Quarter play means bigger take, more profits. Your own experience has shown you that the more quarters there are in the coin box, the greater the total cash.

Quarters flock to the Constellation like flies to honey. The new and exclusive feature, six hit tunes for 25c, is the reason. It's the first new revenue-increasing idea in coin phonographs in years!

**THE MILLS CONSTELLATION**

Mills Industries, Incorporated
4100 Fullerton Avenue · Chicago 39, Illinois
"1 in 8 will die"

By Bill Gersh

We're not trying to scare you. We're only giving you the facts as they are presented by the American Cancer Society. One in eight will die—this year, maybe next year, the year after that, and after that—from cancer.

That's a really startling average. Just think of dumping a jackpot once in every eight plays; paying the top; giving away your take—every eighth time—and you'll get some idea of what cancer is doing.

Yet, miserable as it sounds, especially after the billions we've spent developing the atomic bomb, developing more and more deadly weapons—nothing in the world can be done for you—except the possibility that radium and/or surgery may save one out of every three—IF—cancer is caught in time—IF—you are examined regularly by your doctor—IF—
you are a very, very lucky guy.

Here's a fight for your life. A fight you should be tremendously interested in. And you've got one chance out of eight that you will contract this deadly disease that will slowly, painfully, eat you up—to the point where you'll PRAY FOR DEATH—rather than endure any more PAIN.

You know, and I know, that when people called upon us during the war and asked us to GIVE for the creation and development of more and more KILLING IDEAS—we gave—AND HOW WE GAVE!

Well, here's your turn—here's something which may help you and your conscience for the years to come—GIVE—GIVE ALL YOU CAN—TO SAVE PEOPLE. And, tho we don't like to even mention this—MAYBE save YOURSELF, YOUR FRIENDS AND THE PEOPLE WITH WHOM YOU'VE ASSOCIATED ALL THESE YEARS.

I'm sure you KNOW MORE THAN 8 GUYS IN THIS WORLD. Well, ONE of those guys is due FOR DEATH BY CANCER.

That's a pretty harsh way of putting it. But, it's TRUE. It's FACT. It's proved statistics of the American Cancer Society. And that's just what the DAMON RUNYON MEMORIAL FUND FOR CANCER RESEARCH is all about.

It's about you—and me—and the other seven guys you know! It's guys like us who can HELP prevent death by cancer if we work now—AND WORK FAST—and get those scientists working with the money they need for the tremendous research which is facing them—so that maybe the one guy will have a chance—FROM DYING OF CANCER.

That's WHY the coin machine industry has plunged so wholeheartedly into the DAMON RUNYON MEMORIAL FUND FOR CANCER RESEARCH—to save that one guy out of 8—who may be you, of your friend, or a member of your family.

Maybe I'm too morose about this whole thing. Maybe I'm putting these sordid facts too close to home. But, THERE THEY ARE—and—ARE WE GOING TO SIT BACK AND WAIT FOR THIS CANCEROUS DEATH TO HAPPEN—or are we going to ACT,

Take your choice. Either wait and watch ONE out of EIGHT of your friends or family contract and DIE from CANCER—or—PLUNGES INTO THIS TREMENDOUS DRIVE BY THE ENTIRE COIN MACHINE INDUSTRY TO HELP ELIMINATE THESE TERRIBLE ODDS AGAINST YOU—BY DONATING NOW.TO: Ray T. Moloney, National Chairman, Coin Machine Division, Damon Runyon Memorial Fund for Cancer Research, care of: Coin Machine Industries, Inc. 194 North La Salle Street, Chicago 1, Illinois.

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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IT'S EASY...
TO FILL OUT THE COUPON ON
THIS PAGE TODAY AND MAIL TO

Ray T. Moloney
(National Chairman, Coin Machine Division of
Damon Runyon Memorial Fund for Cancer Research)
c/o Coin Machine Industries, Inc.
134 No. LaSalle Street, Chicago 1, Illinois

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
NEW YORK—Juke box leaders everywhere in the nation agree with The Cash Box that the time has at last arrived when "juke box operators must SELL music."

It has passed when a music operator could walk into a location and advise him of the fact that he had "a new, better, more interesting and flashier phonograph" and just plug in, obtain 50% of the take, and FIND THAT HE WAS IN A PROFITABLE BUSINESS.

The time has arrived when the music operator must "SELL" his music. He must "sell" himself, his service and his phonograph to the location just the same as the television salesmen are selling those same storekeepers on the "idea" that when they install a television set they "bring in more people, more customers and more money into the cash registers".

MUSIC MUST BE SOLD—to every location in the land. The operator must change his commission arrangement as well as his methods of doing business. He simply must show the location owner where he cannot operate unless he obtains $15 or $20 front money guarantee each week per machine.

He must "SELL" this idea to the storekeeper. If he can't—he must turn around and RENT HIS EQUIPMENT to the location on this same guarantee basis—for that is the only way he will be sure of operating profitably.

Every juke box leader in the country agrees with (and acclaims) The Cash Box for its continued energetic and educationally constructive battle to SHOW the music machine operators of the nation where they cannot long continue under their present 50%-50% arrangement.

This arrangement is the most inequit- able ever conceived. It is simply an off- shoot of the days when it was easy to give away 50% of the take, considering the income, and also considering the fact that no expensive servicing and supply- ing was required, once the machine was "sold" in the location.

"That doesn't go for coin operated music equipment!" Here the operator's overhead expense is reputed to be far greater than 50% of the intake from the average location. The cost of his service- men, his supplies, parts, general overhead, trucks, tires, offices and a great many hidden expenses which he has—definitely do not allow him to operate on a 50%-50% commission basis or on any basis of a similar nature.

And much more is said in The Cash Box that it is much better for the music operator to rent his machines at $16 per week and have the business people exempt him from the $15 or $20 per week front money guarantee from his equipment to JUST STAY IN BUSINESS.

"Sure, it's not easy!" Every juke box leader who has spoken to operators anywhere in the nation, has made this remark. But, what else can be done, when an operator after operator complains that he can't pay off? That he can't progress. That he can't go ahead. That he can't buy new equipment even tho he wants like the very devil to buy new machines to fend off competition.

The basic fact is that HE ISN'T EARNING ENOUGH TO DO ALL THE THINGS HE WANTS TO DO. And why isn't he earning enough? Simply because he refuses to cooperate to refuse, to change the most inequitable commission basis in all business understanding when he KNOWS that he must get a MORE EQUITABLE share of the income from his machines. And, if the share isn't there, THEN HE MUST GET A GUARANTEE—to continue in business on a profitable basis.

One well known juke box leader puts this way, "I've read everyone of your articles in The Cash Box for some years now regarding the fact that the operator must get a better share of his gross intake. All I can say, and I believe that everyone in the juke box business will agree with me, is that you are doing the greatest job that anyone ever done for the benefit of the operator in the history of the automatic music business. You are telling the operator the absolute unvarnished truth."

"There is no other way out", he continues, "because, unless the operator starts 'selling' his locations, just as you suggest, he's got to eventually get out of business or be 'machine poor' for the rest of his life. If he has any sense whatsoever—he must follow the solid and logical facts you have pointed out for him.

He must get a front money guarantee from everyone of his locations if he has to turn about and pretend that he has sold out and that his next 'boss' wants all the machines on this basis from now on.

"This", he claims, "is the answer. You have told the operators the truth. You have shown them the way out. They should certainly follow what you have told them. And you have further told the truth when you say that, 'the entire paradyss of this business can be cured once the operator is again happy and making money,' for then he is once again in a position to buy new machines from which all will benefit. The time has come when every operator in this nation should take your advice.

"Once again I want to say, The Cash Box is the only magazine in the history of the coin machine industry that has had the guts to get right down to facts, that has had the intelligence to point the way out, and that is continuing to tell the truth to benefit all in this business. My greatest and sincere compliments and thanks go to you as our leading publication."

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

"ONLY ENTIRELY NEW EQUIP'T WILL ALLOW US TO BOOST COMMISSION"

Admit Need for More Equitable Share of Intake
But Claim This Can Only Be Arranged With Entirely New Type Equipment.

NEW YORK—Since publication of the fact that amusement machine operators throughout the nation were beginning to "feel" the higher cost of equipment, increased overhead expense, and the general "drag" in play on their machines they, too, suddenly realized that they were "giving away the greater share of their intake to their locations," and agreed today that they should have a better percentage of the gross income.

It has long been suggested by The Cash Box that, to assure themselves profitable operations, the amusement machine operators must obtain a 70-25% commission basis. (This means 25% to the location owners and 75% to the operators.) This was the general conclusion in the fact that many leading amusement machine distributors are today complaining that, "We are spending more time collecting than selling".

The operators, averaged throughout the nation the pinball and other amusement machine operators are not complaining, they have begun to realize that they should be getting a better share of the income from their machines. They realize, as time goes by, that when the take drops from the first flush of new machine introduction, that they then need more money to continue on the "trade-in period" when they consider the trade-in value of their equipment part of the "real profit" from their operations.

More and more amusement machine operators have been writing to The Cash Box, even since the first items appeared, regarding the need for a better commission arrangement, stating that they are already "feeling" the higher priced equipment as against intake from the machines. They agree with The Cash Box that the only way they can prepare themselves for the future is to assure themselves a better percentage of the gross income.

The only certain fashion in which every one in the amusement machine field can be assured a profitable existence, as far as sales and manufacture are concerned, for the years to come is to make sure that the operator profits from the operation of new equipment so that he will be in position to continue to buy new machines as they are introduced and enjoy the flush to which new equipment brings about on any location.

To do this, operators of amusement machines must be urged to adopt a new and better commission basis. Just as one very well known operator writes The Cash Box, "There is no doubt but what you are right. We have cut down our buying only because we are feeling the slower seasonal drag. Yet we know that if we had protected ourselves with even a 60%-40% basis when we started to place the new machines, we would be in position today to continue right ahead just as strong as ever, for the additional percentage is what we need to cover our overhead expense and the amortization of our equipment."

Amortizing the cost of the average amusement machine is not as easy as it appears to the average operator. To state the claim that they "simply must get a three to four months' run out of a new game" to make certain of amortization. But, the manufacture and sales, too, must continue on just as steady during this interim if the operator wants the manufacturer to have sufficient money to continue experimentation and development of new products for his (the operator's) benefit.

The demand which has suddenly come from the operators that they cannot change their present commission set-up because they need "something entirely new and different in amusement equipment" is not completely true. This shows a lack of vision and of future outlook. The operator simply must sell his present locations on his need for A MORE EQUITABLE SHARE OF THE PRESENT GROSS INCOME FROM HIS MACHINES before he can even think of the "entirely new type equipment" which may be produced sometime in the vague future.

The statement which reached The Cash Box from a very well known amusement machine distributor that, "Only entirely new equipment will allow us to boost commission" may be very true, but, that must first happen to assure that new equipment coming to market is the already "admitted need" for a more equitable commission basis. The amusement machine operators, since they "admit" that they need a better share of the gross income, must now get out and get that share before they find themselves "frozen in," as noted operator puts it, with greater overhead expense, higher equipment cost and other expenses too commonplace to mention.

There is no doubt that when the manufacturers produce and present entirely new machines that the trade will instantly rush for them. But, if the operator hasn't made arrangements with his locations for a better commission basis prior to that event, he will find that just because the machine is "entirely new" will not help him with his storekeepers, and it will be just as tough then, as it is now, to make the change to a more equitable commission basis.

Therefore the recommendation is that the change be made now—while the amusement machine operators can—and while they have learned that they need a more equitable division from the gross intake of their machines.

The operator must be happy—he must be earning profits—otherwise he cannot see his way clear to continuing to purchase new machines in the quantities which can be sold when this industry can once again bust wide open on production. The eight major factories now engaged in the manufacture of pinballs can turn these out at an unprecedented rate when and if materials and components become available. The answer to this period, should it ever arrive, is to make certain that the operator has already established himself on a better commission basis so that he will be able to assimilate this sort of production.

The amusement operator must not wait for "entirely new and different machines to appear"—he must change to a new and better commission basis immediately with whatever games he now has, so as to assure himself continued profitable operating for the years to come.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.
PREPARE FOR ’48

Music Ops Ask Nat’l Automatic Music Protective Ass’n Committee to Meet

THESE ARE THE LEADERS NAMED BY AMERICA’S JUKE BOX OPS TO FORM A NON-PROFIT “NATIONAL AUTOMATIC MUSIC PROTECTIVE ASSN.” TO DEFEND THE INDUSTRY FROM ANY ADVERSE NATIONAL LEGISLATION DIRECTED AGAINST IT AT ANYTIME.

GEORGE A. MILLER
ALBERT S. DENVER
SINDEY H. LEVINE
N. MARSHALL SEEBURG
C. T. MCKELDY
WM. H. ROSENFIELD
JACK COHEN
LEE S. RUBINOW
M. G. HAMMERMREN
CARL T. JOHNSON
E. JAY BULLOCK
RAY CUNLIFFE
WM. L. KING
JACK SHEPHARD
PAUL F. JOCK
SAM WALDOR

NEW YORK—Letters from automatic music leaders from all over the country were read by a group of leaders who have presented the suggestion that the industry form a “National Automatic Music Protective Association” if only for the reason that an organization of such character can be invaluable in protecting the entire trade from any adverse national legislation.

As everyone in the automatic music industry already knows, the Scott (H.R. 1269 and H.R. 1270) and the Fellows (H.R.2370) bills have been laid by the members of the Committee on the Judiciary in Washington. This means that as far as 1947 is concerned the juke box one need not fear having to further fight ASCAP, NAPA, NMC, SPA, and all these other music organizations who so eagerly seek to make the juke box industry pay them tribute.

But, as everyone of the automatic music coin-coin knows, who attended the seven public hearings in Washington, these music organizations who want every juke box in the land to pay them a fee for the use of their “copyrighted music”, are not going to quit because they have once again been beaten in Washington. They have already told these music coinmen that they will bring the same bill back again “agreed to and passed again” until, they believe, they will find a more “sympathetic” committee to listen to them.

This simply means that the automatic music industry can once again expect to find a bill or bills similar to the Scott and Fellows bills introduced into the House of Representatives in Washington once again in 1948. This time ASCAP may be victorious. This time they may get the present “Copyright Act of 1909” changed. And that will mean that every juke box in the country will be paying them for the privilege of playing ASCAP copyrighted music.

This past session of Congress, when the Scott and Fellows bills were introduced found a completely confused and puzzled group of coinmen who rushed to Washington, to read the story of these bills in The Cash Box, and there found themselves facing an imposing and imposing array of expensive legal talent, big name musicians and composers, dozens of briefs and various testimony.

Not only were these coinmen confused, but they were amazed as to what they should do. They were unified only because everyone realized that some sort of strategy must be planned and some one man must speak for the industry and no confusing or conflicting statements could be made by individuals as individuals but that if all testimony was combined into a single unit with one man to present it that the members of the industry stood a better chance of victory.

There were only a handful of automatic music coinmen present during all the hearings. Everyone realized then what unity meant. Everyone foresaw that this was a fight to a finish for the music organizations believe that they can get millions of dollars yearly for their treasuries from America’s juke boxes and, naturally, they are not going to give up easily, “they’re not playing for marbles”, as one noted coinman put it.

It was during these meetings that the music coinmen who were present suggested that there be created for this industry a “National Automatic Music Protective Ass’n,” to act as a guard and protection against any further such adverse legislative efforts on the part of the music organizations like ASCAP or any others who might desire to smash this the coin on-rel's music business.

The names which were recommended by these men were first published in The Cash Box (July 14 issue) and, since then, other names well known to the automatic music trade have been recommended to appear on this list. The above list gives some idea of how well those men in the coin business and what an impressive array of automatic music leaders these are to always be prepared to defend the industry from any adverse legislation. Such an organizing group would be able to adapt the industry. Every operator would have confidence in these men to completely protect his rights in every respect.

These music operators who have already written, phoned and wired The Cash Box regarding how much they would like to see this organization come into being, have also recommended that a meeting be held as soon as possible, preferably right after Labor Day in Chicago, or any one of the other centrally located cities, so that the men could then appoint a working committee which would take the necessary measures to watch out for and protect the trade should ASCAP and any of the other music people decide to once again start a bill rolling in Congress to force Juke boxes to pay them revenue.

“The ball is now in the hands of the automatic music merchants”, as one noted leader wrote The Cash Box, “You’ve done your share, more than your share, in fact”, he continued, “and now it is up to all of us to arrange to get together so that we won’t have the worries and headaches and troubles we had this summer in Washington when we didn’t know what, when, how and where, and had to depend only on you to get us together into a unit so that we could at least somewhat compose a defense.”

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS.
“This thing we call—
a coin machine”

(Reprinted by request from the June 22, 1943 issue of The Cash Box)

What’s it all about — this thing we call a coin machine?

It’s just a gadget that someone thought up and in which someone else saw opportunity and there came to be an industry.

Building a coin machine is like putting on a show. In well guarded, hidden, factory nooks, away from all else, sit busy men who saw and file and draw and think and argue and calculate and eventually produce the first handmade model of—a coin machine.

And then it is fearfully viewed by the manufacturer and his engineers and production experts and his advertising and merchandising staff.

Just like drilling the chorus and rehearsing the stars and listening to the new songs and building the stage settings. And then, after many, many thousands have been spent, the curtain is raised.

And there, presented to all is — a coin machine. And it either reaches the top or becomes a flop on the say-so of those small and big town critics who buy it, guide it, and attempt to earn with it.

And what about those men who baby it, Who are called out of their warm beds at midnight because Joe Doak’s Tavern needs $2.00 worth of nickels? And return home tired and disgruntled?

And somewhere on a lonely road in some dingy honey-tonk another coin machine has stopped functioning. And up he gets again. And once again he starts to drive. Sleepy, tired, grouchy — and all for what? For this thing we call — a coin machine.

He lives it. Eats it. Dreams it. Trades and deals and argues and chisels and buys and sells and somehow keeps on going for this thing we call—a coin machine.

“What a life,” he cries in disgust.

He continually howls about being “gypped,” about “junk being shipped to me,” about “machines that won’t work,” and about “manufacturers who don’t care a damn about you after you’re sold,” and about “distributors who are just after your money,” and about “locations that are always griping” and about “parts that you never get when you order ’em,” and about a thousand and one things more. But — he loves it — loves this thing we call — a coin machine.

“Damn taxes are getting higher,” he laments. “Storekeepers are getting too smart,” he wails. And he cries, “Who in the hell wants to be in a business where locations disappear overnight; and where you don’t know whether you are in or out of business when you wake up; and where legislators and politicians and cops and sheriffs and every monkey’s uncle wants something or other from you; and when you think you’re making a buck along comes another new gadget and you’ve got to buy it whether you like it or not or lose the spot; and you’ve got to take some jerk’s guff and like it; and you listen to complaints that make you sick and you’ve got to smile thru it all.”

“And,” he groans, “you run into debt and the finance companies holler and your jobber yells and they put collectors on your tail; and when you want a Sunday off along comes some location and tells you he’s having a wedding and won’t you bring some machines around for the guests to play — free; and when you’re all set to take a vacation some new monkey busts into your territory and starts offering loans and crazy percentages to get the spots; and you’re all set to quit and the offers they make you for your equipment almost knock you cold, everything they sold you is suddenly N.G. and lousy and old, and you just bought the stuff.” . . . “So what the hell else is there to do?” . . . “You’re stuck, so you may as well stay stuck.” . . .

“After all, it ain’t such a bad business, you know.” . . . “This thing we call — a coin machine.”
The Nation's Top Ten Juke Box Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

1. PEG O' MY HEART
   Destined to be one of the biggest hits of the year.
   AL-537—Al Gayle
   Harmonicords
   CA:342—Clark Damis
   CO-37392—Buddy Clark
   MA-1124—Eddy Howard O.
   MG-10037—Art Lund
   NA-9027—Red McKenzie
   SO-2044—Ted Strasern O.
   VI-20-2275—The Swigglers
   VT-1—The Harmonicords

2. I WONDER, I WONDER, I WONDER
   Holds on to the second spot again, with ops reporting the ditty a 'sure-fire' winner.
   CA-395—Martha Tilson
   CO-37383—Tony Pastor Orch.
   DE-23845—Guy Lombardo O.
   MA-4056—Ted Martin
   MG-10037—Art Lund
   MG-10037—Art Lund
   NA-9027—Red McKenzie
   SO-20146—The Baggelots
   TR-1—The Four Aces
   VI-20-2228—Louis Armstrong
   'O

3. CHI BABA
   CHI BABA
   Steadily catching coin to the delight of many in '26.
   AP-1064—Connie Boswell
   AR-1001—Sherman Hayes O.
   CA-419—Peggy Lee
   CO-37384—The Chrioters
   DE-23738—Lawrence Welk O.
   MG-10027—Blue Barron O.
   SO-2013—George Towne O.
   VI-20-2259—Perry Como

4. THAT'S MY DESIRE
   In seventh place last week, the terrific demand for the tune has it in number four here.
   AP-1096—Curts Lewis Trio
   CA-3780—Martha Tilson
   CN-6046—Golden Arrow Quartet
   DE-23846—Ella Fitzgerald
   MG-10027—Blue Barron O.
   MG-10027—Blue Barron O.
   SO-2013—George Towne O.
   VI-20-2259—Perry Como

5. WHEN YOU WERE SWEET SIXTEEN
   Down one notch this week, but nothing a sure-fire winner.
   DE-23677—The Mills Brothers
   VI-20-2259—Perry Como

6. TIM-TAYSHUN
   The bartender's headache and the story of the week.
   CA-412—Red Ingle & Jo Stafford
   VI-20-2336—Hollywood Hillbillies

7. SMOKE, SMOKE, SMOKE
   This one will have the cigarette companies adopting it as their theme.
   CA-40001—Ted Williams
   DE-24113—Lawrence Welk Orch.

8. ACROSS THE ALLEY FROM THE ALAMO
   Moves down from the sixth slot, but is in for a long healthy stay.
   CA-387—Ston Kenton O.
   CO-37289—Woody Herman
   DE-23843—The Mills Bros.
   ME-3060—The Starlighters
   VI-20-2272—The Three Suns

9. MY ADOBE HACIENDA
   Appearing in this column for oh so long—with the buffalo still pouring in.
   CA-389—The Dinning Sisters
   CO-37322—Louise Maese
   CT-8001—Jack McLean
   DE-23846—Kenny Baker
   EN-147—The Cowman Sisters
   KI-608—Billy Hughes
   MA-1117—Eddy Howard
   MF-3057—Booby True Trio
   RH-101—The Esquire Trio
   VI-20-2350—Billy Williams
   VO-785—Art Kassel

10. IVY
    Terrific demand for this one, moves the ditty into the limelight for the first time.
    CA-388—Jo Stafford
    CO-37292—Woody Herman O.
    DE-23877—Dick Haymes
    MG-10027—Blue Barron O.
    MG-10027—Blue Barron O.
    MG-10027—Blue Barron O.
    VI-20-2272—Vaughn Monroe O.
"A Little Kiss Each Morning"
"One For My Baby"

MEL TORME
(Muscript 15107)

He reorganized platter's first has the markings of a coin collector here with The Velvet Fox leading off to score. Mel Torme spells the word with a whisper of beauty and simplicity, as the Ray Linn orch back the boy in mellow mood. A target for the spots where the Rights are turned down low, Mel's melodic musical moldings, spell coinage for the hop that latches on. On the flip with a piece just a bit deeper, Mel spins a torch song here with a touch the ditty could possibly muster. "One For My Baby" has that stale character drinking 'em down, with Mel's lush treatment leading the way, "A Little Kiss Each Morning" seems destined for the big time.

"Red Head"
"Va-Zap-Pa"

AIR LINE TRIO
(Deluxe 1912)

A Pair of sides that have the markings of a winner shape up here by a combination of ingredients to the best marks of "Red Head," and "Va-Zap-Pa." "Red Head" rates the big ride, as the Air Line Trio, balladeer Tony Lane and The Elm City Four combine to render the charming lyrics and rhythm. Some instinct of many a tune of yesterday, the easy flowing wordage and bounce provided should prove an attraction to those folks who enjoy-soft. Flipped we find an Italian novelty stunt pegged here many a moon ago. "Va-Zap-Pa," almost possibly having only a select audience will have millions of fans laughing and subscribing to its merry game. The title (means go to work) echoes thrust out the entire dieline which should prove a winner in many a machine. Both sides deserve your listening time.

"My Future Just Passed"
Chickasaw Limited

HAL MCLINTRE
(MG M 10045)

Long missing from the phonos, the Hal McIntyre orch come up with a ditty that may well establish their fame once again. Displaying their waves in top fashion, Hal has balladeer Frankie Lester to the fore spooling the lyrics to "My Future Just Passed." Opa in the deep South have reported the ditty an exceptional one, and this version holds true. Frankie's vocal efforts are to be applauded, since the musical pitch here seems different. Melody comes thru in wonderful fashion on this piece hinging on a memory twist. Orchestral backing rates a salute, as maestro Hal achieves first rate melody behind the pipe. On the flip with a choo choo love story, chipp Nancy Reed holds the mike to spill the beans to "Chickasaw Limited." Pace is moderately slow, with the banter twister's efforts beaming.

"Sometimes, Somewhere, Sometime"
"Miami Beach Rhumba"

HELEN FORREST
(MGM 10050)

Music ops looking for a cookie to charm and enchant the cheek to cheek crowd at all the lines from 6 to 60, are bound to find it in this wave. "Sometimes, Somewhere, Sometime" in 20th Century Flicker "Mother Wore Tights," Helen Forrest—one of the more able chippies floating around today—renders the wordage in dulcet tones to score all the way. A romantic fling, the platter is sure to worm its way into the heart of many of your phono customers. With a tint of the haunting theme, Helen's vocal efforts shine behind some wonderful background music provided by Harold Moody and his crew. Helen's strong voice is the stellar attraction all the way, with the gal giving off with plenty of meaning toward the ballad. On the other side, with "Baby Come Home," Helen's chirping one again has has that quality which makes for added coin play. Echoing its topmate, the thrush spoons the lyrics in the same pleasing manner that has made her one of the top fem vocalists in the biz. Ditty spins around the waxing, with a love tangle developing as the wax wears on. Grab a listen—ahh!

"Body And Soul"
"Sometime, I'm A Fool"

SARAH VAUGHN
(Muscript 15307)

Running the gauntlet on this pair of soul stirring ballads we find Sarah Vaughn thrilling the nation in a wave of a ballad that will undoubtedly live for time. Sarah purs "Body & Soul" and deepens the mystery of the "Sometime, I'm A Fool". It can be discerned that the lass as a coin magnet in so many ops machines. Opa will remember the "Sometime, I'm A Fool" a good four or five years back, and if you have the spots with a customers list to sit back and gather in, Sarah's latest will prove that extra measure of moosa. Naturally the story is paced slowly, with the thrush's quiver in her pipes setting you down in that deep blue vein. On the flip with more moody blues, the canary repeats her topside performance to come thru in great shape.

"A Man Could Be A Wonderful Thing"
"Casanova Cricket"

HARRY CARMCHELLE
(Decca 23978)

Pair of novelty sides spill out here by Hoagy Carmichael and reel of buffo hits thru, namely "A Man Could Be A Wondiful Thing" and "Casanova Cricket." The former has a sort of natural tones echo delightfully thru the platters which should delight many a pop op. "A Man Could Be A Wondiful Thing" opens with a ditty, Hoagy wailing the title behind a neat bounce beat. Story lies in the label—girl would be nice if he didn't go off the track occasionally, "Casanova Cricket" makes for cute listening pleasure, and may be the one to score where the Carmichel fans are hot and heavy, Whirling in two time on this side may attract that select crowd that goes for this brand.

"As Years Go By"
"Secrets"

RUSS CASE ORCHE.
(Victor 20-2344)

Plug tune rapidly rising to the hit proportions in so many spots thruout the country offer up the Russ Case orch in manner made for the more refined set. With their fine evasive wit, wired music spots would do especially well with this discing, since this tuneful orch has a lot to offer up. The Russ Case orch in standing with more instrumentation Russ of the other spots. Chords for the strings, plenty and like the top deck should prove an attraction to the more sedate crowd.
"I Can't Get Offa My Horse"
"Why Did I Teach My Girl To Drive"

THE KORN KOBBLERS
(MGM 10055)

Novel routine of this combo may have its critics Jones crew looking to their laurels. No doubt about it—they dominate the scene with this pair of platters. Titled "I Can't Get Offa My Horse" and "Why Did I Teach My Girl To Drive", the group gather to furnish more noise, boho and whatnot than you could ever imagine. Wailing the words to the top lines, which makes for merry listening pleasure, the Kobblers spill the beans as to why they can't get offa their horse. Flipped we find more raves thinking with "Why Did I Teach My Girl To Drive"; as pertinent a query any guy could muster. Wax story is cut all thru with the general run of whistles, washboard and cowbells throughout. If you have spots that go for this stuff, and there are many, by all means grab this pair.

"Ya-Za-Pa"
"On The Avenue"

ART MOONEY ORCH.
(MGM 10056)

More Italian comedy emanates here with a host of recording companies rushing in on theues. The title track, "Ya-Za-Pa" carries the usual buzz, and the "On the Avenue" is next door. While the former strains of "Ya-Za-Pa" appeal to the Art Mooney orch, and the latter performance of this clever piece is bound to notch many a machine. As usual, the Andrews Sisters and the entire ensemble blending in to echo the title, (means go to work) and the orch picking up the beat in the background, makes them attractive to all the way. On maestro takes off on "On the Avenue". Ditty is cute and coupling a bit of whistling in the middle may move more heads for you. Both sides are worthy of your listening time, with "Ya-Za-Pa" getting the nod.

"There's No Business Like Show Business"

"Anything You Can Do"

BING CROSBY-DICK HAYMES-
THE ANDREWS SISTERS
(Decca 40039)

Star studded platter that rates—that with this one! Pair of waxes featuring Bing Crosby, Dick Haymes and The Andrews Sisters turn out here to score like mad, and "Anything You Can Do" are from Decca's "Annie Get Your Gun" and what with the many who have viewed the stage performance, both sides seem destined for a long healthy ride. The "There's No Business Like Show Business" and "Anything You Can Do" will be two to watch for. If you're in the "Annie Get Your Gun" crowd, you'll be a winner with "Anything You Can Do".

CLAUDE THORNHILL

"You're Not So Easy"

CLAUDE THORNHILL ORCH.
(Columbia 37558)

Grabbing this featured spot this week is a ditty that really is a sleeper—not because of its potentialities since they are tremendous—but rather because of the finely styled delivery of this ditty. "You're Not So Easy To Forget" from the forthcoming flicker "Song Of The Thin Man" is offered here by the renown Claude Thornhill orch is bound to find with the approval of many a music op. As the title indicates, the piece is a romantic ballad and sung in the manner that makes for top phono honors by the capable Fran War- ren. Fran's delivery is first rate. The lass packs more drive and meaning in her rendition than any of chirps fluttering arround today. With the background tuned down low to let way for Fran's powerful tonals, the cookie spins for a bright future. On the backing with some wonderful piano styling by maestro Claude, the crew offer "Just Plain Love," more material for those moon-in-June kids. Piper Gene Williams grabs the spotlight here and his renditions is pleasant all the way. Gene makes you wan- na hear more of his stuff those many days. latch on to this coupling for some heavy phono action.

"Lover Man"

"I'm Through With Love"

SARAH VAUGHAN
(Mufcraft 499)

Where they go for platters in the standard vein, they'll no doubt go for this pair! The able Sarah Vaughn steps in to offer ops and phono fans alike a duo in music hard to beat. Walling the ever popular wondrous to "Lover Man" and "I'm Through With Love", Sarah rates like a spade flush for a wonderful performance on these sides. "Lover Man" grabs the spotlight, and in topical dreamy blue fashion Sarah chirps oh so pretty behind a mellow background furnished by the George Treadwell Orch. On the flip with a ballad that garnered much applause, Sarah pitches off to "I'm Through With Love" and the pleasing quality in her pipes of pouring soft and pretty, with tones in the beat that fit like a glove the platter should rise once again to new heights of popularity. Both sides are a must—latch on!

"Why You No Knock"

"That's What She Gets"

CASTRO VAMURRAS ORCH.
(Columbia 37557)

Pair of sides that offer lots of fun and laughter therein are these offered by Latin Marque's Castro Vamurras Orch. The talent displayed here should make attractive filler material on your piano. An op called "Why You No Knock" in rhum- ba fashion, with Benny spilling the title with lots of like, although it doesn't appear to be headed anywhere, the platter is pleasing, and the title may be just what your machine needs. On the flip with more of the same, The "That's What She Gets" Vocal efforts are effective and pleasing, but since you know your record better than we do, we'll let you take it from here.

"Don't Tell Me"

"Every So Often"

LES BROWN ORCH.
(Columbia 37557)

A well established name on the phonograph, here to offer music operators two sides of lilting music that dancers and listeners alike will appreciate. Maestro Leslie Brown, the talent is here to come up with "Don't Tell Me", and "Every So Often". The top deck from the MGM flicker 'The Huckleberrys' should win the approval of a host of phono customers. The opening "Don't Tell Me" chirping makes for melodic music throughout. A long intro paves the way for the turnover which has whirling in slow tempo. The backing "Every So Often" is pleasing, the cookie stands and in the same romantic vein as its top mate. Balladist Ray Kellogg handles the vocals on this platter, and his efforts should be rewarded well by the amount of phono play the cookie will garner.

"The Lady From 29 Palms"

"The Turntable Song"

THE ANDREWS SISTERS
(Decca 23976)

Click combo of the day step out here to wall a ditty that really rated in these trying days. The Andrews Sisters offer ops more musical comedy with "The Lady From 29 Palms" and "The Turntable Song", this gold-digger story should have the boys in Joe's rolling in their seats. Harmoniz- ing the old platter, they get you to stack up lots of beef furnished by the Vic Shoen orch, On the other deck with an ode to the disk jockey of today, the gals gather to tell the platter spinner's woes on "The Turntable Song" With the threesome giving the effect of a needle stuck in the groove, the disk will strike a familiar note with many a phono fan.

"A Little My Love"

"A Little Bit Longer"

DIANA SHORE
(Columbia 37555)

"All My Love", currently enjoying good sales on many a phono by that famed "mannequin here", sure to get another ride here by an equally capable personality. "A Little Bit Longer" of Dina's re- condition should win more plaudits for the bass, as she trills and purrs the easy flowing vocals of this heart-throbbing piece. Tinted with a vintage of yesterday, the song is simply beautiful simplicity, it stands and is destined to get the spin spot in your machine. On the backing for this,"A Little My Love", the cookie "A Little Bit Longer," The waxing, a saga of that guy who's always late for an date, is quite good and with Dina's tremendous following should be in great demand.

Only Records Considered Best Suited To The Require...
New York

1. **PEG O' MY HEART** (The Harmonicats)
2. **WHEN YOU WERE SWEET SIXTEEN** (Perry Como)
3. **COME TO THE MARDI GRAS** (The Andrews Sisters)
4. **I HAVE BUT ONE HEART** (Frank Sinatra)
5. **TAYSHUN** (Red Ingle)
6. **RED SILK STOCKINGS** (Sammy Kaye)
7. **THE LADY FROM 29 PALMS** (The Andrews Sisters)
8. **THERE'S THAT LONELY FEELING AGAIN** (Charlie Spivak)
9. **IVY** (Vaughn Monroe)
10. **ASK ANYONE WHO KNOWS (The Ink Spots)**

Detroit, Mich.

1. **PEG O' MY HEART** (The Three Suns)
2. **ACROSS THE ALLEY FROM THE ALAMO** (The Mills Bros.)
3. **I WONDER, I WONDER** (Guy Lombardo)
4. **SMOKE, SMOKE, SMOKE** (Tex Williams)
5. **TALLAHASSEE** (Vaughn Monroe)
6. **CHI BABA CHI BABA** (Perry Como)
7. **RED SILK STOCKINGS** (Sammy Kaye)
8. **MY ADOBE HACIENDA** (Eddy Howard)
9. **BELIEVE** (Frank Sinatra)
10. **TAYSHUN** (Red Ingle)

Omaha, Nebr.

1. **PEG O' MY HEART** (The Harmonicats)
2. **TAYSHUN** (Red Ingle)
3. **I WONDER, I WONDER** (Perry Como)
4. **THAT'S MY DESIRE** (Frankie Laine)
5. **CHI BABA CHI BABA** (Lawrence Park)
6. **RED SILK STOCKINGS** (Sammy Kaye)
7. **IVY** (Vic Damone)
8. **ACROSS THE ALLEY FROM THE ALAMO** (The Mills Bros.)
9. **SMOKE, SMOKE, SMOKE** (Tex Williams)
10. **TALLAHASSEE** (Woody Herman)

Salisbury, N.C.

1. **SMOKE, SMOKE, SMOKE** (Tex Williams)
2. **TAYSHUN** (Red Ingle)
3. **PEG O' MY HEART** (The Harmonicats)
4. **THAT'S MY DESIRE** (Sammy Kaye)
5. **RED SILK STOCKINGS** (Sammy Kaye)
6. **I WONDER, I WONDER** (Guy Lombardo)
7. **IVY** (Al Jolson)
8. **LINDA** (Buddy Clark-Ray Noble)
9. **I WISH I DIDN'T LOVE YOU SO** (Vaugn Monroe)
10. **CHI BABA CHI BABA** (Perry Como)

Chicago

1. **PEG O' MY HEART** (The Harmonicats)
2. **THAT'S MY DESIRE** (Frankie Laine)
3. **CHI BABA CHI BABA** (Perry Como)
4. **IVY** (Dick Haymes)
5. **I WONDER WHO'S KISSING HER NOW** (The Ink Spots)
6. **I WONDER, I WONDER** (Eddy Howard)
7. **SMOKE, SMOKE, SMOKE** (Tex Williams)
8. **ACROSS THE ALLEY FROM THE ALAMO** (The Mills Bros.)
9. **M'SELLE** (Art Lund)
10. **TALLAHASSEE** (Buddy Clark-Ray Noble)

San Antonio, Texas

1. **PEG O' MY HEART** (Ted Weems)
2. **I WONDER, I WONDER** (Guy Lombardo)
3. **CHI BABA CHI BABA** (Perry Como)
4. **ACROSS THE ALLEY FROM THE ALAMO** (The Mills Bros.)
5. **TRUE BLUES** (Tom Milner)
6. **WHEN YOU WERE SWEET SIXTEEN** (Perry Como)
7. **THAT'S MY DESIRE** (Hadda Brooks)
8. **ASK ANYONE WHO KNOWS (The Ink Spots)**
9. **ALMOST LIKE BEING IN LOVE** (Frank Sinatra)
10. **I WISH I DIDN'T LOVE YOU SO** (Dinah Shore)

Birmingham, Ala.

1. **PEG O' MY HEART** (The Harmonicats)
2. **TAYSHUN** (Red Ingle)
3. **SMOKE, SMOKE, SMOKE** (Tex Williams)
4. **ACROSS THE ALLEY FROM THE ALAMO** (The Mills Bros.)
5. **I WONDER, I WONDER** (Eddy Howard)
6. **WHEN YOU WERE SWEET SIXTEEN** (Perry Como)
7. **THAT'S MY DESIRE** (Sammy Kaye)
8. **TALLAHASSEE** (Bing Crosby)
9. **NEAR YOU** (Frankie Vaughan)
10. **LINDA** (Buddy Clark-Ray Noble)

Minneapolis, Minn.

1. **CHI BABA CHI BABA** (Perry Como)
2. **I WONDER, I WONDER** (Eddy Howard)
3. **PEG O' MY HEART** (The Harmonicats)
4. **THAT'S MY DESIRE** (Sammy Kaye)
5. **RED SILK STOCKINGS** (Sammy Kaye)
6. **I WONDER, I WONDER** (Guy Lombardo)
7. **IVY** (Al Jolson)
8. **LINDA** (Buddy Clark-Ray Noble)
9. **I WISH I DIDN'T LOVE YOU SO** (Vaugn Monroe)
10. **CHI BABA CHI BABA** (Perry Como)

Los Angeles

1. **I WONDER, I WONDER** (Eddy Howard)
2. **CHI BABA CHI BABA** (Perry Como)
3. **PEG O' MY HEART** (The Harmonicats)
4. **FEUDIN' AND FIGHTIN'** (Dorothy Shay)
5. **WHEN I WRITE MY SONG** (Herb Jeffries)
6. **WHEN YOU WERE SWEET SIXTEEN** (Perry Como)
7. **SMOKE, SMOKE, SMOKE** (Tex Williams)
8. **I BELIEVE** (Frank Sinatra)
9. **IVY** (Vaughn Monroe)
10. **COME TO THE MARDI GRAS** (Freddy Martin)

Woodburn, Ore.

1. **PEG O' MY HEART** (The Three Suns)
2. **THAT'S MY DESIRE** (Sammy Kaye)
3. **MY ADOBE HACIENDA** (Eddy Howard)
4. **CHI BABA CHI BABA** (Perry Como)
5. **M'SELLE** (Dick Haymes)
6. **RED SILK STOCKINGS** (Sammy Kaye)
7. **I WONDER, I WONDER, I WONDER** (Eddy Howard)
8. **LINDA** (Buddy Clark-Ray Noble)
9. **THE FRECKLE SONG** (Buddy Clark-Ray Noble)
10. **MIDNIGHT MASQUERADE** (Eddy Howard)

Boston, Mass.

1. **PEG O' MY HEART** (The Harmonicats)
2. **CHI BABA CHI BABA** (Perry Como)
3. **I NEVER KNEW** (Sam Boswell)
4. **I WONDER WHO'S KISSING HER NOW** (Ted Weems-Perry Como)
5. **THAT'S MY DESIRE** (Frankie Laine)
6. **I AIN'T MAD AT YOU** (Count Basie)
7. **BELIEVE** (Frank Sinatra)
8. **I WONDER, I WONDER, I WONDER** (Eddy Howard)
9. **COME TO THE MARDI GRAS** (Freddy Martin)
10. **STELLA BY STARLIGHT** (Harry James)

St. Louis, Mo.

1. **SMOKE, SMOKE, SMOKE** (Tex Williams)
2. **CHI BABA CHI BABA** (Perry Como)
3. **THAT'S MY DESIRE** (Frankie Laine)
4. **TAYSHUN** (Red Ingle)
5. **WHEN YOU WERE SWEET SIXTEEN** (Perry Como)
6. **ALAMO MY ACHING HEART** (The Mills Bros.)
7. **TALLAHASSEE** (Bing Crosby)
8. **THE TURNTABLE SONG** (The Andrews Sisters)
9. **FEUDIN' AND FIGHTIN'** (Dorothy Shay)
10. **COME TO THE MARDI GRAS** (Freddy Martin)
Byrd’s Eyewiwr
‘ROUND THE WAX CIRCLE
by Byrd Gove

Record companies galore are hopping on the glad news bandwagon. Le Roy Stein, executive director of the Music Guild of America informs us. Recent additions to the preview sessions the association is currently running were Columbia, Vitasonic and Savoy Records. The plan is meeting with the whole-hearted approval of the membership see LaRay, and many recording firms bram happily as they watch their sales chart climb.

Like mystery stories—here’s one for the book. Music op in this city called us this past week and wanted to know where he could place an order for 500 copies of a tune called “Engagement Waltz”. We replied we would check and let him know. That’s where the trouble started. After calling ASCAP, BMI, and a dozen recording companies we were right back where we started. And then more ops started calling, with THE CASH BOX being unable to supply the necessary information. Has anybody cut the tune? . . . Sterling Records, Inc. New York announce the appointment of George J. Bennett as artist and reper- toire head. The firm is currently undergoing a change in policy and are augmenting their talent roster in the pop, race and folk fields . . . Gal that really is raising the roof these days is Dorothy Shay, Flat River, Mo., and Jacksonville, Fl. recently held “Shay Day” with the reverberation still ringing way up here. Her recording of “Feudin’ and ‘Fightin’” really has the music mart in a dither.

News has it that maestro Stan Ken- ton will resume band activity late Sep- tember, with his original unit less chimp June Christy and vocal group. Stan col- lapsed on the band stand several months ago and altho he hasn’t cut one since May, several of his platters are still rid- ing hot . . . Claude Thornhill turned down Stan’s offer for Fran Warren, a thrill currently as hot as a three dollar bill.

Billy Daniels, recently signed by Apollo Records being heralded as one of the greatest balladeers to hit the music mart. Billy’s first releases are due Aug-ust 22 . . . New note in the music biz! We’ve informed that Victor Lombardo, Majestic Records ork artist is search- ing for New York City’s longest married couple in conjunction with Vic’s plug- ging of “When Your Old Wedding Ring Was New”. Winning claimants will be presented with a pair of brand new wed- ding rings, dined and wined by Vic at the Glen Island Casino, and served with an anniversary dinner with all the trimmings. If you believe you rate the honor, get in touch with Vic at the Casino foot sweet . . . Columbia Records announce the appointment of William A. Wheeler as manager of the transcription dept. out Hollywood way . . . Mel Torme of Vel- vet Fog fame kicking up a storm with his recent cutting of “A Little Kiss Each Morning.”

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
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www.americanradiohistory.com
Philadelphia, PA.—Twelve hundred teen-agers, attending the Philadelphia Operators Association Click Tune Party at the Click Cafe last week selected from a roster of new releases the song "Ain'tcha Ever Comin' Back" as their Click Tune For August.

The association, the second trade group in the country to sponsor record parties have come up with many interesting fact regarding their monthly show. That the entire music business now looks to trade associations' selections with avid interest was attested to by the tremendous overflow of personalities attending the recent Click Tune Party.

The Philadelphia group will feature "Ain'tcha Ever Comin' Back" as the number one song in over 5200 juke boxes throughout the Philadelphia area for the month of August. In addition, The Click Cafe will feature the song in all air shows emanating from the famed night-club. The Dawn Patrol, nightly radio feature in the Philadelphia area will constantly present the song over their show. Disk-jockeys in Philly will also cooperate extensively in the promotion of the song.

Several fraternal organizations viewing the success the Philly group has met with their monthly feature stated, "Youngsters in the city look forward to the Click Party eagerly now. Not only do they get a chance to partake in a city-wide sponsored program, but they in turn get a chance to meet recording artists, radio and stage personalities."

Como-Ross Huddle

CASTANETS AND LACE (Republic)
Sammie Kaye—Vin. 20-2246 • Bob Haustrum—MGM* COME TO THE MARDI GRAS (Peer)

IT TAKES TIME (London)
Benny Goodman—Cap. 3756 • Louis Armstrong—Vin. 20-2229 Doris Day—Col. 37324 • Guy Lombardo—Dec. 23865

I WONDER WHO'S KISSING HER NOW (Marks)

JUST AN OLD LOVE OF MINE (Columbia-Porgie)
Billy Eckstine—MGM 10043 • Dick Darney—Mel. 7248 Tommy Dorsey—Vin.* • Peply Lo—Cap.* • Doris Day—Col.*

LOLITA LOPEZ (Encore)
Freddy Martin—Vin. 20-2288 • Diming Sisters—Cap. 432

MY ADOBE HACIENDA (Peer)
Billy Williams—Vin. 20-2510 • Jack McLean—Cea. 8001
go with your own
Eubie Blake—Vin. 20-2510 • Eubie Blake—Cea. 8001
go with your own

SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) (That Cigarette) (Cigarette)
(Tobacco)
Café Society—Apollo 1054 • O. Arbuckle—MGM 10022
Freddy Stewart—Cap. 416 • Charlie Spivak—Vin. 20-2287
Frankie Carle—Col. 37466 • Louis Prima—Mel. 1145

STORY OF SORRENTO (Pomora)
Buddy Clark—Vin. Cuel—Col. 37507 • Bobby Doyle—Sng. 15079

THRAS THAT LONELY FEELING AGAIN (Melline)
Connee Snow—Apollo 1054 • Milt Milton—MGM 10022
Freddy Stewart—Cap. 416 • Charlie Spivak—Vin. 20-2287
Frankie Carle—Col. 37466 • Louis Prima—Mel. 1145

COME UP
AIN'T NO HURRY, BABY (Stuart)
EVERYBODY AND HIS BROTHER (SBI)
FORGIVING YOU (Melinn)
GOT A RING AROUND ROSIE'S FINGER (Dawn)
HILLS OF COLORADO (London)
HONEYMOON (Dawn)
IT'S SO NICE TO BE NICE (Tune-House)
MY LOVE FOR YOU (Encore)
TENNESSEE (Stevens)
THIS IS THE INSIDE STORY (Stevens)
WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)
YOU'RE THE PRETTIEST THING (Duchess)

Cleveland, O.—Pictured above: James Ross, secretary-treasurer of the Ohio State Phonograph Owners' Association whispers to Perry Como with the advance information that his recording of "I Wonder Who's Kissing Her Now" has been selected as the Hit Tune of the Month for August by the association. Como and Freddy Martin, RCA-Victor recording artists recently guested a cocktail party given in their honor by Cleveland Radiodisc, Inc., RCA-Victor distributor in this city.

BROADCAST MUSIC INC.
580 Fifth Avenue • New York 19, N.Y.
New York • Chicago • Hollywood
"If Won't Do You No Good"

Zeke Clements

Black & White 10021

"Lookin' For An Angel Like You"

The able Zeke Clements and his Western crew step aboard here to come up with a cookie that really is headed for the big time in sageshÏbrush spots throughout the country. "If Won't Do You No Good" features Zeke and his fine vocal talent, and his crew is a draw toward buffalo in many a location. Spilling the word goes "that gal is a dead stop off on the wrong track, Zeke comes back to echo the title, and he is the one who comes out makes for coinage galore. On the flip with a tear jerker, the master offers "Lookin' For An Angel Like You" in effective fashion and alto this is a cookie. Not to mention in western music, the adaptation is mellow all thru. For an uplift in your take, give it a "If Won't Do You No Good."

"Sweet Southern Azalee"

Cajun Jitterbug

Happy Face Rayne-Bo Riders

(Victor 20-22321)

Well known personality in so many machines throughout hill bill country is Happy Face Rayne-Bo Riders, and this coupling offered by him should establish his fame and fame ever more. Wailing the wordage in one two time to "Sweet Southern Azalee" piped Red Fabenbe makes the slowly steed music fairly shine. Backing, an all instrumental music with the title, "Cajun Jitterbug" giving off the pick is effective. Unusual string and guitar work displayed here will surely thrill the listener, and should appeal to dancers as well.

"Lazy Morning"

Lovebug Tennessee

Paul Howard

(Tell Me 7547)

A hunk of wax that's sure to click in most any location is offered here by Paul Howard in "Lazy Morning". With Alton Pickett, he plays his wonderful vocal talents to the novelty "Lazy Morning", Paul picks 'em up and lays 'em down in cactus styling hard to beat. With Paul wailing about his lazy morning he makes looks good to make a start to town and over the mountain. On the flip with "Lovebug Tennessee", Paul maintains the same fast beat as on the top deck, as he strums toward that ever loving country. Both sides stay away from the usual mannerisms of folk music, with Paul's vocal strains glistering all thru.

"Do You Ever Worry"

Since You've Gone

Boots Woody & Radio Wranglers

(King 445)

Pair of sides that are bound to score in favor any spot, and score heavily at that are offered here by the capable Boots Woodall and his Radio Wranglers. Titled, "Do You Ever Worry" and "Since You've Gone", Boots and his gang really go all out to make this a pair of sure nickel nabbers. With the entire gang coming in on the topside ditty, and flavoring it with their right amount of hearts and flowers, the music is sure to set on the floor and saddle crowd a bump. On the flip's it's Boots himself spilling "Since You've Gone". That Boots can sing without nothing, and not only sing folk music, the lad should definitely be pegged for some pop material and then watch him go to town. This gives off the story on wax with string backing, and is a goodie. Songs makes for coin play—latch on!

Ever hear of a black market in disks? Blame it on Tex Williams and the furer his "Smoke, Smoke, Smoke" is coming down Florida way. Music ops sorely pressed for the platter are offering $12.50 for the wax—and can't get it. It's nice to note that Tex's rendition has hit the peak, and is now among the nation's top ten tunes.

Our spy in the Crescent City of New Orleans reports that the cradle of jazz is fast becoming the new cradle for rock and western music. That city opened its arms to exponents of guitar music is evidenced by the fact that swing and sweet bands are hiring cowboy sailers. The demand for music of this type has grown constantly and with the advent of "Tim Taysun" and "Joe Isom", the possibilities of folk and cow-boy music is unbelievable. The country are numerous...Roy Rogers, one of the West Coast leading arrangers, plugged two mountain towns with bow and arrow while taming "On the Old Spanish Trail"...Smiley Burnett back on the West Coast after a seven week personal appearance jaunt...Cline Stone's latest "IN Leaning Me" exceeded for heavy plugging.

Billy Williams, RCA-Victor record artist starts his own shellac promo...Hank Penny's "Little Red Wagon" going great guns in St. Louis...Music ops report the "Jole Blon" series one of the greatest hits ever, with Moon Mullican's version garnering the most of the coin...Eddy Arnold to hit Texas early in August along with the Oklahoma Wranglers, Lillie Bell and Rod Bradfield...Red Hermes, owner of the city is establishing Ernest Tubb ready to front his own band in Cincinnati...The Sons of the Pioneers touring with Roy Rogers Thrill Circus...Vic Lewis, Wrangler pupils, and the organist in music circles caught playing the piano with red mittens on...J. E. Wainer's Mountaineers heard every Saturday over W W N Y C...Charlotte, N. C. kick- ing up a storm...Minnie Pearl, "Grand Ole Opry" favorite tied the knot with an airline exec recently...Whitney Ford of Paducah, Ky. fame on the road for the first time in five years...Currently appearing in Baltimore...Gene Autry received a letter from a mid-West school teacher informing him that he had instructed his pupils to write as many letters as a regular school lesson...

"You're Wonderful"

Tootie & Tex

Recorded by Dinh Shore—Col. 37140

HOagy Carmichael—AL SACK—Black & White 790

"Angel Mia"

Mercury Celebrity Series No. 5056

For Interesting Reading see page 134 of TIME MAGAZINE, July 21st.

"My Little Red Head"

The Next Big "Novelty Song"

By Max C. Freeman (author of "Sioux City Sue") and Frank Adams

Recorded by Larry Lane and the Mellow Men

Sapphire Records No. 710

" operators — distributors — associations: are getting next to...

"My Little Red Head"

The Next Big "Novelty Song"

By Max C. Freeman (author of "Sioux City Sue") and Frank Adams

Recorded by Larry Lane and the Mellow Men

"Take the next big 'novelty song'..."

Order from your distributor or direct

Sapphire Records

1600 Chancellor St., Philadelphia, Pa.
USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP TUNES FOR THE WEEK

<table>
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<th>NAME OF RECORD HERE</th>
<th>ARTIST OR BAND HERE</th>
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WHAT RECORDS NOT LISTED ABOVE ARE "COMING UP" IN YOUR AREA

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

NAME

FIRM

ADDRESS

CITY            STATE
5 MILLION FOR A SONG

The Song, its Title and the Artist's Name Appears on and is Listened to in . . . .

OVER 400,000 Juke Boxes
OVER 2,500,000 Wall and Bar Boxes
OVER 100,000 Wired Music Shells

In Addition it is Heard in . . .

OVER 1,000,000 Non-Selective Music Boxes
OVER 500,000 Factory Music Installations
OVER 100,000 Professional Music Outlets
OVER 500,000 Retail Type Music Outlets

NEW YORK—It is extremely interesting to the average music man to know that there are 5 million outlets of varying, yet great importance, for his songs.

The first, and of utmost importance, are the more than 400,000 juke boxes from coast to coast which not only play the song but also feature its name and the name of the artist in the title strip. This same is true of the 2,500,000 wall and bar boxes which are directly connected with the juke boxes and with thousands of hide-away units. And, also important, are the wired telephone music shells where the song title and artist are again displayed and where the human voice is used to call in the song to the operator of the central telephone wired music station.

Plus the above there are over 1,000,000 non-selective music boxes scattered in locations everywhere in the nation which play continuous music the public cannot select giving an approximate five minutes for a nickel. There are today over 500,000 factory music outlets playing popular and other types of music all during the working hours and which has been responsible for lifting production better than 15% in many instances. There are also over 100,000 professional music outlets which obtain single channel, non-selective music to their customers.

All in all the automatic music industry of America offers the publisher and his artists a tremendous chain network of over 5 million outlets for his songs which gives him every opportunity ever known to better promote and sell his merchandise and, at the same time, to tremendously popularize the artists and continue progress for years to come.

Comin' to - VITA RECORD DIST. CO. of CALIF.

All aboard for the Newest in a Musical Thrill!

HONKY TONK TRAIN

"Mel" HENKE pianist

"The Honey Dreamers"

IN A MIST

Distributed by

VITA RECORD DISTRIBUTING CO. OF CALIFORNIA
2822 WEST PICO BOULEVARD, LOS ANGELES, CALIFORNIA
SO. CALIFORNIA • ARIZONA • SOUTH NEVADA

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

OF
The Cash Box
(AUGUST 11, 1947)
WILL FEATURE
The Cash Box
RECORD
POPULARITY
CHART
FOR THE
SECOND QUARTER
OF 1947
★
AN
ANALYSIS
OF THE
TOP
20 TUNES
OF THE NATION
FROM
MAY 5
TO
JULY 28
★
DON'T MISS IT!

"KING OF THE JUKES"
...the record for records belongs to Perry Como, who keeps the music-box boys in nickels.
— Colliers

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

Distributed by
GENERAL ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

www.americanradiohistory.com
Nick Wells Named To Head Crown Records

NEW YORK — Crown Records Inc., this city, announced to the trade this past week the appointment of Nick Wells as president of the recording firm along with the announcement of a drastic revision in policy.

Crown in the past had been concentrating on spasmodic releases of material which they thought was outstanding. "Rather than issue recordings spasmodically, Crown will now release records on a regular schedule" said Mr. Wells.

"We plan on concentrating our line in the direction of music operators. and every single album we cut will be sold as a single for the music op. The automatic music industry not only represents one of the greatest buyers of records, but also a tremendous factor in the promotion of tunes and artists alike, "Mr. Wells continued.

"Title strips will be given away with every record purchased. We are adding to our talent roster and expect to have an important announcement to make in the near future".

First release by the reorganized plattery is an album by Arthur Godfrey and a Sarah Vaughan single titled "You Go To My Head."

Irving Falk has been named to head the firm's public relations department.

KOKOMO, IND.—Pictured above. Mercury Record artist Two-Ton Baker is fairly mobbed by fans during a recent visit here. Baker's arrival launched one of the most novel press campaigns of its kind. Radio station WKMO previewed Dick's latest recording of "Kokomo, Indiana" for three days prior to his arrival, and the Mayor later presented Dick with the keys to the city.
IS THERE A SONG IN THE HOUSE?

A Song That Will Revive Spirits; That Will Bring Back Optimism, Gaiety, Laughter, Cheerfulness and Confidence; That Will Make People Applaud, Whistle, Hum, Jig, Sing and Dance; Over 400,000 Juke Boxes in the U. S. A., the Greatest Music Network in History, Want to Play That Song for All America.

NEW YORK — No, we didn't ask is there a “doctor” in the house? We asked, instead, is there a “song” in the house? A song that will make people applaud, whistle, hum, jig, sing and dance. A song that will bring back optimism, gaiety, laughter, cheerfulness and confidence. The song America wants to hear.

What's the matter with Tin Pan Alley? Where are those lilting, living tunes that used to be turned out? Where are those people who could think them up faster than anyone could write the lyrics for them? Where are the songs that always made America the haven of all people who were conscious of a tune that stirred people's hearts and made them do the things which, seemingly, could never be done? tin pan alley wrote to the people.

About the people. Made people laugh and sing and jig and dance and instilled confidence into those who had lost it. Gave mentally stimulating food to the weary and, generally, helped to speed the nation to better times even in the midst of the worst depressions.

This time there is an entire industry, the Automatic Music Industry of America (and not only of the U.S.A., but of Canada and all the English speaking nations as well as many, many other countries) who want American songs. This is the grandest and greatest opportunity which has ever faced the boys and the girls who write and play and sing the songs which have caused American tunes to be so well received everywhere in the world.

“Sing the song that is in your heart”, someone said, “That song that will return confidence to America’s millions to once again fight right smack back into big boom times.”

It was always a song which led America to grander and greater successes. It will be a song which will bring back boom times again. Someone, somewhere, has that song. Someone, somewhere, is going to produce that tune which will, once again, lift the spirits of all the people.

There are over 400,000 juke boxes (in addition to wall and bar boxes and wired telephone music and music shells and non-selective music boxes and factory music and professional and retail store music and all the other sorts of music in which coin men are today engaged) to play that song for America’s millions. This is the greatest network in all music history.

Is there a song in the house? This is not the time to hold it back. This is the time to present it. This is the time to let America’s 400,000 juke boxes play that song. To stimulate. To invigorate. To give confidence and the necessary spirit to help people go on ahead to ever greater achievements.

Perhaps, there will never again be an opportunity presented for America’s songwriting industry and its minstrels to give out with a song to cure so many, many ills everywhere in the world. A song that will be sung from Alaska to Capetown. A song that will tie together all the peoples of the nation.

The people of this country want to feel that lifting, lifting tingle of a new tune. A tune that will be carried to the lowest hamlet and to the mightiest city by America’s juke box industry. America’s soldiers of World War II introduced the juke box wherever they went. Those juke boxes are still there. And still playing. And still amazing the people who listen to them. Those juke boxes can double their play with “that song”. The “song” America should have. That song that Tin Pan Alley should give the world — now!

Is there a song in the house? Isn’t there someone, somewhere, who has a song? Isn’t there a man who can write a song which, by its very stirring beat, its heart-warming tune, its great confidence in life and in people, will once again roll its way through this nation? Which will ring of America and what it has done in the past and what it will yet do tomorrow and which will, from the lowliest to the mightiest, return confidence, trust, belief and faith.

Is there a song in the house? The nation’s 400,000 juke boxes want to present that song to all peoples everywhere—from the Tennessee hills to blase Broadway — from the peacefulness of the small town, — to the noisiness of the booming city.

Sing that song, brother. Sing it good and loud. We need it.
Cleveland Ops In Heavy Disk Promotion

CLEVELAND, O. — The Cleveland Phonograph Merchants Association recently got off its promotion of "I Wonder Who's Kissing Her Now", the Hit Tune of the Month for August with a novel method of presentation, by featuring a phonograph in the RKO Palace Theatre, where the film is scheduled to appear next week.

A juke box is on display in the theatre lobby playing the tune and announcing the showing of the film. The tune will then be placed in the number one spot in 3000 juke boxes throughout the Cleveland area, and will be advertised through newspapers and car cards during the month.

"I Wonder Who's Kissing Her Now" is the tune that was chosen by 3000 record fans at the Association's Hit Tune Preview at the Cain Park Theatre, Cleveland's open air summer theatre, July 12, 1947. The tune drew more than half of all ballots cast for the latest record releases heard at the preview.

Savoy Records Name Distributor Outlets

NEWARK, N. J.—Herman Lubinsky, president of Savoy Records, Inc., this city announced the appointment of a host of new distributors the firm has taken on this past week.

Territories and distributors are listed below:


Savoy is one of the recording companies currently shipping records to the Music Guild of America for the trade group’s daily preview sessions. That Savoy is directly benefiting in this arrangement is fairly evident. Music operators can hear Savoy’s records prior to general release and order records without fear of buying blind items, as they frequently do.

M G M Stars Eye Phono

HOLLYWOOD, CAL. — MGM stars Elizabeth Taylor and Jimmy Lydon listen to their favorite recording in a scene from their forthcoming flicker, "Cynthia". The phono pictured above is co-starred in this teen-age pic.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
THE FOLLOWING RECORDS ARE REPORTED "ON THE WAY UP" THROUGHOUT THE NATION.

(Listed Alphabetically)

AIN'TCHA EVER COMIN' BACK
Frank Sinatra
(Columbia 37554)
Reported kicking up a storm in the west, with many an op popping this ditty for the big time.

COME TO THE MARDI GRAS
Freddy Martin Orch.
(Victor 20-2288)
A real clickeroo if there ever was one, with music ops reporting this one as one of their top numbers.

I HAVE BUT ONE HEART
Frank Sinatra
(Columbia 37554)
Vic Damone
(Mercury 5054)
Pleasing Italian love song shedded to boom say a host of ops.

I WONDER WHO'S KISSING HER NOW
Perry Como
(Victor 20-2315)
Sure to hit the top ten, with the added influx of the flicker of the same name.

I WISH I DIDN'T LOVE YOU SO
Vaughn Monroe
(Victor 20-2294)
Pegged by The Cash Box reviewers many moons ago, the ditty is currently sitting on the appearance of a big time winner.

LARRY VINCENT SCORES AGAIN ON PEARL RECORDS

"Why You No Knock"
"I'll Never Leave Her Behind Again"

THE PEARL TRIO
(Pearl 59)
This guy keeps knocking 'em out! More clickeroo out of the Larry Vincent hit parade in 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 spills the wordage in double fake time, with the title coming in to ask 'why you no knock'. On the other end with more stuff aimed at the elbow rest spots, The Pearl Trio flavor the cookie with its of laughs to the pitch of "I'll Never Leave Her Behind Again". Ops may have to be wary of this one, although it shouldn't kick up a storm in the wrong places.

Recorded by LARRY VINCENT on PEARL RECORDS, COVINGTON, KENTUCKY

CURRENT HITS
AM I WASTING MY TIME ON YOU" backed with "IT AIN'T LIKE YOU"
Frankie & Johnny"
"I WONDER WHO'S KISSING HER NOW"
"LITTLE SMALL TOWN GIRL"

Comin' to MUSICAL PARADE SUPPLIERS REG.

All aboard for the newest in a musical thrill!

HONKY TONK TRAIN

"Mel" HENKE pianist
The Honey Dreamers
IN A MIST

Distributed by MUSICAL PARADE SUPPLIERS REG.
274 ST. JOHN ST., QUEBEC, QUE. CANADA

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

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

1. **The Lady's In Love With You**
   - Nellie Lutcher
   - (Capitol 40002)
   - Moves all the way up from the fourth spot to the top of the heap.

2. **When I Write My Song**
   - Herb Jeffries
   - (Exclusive 16x)
   - Terrific demand for this one pegs it up one notch this week.

3. **Lady Be Good**
   - Ella Fitzgerald
   - (Decca 23956)
   - Scat styling by Ella garners this favored position this week.

4. **Old Man River**
   - The Ravens
   - (National 9035)
   - Music ops say this disking is The Ravens best!

5. **Don't You Think I Oughta Know**
   - Bill Johnson Orch.
   - (Victor 20-2225)
   - 'll be the number one spot last week—down to number five, nevertheless catching coin galore.

6. **Robbins Nest**
   - Illinois Jacquet
   - (Apollo 749)
   - Jacques sits in the jockey—and a smash recording it is.

7. **Summertime**
   - Al Hibbler
   - (Sunrise 2007)
   - Moves up the ladder with ops reporting the ditty wearing white.

8. **Peg O' My Heart**
   - The Harmonicats
   - (Vitacoustic 11)
   - One of the greatest records of the year!

9. **Baby, I Don't Cry Over You**
   - Billie Holliday
   - (Decca 23957)
   - Moves down this week with several ops still receiving peak play.

10. **Hurry On Down**
    - Nellie Lutcher
    - (Capitol 40002)
    - The backing of the top tune with Nellie's song style catching on fast!
AMOA Testing Dumor

NEW YORK — The Automatic Music Operators Association, local music operators group, began tests this past week to determine the variety in amount plays received with records now on the market and the new Dumor Compound.

"Dumor", currently being used by several independent record manufacturers, claims to the fact that records used with their compound will give more play than those records currently on the market.

Music operators, long interested in getting better results with platters are conducting tests in their service shops and locations. Should the trade group's members find that the platters having Dumor in them give longer play, it is felt in these quarters that the association will urge the record industry to use Dumor in their disks as well.

One of the strongest complaints music operators have today, is that the records being issued do not stand up under any reasonable amount of play. It is estimated that the music operator receives approximately 50 plays per record. With a hit recording in his machine, the operator is forced to reorder almost immediately, thereby increasing his operating cost many times.

Apollo Pacts School Teacher; Barnet "Caravan" Zooms

NEW YORK—Apollo Records, Inc., this city, announced the signing of mathematics instructor Sam Levinson to a recording contract this past week.

Levinson, long noted for his story telling made disk history last year when he launched his "Story Of A Bar Mitzvah Boy" on wax. The signing of Levinson is a follow-up of Apollo's recent click "Joe and Paul".

Apollo also disclosed that Charlie Barnet's recent recording of "Caravan" has received some of the biggest advance orders in the history of the company. The disk exploded with one of the most successful promotion campaigns ever conducted by the plattery.

Tennessee Governor Gets Gold Barron Platter

NASHVILLE, TENN.—That the recording business is creeping into the national political spotlight was evidenced here recently, when Sam Rutherford, local MGM record representative presented Governor Jim McCard with a gold platter of Blue Barron's "Tennessee".

Henry Okun, on behalf of Blue Barron arranged the entire ceremony which saw Mr. Rutherford presented with the keys to the city in turn.

Fifteen-hundred maps of Tennessee are being sent along with the recording to disc-jockeys and record reviewers throughout the nation in the promotion of Barron's recording. August 8th has been proclaimed "Emperor Day" throughout the state, with local music merchants announcing their plans for cooperation by playing the recording over loud speakers and phonographs.

Gillespie Inks Victor Pact

NEW YORK—Dizzy Gillespie, former Muzcraft recording artist, signed a two year contract with RCA-Victor Records this past week calling for eight sides the first year and ten sides the second.

Gillespie's deal with Musicraft was broken when the former plattery did not release the scheduled amount of sides promised.

Gillespie, foremost exponent of re-bop came to fame last year while working for Musicraft. It is rumored that his present deal with Victor is a fat one, and may net the artist as much as $2,000.00 per session.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Kenton To Resume Band Activity September

NEW YORK—Altho still resting at his home in Hollywood, reports have it that Stan Kenton will resume band activity this September. Kenton who was forced to take a lay-off three months ago, when he collapsed on the band stand, feels confident that he will be able to proceed with his scheduled plans for a series of one-nighters across the country, winding up with another stay at the Paramount Theatre, New York.

Whether or not Kenton’s original crew will be back with him has been disputed in music circles of late. June Christy, who recently pacted a Capitol Records single contract, and is currently making single appearances has indicated her desire to rejoin Stan, but no definite announcement has been made.

Exclusive Chirp Yodels—

HOLLYWOOD, CAL. — Going over the score of a new tune to be released soon are the body and soul of Exclusive Records, and newly signed singer Francis Wayne. Pictured above are: (left to right) Musical director Buddy Baker, president Leon Rene, arranger Neal Hefti and vocalist Francis Wayne.

Exclusive really has a hot tune going now in the person of Herb Jeffries with “When I Write My Song.”

Martha Tilton Pacts Two Year Majestic Deal

NEW YORK—Majestic Records, Inc., this city, announced the signing of Martha Tilton this past week to a two year contract effective immediately.

Majestic’s acquisition of Miss Tilton and other recent talent moves on the part of the plattery, which dropped several names and made other changes in personnel recently, is part of the plan to reorganize the plattery’s talent roster. It is generally acknowledged in trade circles that orchestra leaders Eddy Howard and Ray McKinley have been the mainstay of the diskery for several months now.

With the addition of a name vocalist, such as Martha Tilton, the firm expects to add to the laurels showered upon them by the fore-mentioned musicians.

Miss Tilton severed a contract with Capitol by mutual agreement last week.
**MANUFACTURERS' NEW EQUIPMENT**

- **ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.**

## MUSIC

| A.M.I. | Model 2 | $897.50
|--------|---------|----------|
| Automatic Hostess Complete | 20 Station Unit | 14,800.00

### HIDEAWAY CABINET W/SELECTIVE PLAY MECH:

- W/Amplifier and Remote Volume Control | 513.00

### HIDEAWAY CABINET W/CONTINUOUS PLAY MECH:

- W/Amplifier—No Remote Volume Control | 482.50
- Complete—No Amp, No Volume Control | 470.00
- ASHEW | Super Deluxe Phonograph | 897.00
- Fiesta Deluxe | 699.50
- Trio (Wall Box) | 162.50
- Solo (Wall Box) | 46.50
- Impressor (Speaker) | 9.57
- Melodeon (Speaker) | 52.97
- Carillon (Speaker) | 56.18

### BALLY Phonograph

- Music Box | 25.00

### BUCKLEY Phonograph

- Music Box | 25.00

### MILLS INDUSTRIES

#### Constellation

- Packard Mfg. Corp.
  - Manitoba 1,000.00
  - Pla Mor Phonograph (Model 7) | 795.00
  - Hideaway (Model 400) | 450.00
  - Wall Box (Model 2B) | 23.95
  - 1000 Speaker (Parade) | 150.50
  - Wall Box (Model 10) | 14.95
  - 930 Speaker | 51.30
  - 650 Speaker | 19.75
  - Spot Reflex Speaker | 8.50

#### Personal Music Corp.

- Measured Music Boxes, 5c-10c | 35.00
- Studio Amplifier | 395.00
- Studio Timing Control Unit | 250.00
- Master Power Supply Unit | 140.00

### ROCK-OLA

- 1422 Phonograph (Net) | 728.00
- 1424 Phonograph | 440.00
- Model 1807 Moderner Corner Spkr. | 167.50
- Model 1906 | 6.90
- Model 1530 Wall Box | 59.50
- Model 1605 Wall Speaker | 42.50
- Model 1606 Tone Wall Speaker | 21.50
- Model 1608 Tone-O-Lier Speaker | 65.00
- Model 1607 Tone Wall Speaker | 19.75
- Model 1521 Deluxe Bar Bracket | 8.25
- Model 1533 Universal Bar Bracket | 5.90
- Model 1735 Wall Box Line Booster | 18.45

### SEEBURG

- 147-M Symphonya w/remote control | 875.00
- 147-S Symphonya | 865.00
- H-147-M RC Special | 825.00
- Wireless Wallomatic | 53.50
- Wired Wallomatic | 46.50
- 8-10-25c Wireless Wallomatic | 75.00
- 5-10-25e Wired Wallomatic | 62.50
- Teardrop Speaker | 19.95
- Teardrop Speaker w/remote control | 22.50
- Reccess Wall & Ceiling Speaker | 18.00
- Mirror Speaker | 49.50
- Duo Volume Control | 21.90
- Power Supply | 14.50
- Master Amplifier | 53.50
- Master Selection Receiver | 118.00
- Wired Master Selection Receiver | 105.00
- Electric Selector | 84.00
- Remote Speaker Amplifier | 44.20
- Solenoid Drum for 147-S | 60.50

### SOLOTONE CORP.

- Leveling Pre-Amplifier | 44.50
- Mirror-Tone Selector
  - Solotone Individual Coin Box
  - Solotone Adaptor-Amplifiers
  - Solotone Studio and Telephoning Bridging Units
  - Solotone Booster Amplifiers

### WURLITZER

- 1680 Colonial | 875.00
- 1682 8-10-25c Wall Box | 994.50
- 1617 Concealed Chgr. | 499.50
- 3520 5-10-25c 5-Wire Wall Box | 69.95
- 3523 5c 5-Wire Wall Box | 42.95
- 3631 5c 30-Wire Wall Box | 39.50
- 3661 10c 30-Wire Wall Box | 45.50
- 215 Wireless Transmitter | 17.50
- 216 Wireless Impulse Rec. | 22.50
- 217 Aux. Amplifier | 30.00
- 218 30-Wire Adap, Terminal Box | 15.00
- 219 Speaker | 26.00
- 4000 Aux. Steel Speaker | 45.00
- 4002 Aux. Plastic Speaker | 45.00
- 4003 Aux. Wooden Speaker | 17.50
- 4004 Musical Note Speaker | 27.20
- 4005—Round Walnut Speaker | 22.50
- 4006—Round Mirror Speaker | 32.50
- 4007—Oval Deluxe Speaker | 40.00
- 4008—Super Deluxe Speaker | 72.50
- 4009—Recessed Wall Speaker | 21.50
- Model 28—Remote Volume Control | 24.00
- Model 231—Outdoor Speaker | 55.00

### PIN'S

- Bally
  - Bullyboe | 279.50
- Chicago Coin
  - Play Box | 279.50
- Exhibit
  - Ranger | 299.50
- Gottlieb
  - Lucky Star | 294.50
- J. H. Keeney & Co
  - Cincinnati | 295.00
- Marvel Mfg. Co.
  - Carnival | 249.50
- P. & E.
  - Shooting Stars | 249.50
- United Mfg. Co.
  - Musicola | 295.00
- Williams
  - Torchy | 299.50

### COUNTER GAMES

- A.B.T. Corp.
  - Challenger | 65.00
  - Whirl-a Ball
  - Single | 47.50
  - 2 to 24 | 46.50
  - 50 or more | 43.50
- Bally Mfg. Co.
  - Heavy Hitter | 184.50
  - w/stand | 196.50
- Gottlieb
  - Deluxe Grip Scale | 39.50

### SKILL GAMES CORP.

- Bouncer | 44.50

### RADIO

- Firestone Enterprises, Inc.
  - At Your Service Radio | 59.50
- Coradio
  - Coradio | 59.50
- R.A.O-MATIC Corp.
  - Radio | 59.50
- Transo, Inc.
  - Tradio | 59.50
- National Service Sales
  - Tourist Radio | 59.50
- RCA
  - Model 21-1376 | 89.50
- Precision Bilt Co.
  - Precision Bilt Radio | 89.50
- Coin Controlled Equip. Ltd.
  - Amico, metal console radio | 89.50

---

*www.americanradiohistory.com*
**BELLS**

**AMERICAN AMUSEMENT**
5¢ Golden Falls (Rebuilt) ........................................... 300.00

**BELL-O-MATIC CORP.**
Jewel Bell .............................................................. 

**GROETCHEN**
Columbia Twin JP ..................................................... 145.00
Columbia DeLuxe Club .................................................. 209.50

**MILLS SALES CO., LTD.**
Dollar Bell ............................................................. 

**O. D. JENNINGS**
5¢ Std Chiefs ......................................................... 269.00
10¢ Std Chiefs .......................................................... 279.00
25¢ Std Chiefs .......................................................... 299.00
30¢ Bronze & Std Chiefs ............................................ 399.00
5¢ DeLuxe Club Chiefs ............................................... 299.00
10¢ DeLuxe Club Chiefs ............................................. 369.00
25¢ DeLuxe Club Chiefs ............................................. 319.00
25¢ DeLuxe Club Chief ............................................... 429.00
5¢ Super DeLuxe Club Chief ....................................... 724.00
10¢ Super DeLuxe Club Chief ..................................... 334.00
25¢ Super DeLuxe Club Chief ..................................... 341.00
50¢ Super DeLuxe Club Chief ..................................... 454.00
5¢ Silver Eagle ........................................................ 

**PACE**
5¢ DeLuxe Chrome Bell ................................................ 
10¢ DeLuxe Chrome Bell ............................................... 
25¢ DeLuxe Chrome Bell ............................................... 
50¢ DeLuxe Chrome Bell ............................................... $1.00 DeLuxe Chrome Bell ............................................. 5¢ Cherry Bell .......................................................... 10¢ Cherry Bell .......................................................... 25¢ Cherry Bell .......................................................... 50¢ Cherry Bell .......................................................... 1.00 Cherry Bell ........................................................

**CONSOLES**

**BALLY**
DeLuxe Draw Bell 5¢ .................................................. 512.50
DeLuxe Draw Bell 25¢ ................................................ 532.50
Hi-Buya ................................................................. 439.50
Triple Bell 5-5-5 ..................................................... 805.00
Triple Bell 5-5-25 ..................................................... 918.00
Triple Bell 5-10-25 ................................................... 525.00

**BELL-O-MATIC**
Three Bells, 1947 ..................................................... 

**BUCKLEY**
Track Odds Dd JP ....................................................... 1250.00
Parlay Long Shot ...................................................... 1250.00

**EVANS**
Bangtails 5¢ Comb 7 Coin .......................................... 674.50
Bangtails 25¢ Comb 7 Coin ......................................... 764.50
Bangtail JP ............................................................. 671.50
Bangtail FP PO JP .................................................... 839.50
Evans Races ............................................................ 
Casino Bell ............................................................. 
1946 Galloping Domingoes JP ...................................... 671.50
Winter Bell ............................................................. 826.00

**GROETCHEN TOOL & MFG. CO.**
Columbia Twin Falls .................................................. 485.00

**O. D. JENNINGS**
Challenger 5-25 ........................................................ 595.00

**ONE-BALLS**

**BALLY**
Bureka ................................................................. 489.50
Entry ................................................................. 585.00
Special Entry ......................................................... 585.00

**GOTTIEB**
Daily Races (F. P. Model) .......................................... 650.00

**KEENEY**
Big Parlay ............................................................. 660.00

**MADMAN DEVICES**
Bang A Fity: 
10" — 9" ............................................................... 430.00
11" — 9" ............................................................... 450.00
12" — 9" ............................................................... 500.00

**ARCADE TYPE**

**ESQUIRE GAMES CO.**
Roll-O-Ball ............................................................ 

**FIRESTONE**
Santa Anita Handicap ................................................ 269.50

**GENCO MFG. CO.**
Robolobby .............................................................. 469.50

**INTERNATIONAL MUTOSCOPE CORP.**
Atomic Bomber (Model B) .......................................... 375.00
DeLuxe Movie Counter ................................................ 160.00

**METROPOLITAN GAMES**
Card Vendor ............................................................. 29.50
Double Up Skill Bowl ............................................... 399.50

**SCIENTIFIC MACH. CORP.**
Pokerto, Location Model 5 .......................................... 279.50

**SQUARE AMUSEMENT CO.**
Tennis Racket ........................................................ 

**TELECOIN CORP.**
Quizzer ................................................................. 

**TELEQUIZ & CO.**
Telequiz ............................................................... 795.00

**WILLIAMS MFG. CO.**
All Stars ............................................................... 

**MERCHANDISE MACHINES**

**CIGARETTE MACHINES**
C. EIGHT LABORATORIES ............................................. 189.50
DU GRENIER CHALLENGER .......................................... 
  7 Column Flat Mach w Stand ..................................... 155.50
  6 Column Flat Mach w Stand ..................................... 162.50
  9 Column Flat Mach w Stand ..................................... 171.50
  11 Column Flat Mach w Stand .................................... 175.50
NATIONAL VENDORS, INC. ........................................... 
  Model 9E (Electric) ................................................ 321.70

**ROLL-O-BALL**
Cruisader (8 Col) w Stand ......................................... 145.75
Cruisader (10 Col) w Stand ......................................... 162.25

**U-NEED-A VENDOR**
Monarch 6 Col w Stand .............................................. 149.50
Monarch 8 Col w Stand .............................................. 159.50

**MERCHANDISE VENDORS**
A. B. T. MFG. CORP. .................................................. 
  "Auto Clerk" — (Gen'l Mdl.) .................................... 
ASCO VENDING MACH. CO. ............................................ 
  Vendor ............................................................. 
ATLAS T. & S. SALES CO. ............................................ 
  Bulk Vendor ........................................................ 
AUTOMATIC BOOK MACH. CO. ....................................... 
  "Book-O-Mat" ...................................................... 
AUTOMATIC DISPENSERS, INC. ....................................... 
  "Drink-O-Mat" ..................................................... 
BALLY MFG. CO. ........................................................
  Drink Vendor ........................................................
BELLS MFG. CORP. .................................................... 
  "Hot Coffee Vendor" ............................................... 540.00
COAN MFG. CO. ........................................................
  U-Select-II—74 Model .............................................. 85.50
  U-Select-II—74 Model DeLuxe .................................... 95.50
  U-Select—124 Mach w Stand ....................................... 127.50
DAVAL PRODUCTS CO. ................................................
  Stamp Vendor ........................................................
HOSPITAL SPECIALTY CO. .......................................... 
  Sanitary Napkin Vendor ............................................
INTERNATIONAL MUTOSCOPE CORP. ................................
  Photomatic .......................................................... 1495.00
  Voice-O-Graph .................................................... 1495.00
  MALMSTELLION CO. ................................................
  "Cigar Vendor" .....................................................
NORTHWESTERN CORP. ................................................
  "Bull Vendor" ....................................................... 
REVCO, INC. ...........................................................
  Ice Cream Vendor .................................................. 
RUDI-MELIKIAN, INC. ................................................
  "Dwilt-Cafe" Coffee Vendor ..................................... 
SHIPPAN MFG. CO. ....................................................
  Stamp Vendor ........................................................
TELECOIN CORP. ..................................................... 
  Tele-juice .......................................................... 
THREAT—AID, INC. ....................................................
  Vendor .............................................................
U. S. VENDING CORP. ................................................
  Drink and Merchandise Vendor ....................................
VENDALL CO. ...........................................................
  Candy Vendor ........................................................
VENDIT CORP. ..........................................................
  Candy Vendor ........................................................
VICTOR TOOL & MACH. CORP. ....................................... 
  Popcorn Vendor ......................................................

**ARCADE TYPE (continued)**

**DEVICES**

**ALLITE MFG. CO.**
Strikes 'N Spares ..................................................... 

**AMERICAN AMUSEMENT CO.**
Bat a Ball ............................................................. 249.50

**AMUSEMENT ENTERPRISES, INC., N. Y.**
Bank Ball ............................................................. 375.00
One World ............................................................. 472.00

**CHICAGO COIN MACH. CO.**
Basketball Champ .................................................... 499.50

**JENNINGS**
Parlay ................................................................. 

**MFG. ELECTRIC COPY**
Book-O-Mat .............................................................

**MILLS MFG. CO.**
Jewel Bell .............................................................

**MUNN MFG. CO.**
Century 21 ................................................................

**RUSSELL MFG. CO.**
Cherry 7 ................................................................

**SARTORIUS MFG. CO.**
Model 5 ................................................................

**SCIENTIFIC MACH. CORP.**
Monarch 11 ................................................................

**SOUTH EASTERN MFG. CO.**
Parlay ................................................................. 795.00
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. Factories . . . Stadiums . . . Department Stores . . . Hospitals . . . Offices . . . Funeral Homes . . . Industrial Cafeterias, etc.

DISTRIBUTORS . . .
SEE THE TEL-O-MATIC ROBOT AT
THE BISMARCK HOTEL, CHICAGO
AUGUST 4 to 7

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

123 W. RUNYON STREET, NEWARK 8, N. J.
Bigelow 3-8777
Introduces Electric Advertising Clock

SPRINGFIELD, MASS. — American Time Corporation, this city, has introduced a new sales promotion device in the form of a multi-colored electric advertising clock with internal illumination. The firm claim this clock was designed expressly for coin operated phonographs and other coin-operated equipment as a point-of-sales reminder to patrons to play the automatic devices on location.

The clock is 15 inches in diameter, 4% inches thick and weighs 5½ pounds. It operates on 110 volts, 60 cycles, AC and is made with stainless steel bezel. It has a convex glass face, 8 foot cordset and moulded rubber plug.

The American Time advertising clock is self-starting with an electrical synchronous movement” states one of the manufacturer’s officials, “and is planned for both institutional and point-of-sale advertising. The advertising message or trademark, in several brilliant colors, is baked on the rear surface of the glass clock dial. This multi-colored clock, containing a message for the patrons from the location owner will unquestionably stimulate the play in machines.

“We have shown the clock to a few coinmen” continued this executive “and they were enthusiastic over its possibilities. We are now in production and six to eight week delivery is available on initial orders, with a 10-day schedule set for re-orders.”

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
THE FINEST EVER ACHIEVED BY ANY PHONOGRAPH . . . A MIRACLE IN FIDELITY!

"The MANHATTAN"

by Packard

THE FINEST MOST LUXURIOUS . . . HIGHEST SOUNDED COMMERCIAL PHONOGRAPH MADE

the phonograph every location will demand!

PACKARD MANUFACTURING CORP. • Indianapolis 7, Indiana
MUSIC OP COMBATS TELEVISION WITH MORE AUXILIARY SPEAKERS

Places Speaker's Thruout Locations; Cuts Volume Below Television Set; Finds Public Play His Juke Boxes While Televised Program is on; His Take Jumps Up Again.

PASSAIC, N. J.—Mannie Ehrenfeld of this city, well known music machine operator to 70 tavern locations featuring television within a period of a few weeks and with the same time, found his collections dropping rapidly, decided to do something about it.

Mannie now reports that, after much study, he found that people weren't too much enthused over television when a sports broadcast wasn't on. He therefore decided that what he had to do was combat the music of the television programs and also keep his juke box playing so that those who didn't care too much to watch a night baseball game or boxing bout would still be able to get the music they wanted.

Mannie reported, "This past week, after some effort, the break came. We found our collections had returned. They had jumped away up from those weeks when we just sat there and looked on in amazement as location owner after location owner took in television. Not because he wanted to, he informed us, but, because of his competition.

"Each one of these tavern owners," Ehrenfeld continues, "reported that their television sets did not increase "profits". But, they kept the crowds in the place and the bartenders tried to figure some way of selling them more liquid refreshment. Yet, they told me, they absolutely need the set because their competitors had it.

"This", he says, "started us to thinking and planning. We went to some expense", he continues, "but it has proved itself worthwhile. What we did", he explained, "was to fill everyone of these tavern spots with auxiliary speakers so that the music could be heard in every nook and cranny of the location even with the juke box turned down lower than the television set.

"In some cases we also moved the juke box to a more advantageous spot in the place and, usually, away from the bar", he reports. "The effect", he says, "when the people learned that they could still play music without interfering with the televised program was remarkable. We now find that our juke boxes are playing right thru everyone of the programs just as if there was no television set in the place.

"What's more", he said, "we learned that the majority of the "regular customers" preferred our music to the television programs. Only when a very important baseball game is on the set or when there

is just as important a boxing contest, we lose some play. But, this past week even this cracked. We found that our collections returned to where they were before the television sets came into our taverns. We also have arranged for a much better share of the gross intake, after battling this out with the tavern owners, and today we are doing better than we did before.

"We suggest", he urges, "that every music operator do the same. Fill their spots with auxiliary speakers to where they can cut down the volume from their juke boxes to below the television set and they will find that the public will play their machines just as much as ever and that a great many of the people prefer to hear music when it is soft and low (especially in tavern locations) as against the blare and noise and jumpy pictures of television.”

**BULL’S EYE for Profits**

The NEW A.B.T. CHALLENGER

- New Plastic Head!
- Streamlined Design!
- New Appeal!

Price $65.00

A.B.T. MANUFACTURING CORP.
715-23 NORTH KEDZIE AVE.
CHICAGO 12, ILL.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
## 300 FOLDING SLOT STANDS $550 EA.

<table>
<thead>
<tr>
<th>NEW PIN GAMES</th>
<th>DALLY DOUBLE BARREL 435.00</th>
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<tr>
<td></td>
<td>UNITED MEXICO 325.00</td>
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<td>SCHILLER 275.00</td>
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<td>CHEESE STARS 245.00</td>
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<td>GOSFIELD LUCKY STAR 245.00</td>
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<td>S. MILLER'S BARCELONA 255.00</td>
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<td>GEMCO LIGHTNING 235.00</td>
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<td>BALLY'S BARCELONA 225.00</td>
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## NEW COUNTER GAMES

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<tr>
<th>POP-UP</th>
<th>IMP. IN M.T. 55.00</th>
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<tbody>
<tr>
<td>FOLDING STAND</td>
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<tr>
<td>GEMCO CHIEF</td>
<td>55.00</td>
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<tr>
<td>SKILL THRILL</td>
<td>49.50</td>
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<td>FREE PLAY SPECIAL</td>
<td>37.00</td>
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## NEW SLOTS

| JENNINGS LITE-UP CHIEF | 45.00 |
| JENNINGS LITE-UP CHIEF | 45.00 |
| M.G.C. BLACK CHERRY | 54.00 |
| M.G.C. GOLDEN FELL H.S.-N. | 54.00 |
| GROETCHEN DE LUXE CLUB (G) | 54.00 |
| M.G.C. VICTORIOUS CLUB | 54.00 |

## Slot Sponsors

<table>
<thead>
<tr>
<th>Chicago Metal Revolving—De Luxe</th>
<th>Single, Strikes: Dozens, $175.00; Total.</th>
<th>$385.00</th>
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</thead>
</table>

### Chicago Metal Revolving—Safe—Universal

- Heavy Revolving—Safe—Steel Cylinder
- Single, Strikes: Dozens: $175.00; Total: $385.00
- M.G.C. Black Cherry, New 1-3
- M.G.C. Gold, Safe Cylinder
- G-M-C. Silver Chief

### Chicago Metal Revolving—Safe—Steel Cylinder

- M.G.C. Black Cherry, New 1-3
- M.G.C. Gold, Safe Cylinder
- G-M-C. Silver Chief
- Columbus C.P., 1906 Model
- WATL. BAYTRAP, 1902, H.
- JENN. LITE-UP CHIEF—With 10 Days Lemon Stand: Single—25¢

## Used Pin Games

<table>
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<tr>
<th>HAVANA</th>
<th>100.00</th>
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<tr>
<td>KENTUCKY GIRL</td>
<td>75.00</td>
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<td>SHARP</td>
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<td>SAGA</td>
<td>100.00</td>
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<td>GYPSY QUEEN</td>
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<td>SPELLOUDOU</td>
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<td>DYNAMITE</td>
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<td>SUPERLION</td>
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<td>SUPREME</td>
<td>100.00</td>
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<td>GEMCO</td>
<td>150.00</td>
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<tr>
<td>PETER HAYES</td>
<td>75.00</td>
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<td>PRESTO</td>
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Paul A. Laymon

Los Angeles, Calif.—Paul A. Laymon of the Paul A. Laymon company, has just accepted the appointment by Kay T. Moloney, National Chairman of the Coin Machine Industries Drive for the Damon Runyon Memorial Fund for Cancer Research, as Regional Chairman in his territory.

Laymon, one of the most aggressive distributors on the West Coast, was jubilant over this appointment, and immediately went to work to make the West Coast coinmen conscious of the great part they are expected to play in this industry wide movement.

"There has never been a charity drive anywhere in the country" reports Laymon "that west coast coinmen have failed to meet their responsibilities. We have always prided ourselves that we are always among the leaders. Officials of the coin machine division of the Damon Runyon Memorial Fund for Cancer Research can look forward to receiving the support of coinmen in this territory in the most liberal fashion.

"Coinmen in this region can send in their checks directly to Ray Moloney" continued Laymon, "or send them to me. I will forward them on to the headquarters in Chicago. These checks should be made payable to C.M.I. Cancer Fund."

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Paul A. Laymon
Appointed Distributor for Packard Phonoset in Baltimore

BALTIMORE, MD. — William H. Krieg, president and general counsel of Packard Manufacturing Corporation, Indianapolis, Ind., announced this past week that Calvert Novelty Company, this city, has been appointed distributors for their new phonograph “The Manhattan” and the complete Packard line of speakers and music accessories.

Art Nyberg, owner of Calvert Novelty Company, is well known to all coinmen along the East coast as a result of the many successful years he has spent in the coin machine business.

“The phonograph department” reports Nyberg “will be under the supervision of Ken Bogle, who will be constantly in touch with operators throughout the State of Maryland, east of Hagerstown, and the territory of York and Adams County in Pennsylvania.”

At a showing of the Packard “Manhattan” and the complete line of music equipment on July 26 and 27, large groups of music operators visited the showrooms of Calvert and placed substantial orders. Senator Homer E. Capehart, who was in attendance, congratulated Nyberg and Bogle on the fine attendance.

“Mexico” In Phila.

PHILADELPHIA — Joe Ash, Active Amusement Machines Co., brings United Manufacturing Company’s “Mexico” new 5-ball game, to Philadelphia, and seems happy about it all.

Ops “Pay To Play” For Cancer Fund

NEW YORK—One of the leading distributors in the midwest writes us that he has evolved a plan to stimulate the collection of money from operators for the Damon Runyon Cancer Fund. “All coinmen who visit our showrooms” explains this distributor “and play any equipment on the floor must insert the proper coin in the slot. We have signs placed where they can easily be seen informing our customers that the money is being sent to the CMI Cancer Fund, giving the operators in that territory credit for the donation.

“Not only are our friends willing to pay to try out the equipment, but have in many instances contributed additional money” continued the letter. “We pass on this experience as we think many jobbers and distributors throughout the country may pick up the idea, thereby assisting further in this great drive.”

“Esso Stars”

THE NEW SENSATIONALLY DIFFERENT
ROLLODOWN 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. NO. 3-1472)

FOR GETTING AND HOLDING PLAYER-APPEAL

IMMEDIATE DELIVERY!

ORDER TODAY!

There’s no finer than

JENNINGS STANDARD CHIEF

CONTACT THE JENNINGS DEALER IN YOUR TERRITORY OR WRITE

O. D. JENNINGS AND COMPANY
5307-39 WEST LAKE STREET - CHICAGO 24 - ILLINOIS

......The Leader in the Field for over 40 Years......

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surf
Blue.
• Complete new precision-built light wood Cabinets, expertly
finished with new aluminum canting.
• Club Handle and Handle Col-
lar chrome plated.
• Heavy brass chrome plated
etched Reward Plates, 2/5 or
3/5.
• 5c-10c-25c chrome Denominat-
or Coin Intake.
• Payout Cups with anti-spoon
Grip.
• Drillproof Plates.

Buckley gave Music Operators the FIRST prac-
tical and profitable music box at the LOWEST
PRICE. Today, Buckley leads the field by offer-
ing a NEW music box of advanced design and
perfection at a NEW LOW PRICE.
Quality of material and workmanship have not
been sacrificed. This sensational low price is
the result of economies realized in large quan-
tity production.
The new Buckley Music Box is genuinely
chrome plated, with beautiful red dial plates
and attractively illuminated. Equipped with
positive nationally known slug
rejector and, double capacity
cash box. Complete program
of selections always in full
view.
Buckley’s exclusive
features of
construction, combined with
out-
standing beauty and eye
appeal
makes this the outstanding re-

tume control music box .
especially popular for wall or bar
installation.

The Cash Box
Page 37
Week of August 4, 1947

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

**SPECIALS**

SEEBURG Baromatics, 5, 10, 25c-Wires... $28.50
SEEBURG Baromatics, 5, 10, 25c—Wires... 24.50
SEEBURG Wallomatics, Sc-Wires... 24.50
SEEBURG Wallomatics, Sc - 3-Wire... 22.50
With new Seeburg Metal Covers (For Wallomatics)... 3.50
Ivory Finish — additional 52.50 per box
PACKARD Wallboxes (used)... 24.50
BUCKLEY Chrome Boxes... 15.00

**FEATURE ITEMS**

**PICeUP COILS** (for all Seeburgs, including Hi-Tones)... 1.50
**PIECE INSERTS** (for Seeburg Wall Boxes) sets each 25c — Minimum Order 10 Sets... 2.50
5-STAR CRYSTAL PICKUPS — DATED... Rock, or Milk... 2.75
Genius, or Main Genre to Seeburg and Warster (lots hub)... 5.25
Quantities of 10... 2.60

**REPLACEMENT MOTORS**

For Warster-Seeburg Phonos... each... $19.50
110V-60 Cycle—Reconditioned Motors—Will Give Excellent Service — 30 day Guarantee

**PLASTIC SHEETS**

20"x50" (red) (dropping price)... $ 5.50
20"x50" (red) (dropping price)... 6.50
20"x50" Talking Gold Grill Cloth... 7.50

**Quantity Discounts — Write for Prices**

**SAVE RECORD WEAR CRYSTAL PICKUP CONVERSION KITS**

**For all Seeburg Phonographs**

**Tone Arm and Crystal**

**Elect. Cut-off Switch**

**Elect. Cancel Coil**

**24 Volt Transformer**

**Cancel Button**

**Volume Control**

**Wire Leads**

**Modernize Your Old Equipment in 20 Minutes**

**COMPLETE PACKAGE $14.95**

**TERMS:** 1/10, 2/10, Cash. C.O.D. F.O.B. Los Angeles or San Francisco.

**SAN FRANCISCO:** General Office: 3404 Turk Street - Phone PABST 2700

**STOCKTON:** 21 N. Acorn Street - Phone 7-J063

**LOS ANGELES:** 1701 W. First Boulevard - Phone DR. 2384

**E. B. MAPE DISTRIBUTING CO.**

**HOLLYWOOD DISTRIBUTING CO.**

**SAN FRANCISCO**

**STOCKTON**

**LOS ANGELES**

All Merchandise TRIPLE-WARRANTED by Pacific Coast's largest distributor of coin operated equipment.

We’ll Buy

**ANY POSTWAR GAMES or CONSOLES**

**NEW or USED**

**ANY QUANTITY**

Cash on the "Barrel Head"

WRITE, WIRE or PHONE

American Amusement Company

164 E. Grand Ave., Chicago 11, Ill.
Tel. WHitcliff 4370

---

**Loss Of Women War-Workers Cramp K. C. Op’s Collections**

**Special to The Cash Box**

by BERT MERRILL

KANSAS CITY — While phonograph collections are termed “satisfactory” by most operators in this area, a noticeable drop between 1946 and 1947 figures over the war years is ascribed to the lack of women defense workers, according to a survey of music operators in the Heart of America area.

In the Greater Kansas City area, coin machine intake is down considerably from the war-time peak, and many of the 32 operators of j uke boxes and pinball machines are searching for “replacement” customers. Carl Hoezel, owner and manager of the United Amusement Company, one of Kansas City’s largest music-opera tor firms, estimates that there are between 5,000 and 5,500 phonographs in the Greater Kansas City area and approximately 2500 pinball machines.

During the war, experience has proven, their great play came from women defense workers, many of whom had previously had little or no acquaintance with coin-operated amusement devices. From defense plants came women who wanted the roar of music as a relaxation from the rivet gun or the sparking lights of defense factories—replacing noises and lights with the soft glow of the pinball machines and the sweet strains of a popular record. In the evening, in neighborhood taverns, it was nothing unusual to see large groups of lonesome women collected, dropping as many nickels in the juke boxes as they did over the bar for cocktails. “Of course, it’s a good thing that women are back at home, cooking meals, raising children, etc.” Hoezel smiled. “But we will always miss whenever we recall what happened when Rosie the riveter and Susie the clerk stopped eating at the corner cafe and began mashing potatoeas for the family dinner.”

T. C. Crummett, co-owner of the Central Music Distributing Company, supplying phonographs and pinball equipment to operators in western Missouri, Kansas, Nebraska, and Oklahoma, pointed out “The music business is getting much more difficult. The smart operator, if he is willing to get out and work, merchandise his routes, and enlist the co-operation of his location operators, can always count on excellent collections. But the lust war-time days are gone. There are still plenty of men pouring nickels into juke boxes, but the contrast between the amount a woman will spend for hearing their favorite singers or tunes, and what a man is willing to part with, is tremendous.

“Now the story is entirely different. Women are staying at home, their husbands work all day, and the men simply do not have the time to play the phonograph. We have tried everything, even to changing the types of records to meet more masculine taste which will match the ladies’ demand.”

It’s much the same story with pinball machines, according to Kansas City operators. “Ninety percent of the women who learned to play the pinball game during the war had never experimented with their amusement possibilities before,” one operator pointed out. “However, because men continue to play them heavily, the drop has not been quite so noticeable here.”

An excellent example of the drop-in pinball play is found at the Wonderland Arcade at 1200 Grand avenue. Here, where every type of coin-operated amusement device is stationed, there are only 50% as many players in August of 1947 as there were in August of 1946, and the daily take is down an equivalent 50%.

Henry Evans, who operates a bar at 3515 Trost avenue, summed up the latest location play nicely stating: “The women are not around any more. So, naturally, there are fewer people interested in the phonograph than before. The men were also outnumbered by the women during the war at the pinball machine. My priv-

---

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
**Serviceman Fined $100**

CLAREMONT, CAL.—William H. Wor- them, 125 Ellsworth Street, Anahaim, was arrested on a warrant issued from Judge Fred H. Jacobs court and charged by John Mallett, Claremont, with theft of $25 from a coin operated machine at the Cofer cafe, Central and Foothill, Upland, the machine being owned by Mallett who employed Worthem as a re-pair man. Pleading guilty to the charge Worthem was given a fine of $100 or 50 days in jail. He paid the fine.

**What’s “A.M.”?**

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

**EVANS’ CONSOLES**

LEAD THE FIELD WITH BANG TAILS

WINTER BOOK GAL. DOMINOES

WRITE—WIRE—PHONE

CONSOLIDATED DISTRIBUTING CO.

1910 GRAND AVENUE, KANSAS CITY, MO.

MEMPHIS, TENN.—Atlas Amusement Company’s showing of the new Aireon “Fiesta” model phonograph at their Memphis showrooms turned out to be a miniature Cotton Carnival during the two-day open house reception recently.

Bob Goad, manager of the firm, re- ported “Operators in this territory visit- ed us continually for two days and com- plimented Aireon Manufacturing Com- pany on turning out one of the finest automatic phonographs ever produced, and were particularly pleased with the low price.”

Pictured above in the fancy adorn- ment (left to right) R. L. Goad; Thurs- ton Luckett; Jean Renardet; “Boots” Woods; Carl Walsbour and Joseph Thompson—all members of the Atlas firm.

**TRI-STATE SALES COMPANY**

NEW YORK and NEW JERSEY

PIONEER DISTRIBUTING CO.

NEW ENGLAND

585 10th Ave.  New York, N. Y.

(Phone: Chelsea 2-4466)

288 Frelinghuysen Av., Newark, N.J.

(Phone: Bigelow 3-1767)

NOW DELIVERING ALL Bally PRODUCTS

EUREKA

5-BALL-CONVERTIBLE TO 1 or 2 BALL

BALLYHOO

CONVERTIBLE 3-BALL or 3-BALL PLAY

HEAVY HITTER

FAST ACTION BASEBALL COUNTER GAME

SPECIAL ENTRY

REPLAY MULTIPLE

TRIPLE BELL

5c - 10c - 25c or ANY COMBINATION

HI-BOY

CLUB TYPE CONSOLE BELL

ALWAYS SAY “I SAW IT IN “THE CASH BOX!”

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Minnesota Supreme Court Rules
"Hands Off" Free Play Pin Balls

MINNEAPOLIS, MINN.—The Minnesota supreme court issued a temporary restraining order last week barring Ramsey county officials from interfering with the operation of "free play" pinball games.

Ramsey County Pinball Machine Operators' Association, hard at work in an effort to keep its members actively engaged in operation of pinballs, were responsible for the order. Operation of machines not paying cash or token jackpots are permissible until a final ruling on the machine is made by the state's highest courts.

Members of the pinball association consider this ruling a victory, as previously Judge Albin S. Pearson of Ramsey county district court refused the association's plea to restrain county officials from interfering with "free play" machines Judge Pearson had held that he could not enjoin a public official from enforcing the law.

Ringing the Bell at Bell-O-Matic

CHICAGO, ILL. — Grant Shay, advertising manager of Bell-O-Matic, Inc., pictured hard at work, checking sales reports of the company's products. Grant also spending considerable time these days working with brother Vince on the concentrated drive of the coin machine industry division of the Damon Runyon Memorial Fund for Cancer Research.

C-8 Laboratories Ships
It's 6,000th Cig Machine

NEWARK, N. J.—Mario Caruso, president of C-Eight Laboratories, this city, announced this past week that his firm has shipped its six-thousandth "Electro", electric cigarette machine.

Introduced about a year ago, the all-electrically operated cigarette machine met with great favor, and the factory has been pressed to fill orders.

FRANKEL
For Five Ball Free Play Games

Now... for only $34.50
Leader Snappy
Jungle Star Attraction
G. I. Joe Showboat
Defense Majors 41
Hit Dive

SPECIALS
Surf Queens $74.50
Big League $129.50
Wins, Suspense $149.50
Ex Mystery (like new) $195.00

Now... for only $99.50
Stage Door Canteen
Flat Top
Midget Racer

Acclaimed...
THE GREATEST PHONOGRAPH OF ALL TIME!

THE MANHATTAN
BY PACKARD

ORDER TODAY — FOR SPEEDY DELIVERY
KETCHERSID DISTRIBUTING CO.
1515 NORTH 13TH STREET • BOISE, IDAHO

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

ALL STARS

TORCHY

ENTIRELY DIFFERENT!
Torchy Has Magnetic Kickers
2 Ways To Win!
CRAZY BALL ACTION!
CONVERTIBLE TO STRAIGHT HIGH SCORE.

Williams MANUFACTURING COMPANY
161 WEST MURON STREET
CHICAGO 10, ILLINOIS

ORDER NOW From Your Jobber
Or Distributor

Frankel Distrib. Co. Holds Sales Meet

OMAHA, Neb. — Members of the Frankel Distributing Company sales organization, and several factory managers and department heads were present at an all-day sales meeting held recently at the Paxton Hotel in Omaha, Nebraska.

The group was addressed by Larry Frankel. Other speakers included William Kreig (Packard Manufacturing Co.), Bob Bleekman (Regional Sales Manager, Packard Manufacturing Co.), Phil Weinberg (Bally Manufacturing Co.) and Ernie Rasmussen (Interstate Finance Co.).

Discuss were company programs, future policies and how best to aid the operators to do a better job.

The all-day meeting ended in a dinner. Seated at the dinner table (from left to right).

Charles Page; Mike Oakley; Jack Warren; Bob Robertson; Bob Wiley; Jack Keeney, Jr.; Phil Leman; Phil Weinberg; William Kreig; Bob Bleekman; Larry Frankel; Ken Willis; Lowell Fouts; Barney Luckman; Daniel Mack; Harold Harter; Jack Wiley.

Bally's Annual Picnic
CHICAGO — Over 800 employees of Bally Manufacturing Company attended the annual picnic held on Saturday, July 26th at the Marvel Inn picnic grounds.

Held under perfect weather conditions, a program of fun and entertainment kept the hundreds in high spirits throughout the day. The youngsters partook in all types of races and games, and a baseball game was held between the Chicago Avenue and Belmont Avenue plants with the non-contestants rooting for their favorites.

Ray Moloney, president, and the other executives attended, and contributed fifty-three beautiful prizes at a free raffle. Refreshments were served continually during the picnic.

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

ATTENTION, OPERATORS
WE HAVE IT
WILLIAMS 'TORCHY'
Best WILLIAMS Creation
Bally's 'BALLY-HO'
Acclaimed by All Operators
BRAND NEW BELGIUM POOL TABLES
Also the Finest Selection of Postwar Used
Games, Reconditioned and Low Priced.

ORDER WILLIAMS
TORCHY

The Magnetic High Action Game
Today from
SCOTT-CROSSE
Your Williams Distributor

DO YOU NEED
NEW MACHINES
WE HAVE . . .

DO YOU NEED
USED MACHINES?
WE HAVE THEM

NEW A.B.T. MACHINES
NEW BALLY MACHINES
NEW BELL-O-MATIC MACHINES
NEW EVANS MACHINES
NEW GENCO MACHINES
NEW WILLIAMS MACHINES
NEW PEDAL MACHINES
NEW PACE MACHINES
NEW ESQUIRE MACHINES
NEW COLUMBUS VENDERS
NEW MASTER VENDERS
NEW VICTOR VENDERS
NEW WAITING VENDERS
NEW PHONOGRAPH VENDERS

SAY, "I SAW IT IN THE CASH BOX."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Pittsburgh Ops View Filben Music Line

Officials of Coin Machine Distributing Company, along with Filben Miracle Music Cabinet, L. to R: John P. Loracca, Edward J. Steele and Sam Mannarino.

PITTSBURGH, PA. — Coin Machine Distributing Company, this city, held its first eastern showing of the Filben Music Line in their showrooms on Sunday, July 27. The firm are exclusive distributors for The National Filben Corporation for Western Pennsylvania.

Sam Mannarino and John S. Loracca, officers of Coin Machine Distributing Company as well as Edw. J. Steele, general manager, played host to the large number of customers who visited the showings. Bert Davidson, general sales manager; and Ray Emerson, engineer, for the National Filben Corporation, came along from the factory.

Operators were greatly impressed with the Filben Miracle Cabinet, Hideaways, Speakers. A auxiliary Equipment, etc. which were display ed, stated Steele. "The simplicity of the mechanism is what awed all the operators and from the general trend of conversation, there is no question or doubt that Filben will be a great success and should make a definite mark along with nationally known competitive music lines."

Listed below are some of the 459 visitors to the Filben showings:


Looking for a break in prices?

Write for our list of ter rific buys. Games and music machines — thor oughly reconditioned. Every one perfect inside and out.

DAVID ROSEN
EXCLUSIVE DISTRIBUTOR

855 N. Broad Street • Philadelphia 23, Pa.

MAKE US A REASONABLE OFFER ON 60 UNIT AMI HOSTESS OR ANY PART OF IT

Envo, R. C...........................500.00
500 Warlifter..........................160.50
600 Warlifter..........................149.50
700 Warlifter..........................249.50
750 Warlifter..........................325.00
800 Warlifter..........................400.00
850 Warlifter..........................500.00

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

SUPREME DISTRIBUTORS, Inc.
3817 N.E. 2d Ave. 49 Riverside Ave Minus 17, Pa. Jasuntuke, Pa. Phone 7-7490 Phone 3-3516

GENCO builds greater games

www.americanradiohistory.com
Packard Appoints New Executives

WILLIAM P. BOLLES, App'td Sales Promotion Mgr.

Charles L. Cade was appointed General Sales Manager of the Packard Manufacturing Corp. according to an announcement by Homer E. Capehart, Chairman of the Board.

"Mr. Cade", said Senator Capehart, "came to us with an outstanding educational and business background. He is a graduate of Wharton School and also of the University of Pennsylvania. For many years he was Sales Manager of the Duplicator Division of Remington Rand in the Philadelphia District. He also served as Business Manager of the Eastern Pennsylvania Phonograph Operators Division.

William P. Bolles Association. While serving in this capacity, he conceived the idea of becoming a Distributor and founded the Cade Distributing Company in Philadelphia. Among other lines distributed was the Packard Pla-Mor Line.

"It is", continued the Senator, "Mr. Cade's intention to move his wife and three children to Indianapolis immediately."

The Senator stated that T. J. Hicklin will continue in the capacity as Assistant General Sales Manager.

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ATTENTION

5 BALL OPERATORS!

Like NEW Post War 5 Balls

<table>
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<tr>
<th>Ball Card</th>
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<td>Snake</td>
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<td>Mystical</td>
<td>145.00</td>
<td>Superstar</td>
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<td>Surf Ball</td>
<td>155.00</td>
<td>Surf Queen</td>
<td>195.00</td>
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BALLY VICTORY DERIBES . . . VICTORY SPECIALS . . . WRITE FOR BARGAIN PRICES

1/2 Deposit with Order, Balance C.O.D.

GLOBE DISTRIBUTING CO.

1623 No. California Ave., Chicago 47, Ill.  
(Tel: Ameritone 0780)

The Senator also announced the appointment of Wm. P. Bolles as Sales Promotion Manager. Bolles was connected with the Rudolph Wurlitzer Company at their North Tonawanda, New York Division in an executive capacity. Bill is well and favorably known in the trade. He is a former resident of Indianapolis having been connected with the Holcomb and Hoke Manufacturing Company here for a period of some sixteen years.

Senator Capehart also announced that J. F. Ratliff was appointed Assistant Treasurer and becomes Credit and Collection Manager effective immediately.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
CHICAGO—D. Gottlieb & Company has announced the appointment of Alvin J. Gottlieb (pictured above) as Advertising and Promotion Manager. Son of Dave Gottlieb, Company head, Alvin became a member of the organization recently. The appointment to his present post follows several months of intensive study of the business.

“As a member of a highly active coin machine family, I have absorbed much of the atmosphere of the business,” Alvin said. “Consequently, I am no stranger to many of the problems which often confront manufacturers, distributors, jobbers and operators. Working closely with our key executives, I will do my utmost to contribute toward a solution of some of these problems. At the same time, it will be our aim to improve our position in the Industry through long range plans that will closely integrate our advertising and sales efforts.”

“From a strictly-business point of view, we feel that Alvin will prove a definite asset to the organization,” declare Dave and Nate Gottlieb.

Alvin, recent deserter from the ranks of the bachelors, attended Annapolis Naval Academy during the war. He is an ardent student of electronics and has taken intensive courses in Electrical Engineering. Of his work in this field he says: “For a long time I have been experimenting on a lot of ideas in electronic controls and the like. Several of my experiments look as though they may prove practical in the coin machine line, and I hope to develop them for use at an early date.”

CHICAGO—CMI Public Relations Bureau announced this week the addition of three new members to the National Committee for the Industry’s campaign for the Damon Runyon Memorial Fund.

William H. Krieg, president of Packard Manufacturing Corporation; R. R. (Rudy) Greenbaum, vice-president of Aireon Manufacturing Corporation; and J. D. Burke, editor of The Club Review are the new members.

Headed by Ray T. Moloney, president of Bally Manufacturing Company, as National Chairman, the committee now comprises 20 members.
SHOW THIS TO YOUR LOCATIONS WHO ARE CONTEMPLATING OR WHO HAVE ALREADY INSTALLED TELEVISION

Visions at the Bar Are Yours-Free

Can television entertainment in bars and grills be defined as motion pictures and thus subject to licensing fees?

The Dauphin County Court in Pennsylvania says yes, but a spokesman for the New York City Department of Licenses, speaking in the absence of Commissioner Benjamin Fielding, says no.

The Dauphin court, according to Variety, ruled that bars would have to pay the $120 license fee paid by motion picture houses.

The Department of Licenses spokesman said television license fees for bars had been considered and rejected by the department since television comes over the free air the same as radio and the bars do not charge for the entertainment.

Some New York bars with television, however, have taken steps to cope with the man who nurses a dime beer through nine innings.

The facts are that no man can drink any sort of liquor, even if it isn’t beer and it’s a dollar drink of scotch, during a television broadcast. He can’t look up, blindly reach for his drink—and drink it. He’s got to keep his eyes glued to the television broadcast to see the action. Because in television ‘night’ is more important than ‘sound’, and people can’t ‘look and listen’, and drink at the same time.

Bartenders and bar owners know this. They know that as far as bringing in more ‘drinking’ business which is trimmily their business, television doesn’t do it. They know that television will bring in crowds to a night baseball game or a boxing bout, but it WONT BRING MORE BUSINESS.

The New York bars, in an attempt to offset the huge crowds against slim business, are insisting that they drink something more expensive than beer. So what happens? So the bartender or storekeeper, or scotch or bourbon highball. And the bar gets NO PROFITS until the game or boxing bout is over. Then what happens? The greater majority of these ‘drink nurses’ file out of the joint (in fact the way to say it is: ‘sneak out of the place’) and it’s all over until the next night.

Furthermore, just as radio introduced the “sneak” broadcast to the people, television, too, has followed the same course. First, into commercial locations; like taverns, restaurants, and stores of all kinds. Why? Because, then, they will get a “crowd of people” for the joint in operation. Once, of course, they see it, they depend on the “law of averages” that a certain number of the public will buy the sets. And once the public buy the sets—then, like radio, it’s all over as far as television in bars, taverns, restaurants, and stores is concerned. The people now have it in their homes, and they don’t have to frequent stores to see the television sets in operation. Just as they don’t go into taverns to hear the best radio programs.

In the meantime, Mr. Bar Owner, Mr. Restaurant Owner, Mr. Tavern Owner, and all the other storekeepers are the opening wedge. They believe (and are high pressured) into the thought that they will “cash in” on something “new and hot.”

They don’t. They don’t because, in this case, people can’t look up and listen and DRINK, TOO. They have overlooked the greatest sales factor in business.

They’re paying anywhere from $350 to $5,000.00 for the privilege of helping the television set manufacturers PROMOTE THEIR BUSINESS. Not only making weekly and monthly payments or paying cash on the line, BUT PAYING FOR SERVICE EVERYTIME THE SERVICE MAN CALLS AND ALSO PAYING FOR PARTS AND SUPPLIES IN ADDITION TO THE CHARGE MADE FOR THE SERVICE CALL. (And they have plenty of service calls.)

They never paid this for the juke box. THEY MADE MONEY FROM THEIR JUKE BOXES. THE JUKE BOXES PAID THEIR RENT. THEY BOUGHT MERCHANDISE AND PAID INSURANCE BILLS AND OTHER BILLS FROM THE PROFITS THE JUKE BOX BROUGHT THEM. When the juke box was out of order—they did NOT PAY A SERVICE CHARGE. When they wanted different records THEY HORED AND GOT THEM—WITHOUT CHARGE. THEY MADE REAL MONEY FROM THE JUKE BOXES. PLEASED THEIR PATRONS. STIMULATED BUSINESS BECAUSE OF THE SWEET AND FINE MUSIC OF ARTISTS THEY COULD NEVER AFFORD TO PAY.

Now they’re gone for television—as the experimental developers of a new mode of transmission—THE SUCKERS!

NOTICE: Reprints of this page FREE to all Music Operators!
NOW DELIVERING . . .  
• BALLYHOO • TORCHY • PLAYBOY 
• LUCKY STAR • ADVANCE ROLL 
• ALL STARS • ENTRY • SPECIAL ENTRY 
• HEAVY HITTER • DRAW BELL 

WRITE FOR PRICES!

| A.E. RODWELL | $28.50 |
| ANNA BELLE  | $29.00 |
| ATTENTION  | $25.00 |
| BIG LEAGUE | $110.00 |
| SIG HIT | $175.50 |
| CtCICLEONE | $195.00 |
| CAPTAIN KIDD | $45.00 |
| DESTROYER | $29.00 |
| DIXIE | $29.00 |
| PRINTER | $29.00 |

15 SIDES/4 A. M. 
PAC CIGARETTE 
15-COLUMN SLOTT. Shift. All very Clean. $115.00 each

SPECIAL 
ARCADE MACHINES—46 PIECES Write for Special Price!

| 5c GOLDEN FALLS | $1.00 |
| 16c GOLDEN FALLS | $1.25 |
| 25c GOLDEN FALLS | $1.25 |
| 50c GOLDEN FALLS | $1.65 |

MUSIC

| 2 SYNDIC TOWERS | $250.00 |
| 1 WURLITZER 41 | $85.00 |
| 1 WURLITZER 25 | $150.00 |
| 1 WURLITZER 700 | $200.00 |
| 1 WURLITZER 616 | $87.00 |
| 1 ROCK-OLA | $99.50 |

1 PINCH HITTER, F.S., $129.50 
3 SKY FIGHTER $99.50 
2 BATTING PRACTICE $69.50 each

5 Columbus 
SLOTS 
5-10-25 Used 2 weeks $59.50 each
2 PIN UP 
9 feet SKEEBALL $189.50 each

ROCK-OLA TEN PINS...$55.00

WRITE! WIRE! PHONE: CHERRY 7067
LAKE AMUSEMENT CO. 
1621 SUPERIOR AVENUE 
CLEVELAND 14, OHIO

 Thoughts for this week

- The day is lost that does not add to your stock of knowledge something that will help you to-morrow.
- Three of the most profitable operators' machines ever built: PHOTOMATIC, VOICE-O-GRAPH, ATOMIC BOMBER.

International Mutoscope Corporation
361 ELEVENTH STREET
NEW YORK CITY

Ponser Readies New Rolldown Game

CHICAGO—George Ponser, well known manufacturer of amusement games, reports that he is readying a new roll-down type amusement game, which will go into production in Chicago.

"The new game" explains Ponser "is constructed along the lines of the roll-down game so far as the cabinet is concerned, but the playing features are entirely new and novel. Exciting action is provided on the playing field, with the ball in continuous movement, and all scoring results in high figures.

"Those distributors and manufacturers who have seen the game" continued Ponser "are tremendously enthusiastic over its unusually different playing features."

Complete details will be announced to the trade very shortly reported Ponser.
**Telecoin’s Caravan Winds Up 4 Week Tour At Atlanta**

ATLANTA, GA. — A record crowd of over 150 operators from Florida, Kentucky, North and South Carolina, Tennessee and Alabama, as well as from Georgia, thronged into Telecoin Corporation’s Coin Machine Caravan during the show’s first three hours in the Dixie Ballroom of the Hotel Henry Grady here, bettering the previous morning attendance record of 142, established in New York earlier this month.

The show, winding up here after a four-week tour which took in New York, Cleveland, Chicago and Dallas, as well, increased its attendance by over 300 Ops from five states during its 3-day stand in the Lone Star State the previous week.

From here, Telecoin executives and technicians including Arthur W. Per- cival, president; Howard E. Richardson, Shelton Weeks, Jack Cross, Tony Zeoli and Joe Lombard, returned to their New York headquarters. Future plans for further demonstrations of the Telecoin in different sections of the country will be announced at a later date.

A partial list of ops who registered from Dallas includes:

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<thead>
<tr>
<th>Name</th>
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<tr>
<td>Robert Lang</td>
<td>Ed Weineberg</td>
</tr>
<tr>
<td>Ben Wolf</td>
<td>Sydney Goldberg, James George Armstrong, Tom L. Beauchamp, Jr.</td>
</tr>
<tr>
<td>Among the state coin ops who registered were C.H. Berwald, Amarillo; Earl C. May, G. Banks, D. Harding, Austin; A. M. Mattmiller, Rupert Hartshorn, Beaumont; Mrs. J. Haggard, Clyde D. Pemberton, George E. Horn, Fort Worth; H. V. Seraphine, Galveston; J. G. Gatter- son, Garland; John H. Hill, Grand Prairie; R. N. Clise, Greenville, A. Moore; Arthur W. Jackson, W. K. Reeves, Houston; R. G. Robertson, Abilene; J. O. Price, O. W. Wahlstrom, Midland; J. B. Newton, Rockdale; Theodore F. Bahlman, J. A. H. A. D., N. Ferrell, Texarkana; H. Harrison, Tyler; R. Cole, Waco; Carl Ziegler, Weatherford.</td>
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**Arcade Owner Wins Favorable Publicity**

WASHINGTON, D.C. — Harry Gold- man, owner of the Amusement Ar- cade Co., an arcade on Ninth St., N.W., this city, took the lead in a lo- cal public relations move this past week, and not only received newspaper publicity, but cemented relations with local officials.

A policeman, among others, was shot to death while try- ing to subdue a disbarred attorney. Friends of the policeman, Hubert W. Estes, raised funds for his family. Goldman started off the fund with a donation of $20., and then walked Estes beat to collect $212. which he turned in to Captain Pierce of No. Police Station. An additional $800. was turned in by friends of Goldman’s.

**BARGAINS ON NEW ORLEANS NOVELTY COMPANY’S FAMOUS**

**NOW! "3-WAY-LOCK" STEEL SAFE CABINET**

**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

**TRIPLE SAFE CABINET**

$295.00

10% Discount on lots of 5 or more.
1/3 Cash with Order; Balance C.O.D.
Immediate Delivery

**NOW**

**MILLS SALES CO., Ltd.**

**DEPT. C**

1640 18TH ST., OAKLAND, CALIF.

**NEW ORLEANS NOVELTY CO.**

115 MAGAZINE STREET
NEW ORLEANS 12, LA. (PHONE: 3-1704)

**RECONDITIONED**

**SEESEBARG**

**WIRELESS BOXES**

75c to 5c Wall-O-Matics (W552) 24 Selection at $1.50 each

These wallboxes ready for location. Send 1/3 dep. with order—balance C.O.D. Subject to prior sale.

**ATLANTIC CONN. CORP.**

1205 Main St., Hartford 5, Conn.

(Phone: Hartford 2-6144)

Fire Damages Distrib’s Offices

DENVER, COLO. — Gib Bradshaw’s Denver Distributing Company, this city, was the victim of a devastating fire a short while ago, and the damage was considerable.

The firm is continuing ahead with its business, working overtime to take care of its customers demands. Brad- shaw has made plans to renovate and remodel his offices immediately, and expects to have a bigger and better place within 30 days.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Audrey Reynolds Sends Check To Cancer Fund

CHICAGO—One of the most touching letters received so far has come from Audrey Reynolds, wife of the late Earl Reynolds of Dallas, Texas, for a quarter of a century one of the best known coin machine men in the country. Mrs. Reynolds writes: "Enclosed is my personal check for $100.00 for the Damon Runyon Cancer Fund. I only wish I were financially able to give 100 times this amount, and my one regret is that this drive wasn’t started several years ago, for I sincerely believe that Earl Reynolds would be with us today if he were able to raise more than I that this great drive will mean to thousands of people who are well to-day and the suffering it will relieve.

What coin machine man, upon reading this letter, would hesitate further?"
One of the busiest guys in town these days is Ray Moloney of Bally Mfg. Co., National Chairman of the Committee for the Damon Runyon Memorial Cancer Fund, who has been receiving letters and phone calls from all over the country from noted coinmen who are rallying to back up the Damon Runyon Fund. They tell me that Ray is plenty thrilled with the fine fashion in which coinmen immediately came forth to support this extremely worthy cause and is giving much of his time to help make this the greatest success in the history of the industry’s many charitable drives.

Another busy boy these days is Jim Mangam, Director of CMI’s Public Relations Bureau, who seems to be answering three questions from coinmen every second regarding the Damon Runyon Fund drive and who, at the same time, preparing marvelous news releases as well as all the paraphernalia which the coinmen will need for their machines to help push for more donations. You can depend on Jim to make these placards and signs among the most impressive ever seen. . . . Warren C. Deaton of Galion, Columbus and Cincinnati, on his way into town to visit with Art Weinand and then planning a trip with Art. By the way, the boys over at Rock-Ola were pretty busy this past weekend, in which time you might be aware, Eddie Galore: “Mr. and Mrs. Harry G. Payne of Nashville; Archie J. LaBeau and Kenneth Glenn of LaBeau Novelty, St. Paul; Dr. L. D. Lazar of Pittsburgh; Ken Wilkinson of San Antonio; Sam Berman of General Television and Frank Shea of the N. Y. Yankees’ star pitchers.”

Quite a bit of excitement around town among manufacturers and distribs who dropped around to see George Pousner’s new roldown game which is on display here. We hear that this is just about the closest thing to a pinball yet manufactured in roldown form. Many an out of town distribs who visited with George (who spent two weeks here) is reported to have left sizeable orders for the new machine . . . . Eddie Ginsberg of Atlas Novelty on his way up to Mayo Brothers, in which time you might be aware, Eddie has been quite sick and, it seems, none have been able to locate the trouble. He believes that the Mayos will be able to find just what’s wrong with him . . . . By the way Irv Kleiman and Harold Schwarts, two of the Atlas staff, had great big smiles this past week. They were leaving on their vacation . . . . Al Stern of World Wide tells me that he has found the solution for all business aches and pains these days. Tho he won’t reveal it yet, he does report that this past week has been out of the busiest in his firm’s history . . . . Everyone was happy to hear this past week that Mrs. Chrest is feeling much better. John says that between worrying about the missus and worrying about materials to build the latest Exhibit game — he was at his wit’s end there for a while. But, he now feels that everything will soon be hunky dory.

As much as Gene Buoys of Pace would like to take a summer vacation he’s holding off until October when he plans a real holiday hunting deer in the Canadian bush country. “October can’t come around too soon for me”, says Gene. . . . We’re awarding the “escar” for the tannest of all tans to Ben Coven of Coven Distrib. Co. who uses his country place each and every weekend for complete relaxation. While out at Ben’s place the other day, Harold Kleip of Milwaukee who tells me things are going great guns and who feels that business is going to hit on high as soon as the warm weather is over. “In fact”, both Harold and Ben won’t say how much business has been coming in now, at least as far as we’re concerned.” Also learned that Harold prides himself on being quite a bridge player and, I’m afraid, Ben Coven may show him a few tricks yet. So much for Coven roadman, doesn’t mind the heat one bit. Bob’s hit the road again. “I just hate to hang around an office”, is the way he puts it. . . . Everyone here sorry to hear that Bert Davidson is down with pneumonia. Bert didn’t think much of it, he tells me, when he had to miss the “Seventy-Ninth West Filben showing. And when he returned Monday morning, he was rushed right to the hospital into an oxygen tent with penicillin injections every three hours. Bert’s health was to the effect that Bert is resting comfortably.

Bernie Grunig tells me he plans to hit the road next week with his little “Test Quest” machine seeing some ops and distributes himself . . . Grant Shay over at Bell-O-Matic is sweltering it out during the hot spell only because he took his vacation so early. Grant spent quite some time down in Atlantic City in March — and would have liked to be back there now. Vince Shay, just returned from a Minnesota vacation, around and about the big Mills building telling all who will listen about the big ones that the company is planning. A sale of P & S reports that the firm’s newest pinball, soon to be introduced, is “the answer to the coinman’s prayers”. Ben also claims, “We know we have a real winner this time from the grand reception its been given by all who’ve seen it”. Eil Weichheim is back in action over at Guardian Electric now that all the employees are back from their vacations, too. “Ah”, ah Bill, “now we’ll catch up on the orders that have accumulated over the last two weeks”. Eil Weichheim is back in action over at Guardian Electric now that all the employees are back from their vacations, too. “Ah”, ah Bill, “now we’ll catch up on the orders that have accumulated over the last two weeks”. . . . Harry Brown of American Amuse, at last found time to spend a few days in his offices here. “But,” adds Harry, “I’m on my way to Texas and will have some really startling news when I return” . . . Fred Merkin of Columbus Products reports that their new coin operated radio has clicked with all ops who have seen it. Fred looks for a real record in sales.

Leo Lewis of Coin-A-Matic Distribists tells me that his wife, Lillian, well known to all the coinmen who visit him, August 30th and 31st, are rushed to the hospital this next week for an emergency operation — has been sick which is practically all by his lonesome at the big Gottlieb plant these days. Dave and his family are up on Eagle River for the next week to visit Dave for a few weeks of cool Wisconsin breezes. “Oh, well”, says Nate, “with a new arrival, I guess we’ll just have to stick close to home. Can’t leave these tiny ones alone.” In the meantime we hear that Alvin Gottlieb (Dave’s son) has now taken over advertising management of the firm . . . Jack Nelson, who has just returned from an extensive trip, reports that wherever he visited he found coinmen very optimistic and all reporting that for a summer season they were doing very, very good. Jack believes that this year will prove one of the best because of the optimism apparent around the trade . . . O. D. Jennings just returned from his plantation well rested and immediately plunged right into the work ahead. Dave Lovitz, Jennings adman, tells me that this past week the boys at the factory enjoyed a welcome rest due to the fact much fewer out of town visitors around.

We hear that Barney Sugerman and Jack Mitnick of Bettman Sales Co., New York and Newark, are coming to town August 31st and will be at the Bismarck Hotel. They write, and have already arranged for many of the music coinmen who have written them from the far reaches of the country to call around and see the “Robot!” unit in action. “It’s the most outstanding new idea in the ‘yore music field”, Jack Mitnick reports. (And that’s 50).
Operators of rolldown games in the city report that collections have been very good since they started placing equipment. Some locations are reported to bring in exceptionally high returns, and generally averages are better than the ops have hoped for. Prospects for continued good returns are good, particularly with the fall and winter seasons in the offing. However, we once again point out that operators should be looking at the long pull — and definitely open up locations on a better than 50-50% basis (either 75%-25% or a minimum of 60%-40%, the operator getting the higher percentage). The averages will level off when location players get used to having a machine around, and with prices of these games high, the operator will have to get a better commission arrangement later on — so why not start off right. It'll be easier now than later.

* * *

Barney (Shugy) Sugerman and Jack Mitnick of Runyon Sales Company leave for Chicago where they will exhibit their Tel-O-Matic "Robot" at the Hotel Bismarck from August 4 thru August 7. Distributors from the middle and far west have been invited to attend... Abe Green of Runyon made one of his infrequent visits to coinrow this week, and a sidewalk conference gathered in front of his offices that threatened to crowd pedestrians into the street. Gathered there at one time were Abe, Shugy, Jack Mitnick, Johnny Hoßnka, Teddy Blatt, Joe Forsythe, Al Bloom, a representative of Apollo records, and a host of operators... Frank Braccoli, Braddock Music Company, is moving about again, completely recovered from a recent operation on his leg.

* * *

Dave Stern, Seacoast Distributors (Rock-Ola distributors) hosts Jim Cox from the factory. Harry Pearl of Seacoast away vacationing... Harry Wasserman, Commercial Music and Vending Co., starts an extended tour of Canada... Charlie Wertheimer, that ever smiling Boston coinnman, visits along coinrow... Phil Mason, Dave Lowy & Company, working hard while Dave Lowy vacations in the Catskills, but claims as long as business continues to be good, he don't mind. Phil is thinking of flying down to Miami Beach when Dave returns... Meyer Parkoff and Harry Rosen, Atlantic-Seabord (Seeburg distributors) kept busy, and will be glad to welcome Bert Lane back from his vacation. The Parkoffs are expecting an addition to their family in the near future.

* * *

Tony (Rex) DiRenzo, Manhattan Phonograph Company (Aireon distributors) tells us that phone ops are getting the surprise of their lives when they get a look at the "Bombshell"... Ben Palastrant, regional factory representative for Aireon drops into the city for a day. Ben tells us of the wonderful time he had with Al Bergman, Alfred Sales Company, Buffalo. Al has a summer home in Ridgeway, Ontario, Canada, and runs out there for week-ends. Palastrant spent the week-end with Bergman, relaxing on his 26 foot Cris Craft boat... Frank Collard, busine manager of IBEW, local 786, chases out to Seaside Park, N. J. every week-end to be with his family.

* * *

Ben Becker, Tri-State Sales and Pioneer Distributing Co. (Bally distributors) home off the road, and brings Art Garvey, Bally's regional representative with him. Art, however, flew back to Chicago the next day. We had an opportunity to question Garvey about the boasts of Becker, who claims he "beats the pants off Garvey at 'gin." Art disputes this claim, commenting "if we kept score through our travels, Ben would do a million."... Gil Engelman left for a week-end some two weeks ago, visiting a friend at Moriches, Long Island, and just returned. However, he claims he didn't stay there on purpose. A sudden attack of gall-bladder laid him up. Gil's fully recovered at this writing... Al Denver, president of the Automatic Music Operators Association of New York, leaves for a vacation, traveling to the West Coast.

* * *

George Ponser, home from a Chicago visit, tells us he's preparing a new rolldown game, which will be manufactured in Chicago... Max Green will be opening a new distributing firm on coinrow any day now... Charlie Katz and Leon Berman, seen along Tenth Avenue, tell us they'll have an announcement to make very shortly... Teddy Seidel, Seidel Coin Machine Sales, caught wearing dungerees, and working with equipment. "We're very busy" claims Teddy, "and I don't mind one bit getting my hands soiled"... Phil Gould takes over the Arcade on Market Street, Newark, N. J. A complete renovating and modernizing job is being done, new equipment and drink and eating stands being set up... Joe Mangone (American Distributing Co., Miami Beach, Fla.) and Buddy Eisen, Joe Eisen & Sons (Packard distributors) seen visiting the distributors... Nat Cohn, Modern Music Sales Corp., takes a few weeks vacation, preparing for a fall rush on Mills' "Constellation".

* * *

Mike Munves plays host to a coinnman from Palest everybody who purchased considerable equipment... Hymie Rosenberg, H. Rosenberg Co., active on the long distance phone once again, buying and selling all types of equipment... Stephen Lake, X-L Phonograph Co., runs away from the New York heat wave for a rest in the Catskill Mountains... Sam Kramer, Interboro Music Co., unlucky enough to return from the cooling breezes of the mountain air to a stifling, hot, muggy New York City... Sam Sehr, El Morocco Entertainers, another coinnman who returns to the city after a month's vacation... Al Bloom, Speedway Products Co., introduces a line of plastic cloth in many varied colors to go with his "Talking Gold" grille cloth.
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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BUSINESS REPLY CARD
FIRST CLASS PERMIT No. 43309, SEC. 510, P. L. & R., NEW YORK, N. Y.

THE CASH BOX
381 FOURTH AVENUE
NEW YORK (16), N. Y.
Out here on the West Coast we’re really sweating it out, and that’s no fun. The temperature has been hovering in the high 90’s all week with little relief in sight. And when it gets that high, it’s too hot for comfort, or for anything else here, most of the coinmen have lit out for the mountains or the beaches. Coinrow was really deserted this past week.

Talked to Bill Schrader of Allite Manufacturing Company who advised me that his technicians have ironed out a few minor kinks in the new “Strikes N’ Spares”, and also added several new and attractive parts to the game which has increased the playing appeal and which has also resulted in greater income to operators. According to reports being received from all over the country, Jack Nelson, national sales manager for the firm, has been doing a terrific job selling the firm’s vending equipment with orders pouring in daily. Al was last heard from in New York. He expects to be out of town for another two or three weeks.

Looked in on Jay Bullock of the Southern California Automatic Music Ops’ Association. Bullock tells me that he has been receiving many letters from other associations aspiring to form new associations in territories where none now exist. Jay tells me that his association’s membership is growing right along. Things were a bit quiet here this past week with fewer ops shopping along than usual. Among the boys seen were the following: R. M. Joseph, Reseda; Jean Leerskov, Ontario; Earl Beatty, Temple City; Wayne Thrift, L. A.; K. B. Hoar, Pasadena; Stanley Little, Lake-wood Village; and Bert Hopkins of North Hollywood.

L. A. Willis of the Western Amusement Machines Company advises that their firm has been receiving many inquiries and orders for their new Western Pokerino. “It’s a really swell rollodown game,” ops say. Merle Connell of Quality Pics has been pretty busy lately supplying the technical data for a new movie to be released shortly. His latest release of 16 M.M. coin film is to be announced shortly.

Aubrey Stemler and Jay Kurtz of the Kayem Vending Machine Products have been receiving many orders for the firm’s new type vending machines. Stemler tells me that the volume of orders coming in has virtually swamped them . . . Had a nice visit with Bill Leyden one of the Disc jockeys in this area. Bill was very much interested in The Cash Box. Poll of ten top tunes . . . Charlie Fulcher of Mills Sales just back from Phoenix and off again this week end to Las Vegas for a week visiting with local ops. Charlie has received shipment of Mills phonos which he shipped right out again to the music ops longest on the waiting list. Charlie expects another shipment of Mills constellation phonos very soon.

M. C. (Bill) Williams of Williams Distributing Company has just received a swell shipment of the new “Torchy”, a really swell five ball. The game has lots of play appeal and plenty of action, which is what the locations and players go for. Bill should move lots of these games . . . Elky Ray of the Gold Coast Coin Machine Exchange was very busy this past week uncrating a number of the new Gottlieb “Lucky Star” games. Elky has so much swell merchandise in his small store that he is stacking it on the ceilings, but they won last long he tells me, “The boys are coming in and hauling them away as fast as we get them uncrated,” he says.

Stopped in for a chat with Leon Rene and Charlie Craig of Exclusive Records. They tell me that the new Jeffries recording of “When I Write My Song” is on its way to the top with the demand growing by leaps and bounds every week . . . Len Backfield of E. T. Maps still out in Chicago working on that new phono deal, according to Ray Pow- ers.” Len is due back any day with all the news,” says Ray, “we should be ready to make an announcement soon . . .” Len Leon of Pacific Coast Distributing off on a fast trip to Oxnard to call on some of the ops in that terri-tory who are interested in the firm’s new Genco game.

Bud Parr of Solotone tells me that their firm has completed a number of improvements in their new Monitors. 36 cabinets and Solotone boxes which will prove of tre-mendous interest to music ops. An announcement is expected in that regard shortly . . . Eddie Mesner of Aladdin records just back from a trip to New York. Eddie left here in a new Buick and came back in a new Cadillac. Some guys have all the luck.

Fred Gaunt of General Music has been appointed exclusive distributor for Western Amusement Machine Company and is already moving lots of the new ‘Western Pokersino’. . . Just can’t seem to catch up with the very elusive Bill Wolf who has a penchant for dashing out of town in that very swell new Cadillac of his. Bill seems to spend most of his time these days just traveling up and down the coast calling on ops and visiting with the managers of his offices in San Francisco, Portland, and Seattle.


One of the very most important things I’d like to leave your readers with is — the Damon Runyon Memorial Fund for Cancer Research. This is something in which every operator in all the West should join with real vigour and enthusiasm. Here is a charitable cause which is certain to prove of tremendous worth to all peoples everywhere. This is the sort of thing for which the coin machine industry, as an industry, is famous. A day or two’s donations from each game, phono, vending or service machine (or donation of part of the proceeds) will go a long, long way to helping this great cause. Your personal donation, whether a $5 bill or $5,000 should also be sent in to help put this great drive by the coin machine industry away over the top. Let’s all pitch in to make this a really grand success.
Hank Sabes and Sydney Goffstein, Northwest Filben, Inc., entertained a large crowd of operators at their showrooms Sunday, August 3, when they ran a premiere showing of Filben’s Mirrocle Music Cabinet and complete music line. Northwest hosted coinmen from Minnesota, North and South Dakota, Nebraska and Iowa. National Filben's general manager, scheduled to appear at the showing was suddenly taken ill and forced to remain at home. The factory was represented by William Zogg and Chuck Hammett, service engineers. Sabes and Goffstein report great enthusiasm was displayed by the ops and they booked considerable business.

Sol Gottlieb of the D. Gottlieb Company, spent a few days in Minneapolis, and called on the Hy-G Music Company who are the distributors for the D. Gottlieb Company . . . Mr. and Mrs. Koerner of Winona, Minnesota, in Minneapolis just for the day . . . Art Hawk of Yankton, South Dakota, accompanied by his father, in Minneapolis for a few days on business . . . Henry Greenstein of the Hy-G Music Company is spending a few days in Chicago calling on some of the manufacturers.

Cleve Angen of Portland, North Dakota, in Minneapolis for the week on business . . . We just heard that Leo Claven of Long Prairie, Minnesota has sold out his complete route. We don’t know who to, yet . . . Mr. & Mrs. Glen Addington of Bismarck, North Dakota arrived in Minneapolis last week. Enroute home, they will stop at Alexandria, Minnesota for a few days. Alexandria is one of Minnesota’s finest summer resorts.

Leonard Zelinko of the J. & L. Novelty Company at Lakefield, Minnesota is taking it easy for a few days . . . Mr. and Mrs. Louie Tetiva of Royalton, in town for just the day . . . Don Simson of Fairbault, Minnesota is back in business again. Mr. Simson, Sr. sold out years ago to the Gopher Sales Company. Don is very much back in the business again . . . Stan Matyzes of Moose Lake, Minnesota stopped in Minneapolis just for the day to call on a few distributors. The weather was too hot for Stan, and he decided to go back where the northerly breezes seem to be cool everyday . . . Harry Harrison, back on his feet again and operating through Sembka and Park Rapids, Minnesota. He was taking plenty of time off to fish, but he claims that the fishing this year is terrible. They just aren’t biting . . . Jonas H. Besler of the Hy-G Music Company is back on the job after spending a two week’s vacation cruising the Great Lakes.

Bill Welch of Chippewa Falls, Wisconsin spent a few days in Minneapolis with his friends . . . Sam Karter is enjoying a much deserving vacation at Medicine Lake . . . George Leonard and Dick Jones, former operators and now operating a night club at Wauseka, Minnesota are doing a very grand job of it . . . W. F. Suprenant of Red Lake Falls, Minnesota spent two days in Minneapolis making the rounds.

Maynard Todd of Rockola was shaking hands around the circuit last week after a stay in Kansas City. He was sporting a nice tan from a few days on KC’s golf courses when he checked in at Ideal Novelty Company . . . An eight-day cool period ended Sunday, and tavern play immediately took a slight drop as St. Louisans burrowed into cool cellars to escape the heat. It’s no better out in the sticks. according to op Marvin Buescher, who is having the same 101 degree temperatures out at Washington, Mo. . . . Fred Weal of Farina, Illinois, is busy digging out of the mud which the recent flood deposited over some of his locations.

Ed Rhinehart of Pla-Mor Music, Alton, Illinois, was about the only serious flood casualty, one phonograph being definitely hors de combat after flood waters covered it in a river bank location.

A welcome visitor at V. P. Distributing Company was Harry Williams, president of Williams Manufacturing Company, who flew into St. Louis in his brand new Beechcraft Bonanza. He immediately took prexy Del Veatch of VP up for a spin, and brought him back a bit on the dizzy side. Williams’ “Torchy” is still going great guns in the 49th State.

Ed Randolph, staff greeter at Ideal, is still very much missing in Carl Trippe’s august chambers. Ed’s stomach is on the blink again, he reports, and a bit of rest is patching him up. Ops with long experience trying to catch Boss Trippe’s attention are praying Ed will reappear shortly . . . A. P. Distributing Company, St. Louis, has purchased the Missouri Sales Company from Al Becker, veteran ticket printer . . . The trade is extending regrets to Lou Shucart, whose mother passed away last week.

Missouri Amusement Machine Association announced Monday that no more meetings will be scheduled until September. “Too hot” says Lou Morris, head of the all-operator group. Lou is combining business with pleasure, trekking north to Chicago this week with his family . . . From Springfield, Mo. comes the news that Dale Riemer of Missouri Tavern Supply has bought out A. L. Roberts, veteran music box operator. Roberts is retaining one route to keep his hand in.

Visitors this week include Bill Hollenbeck, Cape Girardeau’s “flying op”, Mike Cramer, Effingham, Ill.; Buddy Kay, Jack Jensen, Mattoon, Ill.; A. E. Miller and Bill Keller of Anna, Illinois, and Jimmy Carmody. Bill Hollenbeck is going to take one of his two planes and fly Del Veatch to Chicago early next week . . . Ben Axelrod at Olive Novelty was too hot for conversation when we dropped into his sanctum. “Just say it’s too hot to do business” Ben grinned.
WANT - Genco Total Rolls, Advance Rolls and Chicago Coin Gooselies. Cash or trade on latest five ball games, Carousel, Playboy, Lightning, Bally's. Either way, you will benefit the most by selling or trading with Silent Sales Co., distributors for J. H. Keeney, Mills Industries and other leading manufacturers. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200-208 11th AVE. S., MINNEAPOLIS 15, MINN.

WANT - Bally Fairmount Pay Tables, any number, no rebuils. Will pay Cash or will Trade for equal value on brand new Gottlieb Bally Races Free Play. WESTERN DISTRIBUTORS, 3126 ELLIOT AVE., SEATTLE 1, WASH. Tel; Garfield 3595.

WANT - Six Seeburg WR-22 Wall-O-Matic Remote Control Units. Quote price. MELODY MUSIC CO., INC., 115 W.E. 9th St., MIAMI 36, FLA.


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 - Stewart McGuire Ventrilo Machines, last model made or parts for those machines in any condition. RED CIRCLE MUSIC CO., 1009 AVE. Z., B DORKYN 27, N. Y.

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 repainted machines look like new. Proven money makers only. Authorized Mills and Keeney distributors. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. S., MINNEAPOLIS 15, MINN.

WANT - Genco Advance Rolls; Genco Total Rolls; Seeburg 9800 R.C.E.S. Phone, Wire or Write. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO. Tel: SU. 4600.

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 - Post-war pinball games. All games must be in A-1 condition. State lowest price and quantity in first reply. RELIABLE COIN MACHINE CO., 192 WINDSOR ST., HARTFORD 5, CONN. Tel: 6-3983.

WANT - The greatest money makers in Consoles - Bells, One and Five Ball machines, Skeel Ball Alleys, and High Score Tally and Total Rolls. Thirty-five years 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 - Keeney Bonus Super Bells 5-25g & 5-10g; Bally Triple Bells; Mutoscope Fan Front & Red Top Diggers; Rock-Ola Playmasters; Orig. Brown Fronts; Chromes and Black Cherry slots. Quote best prices, quantity and condition in first letter. M. A. POLLOCK CO., 725 LARKIN ST., S. ANTONIO 9, CALIF. Tel: ORdway 3070.

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

WANT - Wurl. & Seeb. 30 wire Hideaway Units complete 20's & 24's; Wurl. 1015's, 850's, 260's & 760's; Seeb. 1-46S, 1-46W, Hi-Tone, Envoy, etc.; R. O. 1422; Used Packard Wall Boxes; Packard & Buckley 30-wire Adaptors for Wurl., Seeb., Mills and R. O.; Mills, Jenn. & Face F. P. Mint Vendors; Post-war Photomatic; Late 5 & 1 Ball F. P. Games; used Evans Ten Strike; used Genco Whiz; Bally Line-A-Line; Metal Tyers; Scales, etc.; Converters 110 DC to 110 AC, 110V, 600 to 110V, 60 cycle; Generators 60 cycle; all types of 25 cycle Motors, 25 cycle Pin Pals all models; Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

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 Vobuses. NOBRO NOVELTY CO., 369 ELLIOT ST., SAN FRANCISCO 2, CALIF. Tel: Tukedo 4976.

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

WANT - DuGrenier 5" Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN, N. Y.

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

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., AFT. ONE, LOS ANGELES 43, 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 Keeney Distributor. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., 200 11th AVE. 30., MINNEAPOLIS 15, MNN.

WANT - Will buy any quantity used slot machines, all makes and models. Also, New Pace Chrome Deluxe Slots 5¢-10¢-25¢ & $. Give your lowest prices in first letter. All machines must be in first class condition. Will buy Bally Draw Bells, Bally Triple Bells, Keeney Bonus Bells, Single Doubles and 3 Ways. AUTOMATIC GAMES CO., 2288 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE


FOR SALE - Keeney 5-Way Bonus Superbells, excellent condition $900.; 4 Atomic Banners, like new $275.; 2 Jack Rebbits $250.; Genco "Whiz" $75.; Amusement Lite League $115.; Ace Bomber (Mutoscope) $115. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel. 6-1994

FOR SALE - $25.00 and up Mills, Jennings, Watling Slots in 5-10-25¢ A-1 operating condition; 5 Ball Free Plays: 1-ball P. O. games Mills Panorama $325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel.: Mitchell 3254.

FOR SALE - 10 Assorted Counter Machines including Bally Lite-A-Pax; Dave's '21; Exhibit Dice Games; Gretchen Cigarette; Keeney Tobacco Pax; All $30. Jeannette Converter use with Delco lighting, like new $25.; Model F Blue & Big Game Hunter Targets $15. T. F. DEAL, GREAT KANSAS CITY, MO.

FOR SALE - Mutoscope Atomic Bomber, floor sample $139.50; Seeburg RC-1 Special Hideaway and two 5-10-25¢ Bar-O-Matics $199.50. All equipment reconditioned. MUSICAL SALES CO., 2924 OLIVE ST., ST. LOUIS 3, MO.

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 - We offer only top flight machines proven money makers repainted and rebuilt. Keeney Consoles; Mills and Jennings Bells; Mills Consoles; Evans Consoles; Bally Victory Derby and Draw Bells; Keeney Big Paylay F.P. and P.O. Authorized Mills and Keeney Distributors. Est. 1906. SILENT SALES CO., SILENT SALES BLDG., MINNEAPOLIS 15, MNN.

FOR SALE - 3 Seeburg Royals with 30 Wire Adapter; 1 Seeburg with 30 Wire Adapter (Gem); 2 Seeburg 12/12W (Wurlizer) $161.; 2 Wurlizer (715); 1 AMI Singing Tower; 8 Buckley Boxes. MEERS MUSIC CO., BRADY, TEXAS.


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

FOR SALE - Argentine $25.; Snappy $22.50 Ten Deck $22.50; Velvet $22.50; Surf Queens $85.; Show Girls Have Found Ideal Condition!! Ready for location. BIEDERMAN AMUSEMENT, 7512 GEORGIA AVE. N.W., WASHINGTON 12, D.C. Tel: Ordway 3132

FOR SALE - Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK CITY, N. Y. Tel: Bryant 9-0317

FOR SALE - 10 Panorams, clean, perfect condition mechanically, excellent outward appearance. These Panorams were used in our own Arcade $199.50 ea. 1/3 deposit with order, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1550 HOWARD ST., SAN FRANCISCO 5, CALIF.

FOR SALE - Territory closed. Keeney 3-way Bonus Super Balls; like new $995. ea.; Evans Bangtails, comb., used 2 wks. only, can't be told from new $645. ea. 1/3 deposit, balance C.O.D. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF

FOR SALE - Tally Rolls, Total Rolls, arcade equipment, repainted. Surprising prices. Make your needs your problem. Save with safety buy from authorized Mills and Keeney Distributor. Est. 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. S.O., MINNEAPOLIS 16, MINN.

FOR SALE - Pin Games, checked and ready for location. $20.: Skyline; Super Chubbi; Line Up; Bright Spot. At $32.50: Capt. Kidd; ABC Bowler; Exhibit Stars; Sun Bowl; Midway; Strato- liner; Flying Tigers; Horoscope; Congo; Jungle; Marines-A-Play; American Beauty; Texas Mustang; Air Force. 1/3 deposit, balance C.O.D. ADVANCE MUSIC CO., 1606 GRAND AVE., KANSAS CITY, MO.

FOR SALE - Shoot Your way to Tokio Gun; 1 Twin Twelve Rock-Ola; 10 Chrome-Buckley Boxes; 1 Mills Slot 56; 2 Mills Slots 20's; 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, BEECH ST., BURNHAM, PA. Tel: S726

FOR SALE - Make an offer. A.B.T. Challengers penny games, like new. Also One Balls; '41 Derbys; Thoroughbreds; Blue Grass; Record Times; Club Trophies and Pinnacles. Also have many five balls in working shape to choose from. Also all kinds of Juke Boxes. STEEL CITY AMUSEMENT CO., 64 GATES AVE., Lackawanna 18, N. Y.

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 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501

FOR SALE - 5 Victory Derbies. Perfect working order, still on location, chrome rail. Conversion units for automatic shuffle furnished for $10. ea. This is a real buy, nice clean machines. $275. ea. or entire lot for $1250. 1/3 deposit. UNITED NOVELTY CO., 11 W. DIVISION, BLOXO, MISS.

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

FOR SALE - Good condition. Just off location; Wurlitzer - 1015's, 750, 78C, 60C, 50C, 24's & 616's. Seeburgs - Rex, Casino, 9300, 8800, 8200. Write or wire for price. MODERN MUSIC SERVICE, INC., 609 WEST BLVD., RAPID CITY, S. DAKOTA.

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. S.O., MINNEAPOLIS 16, MINN.

FOR SALE - Will trade: Liberator (just like new); Shoot-the-Jep; Submarine; Novelty Merch- chantman; Shoot-the-Bull; Air Raider; Tokio Gun & 2 Rapid Pires For Victory Derbies, Victory Specials, Jockey Clubs, Watling or Pace Scales. STANLEY AMUSEMENT CO., 1554 COMMERCME ST., TACOMA 2, WASH.

FOR SALE - ABC Bowler $20.; Big Parade $4.; 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 37, FLA.

FOR SALE - Victory Derbys, like new $1.50. ea.; two 1948 6¢ Bangtails J.P., like new $260. ea.; Keene Three Way 6-10-25 Super Bonus Bell $100.; 5¢-6¢ Lucky Lucres one coin type $50. ea.; 5¢-25¢ Lucky Lucre $60. ea. 1c deposit required HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MINN. Tel: AT. 8587

FOR SALE - 2 Wurlitzer 61 $100. ea.; 1 - 71 with stand $125.; 1 High Hand convertible $125.; Keene's 3 Way Bonus Super Bell, used three months $1000.; 2 - 41 Doneo, light cabinet $150.; 7 Jennings Silver Moon F.R. $50. ea.; 3 Challengers, like new $45.; Bally Big Top C.P. $75.; Pace Reels C.P. $75. HUTZLER VENDING MACHINE CO., 300 WINCHESTER AVE., MARTINSBURG, W. VA.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE: Ten Keeney Three Way Bonus Bells, 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: Mexico—Honey; Carousel; Ranger; Torchy; Ballyhoo. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel: Pop. 3999

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: 649-R

FOR SALE: We have about 50 WS-22 Seeburg Wall-O-Matics and are offering to sell at a special price of $24.50 ea. The covers are not broken and every one has a 70L/Tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA. Tel: 35

FOR SALE: Consoles: 1 Bally Draw Bell "New" $235.; 2 Mills 5¢ Four Bell Late Head $195. ea.; 1 Mills 5¢ Four Bell Original Head $118.; 1 Mills 5¢ Four Bell Original Head $118.; 2 Mills 5¢ Jumbo Parade Late Head $35. ea.; 2 Pace Saratogas $14. ea. STEWART NOVELTY CO., 1251 SOUTH MAIN ST., SALT LAKE CITY 4, UTAH. Tel: 7-8717

FOR SALE: Factory rebuilt Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished like new. $100. 1/3 dep. bal. C.O.D. Also 1 brand new Bally Big League in original carton $205.; 1 slightly used Surf Queen $150.; 2 used Flat Tops $125. ea. W. E. KEENEN MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE: Packes Racers ready for location (Fre-war); 5¢ Brown $100.; 5¢ Red $150.; 25¢ Red $250.; (Post-war) 5¢ Red Arrows $250. I have Santa Anita, Surf King, etc. Need cash, write. FRESTELL AMUSEMENT CO., 911 W. W. ROAD ST., RICHMOND, N. VA.

FOR SALE: 70 A.B. Challenge 14¼ 5¢ play 1947 model, like new, slightly used $25. ea.; 20 Liberty 5¢ play, slot reels, check payout $15. ea.; 5 American Eagle 5¢ play, check payout $15. ea.; 2 Bat-A-Hall, new $75. ea.; 3 South Seas $75. ea.; 1 Big Hit $75. ea.; 1 Casablanca $75.; Surf Queen $75.; 1/3 deposit with order. A. M. AMUSEMENT SALES CO., 1000 PUYDRAS ST., NEW ORLEANS 15, LA.

FOR SALE: Arcade Equipment; All Star Torpedo; Super Torpedo; Sky Fighter; 3 Supreme Rocket; Periscope; 3 Liberators; Champion Hockey; 1 Zingo. Ready for Location. Make us an offer. RICHMOND SALES CO. 300-35 W. BROAD ST., RICHMOND, N. VA.

FOR SALE: Set of nickel, dime and quarter play Mills Club Bells in brand new cabinets. Guaranteed equipment $800.; Wurlitzer Model 950; 500-42's; 600-42'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, ILL. Tel: N. 1323

FOR SALE: 5-5¢ V.P. Mills $30. ea.; 5-5¢ & 10¢ Mills Q.T. $65. ea.; 2 High Hands $110. ea.; 2-5¢ Saratoga with rails $60. ea.; 25 used Pinballs, all in good working condition $37.50 ea. Also Mills Blue Fronts; Jennings Slots. Contact us for further information on these machines. Write us. F.O.B. Rapid City, S. Dak. RAPID NOVELTY CO., 1924 W. ST. JOE, RAPID CITY, S. DAK.

FOR SALE: 80 pc. Juke Box Route. All new equipment. Very little competition. Located in warm, healthy, sunny California. Location well established. Terms can be arranged. A Real Buy. Won't last long. Phone, wire or write. TOM HEMMES, 453 SO. EUCLID AVE., LOS ANGELES 33, CALIF. Tel: AN. 0021

FOR SALE: Mills original Black Cherry and Golden Falls; Polished Chimes, new cabinets. Set of three - nickel, dime, quarter; Mills Brown fronts, repainted; Jennings Chiefs - Silver Club; Silver Chiefs; 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. 30., MINNEAPOLIS 15, MINN.

FOR SALE: Bally Rockets $175.; Chicago Coin Basketball $350.; Total Rolls $250. 1/3 deposit, balance C.O.D. MUSIC MASTERS, INC., 471 SO. MAIN ST., AKRON 11, OHIO Tel: Blackstone 9171


FOR SALE: Complete Arcade, 78 pieces, all or part. Two Photomatics, six Wurlitzer Skee Bells. MIIRAM GERTY, 1105 - 19th ST., BAKERSFIELD, CALIF.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE – Bally Fairmounts; Jockey Clubs; Surf Kings with chrome rails $60. to $70., repainted like new $80. 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. S., MINNEAPOLIS 15, MINN.

FOR SALE – Phonographs: 6 slightly used 1946 Rock-Olas; 1 Wurlitzer 600; 1 Seeburg Casino; 8 Seeburg Wall-O-Matic Boxes. Make offer for one or all. STANLEY AMUSEMENT CO., 1534 COMMERCE ST., TAMOC WA.

FOR SALE – We have 'em; buy your new or used 5 Balls from us and save money; Torchy; Cyclone; Ranger; Lighting; Carousel; Havana; Amber; Midget Racer; Suspense; Tornado, etc.; Packard Floor Models; Hideaways; Wall Boxes; Speakers; Adapters; Cable; Rock-Ola Floor and Playmasters; Rock-Ola Super 40 $189.50; Face Slots; Lucky Strike and Penny Counter Games. For any low and needs prices contact: AUTOMATIC COIN MACHINE CO., 15 W. LINWOOD BLVD., KANSAS CITY 2, MO.

FOR SALE – 1 Keeney Big Farley F.S. (write); 2 Double 'arrels, A-1 $95. ea.; 3 Surf Queens, clean $95. ea.; 1 Evans Bangtells, Winter book Model (write); 3 ART Challenger $27.50 ea.; 2 Wurlitzer Counter Model 61 $75. ea.; 1 Wurlitzer Counter Model 71 with stand $115.; 6 Packard Wall Boxes, very clean $22.50 ea. AUTOAMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST. EVANSVILLE 10, IND.

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


FOR SALE – Write for our prices on new Keeney Carousels; Chicago Coin Playboy; Bally Ballyho; Exhibit Ranger. Call, write or phone. K. C. NOVELTY CO., 410 MARKET ST., PHILADELPHIA 6, PA. Tel: 7-4641

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 $5. for crating. Send or wire 10% deposit. W. M. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE – Coin Machine Operators!! We have a juke box and coin machine route in Northern Calif. 65 locations. First class equipment. We will stand rigid investigation. Details at our office. We also have another with 40 locations. 90% new equipment. TURNER’S, 608-3RD ST., SANTA ROSA, CALIF.

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., 1068 S. FLORIDA AVE., LAKE ELSINORE, FLA.

FOR SALE – Act Now–All machines clean and in excellent condition – Used Evans Bangtells 7 coin F.P.-P.O. J.P., Keeney 5¢ Super Bell Comb., Keeney 25¢ Super Bell Comb., 5¢ Bonus Bell, 5¢ Draw Bell, Jumbo Parade 5¢ comb., Jumbo Parade 5¢ comb. F.P., Hi-Hand 5¢ comb., Total Rolls, Victory Specials, Longaars, Pilingos, Club Trophys, 41 Derby, Dark Horses, Five Balls; 41 Majors, South Paw, Exhibit Stars, 4 Roses, All American. Make an offer for any part or all. 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 – 6 Alcorns; 2 Wurlitzer 61 $100. ea.; 5 Rock-Ola Commandos $200. ea.; 2 Mills Thrones $95. ea.; 1 Seeburg Victory $139.50; 1 Singing Tower $95. IDEAL NOVELTY CO., 2923 LOCUST ST., ST. LOUIS 3, MO. Tel: Franklin 5544

FOR SALE – The Best Mills Blue Fronts in the South. Any denomination. Ready for location. Refinished in Crackle Finish Based on Paints. Also Mills Bells Refinshed and Overhauled for $30.; parts are extra. Sixteen months experience. Send one in by Express. Work guaranteed. MILTON BRAUN, RT. 3, BOX 426, PEARSON AVE., SAVANNAH, GA. Tel: 3-5432

FOR SALE – Bally Deluxe Draw Bells 5¢ $364.50; 1 Bally Deluxe Draw Bell, new, Bally Triple Bell 5-6-5¢, Bally Triple Bell 6-5-6¢. 2 Packard 600. 400 Hideaways, used three months, Columbian Deluxe Club, Columbia Bell DJF (write for prices.) SILENT SALES SYSTEM, 635 D ST., N.W., WASHINGTON 4, D.C. Tel: DI-0500

FOR SALE – Beat these prices! Roll-A-Ball, 10 ft., revolving barrel $100.; Roll-A-Score, new, used three weeks $295.; Total Roll $195.; 5 Jennings Cigaretas $45. ea. or all for $200.; also have Silver Moons, Triple Entries; Jumbo Parades; Faces Reels; Galloping Dominos, etc. No reserve offered or confused. All machines clean and ready for location. PENNY VENDING MACHINE CO., 2112 E. FAIRMOUNT AVE., BALTIMORE, MD. Tel: No. 7980

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

FOR SALE - Rock-Ola Deluxe $214.50; 616 Lite-up $85.; Gem $205.; Lite League $139.50;

FOR SALE - Rolls-Ola Commando $150.; Watling 25c Roll-A-Top $65.; 9 column National Cig
Machine $20.; Mills Four Bells $175.; Mills Futurity $49.; Mills Thrones $200.; Foot Base $45.;
Model 8800 $200.; Glitter Gold Mills 5¢ chrome $60. BELMONT VENDING CO., 703 MAIN ST.,
BRIDGEPORT, OHIO Tel: 750

FOR SALE - Clean Out Sales. Pinball Machines, clean and good working order minus top glass: 1 Super
Charger; 2 Big Chiefs; 1 Keeney Thriller; 1 Fleet; 1 Circus; 1 Baseball; 2 Double Features; 1 Score Line. All for $150. 1/2 deposit. We can save you 20% on Billiard Supplies. DIXIE VENDING MACHINE CO., P.O. BOX 187, ANNISTON, ALA.

FOR SALE - 10 Super Skeel Rolls $110. ea.; 2 Air Raiders $65. ea.; 1 Rapid Fire $85. ea.; 2 Brand
new, in cases, Champion Hockey $65. ea.; 1 Defender $55.; 1 Premier Skeel Roll with Barrel $195.
WANT - Total Machines. MARCUS KLEIN, 577 - 10TH AVE., N. Y. C.

FOR SALE - Wurlitzer 500's, 600's. Will trade for new Packard boxes. Wurlitzer 700's, 800's,
550's, beautiful shape (Write); Bank Bells, like new, 10' long $185. ea. or will trade for late pinball;
Wurlitzer 71's and 81's (Write). GILLES AMUSEMENT CO., 735 MAIN ST.,
SAG, IOWA.

FOR SALE - 90 J.P. Charleys, Thck 75c ea.; 55 Texas Charley, Thck $1.35 ea.; 5 Lucky Charley
$1.35 ea.; 96 Bags, Bundle 5's, 2170 R.W.B. $1.25 ea.; 18 Bags single, 2040 R.W.B. $1. ea.;
144 Pok er-Bok tickets $1.00 ea. The lot $500. F.O.B. Hutchinson. BEN C. JAHNE,
577 JUERGENS ROAD, HUTCHINSON, MINN.

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

FOR SALE - Arcade Attention Buyers! Slightly used, and floor model Atomic Bombers, almost like
new $275.00; also 1 Mills Panoramas in excellent condition and thoroughly reconditioned. Will
survive at $225. For used phonographs, beautifully reconditioned, we have what you want. Write
and let us know what you need. Seebargh Phonograph Distributors. AUTOMATIC EQUIPMENT
CO., INC., 919-921 N. BROAD ST., PHILA. 23, PA.

FOR SALE - Here are some Bargains on used pin games that are better than news: Exhibit Mysteries
$149.50; United Sea Breezes $99.50; Gottlieb A.B.T. Bowlers $20.; Bally Big Leagues $79.50;
Williams Tornadoes $189.50; Gottlieb Keep 'em Flying $40.; Chosin Spellbounds $79.50; Williams
Laurels $147.50; Bally Nidget Racers $79.50; Chosin Kilroys $79.50; Bally Surf Queens $57.50.
NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA.

appearance and mechanism. PARAMOUNT DISTRIBUTORS. 746 MAIN ST., BEACON, N. Y. Tel: 900.

FOR SALE - DuGrenier, Rowe, National and Unedapak cigarette and candy machines, all models,
under market prices. All in good working condition, ready for location. Also all other coin equipment.
Unedapak parts. Want - Will buy anything. Send us your list. MACK H. POSTEL,
6700 NORTH ASHLAND AVE., CHICAGO 26, ILL.

FOR SALE - Complete line of Mills new Black Cherry slots, Buckeye'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 W. MAIN ST., OTTAWA, ILL. Tel: 1312.

FOR SALE - Ski Bells - 5, 11½ ft. Bowl-A-Ways; 1, 11½ ft. Bomber Ball; 1, 11 ft. Rocket. All in
A-1 condition. Just off location. Make me an offer. GEM NOVELTY SALES, 1410 BUCHANAN ST.,
RACINE, WIS.

FOR SALE - Wurlitzers; 1 - 500k $135.; 10 - 600k $150. ea.; 5 - 700 $250. ea.; 8 - 750k $325. ea.;
8 - 800k $350. ea.; 4 Seeburg Electros ROCS $450. ea. All in good order on location or just off. 60 unit
AMI Hostess Equipment. Write for price. SUPREME DISTRIBUTORS, INC., 2387 W. 6TH AVE., MIAMI
37, FLA.

FOR SALE - We offer you repainted cabinets - some in their original design, others better than
original. Consoles: Mills Three Way, L.H. Four Way; Keyney Bonus Super Bells and Super
Balls; Evans Galloping Dominoes. For the best in consoles. Authorized Mills and Keyney
Distributors, EST. in 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. 50., MINNE-
APOLIS 16, MINN.

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

FOR SALE - Used Mills Slots: 5¢ Bonus $137.50; 10¢ Bonus $147.50; 5¢ Blue Front $97.50; 5¢ Brown Front $107.50; 10¢ Gold Chrome Bell $160; 25¢ Gold Chrome Bell $185; 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., 336 CHESTNUT ST., SPRINGFIELD, MASS. Tel: 4-1100

FOR SALE - New Packard 1000 "Out Of This World" Revolving Speakers and all other models: Adaptors for Twin 12 Wurlitzer; new and used Pla-Mor Boxes; 5000 ft. 30 wire Cable; Special Pedestals to mount Pla-Mor and other boxes on the Dance Floor and many other places; new Phono Casters, fit any model, sample set $1. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1523

PARTS AND SUPPLIES

FOR SALE - Badger Parts Specials - 30 wire cable 19¢ ft.; Independent 7/8" Locks 60¢ ea.; $6.80 doz.; 23 volt bulbs $1.51 per 100; B-3 pickups $2.95 ea., $32.50 doz.; Phone Title Strips $4.75 M, $.45 M in CM lots; Electric Hand Drill $11.80; 12" Speaker Cabinets $4.95; Coin Wrappers 65¢ M, 60¢ M case lots; Zipcord 250' Spool $4.75. Also parts in stock for Keeny, Rock-Ola, Bally, Mills Genco, Exhibit, Gottlieb, etc. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE—Westinghouse Mazda Lumelines, 24 to carton; Big Lamps 7½ to 75 Watt; Approved Plug Fuses 3 & 6 amp. (100 to pack) 50¢ ea.; Glass Fuses (Auto Type) (little Fuse or Buss) (100 to pack) 1-2-3-amp. 5¢ ea. 1/8 amp. 4¢ ea.; Rubber double action male plugs 85¢ ea.; GE Mazda small bulbs number 51, 55, 63, 44, 46, 47 and 50. For best results use GE Mazda 1489 Gun Bulbs 45¢ ea. (Tops All). ARCADE BULB CO., 56 W. 25th ST., N.Y. 10, N.Y. Tel.: Watkins 9-7490.

FOR SALE — 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 5¢ 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. CHICAGO 2718 GRAVIES 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. plus 100 needles Free. Small bulbs, pilot lites: No. 51 & 55 — 10 for 48¢, 100 for $4.40, 500, $4.02 ea. No. 40, 46, 44, 47 — 10 for 50¢, 100 for $5.30, 500, 8.05 ea. 3AG, 2 Amp. Fuses — $3 per 100. Less 2% C.O.D. BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE — New 30 Wire Alpha Cable $250. Spool 1000 ft. Maple Snowballs 3-1/8" 52¢ ea., $50. per 100; 2-3/4" 48¢ ea., $48. per 100; 2-1/2" 48¢ ea., $48. per 100; 2-1/4" 45¢ ea., $43. per 100. Largest parts supplier in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PA.

MISCELLANEOUS

NOTICE — Music Operators: Just a reminder to send your Used Needles to us for Re-Sharpening. Hundreds of satisfied Operators offer the best testimonials of the quality of our work. It is fully GUARANTEED. Free Shipping Containers and Details sent on request. Drop us a card. Don't put it off. RE-SHARP NEEDLE SERVICE, BOX 770, FORT DODGE, IOWA.

NOTICE — We carry a complete line of all the latest equipment of all the leading manufacturers — plus an extensive selection of guaranteed reconditioned equipment of all types. Special! Updated glasses for Track Times, Wire, phone, write. PALISADE SPECIALTIES CO., 460 ANDERSON AVE., CHIFFSIDE PARK, N. J. Tel: Chiffside 6-2892

SPECIAL OFFER — 13 WEEKS SUBSCRIPTION FOR ONLY $5.00
Send Your Check to The Cash Box
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