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The best in music is ROCK-OLA
The phonograph that sells music

Rock-Ola Manufacturing Corporation
M. Redtie, Chicago 51, Ill.

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Wall Box Model 1530

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

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THE MILLS CONSTELLATION

Mills Industries, Incorporated • 4100 Fullerton Avenue • Chicago 39, Illini
"IT'S GREAT TO BE ALIVE"

By Bill Gersh

That's a great word ... "alive"? It means being able to play golf, go fishin' and swimmin', visit with friends, take in a picture show, laugh, have fun, get so completely interested in your work that you don't even know how many hours fly by and the little woman would be blazin' mad when you got home because you forgot all about the fact that you were havin' "company" for supper.

I was always busy, energetic, on the go, eager to do things, anxious to see everyone and be everywhere.

No, I never thought that anything, not anything, could ever affect me. Say, I was a pretty strong, strapping sort of a guy ... six foot tall, 195, good chest, lots of health, and, to top it all ... never sick a day in my life.

Yeh, it is great to be alive. I was always the first guy called upon to help out for whatever was wrong with anyone of my friends. They always depended on good old me. They always knew I would be right there to help out. It sure is a grand feeling to know that others depend on you so much ... like your wife, your kiddies, your relatives, your friends.

Yep, it's alright. It's the kind of thing, I guess, most of us like to feel ... especially when you feel ALIVE ... feel like you're necessary ... and you've GOT A LONG WAY TO GO IN LIFE.

What's the matter with me? Why am I talkin' this way? Well ... I'm dead. I'm the guy who said they'd have to carry me out "feet first".

Yeh, I was a pretty smart guy ... you can believe me. I did everything, ate anything, slept anywhere, worked like a horse, never relaxed, did the things which made other guys admire me and women ooh and ahh and feel of the muscles in my arms ... yeh. I was a pretty smart baby.

But ... I'm dead. I died of cancer. I was the guy who could never get sick ... not me ... I was too strong ... too tough ... too virile ... too active. Too busy, in fact, to even think of ever getting sick.

I'm only dead because I contracted a disease that all those big time doctors I hired didn't know anything about. And those doctors liked me. They were pretty nice guys.

As I grew weaker and weaker ... and the pain grew greater and greater ... brother ... I cried.

Can you imagine a big, tough, strong guy like me crying tears like a baby?

Know why I cried? Because I was so godam mad ... blazin' sore at the whole world ... that a strong, big guy like me ... was wasted down to less than 90 lbs. and all these big doctors couldn't do a damn thing for me ... even my friends had to stay away from me ... I was rotting to death ... I couldn't shoot myself ... if I had the strength ... and someone would've given me a gun.

I'm dead now ... no more pain eating up my guts ... no more worries about making a living ... or about fishin', or swimmin', or sayin' "good morning" to a pretty girl ... or just lazing around ... or having a beer or two with the boys ... or enjoying a friendly poker game ... no ... no more for me ... I'm dead ... I died of cancer.

There's only one damn thing that irritates me now. I wish I could be around while this Damon Runyon Memorial Fund for Cancer Research is under way. Yeh, how I wish I could be there. And talk to you guys. In fact, talk to all people. everywhere ... to tell them ... what it really means ... to die of cancer.

I'm dead ... but, brother, if you don't want to be me ... you'd better act QUICK ... dig deep down into your poke and give every dime you can afford to the Damon Runyon Memorial Fund for Cancer Research.
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 .................................................................

"The Cash Box" is the Operator's Magazine — It is Not Sold on Newsstands
NEW YORK—Since the beginning of the present boom, started by The Cash Box some weeks ago, that every juke box operator in the nation, by keeping a record of continued profitable operating, must get $15 per week front money guarantee, this publication has been in receipt of letters from leading music operators from all over the nation in full agreement with this proposition.

One letter which carries the entire story of the juke box operator's problems is here repeated.

"Your idea that every music merchant must get at least $15 per week front money guarantee from his location is the ANSWER to the entire automatic music problem.

"We further agree with you that the one and only reason a complete paralysis exists in the automatic music business at this time is because the operators, who are the key people in the business, aren't earning the profits they should on the investment which they have made.

"Therefore", this operator continues, "to insure the entire industry going ahead, the music merchant must be in a better and more liquid financial position. This is achieved by giving him a more equal share of the gross intake from his machines. He must, say the storekeepers on the fact that he cannot continue to serve them the finest in popular music at the same prices he charged ten years ago.

"The big increase which we are enduring in our overhead expenses is one of the most upsetting of all operational factors. We simply cannot continue on less than $15 per week from each juke box today. We are paying our service-men and collectors and mechanics more than double and triple what they used to get. In addition, supplies, parts and general overhead is today three times greater than it ever was before. We want now machines to forestall competition but the prices of the new equipment make us hesitate before we buy; we are going to amortize them when the take simply isn't there.

"The one and only answer for the entire automatic music field is what you at The Cash Box have suggested and urged so strongly upon all the music merchants — and that is that we simply must sell the location owners on the fact that we need $15 per week front money guarantee to continue in business.

"It may be alright for some of those operators who have mixed routes to go on ahead at a 50%—50% commission basis. But, even that's foolish on the part of the operators because the gross money earned by other equipment to pay for their automatic music and we cannot see the good business sense in doing any such thing. We feel that music must pay for itself. Then we know that continued operating is a profitable business. And the only way we can make it profitable today is to get an equitable share of the gross income from every machine. We believe that the best method is the one which you have urged upon the operators — the $15 per week front money guarantee.

"This means we can amortize our machines within a reasonable period of time and still see some profits. The fact is the average location isn't giving us anywhere near this amount. But, this is offset by those locations that are bringing in good returns. Yet, we can't continue on the basis that these good locations will continue to remain good locations.

"Look what's happening where television has cut in. Therefore, we must arrange to boost our income in the one and only possible and sensible way; and that is to sell the locations on the idea that we are giving them a service which means enough to them and to their businesses for them to pay us $15 per week. The major share of the $15 will come from the phonos anyway, so that, at the most, the average location will only be putting up a few dollars of his own hands and this is certainly cheaper than what it would cost him just to buy records and needles, not to figure service and other costs he would have to take care of a phonom himself.

"This is but one of many similar letters which have been received by The Cash Box from music operators who now realize that they cannot long continue in business unless they insure their future with a much better commission basis than the outworn 50%—50% commission setup now in effect.

"There are organizations of operators who have urged their members to adopt a better commission basis. In some cases the operators have been successful in the territories where the strongest operators' associations are located, there are a great many ops who are not even getting 50% of the gross income from machines located in better spots.

"This is much more than an "educational" battle today. It is, actually, a battle for the survival of the music operating business in a great many communities and the means that this is completely satisfying and making money again that sales and manufacture will step up.

"The operators need and want new machines. They realize that if they continue on the commission basis for the old phonos some of them now have on location that, sooner or later, new blood or other operators are going to close in on them with new equipment and the locations they may lose may affect their entire income.

"The problem resolves itself down to the fact that the boom talk of the war years is long past. Whether it will, or will not, come back at sometime in the future, the music operator now realizes cannot any more be even thought about. He must, instead, arrange now to assure himself of continued profitable operating for the years to come. He must, therefore, adopt what he believes is a new commission basis he can arrange in his territory.

"Most of the columns, like the one whose letter was reproduced here, agree with The Cash Box that $15 per week, front money guarantee is the best method. Others are for the 75%—25% commission basis. But, whatever plan the operator decides upon, he must decide fast. There is no time lost. He cannot furnish Phonos on his juke boxes. He must get the location owners to realize that he cannot long continue in business at his present commission percentage arrangement if he is only getting 50% of the gross.

"There are locations, as has been admitted by The Cash Box, where even a 50%—50% commission basis is profitable. But, these are so few and far between that they have no effect on the larger, overall picture of the field. The fact is that the average location today cannot pay for a new machine in less than two to two and a half years and the operators realizes that under such conditions he cannot profitably continue in business.

"His problem is with the "average location" and not with the "excellent location". Therefore, to solve his problem and to assure himself profitable operating for the years to come, he must adopt a better commission basis. And the leaders in the juke box operating business agree that $15 per week front money guarantee is THE ANSWER.

"THE CASH BOX IS THE OPERATOR'S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS"
LEADERS SAY: INDUSTRY GOING THRU SHAKEDOWN PERIOD


NEW YORK—"This is the shakedown period," noted coin machine leaders believe, and further stated that many coin machine men knew it was coming and should have prepared for it. Some coin machine men were glad to see it go, as they always will when something new appears and there is a lot of discussion about it.

There are many facts to corroborate these views. More and more routes, as well as portions of some of the country's largest routes, have been sold. In some The Cash Box has been receiving such information from many of its subscribers all over the nation. For past weeks there have been letters received regarding the condition of the coin machine business.

Have just sold our route to so and so, please continue the subscription under the name of.

Others have informed, "Just sold a part of our route. Please include new subscription for (each and such) who is now taking over the route and will need all information he can get, as he is new in this business.

Such information was among the first factual evidence to advise that the turn-over was under way and that many new faces and changes could be expected in territories all over the nation. Some of these men who sold parts of their routes, advise that they didn't "to cut down and streamline our operation and hold down overhead expense.

One of these men reported, "We're better off with a smaller route where we can devote more personal time than to the large route we had where we just were an ordinary coinman, and the different overhead expense and found it unprofitable."

At the same time, a great many changes in distributors are expected to happen, also in the country. Many of these coin men have let go of lines which they had for some time. Others just believed that there was too much work attached to the distribution of certain products and too much demanded from them.

Many noted factories are involved in these changes, for they are seeking more volume and are not able to meet demands. They representative. "This," some of the noted coin machine leaders state, was bound to come about as general conditions rapidly changed.

Many papers are entirely out of the coin machine picture. This also was noted by a number of manufacturers. The customers received from some of the financially weaker coinmen advising that they had sold out, or even more simply "we've quit!" Some coin machine men are selling along this line as the "boom" peters out and the more experienced coinmen were forced to the greatest possible efforts to continue on ahead profitably.

As one noted coinman stated, "There is no longer any doubt that some of these firms, especially those weak financially, would have to close shop once the big take days disappeared. These guys were going along on a shoestring and the time came when they needed a financial reserve to carry on their business. The overhead was knocking them for a loop as the take dropped. They just didn't know how to turn or how to make their business profitable. Some were lucky to sell out, but most of them simply dropped out of the picture the few will return when, they believe, 'times get better.'

Most impressive is the fact that many coinmen have started to streamline their business methods and operations. They have lost some of their big men, but now they are working with the small man, and it is good to see. They are trying to change, and the public is beginning to appreciate their efforts.

Of course, as discussions and surveys and letters show, the greater majority of coinmen all over the country, are depending on the integrity of the manufacturers. They are the ones who have been the backbone of the coin machine business. These gentlemen further believe that at such time as this type of equipment will appear, they will be able to practically "start all over again" to obtain better collections from their new type machines which, the public will grow enthusiastically.

Whether this will, or will not, come about for some period of time as yet, isn't known by anyone, including the manufacturers. The leaders in the industry have urged the operators not to "bank too heavily" on entirely new equipment appearing on the market and, instead, prepare now by arranging for a better commission basis to be sure to stay in business tomorrow.

The best answer to those who believe that coin machine men will appear, the like of which has never before been seen by the trade, and which will zoom take all over the country just as the pinball did when it first appeared.

In addition, the average coin machine man is of the belief that the turnover will be so great that, by the next convention, there will be more new, than old, faces around the exhibit floors. He also feels that there will also be more changes in methods of sales and operation which will have an effect on all business generally. He is also certain that the trade is in for a complete change in business methods from every standpoint, and that more mixed routes will be the rule from now on.

The coin machine distributor has also switched over to the amusement games field and is today selling more amusement than music products, a survey has disclosed. These men believe that the amusement division, which is lacking the parade at this time, will continue its first place position, and will be the very first to benefit when the public returns to greater spending.

The coin machine man should read the statistics which went along with President Truman's report to the nation regarding the economic status of the country at this time. He will find therein that, regardless of the fact the average workingman is earning more money than he ever did before, his wife is having a hard time making ends meet. This is the real crux of the problem. It isn't the fact that the workingman is earning more money. It is, instead, the fact that prices have taken such an inflated spurt upward that the increased pay envelope isn't capable of taking care of the differential. This should be the answer to when increased play action can be expected.

The fact, then, that this industry is in the midst of a shakedown period, should give many coinmen much food for thought. They should arrange immediately to streamline and modernize their business. They should act now so that every location that isn't bringing in (Continued on Page 42)
SWITCH IS TO USED MACHINE MARKET

Used Machine Sales Action Starts Going Into High As Ops Seek Bargain Buys of Late Equip’t.

Distribs and Jobbers Scouring Territories for All Late Type Games and Phonos.

NEW YORK—"It was bound to come", said the old jobber, and in the same breath he propounded the thesis that the market for old used machines has never been so high as it is at present, and the reason is that the profit will be substantial and well worth the risk. Demand has grown remarkably. Even more than was expected. Many noted op’s are still on the lookout for used equipment in very good quantity.

Every time that there is a seemingly depressing effect on the general market there is a return demand for used machines.

This time the trade has asked for the "used equipment" instead of just "used machines".

There is this turnabout only because a great many op’s believe that, "Before we have been getting some good prices on used equipment this makes it possible for us to operate profitably."

The used machine has been very quiet for some months. The average distributor and jobber would offer little, or nothing, for used machines. The operators were up in arms over this condition. They believed that the equipment rates much higher than anything was being offered to them.

"The result was", as one noted distributor explained, "to get the operators to make deals between themselves. This opened the path to many operators who hadn’t yet used certain types of machines and started the ball rolling for these men to ask for more of this kind of equipment."

Of course, not being able to obtain the used equipment in any quantity, has had a great deal to do with the sudden swing over to the used machines in territories where these can be used.

In the first place, demand is in most part from the smaller towns. Here, the operators explain, "We can use the older machines, even tho they are four, five, or six months old and, after we clean them up, they prove profitable in this area. We can make money with them if we get them at a price."

This, once again, opens the market for the sale of late used machines everywhere in the smaller communities of the nation. The operators in such areas are enjoying a better collection average on their equipment than are the ops in the big urban centers.

The buying drive which some of the distributors and jobbers have engaged in as to obtain late used machines has also helped to stimulate the entire used machine market. This has been reported to be beneficial to all concerned with the field.

Those ops who haven’t been able to obtain the latest machines of any sort, particularly those desirable for secondary spots, report they have purchased new equipment to meet competition. It may prove a vicious circle after a fashion, but, generally, it is expected that it will start the ball to rolling in those centers where new machines should long ago have replaced older equipment which ops have been refurbishing until they can no longer revamp them.

As the larger centers finish with the new machines there is a ready market waiting for what they have traded in. One noted distrub reports, "I can use every late type pinball game I can get my hands on right now. I’ve got orders far in advance of what I believe any of us will be able to obtain. And I’ve been in contact with many far away points all over the country in an effort to fill my orders. I find that other distributors and jobbers have the same problem. The switch over seems to be to the used machines market again."

This switch over has been noticeable almost everywhere that new machines clicked. As they appeared on the market and as they received the plaudits and commendation of the larger operators in the more important centers of the nation, the smaller users immediately placed orders for the machines at the time when they come thru for trade-in.

The fact, then, that there is such great demand in the used machines market for "late type games and phonos" does not surprise anyone in the business, with the possible exception of those few who never pay attention to "history repeating itself".

Were there an export market available at this time of any real size and importance, the machines which are now being shipped to the smaller communities would, instead, be shipped out of the country. There is no doubt that this condition will once again prevail when export markets, are in greatest demand.

The greatest all-time buyer of used machines was Great Britain. But, with this country closed off to "dollar purchasing" it will be sometime before any market in this country will equal this one for volume purchases.

In the meantime, with production held down by the lack of materials and components, the distributors and jobbers who specialize in used equipment, are having their hands full trying to satisfy the demand from the domestic market.

They are, each day, finding more and more coinmen in the smaller centers of the nation asking for late type used machines. As one coinman stated, "New machines may be available, yet, the price is too high for the secondary spots and those operators, feel they can only see their way clear to profitable operating by use of the later type used machines."

"This is a good market", he continued, "but our problem is how to make able to take care of it with the demand growing so great that what is produced is consumed almost immediately after it is turned in."

There is even a belief that some re-vamping may help continue sales at a speedy pace in this used market. The average seller, tho, doesn’t believe it will. He feels, instead, that the answer lies in quicker trade-in arrangement for the new machines at an attractive figure which will, at the same time, allow for sales to these used machine buyers, and show a profit all around.

The late type games, even more than the phonos, are in greatest demand. These have won standing orders from many of the good coinmen in smaller communities, distrubis report.

It is because of this turn of events in the used machine business that so many salesmen for leading distributors and jobbers are once again scouring the nation for used equipment and the effect has been general stimulation in sales all down the line.

"THE CASH BOX" IS THE OPERATOR’S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS.
### FACTS ABOUT TELEVISION

#### Where Television Is Now Operating

<table>
<thead>
<tr>
<th>Location</th>
<th>Number of Locations</th>
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<tbody>
<tr>
<td>CHICAGO</td>
<td>5,500</td>
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<tr>
<td>DETROIT</td>
<td>3,000</td>
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<tr>
<td>LOS ANGELES</td>
<td>4,000</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>31,200</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>4,000</td>
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<tr>
<td>SCHENECTADY</td>
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<td>ST. LOUIS</td>
<td>1,360</td>
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<tr>
<td>WASHINGTON, D.C.</td>
<td>2,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>52,060</strong></td>
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#### Number of Receivers Already in Use

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<thead>
<tr>
<th>Location</th>
<th>Number of Receivers</th>
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<tbody>
<tr>
<td>DETROIT</td>
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### Number of Television Stations in Operation Thro'out the Country

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### Construction Permits for Television Stations Already Granted by FCC

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<td><strong>59</strong></td>
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### Applications on File at FCC for Construction Permits for Television Stations

<table>
<thead>
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<th>Location</th>
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### NEW YORK — Automatic music merchants everywhere in the nation are becoming ever more cognizant of the cash-in on television.

They are, today, as a class and as individuals, pretty sure of their future. They foresee a day when there will be no price on the sky, and they know that the future holds for them regarding methods which they can use to combat the loss in income from those who are enduring where television sets have not yet been fully prepared for novelties, which is not the complete solution. Television is speedily progressing and winning over more and more of the public every week.

In the meantime, it is well to remember that radio, too, is still in the commercial process of trial. We are now seeing that, at that time, just as novel to the public as are the television sets at present. In those days people gathered in locations to hear radio. Today, they gather about in these same locations to hear and see the television sets in operation. And just like the radio, when prices are sufficiently lowered in the television market, these sets will enter the homes and will, at that time, be the novelties in the tavern and other commercial locations with a complete return to jube boxes being then assured.

The fact that one operator proved that by cutting down on the volume of novelty, the public modified was assured.

The eight cities mentioned in the above chart are not just the only spots where television cuts in. It must be remembered that there is little or no censorship "as the horizon" which usually means about 5 miles from the central broadcasting station and, if the program is of such importance and value that it should be transmitted to other cities on the present television network, this is done by coaxial cable relay. In short, the program is sent from New York to Philadelphia by coaxial cable and then picked up by the Philadelphia television broadcasting station and sent once again by coaxial cable down to Washington, D.C. and continued on this fashion to other cities.

It is also interesting to note that there are at present eleven television broadcasting stations in the nation which construction permits have already been granted by FCC (Federal Communication Commission) for a additional 69 stations. This does not mean that all of these 70 will ever be constructed. The cost of a television broadcasting station is such that even the holders of these permits think twice and hold back for the loss in television broadcasting is, at this time, terrific. Also noticeable is the fact that there are now on file applications for an additional 10 broadcasting television stations. This means that there may possibly be, sometime in the future, 80 broadcasting broadcasting stations in the United States and, thus, every surety, that this, too, will be much increased.

Therefore, the automatic music opera tors must be ready to face this fact, or their business will not peter out. It is here to stay. Intelligent merchandisers, good business men, working men and many interested people are at work to make television just as great and good as popular and outstanding as radio is today. They are sure to succeed, for the effect of seeing and hearing is something which cannot be overlooked.

The operator must decide that, since television is here to stay, he had best make good for himself, and that even further effort this will have on his installation cost is of a better percentage basis. That basis, if The Cash Box suggestion is to be taken, should be $15 per month, and therefore, the operator in the East has for sometime now been signing his locations to contracts for $20 per month, but the DateFormat has been afraid of the matter is not likely to be discussed, and he hasn't found too much trouble so doing.

He reported, "The very fact that the locations are so interested and so completely to see the possibilities, it seems to us, if anything, we are a little bit too lenient, and if not a lot easier for us. We know, should worse come to worse, that our machines in the locations which we have left for ourselves, will take at least that much money. Therefore, we are going to get what we should always have had to protect ourselves. We want to be able to amortize our equipment in a 20-month period and also show ourselves a little profit so doing. Television is going to grow, as we have said, and we know it. We want to be prepared to meet this eventualities may arise in the future."
The Nation's TOP TEN
Juke Box Tunes


1. PEG O' MY HEART
   Maintains its hold as the nation's number one tune.

2. I WONDER, I WONDER, I WONDER
   In the second slot again, with some gain reported.

3. THAT'S MY DESIRE
   Moves up one notch this week to the delight of many an operator.

4. CHI BABA
   Steady coin attraction say hundreds of ops.

5. TIM-TAYSHUN
   In sixth place last week, this ditty takes on the appearance of becoming a top favorite.

6. ACROSS THE ALLEY FROM THE ALAMO
   Moves up to this position after a slight drop in the number eight spot last week.

7. WHEN YOU WERE SWEET SIXTEEN
   A pair of hit records on this ever lasting coin caller.

8. SMOKE, SMOKE, SMOKE
   Catching plenty of coin throughout the nation, with the big hits proving this one for a healthy stay.

9. TALLAHASSEE
   A batch of hit recordings out on this fairly new tune, with heavy play gaining say the ops.

10. IVY
    Maintains its hold among the nation's top ten tunes.

AL—ALADDIN
AP—APOLLO
AR—ARISTOCRAT
BW—BLACK & WHITE
CA—CAPITOL
CN—CONTINENTAL
CO—COLUMBIA
DE—DECCA
DL—DELUXE
EC—EXCLUSIVE
EN—ENTERPRISE
EX—EXCELSIOR
JB—JUKE BOX
KL—KING
MA—MAJESTIC
ME—MERCURY
MG—M.G.M
MN—MANOR
MO—MODERN MUSIC
MU—MUSICRAFT
NA—NATIONAL
OU—QUEEN
RA—RAINBOW
SI—SIGNATURE
SO—SONORA
ST—STERLING
SW—SWANK
TO—TOP
TR—TRILOM
VI—VICTOR
VO—VOGUE
VT—VITACOUSTIC

AL-537—Al Gayle Harmoniords
CA-346—Clark Dennis
CO-37392—Buddy Clark

DE-2507a—Phil Regan
MA-7238—Danny O'Neil
ME-5025—Ted Weems

MG-1037—Art Lund
NA-9027—Red McKenzie
Vi-20-2271—The Three Suns
Vi-20-2272—The Harmoniords

CA-395—Martha Tilton
CO-37353—Tony Pastor Orch.
DE-1075—Ted Martin

MA-1124—Eddy Howard O.
MG-10018—Van Johnson
Me-20-516—The Smokeys
Na-9032—Jack Carroll

SO-2024—Ted Strasser O.
Tr-116—The Vagabonds
VT-143—The Four Aces
Vi-20-2228—Louis Armstrong

AP-1056—Curtis Lewis Trio
CA-379—Martha Tilton
Chi-6048—Golden Arrow

CO-37329—Woody Herman
DF-23864—Ella Fitzgerald
MG-10020—Art Mooney

MN-1064—The Cats & The Fiddle
MO-147—Hadda Brooks
SO-2024—Ray Anthony O.
Vi-20-2251—Sammy Kaye

AP-1064—Connie Boswell
AR-1001—Sherman Hoyer O.
CA-419—Peggy Lee
CO-37384—The Charioteers

DE-23738—Lawrence Welk O.
DE-1080—Ted Martin
MA-1153—Louis Prime O.

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

AP-4061—Stan Kenton O.
CO-37289—Woody Herman

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

Vi-20-2272—The Three Suns

CA-40001—Tas Williams
DE-24113—Lawrence Welk Orch.
Vi-20-2270—Phil Harris

CA-422—The Pips Pipers
CO-37387—Woody Herman
DF-23885—Bing Crosby

MA-7291—Roy Dorey
MG-10028—Kate Smith
Vi-20-2274—Vaughn Monroe O.

CA-388—Jo Stafford
CO-37392—Woody Herman O.
DE-23877—Dick Haymes

MA-7223—Ray McKinley O.
Me-5053—Vic Damone
MG-10026—Ziggy Elman

Vi-20-2275—Vaughn Monroe O.

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"AUF WIEDERSEHEN"

"When I Write My Song"  
JOHN LAURENZ  
(Mercury 5060)  

Pair of sides that ops may use to good advantage are these sides offered by newcomer John Laurenz. Titled, "Auf Wiedersehen," this set is by "I Write My Song," John's vocal efforts are effective and make for pleasant listening. Alto though the topidle ditty is easily likened to, it is not made of the top caliber that suits John's voice. Ditty is in the lightened mood and fare well in those mumber spots. On the backing with music from the masters, "When I Write My Song" is offered to the beautiful strains of the Earl Hagen orch, as the balladeer spills the wonder. Adapted from "Sampson and Dillah," the ditty is currently meeting with peak success in a host of machines throughout the nation. Give the pair a fling — you'll like 'em.

"A-N-G-E-L Spells Mary"  
"Jealous"  
BOBBY DOYLE  
(Signature 15125)  

Music styled in the mood for the non-intricately overhead and bound to flourish is this pair by the capable Bobby Doyle. Both sides feature the wonderful balladry and soothing of the Ray Bloch orch, who deserve orchid galore for their presentation. Topside tune in the twirl of with "A-N-G-E-L Spells Mary" shows Bobby's fine pitch as he lounges in harmony with the candles. String section fills the air with vibrant melody backing the pipe in the ensuing through-out. On the flip with an oldie, Bobby purrs the wondrous to the ever-loving and ever-sweeping mood. If you have suds that love to reminisce, "Jealous" should serve you well.

"I Miss You So"  
"I Think You Get What I Mean"  
KING COLE TRIO  
(Capitol 444)  

The renowned King Cole Trio steps out here to offer some more music that makes for buffalo hide across the counter with this pairing of "I Miss You So" and "I Think You Get What I Mean," Th-music that spills from this combo should fit your phone like a glove, with Nat's voice grabbing the pitch as per usual on the top deck. Mood is tempered and even all thru, and made for dancers and listeners alike. On the flip with kicks, the trio offer "I Think You Get What I Mean," and altho this dinkin echoes many of their former platters, the tremendous following King and his boys have achieved is cast as a coin attraction. Lively beat sticks out here, with the cute wondrous flowing easy.

"DISK O' THE WEEK"  

"Kate"  
ALAN DALE  
(Signature 15114)  

New face on the wax horizon steps up to take his material out of the living Berlin grab bag and scores — but heavily! Peg this ditty for things in the near future and also take note of Alan Dale. The balladeer, behind a background of musical perfection offered by Ray Bloch, spills the worder of "Kate" in such mood as to charm and enchant any listener. That the lad can sing, and sing well at that, will be attested once you catch his golden pipes. Alan's quivers flowers the arrangement ever so much, making for more nick- el nabbing all the way thru. Excellent marinna solo opens the way for the crooner to step in, while a band chorus follows the lead in the second chorus. On the flip with a ditty that has seen better days, Alan renders "If My Heart Had A Window." Mood is mellow and pleasant as the wax stands, and the cookie won't step traffic, it is effective nevertheless, "Kate" for the moosla, and a barrel-full at that.

"Something In The Wind"  
"The Turntable Song"  
THE MODERNAIRES  
(Columbia 37569)  

Plug tune from the forthcoming dicker of the same name turns up as a well rounded side which ops may find as favorable material for their machines. With The Modernaires spelling the bow-and-arrow wordage to "Something In The Wind," the side fairly reeks with the odor of buffet. Made for those spots that go in for good music, and this is harmony work at its best, the cutipity the group render is bound to win the favor of your customers. On the backing with a ditty currently stirring up wave of excitement, the combo turn around to spill the worderage to "The Turntable Song." That the Jocks will adopt the song and clutch it to their hearts is obvious. That phone patrons will do likewise is almost a certainty. The pair is there, so bend an ear — will you?

"Please Don't Play Number Six Tonight"  
"Pretty Soon"  
FRANCES LANGFORD  
(Mercury 5057)  

Waving her wand with an ode toward the phonograph biz, chimp Frances Langford grabs the time to send ops this platter titled "Please Don't Play Number Six Tonight." With the music rocking in rotary gait, and the thrush's tonnals filling the air with lots of buncie and meat behind them, the cookie shapes up as a piece that may garner that extra spot in your phone. Wax story weaves around the title all thru, and altho the ditty doesn't appear to be headed too high, it is worthy of your listening time. On the flip, Frances goes with an oldie and with a soulful ballad titled "Pretty Soon." Musical accomplishment is fair, as the slow metro paced by the chirpy's cooing rounds out the side.

"Don't Cry Little Girl Don't Cry"  
"I Wish I Could Say The Same"  
BOB EBERLY  
(Decca 23745)  

Pair of sides made for those spots that go for music in the toned down mood. Offered here is balladeer Bob Eberly and turn up as adequate material for many a machine. Topside ditty "Don't Cry Little Girl, Don't Cry" echoes the title, and aided by The Songspinners, Bob's rendition is one to be heard. Metro spins slow, with backing behind the pipe riding thru. On the flip with more material in the same key, Bob spoons the lyrics to "I Wish I Could Say The Same." Music is in the lighter vein, and may make attractive filler material in your box. You know your route better than we do, so take it from here.

"Country Style"  
"Count Me Out"  
TOMMY TUCKER ORCH.  
(Columbia 37563)  

Music styled in the lighter vein and made for those dinner spots in this offering by a figure long missing from the phonos. Tommy Tucker and his crew show up in favorable position with their fine arrangement of "Country Style." Featuring vocal chores by Don Brown, Madelyn Russell and Kerwin Summer ville, the ditty makes for pleasant moments and flavored greatly by the western mood rapidly sweeping the country, should account for loads of coinage. Beat is lively, with lots of hand-clapping simulating bungalow jive. On the other side with "Count Me Out," Don Brown and Madelyn Russell join again on this tuneful piece to render attractive vocal work which may score. One for the money is "Country Style," with the infux of the pic "Welcome Stanger" adding toward its possibilities.

Only Records Considered Best To The Requirements Of The Trade Are Reviewed On These Pages.
"Happy Blues"  
"Them There Eyes"  

HOLLYWOOD HUCKSTERS  
(Capitol 40022)  

- The Hollywood Hucksters, featuring an average hard act to match at anytime, step out here to offer millions of kicks with a pair of cookies that should meet the favor of those straw-sipping youngsters. Combining two of Danax's most popular Harmonians, Benny Goodman, Charlie Shavers, Benny Carter, Red Norvo and a host of other greats on this pairing, the platter shapes up well throughout. Topside tune has Kenton and Goodman spilling the story in monochrome fashion with riff galore floating all over the disking. On the back with a number that reached peak play in race spots throughout the nation, the ensemble runs through an instrumental piece titled "Them There Eyes". The hep jazz crowd may go for both sides at that, so give it a fling.

"Just An Old Love Of Mine"  
"It Takes A Long Train With A Red Caboose"  

PEGGY LEE  
(Capitol 445)  

- Music made for those folks who appreciate the finer things in life is the basis by the capable Peggy Lee, Topside witty, "Just An Old Love Of Mine" shows Peggy in that, the lush voices that fairly get right into you. Backed by the Dave Barbour ork, Peggy's mellow tones will the gorgeous of this tune set to slow mood to rate like a spade flush. Weaving her story around the words,"you and me loving in the moonlight", the Prairie King's candle-light spots will have their phono fans crying for more once they hear this. On the flip, the lush voices that fairly get up a bit as she wails it "It Takes A Long Train With A Red Caboose", and the sound this cookie makes is coinage on the way in. Peggy's fine vocal efforts highlight the side all the way, and with her fine following established, ops should meet with great success on this platter.

"Cuttin' Out"  
"Here Goes"  

EARL BOSTIC ORCH.  
(Gothem 151)  

- Pair of sides aimed at ops who have race spots are these effective renditions of mellow jazz by Earl Bostic ork. Labeled "Cuttin' Out" and "Here Goes", Earl grabs the topside to show a band chorus echoing the title. Altho the side doesn't appear to be in heavy coin-play, the hep jazzophiles should like the stuff. On the flip with "Here Goes", an all instrumental piece featuring some sax work by Ted Barnet, the ork show their wares effectively. Boogie beat and piano roll open the side, to make way for Ted's solo.

"I'm Sorry I Didn't Say I'm Sorry"  
"The Lady From 29 Palms"  

TONY PASTOR ORCH.  
(Columbia 37562)  

- Following the success reached with his recent recording of "Red Silk Stockings", maestro Tony Pastor appears to duplicate with this smash disking of "I'm Sorry I Didn't Say I'm Sorry". Spotlight is on chirp Rose Mary Clooney, and a well deserved spot it is. The chanteuse's pipes fairly sparkle as she spoons the moody blue worderage to the Streit-gle people. Maestro Tony joins the canary for a spot to round out the platter. On the flip with "The Lady From 29 Palms", a ditty rapidly being pegged for the big time, Tony sprays the cute lyrics to this gold-digger story. The top deck should be of particular interest to music ops—grab a listen!

"Snatch It and Grab It"  
"I Was Wrong"  

JULIA LEE  
(Capitol 40028)  

- Strong following of this chimp points to a long healthy run of this tune. Julia Lee, the favorite of so many fans that these discos grab the mike to spoil the worderage to "Snatch It And Grab It", and if you have spots that go for this heavy stuff, you're bound to snatch this platter. With just a tint of double entendre, Julia pipes the lyrics behind a strong beat furnished by some of the finest musicians in the biz. Tempo is lively throughout, with Julia putting the emphasis on the title all thru. On the flip, Julia does the policy and offers moody blues in the person of "I Was Wrong". Metro spins in slow mood, with a love affair hanging in the balance of this wax story. Ops with race spots should like the topside tune.

"How Lucky You Are"  
"On The Avenue"  

HAL DERWIN ORCH.  
(Capitol 446)  

- First platter to come from the Hal Derwin ork shapes up as a pair that ops may take to, and do so with reasonable assurance of catching coin with the coupling, Hal offers "How Lucky You Are" and "On The Avenue" in the light mood usually attached to heavy sweet bands. Maestro Hal renders the vocal on the pair and sinks his pipes pitch pretty. Topside tune, "How Lucky You Are" shows the maestro joined by The Coeds as he spoons the magic worderage to this romantic fling. Backing in more flipper mood, couples a bit of whistling with Hal leading off. Both sides are effective, and given adequate plugging should win the favor of many op.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
New York
1. COME TO THE MARDI GRAS (Freddy Martin)
2. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
3. THE LADY FROM 29 PALMS (The Andrews Sisters)
4. PEG O' MY HEART (The Harmonicats)
5. THERE'S THAT LONELY FEELING AGAIN (Charlie Spivak)
6. DON'T TELL ME (Margaret Whiting)
7. TIM TAYSHUN (Red Ingle)
8. SMOKE, SMOKE, SMOKE (Tex Williams)
9. I HAVE BUT ONE HEART (Frank Sinatra)
10. RED SILK STOCKINGS (Savannah Churchill)

Boston, Mass.
1. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
2. PEG O' MY HEART (Buddy Clark)
3. I WONDER WHO'S KISSING HER NOW (Ted Weems)
4. THAT'S MY DESIRE (Frankie Laine)
5. I NEVER KNEW (Sam Donahue)
6. IVY (Jo Stafford)
7. CHI BABA CHI BABA (Perry Como)
8. VIOLETS (Ted Weems)
9. THAT'S THE INSIDE STORY (Billy Eckstine)
10. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)

Salisbury, N. C.
1. PEG O' MY HEART (The Three Suns)
2. THAT'S MY DESIRE (Sammy Kaye)
3. I WONDER, I WONDER, (Guy Lombardo)
4. CHI BABA, CHI BABA (Perry Como)
5. SMOKE, SMOKE, SMOKE (Tex Williams)
6. TIM TAYSHUN (Red Ingle)
7. MAM'SUELLE (Dick Haymes)
8. MY ADORE HACIENDA (Eddy Howard)
9. OLD MAID BOOGIE (Eddy Vinson)
10. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)

Chicago
1. PEG O' MY HEART (The Harmonicats)
2. I WONDER, I WONDER, (Eddy Howard)
3. THAT'S MY DESIRE (Frankie Laine)
4. SMOKE, SMOKE, SMOKE (Tex Williams)
5. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
6. CHI BABA CHI BABA (Perry Como)
7. TALLAHASSEE (Bing Crosby)
8. HEARTACHES (Ted Weems)
9. I WANT TO BE LOVED (Savannah Churchill)
10. SMOKE, SMOKE, SMOKE (Tex Williams)

Nashville, Tenn.
1. SMOKE, SMOKE, SMOKE (Tex Williams)
2. I WONDER, I WONDER, (Guy Lombardo)
3. PEG O' MY HEART (Ted Weems)
4. CHI BABA CHI BABA (Peggy Lee)
5. TIM TAYSHUN (Red Ingle)
6. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
7. TALLAHASSEE (Bing Crosby)
8. IVY (Buddy Clark-Ray Noble)
9. HEARTACHES (Ted Weems)
10. I WANT TO BE LOVED (Savannah Churchill)

Sioux Falls, S. D.
1. CHI BABA CHI BABA (Perry Como)
2. THAT'S MY DESIRE (Martha Tilton)
3. PEG O' MY HEART (The Harmonicats)
4. I WONDER, I WONDER, (Eddy Howard)
5. TALLAHASSEE (Johnny Mercer)
6. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
7. IVY (Jo Stafford)
8. A SUNDAY KIND OF LOVE (Jo Stafford)
9. CECILIA (The Three Suns)
10. SMOKE, SMOKE, SMOKE (Tex Williams)

Altoona, Pa.
1. PEG O' MY HEART (The Three Suns)
2. I WONDER, I WONDER, (Guy Lombardo)
3. THAT'S MY DESIRE (Frankie Laine)
4. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
5. CHI BABA CHI BABA (Perry Como)
6. IVY (Vaughn Monroe)
7. JACK, JACK, JACK (Andrea's Sisters)
8. HEARTACHES (Ted Weems)
9. I HAVE BUT ONE HEART (Vic Damone)
10. SMOKE, SMOKE, SMOKE (Tex Williams)

Los Angeles
1. FEUDIN' AND FIGHTIN' (Dorothy Shay)
2. I WONDER, I WONDER, (Eddy Howard)
3. PEG O' MY HEART (The Harmonicats)
4. CHI BABA CHI BABA (Perry Como)
5. SMOKE, SMOKE, SMOKE (Tex Williams)
6. TIM TAYSHUN (Red Ingle)
7. WHEN I WRITE MY SONG (Herb Jeffries)
8. IVY (Vaughn Monroe)
9. COME TO THE MARDI GRAS (Freddy Martin)
10. I HAVE BUT ONE HEART (Vic Damone)

Hartford, Conn.
1. PEG O' MY HEART (Buddy Clark)
2. I WONDER, I WONDER, (Air Lane Trio)
3. I NEVER KNEW (Sam Donahue)
4. HINTCHA EVER COMIN' BACK (Frank Sinatra)
5. WHEN TONIGHT IS JUST A MEMORY (Perry Como)
6. THAT'S MY DESIRE (Martha Tilton)
7. DON'T TELL ME (Margaret Whiting)
8. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
9. CHI BABA CHI BABA (Peggy Lee)
10. THAT'S THE LONELY FEELING AGAIN (Charlie Spivak)

Omaha, Nebr.
1. PEG O' MY HEART (Clark Dennison)
2. I WONDER, I WONDER, (Tony Martin)
3. TIM TAYSHUN (Red Ingle)
4. THAT'S MY DESIRE (Frankie Laine)
5. TALLAHASSEE (Dinah Shore)
6. CHI BABA CHI BABA (Peggy Lee)
7. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
8. RED SILK STOCKINGS (Tony Pastor)
9. SMOKE, SMOKE, SMOKE (Tex Williams)
10. HEARTACHES (Ted Weems)

Detroit, Mich.
1. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
2. MIDNIGHT MASQUERADE (Eddy Howard)
3. I NEVER KNEW (Sam Donahue)
4. PEG O' MY HEART (The Harmonicats)
5. I WONDER WHO'S KISSING HER NOW (Billie Davis)
6. APPLK BLOSSOM WEDDING (Sammy Kaye)
7. MAM'SUELLE (Frank Sinatra)
8. CHI BABA CHI BABA (Perry Como)
9. I WONDER, I WONDER, (Guy Lombardo)
10. TIM TAYSHUN (Red Ingle)
## Second Quarter Review of the Nation’s Top Ten Juke Box Tunes

(From May 5, 1947 to July 28, 1947)

<table>
<thead>
<tr>
<th>Position of Songs As of Week of July 28, 1947</th>
<th>Position of Songs Previous Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1—Peg O’ My Heart</td>
<td>1 1 1 2 5 5 8 8 '10</td>
</tr>
<tr>
<td>2—I Wonder, I Wonder, I Wonder</td>
<td>3 4 3 3 6 7 7</td>
</tr>
<tr>
<td>3—Tim Taysun</td>
<td>7 10</td>
</tr>
<tr>
<td>4—When You Were Sweet Sixteen</td>
<td>8</td>
</tr>
<tr>
<td>5—Chi-Baba Chi-Baba</td>
<td>4 5 4 5 8 10</td>
</tr>
<tr>
<td>6—Across The Alley From the Alamo</td>
<td>5 3 7 4 4 6 5 7 7 10</td>
</tr>
<tr>
<td>7—That’s My Desire</td>
<td>2 2 8 9 9 6 5 5 7 10</td>
</tr>
<tr>
<td>8—My Adobe Hacienda</td>
<td>6 6 5 7 3 3 4 2 4 3 3</td>
</tr>
<tr>
<td>9—Red Silk Stockings, Green Perfume</td>
<td>9 8</td>
</tr>
<tr>
<td>10—Mam’selle</td>
<td>10 7 2 1 1 1 1 1 1 2 4 5</td>
</tr>
</tbody>
</table>

### Ivy
- Linda
- I Believe
- Heartaches
- Anniversary Song
- Guilty
- Managua Nicaragua
- How Are Things in Giocca Morra?
- If I Had My Life to Live Over
- I’ll Close My Eyes

### Analysis

In reviewing and compiling the songs which proved most popular during the Second Quarter of 1947 (from May 5 to July 28) only those tunes are listed which made the top ten position during that period.

Most outstanding of all the tunes which appeared during the second quarter was “Mam’selle” which held the first place position in the top ten for six consecutive weeks, from May 26 to June 30, but, most important, this tune continued throughout the second quarter to occupy one of the favored spots in the top ten category. Also noticeable among the top ten tunes, which clicked in juke boxes throughout the nation, is “My Adobe Hacienda.” This tune, too, continued to occupy a position in the bigtime top ten tunes every week throughout the second quarter. Tho it never hit the top (the number one spot), it is still in there and getting very good play everywhere in the nation.

At the moment “Peg” is still tops in juke boxes and has continued its number one spot since July 7. This phenomenal song hit the bigtime top ten within a few weeks after its introduction and is still in there punch- ing. There is no doubt that it will show up as one of the best tunes of the year in the third and fourth quarters.

“Across The Alley From the Alamo” has also enjoyed a very fine run and is still continuing among the favored top ten tho the best spot it attained was third place on July 14. The “Alamo” has been in the top ten position for the past 11 weeks.

A close study of this chart for the second quarter will give record manufacturers, publishers and all others interested in the juke box record field, a very fine idea of just which tunes the automatic music merchants most prefer.

It is noticeable when comparing the top ten tunes in juke boxes with the general record sales chart which also appears in this issue (the comparison should only be among the top ten tunes as designated by their position for the second quarter) that both these practically correspond in general position of song popularity. This once again shows the close tie up between the top ten juke box tunes and the top ten record sellers throughout the nation.

Also interesting is the fact that only twenty songs appeared in the top ten position during the second quarter. Usually there are many more than twenty. Therefore, there is no doubt that the third and fourth quarters may show a great many more songs to have appeared in the top ten spots, as more new songs are introduced.
"HOT IN HARLEM"

PARADE OF THE TOP HIT TUNES

SECOND QUARTER (MAY 5 TO JULY 28) 1947

<table>
<thead>
<tr>
<th>NAME OF SONG, ARTIST AND RECORD</th>
<th>POSITION OF SONGS PREVIOUS WEEKS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>JULY 21</td>
</tr>
<tr>
<td>Don’t You Think I Oughta Know</td>
<td>2</td>
</tr>
<tr>
<td>Lady Be Good</td>
<td></td>
</tr>
<tr>
<td>When I Write My Song</td>
<td>1</td>
</tr>
<tr>
<td>The Lady’s In Love With You</td>
<td></td>
</tr>
<tr>
<td>Robbins Nest</td>
<td>3</td>
</tr>
<tr>
<td>Old Man River</td>
<td>9</td>
</tr>
<tr>
<td>Peg O’ My Heart</td>
<td>4</td>
</tr>
<tr>
<td>Baby, I Don’t Cry Over You</td>
<td>7</td>
</tr>
<tr>
<td>Summertime</td>
<td>5</td>
</tr>
<tr>
<td>Them There Eyes</td>
<td>10</td>
</tr>
<tr>
<td>It Shouldn’t Happen to a Dream</td>
<td>7</td>
</tr>
<tr>
<td>Old Maid Boogie</td>
<td>10</td>
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<tr>
<td>You’re Dead</td>
<td>4</td>
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<td>This Is The Inside Story</td>
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<tr>
<td>Kidney Stew</td>
<td>10</td>
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<tr>
<td>Walkin’</td>
<td>3</td>
</tr>
<tr>
<td>When I Grow Too Old to Dream</td>
<td>8</td>
</tr>
<tr>
<td>Do As I Say</td>
<td>10</td>
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<tr>
<td>Mam’selle</td>
<td></td>
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<tr>
<td>Some of These Days</td>
<td></td>
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<tr>
<td>That’s My Desire</td>
<td>8</td>
</tr>
<tr>
<td>I Want To Be Loved</td>
<td>9</td>
</tr>
<tr>
<td>You Don’t Learn That in School</td>
<td>10</td>
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<tr>
<td>Solitude</td>
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<tr>
<td>A Sunday Kind of Love</td>
<td>7</td>
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<tr>
<td>Time On My Hands</td>
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<td>Jumpin’ at Apollo</td>
<td>10</td>
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<td>Postman Blues</td>
<td>6</td>
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<td>No Greater Love</td>
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<td>Meet Me at No Special Place</td>
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</tr>
<tr>
<td>Foolishly Yours</td>
<td>7</td>
</tr>
</tbody>
</table>

The above is a complete compilation of the Top Ten Tunes in Harlem for the Second Quarter of 1947, from May 5 to July 28. Only records which appeared in the top ten category are listed in the above chart.
### THE CASH BOX

#### Record Popularity Chart

**SECOND QUARTER (MAY 5 TO JULY 28) 1947**

<table>
<thead>
<tr>
<th>POSITION OF SONGS AS OF WEEK OF JULY 28, 1947</th>
<th>POSITION OF SONGS PREVIOUS WEEKS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1—Peg O' My Heart</strong></td>
<td><strong>1—Peg O' My Heart</strong></td>
</tr>
<tr>
<td>Publisher - Robbins</td>
<td>Publisher - Robbins</td>
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<tr>
<td><strong>2—Chi-Baba Chi-Baba</strong></td>
<td><strong>2—Chi-Baba Chi-Baba</strong></td>
</tr>
<tr>
<td>Publisher - Oxford</td>
<td>Publisher - Oxford</td>
</tr>
<tr>
<td><strong>3—I Wonder, I Wonder, I Wonder</strong></td>
<td><strong>3—I Wonder, I Wonder, I Wonder</strong></td>
</tr>
<tr>
<td>Publisher - Robbins</td>
<td>Publisher - Robbins</td>
</tr>
<tr>
<td><strong>4—That's My Desire</strong></td>
<td><strong>4—That's My Desire</strong></td>
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<td><strong>20—A Sunday Kind of Love</strong></td>
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The above chart has been compiled from weekly reports submitted to The Cash Box by Jack (One-Spot) Tunnis and reflects the national record sales market from May 5 to July 28, 1947. It is noticeable that after the sensation created by "Heartaches" that "Mam'selle" position for a period of seven straight weeks, followed by the sensation "Peg O' My Heart", which is still holding first place, and has been in first place for six straight weeks. Sensational jumps in the big time top ten position prestige this past month have been taken by such songs as "Tim-Tayshun" which jumped from 19th place on June 23 to the sixth slot on July 28. "Tallahassee", which was in 16th place on June 30 has jumped into the 8th position of July 28. "Smoke, Smoke, Smoke" leaped all hurdles moving from 28th place on July 14 to 9th place on July 28.
Exclusive New Vocal Star!

Gregory Wayne

'My Happiness is a thing called Joe'

The Basin Street Boys with LUCKY THOMPSON and his Orch.

'Summertime gal'

'Satchel mouth baby'

**The Cash Box** Automatic Music Section

Page 16 Week of August 11, 1947

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Tin Pan Alley herd warmly rubbing their hands in view of the expectant boom in the record and sheet music market. Many a publisher has been holding off their big tunes until the forthcoming break, expected this September. Ditto the record companies who have been releasing more oldie material this year than ever before. Nevertheless, smiling faces and beaming smiles beckoned at every corridor down main row.

Jack Sheppard, Philadelphia music operator recently installed a brand new Warner phone in the swank C. B. Club in Philadelphia. With all the proceeds going toward the Damon Runyon Memorial Cancer Fund . . . The Automatic Music Operators Association of New York (AMOA) have announced the date for their annual conclave. This year's party to be held at the main ballroom, Hotel Waldorf-Astoria on Saturday, October 18. Many an op will remember the fine festivities the group tendered last year, with a parade of stars and artists solemnly gathered under one roof. Word has it this year's meet will be even bigger—and better . . . Reports coming from Chicago way say that Mercury's latest, "Red Top" a natural for any race spot, and sure-fire material for The Club Box "Hot In Harlem" list . . . Henry Servais, Apollo Records general sales-manager on the road visiting distributors and music ops. Hank will stop at Houston, Dallas, Tampa and New Orleans . . . "You Don't Have to Cry" pegged by nove disc-jockey as the Disk of the Week.

Muscraft readerly new Torne wax for release early September . . . Aristocrat Records execs Charlie Aron and Freddie Brunst seen handshaking all thru the East for the past two weeks. Platters recently paced Don Moreland and Jackie Cain. Pair of pipers receiving rave notices out Chicago way . . . Columbia Records renewed Harry James and Kay Kyser ork contracts this past week . . . Gordon MacRae inked a one year pact with Capitol Records this week, with first releases speeded for next month. MacRae formerly worked for the Apollo label . . . Frankie Laine winging his way East after pulling down sensational crowds in Hollywood and Chicago . . . Lloyd Garrett of Vitavision Records holding down the fort in Chi in a 107° heat, while Jack Buckley roams the east . . . Guy Lombardo standing construction expense for 2000 seats at the annual Gold Cup Regatta. Proceeds of seat sales went to Runyon Fund.

Frank Loesser has turned his new ditty "Keep Your Eyes In The Sky" over to Uncle Sam. No publishers on this one say Frank . . . Sidney Mills out of hospital after three checkups . . . Eddy Howard's Majestic Records clickier back to New York and the Commodore. New Year's time . . . Get a load of balladeer Jimmy Foster on Lissen Records . . . Chico Martinez off to South America suddenly . . . Exclusive Records winning plaudits for their fine rendition of "When I Write My Song". . . The Cash Box first to peg Freddy Martin's diskling of "Come To The Mardi Gras" as a smash platter. We picked it on June 16 . . . Maestro Freddy Martin was literally mobbed when he paid a visit to New York's coinrow this past week. Hundreds of fans flocked for autographs . . . Signature Records have a sensational find in Alan Dale . . . Broadway load speaker blared forth with the old Louis Prima disking of "Robin Hood" last week and had millions of fans humming and whistling the melody in no time at all.

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

The Turntable Song
("Round, An' "Round, An' "Round)
with vocal by Don Cornell, Loure Leslie
and The Kaydets

Castanets and Lace
Vocal by Don Cornell and The Glee Club
RCA Victor 20-2345

**Louis Armstrong!**

Jack-Armstrong Blues
and his All Stars, featuring Jack Teagarden
AND Rockin' Chair
RCA Victor 20-2348
(Swing Classic)

**Freddy Martin!**

The Lady from 29 Palms
AND
Cumana
RCA Victor 20-2347

**Benny Martin!**

with The Miller Orchestra

(How I'll Miss You)

When the Summer Is Gone
AND

Without Music
RCA Victor 20-2341

**Tex Beneke!**

with The Miller Orchestra

(You're Breaking in a New Heart)
(While You're Breaking Mine)

Mother, Mother, Mother
(In It Good or Is It Bad)
RCA Victor 20-2324

**Tommy Dorsey Family**

(Mountain Branch)

vocal by Jo Stafford and The Pied Pipers
Friendship

**Beryl Davis!**

with Tex C. Warne and his Orchestra

You’re Breaking in a New Heart
(While You’re Breaking Mine)

Mother, Mother, Mother
RCA Victor 20-2355

**Hollywood Hillbillies!**

Chattanooga Choo Choo
RCA Victor 20-2355

**The Stars Who Make the Hits Are on RCA Victor Records**

**Glenn Miller**

and his Orchestra with vocals by Tex Beneke, Stan Kenton, Ray Eberle, and The Modernaires

(Oh! I've Got A Gal In)
Kalamazoo AND At Last
RCA Victor 27934

**Ray Kinney**

and his Hawaiian Musical Ambassadors

Honolulu AND Lomana
RCA Victor 27971

**Ray Kinney**

(Should I Want To Forget You)

RCA Victor 23-0653

**Irving Fields**

with the Campos Trio
Warsaw Concerto AND
Donkey Serenade
RCA Victor 20-2793

**Pedro Vargas**

with Aquiles Lora at the Piano
Recordaro—Bolero
(The Musée) AND

Aunque Quiera Olvidarte
Bolero
(Should I Want To Forget You)
RCA Victor 23-0653

**Ray Kinney**

(How I'll Miss You)

RCA Victor 20-2324

**Rex Case!**

As Years Go By
AND

Secrets
RCA Victor 20-2344

**Sons of the Pioneers**

You Never Miss the Water
Till the Well Runs Dry
AND

Will There Be Sagebrush
In Heaven
RCA Victor 20-2350

**Billy Williams**

and the Peace River Ropers
PTesla's Gom in a Laxaque
AND
Mary Marry Me
RCA Victor 20-2343

**Henri René**

and his Orchestra
Speak to Me of Love

RCA Victor 20-2343

**Rosenkavalier—Waltz**

RCA Victor 25-0102

**Irving Fields**

at the Piano with The Campos Trio
Warsaw Concerto AND
Donkey Serenade
RCA Victor 25-1093

**Polish Silver Bell Orchestra**

under dir. of Bernard Witkowski
Polka
Zoologicznem Ogrodzie
(At the Zoo) AND
Mazur Na Cyrkusie
(Mazurka at the Circus)
RCA Victor 25-9178

**Latin-American**

**Pedro Vargas**

with Aquiles Lora at the Piano
Recordaro—Bolero
(The Musée) AND

Aunque Quiera Olvidarte
Bolero
(Should I Want To Forget You)
RCA Victor 23-0653

**Sacasa**

and his Orchestra with vocals in Spanish by Ruben Gonzalez
Paquete No—San Montano
No Package) AND

Hasta Que Se Rompa El Coco
Guaracha
(Until the Cocoanut Breaks)
RCA Victor 23-0653

**Two Big Favorites Re-Issued:**

**Glenn Miller**

and his Orchestra with vocals by Tex Beneke, Stan Kenton, Ray Eberle, and The Modernaires

(Oh! I've Got A Gal In)
Kalamazoo AND At Last
RCA Victor 27934

**Ray Kinney**

and his Hawaiian Musical Ambassadors

Honolulu AND Lomana
RCA Victor 27971

**Ray Kinney**

(How I'll Miss You)

RCA Victor 20-2324

**Glenn Miller**

and his Orchestra with vocals by Tex Beneke, Stan Kenton, Ray Eberle, and The Modernaires

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and his Hawaiian Musical Ambassadors

Honolulu AND Lomana
RCA Victor 27971

**Ray Kinney**

(How I'll Miss You)

RCA Victor 20-2324
THE COWBOYS AND THE HILLBILLIES BUSTING THE BIG CITY MARKETS WIDE OPEN


NEW YORK—Music operators in key cities throughout the nation reported this past week that folk and western music, referred to by many as “Corntown,” are currently maintaining the upsurge of juke box play.

Directly attributing the rise in popularity of music of this type to the fact that recording companies and music publishers are now heavily concentrating on producing quality music for this field, music ops point out that the demand for folk and western music of top notch caliber has always existed, and only lately have the publishers and disk firms paid heavy attention to this field.

That the large cities, who in the past shied away from boots and saddle rhythm, have taken to cowboy and hillbilly music is evidenced by the peak play such songs as “Tim Tayshun” and “Smoke. Smoke. Smoke” are currently getting.

One noted music operator, when queried as to how cowboy tunes are affecting his juke box play stated, “I’ve added more than four more recordings on my machines, and my customers are continually clamoring for additional records. The top song on my machines now is “Smoke. Smoke. Smoke” with “Tim Tayshun” and “New Jole Blon” running close.”

Others in the business point out that the returned veteran, who traveled throughout the country during the war, has had a chance to hear western and hillbilly music right in the very heart of its birth. As a result of his travels, he has acquired a taste for music of this sort and voices his request through the medium of the juke box.

Music ops in the south particularly report that play is booming, with many people who soured at the note of western music rapidly becoming fast fans.

Of particular interest is the fact that large cities such as Los Angeles, Chicago, New York, Washington, D.C. and many others now feature western recordings, “Tim Tayshun” and the fast rising “Feudin’ and Fightin’” rose to national prominence in Los Angeles. Cities like New York and Chicago took to the tunes almost immediately, with juke box operators playing a potent role in bringing the songs to the fore.

Recording companies have always considered folk and western music a “must”, as is easily seen in the large catalogs the platters constantly maintain. One well known recording executive stated, “Our folk and western department has been expanding constantly. We recognize this brand of music as being typical of our country itself. The wide demand for so-called “corn” is so great at present, that we are concentrating the greater portion of our recording facilities on our folk and western talent.”

An example of the great amount of influence directly exercised upon the recording industry by the influx of folk and western music, was the announcement several months ago of an additional label to the Capitol Record line. Capitol combined many of their race, spiritual and folk artists into the now well-known Capitol Americana label, and separately maintained their popular series. The Americana line has met with great success on the part of music operators, a Capitol Records official reports.

Proving that the cowboy and hillbilly record mart is big business is the example King Records have set. A comparative newcomer in the recording business has been producing music of this type for several years now, and literally dominates the field. Recent hit recordings from King started the popular “Jole Blon” series, which operators report to be among their biggest tunes of the year.

No longer is the city slicker able to turn away from folk and western material. The tremendous demand a highly music conscious public have created for this variety of music has proven that “The cowboys and hillbillies have busted the big city markets wide open.”

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS.
**Folk” and Western” RECORD REVIEWS**

**BULLSEYE of the WEEK**

"T-N Teasing Me"
"Sugar Hill"
CLIFFIE STONE
(Capitol 40013)

- Rapidly rising figure on the boots and saddle wax horizon garners the featured spot this week with his rendition of "T-N Teasing Me", and a hot cowp boy attraction to it. Cliffie Stone leads off with the cute wordage wrapped around that pal constantly playing games with him. Beat is lively all thru, with Cliffie's fine voice repeating the title through out the platter. Suitable for dancers and listeners alike, the ditty is bound to reap harvest for many an one. On the backing with more narrative, Cliffie calls "Sugar Hill" and does so in such manner to make the backing a strong possibility. Chorus echoes behind the maestro, while the instrumental flavoring offered is effective. Get next to the top deck by all means.

"How Can It Be Wrong"
"Pumkin' Stomp"
BOB WILLS TEXAS PLAYBOYS
(Columbia 37564)

- Western crew with a strong holding in sagebrush country step out here to offer a pair of sides which ops may use to favor able advantage in many a machine. Top deck features Jimmy Widener vocalizing to the strains of "How Can It Be Wrong" a heart-tug melody all thru the waking. Jimmy's voice fills the hill, add a romantic angle to the title and you've got the pitch. On the backing with an instrumental affair titled "Pumkin' Stomp", the crew render more gaiety on wax done up with lots of calling and stomping. Both sides deserve your listening time.

"If You Ever Need A Friend"
"Why Do I Love You Oh Why"
WESLEY TUTTLE & TEXAS STARS
(Capitol 40021)

- Walling blue pretty wordage to this cool called "If You Ever Need A Friend" Wesley Tuttle and his gang shape up nicely on this side aimed at ops having spots that go for moody affairs. Wesley fills the bill of fare in adequate fashion on the topside tune, with the metro spinning in slow mood and mellow instrumental backing coming thru to round out the side. Wax story shows Wesley leading that helping hand to his lost love, with the title coming in for the balance. On the flip with "Why Do I Love You, Oh Why", Wesley duplicates the top deck in that this cookie is in the blue vein also. Alto this platter won't stop traffic, it nevertheless deserves your ear.

"Lazy Johnnie"
"Texas Sandman"
JOHNNIE WELLS
(Decca 46054)

- Wanna catch a guy that can sing? Then latch on to this platter offered by Johnnie Wells and his crew, featuring vocalist Leon Huff on a pair of sides that stack up high. Warbling "Lazy Johnnie" in a manner that makes for kicks galore, Leon's fine voice spits the attractive lyrics to this mellow plucking. Chorus chimes in with Leon to add to the cookie's possibilities that should click for heavy coinage. On the flip with "Texas Sandman", Leon grabs the spot again to render an ode to the wide open spaces to scare all the way. Both sides point to extra coinage — get next to the pair.

**Currently Making the CASH REGISTER Jingle with**

659 DONKEY SERENADE
FLY BIRDIE FLY

**AND THESE OTHER SMASH HITS:**

571 RYE WHISKEY
583 DON'T LET YOUR SWEET LOVEDIE
596 BOLL WEEVIL
615 OVER THE RAINBOW
620 BILL BAILEY
623 FOR SENTIMENTAL REASONS
623 SYMPHONY

Write — Wire — Phone

**KING RECORD DIST. CO.**

1540 BREWSTER AVE., CINCINNATI 7, OHIO
845 GRANDVIEW ST., LOS ANGELES 6, CALIF.
911 CAMP ST., DALLAS 2, TEXAS
1317 N. BROADWAY, OKLAHOMA CITY, OKLA.

Please mention THE CASH BOX when answering a shoe — it proves you're a real coin machine man!
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. **OLD MAN RIVER**
   The Ravens
   (National 9025)
   In the number-four spot last week, the tremendous popularity of this song has it on top of the heap.

2. **DON’T YOU THINK I OUGHTA KNOW**
   Bill Johnson Orch.
   (Victor 20-2255)
   Reaches right back with ops reporting the ditty a healthy nickel number.

3. **WHEN I WRITE MY SONG**
   Herb Jeffries
   (Exclusive 16x)
   In the money for well over six weeks now.

4. **THE LADY’S IN LOVE WITH YOU**
   Nellie Lutcher
   (Capitol 40002)
   Moves down from the top spot, nevertheless has ops asking for more.

5. **LADY BE GOOD**
   Ella Fitzgerald
   (Decca 21956)
   This lady is good! A smash recording if there ever was one.

6. **HURRY ON DOWN**
   Nellie Lutcher
   (Capitol 40002)
   The flip of the number four tune, and rapidly rising.

7. **ROBBINS NEST**
   Illinois Jacquet
   (Apollo 769)
   Sax styling of this tune has flooded many a machine with repeat play.

8. **PEG O’ MY HEART**
   The Harmonicats
   (Vitaacoustic 11)
   Success story on the way down, with many still receiving good play.

9. **SUMMERTIME**
   Al Hibbler
   (Sunrise 2002)
   In seventh place last week, moves down to the nine slot — still holding its own.

10. **BLOW MR. JACKSON**
    Joe Liggins Orch.
    (Exclusive 244)
    Latest Liggins have ops reporting for more!

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**CHICAGO NEW YORK HOLLYWOOD**

**GENERAL OFFICE & STUDIOS**

42nd Floor
20 N. Wacker Drive
Chicago & Ill.

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

There are over 400,000 Juke boxes in operation throughout the United States. These range from machines featuring 20 record selections, playing one side of the record, to machines featuring 40 record selections, which play both sides of 20 records. The greater majority of the present juke boxes feature 24 record selections, playing one side of the record.

It is, therefore, simple arithmetic to multiply the average of 24 record selections by the number of such machines, which results in a total of 9,600,000 records "on display" in Juke boxes throughout the country.

The words, "on display," are used because in fact the juke box and its "shell" feature title strips which give the name of the record, the name of the artist and, in some cases, the name of the record manufacturer. This "display" value is many, many times better than the fact that there are over 2,500,000 wall and bar boxes in use throughout the country, directly connected to the juke boxes as well as to the usually important hideaway systems. These wall and bar boxes also have title strips and therefore display the name of the tune and the artist. The 9,600,000 records are "on display," there are additional records being "used," which are not displayed. Such records, on display, are "used." In most selective music boxes, in wired telephone music systems and the usual "wireless" type of hideaway systems, the wired music shells display a list of 500 records. The average wired music shells also stocks many hundreds of extra records, which are not listed on this record display card which appears in the wired music shells. A very conservative estimate would be an additional 2,500,000 records now in "use," which would place the Juke box industry in the possession of over 12,000,000 records at all times.

Various groups are interested in selling to the Juke box trade.

There are at the present time eight active manufacturers of Juke boxes. The majority of these manufacturers not only turn out their own boxes, but also build Juke boxes. A few also make wired telephone music studios. All manufacture many other products directly. The selection range from these Juke boxes. Their latest models range from 20 to 40 record selections.


The latest to join the list is the National Fiblen Corp., Chicago, Ill., who makes the "Shangri-La" brand. This selection mechanism enclosed in a new style upright cabinet.

The latest Juke box model of these manufacturers are:

Aireon — "Fiesta"... 24 selections
J. P. Filben — "Model A"... 40 selections
J. P. Filben — "Model 1422"... 20 selections
Packard — "Model 147"... 40 selections
Packard — "Model 1015"... 20 selections
Wurlitzer — "Model 1422"... 30 selections

Hideaway Systems

The majority of the manufacturers listed above also manufacture what is known as the "hideaway cabinet." This is usually a steel cabinet containing only the "wireless" box. This cabinet is used for "wireless" music, wall and bar boxes, and in many instances, as a "coffin" to the music selection in the studio. This hideaway unit is usually installed in the basement or the backroom or under the counter, in the location hidden from public view.

The method used for transmitting the music is thru a number of auxiliary speakers, strategically placed throughout the location. To play the music, wall and bar boxes are featured. These wall and bar boxes are very simply described by the manufacturers, as "points of sale" for the music mechanism.

The hideaway systems also feature, in some cases, a "shell" or "box." This "shell" is a large cabinet dressed up to look exactly like a Juke box, but contains no mechanism, and usually features a row of incandescent lights with the patron can choose his music selection.

In these hideaway systems, the names of the tunes and the artists are displayed on the title strips appearing on the wall and bar box and floor shell. The records themselves are in the hidden unit.

Wall and Bar Boxes

There are a great variety and style of wall and bar boxes. There are "wired" and "wireless" boxes. The wired boxes connect by cable directly to the mechanism. The wireless boxes have no direct connection but work, instead, on a wave band (just like radio) with sending and receiving apparatus in each wall or bar box transmitting the selection to the tunes chosen to the Juke box. There are also "strollers" which feature a wall box and have the patron drive up to the booth or table to table by the wailer or wailer to the booth or table.

There are also great many methods in use today, in constructing these Hideaway Systems, to make them as, in many cases, the best sales tools for music profits in the industry.

Wired Telephone Music

This type of music has won much public acclaim because its dual nature. The person can, if he so desires, call up his selection thru the物流企业 and be played on the nearest juke box. The music is conveyed thru use of telephone lines in a double channel arrangement whereby the selection is picked up in a "wireless" cabinet or "shell" in the location and sent to the "operator" at the other end (in the studio) and vocally gives his order for the tune he has chosen.

Each wired music turntable unit section thru the central studio to 20 locations. Many times there are more than one location at any one location. These units in operation are a location where there has been no play action for an elapsed period of time and will play a request which has been made further play. This sort of business stimulation has proved of extremely good value. It has helped stimulate play action from the patrons in the location.

Wireless music, because of its double channel operation, offers many opportunities for play promotion, thoughts "dedications," wherein a patron in one location will see the operator to play a song for someone who may be in another wired music location of the same studio. The operator will, in turn, open the channel to this other location, as soon as it is free, and "dedicate" the song to the person requested. There are also many other advantages, such as on birthday parties, etc., of which the studio can, at any given time, play requests for such parties even tho they occur in another location miles away.

Wired telephone music operators have been approached by national advertisers who have asked them to advertise the fact that the "music now being played free at this location is a "wireless" product," as yet, the majority of the wired telephone music operators have not advanced this plan, feeling that the entire purpose of their music would be defeated were they to turn it into an "advertising medium."

Fests, too, were very successful on the part of operators, to whom the eastern wired music operator to mention their brand after a free record had been played to his tavern locations. Business on the brand chosen jumped considerably due to the fact that the music was free.

(Continued on following page)
Non-Selective Music Boxes

In the past year or so, non-selective music boxes jumped into great popularity. Many music boxes have been operated since before the war, their success was first noted during the West Coast during the war period, and the music industry could again be started many years ago.

Many, many thousands of these boxes have been sold throughout the nation. They range from fine ones in drug stores, quick service dining rooms, coffee shops, and many other such locations. The music is entirely non-selective. The patron drops in his penny or nickel or dime and gets a number timed of music which is played over and over. Unfortunately, this method has most of the music is for the speaker is a very limited one; it can be easily heard and enjoyed by the one patron. The music is single channel piped to the location. Non-selective music boxes have proven tremendously successful on a great many large cities as well as by many others. The music is often used as a P A system, with announcements of sales, etc., being voiced through the music over the loudspeakers placed throughout the location. In most cases popular music is accepted. Some spots like to feature soft, string music in the music box, having made a study, and also working from requests from the location, he is able to gauge the type of music wanted.

Background music locations are continuing to increase daily. These have been signed to two years and even longer contracts. The belief is that, as telephone wires become available, background music will prove an important division of many music operators' businesses.

Consensus

The problems attacked to wired telephone music, are getting attention of industrial, professional and background music, all things being noted of telephone lines. These have proved extremely difficult to obtain at the present time, but, as they gradually become available, more and more automatic music operators, who have orders in for studios and who are anxious to get into this division of the business, will be entering into competition for these valuable locations.

There will be a great need for experienced programmers for these fields. These people will have a clear understanding of the needs of the various types of business. For example, it has been already proved that music can step up production in the average factory anywhere from 11 to 12 per cent. It has also been proved that the average doctor's or dentist's business has been increased by use of music. Banks, department stores, haberdashers, beauty shops, and all other retail locations who are featuring background music, report better business, and more pleased customers all down the line.

The average record salesman must have a very good idea of the music required before he knows what records to recommend to operators of this type of music.

With the field constantly expanding and with more and more records of various types being required it is up to the record salesman to have a clear understanding of the automatic music industry and all the divisions into which it has already broken up to be able to talk intelligently to the operators with whom he comes in contact regarding their business as well as the types of records they require to make their business successful.

Import ANT
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Digest of the Various Types of Automatic Music Equipment and its Operation

The operator decided against this sort of advertising. The music is, in the wired telephone music studios, thousands of records. Every type of classical, popular, race, western, and many other types are recorded on many foreign records. The catalogs of 500 or more records are very well displayed in the wired music shell (or cabinet) on the location, they usually do not exceed the number of records on hand in the studio.

The music itself, is in complete control of the central studio. The music is continuous and usually composed of soft, restful melodies. Many 12 inch records are used. The operatorwire the music thru the same studio but used for non-selective boxes. Speakers are placed in both the reception and operating offices.

Doctors and dentists and other professional men report that this music has been extremely helpful to them. It is growing to be a very important market since it can be handled very efficiently with low overhead and just a small office for the studio.

Retail Background Music

The not entirely new, the retail back- ground music field has grown by leaps and bounds. Every modern retailer in the country is now featuring background music and has found it of tremendous help in sales of merchandise. Banks, especially, are using it. Haberdashers, dry goods, department stores, beauty shops and dozens on dozens of different types of businesses are now featuring background music.

The basis is a monthly fee and the music is piped thru a single channel sys- tem with volume and control over the music in the hands of the operator. The music is, usually, continuous. It can be stopped up in volume by the location; it can be entirely as in industrial plants which is used as a P A system, with announce- ments of sales, etc., being voiced thru the speakers placed throughout the location.

In most cases popular music is accepted. Some spots like to feature soft, string music in the music box, having made a study, and also working from requests from the location, he is able to gauge the type of music wanted.

Background music locations are continuing to increase daily. These have been signed to two years and even longer contracts. The belief is that, as telephone wires become available, background music will prove an important division of many music operators' businesses.

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IMPOR TANT
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Survey Proves...

"The Cash Box IS DEFINITELY THE FAVORITE OF THE JUKE BOX OPERATOR"

The Cash Box "The Bible of the Juke Box Industry" carries your advertising message to the music machine operator—who is the most active and biggest buyer of records in the world—and who, thru his machines, "showcases" them to the entire record buying market.

RATES LOW — RESULTS BIG

THE CASH BOX

381 FOURTH AVENUE  (Phone: MU 4-7797) NEW YORK 16, N. Y.

CHICAGO OFFICE
32 W. RANDOLPH STREET  (Phone: DEarborn 0045)

LOS ANGELES OFFICE
422 W. 11th STREET  (Phone: PROspect 2687)
Philley Ops Assn. Arrange
Sale Of Records To Ops -
Profits To Runyon Fund

NEW YORK - The Philadelphia Automatic Music Operators Association, in cooperation with the Sapphire Record Company, has started negotiations for the sale of the platteries' current plug out "Red Head" directly to the trade group, who in turn will sell the platter to music operators at wholesale prices, with the profits normally derived from the sale of these records to go to the Runyon Runyon Memorial Cancer Fund.

Spgornardi for the association, when asked as to the details of the plan stated, "We feel that Runyon Fund can't possibly get enough to combat cancer. At present we are undertaking negotiations with Frank Adams, president of the Sapphire Record Company for the purchase of records to be sold to music operators at the wholesale price of $1. The proceeds we receive from this sale shall be donated to the Fund. Mr. Adams is currently making arrangements with union officials to clear royalties and other legal matters from inclusion in the profits."

The Philadelphia group is currently distributing placards to be placed above music machines, stating that the "collection of this jake box are to be donated to the Runyon Fund." Other trade groups throughout the nation are making similar plans, expected to be in operation in the very near future.

Sonora Reported Set To Drop Single Releases

NEW YORK - Sonora Records may drop its present policy of single releases in the pop, race and hillbilly field it was learned here this past week.

A board of directors meeting held in Chicago last week, discussed the possibility of reverting to the firm's former policy of issuing albums only at specified dates.

At present, Sonora is the lowest priced platter in the market, selling their disks at 40c. If Sonora disburses their present line, the trade will have an important discomfet in their fight to lower prices. Prior to a recent strike threat the firm沿线, platters were being marketed at 35c, which represented a great saving in automatic music operators.

By reverting to their former policy of issuing albums, Sonora will probably receive their recording dividends drastically, since the financial investment involved is rumored to be quite large.

Lawrence Guests With Runyon Sales Co.

NEW YORK - Band leader Elliott Lawrence holds his recording of "As Years Go By" during a guest appearance with Jack Mitnick, Runyon Sales Company's manager of this city. The youthful maestro's rendition is being heralded as the most promising and in many years in the music biz.

Mannie Sacks Host To Music Clan

Gathered in front of the Columbia Records offices, prior to leaving for the classes Bob Montgomery title fight in Philadelphia, Monday, August 4 and (left to right) Al Levy, Motion picture talent manager: Mickey Goldsen, Capital Songs: Dick Volter, Shapiro Bernstien, Inc: Jerry Johnson, Southern Music Corp: Tommy Volando, Sandy-Joi, Inc; Ben Burton, Burton Music Co: George Welner, Grand Music Co: Jack and Sidney Mills, Mills Music Corp: Joe Galkin, manager of Tommy Tucker: Bob Austin, Top Core Box, Jake Stone, E.M.I.; Redd Evans, Jefferson Music Corp and Lou Misling, manager of Buddy Clark.

Air Freight Slice Gives Coast Dikers Break

HOLLYWOOD, CAL. - News of the Civil Aeronautics Board's decision last week reducing the cross country freight rate to $9.60 per hundredweight on records found independent platters here jubilant and already making plans to ship disks by air to key eastern cities.

Platters on the coast, because of the former high shipping cost barrier to the past shipped records to the east by truck. As a rule shipments arrived in major cities approximately two weeks later, the recording company thereby losing a tremendous portion of potential sales because of late arrival.

First deal reported made is by a compilation of platters, namely Alladin, Specialty, Exclusive and Modern Records, all who manufacture here but not in the east. The few have made arrangements with an air freight company here, who have guaranteed delivery within five days.

The new 15C rate breaks down the coast to about 45 cents per record. The old rate was 8c, while the trucking rate 3c. By flying records to the east, labels predict that the coast hope to meet the tightening competition among other independent and major labels.

Gremlns-
The address of the Cyclone Record Company ad which appeared in the August 4 issue of The Cash Box was wrong. The correct address is 1559 Broadway.

BE SURE TO HEAR
The Second Great Recording
in America's
Newest Singing Sensation
VIC DAMONE
"YOU DO"
"ANGEL MIA"
Mercury Celebrity Series
No. 5056
For Interesting Reading see Page 60 TIME MAGAZINE.
July 21st.

NEW ENGLAND OPERATORS
Do You Know
WE MAINTAIN
A ONE-STOP
RECORD SERVICE
For Your Convenience
VICTOR - DECCA - COLUMBIA
MAJESTIC - MERCURY - CAPITOL
Special Price To Operators!
REDD DISTRIBUTING Co., Inc.
Exclusive Wholesaler Distributors
130 LINCOLN ST., ALLSTON, MASS.
Phone: STa 3320

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
<table>
<thead>
<tr>
<th>Track</th>
<th>Artist/Title</th>
<th>Directory</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>V1-70</td>
<td>THREE STORIES</td>
<td>EPISODE 21</td>
<td>Aug 4</td>
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<tr>
<td>V1-71</td>
<td>THE BOO BLUES</td>
<td>EPISODE 22</td>
<td>July 27</td>
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<td>EPISODE 23</td>
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<td>HUNGRY MIND</td>
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<td>January 22</td>
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<td>THE BEATLES</td>
<td>EPISODE 50</td>
<td>January 15</td>
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<td>V1-100</td>
<td>THE BEATLES</td>
<td>EPISODE 51</td>
<td>January 8</td>
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*Note: The above list contains tracks from episodes 01 to 50 of the series.*
M U S I C

Wurlitzer
1089 Colonial $875.00
1015 Std Phonograph 974.50
1091 Coiled Char. 409.50
3920 5-10-25c 5-Wire Wall Box 69.30
3921 5c 2-Wire Wall Box 42.10
3921 5c 30-Wire Wall Box 49.30
3945 5c Wireless Wall Box 48.50
215 Wireless Transmitter 17.50
216 Wireless Impulse Rec. 22.50
217 Aux. Amplifier 10.50
218 10-Wire Adap. Terminal Box 15.00
219 Stepper 35.00
406 Adidas Steel Speaker 45.00
4092 Aux. Plastic Speaker 45.00
4093 Aux. Wooden Speaker 17.50
4094 Musical Note Speaker 27.30
4095—Round Walnut Speaker 22.50
4096—Round Mirror Speaker 32.50
4097—Oval Deluxe Speaker 34.00
4098—Super Deluxe Speaker 41.50
4099—Recessed Wall Speaker 21.50
Model 28—Remote Volume Control 24.00
Model 241—Outdoor Speaker 35.00

P I N S

Bally Ballyhoo 279.50
Chicago Coin Pay Boy 279.50
Exhibit Ranger 299.50
Gottlieb Lucky Star 294.50
J. H. Keeney & Co. Carnival 295.00
Marvel Mfg. Co. United States 295.00
P. & S. Shooting Stars 249.50
United Mfg. Co. Mexico 295.00
Williams Torchy 296.50

C O U N T E R G A M E S

A.B.T. Corp. Coin Ranger 65.00
Amusement Enterprises, Inc. N. Y. Whirl a Ball! Single 47.50
2 to 24 47.50
25 to 50 45.00
100 or more 43.50
Bally Mfg. Co. Heavy Hitter 184.50
w/stand 198.50
Gottlieb Do-It-Yourself Scale 39.50
Skill Games Corp. Bouncer 44.50

R A D I O

Firestone Enterprises, Inc. Automotive Service Radio

Coradi Coradi 59.50
Ra-O-Matic Corp. Radios

Tradio, Inc. Radios

National Service Sales

Touring Radio

RCI Model MI-13176

Precision-Bilt Co.

Precision-Bilt Radio

Coin Controlled Equip. Ltd.

Amco, metal console radio 89.50

All equipment appearing on this and following pages listed only until machines are no longer in production.
BELLS

AMERICAN AMUSEMENT
50c Golden Falls (Rebuilt) .................................................. 399.00
BELL-O-MATIC CORP.
Jewel Bell ............................................................................. 399.50

GROETCHEN
Columbia Twin JP ................................................................. 145.00
Columbia Deluxe Lunch .................................................................. 299.50

MILLS SALES CO., LTD.
Dollar Bell .................................................................................. 839.50

O. D. JENNINGS
5c Slot Machines ....................................................................... 1250.00
10c Slot Chiefs ........................................................................... 279.00
25c Slot Chiefs .......................................................................... 299.00
50c Bronze & Slot Chiefs .......................................................... 399.00
5c Deluxe Club Chiefs .............................................................. 299.00
10c Deluxe Club Chiefs ............................................................ 399.00
25c Deluxe Club Chief ............................................................. 429.00
5c Deluxe Lunch Club Chief ..................................................... 324.00
10c Deluxe Lunch Club Chief ................................................... 334.00
25c Deluxe Club Chief ............................................................. 344.00
50c Deluxe Club Chief ............................................................. 454.00
5c Silver Eagle .......................................................................... 309.00

PAGE
5c DeLux Chrome Bell ............................................................ 245.00
10c DeLux Chrome Bell .......................................................... 265.00
25c Deluxe Bell ......................................................................... 295.00
50c DeLux Chrome Bell .......................................................... 375.00
51.00 DeLux Chrome Bell ....................................................... 375.00
5c Rocker Slot Proof .............................................................. 855.00
10c Rocker Slug Proof ............................................................ 255.00
25c Rocker Slug Proof ............................................................ 265.00

CONSOLAS

BALLY
DeLux Draw Bell 5c ................................................................. 512.50
DeLux Draw Bell 25c .............................................................. 532.50
Hi-Boy .................................................................................... 335.00
Tripling 9-5-25 ........................................................................ 855.00
Tripling Bell 5-5-25 ............................................................... 910.00
Tripling Bell 5-10-25 .............................................................. 925.00

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

BUCKLEY
Track Odds DD JP .................................................................... 1250.00
Parlay Long Shot ...................................................................... 1250.00

EVANS
Bangtails 5c Comb 7 Coin ......................................................... 674.50
Bangtails 25c Comb 7 Coin ..................................................... 764.50
Bangtails 75c ............................................................................. 671.50
Bangtals PP PO JP ..................................................................... 829.50
Evans Races .............................................................................
Casino Bell ..............................................................................
1946 Galloping Dominoes JP ................................................... 671.50
Winter Book JP ......................................................................... 828.00

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

O. D. JENNINGS
Challenger 5-5-25 ................................................................. 505.00
Three-Play Bell Console 5-10-25c comb. ................................. 690.00

ONE-BALLS

BALLY
Eurota ..................................................................................... 489.50
Entry ....................................................................................... 595.00
Special Entry ........................................................................... 595.00

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

KENEY
Big Parlay ................................................................................. 660.00

ARCADE TYPE (continued)

ESQUIRE GAMES CO.
Spadille ................................................................................... 399.50

FIRESTONE
Santa Anita Handicap ............................................................. 269.50
Rolloball ................................................................................. 469.50

GENO MFG. CO.
Sun-Ray Roll ........................................................................... 499.50

INTERNATIONAL MUTOSCOPE CORP.
Atomic Bomber (Model B) ...................................................... 375.00
Deluxe Movie Consol ................................................................ 150.00
Deluxe Movie Counter ............................................................ 140.00

METRO BALL GAMES
Card Vendor ........................................................................... 29.50
Double Up Skill Bowl ............................................................. 399.50

SCIENTIFIC MACH. CORP.
Pokerino, Location Model 5 .................................................... 279.50

SATING & AMUSEMENT CO.
Sportsman Roll ....................................................................... 425.00

TELECOIN CORP.
Photomatic ................................................................................

TELEQUIZ SALES CO.
....................................................................................... 785.00

WILLIAMS MFG. CO.
All Stars ................................................................................... 499.50

MERCHANDISE MACHINES

CIGARETTE MACHINES

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

DUPLICATE CHALLENGER
7 Column Flat Mach w Stand .................................................. 155.50
9 Column Split Mach w Stand ................................................ 165.50
9 Column Flat Mach w Stand .................................................. 171.50
11 Column Split Mach w Stand .............................................. 176.50

NATIONAL VENDORS, INC.
Model 9E (Electric) ............................................................... 321.70

ROWE
Cruiser (8 Col) w Stand ......................................................... 145.75
Cruiser (10 Col) w Stand ........................................................ 162.25
U-NEED-A-VENDOR .............................................................
Monarch 6 Col w Stand .......................................................... 149.50
Monarch 8 Col w Stand ........................................................ 159.50

MERCHANDISE VENDORS

A. B. T. MFG. CORP.
"Auto Clerk"—"Gen'l Mache." ................................................... 150.00

ASCO VENDING MACH. CO.
Nut Vendor .............................................................................

ATLAS MFG. & SALES CO.
Bulk Vendor ........................................................................... 162.50

AUTOMATIC BOOK MACH. CO.
"Mile-Maid" .......................................................................... 176.50

AUTOMATIC DISPENSERS, INC.
"Drink-O-Mat" ....................................................................... 150.00

BALLY MFG. CO.
Drink Vendor ........................................................................... 250.00

BERT MILLS CORP.
"Hot Coffee Vendor" .............................................................. 548.00

COAN MFG. CO.
U-Select-It—24 Model ........................................................... 85.50
U-Select-It—30 Model Deluxe ............................................... 95.00

DAVAL PRODUCTS CO.
Stamp Vendor ...........................................................................

HOSPITAL SPECIALTY CORP.
Sanitary Napkin Vendor ...........................................................

INTERNATIONAL MUTOSCOPE CORP.
Photonatic ................................................................................. 1495.00

MACHINE QLION CORP.
"Cigar Vendor" ....................................................................... 1495.00

NORTHERN MACHINES CORP.
"Bulk Vendor" ...........................................................................

REVO, INC.
Ice Cream Vendor ....................................................................

RUDL-MELKIAN, INC.
"Dwir-Cafe" Coffee Vendor ....................................................

SHIPMAN MFG. CO.
Stamp Vendor ............................................................................

TELECOIN CORP.
Tele-Juice ................................................................................

THRIFT-AYD, INC.
Vendor ....................................................................................

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

VENDO MFG. CO.
Candy Vendor .......................................................................... 127.50

VENDIT CORP.
Candy Vendor .........................................................................

VIKING TOOL & MACH. CORP.
Popcorn Vendor ....................................................................... 149.50

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YOU'VE NEVER SEEN A MORE AMAZING SOUND SYSTEM THAN

THE TEL-O-MATIC ROBOT

IT'S ALMOST HUMAN

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

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

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

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

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

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

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

www.americanradiohistory.com
**S.O.S... SAVE ON SPEAKERS!**

WE'RE RESCUING OPERATORS FROM HIGH PRICES!

Above Models . . ONLY $9.95 ea.

F.O.B. Cleveland, O. Plus Tax

Here's the biggest money-saving news for operators in years! The low unit cost of these top-quality speakers enables use of more speakers on a location, giving better sound distribution. These smartly styled, chrome-trimmed remote wall speakers give top acoustical performance at rock-bottom prices. Buy now!

IF YOUR DEALER CANNOT SUPPLY YOU, SEND ORDER DIRECT TO

CLEVELAND ELECTRONICS, INC.

Manufacturers of Radio Loudspeakers

6611 EUCLID AVE. CLEVELAND, OHIO

(Terms: One-Third Cash With Order, Balance C.O.D.)

DISTRIBUTOR AND DEALER INQUIRIES INVITED

"The Cash Box" Is The Operator's Magazine

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

---

**Mississippi Ops To Meet Aug. 14**

JACKSON, MISS. — The Mississippi Phonograph Operators Association, with offices in this city, have called a state wide meeting to be held in Meridian, Miss. on Thursday, August 14.

"While our organization is comparatively new" reports Les Griffin, president, "we are making speedy headway in increasing the membership. We have also made great strides in securing the cooperation between the members to make the muscle machine and pin ball industry in Mississippi more profitable to the operators.

"In addition" continued Griffin "we are hoping to start a Public Relations campaign in the near future in order to improve the public opinion in this territory toward our business.

While the operators are at the meet, Griffin will also report to them on the industry's efforts in cooperating with the campaign for the Damon Runyon Memorial Fund For Cancer Research. He writes "we expect our column to contribute heavily to this great drive. We have spoken with many operators individually and they have indicated their willingness to cooperate. However, when the leading operators are all together at the meeting, and the campaign discussed, we will be able to complete our plans for a definite program.

All the operators in the state of Mississippi (members and non-members) have been notified of the August 14 meeting, reported Griffin, and a large turnout of column is expected.
NEW YORK—With the fact that the 52,000 television receivers now in use in the eight cities where television programs are being broadcast, 31,200 of these receivers are in the metropolitan New York area, makes the statements of Albert S. Denver, president of the Automatic Music Operators Association of this city, largest organization of its kind in the country, all important to all music operators where television is now being broadcast or where it will eventually be broadcast.

As president of AMOA, Denver spoke to the membership of his organization sometime ago, when television sets began to make their first inroads into the income of the automatic music operators, here, and explained at that time that television would only remain popular in the commercial locations until the price of the receivers was cut to where the average home could also install a set.

Since then, Denver, with the aid of the leading operators of AMOA, has proved that television does not cut too deeply into the average take of the automatic music operator who would only remain popular in the commercial locations until the price of the receivers was cut to where the average home could also install a set.

He also reported that there were bound to be more television receivers in the New York area than anywhere in the nation (the figures show that two-thirds of all the receivers so far sold in the eight cities now broadcasting television programs are located in the metropolitan New York area) because of the fact that there are more big time sporting events in this city than anywhere else in the country. This includes major league night baseball games and the big boxing bouts with Madison Square Garden's Friday night fights and the bouts in lesser arenas throughout the city and surrounding area on the air every night in the week.

"The television is here to stay," Denver told the members of his organization he also said, "it is not going to cut down the income of the intelligent automatic music operator. It may have some effect in the beginning for, like any new toy all interest is centered in that toy until the fascination wears off. I predict," he stated, "that as soon as prices come down to a level where the average home can purchase a television receiver, then just like radio, which also bust into the commercial locations in the beginning, television will become too commonplace to remain a commercial attraction. And this", he continued, "is happening at an unusually rapid pace throughout this area."

He also said, "Taverns everywhere in the metropolitan New York area are not satisfied with television. We have learned thru our members that the average tavern is very much disturbed by the number of stragglers it attracts with its television receiver. These people come in for a 10c beer and hold onto it until the broadcast of a baseball game or boxing bout is over. In fact, many tavern owners are extremely unhappy over this problem for their regular customers can't get to the bar and many of their regular customers are walking out, instead of into, their taverns, when they see these crowds of unknowns crowding the entire bar."

Denver also stated, "The tavern owners now realize, at least in this city, and this is the city which has been hardest hit by television so far, that television is not for them from a cost standpoint, too. Tho the average tavern is only buying a receiver when forced into it, and buying the cheapest model, they still find themselves with service problems on their hands and the cost for service keeps mounting daily. In fact," he reported, "some of the best tavern locations have cut down on television and will only play the juke box until forced to, at the very last minute of an important fight or baseball game, to tune in the television set. But, still keep the juke box going even tho at lower volume. They want that income from the juke box. And what's more important, we are now getting a better deal from the tavern owner as far as percentage and front money is concerned because of television."

"Figured from every standpoint," he continued, "Television has helped us by the very competition it gives us. It proved once and for all to the tavern owner that the juke box was his mainstay, his profit producer, his rent payer, and gave us the opportunity, when he purchased a television receiver which dropped our take, to allow us to get a better percentage or front money deal from him. And this deal will now stick just where it's at even when he eventually gets rid of his television set."

"As far as that's concerned", Denver reminds the music ops, "there are still plenty of taverns with radio receivers. But, what effect have these on juke boxes now? And that's the answer to what will happen to television once the novelty wears off and everyone can see the same program in their own homes just as they can listen to radio in their own homes."

"But", he continued, "with intelligent music operators at work, bringing in the very latest tunes, attracting the patrons with the best name artists, giving fine service, getting a new deal from the tavern owners to make up for whatever loss television has created, they are not only holding up their averages but, in the long run, have a better deal than they ever before had which indicates that they are going to enjoy real profits from now until television is gone, and from then on."
Buckley

Builds the Best

New Cabinet Assemblies

For Mills Escalator Bells
Hammerloid or Wrinkle

Your Choice of:
- Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.
- Complete new precision-built light wood cabinets expertly finished with perfect 61 new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated 2/5 or 3/5.
- 5c 10c 25c chrome denomination Coin intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

Quickie gave music operators the first practical and profitable music box at the lowest price. Today, Buckley leads the field by offering a new model box of advanced design and perfection at a new low price.

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

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

Buckley Track Odds

Buckley Track Odds has long been recognized as the only seven-coin race horse.capsule that would stand up month after month—a year after year—and outsell all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come close second from the standpoint of earning. Every day, Buckley and only the new Buckley odds are even more profitable to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.

4225 West Lake Street • Chicago 74, Illinois

Phone: Van Buren 6636-37-38-6933

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
CHICAGO — Rev. Hjalmer F. Hanson, pastor of the Moreland Lutheran Church, Lotus and Huron Sts., this city, built a “rumpus room” in the basement of his home for the young people of the church. Pictured above, the room is fitted out with modern furniture and recreation equipment, featuring a “juke box” and a pin game. The room was built by the pastor as a measure to combat juvenile delinquency, giving the young people a place to spend their leisure time and have social gatherings.

**Church “Rumpus Room” Features “Juke Box” and Pin Game**

**Atlas Mfg. & Sales App’ts New Sales Mgr.**

CLEVELAND, O. — W. A. Jenkins, president of the Atlas Manufacturing and Sales Corporation, this city, announced today the appointment of Gil Welton as salesmanager of the company. Welton has been connected with the coin machine business for many years, and recently was with the Victor Vending Co. He will leave this week on a trip throughout the East in the interests of the Atlas DeLuxe Penny Vendor and the new Atlas Bantam Tray Vendor. He plans to visit jobbers on this trip.

**BEN RODINS SAYS**

Keep Posted...
On Prices for New and Used Equipment
WRITE TODAY... A Postcard Will Do
Let BEN RODINS add your name to his Mailing List
REMEMBER—If I Can’t Guarantee It... I Won’t Ship It!

**MARLIN Amusement Corporation**
412 9th St., N. W. • D.I. 1625
WASHINGTON 4, D. C.

**The Game**
THAT’S ENTIRELY DIFFERENT
Williams’
TORCHY

CONVERTIBLE TO STRAIGHT HIGH SCORE
ORDER NOW!
CONSOLIDATED DISTRIBUTING CO.
1910 GRAND AVENUE
KANSAS CITY, MO.

**HEAR FILBEN MIRROCLE MUSIC**
The most sensible new idea in Automatic Music
Come as you are... and fill up at our buffet bar

**SUNSHINE COIN MACHINE CO.**
PHONE 5-1095 1470 NORTH WEST 36TH STREET MIAMI, FLORIDA

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Pin Games May Go—
Slots Okay in Spokane
Music Tax Considered

SPokane, WASH.—Pin games will be prohibited after December 31 here, unless the courts decide to the contrary, Mayor Arthur Meehan announced this past week.

Referring to reports that both pinball and slot machines would be allowed to operate in 1948, the mayor said "The council has gone on record and included in an ordinance that pinball machines will be prohibited in Spokane after January 1. Inasmuch as slot machines are protected by the state club law, this city council does not believe it has authority to outlaw those devices unless the supreme court rules to the contrary."

"Unless pinball machine owners are successful in proving to the courts that those devices are not contrary to existing city ordinances, or that the ordinances are in conflict with state laws, they must cease operation" he continued.

Altho no action has been taken as yet, the council is considering licensing music machines and vendoing machines to partially make up for the loss in revenue from taxes on pinball machines. The city expects to lose about $150,000 a year by repealing the pinball license. The slot machine total (5 per cent of the net receipts) figures to bring the city between $150,000 and $200,000.

Pinball ops are contesting the council decision, and are hoping they will be able to continue their operations after 1947.

Rube Goldberg, Cartoonist, Visualizes Aut. Vender With Coin Changer

NEW YORK—Appearing in the August 2nd issue of "Colliers", national weekly, Rube Goldberg, world famous cartoonist, illustrates his conception of an automatic vending machine equipped with a coin changer.

The cartoon headed a column "Keeping Up With The World" by Freling Foster, who wrote "machines equipped with the changer increased sales as much as 25%".

United's Mexico
with
New Bonus Feature

✓ Added Thrills
✓ More Action
✓ Greater Profits

Terrific Last Ball Scoring Possibilities

Five-Ball Novelty-Replay

See Your Distributor Now!

United Manufacturing Company
5317 North Broadway
Chicago 40, Illinois

Yes!
Now We're Delivering!

*Sensational, New Mills Constellation Phonograph

To Operators in Arizona, California, Oregon, Nevada

Mills Sales Co., Ltd.
Main Office: 1640 10th St., Oakland, Calif.
Branches: 600 S. E. Stark, Portland, Ore.
2827 W. Pico Blvd., Los Angeles, Calif.

Selling Out!
34 Brand New Jennings Slot Machines Still in Crates
At Distributors Cost Plus Freight.
First Come First Served.

Box 132 c/o The Cash Box
381 - 44th Avenue, New York 16, N. Y.
Youngstown Music
Ops Report Biz Good
Temporary Decline 10%, Expect Increase in Fall. Television Not Expected For Many Years

YOUNGSTOWN, O.—Robert P. Edwards, secretary of the Automatic Music Association, this city, reports music operators in this territory have been enjoying fine collections all along.

“Business in the coin music field hasn’t fallen off much in this territory states Edwards. “We show a slight decrease of 10% and believe that will be very temporary because steel is the mainstay of this valley, and it has been said by those who should know that steel will be in demand for many years to come. Also, Youngstown is in a very favorable position to sell their steel at a price somewhat less that it can be sold elsewhere. There is this probability that the majority of operators here get first (front) money from their machines, thereby lessening the shock of a decline in general business. $10 first money is the highest figure we charge here—we wish it were $15, as you suggest.

“No outside concern can make any headway in this territory no matter what percentage he offers, because our locations here have experienced a labor condition some three years ago, and were left holding the bag when the outsiders left the field because there was no profit in it. We encourage and foster the ideal of service as a basis of a worthy enterprise, and are firm in the opinion that as long as this is done, we have nothing to fear from outside competition. We know our market well. Our locations know all that is going on, and are wide awake for “the chiselers.” Many have come and gone in the last two years in the music business here. They lost their money, but are wiser men for the experience.”

Edwards sums up his arguments with the very optimistic statement “I believe as does The Cash Box, that the operator is entitled to first money and whether it should be $10 or $15. I wouldn’t be in a position to say, but believe if all the service men are paid on a strictly commission basis, and the first money is taken, the business can survive until such time as there will be a reduction in costs.”

Youngstown operators are not disturbed by the television problem, as reliable sources indicate that it will not appear in their territory for at least eight years, unless some revolutionary development takes place. Should it appear that television reception will become available in the territory, Edwards believes the Association can handle the problem by keeping locations posted in the developments in the fields, and knowing the operators and the service they have been getting for many years, would come to the association for advice and then follow whatever suggestions they made.

Concluding his letter Edwards writes “I appreciate what The Cash Box has done for operators, and will continue to support you in every way possible, in the exclusion of other trade papers who carry water on both shoulders.”

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
**PHILADELPHIA, PA.** — "Television is a fungus, which as soon as television companies can produce enough of them, the taproom owners themselves will put them out of their bars" claims Charles F. Hannum, manager of the Phonograph Operators Association. Keeping in close touch with the situation, Hannum reports that when the Philadelphia operators were originally faced with the problem they checked taproom business before and after a television set was put into the establishment. "I can say from actual checking" states Charley "that it does one thing for a location. Mainly, it fills the location to its capacity—business comes to a standstill—and the owner is throwing a sideshow for the neighborhood at his expense."

"When night ball games and fights get on the screen, the place becomes very crowded," continued Hannum "the customers order a beer. The bartender starts to watch the contest, and he's not interested in selling beer or liquor. The customers certainly don't want to buy if the salesman, who is the bartender, is not interested in selling. And that's the way the business goes for the duration of the event. At the end of the contest the cheapskates begin to leave, and the big hearted buyers buy two or three beers. The result is a lot of entertainment and no business, and it's all on the house."

Another point Hannum makes is that television screen is focused so that only a few in the room can actually see the vision without terrific eye strain. Those who are not in the proper line of vision are affected with eye strain.

In closing, Hannum comments "In a territory where there is an association, and television has opened it up in the territory, the association should get set for this emergency, and see to it that every location that installs a set is put on an 80%–20% basis at once, because the location at once becomes competitive to the juke box and it is necessary for our men to have more money to operate in this location. Your idea of $15 front money is definitely a necessity, although we did not have a chance in Philadelphia to combat this. I am sure that if other associations get on their toes they can give it a damn good fight."

It is reported that the state of Pennsylvania has passed a tax of $125 on television sets in taprooms, and it is further rumored that a Federal tax of $25 is in the offing.

**Abbott New Manufacturer of Rolldown Game**

NEW YORK—A new manufacturing company, Abbott Specialties, Inc., opened offices at 615 Tenth Avenue, this city: this week. Abbott Specialties have been working silently testing their new rolldown game both in their factory and on location prior to making any public announcement. Headed by four well known local columnists—Dave Lowy, Sid Mittleman, Phil Mason and Felix Maltz—the firm is now in production on the game. It is called "Buccaneer," and has several novel innovations. Featuring high spots and a fast, interesting playing field, with rollover buttons. "Buccaneer" is dressed in an attractive cabinet with a multi-colored animated backboard.

**JENNINGS SENSATIONAL TWIN PLAY CHALLENGER IMMEDIATE DELIVERY**

Available in ............... 5c-5c 5c-10c 5c-25c play

It's the console that needs little more floor space than a single machine!

Don't Wait ... Contact Your Dealer or Write

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

**CALVERT Has it for MARYLAND**

"The World's Finest Phonograph"

"Manhattan"

by PACKARD

Distributed in MARYLAND
by NOVELTY CO.

Coin Operated Equipment

708 N. HOWARD STREET — BALTIMORE 1, MD. — Vernon 3034

**NOW DELIVERING**

FILBEN '47—Record Phonograph
Pantages Maestro Music System
Personal Music Systems

**ALSO DISTRIBUTORS FOR**

United's MEXICO
Square's SPORTSMAN ROLL
Adams-Fairfax CASH TRAY
U.S.V.C. Refrigerated Vendors

"Wisconsin's Leading Distributors"

UNITED COIN MACHINE COMPANY
6304 W. GREENFIELD (SPRING 8446-8447) MILWAUKEE 14, WISC.
PACE SETTERS!!

"PACE" 3 WAY BELL CONSOLE
40 SAMPLES SENT OUT TO TEST —
ALL REPORTS NOW IN — RESULTS!!
99% PERFECT! THAT'S GOING SOME!

ONE BELL MECHANISM ONLY!
3 COINHEADS — ONE HANDLE!
ANY COMBINATION DESIRED
5c - 10c - 25c or 50c
ONE or THREE CAN PLAY!
Only One Federal Tax ($100) Required!

SPECIFY COMBINATION—5c - 10c - 25c—5c - 5c - 25c
5c - 5c - 5c — OR ANY COMBINATION DESIRED

WIRE COLLECT FOR PRICES
RETURNABLE 10 DAYS FULL REFUND

DELUXE CHROME BELLS
1c - 5c - 10c 25c - 50c and $1.00
DRILL PROOF CHROME SIDES
MIRROR FINISH FRONTS
SIMPLIFIED MECHANISM —
Over 250 Less Parts Than Other Makes

"PACE" ONLY HAS FULL SWEEP
ALL COIN PLAYS, PENNY to DOLLAR
NOTE—BRAND NEW 50c & $1.00 BELLS

—OUR GUARANTEE—

DISTRIBUTORS — JOBBERS — OPERATORS —
Order one sample machine—any kind—keep 10
days—if not finest you have ever seen—RETURN
—EXPRESS CHARGES COLLECT—full purchase
price in 24 hours—no questions.

STATE OR TERRITORIAL DISTRIBUTORS WANTED
ESPECIALLY FOR WEST COAST
AND ALL OTHER STATES

PACE MFG. CO., INC. 2909 INDIANA AVE.
CHICAGO 16, ILL.

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

**BARNET B. SUGERMAN**

CHICAGO — Barnet Sugerman and Jack Mitnick of Runyon Sales Company, New York City and Newark, N. J., attracted a large crowd to the showing of their new Tel-O-Matic “Robot” unit at the Bismarck Hotel here this past week.

Both Sugerman and Mitnick were tremendously pleased with the business they did here and also with the many compliments which they received from noted distribs who came from all about this territory, regardless of the heat, to see this new “Robot” unit in action.

According to Sugerman, “There is no doubt among the men who are well acquainted with the automatic music business that the ‘Robot’ has something for them, which is of very great value from every standpoint. Everyone of these noted music machine men told us that this was the most impressive unit which they had ever seen and all believed that there was a very great market for it throughout the nation.

“It was most interesting to us,” he continued, “to note the enthusiasm which greeted the ‘Robot’ and which caused a great many of the music merchants here to assure us that there are many thousands of locations throughout this area as well as in all states of the midwest where the ‘Robot’ would be received with open arms. Even tho the heat set a record in this city this past week the coinmen continued to flock to the Bismarck Hotel to see the “Robot” unit and the display went on from early morning until the late hours of the evening.

**Sails For Italy**

NEW YORK — Mario Caruso, president of C-Eight Laboratories, Newark, N. J., manufacturers of the “Electro” cigarette machine, sailed on the “Saturnia” this week, for Italy. Caruso, who has a manufacturing plant in the southern suburbs of Naples, intends to produce his electric cigarette machine in that city. The machines, according to Mr. Caruso, will be exported to South America and Western Europe.
AFTER ALL IS SAID AND DONE
THERE IS REALLY ONLY ONE

MARJORIE
A NEW GOTTLIEB SWEETHEART

COMBINATION HIGH SCORE!
SEQUENCE SCORING!
ACCELERATED ACTION!

Order From Your Distributor Today!

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, III.
Tel. WHitney 4370

There is No Substitute
for Quality

IMPROVED, DELUXE
GRIP SCALE
Consistently Best Since 1927

D. GOTTLIEB & CO.
1140 N. KOSTNER AVE., CHICAGO 51, ILLINOIS

SHAKE-DOWN
(Continued from Page 6)

profits are immediately cleared off or else
made to show a profit by some "guarantees"
commission arrangement. They
should also take heed of the fact that
they cannot expect to continue on very
much longer with old equipment which
has long since started to "cost them
more in service overhead" than new
machines.

There are going to be many "part time
operators" entering into the industry.
This has already made itself apparent
in many spots through the nation. One
operator told The Coin Box just a few
weeks ago, "Have just sold part of my
music route to a bus driver. He is
continuing to drive his bus and is working
toys to take care of the machines.

These are the men who may upset the
apparent in many localities as far as
better commission arrangements and also
better business tactics are concerned.
This is a problem which the operator must
prepare himself to face.

The fact is — he will find new and
tougher competition to meet in the man
who works "part time" and the "new
man who still won't know for sometime
just what expenses and operating
conditions really are."

He must assure himself that he will
be able to continue regardless of the re-
sults of this shakedown period by ar-
ganging new to streamline and better
his entire set-up.

Coin Op Radios Taxed
FT. LAUDERDALE, FLA. — Herman
Weeks, chief deputy tax collector,
this city, was informed by C. M. Gay,
state comptroller, that coin operated
radios and typewriters would have to
be licensed.

Authorization was granted the
county office to issue a license for
each coin operated radio for $2 state
costs, plus $1 for the county, and 25c
for the county judge's fee

DAILY RACES
1-Ball Multiple
STILL THE STANDOUT
for ACTION and EARNINGS!

DO YOU NEED
NEW MACHINES
WE HAVE . . .

NEW A.B.T. MACHINES
NEW BALLY MACHINES
NEW BELT-O-MATIC MACHINES
NEW EVANS MACHINES
NEW GENCO MACHINES
NEW WILLIAMS MACHINES
NEW MYSOCOPE MACHINES
NEW PINBALL MACHINES
NEW EQUIRE MACHINES
NEW COLEMAN VENDORS
NEW RACER VENDORS
NEW NEW VENDORS
NEW WAYSIDE VENDORS
NEW WAYSIDE VENDORS
NEW WAYSIDE VENDORS
NEW WAYSIDE VENDORS
NEW WAYSIDE VENDORS
NEW WAYSIDE VENDORS

DO YOU NEED
USED MACHINES?
WE HAVE THEM
Thoroughly Checked and Ready for
Location.
Write for Our List of Used
Machines You Need, or we have
Warranties.

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

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!
OMAHA, NEB.—At a recent showing of the new Packard “Manhattan” phonograph by Frankel Distributing Company, at the Hotel Paxton, this city, operators from Nebraska and South Dakota attended to view the machine. In addition, quite a number of Frankel’s sales organization and several factory managers and department heads were on hand.

Photographed at the Omaha showing around the “Manhattan” (left to right) are: Larry Frankel, head of the distributing firm; Ken Willa; William (Bill) Krieg, president of Packard Manufacturing Corp.; Bob Bleekman, regional manager for Packard Manufacturing Corp.; and Barney Luckman.

Crain App't'd Sales Head

SPRINGFIELD, MASS. — Forrest E. “Frosted” Crain, former sales manager of RCA Victor’s sound equipment section, has been appointed Vice-President in charge of sales for Automatic Devices, Inc., this city, it was announced by factory officials.

Automatic Devices, Inc. is a newly organized amusement and vending machine manufacturer, which reports they will introduce the “Photo Finish” amusement game late this summer.

“While complete sales policy has not been formulated as yet” states Crain, “we will distribute thru recognized key distributors already in the business. However, before we embark on any specific sales program we will test models of the machine in varied locations.”

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Rugg Injured In Auto Accident

OAKLAND, CAL. — Jack Rugg, recent addition to the sales force of Mills Sales Company, this city, was seriously in- jured when his automobile tumbled down a 70 foot embankment. Rugg was on his way to Reno, Nevada, and while cross- ing the Sierra Nevada mountains from Auburn, California, his car got out of con- trol. Jack is now being treated at the Reno Veterans’ Hospital for a broken collar bone and possible internal injur- ies.

Warren H. Taylor, general sales mana- ger for Mills Sales, advises that Al Rupp has joined the Portland office, and oper- ators in Oregon and Washington will be seeing him soon.

R & S Sales Close Richmond Offices

MARIETTA, O. — M. E. (Ted) Shearly of R & S Sales Company, this city, re- ports that music operators in his terri- tory have been flocking into their show- rooms to view Alvron’s “Bonde Bombshell” and the new “Fiesta” phonograph. Shearly writes he is enthusiastic over the wonderful reception given these products by the ops.

Mr. Shearly reports that the Richmond, Va. offices of the firm have been closed due to the ill health of R. D. Rose, who ran the Marietta offices. Shearly returns to the Marietta offices, and all business will be handled from this point from now on.

R & S Sales will continue to serve op- erators in the same territory they have in the past—Virginia, West Virginia, Eastern Kentucky, Eastern Tennessee, and Southeastern Ohio. Ken Forshey will travel the territory.
Arcade Donates Day's Receipts To Cancer Fund

HARRY ROSENTHAL

PITTSBURGH, Pa. — In response to the industry's appeal for support for the Damon Runyon Memorial Fund for Cancer Drive, James T. Mangas, director of the CMI Public Relations Bureau, reports that The Amusement Arcade, this city, takes the lead.

Harry Rosenthal and his partner Robert Platt of The Amusement Arcade announce that the receipts for the arcade for one day, August 6, will be donated to the Damon Runyon Cancer Fund.

Big streamers and signs bearing the message "All receipts this arcade on August 6th will be donated to The Damon Runyon Cancer Fund" were displayed.

"Platt and I are very proud" states Rosenthal "that we are the first in the arcade business to come thru, but more important is that other arcades throughout the entire country follow suit. We hope every arcade will also set aside a day's receipts for this great cause before the summer is over.'

Reiwitz Donates Jukes To Orphanages

DENVER, COLO.—Three music machines were donated to Denver Catholic orphanages by Mr. and Mrs. Wolf Reiwitz and members of their family, Mr. and Mrs. Al A. Roberts and A. C. Roberts. Reiwitz is the owner of Wolf Sales Company, this city, distributors for Rudolph Wurlitzer Company.

With each machine goes a complete set of 24 records of popular and classical music. New records will be provided every month.

Presentation of the first machine is pictured above. Shown, left to right are: Sister M. Leonita, Father Elmer J. Kolka, associate director of Catholic Charities and chaplain of St. Clara's orphanage, Reiwitz, and Sister M. Marian.

In recognition of his charitable contributions, a local radio broadcasting station recently honored Reiwitz as the subject of the "Toast of the Week" program, which saluted him with these words: "We doff our hats to this great man—a humble man in the face of a good fortune, a philosopher, an orator, a thinker and a doer. The laurel wreath of success looks well on him and we trust it will remain there. Accept the heartfelt wishes of a grateful Denver, Wolf Reiwitz."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
TELEVISION - JUKE BOX COMBOS
BEING READIED FOR MARKET


NEW YORK — In keeping with the editorial which appeared in the July 21 issue of The Cash Box whereby music ops whose territories are being flooded by sales of television receivers asked, “Why Not Coin Operated Television?” these music coinmen are now getting their wish in the announcements made this past week by two well known music men in this area who reported that they are preparing to present combination coin operated television and juke box machines.

In this same article in the July 21 issue, the sub-heading read, “Believe Such Machines in Conjunction With Jukes will Prove Sensational and Can Open Path to New Type Dual Operations on Better Commish Basis.”

One of these automatic merchants advises, “Our combination television-juke box will feature 15 minutes of television reception for 25c or, if the patrons desire, he can obtain 5 record selections for 25c.”

According to the information received, this combination television-juke box list at about $800. It will be a television receiver built over a renovated Wurlitzer 600 model juke box. A simple switch will permit changeover from television reception to the juke box.

Already New York music ops are advising their locations not to purchase any further television receivers for they will, within 30 days, deliver these combinations to them, and the location owner will be able to earn money with television as well as with juke box music, whichever is most preferred by his patrons.

Most interesting feature is the fact that this places the juke box in the 25c class. It brings about greater and more record selection and will allow the location owner continuous music on quarter investment. The average music op here believes that this combination has all the earmarks for success.

One well known music operator, questioned as to his belief on the possibility for success of this combo to make the big investment required in a television receiver. That the juke box is still the location owner’s first and only love, but that he is forced to bring in a television receiver because of his competitor is, or has, done so.

The music ops believe that they can halt all further purchasing of individual television receivers by taverns and other commercial locations on the announcement of the fact and they now will have a television-juke box combination for the location owner. All are also of the belief that these are sure to prove extremely profitable.

125 BRAND NEW 5 BALL FREE PLAY PIN GAMES
Built in last three months by a going Chicago factory. Parts will always be available. $10,000.00 TAKES THE LOT. Will ship any quantity subject to prior offers. Every game GUARANTEED. 1600 of same game were built and sold.
Wire or Write—Don’t Phone.
L. S. SANFORD
2757 N. PINE GROVE AVENUE
CHICAGO, ILL.

THOUGHTS FOR THIS WEEK
• The nervous young husband and his wife were registering at the maternity hospital for her immediate entrance. While the nurse looked up the record, he paced the floor, fidgeted and grew more distressed by the moment. Then he turned to the expectant mother and asked, “Sure, Dee, are you sure you want to go through with this?”

• Three of the most profitable operators’ machines ever built: PHOTOMATIC, VOICE-O-GRAPH, ATOMIC ROMER.

INTERNATIONAL MUTOSCOPE CORPORATION
21 ELEVENTH STREET, W. RUSSELL FABRICANT, PRESIDENT
LONG ISLAND CITY 1, NEW YORK

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
NEW YORK — Indicative of the part the automatic music machine plays in the American scene, is the above photograph used by Pacific Mills in their national advertising. While modeling the new, original line of teen-agers "pedal-pushers" and sport shirts, these attractive young people listen and dance to a Wurlitzer 1015.

CMI Provides Free Signs And Posters For Ops, Distsrib & Mfr's For Cancer Fund

Jim Mangan, director of CMI Public Relations Bureau, has announced that a poster and small sign are now available for all manufacturers, distributors and operators joining the coin machine industry's big push for funds to fight cancer.

The small sign is 6½" x 5" in size and is suitable for pasting on the glass top of a cabinet or on the wall. The copy in large red letters reads: "This Machine is Working for Damon Runyon Cancer Fund." This sign is for operator use in locations where coin-operated units are contributing all or a portion of the vendor, game or juke box's receipts to the CMI cancer fund.

A 19" x 25" poster is ready for manufacturers and distributors for use in offices, showrooms or factories. Huge red letters spell out the message: "Coin Machines are Working for Damon Runyon Cancer Fund!"

They are being mailed this week to the CMI membership, but other members of the coin machine fraternity are invited to write him stating the number of signs they will need and how they plan to participate in the CMI Damon Runyon Cancer Fund campaign. Correspondence should be addressed to Jim Mangan, director CMI Public Relations Bureau.

Mangan states the signs are FREE!

YOU CAN'T BEAT THESE LOW PRICES! RUSH YOUR ORDERS FOR THESE BARGAINS!

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1/3 Deposit, Balance C.O.D., F.O.B. Warehouse

RUSSELL HARTLEY
Suite 1101—786 BROAD ST., NEWARK, N. J.—Phone Market 3-0331

NOW DELIVERING Bally's SENSATIONAL MONEY MAKERS

BALLYHOO WRITE
7 Knockout Holes, Hi-Score, Greatest Sensation Since Original Ballyhoo!

HEAVY HITTER $184.50
F.O.B. FACTORY
* Operate as Counter Game or With Floor Stand.
Real Baseball Thrills.

ROCKET $279.50
F.O.B. FACTORY
Convertable, Novelty or Free Play!
5 Ball or 3 Balls! It's a Honey!

TRIPLE BELL WRITE
Triple Play — Triple Profits!
5-5-5 5-5-25 10-25

SPECIAL ENTRY $595.00
F.O.B. FACTORY
Replay Multiple — Doubles and Triples
Regular One-Ball Profits. The Big Hit!

DeLuxe DRAW BELL WRITE
Fastest Profit Producer Ever Built in Bell-Console Class. 5c or 25c Play.

PAUL A. LAYMON, INC.
DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIFORNIA, SO. NEVADA, ARIZONA AND THE HAWAIIAN ISLANDS
1429-31 and 1503 W. PICO BLVD. Phone: PROspect 7351
LOS ANGELES, CALIF.

Please mention THE CASH BOX when answering ads — it proves you're a real coin machine man!
HERE'S A MESSAGE WORTH READING!

We advertise for sale ONLY equipment that we have in STOCK ready for shipment! When we quote sales or special prices you can feel assured that our prices are beyond comparison. See for yourself by checking our prices against ANY other prices in ANY publication or listing. ANYTIME — ANYWHERE! If some of our prices appear to be higher, you'll find the condition of our equipment to be far superior to others at so called lower prices. You are always welcome at COVEN COIN CORNER — where you will feel at home.

USED CONSOLES

- 26" Baker Pines, J.P. O. O. $150.00
- 26" Big Game, F. P. $20.00
- 26" Double Strike, P. O. $25.00
- 26" Cabaret Room, P. G. $45.00
- 26" Fast Time, P. H. $15.00
- 26" Gold Bull, L. H. P. $150.00
- 26" Giant Bowling, California, P. C. $35.00
- 26" Gallatin Division, P. O. $35.00
- 26" Harvard Man, C. O. Y. $1.50
- 26" Jumping Jack, P. O. D. H. $45.00
- 26" Vanity Time, P. O. Super Bell, P. O. $195.00

USED ARCADE

- ART Challenge $37.50
- Sally Ranky, Ch. $9.00
- Golden Chance, Like New $9.50
- Truth, Like New, Very Good $35.00
- Bally Phantom Ball, Bell $35.00
- Champagne Hockey $15.00
- Star Joker $15.00
- Battery Practice $75.00
- Vocal-O-Grams, New $125.00

USED ONE BALLS

- Victory Derby $175.00
- Blue Cheer $175.00
- Grand National $175.00
- Kent $175.00
- Santa Anita $175.00
- Sport universal $175.00

USED SLOTS

- Big Black, Cherry 16 Special, Like New $155.00
- Sally Ranky, O. O. $20.00
- Jack of Spades $250.00
- Fast Times, O. O. $100.00
- Fortune Kids $250.00

NEW GAMES

- Big Eureka $429.50
- Big Yare $600.00
- Big Onion Draw Bell $312.90
- Big Hi Boy $339.00

WIRE, PHONE, WRITE

STOP! LOOK! READ! PARTS SPECIALS!

Small Electric Roller Rims per 100 $2.50
Medium White Roller Rims per 100 $3.00
Large White Roller Rims per 100 $3.50
Extra Large White Roller Rims per 100 $5.00
Arch Ball Rims per 100 $5.00

Playfield Glass (10x1 Single Sheet) 1.15
Case of 100 (10x1 Single Sheet) 16.00
Case of 100 (10x1 Single Sheet) 16.00

Trade Winds 4.50

Bally Distributor in Indiana, Wisconsin, Northern Illinois

COVEN DISTRIBUTING CO.
3181 ELSTON AVE. CHICAGO, I11.
Phone: INDEPENDENCE 2210

Coven's Racehorse "Tilt" Runs In The Money

Baltimore, Md. — "Tilt," a racehorse owned by Art Nyrberg of Calvert Novelties Company, this city (Bally distributors) made her debut August 5 at Suffolk Downs, and finished third. Art reports she paid $18.60 to show.

"Tilt" was named by James T. Man- gan, CMI Public Relations Bureau di- rector, in dedication to the thousands of pinball players, and claims a cam- pion racehorse is a fitting tribute to the nation's most popular game.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Regardless of the torrid weather and the temperature ranging over the 100 degree mark, the town was filled up with visitors from near and far to look things over, to talk to the manufacturers here, and to learn what they could expect for the forthcoming season. On the whole, the visitors seemed to be pleased. E. S. Baum, a visitor from Chicago stated that there had been some drop beyond the regular seasonal dip but that the average had held up better than they had ever expected. In fact, some coinmen said they would much rather see business remain on an even keel than see it jump up and down. We few of Chicago’s music men have been very much affected as yet by television. General reports from Southeastern show that television doesn’t seem to be taking very strong hold in the Midwest, as it has in New York and some of the other eastern centers. Chicago’s music coinmen believe that they won’t run into the problems which the eastern music merchants encountered for, they claim, the tavern owners here have learned from the experiences (television receivers aren’t going to bring them in more business. “Lots of people, yes,” they state, “but not lots of profits.”

Barnet (Shugy) Segerman and Jack Mitnike of Runyon Sales Co., New York and Newark, N. J., pulled some big crowds to their suite at the Bismarck Hotel this past week to see their Telomatic “Robbit” unit. Many of those music men who saw it immediately visualized the possibilities this unit offers for industrial, professional and various other types of locations. A few coinmen who noted the temperatures ranging up there around the hundred mark most of the factories allowed their employees to go home at noon. This halt for refreshments and for the most part affected some production, but it was the most humane thing that could have been done. It’s a fact that the better off of the factories read around the 110° mark . . . Gl Kilt of Empire Coin rushed for his home out of the cool north and the northwestern states to see the Runyon unit and to hear “Mike Hammgren is looking like a zillion dollars”, from some of the boys who were up to see him at the lake . . . Ray Cunliffe, who has been on the road of late, has returned from hay fever, has taken an extended combination business and professional trip, and has stated that he feels great, that he feels there are no meetings of this organization in the summer and this heat would have prevented any as a result . . . Ray does not believe that the juke box trade will have to worry much about television for his investigations from a survey he is conducting prove that once the sets start getting into homes—that’s far enough for commercial spots for television are concerned.

Gordon Sutton of Illinois Simplex tells about the growing demand for his Simplex Deluxe phone needle. “Our problems are the same as everywhere to fill the orders,” he said . . . Monto West of AMI and his “little woman” are seeking a new apartment Monto is going to tell the AMI story to some of the boys in the Midwest this coming week and while preparing to hit the road he’s wondering where he’ll find his motions when he gets to the AMI headquarters to present their new appliance . . . Joe Collins (CMAC) and his B.W. pop into the “Robbit” showing where they bump right smack into Joe Frankel (CMAC) and his “Robot” . . . Joe does not believe that the new music unit and all get to chattering away a mile about (CMAC). Wotta Plug.

We hear that Ed Wurgler of Wurlitzer hit town, watched his collar will down to a shred in the mirror, and left for home chagrantly for the cooler breezes of the Buffalo area. Ed wasn’t in town even two hours . . . Another speed visit was that of Warren C. Deaton of Galion, O. who popped into town for just a couple of hours and then rushed right back . . . Bert Lane, Meyer Parkoff and Harry Rosen of Atlantic Seaboard in town this past week looking things over and visiting at J. P. Seeburg Corp. . . . Max Marston and his boys also in town from Detroit and Max advises that “It’s too hot here—we’re going back to Michigan” . . . Some of the coinmen here talking about a new combination television and phonograph unit and one of them will pitch the route to direct sales to locations. “If not the music unit has contracts with their locations”, is the way one music leader here puts it . . . “And”, he continues, “remember, too, that every television receiver purchased this year is like a dead heering next year when more and better improvements will be added.” He also stated, “Juke boxes are here to stay because they bring people the music of the greatest artists in the world at the cheapest price ever paid in history to hear such singing and playing” and that “the radio has little influence on the juke box business”, with suffering from one of those hard-to-shake-off summer colds. In the meantime, Tony Gasparro tells me that even the boys in his offices are air conditioned it’s murder when he walks out of them . . . Ray Cunliffe has been busy all week being “bath with your clothes on”, is the way Tony describes it . . . (Believe me when I tell you I’m all covered with perspiration while pounding this typewriter and tho I’ve got lots and lots more to write about—you’ll simply have to excuse me while I run off for a shower, a bottle of beer, and a hunk of ice to put on my hot and weary head. So-o-o-o-a-o—thats 30)
Reports coming in from all over the country indicate that the heat wave was in evidence everywhere. It's hot here too, but coinmen are hustling and bustling more than usual. Rolldown games are being placed throughout the entire city, and operators are buying in large quantities. A new manufacturing company stepped into the rolldown picture; another manufacturer announced a new game; other manufacturers continue to deliver games to distributors and jobbers as fast as they come off the production line; and a new distributor is readying a coinrow office to open within a few weeks. All in all, plenty of action.

Ben Becker of Tri-State Sales Company and Pioneer Distributing Company (Bally distributors) flies out to Chicago for a few days — right into a heat wave that reached 107. Ben and his 250 pounds must have had a real "sweaty" time. ... Another group of coinmen who are in Chicago's heat are Bert Lane, Meyer Parkoff and Harry Rosen of Atlantic-Seaboard Corp. ... Still another New York pair in Chicago this past week were Barney (Shugy) Sugerman and Jack Mitnick of Runyon Sales Company, who ran a showing of their Tel-O-Matic "Robot" at the Hotel Bismarck all week for distributors west of the Mississippi. From word received back here, the showing was well attended and Runyon made quite a few substantial deals.

"Buccaneer" a new rolldown game is introduced to coinrow by Abbott Specialties, Inc., a new manufacturing company. This company is headed by four real experienced, dyed-in-the-wool coinmen — Sid Mittleman, Dave Lowy, Phil Mason, and Felix Maltz. It is reported that local consumption will take care of their entire production for a few weeks, after which out of town deliveries will be made ... Johnny Halonka, head of Runyon's record department, develops a "strep" throat, which keeps him at home for a few days, leaving Gloria Friedman to handle the biz... While walking along Tenth Avenue, Al Simon, Simon Sales Co., gets his shins barked by a steel cellar door opening suddenly under his feet ... and did he swear! ... Irving Berkowitz, manager of Apollo's coin machine store, away on vacation.

The Automatic Music Operators Association have set their date for the annual banquet. It's October 18, a Saturday night, in the Main Ballroom of the Waldorf. Barney Schlanger, business manager, started on the job of preparing the souvenir journal. As in other years, his assistant will be Ruth Nussbaum ... George Posner and Irving Kaye, Amusement Enterprises, Inc., delivered samples of their new rolldown game "Big City" to local jobbers, and were highly pleased with the immediate acceptance ... Uncle Abe Engleman (uncle to the three Engleman brothers) fully recovered from a recent illness ... Tony (Rex) DiRenzo, Manhattan Phonograph Company (Aireon distributors) playing host to plenty of music ops who come in to see the "Blonde Bombshell" ... Joe Eisen, Joe Eisen & Sons (Packard distributors) off to Saratoga for the races, then on to Canada for some fishing.

Dave Stern, Seacoast Distributors (Rock-Ola distributors) home ill ... Mack Postel, well known midwest cigarette machine distributor, visiting in the East, consulting with several new coin machine manufacturers. Mack tells us he'll have an important announcement to make very shortly on an electric cigarette machine ... Frank Colland, business manager of IBEW, local 786, gets fed up with running out to his family every week-end at Seaside Heights, N. J., and brings them home — just in time for the heat wave ... Al Bloom, Speedway Products Company, tells us he'll have a very important announcement to make to all music ops next week ... Al Denver, president of the Automatic Music Operators Association gets held up 12 hours before he can take off by plane for California.

Leonard Lyons' column "The Lyons Den" appearing in the New York Post of August 5, was devoted entirely to the progress of the Damon Runyon Memorial Fund for Cancer Research. With contributions of many donations and pledges, Lyons wrote. "The coin vending industry will designate one day a year as Runyon Fund Day, with all receipts from coin machines going into the fund" ... Harry Rosenthal and Robert Platt owners of "The Amusement Arcade" Pittsburgh, Pa. have already run a "day", donating the entire receipts of August 6 ... We hear R. R. (Rudy) Greenbaum, vice president in charge of sales for Aireon Manufacturing Corp., spend a day or so in Philadelphia, Pa... Forrest E. "Frosty" Crain, former sales manager of RCA Victor's sound equipment section, appointed vice president in charge of sales for Automatic Devices, Inc., Springfield, Mass. (a newly formed amusement and vending machine company) according to officials of that company.

Art Nyberg's (Calvert Novelty Company, Baltimore, Md.) racehorse "Tilt" places third at Suffolk Downs in its first race. Hope it keeps its winning form or else it's liable to tilt. Art and his coinmen friends ... Joe Green, United Music Co., Long Island, vacationing in the Berkshires ... Lou Levey, Dover Music Company, back on the route after a recent illness ... Hymie Rosenberg, H. Rosenberg Co. has little to say, but is doing a brisk business ... Jack Semel, Esso Manufacturing Corp., Hoboken, N. J., supervises the delivery of a truckload of "Esso Stars", his hit rolldown game, to jobbers along Tenth Avenue ... Mac Pearlman, Runyon road man covering Connecticut, supposed to take charge of the New York offices while Sugerman and Mitnick are in Chicago, but can't stay put, so leaves town to cover the territory before the week is over ... Teddy Seidel, Seidel Coin Machine Sales, doing a "land office business" buying and selling rolldown games.
Dropped in for a chat with E. Jay Bullock, managing director of S.C.A.M.O.A., who informed me that he is still receiving many letters from all over the country, including mail from ops in Honolulu, who are interested in his organization and desire info on the new plan to handling the meeting for all ops for Thursday night August 14 at the Embassy Auditorium on Grand Ave. Over 100 paid up members are actively on the rolls Bullock pointed out with many new ops applying for membership each week.

Paul Laymon was very elated over his appointment as Regional Chairman for the C.M.I. Cancer Fund Drive. "I hope," says Paul "that all coins in this territory will help to do a bang up job for this very worthwhile cause." Paul has been doing lots of calling on ops and distribs to send their checks in early. The good will resulting from this gesture will go a long way in molding a favorable public opinion toward our business . . . Eddie Wilks over at Laymons has been very busy taking lots of orders for the new Bally "Eureka" . . . Danny Jackson and Sam Don-

Bill Happel, Jr. of Badger Sales getting ready for a short vacation. Bill tells me that the heat and seasonal slow down should soon be over and with the coming of September things should shape up as a shooting star. Jack Leonard of the parts department is off to Catalina Island for a short vacation. Max Thiele handling outside sales for Badger Sales has just sold a nice batch of new Rock-Ola phonos and is using his commission to buy a new car which is being delivered this week.

M. C. [Bill] Williams of the Williams Distributing Company is heating up the West Coast and General Music has been keeping him hopping around his place these past few weeks getting lots of new equipment from the Gottlieb factory and servicing and shipping a large number of arcade pieces to fill the many orders he has been taking. David Robin, Elky's assistant has turned up a pretty good mechanic under Ray's guidance . . . Robert Gordon of Van Es Records due back this week from New York where he planned on making a number of new records by the press of Allen and his Rhythm four . . . Eddie Mesner of Aladdin Records superintend many of new recordings to be released soon. After listening to a dub of several of these numbers it looks like the boys have come up with something . . . Aubrey Stemler has been doing pretty well with his new line of vending machines. Stemler plans on employing an ad agency to look after the firm's planned ad program.

Jack Nelson of the Allite Manufacturing Company has just returned from an extended trip through the west calling on distribs and telling the ops along the way all about the new "Strikes 'N Spares". The games are rolling out of the factory at a good steady clip to fill the huge demand and his very capable staff of technical experts worked on a few minor kinks which have been corrected . . . Nels Nelson hopes to have something definite on his deal this week. It's a wonder that Nels doesn't have ulcers sweating the thing out . . . And yet, indeeed with the temperature pushing the middle 90's all week kept many of the ops at cooler spots no doubt. However, some of the harder were seen along coin row which included: Bill Seatty, west with Rapey, City; Miller, Jr. and Millie, west with懒 Jack; Charles Lyon, Long Beach; Charles DeWitt, Redlands; Howard Hunt, Redlands: Herb Small, Southgate; A. L. Miller, Blythe; William Brong, El Monte.

Charles Fulcher of Mills Sales just back from Las Vegas found a nice shipment of new Mills Phonos on hand and promptly shipped them out to fill the orders on hand. Charlie is hoping for a larger shipment soon. The demand for Mills Bells are very good according to Fulcher with a nice demand coming in right along from Nevada . . . Warren H. Taylor, General Sales Manager, Mills Sales Company, Oakland, advises that his most charming and efficient secretary, Miss Kay Lullick has returned from her vacation at Niagara Falls. No, it's still "Miss" . . . A new promotion campaign is expected to get underway over at Exclusive Records next month. The new plan includes extensive advertising, disc jockey demonstration and personal appearance tours by the top Exclusive artists, according to Charles Craig of the advertising and promotion department of the firm . . . L. A. Willis of the Western Amusement Machine Company informs me that the plant out in West Los Angeles is being fitted the many orders coming in for the new "Western Pokerino". Willis promises a new and very swell game every six months to fill the needs of ops in all territories . . . Melre Noel of Quality Pier has just completed the cutting processes on their most recent series of 16 M.M. film for coin operated panorams . . . Bill Wolf has been doing some sweet business out in the field by looking up the ops in their own back yard. Bill tells me that if the boys can't come in, he will be glad to go out to see them and fill their needs for all types of games and music equipment . . . Jack Gutshall is still undefeated "gin- champ of coin row annex (Washington Blvd.). In mid-

Lee T. Palmer branch manager of the Capitol Distribut-

- week or so. Al Silverman of the Adams-

- Amusement Machine Company informs me that in agreeing to supply the plant out in West Los Angeles it was the music Op-

- the whole price, as under the present arrangement they cannot give the operators their records at Distributors prices.

Just a final word to the many ops, distribs and manu-

- for funds. Your contributions will help to "Arrest Cancer — it's wanted for Murder."

www.greatamericanhistory.com
MIAMI, FLA.

By Irv Mandell

This starts a new column and we might as well start off with a new idea ... at least new as far as this territory is concerned. A group is being formed to sell air conditioning via the coin slot method.

The idea is similar to coin operated radios. Room sized units will be installed in several hotels and occupants who want to escape the heat need only deposit a coin and the machine will do the rest. Talk in these parts claims that air-conditioning will make this part of the country a year-round resort and many are seriously considering the coin operated deal.

Dwight Luiker, Christopher-Luiker (Bally distrib) busy holding down the office while Johnny Christopher is in Chicago on a business trip ... Many of the other local coinmen are also out of town on business deals ... Irv Somner of Modern Distributors is in New York conferring with Jim Stewart on two new machines ... Lou Korn is in Chicago waiting for his Speedee-Weenie to be ready for production.

Milt Green and Joe Mangone of American Distributing Co. are both vacationing. Green is in New York combining some serious buying at Dixie ... Willie Blatt and Jack Lovelady at Supreme Distributors report that they are now meeting their delivery schedule on AMI machines but they still manage to steal off for a few hours of fishing.

Florida ops getting set to visit Sam Getlan and Max Becker of the Sunshine Coin Machine Co., 1470 N. W. 36th St., Miami when the pair open their new showrooms with the new Filben Mirrocle Music line.

MINNEAPOLIS

The Twin Cities and part of the Northwest have been sweltering the past week in some intense summer weather. The thermometer has been hovering around 100-105 every day and there is no relief in sight. Duluth has been registering a cool 66, and that is where the writer wishes he were at the present time.

H. C. Carey, former owner of the Watertown Amusement Company at Watertown, South Dakota drove down to Minneapolis to spend a few days just visiting and calling on some of the distributors. Mr. Carey still does that just to keep up his contacts ... Berl Brown of the Watertown Amusement Company left the early part of this week for Alaska. Berl will spend the entire month of August in Alaska hunting bear and other wild game.

Mike Imig of Yankton, South Dakota drove into Minneapolis for a few days and on his return home will stop at Twin Brooks, South Dakota to spend a few days fishing there. We understand the fishing around that part of the country is at its best ... Elia and Andy Oberg of Grand Forks, North Dakota drove to Minneapolis and are spending a week just visiting some of their friends ... Paul Le Blanc of St. Cloud, Minnesota paid Minneapolis its first visit in many, many months ... T. G. Black of Springfield, Minnesota, in town with his charming daughter just for the day ... Henry H. Greenstein of Hy-G Music Company returned home from Chicago and his first day at the office sprained his ankle very badly. He is coming along o.k. and he expects to be at his desk very soon.

Bennie Daniels, Minneapolis operator is taking a nice vacation with his family in Los Angeles, California ... Bob Cross of Jackson, Minnesota stopped off at Minneapolis just for the day enroute to Canada where it is cool. Bob expects to spend a couple of weeks just vacationing (the lucky stiff) ... Harmony Music Company has moved to a new address, 11th Avenue South, Gordon Rowe of Onamia, Minnesota, in town for the day, and in a hurry to get back, as where he comes from, the weather is much cooler than what Minneapolis has to offer.

Clayton Nemecoff of the Monarch Coin Machine Company, Chicago, spent two days in Minneapolis with his wife, visiting his wife's relatives ... Leo Barkovich of the B & B Novelty Company, Superior, Wisconsin spent last weekend in Minneapolis as he had to attend the funeral of a relative.

ST. LOUIS

Top news in the 49th State this week, exclusive of the 110-degree heat, was an all-time record purchase of a large order of new Rockolas by Andy McCall of McCall Novelty Company. Ideal Novelty Company got the big battle of the week after much midsummer fighting over carloads of them all day long. Not one to do things in a small way, Andy also added 75 new five-ball pin games to the cluster, in assorted varieties. "And it was a straight cash deal, too" Jack Stengel, aide-de-camp, grinned.

The August heat, twice as bad as had been expected, did a lot of damage to the coin machine trade this week. Al Hauser, veteran phonograph mechanic, dropped with heat prostration while loading jukes at a downtown truck stop, and has been in the hospital for three days for shock treatment. Distributors reported apathetic interest in any form of coin machines. "Like a funeral parlor and a furnace rolled up into one" Ben Axelrod of Olive Novelty, groused. He was mopping his brow unhappily while reading a letter from partner Al Hanecklau, about the cool beauty of Wisconsin!

Bad news struck late in the week when M & K Novelty Company, topnotch music outfit over in Anna, Illinois, burned to the ground. Partners A. E. Miller and Bill Keller report a loss of $20,000, most of it insured. Miller was just about to move into his new home when the fire hit—one of the worst in Eastern Illinois history. No cause determined as yet.

De Veatch at V-P Distributing was sweltering over his desk and reports traffic falling off. There were only a few visitors during the whole week. City ops declare tavern locations running at half speed, while the boys out in the cool country air don't see much change.

Carl Trippe, portly owner at Ideal Novelty, took Maynard Todd of the Rock-Ola family on the Streckfus Lines Steamer Admiral for one evening's cool air conditioned comfort. The Rock-Ola operating on this million-dollar boat is Ideal's only waterborne spot ... George Ermantrout, road salesman for Ideal Novelty Company, has been pulled in off the road to replace Ed Randolph, still sick at home after three weeks. Come on back, Ed ... Pete Brandt, Wurlitzer distributor, is investing a large amount of money in a new building, which is promised as the topnotch showstreet showroom in the middle west. Pete is withholding the news until opening day, however.

A few visitors who braved the heat for a look around St. Louis this week were Norman Filisky, Decatur, Illinois, Curley Harie, from Memphis, Mo., and Ben Ryule of Alton, Illinois. all reporting it's just as torrid out in the sticks. Lou Morris of Morris Novelty Company has instituted early closing hours for everybody, as one means of escaping the heat.
WANT - We want you to know we will trade latest five ball free play releases for equipment you can't use. Prefer Mills Bells, Keeney Bonus Super Bells, phonographs, Bally Draw Bells, Victory Special, Special Entry. Sweeten your route with new five ball money makers. Authorized Mills and Keeney Distributors. Established 1905. Trade with safety at the TRADING POST, DEPT. M, SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT - Bally Fairmount Pay Tables, any number, no rebuilds. Will pay Cash or will Trade for equal value on brand new Gottlieb Daily Races Free Play. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE I, WASH. Tel: Garfield 3585

WANT - To exchange for a Bally Victory Special. 1 Bally Draw Bell and 1 Bally Club Bell or any three of the following Mills Slots: 1 - 10¢ Gold Award; 2 Chrome Fronts 3/10 P.O.; 1 Mystery Blue Front 3/6 P.O.; 2 Bonus Bells. MELODY AMUSEMENT CO., 76 HERBERT ST., FRAMINGHAM, MASS.

WANT - 5 Ball P.F.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 Vendors. NOBRO NOVELTY CO., 369 ELLIST ST., SAN FRANCISCO 2, CALIF. Tel: Tuxedo 4976

WANT - We will buy Mills original escalator machines, no rebuilds. Liberal trade allowance on Vest Pockets, Black Cherry Bells in all denominations. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.


WANT - Will buy for cash - new or used phonographs. floor and basement models. Must be in good condition for resale. No junk please! Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

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., AP1. ONE, LOS ANGELES 43, CALIF.

WANT - Wurl. & Seeb. 30 wire Hideaway Units complete 20's & 24's; Wurl. 1015's, 850's, 950's & 7505E's; Seeb. 1-465, 1-46M, 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. & Pace F. F. Mint Vendors; Post-Photomatic; Late 5 & 1 Ball F. P. Games; used Evans Ten Strike; used Genco Whiz; Bally Line-A-Line; Metal Tygers; Scales, etc.; Converters 110 DC to 110 AC, 110 V. 25 cycle to 110 V 60 cycle; Generators 60 cycle; all types of 25 cycle Motors; 25 cycle Flyer Motors all models. Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT - A $74.50 new Vest Pocket Bell is yours for $25. and one Mills Escalator, Yellow-Blue-Brown Front or Cherry Bell Machine must be in running condition. Trading Post, Dept. A. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

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

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

WANT - Will buy any quantity used slot machines, all makes and models. Also, NEW Pace Chrome Deluxe Slots 5¢-10-25¢ & $1. Quote your lowest prices in first letter. All machines must be in first class condition. Will buy Bally Draw Bells, Bally Triple Bells, Keeney Bonus Bells, Single Doubles and 5 Ways. AUTOMATIC GAMES CO., 2886 W. FICO BLVD., LOS ANGELES 6, CALIF.

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

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

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

WANT - New or used 10 inch Classical or Semi-Classical records. Also Popular recordings without voice accompaniment. Also 12 inch. Close outs or ood used classics. REX NOVELTY CO., 170 S. STATE ST., WILKES-BARRE, PA.

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

WANT - We want your business. We handle Phonographs, Games, Consoles. Write - Wire - Phone. EMPIRE STATES DISTRIBUTORS, INC., 220 SOUTH UNION AVE., PUEBLO, COLO. Tel: 8152.

WANT - 5 Ball Free Play Pin Tables: 7 & 8 Column Du Grenier Cigarette Vendors; used Chicago Coin Basketball and Goalies. All must be in A-1 condition. State condition and lowest price in first letter. Jobbers and Distributors. STANLEY AMUSEMENT CO., 1534 COMMERCE ST., TACOMA 2, WASH.

WANT - Any quantity Bally Triumphs. No parts missing and no broken glasses. Write or wire price and condition. MOUNT ROYAL SPECIALTY REG'D., 2316 BEAUBIN E., MONTREAL, QUE., CAN.

FOR SALE


FOR SALE - 2 Wurlitzer 61 $100. ea.: 1 - 71 with stand $125.; 1 High Hand convertible $125.; Keeney's 3 way Bonus Super Bell, used three months $1000.; 2 - 41 Domino, light cabinet $150.; 7 Jennings Silver Moon P.P. $50. ea.; 3 Challengers, like new $45.; Bally Big Top C.P. $75. Pace Reels C.P. $75. HUTZLER VENDING MACHINE CO., 900 WINCHESTER AVE., MERTINSBURG, W. VA.

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., 2352 LOCUST ST., ST. LOUIS 3, MO.

FOR SALE - Big Hit $125.; Superliner $125.; Spellbound $135.; Miss America $175.; 5-10-20 $45.; Step Up $145.; Midget Racer $125.; Frisco $95.50; Four Aces $45.; Bombardier $45.; Argentine $35.; '41 Major $35.; Laura $65.; Knockout $50.; Hi-Hat $35.; Spot Fool $35.; Wildfire $25.; Defense $25. CENTRAL COIN MACHINE CO., 626 CENTRAL AVE., ROCHESTER 5, N. Y.

FOR SALE - Victory Derby, like new $1.50. ea.; two 1946 5d Bangtails J.F., like new $250. ea.; Keeney Three Way 5-10-25 Super Bonus Bell $900. ; 5c-5c Lucky Lucres one cell type $50. ea.: 5c-25c Lucky Lucres $60. ea. 1c deposit required HY-O MUSIC CO., 1415 WASHINGTON AVE. S0., WINNEPEG 4, MAN. Tel: AT. 8587.

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 S0. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1801.

FOR SALE - At low Cash Box Prices - Arcade Machines. Each one overhauled and some repainted such as Periscopes, Ace Bomber Conv., Sky Fighters, Tommy Guns, Air Raiders, Hockeys, Submarines and many others. Name your needs. EAST COAST AMUSEMENT, BOX 395, JACKSONVILLE, FLA. Tel: 9134.


FOR SALE - 1 Kilroy $165.; 1 Big League (Bally) $115.; 2 Double Barrels A-1 $95. ea.; 3 Surf Queens, clean $95. ea.; 1 Evans Winterbock Bangtails (write); 2 Wurlitzer Counter Model 61 $75. ea.; S.A.B.T. Challenger, like new $27.50 ea.; 1 Gottlieb Gripper A-1 $22.50; 1 - 1946 Jennings Standard Chief (Chrome) like new (write). AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, Ind.

FOR SALE - Keeney combination free play and payout One Ball. Long life for Keeney's quality machines. Big Farlay, slightly used $250.; a few new Big Farlays, still in original crates, regularly $600. Less than distributors price. Save with safety from an authorized Mills and Keeney Distributor. Established 1905. SILENT SALES Co., SILENT SALES Bldg. 200 - 11th AVE. 50., MINNEAPOLIS 15, MINN.

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ALL FOR $1

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

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FOR SALE - Cyclone, slightly used $195. BOX 133, THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE - The Best Bowling Game on the market, Bang-A-Fitty - a twin to the One Ball for bringing in those nickels. Northwest Distributors. We have a stock of good, used Phono- graphs, and we'll take in all makes and models. Also, buy new, write; Shop: Parts Department. MIDWEST COIN MACHINE CORP., 777 UNIVERSITY AVE., ST. PAUL 4, MINN.

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 MILWAUKEE, MILWAUKEE 4, WISC. Tel: Mitchell 3254.

FOR SALE - ABC Bowler $20.; Big Parade $34.; Band Wagon $29.; Eagle Squadron $49.; Kismet $54.; Production $37.; Venus $22.; Yankee Doodle $39. All in good order on location or just off. Many others at comparative low prices. Will trade. SUN SALES CORP., 3617 N.E. 2nd AVE. MIAMI 37, FLA.

FOR SALE - Genco Advance Roll, perfect working condition. Write or phone for price. H. BETTI & SONS, 1706 MANHATTAN AVE., UNION CITY, N. J. Tel: Union 3-8584

FOR SALE - Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 944 TENTH AVE., NEW YORK CITY, N. Y. Tel: REgent 9-0617

FOR SALE - Two 5¢ Columbus $25. ea. FRANK GUERRINI, EECHE ST, BURNHAM, PA. Tel: Lewiston 5726


FOR SALE - Bargains in New Orleans Novelty Company's famous used games; Chicago Coin Spell-balls $87.50; Chicago Coin Super Scores $87.50; Chicago Coin Kilroys $130.; Williams Tornadoes $147.50; Console Bases for 5-ball games $12.50 ea.; Mysteries $140. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS 12, LA. Tel: Raymond 7904

FOR SALE - 10 Panoramas, clean, perfect condition mechanically, excellent outward appearance. These Panoramas were used in our own Arcade $195.50 ea. 1/3 deposit with order, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE - Airplane Frenqup with less than one hundred hours flying time on it $3000. Include two way radio and nylon wing covers. Will accept good coin machines as partial payment. PLA MOR DISTRIBUTORS, 265 - 25TH ST., OGDEN, UTAH.

FOR SALE - Territory closed. Keeny 3-way Bonus Super Bells; 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 - Sacrifice complete manufacturing set up for Knee-Action Stop Levers Conversion, including Dies, Material and quantity Fabricated Parts at one-fourth the original cost. Each set complete with a lockout arrangement, liberal discount on large stock new and used slot parts. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: M. 1323

FOR SALE - At low Cash Box Prices - Arcade Machines. Each one overhaul and some repainted. Periscope, Ace Bomber, Con., Driveable, Sky Fighter, Tommy Guns, Air Raiders, Hockeys, Submarines and others. Name your needs. Special prices if three or more purchased. Also about 80 pinball machines of all kinds, some new types. EAST COAST AMUSEMENT, BOX 866, JACKSONVILLE, FLA. Tel: 8-2375


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


FOR SALE - Or will trade new model, used Big Game Hunters 1d Target Machines For Ten Strikes or Chickcn Sam Ray Guns. Write. RELIABLE SKEE BALL CO., 2812 IRVING PARK RD., CHICAGO 18, ILL.


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

FOR SALE - 1 Wurlitzer S-14 Skee Ball $100.; 1 Floor sample Mutoscope Atomic Roomer $395. 1/3 certified deposit. R & S SALES CO., 3rd & BUTLER ST., MARIEBET, OHIO

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

FOR SALE - Bally One-Bell Payouts - Victory Derbies. front repainted, machine can't be told from new $150. to $175. Authorized Mills and Keeny Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MN.

FOR SALE - Arcade Equipment; All Star Hockey; Super Torpedo; Sky Fighter; 3 Supreme Rocket; Periscope; 3 Librators; Champion Hockey; 1 Zingo. Ready for Location. Make us an offer. RICHMOND SALES CO., 805-05 W. BROAD ST., RICHMOND 20, VA.


FOR SALE - Factory rebuilt Keeny 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 $245.; 1 Wurl. 1 slight repainted Sunset Queen $150.; 2 used Flat Tops $125. ea. E. E. KEENEN MFG. CO., 7727 CONSTANCE AVE., CHICAGO, I11.

FOR SALE - Keeny free play and payout - Skylark $40.; Fortune $50. as is; newly repainted and reconditioned Sky Lark $75.; Fortune $90. Authorized Mills and Keeny Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MN.

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


FOR SALE - Six - Sixteen Seeburg Wall Boxes $100.; Two - Sixteen Seeburg Adapters $25. ea.; Three Evans Ten Stripes, two war $85. ea., one post-war $200. PRESTELL AMUSEMENT CO., 911 W. FRUIT, ALBUQUERQUE, N. M.

FOR SALE - 1 Wurlitzer 616 (110V. D.C.) $134.50.; 1 Rock-Ola Premier $199.50.; 2 Rock-Ola Commando $199.50. ea.; 1 Aireon Super Deluxe $475.; 1 Seeburg 8800 Hi Tone ESR $232.50.; 1 Seeburg 8820 Hi Tone $159.50. Phone, Wire, Write. SILENT SALES SYSTEM, 635 D. ST., N.W., WASHINGTON 4, D.C. Tel: DI-0500 2500 NO. CHARLES ST., BALTIMOER 16, MD. Tel: Belmont 8179

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE - Will sell the following equipment most of which is on location as equipment alone or as a route to the bidder. If you are interested, this route is located outside of Elizabeth, N. J. It is a finance company foreclosure. Total Roll 4496; 950 Wurlitzer 900961; 412 Rock-Ola 8186; 750E Wurlitzer 769033; 616 Wurlitzer 201833; Triangle Roll 46; Rock-Ola Spectravox & Player 68192; Bank Ball Game 432; Triangle Roll 40; 1946 Airven 7488-A; 600X Victory Wurlitzer 700984; Twin Six Pinball 12288; Pin Up Girl Pinball 1272-P; 600R Wurlitzer 609289; Seeburg Hi-Tone 89393; Seeburg Gem 39333; Total Roll 1019; Rock-Ola Player & 3 Buckley Boxes & 1 Tear Drop Speaker 608017. Act Quickly! Send all bids to R. HARTLEY, SUITE 1101, 786 BROAD ST., NEWARK, N. J. Tel: Market 5-0531

FOR SALE - Best these prices! Roll-A-Ball, 10 ft., revolving barrel $100.; Roll-A-Score, new, used three weeks $256.; Total Roll $196.; 5 Jennings Cigarettares $46. ea. or all for $200.; also have Silver Moosin', Triple Entry; Parodo Panes; Seasons Domino, etc. No reasonable offer refused. All machines clean and ready for location. PENDING MACHINe CO., 2112 E. FAIRMOUNT AVE., BALTIMORE, MD. Tel: No. 7880

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 Slats; Lucky Strike and Penny Counter Games. For any needs and low prices contact: AUTOMATIC COIN MACHINE CO., 15 W. LINWOOD BLVD., KANSAS CITY, 2, MO.

FOR SALE - Will trade Consoles; Scales; Pin Games; Slots for Chicken Sam Ray-O-Lite Guns. SCEnIC PRODUCTS. 2611 MillAvenue, CHICAGO, ILL.

FOR SALE - The Best Mills Blue Fronts in the South. Any denomination. Ready for location. Refinished in Crackle Finish Baked on Paints. Also Mills Bells Reconditioned and Overhauled for $30.; parts are extra. Sixteen years experience. Send one in by Express. Work guaranteed. MILTON BRAUN, 73511. Box 253, PERGUSON AVE., SAVANNAH, GA. Tel: 3-5432

FOR SALE - 10 Sportsman Roll Down games, like new (write for price). CASINO AMUSEMENT CO., 806 MONROE AVE., ASBURY PARK, N. J.

FOR SALE-A All-New All-machines coins and in excellent condition - Used Evans Bangtails 7 coin F.P.-F.O. F.P., Kenney 6¢ Super Bell Comb., 5¢ Bonus Bell, 5¢ Draw Bell, Jumbo Parade 6¢ comb., Jumbo Parades 6¢ comb. F.P., Hi-Hand 6¢ comb., Total Rolls, Victory Specials, Longaeres, Pimlicos, Club Trophies, '41 Derbys, Dark Horses, Five Balls: '41 Majors, South Paw, Exhibit Stars, 4 Roses, All American. Make an offer for any part or all. All machines crated and ready to ship. 1/3 deposit with all orders, balance C.O.D. ART WEISS CO., 1130 W. COLORADO BLVD., ARCADIA, CALIF. Tel.: Atwater 73511.

FOR SALE - 25 Paces Races, as is, excellent for parts 25¢. ea. BEXAR NOVELTY CO., F.O. BOX 2623, SAN ANTONIO, TEXAS.

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

FOR SALE - Personal Music and Solotone Boxes. Also Studio and location amplifiers. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J. Tel: Biegelow 3-8777

FOR SALE - Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add 25¢. for crating. Send or wire 10% deposit. WM. NATHANSON, 2730-1/2 CINCINNATI ST., LOS ANGELES 55, CALIF.

FOR SALE - Wurlitzer Counter Model #61. In good shape and ready for location. First offer of $65. and we will send it to you. All have Solotone Equipment at very low prices. Write or wire. VEMCO MUSIC CO., 213 FRANKLIN ST., FAYETTEVILLE, N. C.

FOR SALE - Write for our prices on new Kensey Carousels; Chicago Coin Playby; Bally Ballyhoo: Exhibit Ranger. Call, write or phone. K. C. NOVELTY CO. 419 MARKET ST., PHILA. 6, PA. Tel: 7-4641

FOR SALE - Ten Rock-Ola Commandos in excellent shape, ready for location. Cabinets perfect and all plastics intact. For sale at $175. F.O.B. Fayetteville. VEMCO MUSIC CO., 213 FRANKLIN ST., FAYETTEVILLE, N. C.


FOR SALE - 1 Rock-Ola 6-12 $65.; 1 Wurlitzer 4-12 $65.; 1 Rock-Ola 12 $50. A-1 shape. NORTH SIDE MUSIC CO. 941 N. SEDGWOtiK ST., CHICAGO 10, ILL.

FOR SALE - Red Hot - Close Out Sale. Brand new games in original crates: Play Boy and Ballyhoo (write for prices); Havanas $209.50; Special Entry (F.P.) write for price; Kenney One Ball (F.P. & A.P.) $495. 1/3 with order, balance C.O.D. S & Y SALES CO., 1074 UNION AVE., MEMPHIS, TENN. Tel: 2-1133

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE—Wurlitzers: 1 - 500X $135.; 10 - 600R $150. ea.; 5 - 700 $250. ea.; 8 - 750E $325. ea.; 6 - 800 $300. ea. 4 Seeburg Envoys RCES $200. ea. All in good order on location or just off. 60 unit AMI Hostess Equipment. Write for price. SUPREME DISTRIBUTORS, INC., 3817 N.E. 2nd Ave., MIAMI, 57, FLA.

FOR SALE—Rock-Ola Deluxe $214.50; 616 Little-up $85.; Gem $205.; Little League $139.50; Scientific X-Ray Poker $79.50; Red Ball $129.50. WANT—Used Phonograph Records. NATIONAL NOVELTY CO., 183 E. MERRICK AVE., MERRICK, L. I., N. Y.

FOR SALE—Slots: 1 - 256 Mills Brown Front $250.; 1 - 206 Mills Cherry Bell $225.; 1 - 5e Mills Cherry Bell $85.; 1 - 5e Mills Blue Front $75.; 1 - 10e Mills Roman Head $47.; 3 - 5e Mills V.O.K. Escalator $42. ea.; 1 - 50e Jennings Goose neck $49.; 1 - 10e Jennings Silver Super Chief $89.; Mills Golden Falls Original, write. STEWART NOVELTY CO., 1361 S. MAIN ST., SALT LAKE CITY 4. UTAH. Tel: 7-8171.

FOR SALE—Complete line of Mills new Black Cherry slots, Buckley's new Track Odds, rebuilt Black Cherry and Golden Falls machines in $6, 10c & 25c 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—State your needs for Coin Machine Equipment. We can supply at lowest cost to you. Contact BOX 131, THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

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

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