"TWICE AS MANY" is certainly more!

The Mills Constellation gives you just that: twice as many selections by playing both sides of each record! And when players have more numbers from which to choose, they certainly have more reasons to deposit their nickels, dimes and quarters. And more reasons produce more coins...certainly a big reason to switch to the phonograph that gives you more!

FREE! Are you receiving the free magazine with these features:

1. Phonograph articles
2. Operating tips
3. Record reviews
4. Coin machine stories?

Write for your copy of Horizon. We'll be glad to send it every month without charge.

THE MILLS CONSTELLATION

Mills Industries, Incorporated  4100 Fullerton Avenue  Chicago 39, Illinois
"Strike One — You’re Out!"

By Bill Gersh

If you heard — "Strike One — You’re Out!" — on a baseball diamond you’d think the umpire was nuts.

You’d think you were dreaming. That everything had gone crazy.

But, it’s a FACT! IT HAPPENS EVERY MINUTE OF THE DAY!

STRIKE ONE — YOU’RE OUT!

THAT STRIKE — is CANCER!

And the umpire who calls THAT STRIKE — is BLACK DEATH HIMSELF!

It STRIKES ONLY ONCE!

There’s very, very little that can be done to help you!

There you are suffering the agonies of hell! The searing, deadly pain of being slowly eaten away by this most murerderous of all diseases — and YOU CAN DO NOTHING ABOUT IT!

WHY? BECAUSE NO ONE YET KNOWS WHAT CANCER IS ALL ABOUT — HOW TO STOP IT — HOW TO CURE IT — HOW TO EVEN PREVENT IT!!

ONE STRIKE — that’s all you get in this game!

JUST ONE — YOU’RE OUT!!

AND YOU KNOW WITH WHAT LIGHTNING SPEED THAT ONE STRIKE CAN BE PUT OVER!

No — you’re NOT immune! You may be full of life, fun, laughter, “feeling like a million” — and — BAM — ONE STRIKE, YOU’RE OUT!

If you’re in the game now. If you’re healthy! If you’re full of fight and pep and vim and vigor and energy — then IT’S UP TO YOU TO PREVENT THAT STRIKE. NOT ONLY AGAINST YOURSELF—but—from smash-ing right into your loved ones — your family — your friends — the people with whom you’ve associated and known for years

You’re being given that opportunity RIGHT NOW — to help PREVENT THAT STRIKE!

Here — in the Damon Runyon Memorial Fund for Cancer Research — YOU — CAN HELP TO BRING ABOUT THE CURE TO PREVENT THAT STRIKE!

Donate part or all of the proceeds from one, two, three or more days collections from your machines to the Damon Runyon Memorial Fund.

WRITE NOW TO — Ray T. Moloney, National Chairman, care of Coin Machine Industries, Inc., 134 North La Salle Street, Chicago 1, Ill. and TELL Ray when, where and how YOU plan to HELP!!
TABLE SCOTT AND FELLOWS BILLS

Sub-Committee of Committee On The Judiciary Decides to Table Scott (H.R. 1269; H.R. 1270) and Fellows (H.R. 2570) Bills. Seven Public Hearings Held on These Bills. Testimony of Juke Box Coinmen Upheld. Believe Same Bills Will Be Reintroduced in 1948. Music Coinmen Hope For Creation of National Automatic Music Protective Assn. to Fight These Bills.

WASHINGTON, D. C. — Juke box coinmen have made two bills relating to this city to appear before the Sub-Committee of the Committee On The Judiciary of the House. First was testimony against the Scott bill (H.R.1269 and H.R.1270) and the Fellows bill (H.R.2570). They were enacted last week to learn, that after a lengthy executive session, the committee had decided to pigeonhole these bills.

This means that the bills are finished as far as 1947 is concerned. But, as has already been stated by some of the leaders of the large music group represented in Washington during the hearings, they will bring similar bills back again in 1948 and hope that the new committee which will hold hearings at that time may prove more lenient toward giving the groups such as ASCAP, NAPA, MLC, SPA, and the others, a change in the “Copyright Act of 1909” which would allow them to license Juke boxes for playing their copyrighted music.

"The fight is only beginning," one noted music group leader told coinmen who were present in Washington. He also stated, “We have a back year next year and the year after that and after that but we'll keep up our fight to get every Juke box to pay for a license to play copyrighted music.”

That is why the music men all over the nation have so enthusiastically endorsed a National Automatic Music Protective Association plan whereby the leaders in the field would come together in such eventualities and prepare their battles against national bills of this type. The average Juke box operators, as coin machine leaders realize, is in no position to leave his route and rush on to Washington once or twice each week with his attorneys to fight such bills and give testimony of a nature demanded by the hearing committees.

Only an organization composed of all leaders in the Juke box field can hurrilyly call together their men and prepare the proper strategy and legal facts necessary to defeat a bill of this kind. And there is no doubt that ASCAP (American Society of Composers, Authors and Publishers) will be ready to present a new bill in 1948.

It was thru the efforts of the Juke box men who were present in Washington that a single legal committee was formed during the hearings of the Scott and Fellows bills. This legal committee was composed of Sidney H. Levine, attorney for the New York Music Operators' Association; Wm. H. Rosenfeld, attorney for the Cleveland and Ohio state operators' organization and Sol L. Kesselman, attorney for the New Jersey operators. Thru this committee was funneled all information. And it was this committee which decided on the broker who would give testimony for them so that there would be no conflicting nor confusing statements.

Sidney H. Levine was chosen for the operators and did one of the grandest jobs ever yet heard. The members of the Sub-Committee complimented him on the testimony he gave.

Hammond E. Chaffetz, attorney for the manufacturers also gave testimony which proved extremely effective. He was followed by David C. Rockola, president of Rock-Ola Manufacturing Corp., whose statements before the Sub-Committee clarified the entire situation and won tremendous applause from all coinmen who were present. Morris C. Bristol, attorney for The Rudolf Wurlitzer Company, presented a very strong and clear case before the Sub-Committee which also won favorable comment. Irving B. Ackerman, who is attorney for the Detroit and Michigan state phone ops., also gave testimony before the committee and did a fine job.

Each and everyone of the coinmen who were present are to be complimented for the grand work and the great efforts which they gave to help bring defeat to such groups as ASCAP, NAPA, NMC, SPA and all the others, who were there solely for the purpose of taxing the Juke boxes of the nation whatever they could stand for the use of what they called their "copyrighted music".

From the very first day when the first batch of music coinmen walked into the Old House Office Bldg., Committee On The Judiciary, and saw an array of expensive legal talent and famed music names were before them, many quaked in their shoes.

After attorney Sidney H. Levine spoke, along with attorney Hammond E. Chaffetz, Mr. David C. Rockola, attorney Morris C. Bristol, and the others, and only until that time, the average Juke box man present in Washington feared the worst. But after these men gave their testimony The Cash Box predicted victory at that time and this has now come into being.

It was during the hearings on the Scott and Fellows bills that the Juke box leaders presented the creation of a National Automatic Music Protective Association to fight the other music organizations that were out to get what they could grab from the Juke box industry.

These men proposed a list of names which has since appeared in The Cash Box (July 14, 1947 issue) and which they believe (in addition to more names since sent in) would be the membership of the Music Association needed to fight the battles of everyone of the Juke box men in the country.

It is the sincere hope of these men that such an organization will come into being. A very well known Indianapolis, Ind. automatic music distributor wrote The Cash Box this past week, "Your article in this past week's issue of The Cash Box on a 'National Automatic Music Protective Association' was most interesting to me. I have been in the business for approximately 15 years and intend to spend the rest of my life in it concentrating on music. We would like to be a party to the above move, so please advise if we can be of any assistance whatsoever."

A great many letters of this kind have already been received by The Cash Box. Most of them carried suggestions as well as leading names in the Juke box field to be included in the original list, but, most agreed that the list as it was presented on July 14, 1947 issue was "very complete."

It is now up to the members of the Juke box industry to get together to prepare for whatever may be forthcoming in 1948.
COINMEN GIVING MORE ATTENTION TO P. R.

More Public Relations Work Done By Coinmen During First Half of '47 Than in Any Similar Period. Donations of Equipment and Money to Worthy Causes Plus Charitable Community Effort Most Outstanding. This Backs Up Industry's Public Relations Bureau.

NEW YORK — There is no longer any doubt that coinmen all over the country have fallen in with the plan of gaining better public relations for themselves as well as for their industry.

From everywhere in the nation during these first six months of 1947, there have come reports of work done by individuals, as well as reports of column, which is truly commendable, and which has not only improved the standing of coinmen in their own communities, but has won much good will for their industry.

In one well known midwest metropolitan music column arranged to help police set up canteens for the city's underprivileged youngsters. They not only helped with the furnishings, but also donated juke boxes and records, and have continued to give records and to service the machines free of charge.

They have also gone to the extent of arranging vacations for these youngsters by donations from among their own group. They have won the acclaim of the citizens of their community as well as the press and especially the police who are most naturally, receiving and deserving of the greater share of the credit for these canteens.

Just this past week another coinman came to the fore when his picture appeared in his local newspaper showing him donating thousands of records and seven juke boxes to underprivileged youngsters thru the police department in his city. He also arranged to deliver the juke boxes, saw to it that they contained educational as well as musical records, and is continuing to service and supply these juke boxes which are giving as much pleasure to these youngsters.

A large Chicago juke box manufacturer, working in conjunction with the national leader of boys' clubs, has arranged for his distributors to donate juke boxes to boys' clubs in and around to the various clubs throughout the nation. Not one of his distributors has ever turned him down. Each one has gone out and given of his services, his money and his efforts to help these boys' clubs along. In fact, his efforts in interesting these distributors in the boys' club in their own community, has resulted in the men working for these clubs long after they have donated juke boxes and records.

In almost every community in the nation coinmen have proved themselves among the very first citizens to come to the fore for all charitable causes. This has resulted in the coin machine industry winning much more good will than ever before and is gained for the coinmen and the plaudits of the general public.

On an industry-wide basis the work now going on for the Damon Runyon Memorial Fund for Cancer Research is, in itself, some idea of how rapidly coinmen all over the nation instantly react to any suggestions which will bring them the good will of the public. Such public relations effort is not lost. It holds for years to come and, as it is amplified with time, it gains greater respect and prestige for the members of the industry from any worthwhile sources.

The success of the industry's Public Relations Bureau is based largely upon the individual efforts of coin machine men everywhere in the nation. It is their work which helps the Public Relations Bureau to formulate the larger plans necessary to creating good will in each community. Once the individual coinman has opened the path to better consideration of the field in his own city, the Public Relations Bureau is sure to succeed in whatever effort it may have under way in that same city as news is re-tailed to the press in that city.

It is therefore commendable to all the industry to note that coinmen have increased their efforts towards gaining a better public understanding toward their businesses in communities everywhere in the nation. It is to their credit that the work of the industry's Public Relations Bureau is now much more successful and more widespread.

These first six months of 1947 have been remarkable in the fact that many coinmen actually went out of their way to gain good will for themselves and their industry in their own communities. There is no doubt that they will continue such efforts and will, because of this work, help all concerned with their trade.

For many years The Cash Box appealed to the trade for a Public Relations Bureau to be created. When Coin Machine Industries, Inc. and the National Automatic Merchandising Assn. both created Public Relations bureaus when the war ended, The Cash Box continued its work urging each individual coinman to now step into these national organizations to assure future success by giving an possible efforts to each individual community.

The result is most noteworthy. Gradually the trade advances in its public relations efforts. More and more of the public are becoming better acquainted with the field and are realizing that this industry is composed of people like themselves who work hard and long and try with all diligence to raise their children to the highest possible standards and to the pinnacle of education while insuring their own age with whatever savings they can accumulate during their active years.

In short, they're acquainted the public with the fact that the members of this field are no different than each and everyone of themselves. And this, in addition to the wood and charitable work which is being done and being continued will, eventually, raise the level of this industry to the greatest heights it has ever known.

[Note: The Cash Box is the Operator's Magazine. It is not sold on newsstands.]

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Let's Show The World

A Guest Editorial By Ray T. Moloney
National Chairman, Coin Machine Industry Committee
for the Damon Runyon Memorial Fund for Cancer Research

When Walter Winchell announced in his regular Sunday radio program on July 13 that the operators, distributors and manufacturers of the coin machine industry were joining forces in a nation-wide drive for contributions to the Damon Runyon Memorial Fund for Cancer Research, he offered our industry a tremendous opportunity.

An opportunity to do a great public service. An opportunity to prove, as we proved during the war, that our industry is a powerful constructive force in America.

Let's grasp that opportunity. Let's all get behind the coin machine industry drive and, through our efforts, produce an industry contribution to the Fund so large that the whole world will applaud the public-spirited enterprise of our industry.

Every operator, distributor and manufacturer should contribute generously, knowing how worthy is this cause.

Every operator, distributor and manufacturer should conduct organized drives among their employees for contributions. Because employees of the coin machine industry will benefit directly from this great cancer research program.

Every manufacturer should and must—by letters, by telegrams, by phone calls—bring his distributors into the campaign.

Every distributor should act as a front-line fighter—contacting his operator customers, selling operators on the tremendous value of our campaign, demonstrating to operators the definite and dramatic ways in which operators can help the drive.

Every operator should obtain a contribution from every location he serves. The operator, in fact, can and must be the field-man for our industry's drive. By means of posters in his locations, placards on his machines, he should keep our drive constantly before the public.

By means of donation-boxes attached to his machines he can receive donations from the public for transmittal to campaign headquarters. By means of special events—game contests or dances sponsored by local associations—the operator can swell the fund.

And, as a climax, every operator in America should—on a day to be announced—contribute a share of his machines' earnings for the day.

Let's get going! Let's show by our actions that we are truly grateful to Walter Winchell for the opportunity he has presented.

Let's show the world that, when it comes to getting out and fighting for a great cause, our industry is the greatest industry on earth.

Let's show the world!
"You Can't Send Cavalry to Fight TANKS"


NEW YORK—The above headline, "You Can't Send Cavalry To Fight Tanks", was given to The Cash Box in the course of conversation by a well known operator who visited the New York offices of this publication and who complimented this magazine on its efforts to "break the ice", as he termed it, of the present commission basis situation.

It has been admitted by one coin machine leader after another that the big problem in general sales today is due to the fact that the average operator is not receiving an equitable share from the intake of his equipment.

Because of this very important fact, the operator is in no position to continue buying new equipment, much as he would like to buy new machines and this, in turn, hurts the entire sales and manufacturing set-up throughout the industry which stems from the operators’ earnings as its foundation.

It has been proved that the average gross national drop in collections is less than 10 per cent. It is also well known that the majority of operators of amusement and music are working on a 60%-50% commission basis.

Figuring it any way at all, the operator who works on 50%-10% is absolutely obtaining a very, very inequitable share of the take of the equipment. In the first place his overhead has tremendously increased. Machines are much higher in price. He is charging no more to the public than he charged ten years ago. Yet, even with collections (gross) on the same average they were (with approximately 10% off the national mark at this moment) he is, therefore, earning much less than he ever did before, and is in no position to buy or pay for the new equipment he needs.

That is why sales have fallen down. The operator must be awakened to the fact that he is actually using "cavalry" with which to fight the "tanks" of this atomic business era. He must modernize his business methods. He must streamline his operations. And, to modernize and streamline, the very first thing he must do is change his worn-out, old fashioned commission basis to a new and better percentage arrangement, either 76%-25%, or $10, $15 or $20 front money guarantee.

Even since its inception as a publication, The Cash Box has targeted itself upon the trade. It started out, during the war period, suggesting that while the operators were holding the top position and the basis was booming from every direction, that they could, at that time, change to a better commission basis.

Many operators heeded those words and have continued on a changed and better basis, thereby earning sufficient monies to continue in business successfully.

Those others who neglected to make the proper and modern changes, are now faced with much business worries and anguish. But it is not too late. These men now realize that they simply must make the necessary change to assure themselves continuing in business on a profitable basis. They cannot long continue on the present, worn-out, old-fashioned basis they have been using for so many years. They must modernize. They must streamline their operations. They must change to a basis whereby they will be able to buy new machines to ward off competition and yet be able to amortize those machines within a reasonable period of time.

All the paralysis in the music field stems back to the operator. He is the foundation of this business. When he is happy and earning profit the effect is electrical on the field. Everyone sells, manufactures, and also enjoys profit and better business generally. But, when the operator suffers, all suffer with him. It is therefore to the best interests and welfare of all engaged in the field to see to it that the operator is educated to the need for a better commission basis.

Operators have written to The Cash Box and advised of plans and methods which they have adopted in their territories, and which have proved successful. One midwest operator, sometime ago, sent The Cash Box a self-drawn chart wherein he logically proved that the operator was giving away much of the profit he should earn to the location owners.

The effect of this poor judgement in commission percentages is not only being felt in the field of automatic music, but, also in the combination business today. Many noted distributors report that they are spending more time collecting than selling. There is absolutely no reason for this.

Pinballs are bringing very good returns, but, the operators are giving away their profits to the locations. They are not retaining amount they should to help amortize the higher cost of these machines and assure themselves a reserve as well as a decent margin of profit.

From every standpoint, then, it is imperative that the nation's coin machine operators, at least those who haven't made new and better commission arrangements, do so immediately. This is the one and only way in which they will assure themselves continuing in this business on a profitable and successful basis.
USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP TUNES FOR THE WEEK

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

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NAME ____________________________

FIRM ____________________________

ADDRESS ____________________________

CITY ____________________________ STATE ____________________________
PEG O' MY HEART
Success story of this one has the biz running wild!

AL-537—Al Geyle
Harmoniquests
CA-346—Clark Dennis
CO-37932—Buddy Clark

DE-25076—Phil Regan
DLM-1080—Ted Martin
MA-7238—Danny O'Neil
ME-6052—Ted Weems

MG-10037—Art Lund
NA-10037—Red McKenzie
SL-15119—Floyd Sherman
VI-20-2272—The Three Suns
VT-1—The Harmoniquests

I WONDER, I WONDER, I WONDER
Moves up another notch in the race for top tune honors.

CA-395—Martha Tilton
CO-37932—Tony Pastor Orch.
DE-23865—Guy Lombardo O.
DEL-1075—Ted Martin

MA-1124—Eddy Howard O.
MG-10018—Van Johnson
MO-20-516—The Scamps
NA-7032—Jack Carroll

SO-2024—Ted Strayer O.
TR-143—The Vegabonds
TR-143—The Four Acc's
VI-20-2228—Louis Armstrong "O"

TIM-TAYSHUN
Just driving music up fast with recorders!!

CA-412—Red Ingle & Jo Stafford
VI-20-2335—Hollywood Hillbillies

WHEN YOU WERE SWEET SIXTEEN
Two smash recordings out on this tune, pegged for a long healthy ride.

AP-1064—Connie Boswell
AR-1001—Sherry Hayes O.
CA-419—Peggy Lee
CO-37934—The Charioteers

DE-23738—Lawrence Welk O.
DEL-1080—Ted Martin
MA-1133—Louis Prima O.

MG-10027—Blue Barron O.
SO-2023—George Towne O.
VI-20-2259—Perry Como

ACROSS THE ALAY FROM THE ALAMO
Still doing tricks for a host of music acts.

CA-387—Stes Kenton O.
CO-37289—Woody Herman

DE-23863—The Mills Bros.
ME-3060—The Starlighters

VI-20-2272—The Three Suns

THAT'S MY DESIRE
A batch of hit recordings out on this one.

AP-1056—Curtis Lewis Trio
CA-395—Martha Tilton
CN-6046—Golden Arrow Quartet

CO-37932—Woody Herman
DE-23866—Ella Fitzgerald
ME-5007—Frankie Laine
MG-10020—Art mooney

MN-1064—The Cats & The Fiddle
MO-147—Haddie Brooks
SO-2019—Roy Anthony O.
VI-20-2251—Sammy Kaye

MY ADOBE HACIENDA
In state place last week and into the number eight slot now, nevertheless holding its own.

CA-389—The Dinning Sisters
CO-37332—Louise Marsey
CT-8001—Jack Mclean
DE-23866—Kenny Baker

EN-147—The Cosman Sisters
KI-609—Billy Hughes
MA-1117—Eddy Howard
ME-3057—Robby True Trio

RH-101—The Esquire Trio
VI-20-2150—Billy Williams
VO-785—Art Kessel

RED SILK STOCKINGS AND GREEN PERFUME
Certs tune that blossomed into nation wide popularity has lost and honey in many a machine.

AP-141—Smiley Wilson
SO-73330—Tony Pastor Orch.
MA-7216—Ray McKinley Orch.

DE-23946—Lawrence Welk O.
VI-20-2251—Sammy Kaye O.

MAM'SELLE
A great tune still calling coin in many a spot.

AM-536—Al Gayle
CA-370—The Fred Pipers
CO-37343—Frank Sinatra
DE-23866—Dick Haymes
EN-257—Darry Fajiant

MA-7217—Ray Dorey
ME-5046—Frankie Laine
MG-10011—Art Lund
NA-9032—Jack Carroll

RA-1004—Marshall Young
SL-15093—Ray Bloch O.
SO-732—George Towes O.
VI-20-2211—Danny Day

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"My Romance"
FRANK SINATRA & DINAH SHORE
(Columbia 37528)
• Pair of sides that should be on every machine in the market in the hot bit this year. The combo that’s hot to beat. Featuring Larry, Dinah, and Frankie, with the croonie’s version on "My Romance," and "Tea For Two," the platter stands up high in every department. And no one thought the cookie would be bought for its musical merits, but for its part the wax is playing in the fight to take center. "My Romance" gets the nod here, with both Frankie and Dinah showing their splendid pipes in mellow movement. The pair chime in with sly vocals, while the background is filled with singing melody provided by Al Stro. On the backing with "Tea For Two," the praises this album bears as many are justly justified today. This platter is a must in your machine — latch on.

"You're Breaking In A New Heart!"
"I Miss You So"
THE CHARIOETERS
(Columbia 37546)
• Vocal combo riding the wax horizon for a hop jump with this platter are The Charioeters, and once the ops grab on to this cookie you'll no doubt get hard stands with it. "You're Breaking In A New Heart" sez the message, and not only will the group do just that, they'll sound in a new bunch of phonograph too. With the tempo spinning in slow beat, that sharp soprano vocal rises above the monotone in the background to set the pace for this dorking. Ork under the direction of Mitchell Ayres rates orches for their wonderful accomplishment. On the flip with more melancholy stuff, the boys offer "I Miss You So", in much the manner as the top deck with the soprano piccolo hogging the spot all thru. If you have spots that go for top song styling, why then nab the platter.

"Aintcha' Ever Comin' Back?"
"I Have But One Heart"
FRANK SINATRA
(Columbia 37554)
• Beautiful piece of music made to soothe and charm the most ardent wax lover is this platter by Frank Sinatra, titled "Aintcha' Ever Comin' Back," Frank trills the wordage in exceptionally light phrasing, with the emphasis on Alex Wordahl's strings rising throughout the background. Frank is joined on this deck by the able Piet Pipers, whose harmony work on this cookie is superb. Aimed at the spots where the lights are turned down low, this is a superbly hot heavy coin play. On the backside with a ditty currently enjoying heavy plugging, Frank offers "I Have But One Heart." Again to the top deck with the croonie's version this is the spot to catch. The platter is a mint to any collection.

"Caravan"
"Dorktown Strutters Ball"
CHARLIE BARNET ORCHESTRA
(Apollo 1070)
CHARLIE BARNET
• Shades of old Barne—that’s with this one! Resounding a familiar note of years gone by, when old Charlie tucked himself into a top spot in the band world, the maestro himself again a new arrangement come up with a piece that rates like a spade flush. "Caravan," offered with all the zest, riff and holler that your phono playing customers can stand shows Barne and the band in a mood hard to beat. With the pace set off by some wonderful strings and horn, the band and Charlie break through with spot solos that score. Charlie's sax work oh so pretty, and what you'll hear will be the buffalo hide coming at you. The music as it stands has always been of top notch caliber, and the maestro's rendition flowers and shows the piece to the fore once more. On the flip with more innuendo, the same crooner combines some stuff that takes the shape of the old street band with a bit of Orleans thrown in.

"You Do"
"Sleep, My Baby Sleep"
LARRY DOUGLAS
(Signature 15144)
• From the 20th Century flicker "Mother Wore Tights" comes this playful ballad titled "You Do," and rendered by the Larry Douglas man, the platter shows up well. Larry does the wordage in slow pacing with the Ray Bloch orchestra swelling full behind the boy. A hunk of wax aimed at those spots where romancers gather, the disk should serve well as a coin attraction. On the flip with a lullaby, Larry does "Sleep, My Baby Sleep" with the title giving off the pitch. Both sides make for easy listening and deserve your ear.

"Ho-Ho-Kus, N. J."
"On The Old Spanish Trail"
ALAN DALE
(Signature 15124)
• Latest addition to this industrious flock of crooners steps out here to charm his listening audience with a novelty track entitled "Ho-Ho-Kus, N. J." Altho the material chosen doesn't fit the halladee's heavy, ho-hum, the piece is not without a promise of future fame. The crooner opens his croonie with a trip to the Ray Bloch orchestra which blends well with the phono. Lively beat emanates throughout with Alan's voice rising above. Backing getting heavy play in many a machine, the platter is just like a glove and should ride the wave with the rest of the cookies floating around.

"What Are You Doing New Year's Eve"
"On The Old Spanish Trail"
KAY KYSER ORCHESTRA
(Columbia 37545)
• Ditty in for a heavy ride on the phonos is this current offering by the Kay Kysers with Lebelorski's "What Are You Doing New Year's Eve," the wax as it stands is an effective piece of ballading throughout with a front that the Larry Barbiere displaying his tonsils in fair fashion. Orchestral backing in toned down mood, allows Harry room to move about and shows that the phono still has that extra bit in him, which spells the difference between a click and flop. Lyres spin around the title, and given adequate plugging should go places. On the flip with a ditty riding high in so many boxes throughout the nation, the crew render "On The Old Spanish Trail." Music makes for pleasant listening and offers Harry in the line again. Both sides deserve a ride, so wh'lm.

"Why You No Knock"
"I'll Never Leave Her Behind Again"
THE PEARL TRIO
(Pearl 59)
• This guy keeps knocking 'em out! More creekeroo out of the Larry Vincent hit parade is this recent release spelled "Why You No Knock," and "I'll Never Leave Her Behind Again." Topside tune with a tint of the Latin in it offers kicks galore, and will fill that extra spot in your tavern location to nab nickels for you. Larry spilla the wordage in double take time, with the title coming in to ask 'why you no knock'. On the other end with even more stuff aimed at the elbow rest spots, The Pearl Trio flavor the cookie with lots of laugs to the pitch of "I'll Never Leave Her Behind Again." Ops may have to worry of this one, albeit it shouldn't kick up a storm in the wrong places.

"You're Not So Easy To Forget"
"Cuban Love Song"
JIMMY FOSTER
(Lislen 1038)
• Peg this kid to swing a big stick in the music bula in the near future! New halladee with a new label bows into the limelight to grab and merit a hunk of money on this cookie. You’re Not So Easy To Forget” from the flicker "The Song Of The Thin Man" is in for a sleigh ride with this platter as he trills to the refrain of a cupidity bound for heavy coinage. Sweeping violin behind the vocal fill the background with magical music and blossom into a crescendo to charm the disk all the way. On the back-ing with an oldie that scored so many years ago, Jimmy renders “Cuban Love Song”, Ops will undoubtedly remember the familiar strains of the ditty and spotted well should reap harvest for all concerned.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
"Don't Take Your Love From Me"

"Hungarian Rhapsody No. 2 In Boogie"

HADDA BROOKS TRIO

(Modere Music 153)

Chirping low and pretty in that
smokey stylized manner as only Hadda
Brooks can trill, the bass with the
tricky pipes comes up with a ditty that
garners a feature spot on his spill
not too long ago. Doing "Don't Take
Your Love From Me," Hadda
waits the sultry lyrics behind a rhythm
section in efficient manner, and setting
this platter in those spots that love to
shuffle will make for coinage here.
On the backing with piano styling that
raddes through "Hungarian Rhapsody No.
2 In Boogie" that should set the hot jazz
enthusiast wild. Made for music lovers
alike, if you have spots that go for this
brand, why then latch on.

"Tattletele"

"Dizzy Fingers"

BENNY GOODMAN ORCH.

(Capitol 193)

Pair of instrumental sides that show
old bee gee in the lime, and aimed at
those spots that can really appreciate
the finest double time in the spill off the
wax here with "Tattletele" and "Dizzy
Fingers." Maestro Benny Goodman still
cops the beat when it comes to stuff
like this. Trilling the stick and running
down the scales, Benny shows his
wares in such manner that make for
heavy coinage. "Dizzy Fingers" shows
the maestro all the way, with some fine
backing by his boys. Both sides deserve
your ear.

"Dream Street"

"I'm So Lonesome I Could Cry"

BUDDY WEEDE TRIO

(MGM 10049)

Tri that slayed 'em down 52nd street
way not too long ago, and still rolling
up heavy B.O. figures, offer their talent
on this cookie in fine manner just nat-
ural for those little quiet spots. It's the
Buddy Weede Trio doing "Dream Street"
and "I'm So Lonesome I Could Cry," with
both sides turning up as top materi-
als. "Dream Street" grabs the flag, as
Buddy pipes pretty to the wonderful ac-
companiment of his rhythm unit. Ditty
sips in slow tempo with the wardrobe
playing around the title throughout. On
the backing with "I'm So Lonesome I
Could Cry," Buddy once again emphasizes
the title, and altho the lyrics point to
a tear jerker, the waxing is not.
Buddy's soothing voice will charm many a
listener into dropping more buffalo hide into
the phone—so snatch the pair.

"Take The A Train"

"Keep Your Hands On The Table"

IKE CARPENTER ORCH.

(Modern Music 20-522)

Great piece of music written by a
greater maestro and portrayed here by
one of his best, takes shape as a bank of
wax that ops can use to favorable
advantage. It's the old "Take The A
Train" with Ike Carpenter's ork spilling
the sharps and flats, and the familiar
note it rings makes the coinage loom.
Straight instrumental all thru, the aggre-
gation, and a fine one at that, sounds like
the old Duke Ellington ork, which may
fit your spots like a glove. Backing shows
the band in unison as they echo "Keep
Your Hands On The Table," a novelty
disking with a card game as the bait.
Both sides are mellow for race spots—
you take it from here.

"Please Be Kind"

"Nobody Loves A Fat Man"

AL RUSSELL TRIO

(Deluxe 1083)

More stuff by small combos shine
this week, with the Al Russell trio
showing the rod for the "Please Be
Kind" and "Nobody Loves A Fat
Man," Al and his crew pipe the familiar
lyrics of "Please Be Kind" on the topside
tune. Waxing is set in the mood just made
dancers that go for this brand, the slow,
shuffle kind. Wonderful guitar spot rounds
out the side to fill the bill all the way.
On the other deck with a novelty flip as the
title indicates, the trio combine to spill
the wardrobe all wrapped up with kicks
galore.

"I Won't Be Home Anymore
When You Call"

"My Heart Is A Hobo"

FREDDY NAGEL ORCH.

(Vitavoice 4)

Pair of sides that ops may latch on
and use in the more sophisticated spots
are these offered here by the Freddy
Nagel ork on the label that's setting the
world on fire. The pair, currently kicking
around a bit and enjoying a healthy
store in many a machine are effectively
rendered and made for fairly pleasant
listening. "I Won't Be Home Anymore
When You Call," featuring Ted Travers
vocalizing, rates the call with Ted's vocal
efforts portrayed in mellow fashion.
On the backing with "My Heart Is A
Hobo" from the flicker "Welcome Stranger,
throws Pati Page steps to the podium
and trills smoothly throughout. Ops
should be familiar with both sides, and
altho they won't stop traffic, they
should win the praise of a host of phono fans.

"Box Car Blues"

"Hello Baby"

WINGY MANONE

(Capitol 412)

Long missing from the boxes and
wrongly at that, is Wingy Manone, but
the famed trumpeter comes up here with
a pair that may well set him hot again.
Framed with Johnny Mercer on "Box
Car Blues," Wingy flavors this waxing
greatly as his hoarse vocal treatment
shines thru to score. Grab the title and
you've got the pitch here, with the band
keeping the metro down, and breaks
in between make the platter take on the
appearance of a coin fuller. On the flip
with much of Wingy's vocals, this
maestro echoes the top deck in splendid
fashion, with the limelight falling once
again on Wingy's piping. Grab a listen here.

Only Records Considered Best Sulfet To The Requirements Of The Trade Are Reviewed On These Pages.
New York
1. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
2. PEG O'MY HEART (Perry Como)
3. COME TO THE MARDI GRAS (Frankie Laine)
4. I WONDER, I WONDER (Perry Como)
5. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
6. I WONDER WHO'S KISSING HER NOW (Como-Weems)
7. Ask anyone who knows (Sidk)
8. MY ADOBE HACIENDA (Eddy Howard)
9. CHI BABA CHI BABA (Perry Como)
10. I NEVER KNEW (Sam Denabue)

St. Louis, Mo.
1. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
2. TIM TAYSUN (Buddy Clark)
3. SMOKE, SMOKE, SMOKE (Tex Williams)
4. I WANT TO BE LOVED (Benny Goodman)
5. BLUE & BROKEN HEARTED (Hal Berlin)
6. TALLAHASSEE (Bing Crosby)
7. COME TO THE MARDI GRAS (Freddy Martin)
8. I WONDER WHO'S KISSING HER NOW (The Dinning Sisters)
9. THAT'S MY DESIRE (Frankie Laine)
10. I'M SO RIGHT TONIGHT (Jo Stafford)

Salisbury, N. C.
1. TIM TAYSUN (Red Ingle)
2. SMOKE, SMOKE, SMOKE (Tex Williams)
3. PEG O'MY HEART (Buddy Clark)
4. THAT'S MY DESIRE (Sadye Kaye)
5. I WONDER, I WONDER, I WONDER (Eddy Howard)
6. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
7. CHI BABA CHI BABA (Perry Como)
8. LINDA (Buddy Clark)
9. MI ADOBE HACIENDA (Eddy Howard)
10. I WANT TO BE LOVED (Savannah Churchill)

Sioux Falls, S. D.
1. PEG O'MY HEART (The Harmonicats)
2. I WONDER, I WONDER (Eddy Howard)
3. SMOKE, SMOKE, SMOKE (Tex Williams)
4. FEUDIN' AND FIGHTIN' (Dorothy Shay)
5. CHI BABA CHI BABA (Perry Como)
6. IVY (Jo Stafford)
7. MANANA (Pied Pipers)
8. LINDA (Ray Noble-Buddy Clark)
9. A SUNDAY KIND OF LOVE (Jo Stafford)
10. ACROSS THE ALLEY FROM THE ALAMO (Stam Keston)

Chicago
1. PEG O'MY HEART (The Harmonicats)
2. THAT'S MY DESIRE (Dorothy Shay-Frankie Laine)
3. I WONDER, I WONDER, I WONDER (Perry Como)
4. CHI BABA CHI BABA (Perry Como)
5. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
6. A SUNDAY KIND OF LOVE (Eddy Howard)
7. I'M ONLY KAY (Herb Jeffries)
8. THE LITTLE IRON MAN (Perry Como)
9. I BELIEVE (Frank Sinatra)
10. SMOKE SMOKE SMOKE (Tex Williams)

Pittsburgh, Pa.
1. PEG O'MY HEART (The Harmonicats)
2. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
3. TIM TAYSUN (Red Ingle)
4. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
5. IVY (Vic Damone)
6. MY ADOBE HACIENDA (Eddy Howard)
7. THAT'S MY DESIRE (Frankie Laine)
8. LINDA (Buddy Clark)
9. SMOKE, SMOKE, SMOKE (Tex Williams)
10. AS LONG AS I'M DREAMING (Eddy James)

Houston, Texas
1. SMOKE, SMOKE SMOKE (Tex Williams)
2. PEG O'MY HEART (Ted Weems)
3. I WONDER, I WONDER (Eddy Howard)
4. THAT'S MY DESIRE (Frankie Laine)
5. TIM TAYSUN (Red Ingle)
6. RED SILK STOCKINGS (Bing Crosby)
7. SWEET HEART OF MINE (Johnny Mercer)
8. IT'S A SIN (Eddy Arnold)
9. CHI BABA CHI BABA (Perry Como)
10. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)

1. PEG O'MY HEART (The Harmonicats)
2. CHI BABA CHI BABA (Perry Como)
3. MAM'SELLE (Art Lund)
4. TIM TAYSUN (Red Ingle)
5. TALLAHASSEE (Bing Crosby)
6. JE Vous Aime (Andy Russell)
7. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
8. COME TO THE MARDI GRAS (Frankie Martin)
9. IVY (Vic Damone)
10. I WONDER, I WONDER (Eddy Howard)

Los Angeles
1. PEG O'MY HEART (The Harmonicats)
2. FEUDIN' AND FIGHTIN' (Dorothy Shay)
3. CHI BABA CHI BABA (Perry Como)
4. I WONDER, I WONDER (Eddy Howard)
5. I'M ONLY KAY (Vaugn Monroe)
6. WHEN I WRITE MY SONG (Herb Jeffries)
7. I SOLD YOU MY HEART TO THE JUNKMAN (Burke)
8. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
9. I BELIEVE (Frank Sinatra)
10. SMOKE SMOKE SMOKE (Tex Williams)

St. Albans, W. Va.
1. PEG O'MY HEART (The Harmonicats)
2. CHI BABA CHI BABA (Perry Como)
3. I WONDER, I WONDER (Eddy Howard)
4. THAT'S MY DESIRE (Frankie Laine)
5. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
6. I BELIEVE (Frank Sinatra)
7. HEARTACHES (Andy Sisters)
8. MY ADOBE HACIENDA (The Dinning Sisters)

Wheelinn, W. Va.
1. PEG O'MY HEART (The Harmonicats)
2. I WONDER, I WONDER (Eddy Howard)
3. CHI BABA CHI BABA (Perry Como)
4. THAT'S MY DESIRE (Art Lund)
5. TALLAHASSEE (Bing Crosby)
6. JACK, JACK, JACK (Andrews Sisters)
7. LINDA (Buddy Clark-Ray Noble)
8. I BELIEVE (Frank Sinatra)
9. MAM'SELLE (Art Lund)
10. A SUNDAY KIND OF LOVE (Claude Thornhill)

Chattanooga, Tenn.
1. PEG O'MY HEART (The Three Suns)
2. I WONDER, I WONDER (Eddy Howard)
3. IT'S A SIN (Eddy Arnold)
4. VIOLETS (Ted Weems)
5. PO FOLKS (Roy Acuff)
6. COME TO THE MARDI GRAS (Fred Martin)
7. STARDUST (Artie Shaw)
8. MAM'SELLE (Art Lund)
9. FEUDIN' AND FIGHTIN' (Dorothy Shay)
10. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
Folks throughout the record biz viewed the recent action on the part of the Southern California Music Operators Association with great optimism this past week. SCAMOA, distributing records to music operators at wholesale prices will open the way for a great many recording companies to reach hitherto unknown music ops, they say. SCAMOA is rendering a service of tremendous value to the operator, and in so doing, is saving the op not only time in the purchase of his records, but actual cash. E. J. Bullock, president of the trade group is to be applauded for his fine efforts on behalf of his membership.

We want to take this opportunity of thanking Vitacoustic Records for the contents of their ad which appeared in our July 21 issue. In their ad Vitacoustic lauds The Cash Box for selecting "Peg Of My Heart" as a Disk Of The Week. We take back in April, Vitacoustic brought the music biz into a turmoil, with their terrific recording of "Peg", and has made record history by becoming the first independent record company to hit a million sales with one record. Thanks again, Vitacoustic.

Receiving rave notices past week is an obscure tune titled "Red Read." Recorded by Sapphire, the ditty received a tremendous send off when Jack Shepard of the Philadelphia Operators Association ordered 10,000 copies through Johnny Habichtka, Mgr. of Runyon Sales record division followed that with his order of 10,000. Shapiro-Bernstein & Co., one of the top song publishers in town immediately took over the tune and now have it skedded for a major song plug. Ditty was written by Frank Adams and Max C. Freeman, authors of "Sleazy City Sue".

Production of the new Dumor Compound, will be doubled in the next thirty days since the completion of an addition to the present plant Dumor has at Ateo, N. J., see pue A. H. Ciaglia informs us. Lots of record folks report wonderful results with the compound... Vocalist Jo Stafford guested the Capitol Record Dist. Co. of Illinois this past week, when the Windy City distribr threw a cocktail party in honor of Jo... Seems as if everybody has a few flying saucers. The Ravens sounded the riot call last week, when they began tossing their waxing of "Old Man River" right into the river — the Hudson that is. Squads of policemen armed to the teeth, had to be soothed somehow, so the combo broke right into a couple of bars of the ditty, right there on the George Washington Bridge. And then the Bell Record Company started tossing them too, way out in Hawaii. Caused quite a stir among the military we hear.

the sudden death of renowned Jimmie Lunceford has music biz still in the doldrums. Jimmie was a great musician, and a greater person. His music will live forever... Capital Records not renewing vocalist Matt Dennis' contract we hear... Big hullabaloo between Decca and the now defunct Cosmo over the former his record's right to use "Tubby The Tuba"... Action pending...

PERRY COMO

Latest Release
"... A Best Bet ..." — Variety

I WONDER WHO’S KISSING HER NOW

Backed with
"... another Ballad Loaded for the Nostalgic ..."

— The Cash Box

WHEN TONIGHT IS JUST A MEMORY

RCA-VICTOR 20-2315

Going Strong
"... Best-Selling Popular Retail Record ..."

— The Billboard

CHI-BABA, CHI-BABA

Backed with
"... a 14-Kt. Natural for any spot ..."

— The Cash Box

WHEN YOU WERE SWEET SIXTEEN

RCA-VICTOR 20-2259
NEW YORK—A record sales survey, conducted by The Cash Box, and re-
picted by the above chart, has brought to light many facts of tremendous im-
portance to the recording industry.

Most important to officials of the indus-
tory is the blunt fact that all sales for the past four months have tended to de-
crease, present figures are still higher than those of 1946 for the same period.

December, 1946 found the public pur-
chasing record players, phonographs, ra-
diophono combinations, radios, etc. Deal-
ers throughout the nation continued to
stock up on these items despite warnings
from trade groups, as well as the U. S. Chamber of Commerce that the public
was tightening up because of rising pric-
es.

Nevertheless, as the above chart shows, record sales for the first half of 1947
continued to reach new highs.

January, 1947, found the record buy-
ing public literally devouring such song
hits as "The Old Lamplighters," "For Sen-
timental Reasons," "The Buttermilk Sky,"
and "Huggin' and Chillin'." Figures show the purchase of 140 "Old Lamp-
lighters" for every 1000 records sold.

"Open The Door Richard" opened the
way for an unprecedented boom in the
record market in February, and also
disclosed one of the most intensive pub-
llicity campaigns ever conducted. Record
sales continued to spiral upward, with
automatic music merchants buying more than 50% of the total records sold.

March saw the record industry reach
its peak with the sensational "Anniver-
sary Song," which continued to flourish
throughout the entire month, and early
April found 160 records being purchased
every 1000 sales throughout the

particularly important to music pub-
lishers are the facts revealed in the
declining figures of the past four months.
Except for the spurt caused by the pop-
ularity of "Fog O' My Heart," no new
tune equal to the caliber of those songs
produced in the early months of the
year was issued.

Nevertheless, leaders in the industry
point out that business in volume exists
especially in the automatic music market.
This is evidenced by recent surveys of
the Curtis Publishing Company (Sunday
Evening Post) and McCall Publications.

McCall's survey reports: "In compar-
ing record sales with photograph-own-
ing homes, it should be kept in mind
that about fifty percent of all records
sold before the war were for use in auto-
matic music machines in public places.

Retail record stores are now reported
heavily stocked with merchandise in-
cluding such accessories as record play-
ers, radios, electric appliances, etc.) and
many are running out of necessary cash
to pay bills promptly, as well as order
additional stock.

This situation, more than ever stresses
the importance of the juke box operator
who continues to order records in quant-
ity regularly. Record distributors and
manufacturers are now contacting juke
box operators more than ever before.
They realize now that the operator will
continue to buy in quantity. They also
agree that the juke box is a potent
medium of exploitation, which helps in-
crease the sales of records to the home
phono owner.

Record distributors who have been
eagerly sitting in their offices waiting
for their orders from juke box operators
are now, instead, intensively concentrating
on reaching music operators. Practically all
distributors interviewed, claimed that

their juke box sales have increased due
to personal contact. They admit that the
sale of traveling men on the road has
been overcome by the increased volume.

Therefore, even though a decline is notice-
able (on the above chart) as far as gen-
eral record sales are concerned, the fact
remains that the automatic music indus-
tory of America continues to use records
in an almost, if not larger, volume than
ever before.

This, it has been proved, may save the
entire record volume from further de-
cline if greater concentration of effort is
placed on personally contacting the juke
box trade.
NEW YORK—Following reports from all over the nation, leading record distributors state that they are now again "beating the bushes" and are also insisting that their salesmen get out there and "hit harder than ever" to learn whether, they state, "the record business is paralyzed because of a seasonal drop, whether it has been affected by television or whether the records themselves, because of the fact that there haven't been any real and outstanding hits produced this year to equal such tunes as "Beer Barrel Polka", "Music Goes Round and Round", "Old Man Mose", and others of this ilk, haven't been producing the business they should for the Juke box field."

Results have proved tremendously exciting to a great many noted record distributors. They are now learning that much of the business, "which they neglected in an effort to grab the cream off the top" (as one record distributor expressed it) "has always been there." "But," he stated, "hasn't been followed up by our men who thought they were getting most of it right here in the big centers".

The best way to point out the failure which has been made by a great many of the distribs' salesmen is expressed by one noted record seller. "We got our men out on the road as they began to complain that they 'just couldn't make a living right now working their territories' because, they told us, "there just isn't any more record business left."

"We insisted that they beat the bushes and that they learn for us whether it was television, whether it was the seasonal drop, or whether it was our records, which weren't bringing in the business from the Juke box column. We learned that we could get business, and plenty of it—if we went out for it. We are now rearranging our entire sales setup. We believe that our men have neglected the man in the smaller town. He's just as important to us as is the man in the big city. We further learned that he appreciates having our man call and tell him what's new and what's hot—and not lie to him doing.

"We're finding a big business sport", he continued, "just when everyone else is crying big crocodile tears. There's no let-up in business if you go out and work for it. The record is still the vital part of every Juke box in the country. The Juke box men know that they need new and better records and they're constantly seeking them. With our men out there punching harder than ever we are getting business because we have shown many a Juke box operator how to increase his earnings by giving his customers the latest and best in the new recordings and have also proved to him that faster changes of records will help stimulate the play in his spots."

The story is repeated by other record distributors. One noted Southern distributor stated, "Sure, there's business. Plenty of business. The only trouble is that the average record distributor and his salesmen are too lazy to go out there and fight for it. Maybe we haven't got a hit tune every week. But, we have some great tunes these days and great artists recording them. The small Juke box operators wait until they hear about them, after they've been played many times, and then they'll write in for them. But, in the meantime, as they tell us, they're actually losing money waiting for the records when they could have them just as fast as the big city operators, who can walk right over and get them. The business is there. The men in the record business are at fault if they're not getting it. They've simply got to get off their office chairs and beat the bushes to bring it in."

Thoughout the trade, a survey has shown, that the record business may be enduring a seasonal drop, but, not of such extent as has been reported by some firms. The facts are that the average record distributor has been waiting for "the Juke box operator to come to him" instead of going out and showing the operator "why" he should have the newest and best recordings and, "what they will do for him to help him boost his take."

As far as television is concerned, it has affected some of the major metropolitan areas, but, hasn't even touched the smaller communities. Nor do the televiewers themselves believe that the smaller spots will be touched for a long time to come. And, as one noted record distributor stated, "there sure is nothing wrong with the money these people pay us for our records."

One thing which all the record salesmen, as well as the distributors are crying about, is the need for sensational, national hit tunes. So far "The Anniversary Song" has been the big tune of 1947. This one clicked clear across the nation. Now "Dog O' My Heart", as first produced by "The Harmonicats" under the new Vitacoustic label, has had a national effect. But, there still hasn't been a tune which completely swept the country and which continued to bring them over to the Juke boxes regardless of television and regardless of whatever economic conditions may have been in existence. It must be remembered that the "Music Goes Round and Round" was at its height during the worst depression in all American business history. "Old Man Mose" came out when the record business was practically dead. "Beer Barrel Polka" also came out during the depression years. In short, as has been pointed out time and time again by The Cash Box, the people will play the tunes they like, and play them for all they're worth, when the tune is what they want. But, so far, there hasn't been a new tune to equal any of the aforementioned.

It is the sincere hope of those salesmen who have now started to bring in business from the remote hinterlands of the nation that the recording firms will soon produce tunes with as much sparkle and zip and appeal as the above and, they assure their firm, "business will boom regardless of what general conditions may be everywhere in the nation."
The Ten Top Tunes Netting
Heaviest Play Compiled From
Reports Submitted Weekly To
The Cash Box By Leading Music
Operators in New York City's Harlem.

DON'T YOU THINK I
OUGHTA KNOW
Bill Johnson Orch.
(Victor 20-2225)
Hits the number one spot after a
brutal stay in the deuce slug.

LADY BE GOOD
Ella Fitzgerald
(Decca 23956)
This one has the critics raving mad,
with phonos fans pouring coin in.

WHEN I WRITE MY SONG
Herb Jeffries
(Exclusive 16x)
Maintains its appeal as a strong coin
seller throughout Harlem.

THE LADY'S IN LOVE WITH YOU
Nellie Lutcher
(Capitol 40002)
Strong styling of this one is unique,
with reports pegging the ditty to
higher heights.

ROBBINS NEST
Illinois Jacquet
(Apolo 789)
Instrumentation a la Jacquet spellings
coin play galore.

OLD MAN RIVER
The Ravens
(National 90351)
In the number nine spot last week
and up three notches here.

PEG O'MY HEART
The Harmonicas
(Vitaphon 31)
The ditty that made disk history!

BABY, I DON'T CRY OVER YOU
Billie Holliday
(Decca 23957)
The inimitable work of Billie Holl-
day has up recording but heavy.

SUMMERTIME
Al Hibbler
(Sunrise 2007)
Good tunes go anywhere, whether fifty
or a hundred years old.

THEM THERE EYES
Roy Milton
(Miltone 201)
We've stopped counting the play on
this one — still riding high!

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"WALTZ ME AROUND AGAIN, NELLIE"


NEW YORK—The phenomenal success of recently revived tunes of yesteryear has music publishing firms and recording companies throut the nation scouring their catalogs. Major platters for the first time since their organization, have begun to look to their laurels in view of the tremendous plaudits won by the smash success of “Peg O’ My Heart.”

Vitascoac records alone, in selling over 1,000,000 platters of “Peg,” proved that the public today still wants good music, regardless of age. The average age of the returned G.I. is only 22 years; he wasn’t yet born when “Peg” was a hit. Others of older age, and even older, weren’t old enough to even remember the tune. Therefore, as many noted students of the music world point out, a great many of the old tunes which clicked so well in years past, can be revived with full assurance that they have every opportunity of taking hold with the present generation and, certainly, pleasing the older folks who always hearken back to the “good old days of sweet melodies”.

Adding impetus to the classic story of the oldies is the remarkable comeback of Al Jolson, whose records have the entire nation reliving the golden era of the fabled ’20’s.

That old tunes, which scored so heavily many years ago still appeal to a highly music conscious public today is evidenced by the fact that the average juke box now features over 30% of its recordings of a vintage of twenty-five years and more ago.

One noted music operator, when queried as to the popularity of oldies in his machines stated, “The oldies are getting more action than the popular tunes. Al Jolson’s recordings were worn absolutely white in my machines.”

“Recently we’ve been getting calls for “Old Man Mose”, “Stardust”, “A Pretty Girl Is Like A Melody”, and others that mother sang. The play is amazing. We are continually reordering.”

The success of tunes like “I’m Yours”, “The Lullaby of Broadway”, Cuban Love Song,” “Lady Be Good”, “The Lady’s In Love With You”, etc., have pointed the way for recording firms and music publishers to dig down deep and try to come up with an old hit for another shot at the bigtime.

Not since “To Each His Own” was introduced has there been a song which has reached the proportions of such a nation wide juke box success. Music operators point out that old tunes have stimulated play, “because the public already knows of the quality of the song, knows the lyrics, and furthermore are not hesitant to invest their coins in any particular oldie.”

Music publishers are feverishly working to come up with a hit song. The majority of the publishers agree that the popularity of a recording is one sure way to increase the sales of sheet music.

Recording companies and their distributors are cooperating with the automatic music merchants. The publishers, more than ever before, are cultivating the friendship of the music ops. Several already admit very good results.

“These boys know music,” said one noted publisher, “and don’t let anybody tell them they don’t.” They know what the public wants, because satisfying the listener is their business. In order to stay in business they have to maintain a good quota of song hits in their machines. And don’t forget that everytime they play one of my songs it means more sheet music sold.”

Also greatly influencing the record firms and the publishers today, and of large consequence, are the influx of motion pictures currently featuring many song hits of yesteryear. Buy far some of the greatest publicity campaigns ever entered into have been produced in conjunction with those old time songs as their basis.

“The Jolson Story” saw the rebirth of that famed “mammy” singer, and also paved the way for the peak month in record sales during these past six months.

Currently the 20th Century picture, “I Wonder Who’s Kissing Her Now”, is receiving good notices, and has recording firms rapidly repressing these tunes, originally produced over 20 years ago.

“Rhapsody in Blue” found platters selling more Gershwin than ever before. The forthcoming “Body & Soul” is bound to set the ball rolling for the tune of the same name.

All the above facts prove conclusively that the public today wants tunes with that same vigor, punch and vitality that commanded the forefront of the music world twenty years ago.

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

Waltz Me Around Again, Nellie

Al Jolson's sensational comeback plus success of "Peg O' My Heart" has diskers digging deep in store-rooms dusting off hits of 20 and 25 years ago in effort to find "Number One". Songs like "I'm Forever Blowing Bubbles"; "I Wonder Who's Kissing Her Now?"; "Alexander's Ragtime Band"; "Melancholy Baby"; "Old Man Mose"; "That Certain Party"; and deluge of others return for another shot at bigtime. Juke box ops report "excellent play" on the oldies in tavern ops.

NEW YORK—The phenomenal success of recently revived tunes of yesteryear has music publishing firms and recording companies throut the nation scouring their catalogs. Major platters for the first time since their organization, have begun to look to their laurels in view of the tremendous plaudits won by the smash success of "Peg O' My Heart." Vitascoac records alone, in selling over 1,000,000 platters of "Peg," proved that the public today still wants good music, regardless of age. The average age of the returned G.I. is only 22 years; he wasn't yet born when "Peg" was a hit. Others of older age, and even older, weren't old enough to even remember the tune. Therefore, as many noted students of the music world point out, a great many of the old tunes which clicked so well in years past, can be revived with full assurance that they have every opportunity of taking hold with the present generation and, certainly, pleasing the older folks who always hearken back to the "good old days of sweet melodies".

Adding impetus to the classic story of the oldies is the remarkable comeback of Al Jolson, whose records have the entire nation reliving the golden era of the fabled '20's.

That old tunes, which scored so heavily many years ago still appeal to a highly music conscious public today is evidenced by the fact that the average juke box now features over 30% of its recordings of a vintage of twenty-five years and more ago.

One noted music operator, when queried as to the popularity of oldies in his machines stated, "The oldies are getting more action than the popular tunes. Al Jolson's recordings were worn absolutely white in my machines."

"Recently we've been getting calls for "Old Man Mose", "Stardust", "A Pretty Girl Is Like A Melody", and others that mother sang. The play is amazing. We are continually reordering."

The success of tunes like "I'm Yours", "The Lullaby of Broadway", Cuban Love Song," "Lady Be Good", "The Lady's In Love With You", etc., have pointed the way for recording firms and music publishers to dig down deep and try to come up with an old hit for another shot at the bigtime.

Not since "To Each His Own" was introduced has there been a song which has reached the proportions of such a nation wide juke box success. Music operators point out that old tunes have stimulated play, "because the public already knows of the quality of the song, knows the lyrics, and furthermore are not hesitant to invest their coins in any particular oldie."

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N. J. MUSIC OPS ASSN.
FOLLOW SCAMOAA PLAN

Arrange to Have All New Record Releases Previewed By Ops At Association's Offices.

REROY STEIN

NEWARK, N. J. — Following on the heels of the recently announced plan by the Southern California Music Operators Association to distribute records thru their organization at a savings to music operators, LeRoy Stein, executive director of the Music Guild of America, Northern New Jersey Music Operators Association with headquarters in this city, announced that they have also set up a record service for their members.

"Arrangements have been made" said Mr. Stein, "to have new record releases at the Guild offices so that music operators may hear them and order their records early enough to cash in."

By far one of the heaviest complaints registered by the music op is that he hasn't received his records early enough to be put to best advantage.

"A preview of recordings by the music op will not only enable the operator to select his records prior to general release, but will also save the operator time and money", Mr. Stein continued.

"The music operator, frequently busy servicing his route, is sometimes forced to buy new releases blind in order to save time, or depends upon his distributor to furnish him with recordings which his distrribs deems worthy. Thus the operator is actually buying records which he may find of no use to him at a later date. We have installed a record player at the Guild office for the use of the operator in this service."

Talk in the music and recording business of late has been to the effect that recording companies are not catering to us in the least, but are finally realizing the potentiality of the juke box not only as a sales promotional medium, but also realize that the music op represents one of the largest buyers of records.

"The plan by the Southern California association and the MGA to distribute records wholesale and preview recordings will save me and other ops many a dollar," he stated.

He also said, "practically every operator visits his association headquarters weekly, and having records right there for him to listen to and select will show up in the sales charts of the recording companies cooperating with us."

SCAMOAA last week announced to the trade their plan to distribute the records of several major and independent platters thru their organization at wholesale prices. Recording firms are in contact with SCAMOAA and MGA. Both organizations feel confident that their respective plans will meet with the wholesale approval of music operators.

That the above plans have opened the way for recording companies to stimulate sales is obvious. Music ops now view the situation with greater optimism.
At Windsor Phono Meet

CLEVELAND, 0.—Guesting the official opening of the Windsor Phonograph Company, this city recently are: (left to right) ork leader Louis Prima, James Ross vice president of the Cleveland Phon Ops Association and Art Weinard, salesman of the phonograph division of Rock-Ola Mfg. Corp.

Millet Leaves Continental

NEW YORK — Albert Millet, director of advertising and public relations has resigned his post with Continental Records. The Cash Box learned this past week.

Millet joined the diskery only three months ago, when he flew to Chicago to handle Continental's exhibit at the National Association of Music Merchants Convention. He has no definite plans for the future, Millet announced, and at present is taking a vacation.

Muscraft Adds Producer; Distrig Campaign On

NEW YORK — In line with the organization set up of Muscraft Records, Inc., this city, the diskery announced the appointment of Henry Hayward as producer this past week.

The post, comparatively new in the record business, mildly astonished record folk not knowing just what Hayward's duties would be, in explaining Hayward's position, Jack Myerson, president of the plattery said, "Hayward will supervise the recording sessions of Muscraft. We believe each cutting to be an individual production, and therefore Hayward with his background of engineering and electrical transcription work will eliminate the engineering flaws.

Muscraft at present is undergoing an intensive campaign to line up the firm's distributors. In accepting orders for the firm's first releases, Myerson emphasized that any records the firm takes would be delivered in sufficient time, so that the distributor could capitalize on the tune's popularity.

IT DOESN'T TAKE MUCH SPACE TO TELL YOU THAT

Jole Blon's Sister

by MOON MULLIGAN

KING 632

is a terrific HIT!

KING

RECORD DIRECTOR, CO.

1540 Beverley Ave., Cleveland
212 E. 9th St., New York
228 S. Broadway, Chicago
125 S. Los Angeles, Los Angeles
153 E. Oklahoma, Dallas

THE CASH BOX gives it a RAVE NOTICE

"...a combo that can sing any of the great green pastures as reliability as Crosby & Bing. For this White Christmas, the boys make with great harmony with these two sides that'll score big."

GLORIOUS OCTET QUARTET

Sensational Columbia Record of

"PRAY FOR THE LIGHTS TO GO OUT"

backed with

"HIGH, LOW AND WIDE"

on COLUMBIA RECORD No. 37499

ORDER NOW FROM YOUR COLUMBIA DISTRIBUTOR —

"It'll Make Money For You!"

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Detroit, Mich. — In an announcement to the entire membership of the Michigan Automatic Phonograph Owners Association, with headquarters in this city, Morris A. Goldman, president of the trade group, notified members that plans for the formation of a huge "Record Of The Month" show for teen-agers were under way.

"The show, to be sponsored by the operators association in conjunction with record companies and phonograph manufacturers would be produced in Detroit," Mr. Goldman stated.

That the show would be advantageous to both the recording industry and MAPOA is easily recognized. The record of the month selected by guests of the association, would be publicized throughout Detroit and the entire recording industry, and would be featured in the juke boxes of the city.

"Block Party!"

Disc jockeys in the Detroit area have already indicated their intentions for cooperation with the operators, City officials, viewing the proposed plan stated, the "Record Of The Month" show to be sponsored by the automatic music operators of this city will be a tremendous help in combating juvenile delinquency.

By getting those teen-agers off the streets to partake in a city wide program, the music operators association have accomplished a worthy feat and deserve a vote of thanks from every member of this city."

On the Way Up...

RAY DOREY

Sings

"There's A Train Out For Dreamland"

"Smoke Gets In Your Eyes"

RAY DOREY

(Majestic 7247)

- Ray Dorey, who earned a fine beginnning in the recording industry, comes up with a ditty designed for the parent trade. An unusual offering, its lyrics can be termed a modern children's lullaby. The presentation should do well wherever the more settled folk gather. The Rip, "Smoke Gets In Your Eyes," is so well known and in such regular demand that it should certainly gather a strong portion of play on its own.

THE CASH BOX Says...

"Send Me 500" I'll Take 1,000"

Don't get caught short — it's the next big novelty song!

MY LITTLE RED HEAD"


Says - Johnny Holonka, Mgr. of Runyon Sales Co., New York

By Max C. Freeman

(Founder of "Slouz City Sue")

and Frankie Adams

Recorded by Larry Lane and the Mellow Men

Sapphire Record No. 710

Published by: Shapiro, Bernstein & Co., Inc., RKO Bldg., New York

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

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**COUNTER GAMES**

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**RADIO**

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<td>Ame. metal console radio</td>
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YOU’VE NEVER SEEN A MORE AMAZING SOUND SYSTEM THAN

THE
TEL-O-MATIC
ROBOT

IT’S ALMOST HUMAN

Here’s a golden chance for wide awake music operators and distributors to be FIRST in the richest market open to the finest development in Sound Engineering.

The Tel-O-Matic Robot has EVERYTHING — 40 selection phonograph for music programs — radio for special broadcasts — public address system for paging, commercial announcements, etc. — amplifier powerful enough to drive any number of speakers in any type of location — a complete daily program can be inserted at one time — there’s no other equipment like it! No engineering as fine!!

OPERATORS
The Tel-O-Matic Robot opens a completely NEW FIELD for you — for sales and rentals . . . get complete details TODAY!

DISTRIBUTORS
The market for the Robot is as wide as the industry and commerce of America.
Funeral Homes . . . Industrial Cafeterias, etc.

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

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

123 W. RUNYON STREET, NEWARK 8, N. J.
Bigelow 3-8777
Says Era of Automatic Stores Already Under Way

CHICAGO — Howard Pretzel, Vice President of CMAC (Coin Machine Acceptance Corp.) and who constantly is traveling through the trade, reported this past week, that the age of automatic stores is already well upon the trade.

He said, "Such stores, will be readily accepted and will have a tremendous influence on our mode of living". He also predicted, "They will create a simpler, faster, and more enjoyable means of consumer buying."

It is also reported that CMAC, as an indication of the enormous potentialities of this industry, has increased its staff in the past few months many times over.

Since its inception in 1941, CMAC is reported to have transacted a cash volume approaching $100,000,000.00, despite the fact that the production of machines was curtailed measurably
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TELLS ALL ABOUT “Pinball Stylists”

SPokane, Wash. — Don C. Halladay, writing in the Spokane Chronicle, leading newspaper here, has probably made one of the most informative researches as to “pinball stylists” which has ever appeared in the press.

Halladay heads his article, “PINBALL STYLISTS PUSH, PULL, THUMP AND WIGGLE”. He covers the “one nickel guy”; “the casual player”; “good husband on an allowance”, “the poker face”; “the plungers” and “the kibitzer”.

Not only will the article that follows (which is completely reprinted here) prove humorous to pinball column, but, they will find much truth in it, too.

The lexicographers, apparently hearing of the pinball business in Spokane and elsewhere in the state of Washington, decided it should be accorded a definition along with such oldies as table pool, croquet and other games of skill.

Listed under new words in a late edition of Webster’s dictionary, the word pinball is defined as:

“A game played by driving a small ball up a groove alongside of a sloping board studded with small spikes or pins, and furnished with numbered holes, the object of the game being to cause the ball, as it rolls down the board, to fall into the highest numbered hole.”

Spokane pinball athletes know, of course, the lexicographers must have been looking at the grand-daddy of all pinball machines when they put that definition together.

Long Time They Toiled

The boys who pane at a pinball pay-off are a little puzzled, too, over the part in the definition which says the idea of the game is to “cause the ball” to fall into the hole. Most of them unsuccessfully have been trying to “cause” the ball to fall into the right hole for a long time.

Patrons of a certain establishment, for instance, tell of a pin-baller, who frequents the place and sometimes wins. He wouldn’t think of trying to “cause” the ball to fall into a hole.

He scorns technique. He puts four nickels into the pinball machine, builds up the odds, pulls the plunger, then runs like mad and hides. He waits, takes maybe a peek at the machine and if the coins don’t start dropping, he does the same thing over again. “Doesn’t pay,” he says, “to watch the ball.”

But, as any observer can see, most pinballers develop odd techniques with which they hope to induce or “cause,” the ball to drop in a hole which will set the nickel-dropping apparatus in motion.

Many of the pinballers favor the push and pull technique. The idea is to give the machine a push or a pull and maybe two pushes and one pull, depending on the situation, when the ball looks like...
Buckley
BUILD THE BEST
CABINET ASSEMBLIES
FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
- Cherry or Diamond Ornaments
- Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Sort Blue,
- Complete new precision cut light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Colar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5-10-25c chrome Denominator or Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

THE NEW Music Box

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

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

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box equally popular for wall or bar installation.

BUCKLEY TRACK ODDS has long been recognized as the only seven-cent rate horse console which stood up month after month—year after year—and out-

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

The Cash Box
Page 29
Week of July 28, 1947

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES

OLDEST, LARGEST AND STRONGEST FINANCING ORGANIZATION IN ITS FIELD

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS

"Quizzer" Game Beats Quiz Kids

Telecoin's Chi Show Clix

CHICAGO — Telecoin Corp. executives report that their showing at the Hotel Stevens in this city on July 17 and 18 "clicked big."

They also stated, "One of the thrills of this showing was to have the 'Quiz Kids' of radio fame who are Chicago natives, pop in on us while the show was in progress and try their skill on the 'Quizzer' machine. The result was that the 'Quizzer' came out ahead, but, the kids were plenty thrilled, as were all the others who took chances 'beating' the 'Quizzer'."

Also shown were the Tele-Juice vender which attracted much attention here; a soap and bleach dispenser; the new laundry extractor machine and the new Bendix coin operated washing unit.

Accompanying the "Telecoin Caravan" here and continuing on to other cities with it, were: Arthur W. Percival, president; Howard Richardson, manager of the special products division; Jack Cross in charge of Tele-Juice sales; Shelton Weeks, advertising and sales promotion manager; Tony Zeoli, service engineer and Irvin Robey, "Quizzer" engineer.

SPECIAL GET ACQUAINTED OFFER ENDING MIDNIGHT, AUGUST 19th

SEND $1.00 AND GET $3.00 WORTH OF "TALKING GOLD" PLASTIC GRILLE CLOTH

This special sample offer is made to give every juke box operator an opportunity to discover for himself how wonderful "Talking Gold" really is. ONLY ONE SAMPLE PIECE TO AN OPERATOR AT THE SPECIAL PRICE. On larger orders, through August 19, deduct $2.00 from the total.

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If your model is not listed above, write for further information.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
PUTTING PROFITS ON A Magic CARPET...

*VOICE-O-GRAPH and PHOTOMATIC*

**HERE** are two remarkable machines that will really make steady, consistent profits for you... year in and year out. The VOICE-O-GRAPH and the PHOTOMATIC... both fully automatic and coin-operated... both streamlined to the modern tempo of machine design — more attractive than ever... more profitable than ever.

***VOICE-O-GRAPH***

The miracle machine that produces a recording plays it back and delivers it within 2 minutes. Can be replayed on any modern home phonograph. Special mailing envelopes vended for an additional coin.

GET ON THE MAGIC PROFIT-CARPET. MILLIONS OF RECORD-MAKING AND PICTURE-TAKING FANS WILL MAKE THESE MACHINES YOUR MOST PROFITABLE RESOURCE.

GET MORE FACTS FROM THE NEAREST AUTHORIZED MUTOSCOPE DISTRIBUTORS LISTED BELOW:

**AMALGAMATED DIST. COMPANY**

335 West Randolph St. Chicago 4, Ill. Northern Illinois, Indiana, Iowa, Southern Michigan, Minnesota, Nebraska, South Dakota, Wisconsin, following counties: Douglas, Burnett, Washburn, Polk, Barron, St. Croix, Dane, Pierce, Pepin, Buffalo.

**AUTOMATIC SALES COMPANY**


**DAYTONA BEACH AMUSE. CO.**

518 Live Oak St. Daytona Beach, Florida.

**H. & L. DISTRIBUTORS, INC.**

1224 2nd Ave., N. Birmingham, Alabama.

**H. & L. DISTRIBUTORS, INC.**

708 Spring St., N.W. Atlanta, Ga. Georgia.

**S. L. LONDON MUSIC CO., INC.**


**THE MARKEPF COMPANY**


**MILLS SALES COMPANY, LTD.**


**PHOENIX DISTRIB. COMPANY**


**ROANOKE VENDING MACHINE EXCH., INC.**


**THE VENDING MACHINE CO.**

207 Franklin St. Fayetteville, N. C. North Carolina, South Carolina.

**TORONTO TRADING POST, LTD.**

734 Yongs St. Toronto 5, Ont., Canada Eastern Canada.

**UNITED NOVELTY COMPANY, INC.**

113 W. Division St. Biloxi, Miss. Louisiana, Mississippi.

**W. B. NOVELTY COMPANY, INC.**

1516 McGreer St. Kansas City, Mo. Kansas, Missouri.

**W. B. NOVELTY COMPANY, INC.**

1012 Market St. St. Louis 1, Mo. Kansas, Missouri.

**CLIFF WILSON DISTRIB. CO.**

121 S. Main St. Tulsa, Okla. Oklahoma.

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET
WM. RABKIN, President
LONG ISLAND CITY 1, NEW YORK

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
MGA Votes Go Ahead For Damon Runyon Fund

New York, N. Y.—Three days after the official announcement of the opening of the Damon Runyon Memorial Fund for Cancer Research drive, the Music Guild of America, with headquarters in this city, held a special Board of Governors' meeting (Thursday evening, July 17) and unanimously voted for the entire organization to go ahead on the drive thru the coin machine division.

LeRoy Stein, managing director of the organization, reported this news on Monday morning, July 21, 1947 in the organization’s bulletin, “Guild Notes”, which is issued to all the members of this New Jersey juke box association as well as to juke box leaders everywhere in the country.

In reporting the affair, Sam Wal- dor, president of MGA, stated, “At a meeting of the Board of Governors (of the Music Guild of America) held on Thursday, July 17, 1947, a resolu- tion was unanimously adopted to co- operate with the C.M.I., Inc. in its public relations program sponsoring the Damon Runyon Memorial Fund for Cancer Research collection in Oc- tober, 1947. A substantial portion of one day’s collection is the donation the industry pledged. Won’t you do your share?”

This is the first juke box association in the nation which has come to the fore to help put over the Damon Runyon Memorial Fund drive in which everyone in the coin machine industry is going all out to make one of the most outstanding charitable successes in which the trade has ever been engaged.

It is believed here that everyone of the outstanding juke box ops will immediately placard their machines (when these placards are received from the Public Relations Bureau of Coin Machine Industries, Inc.) and will also go further to attach donation boxes to their machines as well.

Officers of the Music Guild of America have always been among the foremost in all charitable drives. This immediate effort on their part, it is believed, will help put their state over the top in the Damon Runyon Memorial Fund drive.

**Mape’s Better Buys!**

- **Save Record Wear**
  - CRYSTAL PICKUP CONVERSION KITS
  - For all Seeburg Phonographs
    - Tone Arm and Crystal Elec. Cut-off Switch
    - Elec. Cancel Coil
    - 24 Volt Transformer
    - Cancel Button
    - Volume Control
    - Wire Leads
  - Complete package $14.95

- **TERMS:** 1/4 deposit with order, balance C.O.D. F.O.B. Los Angeles or San Francisco.
  - SAN FRANCISCO, General Office: 284 Turk Street • Phone Francisco 7-1000

- **STOCKTON:**
  - 21 N. Aurora Street • Phone 7-7903

- **LOS ANGELES:**
  - 170 W. Pico Boulevard • Phone DB 2314

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**SPECIALS**

- **SEEBURG Baromatics, 5, 10, 25c Wireless...**
  - 29.50

- **SEEBURG Baromatics, 5, 10, 25c-2-Wire...**
  - 24.50

- **SEEBURG Wallomatics, S-Wireless...**
  - 24.50

- **SEEBURG Wallomatics, 5c-3-Wire...**
  - 23.00

- With new Seeburg Metal Covers
  - (For Wallomatics)
  - 2.90

- Ivory Finish — additional $2.50 per box

---

**FEATURING ITEMS**

- PICKUP COILS (for all Seeburgs, including Hitmones)...
  - 1.50

- PULSE INSERTS (for Seeburg Wall Bases)
  - Sets each 50c — Minimum Order 10 Sets
  - 5.00

- CRYSTAL PICKUPS — DATED —
  - Rock, or Mike
  - 2.75

- Genuine Switch Main Geas for Seeburg and Wurlitzer (lets hub)
  - 1.25

- **Quantities of 10**
  - 2.25

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

---

**REPLACEMENT MOTORS**

- For Wurlitzer-Seeburg Phonos...
  - co....
  - $19.50

- 110v-60 Cycle—Reconditioned Motors

- Will Give Excellent Service — 30 Day Guarantee

---

**PLASTIC SHEETS**

- 20"x30" (red) 40 Gauge — each...
  - 9.50

- 20"x30" (red) 30 Gauge — each...
  - 6.50

- 20"x30" Talking Gold Grill Cloth...
  - 7.50

**Quantity Discounts — Write for Prices**

---

**THE OUTSTANDING MUSIC MERCHANDISING LINE FOR 1947 !!!**

**Aireon/****

**TIESTA DE LUXE**

**HERMITAGE MUSIC COMPANY**

**423 BROAD STREET**

**NASHVILLE 3, TENN.**

**1904 EIGHTH AVE., NO.**

**BIRMINGHAM, ALABAMA**

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

Continued from Page 28

it might drop into the three hole instead of the two. These players usually pull the ball out of the two hole straight into the three.

There are those who swear by the port to starboard system. They are trying to achieve the same results as the push and pull boys only they prefer to wrestle the machine from side to side. These players face the added hazard of tilting the machine but they don’t seem to care.

Then there are some pinballers who combine the two systems. They just can’t keep still. They develop a wiggle and a squirm which only an experienced pinballer at the front of a machine could execute. This is known as the health system. Win or lose, these players get an enormous amount of exercise in an afternoon of pinball play.

The machine thumpers are in a class by themselves. They apparently thump for luck or something. They put in their nickels, pull the plunger and thump the machine. Some are one-thumpers. Others thump thrice. A few start out with one thump. Jump to two thrumps and raise it to three.

The banes of all proprietors is the rough, touch pinballer. Given a couple of glasses of beer, he is likely to kick the machine if he doesn’t win. He usually winds up by getting kicked out of the place.

There are all kinds of players. A few of them are:

The one-nickel guy: He gets a nickel in change and when nobody is looking he puts it in the pinball machine. He doesn’t expect to win, hardly ever does.

The casual player: He can take it or leave it alone. He usually buys four-bits worth of nickels, drops them in the machine and quickly walks away. He’s the kind of a pinballer who can also walk away if he happens to hit a lucky payoff. He figures there is always another day.

Good husband on an allowance: His wife has him on an allowance. By cutting corners on lunches he manages to buy $1 a week for pinball. He plays 50 cents every Tuesday noon and another four-bits every Friday after work. He is always hoping he will drain the machine, wouldn’t tell his wife if he did.

The poker face: He’s a big shot, buys nickels by the roll, always is sure to raise a big audience when he plays. He dangles a cigarette from the side of his mouth and drops nickels in the machine like a drunken sailor. He is impressive, a real pro.

The plunger: He’s like an alcoholic. He plays until he can’t possibly get enough out of the machine to cover the amount he has put in. He comes in the next day and starts all over again. He is likely to put in a whole afternoon on one machine. Sometimes he wins, and is then the alcoholic who takes the first drink, the plunger is off to the races on the first nickel.

The kibitzer: “Never touch the things myself,” he says. “But don’t mind if the others do.” He is annoying at times. But he never loses anything on the pinballs.

**First Showing**

**FOR**

Minnesota • Iowa
North Dakota • South Dakota
Nebraska

AUGUST 3, 1947

10:00 A.M. TO ???

SEE • HEAR • INSPECT

**FILBEN**

**MIRROCL MUSIC**

The most sensible new idea in Automatic Music

* COME AS YOU ARE...AND FILL UP AT OUR BUFFET BAR

NORTHWEST FILBEN, INC.

1412 HENNEPIN AVENUE • MINNEAPOLIS 3, MINNESOTA

**TRI-STATE\**

SALES COMPANY

NEW YORK and NEW JERSEY

PIONEER DISTRIBUTING CO.

NEW ENGLAND

585 10th Ave. New York, N. Y.
(Phone: CHisel 2-4468)

286 Freelingshays Ave., Newark, N. J.
(Phone: Bignell 3-7177)

NOW DELIVERING

**ALL** Bally PRODUCTS

BALLYHOO

CONVERTIBLE 3-BALL OR 5-BALL PLAY

HEAVY HITTER

FAST ACTION BASEBALL COUNTER GAME

SPECIAL ENTRY

REPLAY MULTIPLE

SPECIAL BELL

9x • 10x • 25c or ANY COMBINATION

HI-BOY

CLUB TYPE CONSOLE BELL

Exclusive Distributors

CONSOLIDATED DISTRIBUTING CO.

1910 GRAND AVENUE

KANSAS CITY, MO.

**WATCH FOR "A.M." VENDING MACHINE HIT!**

**ROCK-OLA**

**THE PHONOGRAPH THAT SELLS MUSIC**

**Ben Rodins Says**

Keep Posted...

On Prices for New and Used Equipment

WRITE TODAY... A Postcard Will Do

Get Ben Rodins add your name to his Mailing List

REMEMBER—If I Can’t Guarantee it... I Won’t Ship It!

**Amusement Corporation**

412 9th St., N. W. • D.I. 1625

WASHINGTO, D. C.
Playing Pin-Ball Peels Off Pounds, or So the Experts Say

"Eye on the ball" routine does things for eye muscles, and torso, Thelma says... Against Thelma tilts machine, lions nickel... The old knee action does the trick for widened limbs, for some see, or in Thelma's case.

PITTSBURGH, PA. — Dominating the entire page (Wed., July 16) the story, headlined as above appeared in the Pittsburgh Post and is acclaimed by all who read it, "The best pinball story of the year."

Writing from an entirely new angle, this Post reporter ventured into the realm of the female reducing fad. Said he in his subheadlines, "You can now give your girdle to Greek Relief. He also stated, 'They'll try anything to reduce.'"

The entire story is attributed to Harry Rosenthal of Banner Specialty Co., this city. He writes, to open the item, "You can throw your corsets away girls, you can give your girdles to Greek Relief. There's a new way to stay slim and trim. Just wiggle your weight down on a daily bout with a pinball machine?"

Harry Rosenthal told this reporter, "Why should any girl have to get up early to do her daily dozen when she can get exercise during her noon hour just playing a pinball machine in almost any restaurant?"

He also wrote, "It's that wiggle that counts. Once you pull the plunger you want to get the ball into a certain groove to increase your score. To do this you must gently joggle the machine. And in order to accomplish this a lot of muscles are pulled", she said.

Thelma also went on to explain, the "swing-and-away" method involves lots of hip rotation. That's good, of course. Then the knee action method when you bump the machine with your knee exercises leg muscles. All the time you're getting kinda excited so you bend back and forth."

Thelma concluded, "even your eye muscles are exercised as you watch the ball and the score board. Wiggle just a bit too much and you'll tilt the machine" Thelma warned.

"That's enough to grippe you because you lose your nickel", she said, but added rather dreamily, "The kibitzers make up for it. Gee, you can meet some awful nice fellows playing pinball!"
Dear Ray:

I want to do my share for this great Fund. Here is my personal donation in the amount of ..................................................

I am also going to give □ part or □ all of the collections from my machines for (day or days) ..................................................

Signed .................................................................

Firm .................................................................

Address .............................................................

City ................................................................. State
Farnsworth Head Says Coin Operated Television Impractical

CHICAGO—As if in answer to the many juke box operators who believed that coin operated television might be the answer to their problems, specially in territories where television sets are now cutting into collections, E. A. Nicholas, president of the Farnsworth Television and Radio Corp., Fort Wayne, Ind., told a group of company distributors here this past week that "pay-as-you-see television would be impracticable.

Mr. Nicholas spoke in regard to the statement of E. F. McDonald, Jr., president of Zenith Radio Corp., of the invention of "phone vision" which would send first run movies and Broadway plays right into homes for a fee. that if television sets were marketed as "home juke boxes" it would depress sales because the added cost of using the receivers would limit the number of persons who could afford them.

At the same time many ops have written to The Cash Box in answer to the editorial which appeared in the July 21 issue that, "Television is not giving the public all the features they can get from radio and phonos."

One op states, "In the first place it is not yet practical in the homes for no woman can take time out from her regular house work to just sit down and look at the pictures being televised. In the second place", he continued, "the average set in my location is giving plenty of trouble. They take time to warm up and most of the owners don't even know how to correctly tune them in. They are blurry and quivery and give the viewer the shakes. Some of my accounts would get rid of them today if the fights were taken off."

But the fact that E. A. Nicholas, president of Farnsworth, has stated that coin operated television is both "impracticable and unfeasible" probably answers a great many music ops
OPERATORS EVERYWHERE ARE THANKING THEIR LUCKY STAR

IT'S GOTTLIEB'S! IT'S GREAT!

Meteoric 5-Ball Action! Kick-Out Pockets! Score and Re-Score up to 15,000 at a Time!
Super High 40,000 Score!

Order From Your Distributor Today!
Make Every Day a Lucky Day on All Locations!

NOW! "3-WAY-LOCK" STEEL SAFE CABINET FOR SLOT MACHINES

1 Machines lock to revolving base
2 Base locks to cabinet
3 Door instantly locks when closed

SINGLE SAFE CABINET.........$ 99.50
DOUBLE SAFE CABINET ......... 165.00
TRIPLE SAFE CABINET .......... 295.00
10% Discount on lots of 5 or more.
1/3 Cash with Order; Balance C.O.D.
Immediate Delivery

MILLS SALES CO., Ltd.
DEPT. C
1460 18th St., OAKLAND, CALIF.
400 S.E. STARK ST., PORTLAND, OREGON
3827 W. PICO BLVD., LOS ANGELES, CAL.

FREE: 1 PFANSTIEHL TONE ARM SCALE WITH EVERY ORDER OF 100 PFANSTIEHL NEEDLES.
Pfanstiehl Needles, Ltd., 670 E. 59th St., Chicago, Ill.

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

Joe Ash
Active Amusement Machines Co.
644 NORTH BROAD ST., PHILA. 10, PA.
Phone: Fremont 7-4495
1040 BROAD STREET, NEWARK, N. J.
Phone: Mitchell 2-7544
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 6-4374

New and Used MUSIC and AMUSEMENT MACHINES EVERY MACHINE GUARANTEED LOWEST PRICES

EXPORT OUR SPECIALTY

DAVE LOWY & CO.
594 - 10th AVE., NEW YORK, N. Y.
(Phone: Bryant 7-6817)

NOW! 3-WAY-LOCK STEEL SAFE CABINET FOR SLOT MACHINES

NEW ORLANDO—Willie (Little Napoleon) Blatt of Supreme Distributors, Miami, Fla., was notified on Saturday, July 19 that he had become a grandfather.

Bertram Blatt, Willie's oldest son, informed him that his wife had given birth to a girl at the Madison Park Hospital in Brooklyn. Bert, who operates throughout the city, is one of the most popular coinermen here, and his many friends were very happy to hear the good news. The daughter has been named Roberta Carroll Blatt.

Bert met his wife in London, while serving in the Army. He visited Alfie Cohen, one of the leading British coinermen, who had made many trips to this country. Bert met with Alfie's daughter, fell in love with her, married her, and when he returned home, brought the new Mrs. Blatt with him.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
QUIZ KIDS VS. "QUIZZER"

CHICAGO—When Telecoin Corporation held its showing at the Stevens Hotel, Chicago, three of NBC's famous Quiz Kids turned up to try their hand at the Telecoin Quizzer.

Shown in the photo above, left to right, are Naomi Cooks, Pat Conlon and Joel Kupperman, who are in deep concentration plying their knowledge against the mechanical quizmaster.

"Comics" was a favorite subject with Naomi Cooks and Pat Conlon, while Joel Kupperman favored questions on baseball.

All proceeds taken in on the machines during these showings are being donated to the Damon Runyon Memorial Fund,

DO YOU NEED NEW MACHINES WE HAVE . . .

The Outstanding Keeney Products
PLUS
The Successful Scott-Crosse Organization
Will Mean
More Fun For ALL Pennsylvanians
And More Profit For Pennsylvania Operators.

CHICAGO—When Telecoin Corporation held its showing at the Stevens Hotel, Chicago, three of NBC's famous Quiz Kids turned up to try their hand at the Telecoin Quizzer.

In addition to the "Quizzer" Telecoin presented their "Tele-Juice" canned fruit juice vendor; a new laundry extractor; a new soap and bleach vender; laundry ironer; the Bendix washing machine; and "Photo Finish" a game.

All proceeds taken in on the machines during these showings are being donated to the Damon Runyon Memorial Fund.

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

with NEW BONUS FEATURE

- Added Thrills
- More Action
- Greater Profits

TERRIFIC LAST BALL SCORING POSSIBILITIES

FIVE-BALL NOVELTY-REPLAY

See Your Distributor

Appointed Keeney Distrib. For Penna.

SAM STERN

PHILADELPHIA, PA. — Sam Stern, Scott-Crosse Company, this city, announces that his firm has been appointed exclusive distributor for the J. H. Keeney & Company line throughout the entire state of Pennsylvania.

One of the largest distributing firms in the country, Scott-Crosse adds the Keeney line to their many other diversified line of coin operated equipment.

"We are very happy and proud" states Stern "to announce this appointment. The entire line of Keeney pin games, consoles, etc., will now be available to the operators of our state thru our organization. Our state-wide network of salesmen will personally contact all the operators and they can be assured of the finest cooperation."

Stern, one of the most progressive distributors in the nation, refuses to listen to all the stories of grief handed out by the "groaners". He claims his one objective is to keep moving ahead, and the only way to do this is to be continually aggressive. "The Keeney line" points out Sam "is one more step to further serve the operator and at the same time improve our organization."

"Esso Stars" On Display in New York

HOBOKEN, N. J.—Jack Semel and Jack Rubin, Esso Manufacturing Corp., this city, started to run off their new rolldown game "Esso Stars" in quantities, and deliveries were being made at the end of the week.

One of the first production models went to Hymie Rosenberg of H. Rosenberg Company, New York City, who displayed the game on his showroom floor. "Operators and jobbers who visited us" states Rosenberg "were intrigued by the fast action and playing features. We found it a problem to get them away from the game so that other customers could play it. However, the results were very gratifying as we booked many orders."

DISTRIBUTORS FOR THE NEW PACKARD

Manhattan

Illinois PLA-MOR DIST. CO.

1705-09 S. Michigan Ave.
Chicago 16, Ill.

Looking for a break in prices?

Write for our list of terrific buys. Games and music machines — thoroughly reconditioned. Every one perfect inside and out.

DAVID ROSEN
EXCLUSIVE DISTRIBUTOR

855 N. Broad Street • Philadelphia 23, Pa.
CHAMPION MONEY-MAKER IN ALL LOCATIONS!

WESTERN POKERINO

MANY NEW AND NOVEL INNOVATIONS

$225.00 F.O.B. LOS ANGELES

1/3 Deposit — Balance C.O.D.

IMMEDIATE DELIVERY

DISTRIBUTORS
A FEW TERRITORIES STILL AVAILABLE
Write — Wire — Phone For Particulars

WESTERN AMUSEMENT MACHINE COMPANY

FACTORY
2236 FEDERAL AVE.
LOS ANGELES, CALIF.
(PHONE: AR 3-9384)

OFFICE
1717 HAUSER BLVD.
LOS ANGELES, CALIF.
(PHONE: YO 8875)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
ST. PAUL, MINN.—In a front page feature story, the St. Paul Dispatch headlined the fact that the United States will lose $800,000 in taxes on coin operated games compared to last year.

Louis H. Gollop, feature writer for the paper, writes “Gov. Youngdahl’s drive on gambling in this state will cost Uncle Sam $800,000 this year. This was indicated today as federal government authorities revealed that one-time pinball and slot machine operators are reluctant in buying ‘gaming devices’ stamps.”

July 31 is the deadline for the 1947-48 fiscal year stamp purchases, and authorities said that the $100, stamps are moving much slower than last year. In the last fiscal year the government sold $200 licenses at $100, and government officials claim “they’ll be lucky if they get 100 this year.”

Minnesota columnists who fought the passage of the recent legislation affecting the operation of games are hoping this revenue loss will bring the attention of state and local officials to this unfavorable tax condition, so that more liberal rulings may be effected for the future.

Juke Box Tax Increased in St. Paul

ST. PAUL, MINN.—St. Paul music operators were hit with an increased city tax on juke boxes when on July 17 the St. Paul City Council voted to raise the annual fee from $15. to $25. Attorneys for the phonograph workers were at the hearing and pleaded their case, the council voted for the increase without an objection vote. Increased fee goes into effect October 1.

Juke Box Curfew Set For 11:45 P.M.

IRVINGTON-ON-HUDSON, N. Y. — Juke Boxes in this city were placed on an 11:45 P.M. curfew this week by the police chief due to complaints of home owners who complained the music was interfering with their sleep.

Bernard F. McCall, chief of police, explained that he had no special power to order such a curfew, but would attain enforcement by arresting violators for disturbing the peace, and also submitting reports to the State Alcoholic Beverage Control Board.

CHICAGO—Leo Lewis, Coin-A-Matic, Distributors, this city, standing along side of a bell he just checked, “I personally go over every machine to make sure it’s 100% mechanically and in appearance before it leaves for the purchaser’ states Leo.

Los Angeles, Calif. — Western Amusement Machine Company, this city, recently formed manufacturing company by Joe Cannella and L. A. Willis, have introduced its first game “Western Pok-erino” a roll down game.

Cannella has had many years experience in the coin machine business, having spent more than ten years with Robert Wolff of New York City. Following this period, Joe moved over to the Scientific Machine Corporation where he spent the next five years. In 1942 he moved to California.

Commenting about their new game, Cannella reports “Our plant is housed and equipped to turn out in excess of 200 games a week. We have appointed many distributors throughout the country, and are continuing to select others as we go along.”

“Our firm plans on producing one new game every six months” continued Cannella.

New West Coast Manufacturer Introduces Game

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**Esso Stars**

THE NEW SENSATIONALLY DIFFERENT ROLLDOWN GAME

With Floating Rollover Buttons and Continuous, Intriguing Fast Action

MAKING QUANTITY DELIVERIES

Write! Wire! Phone Today!

ESSO MANUFACTURING CORP.

701 MONROE ST., HOBOKEN, N. J. (Tel. HO 3-1472)

Please mention THE CASH BOX when answering ads. It proves you’re a real coin machine man!
PICK OF THE PROS!

ALL STARS

Realistic! 3-Dimensional figures "run bases" inside backboard! Player controls bat and pitcher! Now 3-Coin Drop Head Chutes; takes 5c, 10c, 25c Coins, speeds play! Credit Unit records advance payments and Re-plays! Perfect for Every Type of Location!

ORDER NOW
From Your Jobber
Or Distributor

Michigan Phono Ops Assn Drive For Better Commish Basis

DETROIT, MICH. — Accepting The Cash Box proposal of a better commission basis as the only means of survival, the officers of the Michigan Automatic Phonograph Owners Association, Inc., have started a concerted program to bring all phone operators in their territory (member and non-members) together to inaugurate plans to solve their current problems.

The first step by the Michigan association was a two page letter addressed to all phone ops in the territory outlining their current problems and suggesting ways and means to overcome them. Roy W. Clason and Morris A. Goldman point out that in order to successfully carry out their plans it is necessary that every operator join up with the Michigan association.

George Skinas, Morris Goldman and Roy Clason, after a great deal of study, present their program, which they feel will put the operating business on a sound profitable basis: (1) To call a meeting of all operators to discuss means of legally adjusting commission rates (2) To run a huge free "Record of the Month" show for the teen agers of Detroit to be sponsored by the Association in conjunction with record companies and phonograph manufacturers (3) An advertising program designed to teach the location owners that this business is not all profit.

"The Association feels that location owners must be taught diplomatically states Clason "that they cannot continue their unreasonable demands and expect the operator to survive. Too much of the wrong kind of information has been given location owners. Our program will make it easier to raise rates and will help restore common sense and reason to the demands of location owners.

"It is obvious" continued Clason "that we need every operator as a member in order to assure the successful completion of the above outlined program. It would be business suicide for any one operator to increase his rates, without similar adjustments being made by the other operators in the business. It is also obvious by now, to everyone familiar with the picture, that a strong association is needed to have a united front for the mutual benefit of greater Detroit operators."

Date of the meeting will be set shortly and all phone operators in the territory will notified.

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

MAGNETIC ACTION!
ENTIRELY DIFFERENT!

TORCHY

Torchy Has
Magnetic Kickers
2 Ways To Win!

CRAZY BALL ACTION!
CONVERTIBLE TO STRAIGHT HIGH SCORE.

CHICAGO — Gil Kitt and Ralph Shefield of Empire Coin Machine Exchange, this city, who instituted one of the speediest delivery systems for which they won a great many compliments from operators all over the country, are now going all out once again with a plan which they believe will outstrip their present speedy delivery.

Kitt reported this past week, "We are now completing arrangements with leading airlines based in this city for air freight shipment of merchandise to our customers who are near airports. We feel", he continued, "that the time saved in speedier delivery of machines means many dollars to the average operator and we know from past experience that the factor we get machines to them the sooner they are going to clear away the cost of whatever requirement they purchase.

"Therefore", he continued, "Ralph and I have worked out a plan here and charted all the various airfright delivery set-ups in conjunction with our customers' headquarters to arrange for delivery of machines by air within a few hours after they place their orders.

In fact", he says, "we can take an order from an operator in the morning and, in some cases, the airfright lines promise us that he will be able to have the game in operation by early afternoon, simply by picking it up at the airport on its arrival and putting it right on location."
ATTENTION!! ATTENTION!!
5 1946 Rockola Phonographs, like new
3 1946 Wurlitzer 1015's, like new
Get Our Price. Phone or Wire Now!
SPECIAL!
Used Sportsman Rolls and Rola Scores
Get Our Price. Phone or Wire Now!
OLSHEIN DISTRIBUTING CO.
1100-02 BROADWAY, ALBANY 4, N. Y.
(Phone: S-0228)

ATTENTION, OPERATORS
WE HAVE IT
WILLIAMS 'TORCHY'
Best WILLIAMS Creation
Bally's 'BALLY-HOO'

EQUIPMENT COMPANY
KALAMAZOO 31, MICH.
Phone 2-0261
DISTRIBUTING COMPANY
3004 Grand River
Ph. Temple 2-5788

Operators Demanded
A NEW 1947
Bally
EUREKA

WE ARE NOW DELIVERING THE
1947 Bally Eureka
WITH ALL THE PROFIT-PROVED FEATURES, PLUS NEW
REPEAT-PLAY FEATURES, NEW FLASH, NEW AND IM-
PROVED POST-WAR MECHANISM.

5-BALL FREE PLAY
Quickly Convertible
to
1 or 2 BALLS

OPERATES
MULTIPLE
or
SINGLE-COIN GAME

PAUL A. LAYMON, INC.
Distributors for BALLY MFG. CO. IN SO. CALIFORNIA, SO. NEVADA, ARIZONA
AND THE HAWAIIAN ISLANDS
1429-31 and 1503 W. PICO STREET, LOS ANGELES 15, CAL.
(Phone: Prosper 7351)

ATTENTION 5 BALL OPERATORS!
Like NEW Post War 5 Balls

Battle Card $135.00 Racer $125.00
Ble League $110.00 Catadine $65.00 Smoky $165.00
Ferris $45.00 Stege Bear $85.00
Hevone $75.00 Confisc $65.00
Foot Ball $155.00 Spotboard $120.00
Laura $75.00 Superscore $150.00
Midgad $45.00
Surf Queen $95.00

SALLY VICTORY DERIBES
VICTORY SPECIAL
WRITE FOR BARGAIN PRICES
1/3 Deposit with Order, Balance C.O.D.

GLOBE DISTRIBUTING CO.
1423 No. California Ave., Chicago 47, III.
(TEL: ARmitage 0780)

AMERICAN RADIO HISTORICAL ASSOCIATION
PO. BOX 1055
WHEELER, NE 69170

www.americanradiohistory.com
Vince Shay Receives $1,000 Donation For Runyon Cancer Fund From Sicking

Jim Mangar, director of CMI Public Relations Bureau, announced that Vince Shay, president of Bell-O-Matic Corporation and a member of the CMI Damon Runyon Cancer Committee, has reported receipt of a $1,000 contribution from Bill Mariner and Ben Goldberg, of Sicking, Inc., Chicago, Illinois.

Mr. Vince Shay states that Bell-O-Matic and Mills Industries have launched a spirited campaign to raise funds for the CMI drive. Special informative folders and other interesting pieces will be mailed all Bell and music distributors and operators; Coca-Cola bottling companies and other customers of the two firms are being invited to participate and lend their support.

Mr. Shay is personally directing the organizing of all clubs, urging them to give receipts from a half day's play of Bell machines in the various clubs throughout the country to the CMI Damon Runyon Cancer Drive. Company officials will address employees at Mills and Bell-O-Matic over the public speaking system asking them to support the campaign.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
The splendid reaction to the first announcement of the Damon Runyon Memorial Fund for Cancer Research has thrilled leaders in this city. Ray T. Moloney of Bally Mfg. Co., who is National Chairman, and Dave Gottlieb, president of Coin Machine Industries, Inc., were in every pride of the marvelous manner in which individual coinmen, as well as leading operators' associations, instantly pledged themselves to support the Damon Runyon Memorial Fund. It is truly one of the grand gestures which can always be expected from this industry and not only were the city's coin machine leaders tremendously elated, but, we hear that Walter Winchell and all the other officers of the Damon Runyon Memorial Fund, who were told the news of this immediate cooperation, were very much gratified by the enthusiastic response. Donations the very first day, from the first three wires received by Jim Mangan, Public Relations Director at Coin Machine Industries, Inc., totaled $7,500. These were individual donations of $5,000; $2,500 and $500. More have since come in we hear, and very soon complete details will be divulged. In the meantime, Jim is working hard to get signs and placards ready for those coinmen who want to put these on their machines and get started with collections for the Damon Runyon Memorial Fund. As The Cash Box advised in this past week's issue, there is no doubt, because of the immediate and gratifying response, that this Fund will become an annual drive of the coin machine industry. (If you haven't yet made your personal donation or signified your intention of having your machines donate part or all of their proceeds for any one, two, three or more days, you should do so immediately.)

Art Churvis, son of Mac Churvis, well known admiral here, was a guest aboard the Eastern Airlines new Constellation plane which established a record of 3½ hours record non-stop flight from Miami to Chicago. Art reports that aboard the same plane was Eddie Rickenbacker and many noted newsmen.

George Lewis of ABT Mfg. Corp. has just returned from a very nice vacation in Central America. Seems like Walter Tratsch convinced George to see that part of the world. He was especially impressed by the primitive existence of the Central Americans. "It was all very, very interesting," George reported. "But," he also stated, "what was even more interesting to me was the marvelous batch of orders awaiting me on the new Challenger when I returned to my office." . . . Harry Brown, who has become the community's secretary at Chicago and New York, reports that people are mistaking his living quarters these days. Someone asked Harry, just the other day, whether he had moved to New York. "Tell them all for me," Harry asked, "that I still live in Chicago, but that so many interesting things are happening in New York, I'm there quite often these days." . . . Charlie Aron and Freddie Bount of Aristocrat Records are traveling throughout the east right now and while they are away the firm is being held down quite efficiently by their wives, Ebbie and Millie. ("Good luck, boys," is what your wives tell you whenever you pick up this column) . . . Irv Kleinman of Atlas Novelty tells me that one of the office girls, Jean Milewski, was married this past week and leaves on an extended vacation. Atlas was a pretty busy place this past week with plenty of the out of town boys calling around. While there bumped into Bill Lipscomb, Al Amsel of Art Machine, Ind., Bill Morris of Rockford, Ill. and Guillio Morandi of Cherry, Ill.

Now Gordon Sutton of Illinois Simplex has joined the ranks of the flying coinmen. Gordon has been flying planes for sometime, but, this past week reported that he has leased a new Beechcraft which he pilots on business trips. Gordon also told me that their new phonograph needle the "Simplex DeLuxe" is going great guns with more and more music ops complimenting him on it. . . . Over at Genco it's a honey of a time to get "Honey" from the Genco distribures all over the country who have been calling the firm longestdue almost every minute of the day. Seems like Honey is a honey . . . Al Stern of World Wide reports that he is leaving on a trip with Tony Zale to visit many of the YMCA boys' camps. Tony will impart some knowledge of the manly art of self defense to the youngsters. (Wonder whether Al will do some sparring with Tony.) . . . Buyer for the Rock-Ola factory from an eastern biz trip and reports things are beginning to shape up again. Waiting for Art as he entered his offices was B. D. Lazar of Pittsburgh who gave Art some really good reports that he is leaving on a trip with Tony Zale to visit many of the YMCA boys' camps. Tony will impart some knowledge of the manly art of self defense to the youngsters. (Wonder whether Al will do some sparring with Tony.) . . . Buyer for the Rock-Ola machine in the field is Ray Churvis, son of Mac Churvis, well known admiral here, was a guest aboard the Eastern Airlines new Constellation plane which established a record of 3½ hours record non-stop flight from Miami to Chicago. Art reports that aboard the same plane was Eddie Rickenbacker and many noted newsmen.

All the staff over at Exhibit Supply hoping for the speedy recovery of Mrs. John Chrest, who has been quite ill, to which we also lend our voice . . . Bernie and Charlie Schutz of Coin Amusement tell me that, as busy as they are, they are still planning their vacations . . . Gerry Haley of Buckley Mfg. Co. is feeling fine and rested from a swell vacation in Michigan. He advises that "boss" Pat Buckley is expected any day now from the West Coast. A new Rock-Ola factory was given July 4 to 14 for their vacation . . . Ben Siegel of P & S Machine Co. tells me that he has a "sure winner" in the new game he is introducing. He says that "it rests all the requirements they have been talking about and will prove a real money-maker for all the pinball ops" . . . Bert Davidson off to Pittsburgh where he will attend the regional showing of the Filben line at the Coin Machine Distributing Co. offices . . . If anyone knows where the man is, as he is available, for a minute, with Vince Murphy of Globe: Vince got rid of his car on the promise of a new one, "Which," Vince reports, "proven to be just a promise!" . . .

Mrs. Lewis suggested to her hubby, Leo, this past week that they simply shut down Coin-A-Matic Distributors for a week or two and enjoy a vacation, "Because," she said, "we're all sold out anyway." But Leo shook his head, put on his coat, and dashed out to get more machines to fill the orders his customers have sent him . . . Dave Lovitz, O. D. Jennings & Co. adm. reports that the boys are busyest weeks in the firm's history. They had so many over at the factory are slowly recovering from one of the visitors around that it was just a hop and skip from one to the other all week long. Bill Lipscomb, by the way, who is eastern salesman at Jennings, just returned from a big trip and turned in some really swell orders . . . Ben Coven over at Coven Distributing Co. just can't be held down for even a fraction of a second anymore. Ben showed us some ideas he was working out which, without any doubt, make the firm one of the most talked about in the industry. You've got to hand it to this boy for being well ahead of his time. Al Damon of Damon DeSelv over at United Mfg. Co. is all hepped up over the tremendously swell reception given the firm's newest, "Mexico," and Billy reports, "Mexico" is going to go away over all present indications. "It doesn't owe you a dollar." But, having seen some of the advance orders on "Mexico," we know that Billy's dollar is very, very safe right in his own little pocket right now . . . that's 80.
We're back in the city after a few weeks in Miami Beach, Florida. And don't let them tell you it's too hot down there. It's not, particularly when all you wear is a pair of bathing trunks. Spent some time with the coinmen there and everybody seems happy . . . Willie (Little Napoleon) Blatt and Jack Love- lady, Jr. of Supreme Distributors doing a bang up job for AMI — and not working too hard, at that. Willie gets to the beach every afternoon for some sunshine and his "rummy" . . . Lee Rubinow over at Florida Automatic Sales Co. (Seeburg distrub) down at the office from early morning to late at night—except those days he goes fishing on his brand new 27 footer. Lee's not only a real fisherman, but a student of navigation . . . Tried to see another reputed fisherman, Charlie Polgara, but they told me he had returned to his New Jersey home for a few weeks. 

* * *

Visited with Joe Mangone of Packard Pla-Mor, but didn't see Mike Green, who was in New York City at the time. We were only home a day and ran into Mangone, who had driven up to Washington, D. C. for a talk with Senator Homer E. Capelhart, and then came along to the city. Joe expects to vaca-

tion in New York City for about a month . . . Johnny Christopher, Christopher-Luker (Bally Distrib-

utor) was busy as a bee when we dropped in to see him. Christopher had just returned from Chi-

cago, and was planning a trip North . . . Irving Mandell, formerly employed by Bill Gersh when he ran an advertising agency, handling publicity for some of the biggest night spots and hotels on the beach. Irving is starting an advertising agency and will contact his old coinmen friends.

* * *

Sam Taran, Taran Distributing Co. (Wurlitzer distributor) also active in distribution of many record labels and amusement games. Sam really gets around . . . Henry Stone and Dave Berger, Seminole Record Distributors, in constant contact with all Florida operators, and report biz very active . . . Murray Blaine, Melody, Music Co., returns from a three week vacation in New York City, where he saw all his old friends along Coin Row . . . Charlie Deale, Deale Music Co., operating music in the remote districts around Miami, raves about The Cash Box editorial . . . Sammy Getlan and Max Becker. Sunshine Coin Machine Co., take on the Filliben line, and expect to run an opening showing in a week or so . . . Couldn't catch up with Frank Q. Doyle, who was always out working.

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Now back to the big city notes: Harry Brown, American Amusement Co., Chicago, flies into New York for a few days. Harry tells us that his "Bat-A-Ball" games are showing up in quite a number of locations around the city. Brown will return toChicago for a few days, and then down to Dallas, Tex. for a visit . . . Dave Stern, Seacoast Distrib-
utors, excited over the action on the 5c Hot Nut Vendor . . . Felix (Chippy) Maltz recalls the old days — when coinmen worked night and day — and loved it . . . Ben Becker of Tri-State Sales Co. and Pioneer Distributing Co. (Bally distrubits) out on the road again hustling for those orders.

* * *

On Tuesday night, July 29, 8:30 P.M., a meeting of amusement game operators will be held at the Capitol Hotel, Eighth Avenue and 51st Street, to discuss the formation of an association. A tentative name "Amusement Machine Operators of New York" has been worked out, and all further details will be discussed at the meet. A group of seven coin-

men have planned the preliminary outline and have contacted the amusement game operators in the city. The seven are: Joe Harsh, Abe Koenisberg, Alec Koenisberg, Murray Lax, Irving Weiner, Sol Wohlt-
man and Harold Kolsky.

* * *

Over at Runyon Sales Company everyone was so busy there wasn't any time to kibitz. Jack Mitnick was in serious discussion with Charley Engelman. Any time these two wits are caught in a serious mood a sale or purchase must be in the wind . . . Hymie Rosenberg's (H. Rosenberg Co.) office and showrooms were a bedlam when we dropped in—operators and jobbers playing and watching the ac-

tion of Esso Manufacturing Corporation's "Esso Stars" . . . Nat Cohn, Modern Music Sales Corp., leaves his office early these days—probably to prac-

tice up navigation. Nat is hosting music ops on his new Higgins speed cruiser, combining pleasure with business. "The sale of Mills' "Constellation" phono is remarkably easy under these conditions" reports Cohn.

* * *

Sammy Stern, Scott-Crosse, Phila. in the big city for a day, and tells us that his firm has just been appointed exclusive distributors for J. H. Keeney & Co., covering the entire state of Pennsylvania . . . Bert Lane, Atlantic-Seaboard, vacationing for a week, leaving Meyer Parkoff and Harry Rosen to sweet it out in a hot city . . . Jack Block returns from Seidel Coin Machine Sales to devote his entire time to the development of new games. Max Green, who jobbed games some years back, takes Block's place as General Manager . . . Al Bloom, Speedway Products Co., never fails to test his skill on new games as they appear on Tenth Avenue. Like most coinmen, Bloom always wins up with a miserable score . . . Sidney Mittelman, Joe Eisen & Sons (Pack-

ard distrubs) visiting along Coinrow flashing a big, happy smile. Must have been getting a good reaction to the new 'Manhattan' phono.
Plenty of swell reaction to the story about the Southern Cal. Music Ops Association handling records for the manufacturers and selling them at distributors price to the music ops. Jay Bullock managing director is setting up a department to handle the display and sales of records. It's this type of cooperation between op and record manufacturer that will prove of great help to coin men and disc manufacturers, which should set a pattern for the rest of the associations in the country to follow. Bullock further plans on creating a complete service department fully equipped with qualified service men on constant call to provide the needed mechanical requirements of the ops. This association is pledged to give its members the utmost in service and helpful cooperation.

Paul Laymon has been quite busy taking orders for the new Bally convertible five ball. It has lots of action which results in constant play. Paul has been maintaining his quota of sales and looks forward to an upswing in business conditions soon. "There had to be a shaking out period which is about over," Paul says with business picking up steadily from now on. Ed Wilks sales manager at Laymon's is slowly on the mend after a stomach ailment had him walking in circles.

Dropped around to chat with M. C. (Bill) Williams of the Williams Distributing Company. Believe me its a distinct pleasure to talk with a guy like Bill. He is one man who is always cheerful and has an air of optimism about him. Lots of the boys could use a bit of that light that Bill has. "We enjoyed terrific prosperity during the war years with everyone riding high, and now with a month or two of dull times the boys are wailing," "Stop Clucking," says Bill "and start swinging". Bill tells me "I love to read The Cash Box because of the wonderful editorials, they sure pep me up." We need more guys like Bill Williams.

Incidentally, I have been approached by many ops including a few new ones in the field here, who have tendered their congratulations to The Cash Box thru me for the editorial matter it contains. Dropped around for a visit with Bill Schrader of Allite Manufacturing Company. Bill also informed me that he never fails to read The Cash Box and that the writings of Bill Gersh really inspire him. The firm has added a new shift to its working crew in an endeavor to speed up production to fill the heavy backlog of orders now on hand. Jack Nelson, national sales manager has been spending some time calling on the firms distrbs in the midwest.

Al Silverman, sales manager of the Adams-Fairfax Company is winging his way across the country and is somewhere in New York at this time. Al plans on being out for the next month or two calling on distrbs of vending machines and appointing many new distributors to handle the firm's products. Al has been sending in lots of orders for the new Sc Cash Tray according to Bernie Shapiro, president of the firm. Aubrey Stemler now international distributor for the Kayem Vending Machine products called to tell me that his firm has a reasonable assurance of a fair supply of Wrigley, Beech Nut and Beemans Gums from the manufacturers for their chewing gum vending machines. Aubrey tells me that it was not his intention to give anyone the impression that the gums listed above could be supplied in unlimited quantities.

The heat, smog, fog and dog days are upon us which helped keep the number of visiting ops down. A few of the most venturesome looked around coin row, included: John McGee, Downey; Milton Noriega, Colton; Jack Gilbert, Big Bear Lake; W. H. Shorey, San Bernardino; Niles Smith, Oldsela; Jud Levey, Los Angeles; Charles De Witt, Redlands.

Nels Nelson has a few deals cooking which may prove to be very interesting. Nels promises something on this soon . . . The latest series of 16 M.M. coin film has just been completed by Quality Pics according to Merle Connell, manager of the film studio. It is being prepared for release now and will be announced soon . . . Looked in at the offices of the local chapter of the I.B.E.W., local 1053 which is the game and music unit of the Electrical Workers Union. H. G. Sherry informed me that the membership in his organization is growing and now has a majority of the local music ops as members.

Ray Powers over at E. T. Mape was really busy this past week and has sold many of the new Mirror conversion cabinets and phonos. The firm is to distribute a new phono we hear. Len Baskfield of the firm's offices in San Francisco is in Chicago arranging for deliveries. Ray tells me that a sample will be on display in their showrooms soon.

Bud Parr just back from a swell fishing trip and in deep conference with a number of important coin men. Several deals are in the making for the Solotone products . . . Fred Gaunt of General Music was pinch hitting for his secretary who was off on a week's vacation at same time selling lots of games to the ops calling around their sales rooms . . . Bill Wolf of the M. S. Wolf Distributing Company is harder to catch hold of than the famed flying saucer. In again and right out again goes Bill calling on ops and visiting at his sales rooms and offices along the Coast. His latest trip is to San Francisco.

Jack Gutshall talking about a lot of the ops and distributors and recalling the good old days. Jack tells me that what is needed in our biz is the good old feeling of optimism and trust in one another. He says that conditions generally have tapered off but show definite signs of picking up again very soon . . . Business is plenty good over at Exclusive Records according to Charlie Craig. The monthly average sales of discs has been very good and at a steady level for several months in spite of the normal summer let down. According to Craig sales of platters will increase from now on . . . Floyd Blattaker of Capitol Records off to Chicago and points east to call on the firm's distrbs. Chatted with George Oliver head of Promotion and Advertising at Capitol who tells me that the firm's record sales have been steadily mounting . . . Eddie Mesner of Aladdin Records still out East and due back any day . . . Howard Krause of Enterprise Records has been receiving many calls from ops for his swell suggestions to them at a recent meeting. Krause is helping the ops again in setting up a record sales section . . . Charlie Pulcher of Mills Sales is away to Las Vegas to call on ops in that area and hopes to take some nice orders for Mills Bells. The new phonos are coming in now says Charlie.
The yearly Aquatennial held in Minneapolis is now going on and visitors from surrounding states, and as a matter of fact, the entire country, are visiting Minneapolis during the ten days of the Aquatennial. Many operators, their wives, and their families throughout the Northwest are spending a few days seeing the sights, parades, etc. Ted Bush of the Bush Distributing Company was in Chicago for the Zale and Graziano fight. Norman Hansen, his wife and daughter of Osakis, Minnesota were in town visiting. Norman has sold out his summer resort to his brother and has sort of been loafing, so far, this year.

J. Allen Redding of Houston, Minnesota, in town for a few days calling on a few distributors. Pershing Gulden of the Gulden Sales Company, Elliott, North Dakota was in town for a couple of days calling on a few of the distributors. Mr. and Mrs. Gordon Stout of Pierre, South Dakota arrived in Minneapolis and expect to spend several days before returning home. Ike Pearson of Bridgewater, South Dakota also in Minneapolis just for a few days making the rounds. Joe Engel of Pine City, Minnesota, in town for a couple of days and expecting to stay over in order to see the Aquatennial. Jim Donatell, Frank Davison's ace mechanic, of Spooner, Wisconsin was in town for the evening parade, accompanied by his wife and family. The Nittburg Brothers of Castelwood, South Dakota, in town for a couple of days and more interested in their farm crops than in their machines. They claim that South Dakota's weather conditions have been just perfect, and the crops look to be the best in the U. S. With wheat at $1.00 a bushel, and they own several hundred acres of it, I don't blame them for feeling so high.

George Wendtland of Mankato, Minnesota, in Minneapolis just for the day after enjoying a nice week's vacation. Mike Crakes of the Friendly Sales Company, Minneapolis still in Chicago on business. George Cossette, traveling salesman for the Hy-G Music Company has made a change, and gone into business for himself in a partnership with George Mosher at Nisswa, Minnesota. George will be the route man, and expects to build it up. Bob More of Wilmot, Minnesota is feeling much better after having disposed of his Northern route—too much for him to handle. Ed Swanson and Ted Anderson of the Arrowhead Music Company, Moose Lake, Minnesota in town for just the day, very much in a hurry to get back. Just heard that Bob Collins of Morris, Minnesota was injured while moving some phonographs around. We certainly hope Bob gets well in a hurry. Harold Weixel of Eureka, South Dakota in town for a few days, and the lucky so and so picked up two new panel trucks without any trade ins. Harold felt pretty good about the deals he was able to promote.

Al Haneklau has sent partner Ben Axelrod of Olive Novelty a couple of postcards from his vacation resort up north. Al and Ben have one of coin-dom's most unusual partnerships, whereby Al flies north with his family to escape St. Louis' torrid summer months every year, while Ben, better accustomed to it, holds down the fort.

Carl Trippie is back from a tour of Chicago, where he lined up the Marble franchise for new pinball equipment. He reports that the Rockola plant's plan to close the entire plant for two weeks will solve a lot of production snags normally expected in the future. "It's alright with me if the whole country closes up for two weeks" he grinned.

Visitors who bought new equipment this week were Harold Brown, Mattoon, Ill.; Fred Weal, Farina, Illinois; Simon Aaron of Ace Distributing Company; Ed. Rhinehart, Pla-Mor Music, Alton, Ill. and Bill Keller of M & K, Alton, Ill. Bill Shelby, of New Madrid, Mo. also made a flying trip into the city.

Musical Sales Company introduced the new Packard "Manhattan" phono to St. Louis this week, with a luncheon and refreshments. Ops agree that one way to make the phonograph pull more is to make certain that everyone sees it — and the new Packard fulfills that requirement to a T.

Ed Randolph, major domo at Ideal Novelty, is home this week with a summer attack of pleurisy. Hurry back, Ed. Plans for a summer all-day outing by members of the Missouri Amusement Machine Association have come a cropper, report officials. Too many men planning late vacations to insure attendance is the reason.

Ideal Sales Company will reopen shortly at 2823 Locust Street, reports Art Paule, St. Louis punchboard king, following temporary operation at another location. Fluorine Smith, personnel salesgirl, will accompany Art back to the old stand.

Another Chicago visitor this week was Del Veatch, who found that his VP Distributing Company can expect plenty of deliveries. He then popped over to Kansas City to the Airen plant and was similarly encouraged. Bob Huggins of Olive Novelty has returned to the desk after a two week fishing trip. Big-operator Andy McCall of McCall Novelty is taking it easy for a couple of weeks on his Breezy Acres farm near St. Louis.
WANT — Wurlitzer 750E phonographs. Must be in perfect condition all around. Will pay $250. ea. Do not write unless you have machines that are in first class shape as I am not interested in junk. R. D. WARRY, 1824 SWEETLAND ST., SCRANTON, PA. Tel: 26491

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—Keeney Bonus Super Bells 5-25¢ & 5-10-25¢; Bally Triple Bells; Mutoscope Fan Front & Red Top Diggers; Rock-Ola Playmasters; Orig. Brown Fronts; Chrome and Black Cherry slots. Quote best prices, quantity and condition in first letter. N. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 5, CALIF. Tel: OR-7070.

WANT—Cellar Units — Preferably Wurlitzer 24's, Seeburg or Rock-Ola with 30 Wire Adapters. ATLAS MUSIC CO., 891 BANK ST., OTTAWA, ONT.

WANT — Wurl. & Seeb. 30 wire Hideaway Units complete 20's & 24's; Wurl. 10115's, 860's, 960's & 7500's; Seeb. 1-485, 1-46M, Hi-Tone, Envoy, etc.; R. O. 1422; used Packard Wall Boxes; Packard & Buckley 30-wire Adapters for Wurl., Seeb., Mills and R. O.; Mills, Jenn. & Pace F. P. Mint 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. 25 cycle to 110 V 60 cycle; Generators 80 cycle; all types of 25 cycle Motors, 25 cycle Flyer Motors all models. Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT — Scales, all makes, large and small types. Give name, model and condition of machine and number ready to sell. Give Cash Price. RONALD CLARK, 3200 FLORENCE AVE., APT. ONE, LOS ANGELES 43, CALIF.

WANT — Used Genco Advance Rolls and Total Rolls. Advise quantity and best price in first letter. WISCONSIN NOVELTY CO., 3734 N. GREEN BAY AVE., MILWAUKEE 6, WIS.

WANT — 5 Ball Free Play Pin Tables. All machines must be A-I in appearance and mechanically. State condition and lowest price in first letter or wire. Distributors — Send Jobbers Prices. JOE E. FLOYD, 515 TAYLOR ST., ANDERSON, S. C.

WANT — The greatest money makers in Consoles — Bells, One and Five Ball machines, Skeeball Alley, and High Score Tubs and Total Roll Units. Thirty-five year distributors for leading manufacturers. Your guarantee of safety against misrepresentation. Let your requirements be our problem. SILENT SALES CO., SILENT SALES BLDG., MINNEAPOLIS 15, MINN.

WANT — Will buy new or used Advance Rolls. Also Chicago Coin Basketballs. State lowest price and condition. SEIDEL COIN MACHINE SALES, 458 W. 47TH ST., N. Y. C. Tel: Plaza 9-1380.

WANT — Victory Specials F.P.; Daily Races F.P.; Bally Special Entries F.P. Games must be in A-I condition and quote lowest price in first letter. N. J. STEINKE CO., 18 E. TUPPER ST., BUFFALO 3, N. Y.

WANT — Lite-O-Cards with Spring Bumpers. Will pay $40. ea. MODERN AMUSEMENT CO., 630 URSULINE ST., NEW ORLEANS, LA.

WANT — Blue Fronts; Brown Fronts, all denominations. Write, wire or phone prices. COIN-A-MATIC DISTRIBUTORS, 3594 W. CHICAGO AVE., CHICAGO 51, ILL.

WANT — We want you to buy used machines from an established factory distributor. Don't buy from people closing out their junk or selling junk routes. Our reconditioned machines look like new. Proven money makers only. Authorized Mills and Keeney distributors. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11TH AVE. SO., MINNEAPOLIS 15, MINN.


WANT — Bally Fairmount Pay Tables, any number, no rebuilds. Will pay Cash or will trade for equal value on brand new Gottlieb Daily Raced Paced Play. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. Tel: Garfield 3685.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WANT — DuGrenier "S" Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN, N. Y.

WANT — 5 Ball F.P.G. Tornado, Cyclone, Dynamite, Amber, Showgirl, Miss America, Spellbound, Superscore, Kilroy, Fiesta, Crossfire. Games must be in A-1 condition for re-sale. State quantity and lowest price in first letter. Will pay $100. ea. for Seeburg Vogues. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF. Tel: Tixaco 4876

WANT — Will buy any quantity used slot machines, all makes and models. Also, NEW Face Chrome Deluxe Slots 5¢-10¢-25¢ & $1. Quote your lowest prices in first letter. All machines must be in first class condition. Will buy Bally Draw Bells, Bally Triple Bells, Keeny Bonus Bells, Single Doubles and 3 Ways. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — We want you to read our ads in the "FOR SALE" columns of this issue of THE CASH BOX. Buy the best, save with Safety at Silent Sales Co. Authorized Mills and Keeny Distributor. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., 500 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE — 8 - 24's 30 wire Seeburg Wall Boxes; 5-10-25 Wurlitzer Wall Boxes. All kinds of Music Boxes for sale. PIONEER MUSIC CO., INC., 329 WARREN ST., ROCHESTER 19, MASS.

FOR SALE — $5,000. and up Mills, Jennings, Wurlitzer and Bally, 5-10-25 A-1 playing condition; 2 Ball Free Plays; 1 ball P. O. games Mills Panorama $325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel: Mitchell 3264.

FOR SALE — We offer only top flight machines proven money makers repainted and rebuilt. Keeny Consoles; Mills Draw Bells; Mills Consoles; Evans Consoles; Bally Victory Derby and Draw Bells; Keeny Big Parley F. P. and P. O. Authorized Mills and Keeny Distributors. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., MINNEAPOLIS 15, MINN.

FOR SALE — Bally High Hands $39.50 ea.; Jennings Silver Moon Totalizers free play $55. ea.; Mills Slots; Gottlieb 3 Way Grippers, post-war, write for prices; Rock-Ola and Wurlitzer 46 models, write for prices. MITCHELL NOVELTY CO., 350 E. 7th ST., MOUNT CARMEL, PA.

FOR SALE — Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 634 TENTH AVE., NEW YORK CITY, N. Y. Tel: Bryant 8-0817

FOR SALE — Tally Balls, Total Rolls, arcade equipment, repainted. Surprising prices. Make your needs our problem. Save with safety buy from authorized Mills and Keeny Distributor. Est. 1905. SILENT SALES BLDG., 500 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE — Massengill Pool Table, refininished perfect, same as new (make offer); 6 A.B.T. Challenge Bells 1¢ or 5¢ $25. ea.; Blue & Gold V. P. $45. All equipment guaranteed same as new for 7 day trial. PORTER MUSIC CO., P. O. BOX 6637, W. ASHEVILLE, N. C. Tel: 3975-R

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.

FOR SALE — 1 Home Run $35.; 1 Knockout $40.; 1 Big Parade $45.; 1 Bally Rocket (write for price); 2 Superliners $140. ea.; 2 Spellbounds $150. ea.; 1 Suspense $130.; 2 Fast Balls $150. ea. A-1 condition. NEW ORLEANS AMUSEMENT CO., 201 SO. CLAIBORNE AVE., NEW ORLEANS 13, LA.

FOR SALE — Mexico; Honey; Ranger; Torchy; Carousel; Ballyhoo. LEIHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel: Pop. 3299


FOR SALE — 5 Junior League Bat-A-Balls without stands, used 30 days, good as new. Can ship in original crates all for $75. 1/3 deposit, balance C.O.D. Certified check required. DUFF'S RECORD SHOP, 24 E. PICCADILLY ST., WINCHESTER, VA. Tel: 5027.


FOR SALE — 5 Panoramas, complete, extra clean $250. ea. 1/3 deposit. BIRMINGHAM VENDING CO., 2117 THIRD AVE. NO., BIRMINGHAM 3, ALA.

FOR SALE — 10 American Scales, used two weeks, like new $150. 1/3 Deposit. SOUTHERN VENDING MACHINE CO., 528 CRAIGHEAD ST., DANVILLE, VA.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE - 3 Whizz's (without bases) $80. ea.; 1 Total Roll $200.; 1 Goales $200. (like new); Rapid Fires $50. ea.; Ten Strike L.D. $36.; Auto. Skighter $90.; Chicoin Hockey $50. Make offer and selections on post-war Free Play Games. NOBRO NOVELTY CO., 398 ELLIS ST., SAN FRANCISCO 2, CALIF.

FOR SALE - Shoot Your way to Tokio Gun; 1 Twin Twelver Wurlitzer in steel cabinet; 1 Twin Twelve Rock-Ola; 10 Chrome Buckle Boxes; 1 Mills Slot 5¢; 2 Mills Slots 25¢; 1 Mills Slot 10¢; 1 Coinex Gun Circus Days, like new. Will sell all or any one piece. 2 Wurlitzer Model 616 Amplifiers $15. ea. FRANK GUERRINI, BECH ST., BURNHAM, PA. Tel: 8726

FOR SALE - 1 to 100 New 1¢ A.B.T. Challengers 1947 model (write); 1 to 50 New Marvel Mfg. 1¢ Pop Up $33.50 ea. The best two penny machines made. Orders shipped same day received. 1/3 deposit with order, balance C.O.D. STATE DISTRIBUTING CO., 612 W. 6th ST., AUSTIN, TEXAS.

FOR SALE - Reconditioned Pingames: Big Time; Big League; Progress; Rocket (brand new); Fox Hunt; Gobs; Snappy '41; Hi-Hat; Jungle; Drum Major; Twin Six; Opportunity (revamp). All in A-1 condition, ready for location. Make best offer for any or all. H. M. BRANSON DISTRIBUTING CO., 516 S. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1601

FOR SALE - Now making delivery of KILROY, Chicago Coin Machine Co.'s new sensational 5 Ball Game; Chicago Coin Machine Co. New Basketball Game, 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 - JENNINGS Bobtails Tot. F.P. $55.50; '41 Evans Galloping Domino, Cash F.D. $49.50; '46 Twin Duo Bells F.P. 5/25¢ $125.50; Rally High Hand 2¢ $35.50; Rally Triple Bells 5/6¢ $649.50; Keeney Four Way Super Bells F.P. Comb. 5/5¢/5¢ $149.50. SILENT SALES SYSTEM, 665 S ST., N.W., Washington 4, D.C. Tel: DI - 0500. 2505 N. CHARLES ST., BALTIMORE 16, MD.

FOR SALE - 3 Stage Door Canteens; 3 Surf Queens; 1 All American; 1 Champ - 1 1941 Major; 1 Landslide Pin Balls. Bargain prices. 1 Wurlitzer 61 Counter model phonograph, good condition. AUTOMATIC MUSIC DEVICES, INC., 1260 - 14th ST. N.W., WASHINGTON 5, D.C.

FOR SALE - While they last. Mills new Vest Pockets $64.50 ea.; lot of five $62.50 ea. A.B.T. Challengers, latest model, in lots of five or more (write for price). Save with Safety. Buy from Authorized Distributors. Est. in 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - Write In And Get On Our Mailing List: Lite League $149.50; Rol-A-Score (write); Supreme Skee Ball $149.50; 616 Plain $99.50; Seeburg Cadet $269.50; Seeburg Classic $339.50. NATIONAL SALES CO., 183 E. MERRICK ROAD, MERRICK, L. I., N. Y.

FOR SALE - ABC Bowler $20.; Big Parade $34.; Band Wagon $29.; Eagle Squadron $49.; Kismet $54.; Production $37.; Venus $22.; Yankee Doodle $39. All in good order on location or just off. Many others at comparative low prices. Will trade. SUN SALES CORP., 3817 N.E. 2nd AVE. MIAMI 27, FLA.

FOR SALE - Arcade Equipment; All Star Hockey; Super Torpedo; Sky Fighter; 3 Supreme Rocket; Pool Pitch; 3 Liberators; Champion Hockey; 1 Zingo. Ready for location. Make us an offer. RICHMOND SALES CO., 803-05 W. BROAD ST., RICHMOND 20, VA.


FOR SALE - Mills original Black Cherry and Golden Falls; Polished Chrome, new cabinets. Set of three - nickel, dime, quarter; Mills Brown Fronts, repainted; Jennings Chiefs - Silver Club; Silver Chief; Four Star, with new paint job and rebuilt like new. Write for our low prices. Save with Safety. For the best in Bells, prices the Lowest. Authorized Mills and Keeney Distributors. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - We have about 50 WS-22 Seeburg Wall-O-Matics and are offering them at a special price of $24.50 ea. The covers are not broken and every one has a 70L7 tube in it and is ready for location. Deposit Required. SPARKS SPECIALITY CO., SOPERTON, GA. Tel: 33

FOR SALE - 25 Model 80 Kirk Astrology Scales $169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 517L.

FOR SALE - Ten Keeney Three Way Bonus Balls, like brand new $1100. ea. Ten Evans Bangtails 1947 Models, used ten days $450. ea. SPEER COIN MACHINE SERVICE, 418 THIRD ST., SANTA ROSA, CALIF. Tel: 3713

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


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FOR SALE - The Best Mills Blue Fronts in the country. Any denomination. Ready for location. Refurbished; Trimmed; Finish Bakered on Paints. Also Mills Bells Refinished and Overhauled for $30; parts are extra. Sixteen years experience. Send one by in Express. Work guaranteed. MILTON BRAUN, RT. 3, BOX 428, PERUGUS AV., SAVANNAH, GA. Tel: 3-5432

FOR SALE - Wurlitzer 500's, 600's. Will trade for new Packard boxes. Wurlitzer 700's, 800's, 860's, beautiful shape (Write); Bank Balls, like new, 10' long $185. ea. or will trade for late pinballs; Wurlitzer 71's and 81's (Write). GILLES AMUSEMENT CO., 755 MAIN ST., OSAHE, IOWA.


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., 1056 S. FLORIDA AV., LAKELAND, FLA.

FOR SALE - Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. HANZON, 2735-1/2 CINCINNATI ST., LOS ANGELES 55, CALIF.

FOR SALE - Free Play Adapter Model for Model 1015 Wurlitzer in production. Adapter allowing Free Play of_phonograph without Moto-Drive Register. Perfect for party jobs, continuous play and allows selection of records $5. ea. 3 for $12.50. COHEN AMUSEMENT CO., P.O. BOX 301. MONTGOMERY, ALA.

FOR SALE - 23 late Packard Wall Boxes $27.50 ea.; 1 Packard $400 Hideaway (write); 3 - 19 ABT Challengers (late) $27.50 ea.; 1 Bally Club Bell $75.; 1 Keeney 4 Way Super Bell $250.; 3 Bally Double Barrel 5 ball free play $95. ea.; 3 Bally Surf Queen 5 ball free play $95. ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSTON 10, IND.

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

FOR SALE - Jennings 10¢ Super Deluxe Electric Club Central, used two weeks (write); Mills Black Cherry, original crate, never opened, one nickel-one quarter $400. for the two; Pinball Games - Smokey $180.; Mystery $180.; Naisie $195. 1/2 deposit, balance C.O.D. BUSINESS STIMULATORS, 4012 E. WASHINGTON ST., INDIANAPOLIS, IND.

FOR SALE - One Ball Pin Games: 1 Bally Victory Derby '46 $255.; 1 Bally Santa Anita $45.; 2 Bally Sport Special F.P. $23. ea.; 3 Bally Blue Grass F.P. $26. ea.; 2 Record Time F.P. $28. ea.; 1 Stoner Zipper $11.; Bally Jockey Club F.P. $95.; 1 Bally Race King $57. STEWART NOVELTY CO., 1351 SO. MAIN ST., SALT LAKE CITY 4, UTAH. Tel: 7-6171

FOR SALE - Bally Fairmound: Jockey Clubs; Surf Kings with chrome rails $60. to $70., re-painted like new $60. to $90. Santa Anita, Kentucky, Sport Kings, in good shape $40. Save with safety, buy from authorized Mills and Keeney distributor. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., 200 11th AVE. SO., MINNEAPOLIS 15, M1NN.


FOR SALE - Set of nickel, dime and quarter playMills Club Bells in brand new cabinets. Guaranteed equipment $600.; Wurlitzer Model 950; 600-42's; 600-42-2's. Wire for quotations. Large stock of new Mills Slot Parts; new Free Play Pin Game Coin Chutes; also Penny Bulldog Coin Chutes. WANT - Rock-Ola Counter Models. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, I1LL. Tel: M. 1325

FOR SALE - Factory rebuilt Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished new, $100. late model. Also 1 brand new Bally Big League in original carton $205. I slightly used Surf Queen $150.; 2 old Flat Tops $125. ea. W. E. KEENIE MFG. CO., 7723 CONSTANCE AV., CHICAGO, I1LL.

FOR SALE - Keeney Super Bonus 5¢ $350.; Draw Bell $250.; High Hands $50.; Club Bells $50.; Hitone Conversions, completely illuminated done with speaker in top and crystal pickup. Cabinets refinished, looks and operates like new $400. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 849-R

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FOR SALE – Now–All machines clean and in excellent condition – Used Evans Bangtails 7 coin F.P.–F.O. J.F., Keeney 5¢ Super Bell Comb., Keeney 2¢ Super Bell Comb., 5¢ Bonus Bell, 5¢ Draw Bell, Jumbo Parade 5¢ comb., Jumbo Farades 5¢ comb. F.P., Hi-Hand 5¢ comb., Total Rolls, Victory Specials, Longakers, Pimlicos, Club Trophys. ‘41 Derbys, Dark Horses, Five Balls; ‘41 Majors, South Paw, 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 73511.


FOR SALE – Roll-downs – largest stock in Michigan. Immediate delivery out of stock at substantially reduced prices. Also Premier Bowl; Sportsman Roll; One World. KING-PIN EQUIPMENT CO., 626 MILLS ST., KALAMAZOO, MICH.


FOR SALE – Wurlitzers: 1–500X $155.; 10–600R – $150. ea.; 5–700 $250. ea.; 8–750E $325. ea.; 6–800 $300. ea. 4 Seeburg Enovys RCES $300. ea. All in good order on location or just off. 80 unit AMI Hostess Equipment. Write for price. SUPREME DISTRIBUTORS, INC., 3817 N.E. 2nd AVE., MIAMI 37, FLA.

FOR SALE – New Packard 1000 "Out Of This World" Revolving Speakers and all other models; Adaptors for Twin 12 Wurlitzer; and new used Pla-Mor Boxes: 5000 ft. 50 wire Cable; Special Pedestals, to mount Pla-Mor and other boxes on the Dance Floor and many other places; new Phono Casters, fit any model, sample set $1. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, IL. Tel: Main 1323.

FOR SALE – 5¢ Solotone Boxes, all in good condition $21.50 ea. MUSICAL CORP., 214 W. 42nd ST., NEW YORK 18, 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 $180. 25¢ Gold Chrome Bell $165.; 25¢ Black Front Special $150.; 5¢ Cherry Bell $107.50. Brand new post-war Jennings Chief Jackpot Bells in all models available for immediate shipment. Write for complete list. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD, MASS. Tel: 4–1100

FOR SALE – We offer you repainted cabinets – some in their original design, others better than original. Consoles: Mills Three Way, L.H. Four Way; Keeney Bonus Super Bells and Super Bells; Evan’s Galloping Dominos. For the best in consoles. Authorized Mills and Keeney Distributors, Est. in 1905. SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – Ski Balls – 5, 1 1/2 ft. Bowl-A-Ways; 1, 1ft. Bomber Ball; 1, 1 1/2 ft. Rocket. All in A–1 condition. Just off location. Make me an offer. GEM NOVELTY SALES, 1410 BUCHANAN ST., RACINE, WIS.

FOR SALE – Complete line of Mills new Black Cherry slots, Buckley’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 & Casting assemblies. Contact us for highest quality merchandise at standard prices. WOLFE MUSIC CO., 1201 N. MAIN ST., OTTAWA, ILL. Tel: 1512.


FOR SALE–Attention Arcade Owners! Slightly used, and floor model Atomic Bombers, almost like new $275.; also 1 Mills Panorama 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 – 12 Pinball Games, in excellent condition. Reasonable. Also 10,000 used records. X-CEL NOVELTY CO., 5840 N. 11th ST., PHILA., PA. Tel: MI. 4–2624


FOR SALE – All kinds of used machines in perfect condition. Write us for lowest prices.

BRILLIANT MUSIC CO., 4806 CASS AVE., DETROIT 1, MICH. Tel: Temple 1–7458

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FOR SALE — County Closed. Over one hundred fifty games for sale. Ten to Twenty percent less than Cash Box prices. One Balls from '41 Derbys to Big Parleys. Five Balls from Victory to Kilroys and Tornadoes. Consoles from Jumbos to Bonus Balls and Deluxe Draw Bells. IVAN WILCOX, 1320 W. MYRTLE, VISA/LA, CALIF.

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FOR SALE — Here are some Bargains on used pin games that are better than new: Exhibit Mysteries $149.50; United Sea Breeses $99.50; Gottlieb A.B.T. Bowlers $20.; Bally Big Leagues $79.50; Williams Tornadoes $159.50; Gottlieb Keep 'em Flying $40.; Chicoin Spellbounds $97.50; Williams Lauras $47.50; Bally Midget Racers $79.50; Chicoin Kilroys $37.50; Bally Surf Queens $57.50. NEW ORLEANS NOVELTY Co., 115 MAGAZINE ST., NEW ORLEANS, LA.


FOR SALE — Six (6) Rol-A-Score Roll Down Games (Electromat). Reconditioned like new. Latest model $225. uncrated. H. ROSENBERG CO., Inc., 625-10th AVE., NEW YORK, N. Y. Tel: Long- 
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FOR SALE — Rio $150.; Panoramas $225.; Super Score $125.; Pitch 'em and Catch 'em $50.; new Mills Black Cherry Bell $5; Slot neuer out of crate $225. 1/3 with order, balance C.O.D. LEWISTON DISTRIBUTING MART, INC., 27 VALLEY ST., LEWISTON, PA.

PARTS AND SUPPLIES

FOR SALE — Money Wrappers, Tubular Coin Wrappers, 1¢, 5¢, 10¢, 25¢. Steel Strong means no splitting of seams, is self opening, the only perfect wrapper. 70¢ per 1,000 9 boxes $6 wrappers to a case $6.30; 1¢ and 10¢ wrappers come packed 10 boxes to a case. Send for samples. Also quantity prices. Terms: 1/3 deposit, balance C.O.D. ST. LOUIS NOVELTY CO., 2716 MARGOIS AVE., ST. LOUIS 18, MO.

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. all 100 needles Free. Small bulbs, pilot lites: No. 51 & 55 — 10 for 48¢, 100 for $4.40; 300, $.042 ea. No. 46, 44, 46, 47 — 10 for 58¢, 100 for $5.30, 300, $.06 ea. 3AG, 2 Amp. Fuses — $3. per 100. Less 25 C.O.D. BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE-Westinghouse Mazda Lumilines, 24 to carton; Big Lamps 7/8 to 75 Watt; Approved Plug Fuses 3 & 6 amp. (100 to pack) 52¢ ea.; Glass Fuses (Auto Type) (Little Fuse or Buss) (100 to pack) 1-2-3 amp. 3¢ ea.; 4 amp. 4¢ ea.; Glass double action male plugs 8¢ ea.; G.E. Mazda small bulbs number 61, 65, 63, 44, 46, 47 and 56. For best results use G.E. Mazda only. G.E. Mazda 1489 Gun Bulbs 48¢ ea. (Tops All). ARCADE BULB Co., 66 W. 28th St., N.Y. 10, N. Y. Tel.: Watkins 9-7450.

FOR SALE — 30 Wire Alpha Cable $250. Spool 1000 ft.; Maple Skeehalls 5-1/3* 52¢ ea., $50. per 100; 2-3/4" 48¢ ea., $48. per 100; 2-1/2 48¢ ea., $46. per 100; 2-1/4 45¢ ea., $43. per 100. Largest parts supplier in the U.S.A. BLOOM MARBLES Co., 1425 N. BROAD ST., PHILA, 22, PA.

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