Pauline," Helen lends a glamorous-heavy voice to the sob-so-romantic melody and lyric, and the result is a pleasant treat for listeners and dancers alike; then, to wrap up a wax package that stands out like a gift to the trade, Helen showcases a brand new ballad, also from a forthcoming movie, and it's "Don't Tell Me," from "The Hucksters," a film slated for extensive exploitation. Like the top deck, "Don't Tell Me," should prove to be a heavy item for any spot where boys and girls meet to bill and coo.

"The Cowbell Song"

*Guatemalan*

ENRI MADRIGUERA ORCHESTRA  
(National)

- Enric Madriguera is well known as among the better phone atmospheres when it comes to Latin melody, and on this platter he holds his reputation as a lad who can combine the right stuff. Expected to play along Broadway or Main Street. A big reason for this is the American style warbling of Patricia Gilmore and The Holidays, who combine for the vocal stint on both decks of this platter. Considering that there's a growing call for melody reminiscent of south-of-the-border places, we recommend the Latin "Guatemalan" and "The Cowbell Song," which appear on this disk, as a pair of sides good for strong play wherever they like melody with a hip swaying beat.

"Fine Thing"

*Oh My Achin' Heart*

LES BROWN ORCH.  
(Columbia 37947)

- Long missing from the phonos, the Les Brown orch render a platter that may well put the crew back on top of the heap again. "Fine Thing," from the Paramount flicker "Dear Ruth," as offered by the Brown boys stacks up fine for mellow rhythmic styling of this romantic ballad. Featuring ballader Ray Kellogg, the tune itself holds up well, with Ray's vocal effort polishing off the side to spell coins for a host of ops. Tempo spins slow, with some wonderful accompaniment by the band setting the background. On the flip with more of the same as a laid-back approach, chip Eileen Wilson splits the tune to render a ditty currently riding well in so many machines. "Oh My Achin' Heart," as offered by Wilson, should stack up next to the rest of cookies kicking around. "Fine Thing," is the side the moon-in-June crowd will ask for.
To prove that poetry is still very much a part of the record business, here’s a couple of minutes’ worth that was sent out by the RCA Victor distrih in New ark (N. J.) to their music op customers; it’s entitled “Roslyn,” and it goes like this: “Your troubles are over, why—Till explain, With Roslyn to serve you your business will gain! She is here to help you select your jike box needs. And for any RCA-Victor record you won’t have to plead. She promises you only the cream of the crop, the rhumba, jives, the best that we’ve got on RCA-Victor records—That’s saying a lot! She’s able, willing, and hot not to take; why not try her?—She’ll give you a break. Meet her daily at our Record Room. I’m sure she can help you make your business boom. We’re in this together for profits and fun. So come in today—We’re sure it will pay!” Now somebody ought to write a song about the gal.

Skedded to appear on the market soon are a group of Decca records that have become well remembered thru the years. Featured as a part of the firm’s Collector’s Series the platter reissues include Bing Crosby and Mary Martin on “Wait Till The Sun Shines Nellie,” Bing and Johnny Mercer’s “On Behalf of the Visiting Firemen,” “Red River Valley,” by the Andrews Sisters, Edgar Hayes’ famed “Stardust,” Louis Armstrong’s “Shadrack,” and a number of other well known oldies. Meanwhile Jack Kanp, the firm’s dynamic proxy, is off again, this time to Europe, where he’ll confer with platter folk in England, France, Belgium and Holland.

Apollo Records has announced the appointment of its second independent distributor to augment distribution by the eight branch offices maintained by the waxes, Millner Records Sales, of St. Louis, Mo. directed by Robert L. Haus- fater and Milton Saul, will cover Kansas, Nebraska and Missouri for the label. Last month the departure was made from exclusive company distribution when Apollo appointed the Blue Bonnet Music Company of Dallas (Tex.) to handle Apollo platters in Oklahoma, Arkansas, and Texas. Meanwhile, the label is claiming great big action on “You’re Breaking In A New Heart,” by the Mur- phy Sisters. Selected as a “Sleeper Of The Week” a couple of months back by THE CASH BOX, the tune is now being cut by just about everybody.

Charles Craig of Exclusive Records waxing justifiable enthusiasm over the Herb Jeffries waxing of “When I Write My Song.” Eddie Mesner of Aladdin Records, off for a sales tour among dis- tribute in the South. Saul Bihari, of Modern Records, expected in New York soon. Ditto for Jack Beekman, Hack- ster Records chieftain. The critics say that Bing Crosby’s performance on the forthcoming “The Whiffenpoof Song” backed by “Sweet Kentucky Rake” serve as ample demonstration that the man is still to be counted very high among the so-great. Walter Rivers, Capitol’s eastern repertoire chieftain, goes sailing over the week-end.

There’s a move afoot on the West Coast to pool artists, property, etc. of the larger manufacturers of record disks into a firm. More about this later.
NO DECISION

WASHINGTON, D. C. — The House of Representatives' Committee On The Judiciary has not yet come to any decision regarding the Scott (H.R. 1268) and Fellows (H.R. 2370) Bills, it was learned as this issue of The Cash Box went to press on Thursday, July 3, at 5 p.m.

The full Committee did meet during this past week and the measures did come up for discussion, it was disclosed by a spokesman for the Congressional group, but no further action was taken at that time. It is likely, however, that the discussions will continue at the next meeting of the full committee, for which no date has yet been scheduled.

Official Demonstration

WASHINGTON, D. C.—Getting a complete demonstration of the new Packard phonograph from Senator Homer E. Capehart, chairman of the board of directors, Ray McKinley, Majestic recording artist, puts the machine in action at a location here in the nation's capital.

Cosmo Records Bankrupt

NEW YORK — Cosmo Records, Inc., officially placed in bankruptcy this past week, when a petition for such was filed in New York Supreme Court, The Cash Box learned.

Indication of the above proceedings was foreseen earlier, when Trustee Louis G. Castellano was appointed to try to reorganize the platter's affairs and possibly accrue proceeds to be returned to stockholders.

Castellano listed $1,000,000 in liabilities for the defunct diskery and a questionable $150,000 in assets. Public auction of the firm's stock of recordings, to have taken place several weeks ago was called off, and the platters listed among Cosmo's assets.

Washington, D. C. Disc Jockey Plugs "Show Biz"

WASHINGTON, D. C. — Current popularity of the song "There's No Business Like Show Business" realized by Decca featuring Bing Crosby, Dick Haymes and The Andrews Sisters can be laid to disc jockey Eddie Gallaher, WTOP so far, as this city is concerned.

Gallaher picked up the tune many weeks ago, and raved about it via his show, Since its airing to the Washington listening audience, Decca distributors have been swamped with requests for the platter.

Gallaher uses The Cash Box regional report as a regular feature on his air show.

This ad is worth money to you, MR. JUKE BOX MAN!

You made money on Savoy's "WEDDING DAY BLUES" by Cousin Joe. Now hit follow-up platter, "OLD MAN BLUES", has grown even more famous. Cash is on Savoy's newest nickel-grabber! Remember, you made money on "WEDDING DAY BLUES" — you'll make more on "OLD MAN BLUES"

by Cousin Joe — Savoy #5536

Order it today from your distributor or call 24-hour delivery direct from SAVOY RECORD CO., INC., 15 MARKET STREET, NEWARK, N. J.

Send for our new CATALOGUE! Includes many rare cylinders by Jack LaRue, Jack Lathrop, the Buckeyes, and others.

OHIO is telling the whole country . . .

"I Had a Wonderful Time in Columbus"

Selected as Nation's Theme Song for "Columbus Plan to Speed Homes for Veterans" Recorded on OHIO RECORDS No. 001 Featuring JACK LATHROP and THE BUCKEYES Backed by "Let's Get Married" with Betty Donovan

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VICTOR . THE THREE SUNS

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MAJESTIC . MILDRED BAILEY
MERCURY . FRANKIE LAINE
MGM . HELEN FORREST
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I NEVER KNEW

CAPITOL . SAM DONAHUE
VICTOR . THE THREE SUNS

BOURNE, Inc.
799 SEVENTH AVENUE
NEW YORK 19, N. Y.

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Herb Jeffries
(Exclusive 1941)

OLD MAID BOOGIE
Eddie Vinson
(Mercury 9028)

PEG O' MY HEART
The Harmonicats
(Viraceutical 1)

JACK YOU'RE DEAD!
Louis Jordan
(DOEE 23901)

THIS IS THE INSIDE STORY
Billy Eckstine
(MGM 19093)

IT SHOULDN'T HAPPEN TO A DREAM
Al Hibbler with Duke Ellington Orch.
(Musickraft 484)

DON'T YOU THINK I OUGHTA KNOW
Bill Johnson Orch.
(Victor 20-2225)

THEM THERE EYES
Ray Milton
(Miltone 2011)

ROBBINS NEST
Illinois Jacquet
(Apollo 769)

KIDNEY STEW
Eddie Vinson
(Mercury 9028)

LUCY
Is the only word for a tune like this plus talent like this

THE kind of lyrics that will become a catchword throughout the nation. Its powerhouse rhythm will make it the number one record of the year! And— it will go so high up the ladder in all locations that we predict this will be the biggest hit in our entire business history. Don't miss it!

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Please mention THE CASH BOX when answering advertisements—it proves you're a real coin machine man!
"It Takes A Long, Long Train With A Red Caboose"
"Don't Look Now"
TEXAS JIM ROBERTSON (RC-53808)

Texas Jim Robertson is among the better hands at putting across a blue folk ballad, and the manner in which he interprets "It Takes A Long, Long Train With A Red Caboose," is ample demonstration of that. Carrying a catchy lyric and loaded with a very worth-while melody, Texas Jim and his Panhandle Pachner sell the side for good action wherever a railroad song attracts attention. On the flip the boys give out with "Don't Look Now," a pleasant enough ditty and one that's getting lots of attention from the waxeries, but we'll put our money on the top deck.

"Rock My Cradle Once Again"
"Don't Look Now"
JOHNNY BOND (Columbia 37529)

A real tear jerker ballad that can be compared favorably to the famed "The Soldier's Last Letter" is served up by Johnny Bond and his Red River Valley Boys, and if your locations have been seeking a deck that's swollen with sad woes, we recommend "Rock My Cradle Once Again" without the slightest hesitation. In its own field, it's a great tune given a great performance. The story of a dying soldier, it's good enough to elict despite the fact that the war is over, and so are most of the songs about it. At any rate, it's certainly worthy of a try. As for Johnny Bond's interpretation, it's first rate. On the flip, he offers "Don't Look Now," a good tune that may break into something very big.

"I'll Step Aside"
"There's Gonna Be Some Changes Made Around Here"
ERNEST TUBB (Decca 46041)

Ernest Tubb, one of the top performers in the western and folk music field, turns in a pair of phono-worthy sides in "I'll Step Aside" and "There's Gonna Be Some Changes Made Around Here." As usual, it's Ernie who takes the vocal all the way, and he carries through his lyrics with his usual effectiveness. "I'll Step Aside" leaves the lad to get romantic and blue, while, "There's Gonna Be Some Changes Made Around Here," is one of those songs that allow the opportunity to sing the tale of the tired husband who comes home to a lazy wife, a common beef among the boys at the bar. If you are among the ops who favor Tubb, he'll come thru for you again via this wax effort.

"The Charms Of The City Ain't For Me"
"Why I'm In The Shape I'm In"
CARSON ROBINSON (M-G-M 10042)

One of the cutest little ditties on the folk record market is this latest offering by talented Carson Robinson, who wrote and warbles "The Charms Of The City Ain't For Me." Done up as a novelty ballad, Carson details the sad experiences of city living with plains of meat and laughter, and the lyric is one that should bring the phone customers back for many another listening. In addition, it should be said of the platter that even in locations where folk music is phone poison, this side should show strong profit, and you can thank the subject matter for that. On the flip, Carson offers "Why I'm In The Shape I'm In," another original, which he presents with good effect. If you're seeking a disk for spots where they want their country music with plenty of laughs, don't let this one pass you by.

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Recorded by
FRANCIS CRAIG
AND HIS ORCHESTRA
Voiclas by
BOB LAMM

also "RED ROSE"

(Bullet Record No. 1001)
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ANNOUNCING...

The New SIMPLEX DE LUXE Line of

Phonograph Needles — BEST BY TEST!

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No. 2—Lightweight — Loud
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* 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!!

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

Diskeries In Sales Promotion Campaign With Disc Jockey

NEW YORK—Following on the heels of recent sales promotion measures by a host of recording companies with an eye toward boosting record sales, was the announcement made this past week of a give-away deal involving six prominent platters and disc-jockey Paul Brenner, WAAT, Newark, N. J.

Brenner advanced the idea to Mercury, Sonora, Majestic, RCA-Victor, Columbia and Signature Records, to feature daily a ‘mystery record’ of one of the afore-mentioned labels. The first 100 listeners to correctly identify the recording will in turn receive a certificate guaranteeing them a free record of their choosing, with the only stipulation being that the record chosen be the same label as the ‘mystery record’ played that particular day.

Kendrick Named To Head Decca Subsidiary

NEW YORK—Jack Kapp, president of Decca Records, Inc., this city, has announced the appointment of Alfred J. Kendrick as general manager of World Broadcasting Co., a subsidiary of Decca.

Mr. Kendrick assumes the post recently held by Jack Myerson, who left World to head Mus克拉fett Records.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Louis Prima & Jan August Set To Join RCA-Victor

NEW YORK — A pair of strong name attractions is expected to be added to the RCA-Victor talent roster within the next few days when Louis Prima and Jan August are scheduled to sign copies of the contracts offered them.

Returning to Eli Oberstein's fold from an association with Majestic Records, insiders predict that the move may well serve to boost Prima back to the high record popularity he enjoyed at the time Oberstein captained his recording activities for the old Hit Records Company.

Jan August, whose disking of "Marie-Lou" under the Diamond label created for him a nation-wide reputation, has indicated that he will accept the RCA offer.

The Sensational Hit!

"YOU'RE BREAKING IN A NEW HEART"

ONLY ON APOLLO No. 1059

ONLY BY MURPHY SISTERS

THE BILLBOARD "TIPS ON TOPS" THE CASH BOX "SLEEPER OF THE WEEK" OHIO PHONO ASSN. "RECORD OF THE MONTH"

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CHICAGO: 710 South Dearborn St., Chicago, Ill.

DALLAS: 711 South Figueroa St., Los Angeles, Calif.


Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
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ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

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<td>Auto Music Hostess Complete</td>
<td>20 Station Unit</td>
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<td>W/Amplifier and Remote Volume Control</td>
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<td>W/Amplifier and Remote Volume Control</td>
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<td>Mildorf DeLuxe (Wallbox)</td>
<td>56.18</td>
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<td>Carillon (Speaker)</td>
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<tr>
<td>BALLY Phonograph</td>
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<td>Johnlee Music System</td>
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<td>PACKARD MFG. CORP.</td>
<td>Manhattan</td>
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<td>Pits Mor Phonograph (Model 7)</td>
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<td>Hideaway (Model 300)</td>
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<td>Wall Box</td>
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<td>Beech Adapter (Hideaway)</td>
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<td>Willow Adapter (Hideaway)</td>
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<tr>
<td>Pine Adapter (Hideaway)</td>
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<td>Birch Adapter (Hideaway)</td>
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<td>PERSONAL MUSIC CORP.</td>
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<td>Studio Amplifier</td>
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<td>Studio Tuning Control Unit</td>
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<td>ROCK-OLA</td>
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<td>Model 1603 Wall Speaker</td>
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<td>Model 1606 Tone Wall Speaker</td>
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<td>Model 1611 DeLuxe Bkpt Bracket</td>
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<td>Model 1613 Universal Bar Bracket</td>
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<td>Model 1705 Wall Box Line Booster</td>
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<td>SEEGBURG</td>
<td>147-M Symphonola w/remote control</td>
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<td>147-S Symphonola</td>
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<td>H-147-M RC Special</td>
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<td>Teardrop Speaker</td>
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<tr>
<td>Reciever &amp; Control Speaker</td>
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<tr>
<td>Mirror Speaker</td>
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<td>Duo Volume Control</td>
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<td>Power Supply</td>
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<td>Master Selector Receiver</td>
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<tr>
<td>Wired Master Selector Receiver</td>
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<tr>
<td>Electric Selector</td>
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<tr>
<td>Remote Speaker Amplifier</td>
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<tr>
<td>Solenoid Drum for 147-S</td>
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<tr>
<td>SOLOPHONE CORP.</td>
<td>Leveling Phone Amplifier</td>
<td>44.50</td>
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<td>Mirror-Tone Selector</td>
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<tr>
<td>Solotone Carillon Oil Box</td>
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<tr>
<td>Solotone Adapter-Amplifiers</td>
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<tr>
<td>Solotone Studio and Telephoning Bridging Units</td>
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WURLITZER

<table>
<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>1000 Colonial</td>
<td>875.00</td>
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<td>1010 Colonial Phonograph</td>
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<tr>
<td>1017 Concealed Chgr.</td>
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<td>3020 5-10-25c 3-Wire Wall Box</td>
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<td>3025 5c 3-Wire Wall Box</td>
<td>42.50</td>
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<tr>
<td>3031 5c 30-Wire Wall Box</td>
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<tr>
<td>3045 5c Wireless Wall Box</td>
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<td>215 Wireless Transmitter</td>
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<td>216 Wireless Impulse Ren.</td>
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<td>217 Aux. Amplifier</td>
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<td>218 30-Wire Adopt, Terminal Box</td>
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<td>219 Wireless Cr.</td>
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<tr>
<td>4000 Aux. Steel Speaker</td>
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<tr>
<td>4002 Aux. Plastic Speaker</td>
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<tr>
<td>4003 Aux. Wooden Speaker</td>
<td>17.50</td>
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<tr>
<td>4004 Musical Note Speaker</td>
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<td>4005 Deluxe Walnut Speaker</td>
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<td>4006 Round Mirror Speaker</td>
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<td>4007 Deluxe DeLuxe Speaker</td>
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<td>4008 Super Deluxe Speaker</td>
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<tr>
<td>4009—Recessed Wall Speaker</td>
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<tr>
<td>Model 25—Remote Volume Control</td>
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<td>Model 241—Outdoor Speaker</td>
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PINS

<table>
<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>BALLY</td>
<td>Ballyhoo</td>
</tr>
<tr>
<td>CHICAGO COIN</td>
<td>Play Boy</td>
</tr>
<tr>
<td>EXHIBIT</td>
<td>Crossfire</td>
</tr>
<tr>
<td>GROVER</td>
<td>Lucky Star</td>
</tr>
<tr>
<td>J. H. KEENETY &amp; CO.</td>
<td>279.50</td>
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<tr>
<td>MARVEL MFG. CO</td>
<td>Carnival</td>
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<tr>
<td>P. &amp; S.</td>
<td>Shooting Stars</td>
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<tr>
<td>UNITED MFG. CO.</td>
<td>Havana</td>
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WILLIAMS

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<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Cyclone</td>
<td>304.50</td>
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COUNTER GAMES

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<tr>
<th>Model</th>
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<tbody>
<tr>
<td>A.B.T. CORP.</td>
<td>Challenger</td>
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<tr>
<td>AMUSEMENT ENTERPRISES, INC., N. Y.</td>
<td>65.00</td>
</tr>
<tr>
<td></td>
<td>Single</td>
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<tr>
<td></td>
<td>2 to 24</td>
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<tr>
<td></td>
<td>25-99</td>
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<tr>
<td></td>
<td>100 or more</td>
</tr>
<tr>
<td>BALLY MFG. CO.</td>
<td>Hollywood</td>
</tr>
<tr>
<td></td>
<td>Hi-Fi</td>
</tr>
<tr>
<td></td>
<td>w/stand</td>
</tr>
<tr>
<td>GOTTLEIB</td>
<td>Deluxe Grip Scale</td>
</tr>
<tr>
<td>MARVEL MFG. CO.</td>
<td>Pop Up</td>
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<tr>
<td>SKILL GAMES CORP.</td>
<td>Boucer</td>
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RADIO

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>FIRESTONE ENTERPRISES, INC.</td>
<td>At Your Service Radio</td>
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<tr>
<td>GORADIO</td>
<td>Console</td>
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<tr>
<td></td>
<td>Radio</td>
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<tr>
<td>TRADIO, INC.</td>
<td>Tourist Radio</td>
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<tr>
<td>NATIONAL SERVICE SALES</td>
<td>Firebird</td>
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<tr>
<td></td>
<td>Tower Radio</td>
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<tr>
<td>RCA</td>
<td>Model MI-13176</td>
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<tr>
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<td>Precision-Bilt Radio</td>
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<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coin Controlled Equip. Ltd.</td>
<td>Amco, metal console radio</td>
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## BELLS

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>American Amusement</td>
<td>300.00</td>
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<tr>
<td>5¢ Golden Falls (Rebuilt)</td>
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<tr>
<td><em>Bell-O-Matic Corp.</em></td>
<td>300.00</td>
</tr>
<tr>
<td>Jewel Bell</td>
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<tr>
<td><strong>Groetchen</strong></td>
<td>145.00</td>
</tr>
<tr>
<td>Columbia Twin JP</td>
<td></td>
</tr>
<tr>
<td>Columbia Deluxe Club</td>
<td>209.50</td>
</tr>
<tr>
<td><strong>Mills Sales Co., Ltd.</strong></td>
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<tr>
<td>Dollar Bell</td>
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</tr>
<tr>
<td>O. D. Jennings</td>
<td>269.00</td>
</tr>
<tr>
<td>5¢ Sir 500</td>
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</tr>
<tr>
<td>10¢ Sir 750</td>
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<tr>
<td>25¢ Sir 1000</td>
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<tr>
<td>5¢ Deluxe Club Chiefs</td>
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<td>25¢ Deluxe Club Chiefs</td>
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<td>25¢ Deluxe Club Chief</td>
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<td>5¢ Silver Eagle</td>
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## PACE

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<tr>
<td>5¢ Deluxe Chrome Bell</td>
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<td>25¢ Deluxe Chrome Bell</td>
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<td>50¢ Deluxe Chrome Bell</td>
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<tr>
<td>5¢ Cherry Bell</td>
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<tr>
<td>10¢ Cherry Bell</td>
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<tr>
<td>25¢ Cherry Bell</td>
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<tr>
<td>50¢ Cherry Bell</td>
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## CONSOLES

<table>
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<tr>
<td>Deluxe Draw Bell 5¢</td>
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<td>Deluxe Draw Bell 25¢</td>
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<tr>
<td>Hi-Boy</td>
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<td>Roto-Loops (Routemate)</td>
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<td>Triple Bell 5-5-5</td>
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<td>Triple Bell 5-5-25</td>
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<td>Triple Bell 25-25</td>
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## Bally

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<td>Track Odds DD JP</td>
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<td>Parlay Long Shot</td>
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<tr>
<td><strong>Evans</strong></td>
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<tr>
<td>Bangtails 5¢ Comb 7 Coin</td>
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<td>Bangtails 25¢ Comb 7 Coin</td>
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<td>Bangtail JP</td>
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<td>Bangtail JP PO JP</td>
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<td>Evans Races</td>
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<td>Casino Bell</td>
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<td>1946 Galloping Chinies JP</td>
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## Groetchen Tool & Mfg. Co.

<table>
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<tr>
<td>Columbia Twin Falls</td>
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## O. D. Jennings

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<td>Challenger 5-25</td>
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## Bally

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<tr>
<td>Special Entry</td>
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<td><strong>Gottlieb</strong></td>
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<tr>
<td>Daily Races (F. P. Model)</td>
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<tr>
<td><strong>Keeney</strong></td>
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<tr>
<td>Big Parlay</td>
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<td>Hot Tip</td>
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## Arcade Type

<table>
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<td><strong>American MFG. Co.</strong></td>
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<tr>
<td>Strikes 'N Spares</td>
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<tr>
<td><strong>American Amusement Co.</strong></td>
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<td>Bat a Ball</td>
<td>249.50</td>
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<tr>
<td><strong>Amusement Enterprises, Inc., N. Y.</strong></td>
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<tr>
<td>Bank Ball</td>
<td>375.00</td>
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<tr>
<td>One World</td>
<td>475.00</td>
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<td><strong>Chicago Coin Mfg. Co.</strong></td>
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<tr>
<td>Basketball Champ</td>
<td>499.50</td>
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<td><strong>Edelman Devices</strong></td>
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<tr>
<td>Bang A Entry</td>
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<td>11&quot;-8&quot;</td>
<td>450.00</td>
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<tr>
<td>13&quot;-8&quot;</td>
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## Manufacturers' New Equipment

### Electromatton, Inc.
- Roll-A-Source: 469.50
- Esquire Games Co.
- Spotlite: 399.50
- Firestone
- Santa Anita Handicap: 269.50
- Rollaball: 469.50
- Genco Mfg. Co.
- International Mutoscope Corp.
- Atomic Bomber (Model B): 375.00
- Deluxe Movie Counter: 140.00
- Metropolitan Games
- Card Vendor: 29.54
- Double Up Skill Bowl: 399.50
- Scientific MACH. CORP.
- Poketron, Location Model 6: 279.50
- Square Amusement Co.
- Sportsman Roll: 425.00
- TeleQuiz Corp.
- Quizzer: 795.00
- Telequiz Sales Co.
- Telequizz: 795.00

### Merchandise Machines

#### Cigarette Machines
- C. Right Laboratories
  - "Elettrotr" 189.50
- Du Grenier Challenger
  - 7 Column, Half Mach w Stand: 155.50
  - 9 Column Split Mach w Stand: 165.00
  - 9 Column Flat Mach w Stand: 171.50
  - 11 Column Split Mach w Stand: 181.50
- National Vendors, Inc.
  - Model 5E (Electric): 321.70
- Roe
  - Cruiser (8 Col) w Stand: 145.75
  - Cruiser (10 Col) w Stand: 162.25
- U-Need A Vendor
  - Monarch 6 Col w Stand: 149.50
  - Monarch 8 Col w Stand: 169.50

#### Merchandise Vendors
- A. B. T. MFG. CORP.
  - "Auto Clerk"—(Gen'l. Mds.)
- Asco Vending Mach. Co.
  - Nut Vendor: 189.50
- Atlas MFG. & Sales Co.
  - Bulk Vendor: 174.75
  - "Book-O-Mat": 174.75
- Automatic Dispensers, Inc.
  - "Drink-O-Mat": 174.75
- Bally MFG. Co.
  - Drink Vendor: 540.00
- Best Mills Corp.
  - "Hot Coffee Vendor": 540.00
- Chicago MFG. Co.
  - U-Select-it—(Model): 85.50
  - U-Select-it—(Deluxe): 95.50
- Dayal Products Co.
  - Gumball Vendor: 127.50
- Hospital Specialty Co.
  - Sanitary Napkin Vendor: 1495.00
- International Mutoscope Corp.
  - Photomatic: 1495.00
  - Voice-O-Graph: 1495.00
- Malkin-Illion Co.
  - "Cigar Vendor": 1495.00
- NorthWestern Corp.
  - "Bulk Vendor": 1495.00
- R V Q., Inc.
  - Ice Cream Vendor: 1495.00
- Rudd-Melikian, Inc.
  - "Dowel-Cat" Coffee Vendor: 1495.00
- Shipman MFG. Co.
  - Stamp Vendor: 1495.00
  - Telequin Corp.
  - Tele-Juice: 1495.00
- Thirst-Aid, Inc.
  - Drink Vendor: 1495.00
- U. S. Vending Corp.
  - Drink and Merchandise Vendor: 1495.00
- Vendall Co.
  - Candy Vendor: 1495.00
- Vending Corp.
  - Candy Vendor: 1495.00
  - Candy Vendor: 1495.00
- Vending & Mach. Corp.
  - Pacon-Vendor: 1495.00

The Cash Box: Weeks of July 7 and 14, 1947
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.
BRyan 9-2235

123 W. RUNYON STREET, NEWARK 8, N. J.
Bigelow 3-8777
ORDER YOURS TODAY

* Chicago Coin's

PLAY BOY

Better SCORING
FIVE 50,000 BUMPERS

Better EARNING POWER

★★★ Even better than KILLROY...
PLAY BOY with those extra five
50,000 high score bumpers...extra
ways to win and special features.
ORDER YOURS TODAY
TO INSUREEarliest Delivery

YOUR FIRST CHOICE SHOULD ALWAYS BE A GAME MADE BY

Chicago Coin MACHINE CO.
1725 diversity boulevard • CHICAGO 14, ILLINOIS

Clicks With New Phono Needle

IT'S ALWAYS "fiesta" TIME
WHEN MUSIC OPERATORS
MAKE THEIR COLLECTIONS
FROM THE

Aireon "fiesta" Exclusive Distributors

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

COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE $2.50 TO $8.50 Per Reel

PHONOFILM
3331 NO. RHOLL DR., HOLLYWOOD 20, CAL.

You're Sure of Fair Dealing When You Mention The Cash Box

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Runyon Sales Click With New "Robot"

BARNET B. SUGERMAN

NEW YORK—Runyon Sales Company of this city and Newark, N. J., are clicking with their new Tel-O-Matic "Robot" music equipment, according to Barnet B. Sugerman, president of the firm.

Sugerman reported this past week, "All our problems at this time are production of these units. The music machine men have taken to them and realize that this is an unusual opportunity to get into a great many locations where they formerly were never able to operate automatic music equipment."

"The 'Robot'," he continued, "offers such diversified operation that the average music machine op has the chance to coin some real extra money without harming his present set-up and without even going out of his way to any real extent. The Tel-O-Matic Robot opens an entirely new field for the automatic music industry."

Sugerman also stated that distributors are still being appointed throughout the nation, and that as production steps up they will announce more points of distribution.

CLOSE OUT
RECONDITIONED SEEBURG WIRELESS WALLBOXES

200-5¢ Wallomatis (WSZI) 20 Selections—to-$14.50
60-5¢ Wallomatiis (WSZI) 24 Selections—$14.50
25-6-10-25¢ Wallomatiis (WS10Z) 24 Selections—$1.00 25¢
50-5-10-25¢ Baramatiis (WBTZ) 20 Selections—$1.50
All boxes reconditioned ready for recoinage. Send 1/3 deposit with order Balance C.O.D. Subject to prior sale.

ATLANTIC CONNECTICUT CORP.
1425 MAIN STREET
HARTFORD 6, CONN.
Telephone—Hartford 2-4141

The Greatest Of All Williams' Games

"ALL STARS"
A Baseball Game With
ACTION — SUSPENSE
THRILLS — COLOR
ORDER NOW!

The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA U.S.A.

CHICAGO—Ben J. Coven of Coven Distributing Co., this city, will probably be very much surprised to see the above cartoon drawn by one of his artist friends who has given up trying to get Ben out of his office for some relaxation, he reports.

Along with this drawing he sent The Cash Box he enclosed a letter which stated, "This is, without any doubt, one of the hardest working guys in the country. I have known Ben for a long time but have never known anyone who works as hard as he does. Thought I would draw up this cartoon and send it along to you and perhaps you would find the space to run it."

Ben has been driving ahead with the new Bally machines and has proved himself one of the most aggressive and progressive distributors in the country.

At the present time he has gone all out with Bally's new "Ballyhoo" and "Hi-Boy" and is reported to be setting a new sales record for his firm with Bally products.
FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surf
Blue.

$50.00

Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surf
Blue.

$25.00

Buckley gave Music Operators the FIRST prac-
tical and profitable music box at the LOWEST
Price. Today, Buckley leads the field by offer-
ing a NEW music box of advanced design and
perfection at a NEW LOW PRICE.

THE NEW Music Box

Quality of material and workmanship have
not been sacrificed. This sensational low price is
the result of economies realised in large quan-
tity 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 out-
tanding beauty and eye appeal makes this the outstanding re-
 mote control music box...equally popular for wall or bar
installation.

$1250.00

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6634-27-28-33-33)

25c-10c-25c chrome
Denominator Coin
Intake.

Payout Cups with anti-spoon
Car.

Drillproof Plates.

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

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6634-27-28-33-33)
The Fable of the Camel

WHEN man first saw the camel, he was so frightened at its vast size that he ran away. After awhile, he saw that the camel was meek and gentle, so he got up nerve to come near him. Later on, seeing that the camel would not harm him and that it was a very useful animal, he put a bridle on its mouth.

MORAL: Let Jennings be your “profit-camel”

O. D. JENNINGS AND COMPANY
4307-39 WEST LAKE STREET - CHICAGO 24 - ILLINOIS
The Leader in the Field for over 40 Years

NEW SLOT MACHINE SAFES
WITH LOCKING, REVOLVE AROUND BASE
Cold Rolled, Heavy Gauge, Deep Drawing Quality Steel
Auto Body Metal.
SINGLE SAFE CABINET ......$99.50
DOUBLE SAFE CABINET ......185.00
TRIPLE SAFE CABINET ......295.00
F.O.B. Mills Offices
MILLS SALES CO., Ltd.
1640 18th St., Oakland, Calif.
600 S.E. Stark St., Portland, Ore.
2827 W. Pico Blvd., Los Angeles, Cal.

FREE: 1 PFANSTIEHL TONE ARM SCALE WITH EVERY ORDER OF 50 PFANSTIEHL NEEDLES
PFANSTIEHL Needles.................. 1ea.
Get On Our Mailing List, Write For Our Latest Price List of Used Equipment.
Bally Features Complete Line

RAY T. MOLONEY

CHICAGO — "Bally from counter game to console," is the slogan used by Bally Mfg. Co. to emphasize the wide range of games included in the Bally line.

In the skill-amusement class, the "Heavy Hitter" baseball game is offered either as a counter game or for operation with floor-stand.

The five-ball novelty field is served with "Ballyhoo," which may also be operated as a three-ball game.

"Bally Entry" and "Special Entry" are reported as in steady demand in the one-ball multiple-coin class, the former being the automatic model, the latter free play.

The Bally line is completed with three consoles, "De Luxe Draw Bell" and "Hi-Boy" which feature the "hold-and-draw" principle and "Triple Bell" which features triple coincides.

WANTED TO BUY!

GENCO

TOTAL ROLLS

Write best price offer and full particulars.

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

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.
Central 2892 — St. Louis 3, Mo.

Exclusive Distribution

AIREON MUSIC WILLIAMS GAMES

SPECIALS

SEEBURG Baramatics, 5, 10, 25c Wireless....$29.50
SEEBURG Baramatics, 5, 10, 25c—3-Wire... 24.50
SEEBURG Wallamatics, So- Wireless 24.50
SEEBURG Wallamatics, So—2-Wire 22.50
With new Seeburg Metal Covers (for Wallamatics) 2.50
Ivory Finish — additional $2.50 per box
PACKARD Wallamatics (used) 24.50
BUCKLEY Chrome Boxes 15.00

FEATURE ITEMS

PICKUP COILS (for all Seeburgs, including Hitomes) 1.50
FIBRE INSERTS (for Seeburg Wall Boxes) Sets each 25c — Minimum Order 10 Sets 2.50
E-3 CRYSTAL PICKUPS — DATED — Back, or Mills 2.75

Electric Cansels and Cut-Off, for all Seeburg Phonographs (complete) 7.95

REPLACEMENT MOTORS

For Walltrial-Seeburg Phones... en. $19.50 110V-40 Cycle-Refurbished Motors— Will Give Excellent Service — 30 day Guarantee.

PLASTIC SHEETS

20"x50" (red) 60 Gauge — each 5c 6.50
20"x50" (red) 35 Gauge — each 6.50
20"x50" Talking Gold Grill Cloth 7.50

Quantity Discounts — Write for Prices

All Merchandise Triple-WARANTEED by Pacific Coast's largest distributor of coin operated equipment.

THE OUTSTANDING MUSIC

MERCHANDISING LINE

FOR 1947!

AIREON

EXCLUSIVE DISTRIBUTORS

HERMITAGE MUSIC COMPANY
423 BROAD STREET
NASHVILLE 3, TENN.

1904 EIGHTH AVENUE, N.
BIRMINGHAM, ALABAMA

WATCH FOR "A. M."

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
SHOW NEW PACKARD PHONO IN CHICAGO


much interested in the “Manhattan.

CHICAGO — With Senator Homer E. Capehart acting as host, large crowds attended the all day showing of Packard Manufacturing Corporation's new “Manhattan” commercial phonograph in the Rose Room of the Hotel Knickerbocker in this city (Wednesday, July 2).

Capehart stressed the fact that, "Everyone of the nation's manufacturers, whether builders of automatic music equipment or amusement machines, has been invited to attend our showing and see our "Manhattan" commercial phonograph which we are happy to call, the finest and most luxurious commercial phonograph ever made."

In addition to the manufacturers who attended, many coming from far away cities to be present, there were also present a great many noted distributors and music operators who came from all nearby cities to see the new "Manhattan".

A fine buffet with refreshments was being served to the guests all day long. Sen. Capehart was constantly shaking hands with friends from all over the midwest area. Manufacturers from this city called to pay their respects, many knowing Capehart for a long time, and complimented him on his new model automatic phonograph.

Operators and distributors were

NOW DELIVERING Bally's SENSATIONAL MONEY MAKERS

ROCKET
CONVERTIBLE: NOVELTY OR FREE PLAY, 5-BALL OR 3-BALL PLAY.
$279.50
F.O.B. FACTORY

HEAVY HITTER
OPERATE AS COUNTER GAME. REAL BASEBALL THRILLS.
$184.50
F.O.B. FACTORY

DeLUXE DRAW BELL

DELUXE DRAW BELL
Write

PACK 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., Phone: Prospect 7351 LOS ANGELES, CALIF.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEW YORK — With the passage of the Taft-Hartley Bill many juke box service men wondered what the strength and status of their union affiliations.

These men are now much eased in their minds when, this past week, the International Brotherhood of Electrical Workers, Local 786, AFL, won a very important decision in the Appellate Division, Second Department, with Samuel Menasky acting as attorney for the union.

It seems that an independent operator, Harry Smethurst, doing business as the Fairchester Amusement Company of Portchester, N. Y., took away a location from one of the association members here. Immediately the union picketed the location.

Smethurst then went to court and obtained a temporary injunction to restrain the union. The judge in the case is reported to have written a very scathing decision. He reported on the fact that the plaintiff was a veteran of World War II, that he had been decorated five times and, without a hearing, it is stated, granted a temporary stay, claiming conspiracy, pending the trial of the case.

The union (I.B.E.W., Local 786, AFL) then took the case to the higher Appellate Division, and in the Second Department of the Appellate Court had this temporary injunction vacated with $10 costs and disbursements against the plaintiff, under Section 876, of the Civil Practices Act. The Appellate Court ruled that the plaintiff had not stated sufficient facts.

This decision has tremendously heartened the juke box service men throughout this area and also eliminated reference to any conspiracy.

Juke box service men now believe that their union will continue on stronger than ever before, for this is the first time that any such case has gone as high as the Appellate Division.

What is most important it allows the service men to protect their interests by picketing non-union locations where they have been earning a livelihood and have suddenly found themselves ousted thru no fault of their own.

The Appellate Court's decision will probably stand as a landmark throughout the New York State area, it is reported here.

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**TRI-STATE SALES COMPANY**
**NEW YORK and NEW JERSEY**

**PIONEER DISTRIBUTING CO.**
**NEW ENGLAND**
585 10th Ave. New York, N. Y.
(Phone: Cholose 2-6478)
208 Front Avenue, Newark, N. J.
(Phone: Bigelow 3-1767)

**NOW DELIVERING**
**ALL**
**Bally**
**PRODUCTS**

**BALLYHOO**
**CONVERTIBLE 5-BALL or 3-BALL PLAT**

**HEAVY HITTER**
**FAST ACTION BASEBALL COUNTER**

**SPECIAL ENTRY**
**REPLICA MILITARY**

**TRIPLE BELL**
5 - 10c - 25c or ANY COMBINATION

**HI-BYTE**
**CLUB TYPE CONSOLE BELL**

---

**EVANS' CONSOLES**
**LEAD THE FIELD WITH BANG TAILS**
**WINTER BOOK**
**GAL. DOMINOES**
**WRITE—WIRE—PHONE**
**CONSOLIDATED DISTRIBUTING CO.**
1910 Grand Avenue, Kansas City, Mo.

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**THOUGHTS FOR THIS WEEK**

- Famous Lincoln book review: For those who like this kind of a book, this is the kind of a book they will like.
- Three of the most profitable operators' machines ever built: PHOTOMATIC, VOICE-O-GRAPH, ATOMIC BOMBER.

---

**NOW AVAILABLE**

**Williams' "ALL STARS" and "CYCLONE"**

---

**ARCADE OUTFITTERS SINCE 1912**

Factory Reconditioned
Look and Work Like New

**PHOTOMATICS**

Pre-war $375.00 Models

Chicago Coin HOCKEY, etc. $125.00
Seeburg-Muto. HOCKEY, etc. 75.00

BUY AT YOUR OWN PRICE
20 RACETAIL DIGGERS
In Jersey Storage
TUBER GUNS (Complete)
PILOT TRAINER
RABBIT GAME

FREE! BEAUTIFULLY ILLUSTRATED PRICE LIST

New or Rebuilt Amusement Machines—Any Make or Model — Movers Too! They All

**MIKE MUNVES**
510-516 W. 24th STREET, N. Y. 1, N. T.
Phone: Bremen 4837

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

FROM: Al Silberman
TO: All my friends
SUBJECT: "A CHANGE FOR THE BETTER"

As of above date, I will take up my new duties as Sales Manager for Adams-Fairfax Corporation, a hard hitting two-fisted progressive organization, manufacturing a line of vending machines, sturdily constructed, sensibly priced and with a policy generally attuned to the tempo of the times.

CASH TRAY, 5c vender of TEENY Almonds has won nation wide acceptance, not only because of its profit earning capacity, but also by reason of its low price, which permits an operator to set up 100 locations with the amazingly low total investment of approximately $1,000.00 — NO NOTES, NO INTEREST, NO REPOSSESSION, NO LOSS OF SLEEP THRU WORRY OF CONFISCATION. Coin ops throughout the country have supplemented their profits by placing a hundred or more CASH TRAYS along their regular routes, while many other operators have confined their activities exclusively to operation of CASH TRAYS in particular and vending machines in general.

I'm planning a comprehensive trip from coast to coast for the purpose of personally setting up qualified distributors on the "CASH TRAY" and to "whisper" a few guarded hints on "things to come soon" concerning two new vending machines (other than bull) with an unprecedented low price which will command your greatest interest. I am looking forward eagerly to the pleasure of a personal visit when I get to your city, but meanwhile, I'll be happy to hear from you.

Robert G. Page

HOBOKEN, N. J. — A special showing of "Award", Eeco Manufacturing Corporation's new roll down game, was given for jobbers and distributors of New York and New Jersey at the firm's factory in this city (Thursday, July 3).

Hosting the coinmen were Jack Semel, president, and Jack Rubin, secretary of the firm. They demonstrated the many features of the machine, which have had on test location for the past several weeks.

Evidencing great interest in the attractive mechanism, which includes roll over buttons, the many coinmen who attended were told that the machine would be in production within the next ten days.

"We're tremendously pleased at the reception given 'Award' by all who attended our showing," Jack Semel declared. "The men who saw it are all experienced coinmen, and when an audience like that tells us we've got a hit machine, you can't blame us for feeling as happy and eager about it as we do.

"Jack Rubin is doing a great job setting up our production," he continued, "and with our distributing organization well on its way to completion, we should have 'Award' making profits for operators throughout the country in very short order."

Robert G. Page

EAST LONGMEADOW, MASS.—Photo Finish, a coin operated amusement machine representing a horse race in miniature, will be the first product to be manufactured by the newly organized Automatic Devices, Inc., here, it was announced by Robert G. Page, vice president in charge of production. Created and developed by a prominent Midwestern coin device manufacturer, Photo Finish will be made by Automatic Devices under an exclusive licensing arrangement.

The game was introduced at the convention in Chicago last February. The version to be made by Automatic Devices, however, will incorporate a completely new and ultra-modern cabinet design, as well as additional improvements and modifications. The company is expected to have its first models ready on or about August 15 and to initiate production in September 1.

Available for 5, 10 or 25-cent play, Photo Finish will offer a playing cycle of 15 seconds, one of the fastest money-earning potentials in the business. It will feature six horses, electrically motivated, with the machine selecting the winner arbitrarily.

Six players may participate in the game at one time. In this instance, skill is a factor, for each player can manipulate a plunger to bring his horse in several lengths ahead of other players.

The winning horse closes a switch which lights up two parallel lights on either end of the machine, indicating the winning number. Horses rock on springs, creating an illusion of galloping action.

Photo Finish is simple in construction and easy to maintain. It will be equipped with a slug rejector and coin return cup.

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

SPRINGFIELD, MASS. — American Time Corporation shortly will introduce a new series of coin-operated wall box timers for ten and twenty-five cent operation, it was announced here this past week.

Known as the WB series, the timer is fully automatic and will be available in four models for use in connection with radios, refrigerators, washing machines, dryers, shoeshine devices, ironers, extractors and other coin-controlled appliances.

Basically, the mechanism will include two major components — an American Time coin-operated timing device mounted in a wallbox made by ABT Manufacturing Corp. of Chicago.

All models are 12 inches high (13" including the coin receiver), 5% inches and 3% inches deep, operate on 110 volts, 60 cycles, AC, and feature an ABT slug rejector and coin return cup. WB-1 and WB-4, the dime models, will be available in time cycles of 15 and 30 minutes, one and two hours. Variations in voltage and time cycle will be available at a relative increase in cost.

Only other variation between models is in load carrying capacity; WB-1 and WB-3 having a six amp rating and WB-2 and WB-4 having a 30 amp rating.

The new devices are adaptable to use in connection with appliances which lack adequate space for timing mechanisms. They will accumulate a reserve of three coins and feature a special recessed, tamper-proof coin box with a lock which engages on three sides.

Available in black wrinkle finish, the wall boxes have four mounting holes for bolts and screws.

Encyclopaedia Britannica to Include Info on Jukes and Pinballs

CHICAGO—Howard E. Kiesch, assistant to the editor of the Encyclopaedia Britannica, wrote to Gwen Desplenter, of CMI Public Relations Bureau advising, "We shall be most happy to refer your suggestion that we include information on juke boxes and pinball games in the Britannica to our editorial advisors when the classifications to which these subjects belong come up for review and revision."

It is also understood that the latest dictionaries are listing the words "juke box" and "pinball" and describing them. It will be of interest to all the trade to hear what the Encyclopaedia Britannica will have to say about both instruments, since both are today recognized as standard American amusements.
Telecoin Will Donate "Quizzer" Take to Damon Runyon Memorial Fund

NEW YORK — Ops will be dropping nickels instead of taking them when Telecoin Corporation launches its five-city tour this week. It is believed the Damon Runyon Memorial Fund for Cancer Research which will inspire the nickel-takers to turn nickel-givers.

It's all very simple according to Telecoin's execs. Ops who want to be their own John Kierans and give the Telecoin Quizzer a whirl, will have to drop a nickel. All the coins taken in will be turned over to the Damon Runyon Memorial Fund. The same principle will be applied in all cities scheduled on the tour, New York, Cleveland, Chicago, Dallas and Atlanta.

Ops' visions of a completely coin-operated laundry location where Mrs. Housewife can turn her wash-day in-to a simple wash-hour were brought into clear focus by the announcement that Telecoin would introduce still another machine during its showings. This newest in the mushrooming Telecoin appliance line is a nickel-operated six-column laundry aid vendor which will dispense packages of soap, silk and wool detergent, bleach and bluing.

The laundry aid machine rounds out the previously announced combination of coin-operated washing machine, wash extractor, dryer and ironer, to provide an all-in-one coin laundry service in apartment houses and store locations.

First details on the extractor, revealed by Telecoin officials, disclose that it is completely automatic with a special safety device which automatically throws on a break before opening or closing the machine. It operates on a 3/4 horsepower motor, 110-volt, 60 cycle. An inner basket is porcelainized for cleanliness, while the exterior is a neat white baked enamel with chromium trim.

HARRY STERN Has Switched To AMI
Because It Makes Patrons Play More Music

DAVE ROSEN SAYS...
Follow Harry's example and make all your locations top locations with AMI.
ORDER NOW FOR IMMEDIATE DELIVERY

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

ALL STARS

Williams' Long-Life Game!

PERFECT FOR EVERY TYPE OF LOCATION!

ORDER FROM YOUR DISTRIBUTOR TODAY!

CYCLONE
Still the Outstanding ACTION PIN GAME!

NEW YORK — The above sketch appeared in the Herald-Tribune's Sunday magazine section this past week with the following:

"Alexandria, Egypt. 100 B.C. — Flash! Creating considerable interest in the main market place of this city is a new mechanical device recently developed by Hero, popular local Greek inventor.

"Hero's machine, basically a clever arrangement of levers, dispenses a quantity of pure water to the customer who drops a coin in the slot.

"If the contraption proves to be popular, it is foreseen that Hero's machine may be adapted to the automatic vending of such commodities as figs, dates, nut meats and olive oil."

The writer claimed his source to be, "Gli Artifitici et Curiosi."

Philippine Op Suggests New Pinball Name

MANILA, P.L. — Wm. J. (Bill) Suter, manager of Morcoin, the Jack R. Moore Company offices here, suggested a new name for pinballs which was just received by The Cash Box this past week.

Bill says that pinballs should be called, "Time-Killers".

Any who believe with him can write Bill care of Morcoin (Jack R. Moore Co.) 1303 Taft Ave., Manila, Philippine Islands.

Jukes Play Too Loud City Inspectors Report

ST. LOUIS, MO. — The average tavern owner wants to play his juke box too loud, according to a report made by ten inspectors of the St. Louis Aldermanic office in mid-June.

Operators throughout the city have been asked to co-operate with the city management in keeping the sound level in taverns, confectioneries, and other phonograph locations down to a level which will not irritate homeowners in the vicinity.

"The average tavern customer himself prefers that the juke box play in a little bit more subdued fashion," a spokesman for the Board of Aldermen pointed out.

"When loud music from phonographs disturbs neighbors in their homes," he said, "the chances are that the phonograph is being asked to do more than it was designed for."

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

By Bert Merrill, The Cash Box, St. Louis, Mo.

There is a lot more to successful phonograph mounting than merely picking good spots and servicing the machines to satisfy the location owner in accordance with the point of view of the St. Louis juke box operators recently surveyed by the author of this Cash Box.

At trying to find out why one operator’s route shows consistently better results than another’s, the two factors of location and the phonograph itself are the area in which both the secretary or managing editor of the Cash Box, the owner of the phonographs, the veteran of eleven years experience with 54 machines operating in the midwestern states, operates in the nation, and the records show that nickel intake is minus the peaks and valleys which normally occur in many instances—and there is no sharp line of demarcation between winter and summer profits.

"I credit this entirely to the fact that I let my customers choose their own records," the operator grined. "I’ve had mine on this course," he continued, we are influenced basically by national reports and, as the hit parade program, The Cash Box weekly survey, and other information.

Most operators have always held the theory that there are strong local tastes in any part of the country, and that the same ten records which topped the list in Cincinnati, for example, will not be the ten top tunes in St. Louis.

"Therefore, I make a deal with each of my location owner whereby he keeps a pad of note paper closer to the cash register and on which he lets bob down any tune which is requested several times during a week.

To carry the idea still farther, I have attached a small printed card in the corner glass at the front of each phonograph, which invites the juke box fan to write in the name of any selection he would like to hear next week—with space for 29 entries on the front and another 20 on the back. This is either inserted in the glass frame between the glass face and the frame, or tied on to the phonograph with a cord.

"Both ideas have worked out exceedingly well. At first, I thought that most tavern patrons, for example, would be too busy to give the cards a thought, or to express their wishes to a bartender.

Actually, however, there are lots of dull moments in any tavern and many customers take advantage of them to write in the songs they want to hear.

This St. Louis operator has found some rather significant information forthcoming. First, he finds that old favorites like "Stardust," "Smoke Gets In Your Eyes," you made Me Love You," etc. are constantly being requested, where there is otherwise no indication that customers want them.

At the same time, he has discovered there are many requests for folk songs, calypso, songs, and other local-interest types which no city-wide or even nationwide survey is going to indicate.

Even so small a thing as the location of the box in a tavern or store has a lot to do with the number of nickels it can accumulate, according to another operator, who ought to know—for all of his locations are either in taverns, small variety stores, drug stores with soda fountains, or similar space-congested areas.

"Too many location owners want to put the juke box in a remote corner, where the customers are too busy to get into it," this operator said, "a practice which I fight constantly. In one tavern, for example, the location owner had placed the phonograph up on a high stage platform originally built to accommodate a piano and pianist. While it caught the eye here and was certainly prominent, it was difficult for short customers to put coins on it. In the slot, much less read the program listed on the front. I pointed this out to the location owner, and got him to remove the stage platform, which hadn’t been used otherwise for a year. Play picked up substantially during the next week, proving I was right."

This particular St. Louis operator makes a study of locating machines carefully in every spot. Where a tavern is concerned, with booths around the wall, he is careful to choose a spot whereby

The patrons in each booth can see the face of the phonograph at all times—otherwise, they are likely to forget about it.

"I have even gone so far as to ask a location owner to let me move one of his booths, and pay the cost of doing so," the operator indicated, "with a profitable increase in sales forthcoming. Customers have got to be able to see the phonograph easily, and to reach it without going to too much trouble, or they will not play it at all."

Incidentally, one of the most profitable phonographs in St. Louis is a War-litter which is mounted behind the bar in a prominent South St. Louis tavern.

Having little free space on the floor, the owner cut away part of the backbar and placed the box there, where every bar customer, and most of those seated in booths can see it plainly.

Bartenders accept nickels, dimes and quarters from the customers, and play the selections requested—which makes it easier for the customer, as well as swelling the receipts.

Moreover, the operator who collaborated in setting up this plan, has found that when things get a little dull, it is easy for the bartender to ask bar patrons "What’s your favorite tune?" and drop a nickel in the box, or simply tell customers what new tunes are on the box.

1947
without piano location 8447 machines MARVEL’S Page a mounted week. choose remote Advertising tavern all PANTAGES deal to the and I want the graph during the phonograph being made during the busy stage. Location line any- top and I have been influenced basically by national reports and, as the hit parade program, The Cash Box weekly survey, and other information. Most operators have always held the theory that there are strong local tastes in any part of the country, and that the same ten records which topped the list in Cincinnati, for example, will not be the ten top tunes in St. Louis.

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To Subscribers to Business "Dope Sheets"

We don’t know whether the business dopesters are right or wrong.

But we do know this: All you have to worry about is one business—your own.

And if you work a little harder and advertise a little better and stronger, you’ll do better than the other fellow—no matter what general conditions are.

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Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
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STATE CONDITION AND PRICE IN YOUR FIRST OFFER.

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**GLOBE DISTRIBUTING CO.**

1623 N. California Ave., Chicago 47, Ill. (TEL: AMirage 0780)

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**COVEN DISTRIBUTING CO.**

3181 ELSTON AVENUE, CHICAGO, ILL. Phone: INDEPENDENCE 2210

**Covens Coin Corner**

NOW DELIVERING BALLY'S **BALLYHOO**

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**COVEN DISTRIBUTING CO.**

3181 ELSTON AVENUE, CHICAGO, ILL. Phone: INDEPENDENCE 2210

**WANTED! WE NEED EVANS’ WINTERBOOK**

STATE CONDITION AND PRICE IN YOUR FIRST OFFER.

**GLOBE DISTRIBUTING CO.**

1623 N. California Ave., Chicago 47, Ill. (TEL: AMirage 0780)
More optimism apparent everywhere in town. There has been a decided business pickup and the boys are all hopped up over it. Music distributors report that collections have taken a turn for the better, their operators tell them, and many feel that all will be more juke box business this summer season than was formerly expected. At the same time the pinballs are going just as strong, if not stronger, than with leading house operators. Our coming weeks will carry deliveries in larger and still larger volume. Looks like this summer season is going to be one of the busiest the progressive men in the trade will ever enjoy.

Big event of the week was the Packard showing of their new "Manhattan" phono in the Rose Room of the Hotel Knickerbocker. Senator Homer E. Capheart invited all the nation's manufacturers, distributors, jobbers and operators to come right ahead every day... Employees of Samplex were there. He said, "We want everyone to come on in and see our new 'Manhattan' combo phonograph. It's coming in and going out of the Rose Room all day long. A marvelous buffet was served and coinmen had a chance to once again get together. Harry Brown of American Amusement has become a regular commuter between Chicago and New York. He's constantly on the go between both cities and expects some really good news from N. Y. almost any day now... Ben Coven is sporting a healthy tan which he picked up at his summer home in Lake Geneva. Ben also purchased a speedboat and now spends his weekends zooming around the lake.

Art Weinand over at Rock-Ola Mfg. Corp. tells me that the entire factory will close down from July 14th to the 28th in order to give all their employees their vacation at one and the same time. He says they will be moving the factory right now, at one time they eliminate shortage of help which formerly lagged during the summer. Many factories are not finding this new vacation method... Tony Zale, middleweight champ of the world, was seen this past week visiting with his friend Al Stern of World Wide Distribute. Tony was sharpening his punching eye by practicing away at Al's pin games for his fight with Rocky Graziano.

Eddie Ginsberg is resting on his farm after his hospital siege. And Maurice is now taking it much easier with orders to chase Atlantic Novelty on Saturday or Monday. I do believe that the boys over at Simplex are woefully short of earphones at the moment. This last of the three salesman who was left to handle the firm's earphones (who is clicking with the new Simplex Deluxe phone needles) spent a pleasant weekend at Mike Hammerson's place. Hammerson's father has been ill and he had to stay, but Mike got all the fun. Mike got ambitious one there and day and tried some water skiing with the result that all those black and blue bruises are making him walk around his offices very gingerly.

Bruno Koseck over at Mid-State reports that they are doing a very fine export business and that the firm's local boy Ed Co. pinball division, will enjoy their vacation this year (started June 30) while the boys at this working on Williams' new "All Stars" will stay right on the job in an effort to cut down the big backlog of orders on this machine, Tony Gasparrro reports that he has been in constant touch with Mr. and Mrs. Harry Williams who are flying their new plane up and down the Pacific Coastline and that he expects Harry will return to the factory this week... Bernie Schutz of Coin Amusement Reports that he is eagerly looking forward to the coming week... Bernie was over to see the new coast distributors that he was over to see the Uncle Sam's army on those vacation deals.

Bert Davidson of Filben reports that he has received some very nice letters from ops and distros who saw the firm's line of machines at the National Coin Show in Milwaukee. Bert's busier than ever trying to get all letters answered and all shipments under way... Bernie Grunig of Grunig Importing reports that he has been here a few days because of another of his best coast distributors who flew in to see his Test Quest counter game.

It clicked with them", Bernie says. Si Redd of Redd Distributing Co., Boston, Mass. and Buster Williams of Memphis and New Orleans bumped into each other in the offices of Billy DeSelm over at United Mfg. Co. this past week. Two guys with the same name and thousands of miles between them. Grand Shay is featuring the finest tan in Bell-O-Matic's organization. It's the result of the many arduous and hours spent on the golf course.

Howard Peo, Valley Specialty Co. in town this week... So was Sammy Mannarino of Coin Machine Distrib. Co. who rushed in Thursday for a show. They are working on the 4th we hear... Gil Kilt over at Empire Coin Machine Exchange very busy with their weekly show playing host to several coinmen who dropped around to see the firm's new, spacious quarters. Among those we bounced into at Empire were: Izz Albert of Twin Cities, DeLuca from Portland, Bob E. of Heath Distri- buting Co., Macon, Ga., Clyde Dexter of Paxton, Ill., Sam Harvis of Acme Novelty Co., Pittsburgh, Pa., and Tom Cassidy of Spring Lake, Ill. And two boys just kept coming in day after day keeping their new Empire offices and show rooms near Milwaukee Ave. plenty busy all week long.

Dave Gottlieb and Lou Walcher talking things over in front of the Knickerbocker Hotel and both rushing off in a hurry. Lou will spend at least ten days in Chicago on this trip and is also going on a trip for a show. They are all planning to spend the 4th we hear... Mike Fry and Pat Lesch are coming down to town to meet up with the two boys covering the west coast while Bill Lipscomb went in the other direction—to the east coast.... Over at Bally Mfg. Co. everyone is getting ready for that big annual picnic on July 25th. Th' boys and gals really have a grand time at these affairs. This is Billy Ackerman's first year as boss and he seems to have taken up the sport of bowling and is enjoying the warm sunny days we're now having. Roy's out there playing golf every afternoon and having himself a grand time. Music distributor to me he tells... Clayton Nemiroff over at Menarch booth covering with Hymie Zorinsky of H. Z. Vend. & Sales, Omaha. Jim Rendel of Gary, Ind. and E. S. Hootter of Elkhart, Ind. all at one and the same time... Nate Gottlieb, who is another one of the new dudes in our town, reports that they now have the latest addition to their employees, a Miss M. Still trained. "That", Nate claims, "you wouldn't even know she was in the house." In the meantime, Nate says, they are working harder than ever to keep up with the demand for Gottlieb's latest creation—"Lucky Star."

Mike Spagnola and Frankie Garnett both standing woefully in their empty showroom and hoping and that they will soon sell off a few more machines... Edie and Mike and Frank—they just can't seem to supply the demand... Roy Bestor, who insists on taking it easy, is really enjoying the warm sunny days we're now having. Roy's out there playing golf every afternoon and having himself a grand time. Music distributor to me he tells... Clayton Nemiroff over at Menarch booth covering with Hymie Zorinsky of H. Z. Vend. & Sales, Omaha. Jim Rendel of Gary, Ind. and E. S. Hootter of Elkhart, Ind. all at one and the same time... Nate Gottlieb, who is another one of the new dudes in our town, reports that they now have the latest addition to their employees, a Miss M. Still trained. "That", Nate claims, "you wouldn't even know she was in the house." In the meantime, Nate says, they are working harder than ever to keep up with the demand for Gottlieb's latest creation—"Lucky Star."

Bill Olsher of Alcoo seen here and there about town trying to get parts for his machines... While Jack Nelson, Sr. is out of town, Jack Nelson, Jr., just released from the Army, takes over and, you can believe me, Jack Jr. is doing a very fine job, covering the needs of their many customers with great efficiency and speed... Me too over at Coin-A-Matic is one of the busiest of guys in town. Leo's burning the midnight oilregularly these days trying to get shipments out to their customers... Milt Weizer over at Wico Corp. reports that the boys are plenty busy trying to take care of the demand for parts and the best way to make both a profit and a profit,

Bob Gibbs, whom many old timers will remember, and who is now located in Evansville, Ind., was in town visiting over at Buckley Mfg. Co.
These past two weeks have been loaded with action for the jobbers and distributors in this territory. There has been more operator buying than for many months—and the boys are hopping with joy. The days prior to the Fourth of July holiday are usually spent in preparing for their holiday. Not this year. Right up to the moment they close their doors for the holiday, the jobbers and distributors were busy filling out order blanks. And it wasn’t only for one type of equipment. Operators were buying every type of machine. Looks like we’re over the hump—from now on it’s bigger and better sales—bigger and better collections.

* * *

With Jack Mitnick out of the office for the day, Barney (Shugy) Sugarman of Runyon Sales Company, kept on the jump continuously. The offices and showrooms really humming ... Herman Perin of the Newark, N. J. office of Runyon tells us he’s in a straight-jacket, being confined to the office most of the time. Once in a while, Herman jumps into his car, and runs out to see some of the local operators on AMI music equipment ... Gil Engelman, who had been acting as distributor for Diamond records for the jule box operators in New York, resigned the account and retired to his Dude Ranch, where he joins up with brother Charley, the back part of the horse.

* * *

Ben Becker, Tri-State Sales Company and Pioneer Distributing Co. (Bally distributors) returns from a ten-day road trip. Ben and Art Garvey of Bally Manufacturing Company covered New England and New York State, traveling about 10,000 miles by plane, train, taxi, and foot. During this period Ben and Art whaled away their spare time in a “Gin” contest. We haven’t been able to check the facts with Garvey, but Becker claims he beat Art’s pants off. Ben admits it was the result of strategy—he refused to permit Garvey to smoke during these games ... Al Denver, president of the Automatic Music Operators Association, and his wife Frances were eager to see the Copa cabana this past Sunday evening, celebrating their 25th wedding anniversary.

* * *

Jack Fitzgibbons, Jafco, Inc., returns to his office this week and gets into action immediately. “Sportsman Roll”, for which he is national distributor, is in continual demand, and orders keep piling in for Williams’ “All Stars” and “Cyclone” ... Hymie Rosenberg of H. Rosenberg Company and his missus see their kids off for camp, then hustle back to the office to take care of the sudden rush of biz ... Ben Lazar, B. D. Lazar Company, Pittsburgh, Pa., in town and drops up to visit with Bert Lane, Meyer Parkoff and Harry Rosen of Atlantic-Sea-coast Distributors ... With the arrival of H. C. Evans’ “Ten Strike”, Charlie Aronson and Bill Alberg, Brooklyn Amusement Machine Company, Brooklyn, N. Y., another distributing combo become busy.

* * *

Nat Cohn, Modern Music Sales Corp., hurries home one day this week to take his young daughter to a hospital to get an infected tooth treated. Before leaving Nat has to push off some customers who are insisting upon deliveries of Mills’ “Constellation” ... Joe Graham, East-West Distributing Co. (Distributors for Square Amusement’s “Sportsman Roll”) alone in the office, as Charlie Herman and his two sons are out seeing the operators ... Teddy Seidel, Seidel Coin Machine Sales, already complaining about the lack of space, alto he’s only been set up a few months. With machines coming in and going out so rapidly, Teddy would like to have a few thousand more square feet. Meanwhile, Seidel showing a new roll down game “Hi-Score” with roll over buttons feature.

* * *

Harry Friar, Premier Coin Machine Manufacturing, leaves the plant for a short while, and visits with his jobber friends along coinrow ... Dave Lowy, and Phil Mamon, Dave Lowy Company, smiling great big smiles as equipment is moved out in large quantities ... Buddy Eisen and Sid Mittleman, Joe Eisen & Sons, eagerly awaiting the sample of Packard’s new phono “Manhattan” ... Operators showing great interest in the Telecoin showing scheduled in New York at the Commodore Hotel for July 8, 9 and 10. Company will display five new machines ... Tony (Rex) DiRenzo, Manhattan Phonograph Company (Aireon distributors) flashes an order book at us showing orders taken during the past week ... Jack Semel and Jack Rubin, Esso Manufacturing Company, Hoboken, N. J., run a special showing of their new roll down game “Award” to jobbers and distributors in the New York and New Jersey territory.
The Southern California Automatic Music Operators Assn., is planning a big meeting for all Southern Calif music ops. A number of very important matters are to be taken up, according to Jay Bullock, managing director. The organization has just completed its move to their new headquarters adjoining the new Music and Games unit of the I.B.E.W. In addition, Bullock informs us that the membership is growing constantly and it is expected that practically all music ops in the area will join the association in the near future.

Al Silberman, well known coin exec, has joined the Adams-Fairfax Corporation, according to an announcement made by Bernie Shapiro, President. Silberman has been named General Sales Manager and will soon leave for an extended trip through the country, calling on the firm's present distrbs and to appoint many new ones in territories not already covered. Dropped around for a visit to the plant, and found a terrific organization specializing in the vending biz. The firm has been expanding in a big way and has some very terrific plans for the future which will be announced later.

Paul Laymon has been receiving some nice shipments of new games and equipment from the Bally factory and is making deliveries as fast as the stuff comes in. Ed Wilkes, sales manager, has joined the fold and has been found to be suffering from a stomach ulcer. It means a tough diet and lots of pills. Our sympathies are with you, Ed . . . Charlie Fulcher, over at Mills Sales, has been getting shipments in of the new Mills "Constellation" and filling the back log of orders he has had for the new phono. Charlie is looking chipper again and feels happy when he can get hands on some new equipment to deliver.

Harry Williams and his very attractive wife visited in town this past week and spent a few days out at Catalina Island. Harry then flew up to the Bay City to see many of his friends in that area. Returning here, prior to flying back to Chicago, Harry spent a lot of time visiting with his father, William (Bill) Williams, who is distributing the Williams games in Southern California. Bill is expecting a nice shipment of the new Williams "All Stars." It's a very fascinating game, and should do a bang up job on location," Williams declared.

Charlie Craig, over at Exclusive Records, tells that the new Herb Jeffries recording is going like a house afire with the demand increasing every day, and that the old stand-bys "Honeydripper" and "I've Got A Right To Cry" are still very much in demand. Terry Littlefield, in charge of the Art and Production Department, off on a two-week vacation . . . Merle Connell, of Quality Pics, has just completed processing their latest series of 16 M.M. films and is all set to ship the latest group of movie film for panoramas . . . Eddie Mesner, of Aladdin Records, off to the deep south, calling on a number of the firm's distrbs; he's due back this week . . . Saul Bihari, of Modern Records, plans a trip to New York on several important deals.

Ray Powers very happy over the response of distrbs and ops to the firm's new mirror cabinet. Ray tells me that orders are pouring in from all over the country, and adds that they are still marking time awaiting an announcement of a new line the firm will handle . . . Bill Happel, Jr., over at Badger Sales, has been taking some nice orders for their new "Strikes N' Spares." Bill has been making some nice deals and has been shipping lots of games and phonos out of the country and has been expanding his export business. Incidentally, Jack Leonard of the Badger parts department tells me that he has been shipping lots of parts to many foreign countries and that there is a very nice demand for practically all types of coin machine parts . . . Jack Gutshall tells me that he has been selling many new Packard phonos and Packard accessories. Jack has called on many ops around the area and has found that most of the ops are reporting their old worn out phonos with new equipment. He is very optimistic about the future and expects business to pick up from now on.

Bill Schrader, of Allite Manufacturing Company, manufacturers of the new "Strikes N' Spares," has been receiving many reports from operators of the new bowling game from all parts of the country, indicating that collections from the game are phenomenal; it has terrific earning power, Bill tells me, with the game receiving "swell acclaim all over the country . . . Bill Wolf just back from a trip to Seattle visiting his offices and calling on many ops along the route. He says he found things generally good and that the ops reported collections improving right along. The boys are buying more new equipment every day and tossing out the old worn out stuff that have outlived their usefulness . . . Robert Gordon, of Van Es Record Company, plans several important announcements soon . . . Len Micon, of Pacific Coast Distributors, has just received a shipment of the new Evans console . . . H. G. Sherry, of Commercial Radio, tells us that his firm has been receiving some nice orders and requests for distributorships from many parts of the country in response to his ads in The Cash Box.

Bud Parr, of Solotone Corp., very happy with the increase of business and the growing demand for the new Solotone box and mirror cabinet. All production bottlenecks have been broken and deliveries have been leaving the factory in ever increasing volume . . . The Fifth Anniversary issue of The Cash Box was received here with lots of verbal applause. Thanks a lot, fellers, for making us feel so proud in getting it to you.
Twin Cities folk received the Fifth Anniversary Issue of *The Cash Box* with beaming smiles, and the host of coin machine men who paid tribute to Bill Gersh and Joe Orleck, have voiced their whole-hearted approval in recognizing *The Cash Box* as the coin machine industry's official publication.

Wonderful weather in Minneapolis and St. Paul has brought more optimism along with it, than we've seen in quite some time. Outdoor music play has jumped quite a bit, with operators flocking into town in droves.

Paul and Martin Kallsen of the Martin Music Company, Worthington, Minnesota, report their music and game route running along swell. The pair have one of the most centralized routes in the state. Ted Bush, Bush Distributing Co., had a bevy of Aireon hungry ops in to see him the other day. Hy-G Music Company's low prices the talk of Minnesota. Ken Ferguson, of the firm of the same name, into Minneapolis visiting. L. H. Pickerin of Rock Island, Illinois, in town calling on a few friends.

Mr. and Mrs. Wally McFarland of Bismarck, North Dakota, were in Minneapolis last weekend calling on several distributors. Leonard Zalinko, of Lakefield, looking chipper all thru the day. Pete Warnson of Kasota, Minnesota, reports the bass biting. Jerry Caron, St. Paul, still vacationing at his lake home on Trout Lake near Brainerd, Minnesota.

Bill Cohen, Silent Sales Co., Minneapolis turning up with some of the nicest games in his showrooms. Ernie Klicker's meat market up at Park Rapids, Minnesota, moving along nicely as is his music route. News that makes us feel good is the report that Jules Dircks of Marshall, Minn., is well on the road to recovery. Better commission basis being talked up everywhere you go. Most ops agree that 75%-5% is the only answer.
WANT

WANT - Manufacturer who needs merchandise display and sales assistance for coin-operated equipment and supplies. Located in the heart of New York City in the best block of quality stores. We can offer you window display, store display, space for warehousing, shipping facilities, sales and advertising help. ACCURATE DISTRIBUTORS, 601 TENTH AVE., N. Y.

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 BLDG., MINNEAPOLIS 15, MINN.

WANT - Seeburg selection receivers, type SR-4. Please state condition and best price in first letter. DIXIE AMUSEMENT CO., BOX 551, DOTHAN, ALA.

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 9-1580.

WANT - Keeney Bonus Super Bells 5-25$ & 5-10-25$; Bally Triple Bells; Mutoscope Fan Front & Red Top Diggers; Rock-On! Playmasters; Orig. Brown Fronts; Chromes and Black Cherry slots. Quote best prices, quantity and condition in first letter. M. A. POLLARD CO., 762 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel.: ORway 3070.

WANT - 5 Ball Free Play Pin Tables. All machines must be A-1 in appearance and mechanically. State condition and lowest price in first letter or wire. Distributors - Send Jobbers Prices. JOE FLOYD, 513 TAYLOR ST., ANDERSON, S. C.

WANT - Lite-0-Cards with Spring Bumpers. Will pay $40. ea. MODERN AMUSEMENT CO., 530 URSULINE ST., NEW ORLEANS, LA.

WANT - Watling and Pace Scales; Rotary Claws and Merchandisers; Mutoscope Diggers; Two and Three Way Super Bonus Bells; Victory Derby's and Specials. Will sell or trade for any of the above. Wurlitzer Skeel Bells, Four Bells $150. ea. Arcade equipment, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH.

WANT - Will buy any quantity used slot machines, all makes and models. Also, NEW Pace 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 Ways. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.


WANT - 5 Ball Free Play Games. Williams; Amber, Dynamite, Suspense. Chicago Coin; Super Score, Spellbound. Gottlieb; Stage Door Canteen, Baffle Card, Superliner. Bally; Turf Queen, Big League, Midget Racer. Games must be in A-1 condition. For resale. State quantity & lowest prices in first letter. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF.

WANT - Wurl. & Seeb. 30 wire Hideaway Units complete 20's & 24's; Wurl. 1015's, 950's, 960's & 750E's; Seeb. 1-46E, 1-46M, Hi-Tone, Envoy, etc.; R. O. 142$; used Packard Wall Boxes; Packard & Buckley 30-wire Adaptors for Wurl., Seeb., Mills and R. O.; Mills, Jenn. & Face F. Munt Vendors; Post-war Photomatic; Late 5 & 1 Ball F. P. Games; used Evans Ten Strike; used Genco Whizz; Bally Line-A-Line; Metal Typers; Scales, etc.; Converters 110 DC to 110 AC, 110 V. 60 cycle to 110 V 60 cycle; Generators 60 cycle; all types of 220 cycle Motors, 25 cycle Flyer Motors all models. Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

FOR SALE

FOR SALE - Personal Music and Solotone Boxes. Also Studio & location amplifiers. Wire, phone or write for real low price. RUNYON SALES CO. OF N. J., 123 W. RUNYON ST., NEWARK 8, N. J.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE - 7 - 10¢ and 7 - 5¢ Mills Futurity slots $40. ea. The lot $479.50. All Clean. Wurl. T12 with amplifier, Solotone adapted $125. Solotone boxes $21.85 ea., like new; Big Hit $99.50; Knockout $99.50; Miami Beach $46.50. All Clean. WESTERN DISTRIBUTORS, 1228 S. W. 18th AVE., PORTLAND 5, OREGON.

FOR SALE - New making delivery of KILROY, Chicago Coin Machine Co.'s new sensational 5 Ball Game; Chicago Coin Machine Co. New Basketball Champ, a real Hit. Our new and latest release will be STRIKES & SPARES. Delivery soon. BAUM DIST. CO., 2332 LOCUST ST., ST. LOUIS 3, MO.

FOR SALE - Manufacturer who needs sales assistance in the heart of coin-operated equipment stores located at 621 Tenth Ave. between 44th and 46th Streets, in the best block of quality stores, we can offer you window display, store display, space for warehousing, shipping, facilities, sales and advertising help. ACCURATE DISTRIBUTORS, 621 TENTH AVE., NEW YORK 19, N. Y.

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 $100. 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., 33 WESTNUT ST., SPRINGFIELD, N.A. Tel: 4-1100.

FOR SALE - Panoram 250 Watt Projector Lamps $2.25 ea.; brand new Champion Counter Games $29.50 ea.; all current Pin Games; also, all used Post War Pin Games; Slots and Music. Write for our low prices. Remember, if we can’t guarantee, we won’t ship. MARLIN AMUSEMENT CORP., 412 NINTH ST. N.W., WASHINGTON, D. C.

FOR SALE - Minnesota is down. We can furnish you with consoles and payout 1-ball machines at less than Cash box price. Let us know what you want. HY-G MUSIC CO., 1415 WASHINGTON AVE. S., MINNEAPOLIS 4, MINN. Tel: Atlantic 6587.

FOR SALE - 26% to 40% Discount on 30 consoles including Mills 4 Bells, Three Bells, Bangtails 1946, 25¢ play, Coin-Ola & Super-Pace. Twin Reels & Single Reels, etc. Request list. This is an ideal lot of consoles for the operator to test out a new operation with, without a big risk. Contact us immediately. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1323.

FOR SALE - DuGrenier, Rowe, National and Uneedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Uneedapak parts. WANT—WILL buy anything. Send us your list. MACK H. POSTEL, 6750 NORTH ASHLAND AVE., CHICAGO 28, ILL.

FOR SALE - Or trade. 8 Red Ball machines (combination Pool & Marble Table). No reasonable offer refused. One 32 Volt Rock-Ola DeLuxe; one 35 Watt Masco Record Changer and Public Address System. Dice Boards - Cheap. Make us an offer. See if we turn it down. ABC NOVELTY CO., 2509 S. PRESA ST., SAN ANTONIO, TEX. Tel: K 1182.

FOR SALE - Playboy; Lucky Star; Lightning; Carosel: Honey. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA 21, PA. Tel: Pop. 3299.

FOR SALE - Keeney 5¢, 25¢ Super Bell Comb. $60.; Scientific Pokenino $279.50; Genco Total Rolls $225. Delivered free anywhere in U.S.A. 1/3 deposit, balance C.O.D. WANT — Exhibit Knockouts. LYN BROWN CO., 1351 W. WASHINGTON BLVD., LOS ANGELES, CALIF.

FOR SALE - 3 Columbia Twin JP and one 600 Wurlitzer Chassis, Speaker, Amplifier with Keyboard selection. WANT — 750-E Wurlitzer cabinet. Also late game for resale only. LOUIS J. LEIBERA, 5 BUTTERFLY AVE., RUTLAND, VT.


FOR SALE - The latest and most sensational 5 Ball Games for Immediate Delivery — Billy-Heo, Lucky Star, Cross Fire, Play Boy, Havana, Cyclone, 200 Used Pin Games in excellent condition at a Sacrifice. ARK. TENT. DISTRIBUTING CO., 507 EAST MARKHAM ST., LITTLE ROCK, ARK. Tel: 4-0566.

FOR SALE - Will trade five new Gottlieb Daily Races F.P. and eight Big Parleys for used Five Balls, Scales, Mutoscope Diggers, Rotary Merchandisers, Victory Specials, Victory Derbies; Twin and Three Way Super Bonus Bells, 750, 850, 950 Wurl., etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH.

FOR SALE - We have about 50 WS-2Z Seeburg Wall-O-Matics and are offering them at a special price of $24.50 ea. The covers are not broken and everyone has aOL7 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SUPERTON, GA. Tel: 33.

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

Please mention THE CASH BOX when answering ad—it proves you’re a real coin machine man!
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 Phonocasters, fit any model, sample set $1. COLEMAN NOVELTY CO., 1026 FIFTH AVE., ROCHESTER, N. Y.


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—Write in and ask for our illustrated "Newsheet"; Seeburg Cpted. $189.50; Rock-Ola Deluxe $229.50; Seeburg Vogue, repainted $191.50; Wurlitzer 716 $99.50; Supreme Skee Ball $175.; Jack Rabbit $245.; Scientific Batting Practice $94.50. NATIONAL NOVELTY CO., 185 E. HERRICK ST., PHILA., PA.; Cowarts, ARK.

FOR SALE—Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2733-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE—Slightly used Bally Victory Derbies $199.50; Jockey Clubs. Turf Kings, refurbished, chrome rails $110.; Mills Three Balls $250.; Four Balls, L.H. $200. Write for lowest quantity prices on new A.B.T. Targettes, Superoll, a new bowling game. Make your needs our problem. SILENT SALES CO., SILENT SALES BLDG., 200-205 11th AVE. S6., MINNEAPOLIS, MINN.


FOR SALE—Act Now—All machines clean and in excellent condition—Used Evans Bangtalls 7 coin F.P.—F.D. J.P., Keeney 5b Super Bell Comb., Keeney 25g Super Bell Comb., 5e Bonus Bell, 5d Draw Bell, Jumbo Parado 5b comb., Jumbo Parades 5b comb. F.P., Hi-Hand 5d comb., Total Rolls, Victory Specials, Longacres, Pimlicos, Club Trophys, 41 Derbys, Dark Horses, Five Balls; 41 Majors, Southwark, Exhibit Stars, 4 Roses, All American. Make an offer for any part or all. All machines crated 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 7511.

FOR SALE—Complete line of Mills new Black Cherry slots, Bucket's new Track Odds, rebuilt Black Cherry and Golden Falls machines in $5, 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 & Casing assemblies. Contact us for highest quality merchandise at standard prices. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1312.

FOR SALE—Bally Surf Queens $110. ea.; Bally Midget Racers $150. ea.; Bally Big Leagues $150. ea.; 4 Score-A-Barrel skee balls 10¢6" revolving Keg & return ball feature $160. ea. Write, wire or call ANTHONY HIRT, 2303 NO. 11th ST., SHEBOYGAN, WIS. Tel: 1 Ph. 3575.

FOR SALE—Bally 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—Attention Arcade Owners! Slightly used, and floor model Atomic Bombers, almost like new $275.; also 1 Mills Panoram in excellent condition and thoroughly reconditioned. Will sacrifice at $225. For used 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—$25.00 and up Mills, Jennings, Watling Slots in 5-10-25¢ A-1 operating condition; 5 Bell Free Plays; 1-ball F. O. games Mills Panoram $325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel.: Mitchell 3254.

FOR SALE—West End Ten 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: 2713.

FOR SALE—Ten Keeny 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: 2713.

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

FOR SALE—2 Longacres $160.50 ea.; 2 Piallicos $154.50 ea.; 1 Whirlaway $89.50; 8 Sport Specials $90.50 ea.; 1 Sport Event $95.50; 4 Record Time $74.50 ea.; 1 Dark Horse $89.50; 1 Club Trophy $125.; 7 Blue Grass $84.50 ea. Total for $2500. F.O.B. plus crating charges. GREGG NOVELTY CO., 100 N. GREEN ST., LONGVIEW, TEXAS.

FOR SALE—12 Pinball Games, in excellent condition. Reasonable. Also 10,000 used records. N-CEL NOVELTY CO., 5240 N. 11TH ST., PHILA., PA. Tel: MI 4-2624
FOR SALE

FOR SALE—Clean-Up Sale. Attention, Broadcast. Leffoad, Cadillacs, Dixie, Hi Hat, Mascot, 2 Qs, etc., not less $900. Terms: 1/3 deposit, balance 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. KEENY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.


FOR SALE—Keeny Super Bonus 5¢ $350.; Draw Bell $250.; High Hands $50.; Club Bells $50.; Hitone Conversions, completely illuminated dome with speaker in top and crystal pickup. Cabinets refinished, looks and operates like new $400. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE — Original Mills Bonus Bells, rebuilt, new cabinets, knee-action, club handle; re- 
finished Silver Hammerloid to match Black Cherry Bells 5® $175.; 10® $185., 25® $195.; 
Hi-grade rebuilt Cherry Bells: Gold & Silver Chromes; Brown & Blue Fronts; Hand Lads and 
many others. Bargain List Free. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. 
Tel: Main 1523

FOR SALE — I Williams Suspense, A-1 condition $155.; 5 Surf Queens, like new, used for 
straight novelty play only, Free Play units never have been used $115. 1/3 cash, bal. C.O.D. 
EM NOVELTY SALES, 1410 BUCHANAN ST., RACINE, WIS.

FOR SALE — We have the lowest priced new Roll Away on the market. Come in and see "Hi- 
Score", a simple high score game with a "matching score" feature and roll over buttons. 
Price only $260. SEIDEL COIN MACHINE SALES, 453 W. 47TH ST., N. Y. Tel: Plazas 9-1380

FOR SALE — 2 Total Rolls, excellent condition $219. ea.; 2 Tally Rolls, perfect condition 
$149.50 ea. SILENT SALES CO., SILENT SALES BLDG., 200-208 - 11TH AVE., SO., MINNEAPOLIS 
15, MINN.

FOR SALE — Massengill Pool Table, refinished perfect, same as new (make offer); 8 A.B.T. 
Challengers 16‘ or 15. ea.; Blue & Gold V.F. $45. All equipment guaranteed same as new 
for 7 Day trial. FORSTER MUSIC CO., P.O. BOX 6037, W. ASHEVILLE, N. C. Tel: 2975-R

FOR SALE — Raffle Cards $95.; Big Hits $75.; Fast Balls $95.; Dymantites $85.; Kilroys $169.50. 
Mabies $189.50; Mystery $175.; Superliners $98.50; Super Scores $98.50; Surf Queens $85.; 
& Dymantites $175.; Ternares $199.50. HIRSCH COIN MACHINE CORP., 1309 
NEW JERSEY AVE., WASHINGTON, D.C.

FOR SALE — 10 Super Skeel Rolls $115.; 2 Air Raiders $65. ea.; 1 Rapid Fire $65. ea.; 2 Brand 
new, in cases, Champion Hockey $85. ea.; 1 Defender $95.; 1 Premier Skeel Roll with Barrel $195. 
WANT — Total Rolls. MARCUS KLEIN, 577 — 10th AVE., N. Y. C.

FOR SALE — Have good clean Arcade Equipment to trade for Pin Balls. Write for list. 
COIN AMUSEMENT GAMES, INC., 1355 E. 47TH ST., CHICAGO 16, ILL.

FOR SALE — 2 Brand New Champion Hockey in original crates $60. ea.; one used Champion Hockey, 
good condition $50.; one Pages Red Arrow $75.; one Rollette, Jr. $40. H. M. BRANSON DISTRIBUTING 
CO., S18 80. Ew. 2nd St., CHICAGO 2, KY. Tel: Webash 1501

FOR SALE — Bank Balls. Good condition, mechanically perfect. Priced for quick sale. Phone 
or Write. NOUMAN AMUSEMENT CO., 270 W. FORDHAM ROAD, BROOK, N. Y. Tel: Fordham 4-2144

FOR SALE — Burlitzer Model 500 $135.; Seeburg Envoy $200.; Model 700 $300.; Model 750 $325.; 
5i11ing $6 Roll-A-Top $40. WANT — Jumbo Parades Payout. BELMONT VENDING CO., 703 MAIN ST. 
BRIDGEPORT, OHIO. Tel: Bridgeport 750

FOR SALE — $299. ea.; Wurl. 700 or 800. $46.40 ea.; Hi Hands & Silver Moons. $59.50 ea.; 
Chicken Sams & Races Pcs. $24.50 ea.; Fleet: Ten Spot; Ocean Park; Stars; Metro & Fox Hunt. 
$449. ea.; 850’s & 950’s. All pins check an1 in perfect working condition. All music 
overhauled and cabinet touched up. All machines guaranteed. Terms: 1/3 deposit, balance C.O.D. 
EASTERN SHORE DISTRIBUTING SERVICE, MIDDOWNE, DELAWARE. Tel: Midd. 174.

FOR SALE — Large Selection of reconditioned phonographs available at very low prices. Write 
for complete list of machines. DAVE LOWY & CO., 694 TENTH AVE., NEW YORK CITY, N. Y. Tel: 
Bryant 9-0317

FOR SALE — All new Packard Equipment. 172 Wall Boxes: 3 model 400 Hideaways; 3 model 900 
Speakers; 6 model 800 Speakers; 4 model 700 Speaker; 1 Pine Adapter; 1 Spruce Adapter; 1 
Roller Adapter. Approximately 2800 ft. 30 wire cable. Make us an offer. RICHMOND SALES 
CO., 805-5 W. BROAD ST., RICHMOND 20, VA.

FOR SALE — 5, Like new, Keeney Big Parlay one ball machines (write). Territory closed. 1/3 
deposit, balance C.O.D. AUSTIN AMUSEMENT CO., BLO 6th ST., AUSTIN, TEXAS.

PARTS AND SUPPLIES

FOR SALE — Operators! Major operation on prices for all coin machine parts. Sheet Plastic— 
20x20-60 gauge, colors: Red, Yellow, Orange: Sheet $8.95. Regular size Silver Sleeves, 25 
plus 100 free Neals. Small bulbs, pilot lights No. 51 & 55 — 10 for $6.00, 100 for $4.40; 300. 
$0.42 ea. No. 40, 46, 47, 48; 10 for $10.00 for $5.30. 300, $0.65 ea. 36ad, 2 Amp. Fus. — Per. 
$0.00 less 2% C.O.D. BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 15, ILL.

FOR SALE — Coin Machine Needles made sp. for Coin operated automatic phonos. Durable — Long 
lasting No. 10 J Straight: 50 needles, 44¢ ea.; 100, 40¢ ea.; 500, 36¢ ea.; 1000, 36¢ ea. 
PLUS 100 free Needles. Small bulbs, pilot lights No. 51 & 55 — 10 for $6.00, 100 for $4.40; 300. 
$0.42 ea. No. 40, 46, 47, 48; 10 for $10.00 for $5.30. 300, $0.65 ea. 36ad, 2 Amp. Fus. — Per. 
Less 2% C.O.D. BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 15, ILL.

FOR SALE — New 30 Wire Alpha Cable $250. Spool 1000 ft.; Maple Skeeballs 3-1/2” 52¢ ea., $50. per 
100; 2-3/4” 48¢ ea., $46. per 100; 2-1/2” 48¢ ea., $46. per 100; 2-1/4” 48¢ ea., $45. per 100. 
Largest parts supplier in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILLA. 22, PA.
PARTS AND SUPPLIES

FOR SALE - Parts for Mills 1939 1-2-3 Free Play; Spinner Motors; Animal Reels; Glass for Cabinet; Coin Chutes and any other parts you need for Mills 1-2-3 Free Play. All parts like new. Send in your order stating price you will pay. No reasonable offer refused. R. C. KING, P.O. BOX 778, SCOTTSBURG, NEBR.

FOR SALE - Let us eliminate your escalator troubles on all Mills type slots. Just send in your escalators, any denominations $6, 10¢ or 25¢. We will convert for you free of charge with our new Sen-Coin conversion unit. For a limited time only we will do this free of charge! All you pay is for the unit $7.85 ea. Money back if not satisfied. SEATTLE COIN MACHINE CO., 3225-27 WESTERN AVE., SEATTLE 99, WASH.

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 CRAWFORD AVE., ST. LOUIS 16, MO.


FOR SALE - Westinghouse Mazda Lumelines, 24 to carton; Big Lamps 7½ to 75 Watt; Approved Plug Fuses 3 & 6 amp. (100 to pack) 5½¢ ea.; Glass Fuses (Auto Type) (little Fuse or Buss) (100 to pack) 1-2-3 amp. 3¢ ea.; 3½ amp. 4½¢ ea.; Rubber double action male plugs 8½¢ ea.; G.E. Mazda small bulbs number 51, 55, 65, 44, 48, 47 and 50. For best results use G.E. Mazda only. G.E. Mazda 1489 Gun Bulbs 48¢ ea. (Tops All). ARCADE BULB CO., 56 W. 25th St., N.Y. 10, N. Y. Tel.: WATKINS 9-7490.

MISCELLANEOUS


NOTICE - Headquarters for Roll-Down Games. Exclusive Distributors of Sportsman's Roll - the newest and fastest money-maker of them all. EAST WEST DISTRIBUTORS, 674 - 10th AVE., NEW YORK 17, N. Y. Tel.: Circle 6-5200.

NOTICE - Attention Music and Vending Machine Operators! Are you getting in on the ground floor? Operate Sportsman's Roll. EAST WEST DISTRIBUTORS, 674 - 10th AVE., NEW YORK 17, N. Y. Tel.: Circle 6-5220.

NOTICE - We carry a complete line of all the latest equipment of all the leading manufacturers - plus an extensive selection of guaranteed reconditioned equipment of all types. Special! Undated glasses for Track Times. Wire, phone, write. PALISADE S.C. SPECIALTIES CO., 485 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: CLIFFside 6-2992.

SPECIAL OFFER —

13 WEEKS SUBSCRIPTION FOR ONLY $5.00
Send Your Check to The Cash Box
301 Fourth Avenue, New York 16, N. Y.

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You Can't Go To Town... On a Merry-Go-Round!

"THAT'S WHAT YOU'RE TRYING TO DO WHEN YOU TRADE AN OLD PHONOGRAPh FOR A NEW OBSOLETE PHONOGRAPh."

Merry-go-rounds are fun... for the little folks. But when you've had your ride you're right back where you started. And that's where an operator is when he trades an old 1940 or 1941 phonograph on a 1946 phonograph that is represented as 1947 merchandise, just because it is being sold in 1947.

Make the replacements in your top locations count. Insist on Aireon phonographs... still 5 years ahead of the field... embodying the latest Electronic improvements... engineered to sell more music... new in beauty and styling... new in performance and play appeal. For 18% to 36% greater profits it's Aireon from now on!

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GREATEST NOVELTY SENSATION SINCE ORIGINAL BALLYHOO

7 KICKOUT HOLES SCORING $000 TO $0,000
HI-SCORE UP TO 560,000
WILD, WIERD 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

BALLY ENTRY
ONE-BALL AUTOMATIC MULTIPLE
AND
SPECIAL ENTRY
ONE-BALL FREE PLAY MULTIPLE
New "Mystic Flash" feature magically transfers Win-sections of play-field to any of board—no sections which normally score only Fruit or Show. Player plays out until two or three players...to catch the "Mystic Flash." Bally's new multiples can easily double or triple normal coin-bank profits.

HEAVY HITTER
Here's a game you can place by the dozens...by the hundreds. Sensationally low price permits you to cover locations you are never turning up. Small size wins a welcome in hi-money spots which cannot use larger games. Bally's new multiple offers HEAVY HITTER to all terrains. Simple mechanism insures lowest service cost. Fast action earns top profits. Order today.

DELUXE DRAW BELL
New luxurious console with EXTRA DRAW feature that permits players to deposit three, four, five coins per game. Equip your locations with the fastest profit-producer ever created in the bell-console class...order DELUXE DRAW BELL now. Nickel or Quarter play.

hi-boy
CLUB-TYPE CONSOLE BELL WITH
HOLD AND DRAW
DRAW new crowds of players and HOLD the play by the hour with Bally HI-BOY...the bell that easily earns double the revenue of old-fashioned bells, Luxurious club-style console makes HI-BOY an ornament to the finest location. Simple, rugged mechanism insures years of trouble-free operation. Nickel, Dime or Quarter play. Order today.

TRIPLE BELL
TRIPLE PLAY! TRIPLE PROFIT!

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