If it's a Mills, I always play it—

I like to get my money's worth!

The public prefers
THE MILLS CONSTELLATION
The coin box concurs

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois
SPECIAL ANNOUNCEMENT

DUE TO A SUDDENLY CALLED STRIKE OF THE DRIVERS FOR THE AMERICAN EXPRESS COMPANY, A NUMBER OF ADS WILL NOT APPEAR IN THIS ISSUE.

CUTS THAT WERE SENT TO US BY RAILWAY EXPRESS AND AIR EXPRESS WERE NOT DELIVERED.

WE SEARCHED FOR THESE PACKAGES AT THE VARIOUS TERMINALS, BUT DUE TO THE ENORMOUS AMOUNT OF UNDELIVERED CARTONS, CRATES, ETC., PILED OVER 30 FEET HIGH OVER A VAST AREA, IT WAS IMPOSSIBLE TO LOCATE THEM.

AMONG THE ADS MISSING FROM THIS ISSUE IS A SIXTEEN PAGE ANNOUNCEMENT BY A PHONOGRAPH MANUFACTURER.

WE ARE EXTREMELY SORRY THIS SITUATION AROSE, WHICH WAS ENTIRELY BEYOND OUR CONTROL, AND ASK THE INDULGENCE OF OUR SUBSCRIBERS AND ADVERTISERS. WE HOPE THE CONDITION WILL BE SETTLED AND THE ADS WILL BE AVAILABLE FOR OUR NEXT ISSUE.

THE CASH BOX
Coins Dropping Starts Fall Season Popping

By Bill Gersh

This is it. The Fall season, which everyone awaited so eagerly. Coins are dropping into automatic equipment of every type and make—in indoor locations everywhere in the nation. The Fall season starts popping as the coins are dropping.

It’s the beginning of what everyone in the coin machine industry believes will be one of “the greatest Fall seasons of all time”.

And, from all present indications, there is every belief that this prediction will be fulfilled.

Coinmen everywhere in the country were priming for this Fall. Everyone of the nation’s leaders predicted that Fall would bring back big buying of merchandise which fell off during one of the hottest summers in the country’s history.

The farm country operators report that their customers are now coming into town more often than before and that juke boxes are playing, games are in action, venders are selling more merchandise, and the season has started with a loud and resounding bang.

In the big urban centers, too, op’s report that more coin is dropping thru the coin chutes of their machines. They claim that during the intense heat of the summer months many left the cities and play fell off. Now, with people back on the job again, and with machines back in action, the coin here, too, is popping in the cash boxes of all city equipment.

From every division of the field comes optimistic reports. Prices of machines are lower than ever before in the used machine field and many are taking advantage of this low price situation to cover locations.

The most outstanding buying, tho, according to all reports, will be in new equipment, for the manufacturers, many believe, have held back some of their greatest products, awaiting the end of the summer heat.

This fall, then, more than any other year, is seeing a new awakening in the trade with many plunging into their work more enthusiastically than ever before to build up to the grandest year they’ve ever yet enjoyed. And, from all present indications, this will be the case for the greater majority of the nation’s coinmen.

With the coin dropping into automatic equipment everywhere and with the Fall season popping everyone is optimistic, enthusiastic and eager to see the Fall of 1947 get under way with greater speed and bigger profit assurance than ever before in the history of the business.

And this attitude on the part of the men comprising this industry will, of itself, help tremendously to get the season under way in the manner everyone wants to see it started.

There is no longer any doubt that the coin machine industry was awaiting the Fall months to get going big again. It is now back in action—things are popping—distributors are reporting the beginning of good sales—operators state that averages are going up—manufacturers plunge enthusiastically into new equipment—the trade is at its height and action will grow speedier as the months go by.

More and more coinmen are adjusting themselves to this new era. They are modernizing their business methods. They are streamlining their operations. They are arranging for more and better equipment on their routes to overcome whatever competition came into being this past summer and what may come into being later.

Everyone is in action to make this the most outstanding Fall season in the history of the industry.
"AUTOMATIC MERCHANT"


NEW YORK—The Cash Box knows of no better way to greet the fall season than with an announcement showing ever greater faith and confidence in the coin machine industry.

In keeping with such faith and confidence, The Cash Box announces to all the trade, with this "Fall Issue" issue, the forthcoming first edition of an entirely brand new and different magazine, not just a section of this publication, but, instead, an entirely new magazine in itself, to be known as, "A.M."

These initials are an abbreviation for the words, "Automatic Merchant".

So entirely separate will "A.M." be from The Cash Box that it will even be printed in a separate plant. It will have no identification with The Cash Box except from the standpoint that it is being published and printed by this publication and also that it will have the experience of the men who compose this publication.

These men have over 20 years of experience in the vending machine industry, going all the way back to the first cigarette machines, the first "automatic grocery", and the cylindrical coffee machine produced by National of St. Louis; as well as the very first cigarette machine produced in the basement of his home by the late Wm. H. Rowe of Rowe Manufacturing Company. Even back to the late Arthur H. DuGrenier and his first cigarette and candy machines. And to all the automatic merchandisers who followed these pioneers. The editors of "A.M." have even had their hand in the designing of machines for the automatic merchandising industry, as can be attested to by leaders of this field.

"A.M." will be a standard size (8½ wide by 11 high) magazine, featuring three columns, and will be extremely colorful. Souvenir, first edition covers fully framed, have already been shipped to leaders of the automatic merchandising field. The first edition, which will certainly be a souvenir in itself, will close its advertising and editorial pages on October 15 and will be issued November. Circulation will be throughout the entire automatic merchandising field and will cover every possible known prospective purchaser of vending machine equipment. 10,000 controlled circulation is guaranteed every month's issue.

For a long time now the operators of vending machines have long sought a new name for themselves. In many meetings throughout the nation, leaders in this industry report, these men have come to designate themselves as "automatic merchants". Therefore, the name of the new "A.M."., which ties in with this entirely new designation for an operator of vending machines, "Automatic Merchant".

Months ago noted leaders of the automatic merchandising industry approached The Cash Box and recommended that this publication place a special magazine completely and exclusively devoted to the vending machine industry in the field.

One of these leaders stated, "Your editorial men have had more closer and better experience in the automatic merchandising business than anyone else in the publication field. You've kept our business for over 20 years. You've been directly connected with it for so long that the entire industry can tremendously benefit from your experience. There is every reason why you should start an entirely separate magazine devoted to automatic merchandising."

"A.M." is the answer to this request. The "Automatic Merchant" is, each day, assuming ever greater importance in the merchandising of all products. Every leading manufacturer, whether in drugs, groceries, tobacco, and many other and varied fields, as well as candy, beverages, ice cream, and other products, is gradually turning to automatic merchandising because of its direct-to-the-consumer sales factor.

The "Automatic Merchant", therefore, grows ever greater in the eyes of these outstanding American manufacturers. These companies are spending millions of dollars daily to acquire followings for their brands. They realize what the vending machine means to them from a promotional as well as a sales standpoint.

It has long been recognized in the automatic merchandising field that some of the largest radio programs for the most important (and vendeable) products are on the air during the later evening hours to catch Mr. and Mrs. Johnny Q. Public in their homes when they are gathered about their radio set. But, even tho they try their very best, thru extremely clever commercials, to impress upon Mrs. Johnny Public the fact that she should run right down to her nearest store the next morning to buy the brand of coffee, or other product being advertised, the advertiser and his promotional department realize that Mrs. Public will instantly forget all about the commercial the moment they're off the air.

They must then depend upon the retailer to recall the brand to Mrs. Public when the time to buy arrives. And "name" brands aren't the dealers' "big profit brands". But, these men also realize (and know for a fact) that were these vending machines in the lobby of Mrs. Public's apartment building, or outside on the wall to the entrance of the store she patronizes, they could sell their product right then and there directly to her, and the advertising card which could be inserted in each machine would do all the "recalling" that was necessary.

Therefore, more and more leading producers are turning to automatic merchandising and the "Automatic Merchant" becomes ever more important in the general merchandising scheme of all leading producing organizations who wish to intelligently, capably and efficiently markets their wares.

The first edition issue of "A.M." will probably be one of the most outstanding ever seen in the automatic merchandising industry. It will contain so many interesting facts and articles that it will be preserved (as all first editions are) for years and years to come.

Those who want to enter into this memorable issue should do so immediately. This first edition issue with its Dallesque cover will close on October 15 and will be sent out to the trade on November 1.

It will be an issue long remembered by all in the field for it will be the very first magazine in the history of automatic merchandising so exclusively devoted to the field and so knowing of the facts of the industry as well as so devoted to the man behind the guns who is making automatic merchandising an ever greater industry every minute of the day, the "Automatic Merchant".
"YOU'RE NUTS! YOU'RE WASTING TIME! YOU'LL NEVER GET THESE DUMB OPERATORS TO REALIZE THEY MUST GET $15 PER WEEK FRONT MONEY!"

NEW YORK — The above quotation was made to me by some of the "real smart guys" in the coin machine industry. Or, should I say, "the supposedly smart guys". But, believe me, it hurts.

It hurts, because I believe that the answer to the entire problem — not only to coin machine development, progress and prosperity for today, and for the years to come, is for the operator to get a weekly guarantee on all the new equipment he installs in any location.

I believe that he should "sell" the location owner on the fact that "the entertainment service" he is giving him is worthy of a "weekly guarantee". That he is bringing him a very definite source of revenue, and that the operator must be guaranteed a certain weekly amount of money to assure himself, as well as his location owner, that he will be able to continue to bring him this source of revenue.

I further believe that the answer to the entire paralysis in some divisions of the industry is simply that many people have overlooked that they can't build on a foundation made of loose sand. That they must have a firm and solid foundation upon which to build their house of tomorrow. And, in this industry, the operator is that foundation. Unless he is happy, and prosperous, and financially liquid — everyone up the line suffers.

That's why I fought so hard to tell you operators of America that you must, you simply and absolutely must, get at the very minimum — $15 per week front money guarantee from everyone of your locations. That's your guarantee that you will remain in this business not only today — but for the years to come. That you will be able to overcome competition. And that you will be happy and financially solid — and be able to buy new equipment as it is introduced and know that you will amortize it within a reasonable period of time and profit even during the amortization period — and afterwards, especially.

Well, these "smart guys" seem to think I'm nuts. They tell me, "You're nuts! You're wasting time! You'll never get these dumb operators to realize they must get $15 per week front money!"

I'm betting I'm right. And that they're wrong. I don't think operators are "dumb" — like cattle. I think they're intelligent human beings. I like them. I believe that they're people like myself who are working damn hard to make a living. I feel that most of them have the same thoughts that I do. I sort of hanker to the side that they want to raise a grand family, put their kids thru school, and college, and watch them grow up to be respected men and women in their communities. That they want to be able to quit when they get around the 60 year mark and take it easy and not be dependent on their children. And that they want to be able to leave their sons and daughters a few bucks which will make them so much more loved and revered in their memories. Anyway, that's how I feel. Am I wrong?

That's why I decided to write this article. Because I want you to tell me whether I'm wrong. I guess I've personally met about as many thousands of you as has anyone in the history of the industry. I think you know I'm fighting for you. That I believe in you. That I have faith in you. That I think you're a really swell bunch of people. I want you guys, who are on the firing line all day long, to tell me whether I'm wrong. And, if I'm wrong, I just won't talk about $15 per week front money guarantee anymore.

Maybe I'll do what some of the others seem to be so successfully doing — just go out there and get myself subsidized and smile and fawn and bow my head low down and grab whatever ads I can and say like some of these "real smart guys"— "grab while the grabbing's good."

I want you guys out there, who read this article, to come on right in and tell me. Tell me the truth. Talk out loud. This is your business. Your money is invested in it. Most of you have everything you ever had in this world tied up in equipment. You're out there plugging and fighting and taking a lot of guff from a lot of guys. But, like all businessamen, you've got to.

Do me a favor, won't you please, tell me — "Am I wrong?"

Bill Gersb

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

www.americanradiohistory.com
NOW THAT YOU’VE READ MY ARTICLE ON THE PRECEDING PAGE—TELL ME AM I WRONG?

BILL GERSH
THE CASH BOX
381 Fourth Avenue
New York 16, N. Y.

Dear Bill:


Signed

Firm Name

Address

City Zone State

www.americanradiohistory.com
VOTING STARTS TODAY

TO CHOOSE BEST RECORDS AND ARTISTS OF ’47

Juke Box Leaders Urge Ops to Fill Out Prepaid Post Card and Mail Today. Cards Supplied Free to All Music Ops’ Assns. to Vote at Mass Meetings.

Another platitudinous official said in stating his views toward this music poll, “The distilling thoughts of the music publisher and song-writers behind their operations in the automatic music field, will definitely see the tremendous effect upon the entire music industry caused by the selections of music operators throughout the nation. In voting in this music popularity poll, currently being conducted by The Cash Box, Music operators can make a record, as exemplified by the lesson “If I Had My Life To Live Over” showed. This music poll doesn’t necessarily represent the choice or selection of a juke box operator, it represents the recordings the operator found most profitable to him as chosen and selected by his patrons. The millions of people who play some 400,000 juke boxes in the nation also buy records and their likes and dislikes will be displayed by the results of this poll.”

The voting cards, which require no postage at all, will be found in each issue of The Cash Box. Music operators may mail themselves of voting cards at their association headquarters, who will be furnished a supply of cards upon request. The trade press, newspapers and radio stations have been informed of this poll and will feature the tabulations published by The Cash Box. The cash box poll won last year at its conclusion, proved conclusively that the automatic music industry is a vital and important segment of the very breath of the music business as a whole. Music fans who know the selection of music operators are expected to closely follow tabulations and findings of this poll.

This well-known record executive said, “With the juke box operator representing one of the largest buyers of hits and cards today, I am particularly interested in the forthcoming music poll sponsored by Cash Box. I regard the opinion of this music publisher as little-knowing of the music played upon their machines as absurd and obsolete. The challenge it presents to the record industry is a vital and important poll, which will be followed in future issues, showing additional figures which have become popular while polls have been in progress.

VOTE NOW IN THIS SECOND ANNUAL EXCLUSIVE MUSIC POLL CONDUCTED BY THE CASH BOX IN BEHALF OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA!

FILL OUT THE ENCLOSED VOTING CARD AND MAIL IT TODAY!
The Nation's
TOP TEN
Juke Box Tunes

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

| AL—ALADDIN | EX—EXCELSIOR | QU—QUEEN |
| AF—APOLLO  | JB—JUKE BOX   | RA—RAINBOW |
| AR—ARISTOCRAT| KI—KING      | SI—SIGNATURE |
| BU—BULLET  | MA—MAJESTIC  | SO—SONORA  |
| BW—BLACK & WHITE | ME—MERCURY | ST—STERNING |
| CA—CAPITOL | MG—M-G-M     | SW—SWANK   |
| CN—CONTINENTAL | MN—MANOR | TO—TOPEKA |
| CO—COLUMBIA | M0—MODERN MUSIC | TR—TRILION |
| CS—COAST  | MU—MUSICRAFT | UA—UNITED ARTIST |
| DE—DECCA  | NA—NATIONAL  | VT—VICTOR  |
| DEL—DELUXE | NG—EXCLUSIVE | VT—VITACOUSTIC |

PEG O' MY HEART
Still as the top of the ladder with a host of other tunes climbing fast.

AL-537—Al Gayle
HarmoniCardi
CA-346—Clark Dennis
CO-37392—Buddy Clark
DE-25078—Glenn Miller O.
DE-23960—Eddy Heywood O.
DE-25076—Phil Regan
DEL-1000—Ted Martin
MA-7238—Danny O'Neil
MG-5502—Ted Weems
MG-10037—Art Lund
MA-9207—Red McKenzie
SI-1119—Floyd Cramer
VT-20-2272—The Three Suns
VT-1—The HarmoniCats

THE LADY FROM 29 PALMS
In third place last week, this one moves up as match here with ops roasting their approval.

CO-37562—Tony Pastor O.
CO-28976—Andrews Sisters
VI-20-2347—Freddy Martin O.
VI-20-2347—Hank Basse O.

HEAR YOU
What a number, out of nowhere into the limelights. Ops just can't buy enough.

BU-1001—Francis Craig
CA-452—Alvin Rey O.
CO-37838—Elliot Lawrence O.
DE-24171—Andrews Sisters
ST-3001—Dorothy Brown
VI-20-2421—Larry Green O.

THAT'S MY DESIRE
In fifth place last week, this one holds tight as it gains ground again.

AP-1056—Curtis Lewis Trio
CA-395—Martha Tilton
CN-649b—Golden Arrow Quartet
CO-37329—Woody Herman
DE-23866—Elie Fitzgerald
ME-6007—Frankie Lane
MG-10020—Art Mooney
MN-1064—The Cats & The Fiddle
MO-147—Padda Brooks
SO-2019—Ray Anthony O.
VI-20-2251—Earle Hines O.

I WISH I DIDN'T LOVE YOU SO
Moves up another notch this week, with music operators claiming heavy play.

CA-409—Betty Hutton
CO-37565—Dinah Shore
DE-23977—Dick Haymes
MA-7225—Dick Farney
MG-10040—Ivan Forrest
VI-20-2294—Vanya Monte

FEUDIN' & FIGHTIN'
In second place last week, this new fanged coin caller takes a dive here although play continues steadily.

CA-8443—Jo Stafford
CO-37189—Dorothy Shay
DE-23975—Bing Crosby
MA-12031—Georgia Gibbs
ME-6049—Ray Allen
MG-10041—Kate Smith
VI-20-2313—Tex Beneke O.

SMOKE, SMOKE, SMOKE
Holds tight in the close race for music honors.

CA-4001—Tex Williams
DE-24113—Lawrence Welk Orch.
VI-20-2370—Phil Harris

I WONDER WHO'S KISSING HER NOW
Maintains its position as a top song among the nation's top ten.

AP-1055—Four Vagabonds
CA-433—Dinah Shore Sisters
CO-37544—Ray Noble O.
CS-8002—Freddy O.
DE-24110—Danny Kaye
DE-25078—Ted Weems
DE-1512—Dick Robertson O.
DEL-1003—Joe Howard
DI-2082—Jerry Cooper
MA-6013—Ray Willing
RA-1002—Marshall Young
SI-15057—Bobbie Doyle
SO-2012—D'Artends O.
VI-25-0101—Jean Sablon
VI-20-2315—Perry Como
VI-26-305—Wayne King O.

WHEN YOU WERE SWEET SIXTEEN
Still riding high, with middle western ops first starting to feature the tune.

CO-37803—Dick Jurgens O.
DE-23527—The Mills Brothers
VI-20-2259—Perry Como

TIM-TAYSHUN
On the bottom again, nevertheless a coin winner all the way.

CA-412—Red Ingle & Jo Stafford
VI-20-2336—Hollywood Hillbilies
"How Lucky You Are"
"They Can't Take That Away From Me"

ANITA ELLIS
(Mercury 3060)
Anita Ellis to the fore to spill the very pleasing and scintillating wordage to this meaningful ballad titled "How Lucky You Are." With the title giving off the pitch and Anita purring soft and low behind some wonderful romantic background music the platter looks big here. Anita's wonderful styling and treatment of this tuneful piece rates heavy, and should meet with the favor of your customers. Wordage echoes the familiar line of that gal behind, oh so glad to have that guy. Strings swell throughout with the ork bleeding well in sweet rhythmic notes. On the back with more oldie material, Anita spells "They Can't Take That Away From Me." If you have any who go for this sort of stuff, her waxing will stand up with any platter around. Side to ride with is "How Lucky You Are."

"Kate"
"Deep Down In Your Heart"
DICK JURGENS ORCH.
(Columbia 37852)
Long missing from the phonos the renowned Dick Jurgen's crew come up with a pair that may well reestablish their name as a forerunner in the jukes. Offering their Mr. Galante on the duo labeled "Kate" and "Deep Down In Your Heart"; the decks stack up as effective music styling for many a machine. "Kate", gaining ground as a top feature, and heard by our guys like seems to be one to go over in a big way, while the backing "Deep Down In Your Heart" doesn't actually play second fiddle. Al's vocal efforts are melodic and should win high praise in music circles. "Kate" spills around the title, with the bottom deck reaching up for hooks with just the faintest touch of the novelty coming thru. Where they go for Jurgens in a heavy manner, they'll eat this pairing up.

"A Gal Who Understands"
"Lullaby of the Leaves"
FRANCES WAYNE
(Exclusive 20)
Chirp Frances Wayne of Woody Her-
man fame knocks a pair here that are bound to attract a whale of attention in circles. With the melody wordage to this piece labeled "A Gal Who Understands." Frances rides thru to score—and easily at that. Ops are bound to find the fem's pipes especially suited to those who like 'em sweet and low which is just what this cookie. Ditty spins in slow tempo ably backed by Al's Rhythm Band. On the flip with an oldie labeled "Lullaby of the Leaves" Frances shows her wonderful timing as she trills the familiar pitter the music sets. Both sides should fare well with the fans of music lovers that go for this canary.

"Mickey"
"The Martins and the Coys"
TED WEEMS ORCH.
(Mercury 5062)
Here's a "Mickey" in your direction and of the kind that will make you perk up rather than stuff off to slumberland. Ted Weems offers no "heartaches" with his rendition of "Mickey" a real old timer from way back that seems tailor made for your tavern spots. Featuring choir boy Bob Edwards and whistling Elmo Tanner, the platter looms high in this corner. Melody is catchy and should have a host of phonos patrons humming to its strains. On the backing with some real fashioned music in the person of "The Martins and the Coys", Elmo Tanner hangs tight to render the cute lyrics therein. Both sides are fashioned well and should meet with the approval of many an op.

"Changeable Woman Blues"
"Why Is Love Like That"
JOHNNY MOORE'S THREE BLAZERS
(Exclusive 251)
Pair of sides that ops with heavy race patronage may go for are these offered by Johnny Moore and the Three Blazers. Showing Charley Brown mak-
ing with the wordage the top deck "Changeable Woman Blues" looks like the one to ride with. Although the strains of the ditty echo the stock race beat, Charlie's vocal rendition outshines to be beat. Wonderful guitar work by maestro Johnny Moore is there for the asking, with bassist Eddie Williams riding thru for lane. On the flip with "Why Is Love Like That" Charley gives the perennial question aimed at cupid and the way the pitch comes out makes the platter shape up as one which ops may latch on to. Grab a listen—huh?

"If You Knew Susie"
"Margie"
EDDIE CANTOR
(Columbia Archives 2)
From the forthcoming flicker titled "The Cantor Story" come these two all-time-old-time favorites by the inimit-
able Eddie Cantor. The ever-loving "If You Knew Susie" and "Margie" are offered in this release from the Archives series, and should prove strong hit winners once the flicker breaks. Cantor's song styling, always a favorite among many may set the same example that Jimmy Al Jolson did several months ago with "Anniversary Song". The pairing, known by kids from 6 to 60 should set the pace off since this duo are the most popular from the Cantor repertoire. You'll go for this platter in a big way —get next to it but quick.

"Near You"
"It Shouldn't Happen To A Dream"
FOUR BARS & A MELODY
(Savoy 657)
Plug tune of the day being cut by every waxery in the nation it seems, as offered here by the Four Bars & A Melody seems like a nice bit that may take hold if given adequate plugging. The combo wall the ever increasing popular strains to "Near You" here and do so in effective manner throughout. Beat is mellow as they run thru some wonder-
ful harmony phrases. Backing having kicked around a bit may earn repeat play with the chirping heard here. La-
beled "It Shouldn't Happen To A Dream", the combo make pleasant music behind a favorable backdrop of incidental music. Both sides are there for the ask-
ing and since you know your route better than we do—go to it.

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

"You're Mine Forever"

THE BASIN ST. BOYS
(Exclusive 21x)

VOCAL COMBO with a heavy flowing in many sections of the music step out here to do a pair well loaded with possibilities. Welting the pleasing wardrobe to "Near You" and "You're Mine Forever," The Basin Street Boys knock out some favorable harmony work which music ops may go for. Top deck has well moving rhythm behind it and is offered in pleasing tones of tranquility hard to beat. Ballad as the music stands, the lyrics beat a path of merri ment around the title throughout. On the flip with "You're Mine Forever," the crew pick up the same pronounced beat and come thru to shine. Harmony work excels here and is of the variety best loved in those tavern spots. Both sides seem attractive filler material—give it a whirl.

"Nearer You"

"Zu-Bi"

VIC LOMBARDO ORCHESTRA
(Majestic 7262)

More of the rapidly growing "Nearer You" mania is on the Vickie Lombardo page leading off to score. Although this cookie doesn't rate as heavily as the others quiet dinner. Indeed the song comes for music style in the Vic Lombardo mood should find favor with this one too. "Zu-Bi." The Three-some is mellow as it stands, with instrumen mental backing by the group. Coming thru this number with a novelty stunt, the crew make merry to the song. With the title an abbreviation for you know what and the band joining in to add to the arrangement the platter stands up high from this department. The crowd that goes for Lombardo will go for these sides—stuff said.

"Linger Awhile"

"The Shiny One"

CLARK DENNIS
(Capitol 45B)

CHORIST BOY with a pair of golden pipes pitches pretty here with a duo that should meet with large success in millions of phonos throughout the nation. Simple, yet beautiful wordage to "Linger Awhile" steps thru to make you wanna set awhile and play the thing time and again. Wonderful backing by the Billy May orch flavors the platter immensely as a background of strings bring the full message of the ballad to a swelling crescendo. On the other deck with a cookie telling the story of "The Shiny One," balladster Clark follows the top rate in musical styling and performance. The ditty walks with Erin and should reap harvest with ops catering to the crowd that goes for this brand.

"Don't You Think I Oughta Know"

"That's Where I Came In"

HADDAS BROOKS
(Modern 153)

This one is a shot in the dark inasmuch as the ditty itself is currently one of the hottest rages in the east. Nevertheless we feel that this rendition can take the song, titled "Don't You Think I Oughta Know" and really peg it for the hit time. Chippy, Haddas Brooks picks up the beat here and renders the pleasing lyrics in such fashion as to attract a barrel-full of coinage the nation wide. Spooning low and pretty behind one of the most beautiful guitar breaks ever heard, the gal with that quiver in her tonally warms her way into your heart with this cookie. The metro spins slow and mellow throughout with Haddas grabbing the spotlight and running the brasslet to please a million ops. The backing shows that the canary really can sisson as she knocks out the familiar "That's Where I Came In," Primarily aimed at race spots, this gal's chipping should face really well in all locations. You'll go for this soothing piece of wax in a big way—latch on!

"I'm In The Mood For Love"

"Operation Mop"

VIVIAN GARRY QUARTET
(Victor 20-3152)

More oldie material this week—this time by the capable Vivian Garry four knocking out some stuff labeled, "I'm In The Mood For Love." Best suited to those ops having low, cool and sweet dining spots, the platter shapes up well enough as it stands. Although the cookie won't stop any traffic by all means, it does make for a mellowing pleasure. All instrumental throughout, the music thisromo makes in easy, smooth finish ing sets off the bill of fare. On the flip with some gone stuff, the crew make merry and offer out the title and all. Spinning in fast time with a light beat taking the lid, the waxing is there and makes nothing unusual or spectacular here except the title, and if you have phonographers who play titles then by all means this disking should meet their desires.

"Baby, Baby, All The Time"

"Somebody Loves Me"

WOODY HERMAN
(Columbia 37820)

The capable Woody Herman steps up here to do a pair of platters that by far do show Herman at his best. The top deck, "Baby, Baby All The Time" grabs the pipes vocal efforts but lacks in depth and, besides, Woody's fol lowers may go for the platter once it gets around a bit. Metro is slow, with Woody spilling the wardrobe that Polly the title throughout. The Four Chips aid the maestro immeasurably coming thru with instrumental support that rates. On the other deck, "Somebody Loves Me" gives Woody a chance to show the old time rase fave, Woody spills the familiar mornin' sentiment using the back ground set off once again in fine style by The Four Chips.

"Gloomy Sunday"

"In The Still Of The Night"

BILLY ECKSTINE
(National 9307)

This guy can sing for his supper any day in the week—and walk off with a million course meal! The great Billy Eckstine offers by far one of his best works to date on this release from his old platter. The ditty titled "Gloomy Sunday" was a thing of the past. The oldie has been sold in its million copies. Billy's vocalization in weird pattern is some thing to hear as he flies off and reaches for the high notes, and comes down with wonderful to the rate like a spade flush. With the wardrobe rounding off toward the title and Billy's song styling, the platter is bound to be literally eaten up by his many fans. On the backside with "In The Still Of The Night" Billy's top deck to score again. Tune is the oldie and what with the following highights. Get next to "Gloomy Sunday" Eckstine has been bound to rise to new—but pronto!

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
New York
1. I WISH I DIDN'T LOVE YOU SO (Freddy Martin)
2. COME TO THE WARD GRAS (Tex Williams)
3. DON'T TELL ME (Margaret Whiting)
4. NEAR YOU (Francis Craig)
5. SMOKE, SMOKE, SMOKE (Tex Williams)
6. FEUDIN' AND FIGHTIN' (Dorothy Shay)
7. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
8. THE LADY FROM 29 PALMS (Freddy Martin)
9. CUMANA (Freddy Martin)
10. TALLAHASSEE ( Bing Crosby)

Breckenridge, Texas
1. NEAR YOU (Francis Craig)
2. I'LL HOLD ON IN MY HEART (Arnold)
3. OH MY ACHIN' HEART (The Mills Bros.)
4. SMOKE, SMOKE, SMOKE (Tex Williams)
5. THAT'S MY DEAR (Frankie Lane)
6. I WONDER (Eddy Howard)
7. PEG O' MY HEART (The Three Suns)
8. TIM TASHYUN (Red Ingla)
9. I HEARD YOU CRYING (Hank Thompson)
10. MOVE IT ON OVER (Hank Williams)

Boston, Mass.
1. NEAR YOU (Francis Craig)
2. PARADISE (Johnny Long)
3. I DON'T CARE (Jim Danko)
4. THAT'S MY DESIRE (Elis Fitzgerald)
5. AND HUM (Ray Davis)
6. GLOW WORM (Frankie Carle)
7. THE LADY FROM 29 PALMS (Tony Pastor)
8. FEUDIN' AND FIGHTIN' (Ina Stafford)
9. TROMBONOGO (Tommie Dunion)
10. PEG-A-NIGIN (Billy Butcher)

Omaha, Nebr.
1. PEG O' MY HEART (Tex Williams)
2. SMOKE, SMOKE, SMOKE (Tex Williams)
3. FEUDIN' AND FIGHTIN' (Dorothy Shay)
4. TIM TASHYUN (Red Ingla)
5. I WONDER WHO'S KISSING HER NOW (Perry Como)
6. THAT'S MY DESIRE (Frankie Lane)
7. THE LADY FROM 29 PALMS (Ina Stafford)
8. TIM TASHYUN (Red Ingla)
9. RED SILK STOCKINGS (Sammy Kaye)
10. TALLAHASSEE (Bing Crosby)

Woodburn, Ore.
1. SMOKE, SMOKE, SMOKE (Laurence Walk)
2. THAT'S MY DESIRE (Sammy Kaye)
3. PEG O' MY HEART (Three Sons)
4. I WONDER, I WONDER, I WONDER (Perry Como)
5. RAGTIME COWBOY JOE (Eddy Howard)
6. ON THE OLD SPANISH TRAIL (Eddy Howard)
7. FEUDIN' AND FIGHTIN' (Tex Benecke)
8. THE LADY FROM 29 PALMS (Freddy Martin)
9. RED SILK STOCKINGS (Sammy Kaye)
10. TALLAHASSEE (Bing Crosby)

Hartford, Conn.
1. I WISH BUT ONE HEART (Frank Sinatra)
2. YOU DO (Dinah Shore)
3. PEG O' MY HEART (The Harmonians)
4. MY FUTURE JUST PASSED (Margaret Whiting)
5. FEUDIN' AND FIGHTIN' (Dorothy Shay)
6. EARLY AUTUMN (Claude Thornhill)
7. SMOKE, SMOKE, SMOKE (Tex Williams)
8. FEUDIN' AND FIGHTIN' (Dorothy Shay)
9. I'VE ISO Stafford)
10. ANTIChA EY COMIN' BACK (Fic Danoma)

Nashville, Tenn.
1. IT'S A SIN (Eddy Arnold)
2. I WONDER WHO'S KISSING HER NOW (Perry Como)
3. KATE (Alan Dale)
4. ACROSS THE ALLEY FROM THE ALAMO (Freddie Martin)
5. COME TO THE WARD GRAS (Eddy Howard)
6. THE WHIPPENBOBOY SONG (Laurel Lee)
7. FEUDIN' AND FIGHTIN' (Dorothy Shay)
8. THE LADY FROM 29 PALMS (Andres Sisters)
9. ON THE AVENUE (Chase Foster)
10. THE LADY FROM 29 PALMS (Freddy Martin)

Chicago
1. I HAVE BUT ONE HEART (Fic Danoma)
2. FEUDIN', SMOKE (Joe Williams)
3. THAT'S MY DESIRE (Frankie Lane)
4. MY HEART (The Harmonians)
5. TIM TASHYUN (Red Ingla)
6. VAGABOND (Tommie Dunion)
7. NEAR YOU (Francis Craig)
8. FEUDIN' AND FIGHTIN' (Dorothy Shay)
9. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
10. I WISH I DIDN'T LOVE YOU SO (Fic Danoma)

Salisbury, N. C.
1. NEAR YOU (Francis Craig)
2. PEG O' MY HEART (Three Sons)
3. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
4. THAT'S MY DESIRE (Sammy Kaye)
5. TIM TASHYUN (Red Ingla)
6. SMOKE, SMOKE, SMOKE (Tex Williams)
7. I WONDER WHO'S KISSING HER NOW (Dorothy Shay)
8. THE LADY FROM 29 PALMS (Billie Holiday)
9. TIM TASHYUN (Red Ingla)

St. Paul, Minn.
1. PEG O' MY HEART (Three Sons)
2. THAT'S MY DESIRE (Sammy Kaye)
3. TALLAHASSEE (Bing Crosby)
4. FEUDIN' AND FIGHTIN' (Bing Crosby)
5. LOVING TO BORROW (Tex Williams)
6. THAT'S MY DESIRE (Sammy Kaye)
7. SMOKE, SMOKE, SMOKE (Perry Como)
8. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
9. KATE (Eddy Howard)
10. ON THE AVENUE (Three Sons)

San Antonio, Texas
1. PEG O' MY HEART (The Harmonians)
2. THAT'S MY DESIRE (Frankie Lane)
3. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
4. I WONDER WHO'S KISSING HER NOW (Hank Williams)
5. THE LADY FROM 29 PALMS (Tony Pastor)
6. I WISH I DIDN'T LOVE YOU SO (Mae Lovelace)
7. NEAR YOU (Francis Craig)
8. FEUDIN' AND FIGHTIN' (Dorothy Shay)
9. SMOKE, SMOKE, SMOKE (Tex Williams)
10. TIM TASHYUN (Ina Stafford)

Whitehall, N. Y.
1. I WISH I DIDN'T LOVE YOU SO (Bobby Hutton)
2. THE LADY FROM 29 PALMS (Andrews Sisters)
3. NEAR YOU (Alcina Boy)
4. THAT'S MY DESIRE (Sammy Kaye)
5. NAUGHTY ANGELINE (Dick Haymes)
6. I WONDER WHO'S KISSING HER NOW (Ted Weems)
7. ANTIChA EY COMIN' BACK (Fic Danoma)
8. FEUDIN' AND FIGHTIN' (Dorothy Shay)
9. SMOKE, SMOKE, SMOKE (Tex Williams)
10. TIM TASHYUN (Red Ingla)

Los Angeles
1. NEAR YOU (Francis Craig)
2. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
3. ANTIChA EY COMIN' BACK (Frank Sinatra)
4. I WISH I DIDN'T LOVE YOU SO (Fic Danoma)
5. I WONDER WHO'S KISSING HER NOW (Dorothy Shay)
6. I WISH I DIDN'T LOVE YOU SO (Harry Warren)
7. THE LADY FROM 29 PALMS (Billie Holiday)
8. BLACK & BLUE (Frankie Lane)
9. SMOKE, SMOKE, SMOKE (Tex Williams)
10. PEG O' MY HEART (The Harmonians)

Rochester, N. Y.
1. PEG O' MY HEART (Ray Lang)
2. SMOKE, SMOKE, SMOKE (Tex Williams)
3. THAT'S MY DESIRE (Fred Nixson)
4. PEG O' MY HEART (Ray Lang)
5. TIM TASHYUN (Red Ingla)
6. FEUDIN' AND FIGHTIN' (Dorothy Shay)
7. I WONDER WHO'S KISSING HER NOW (Dorothy Shay)
8. THE LADY FROM 29 PALMS (Billie Holiday)
9. IVY (Ina Stafford)
10. NAUGHTY ANGELINE (Dick Haymes)
11. KATE (Gus Lombardo)

Kingman, Ariz.
1. TIM TASHYUN (Red Ingla)
2. THAT'S MY DESIRE (Fred Nixson)
3. PEG O' MY HEART (Ray Lang)
4. I WONDER WHO'S KISSING HER NOW (Ted Weems)
5. SMOKE, SMOKE, SMOKE (Tex Williams)
6. SUNRISE SERENADE (Ted Weems)
7. I WONDER, I WONDER (Gus Lombardo)
8. KATE (Gus Lombardo)
9. ACROSS THE ALLEY FROM THE ALAMO (Hank Williams)
10. ACROSS THE ALLEY FROM THE ALAMO (Hank Williams)

Saginaw, Mich.
1. TIM TASHYUN (Red Ingla)
2. THAT'S MY DESIRE (Fred Nixson)
3. PEG O' MY HEART (Ray Lang)
4. I WONDER WHO'S KISSING HER NOW (Ted Weems)
5. SMOKE, SMOKE, SMOKE (Tex Williams)
6. SUNRISE SERENADE (Ted Weems)
7. I WONDER, I WONDER (Gus Lombardo)
8. KATE (Gus Lombardo)
9. ACROSS THE ALLEY FROM THE ALAMO (Hank Williams)
10. ACROSS THE ALLEY FROM THE ALAMO (Hank Williams)

1. NEAR YOU (Francis Craig)
2. COME TO THE WARD GRAS (Freddy Martin)
3. THE LADY FROM 29 PALMS (Andrews Sisters)
4. I WISH I DIDN'T LOVE YOU SO (Tough Mama)
5. SMOKE, SMOKE, SMOKE (Tex Williams)
6. WHO'S WHO (Teena Woman)
7. MEGELITE (Ted Weems)
8. I WANT TO BE LOVED (Beryl Davis)
9. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
10. HE'S A REAL GONE GUY (Vicie Luster)

Pittsburgh, Pa.
1. I WONDER (Eddy Howard)
2. THAT'S MY DESIRE (Francis Craig)
3. FEUDIN' AND FIGHTIN' (Dorothy Shay)
4. ON THE OLD SPANISH TRAIL (Eddy Howard)
5. RAGTIME COWBOY JOE (Eddy Howard)
6. NEAR YOU (Francis Craig)
7. ANTIChA EY COMIN' BACK (Frank Sinatra)
8. SMOKE, SMOKE, SMOKE (Tex Williams)
9. TIM TASHYUN (Red Ingla)
10. I WISH I DIDN'T LOVE YOU SO (Tough Mama)
The Second Annual Exclusive Music Poll solely sponsored and conducted by The Cash Box on behalf of the Automatic Music Industry of America is off to a flying start with this, The Fall Special Issue. We've literally been besieged with wires from artists throughout the entire nation applauding the job we are currently undertaking. The poll will run throughout the year, thus giving those pubs, artists and recording companies who come up with hits times around Xmas a just chance to be included in the music operator's voting. The stage is set—keep your eyes peeled for the tabulations.

* * *

Spent a pleasant afternoon with Irv Katz, eastern sales and promotion manager for Apollo Records. Irv is one joker in this dick biz that's constantly on his toes. That boy is responsible for pub record sales thru the national nicks that keep running thru his brain. Irv tells me that there are big things in the offing from Apollo way in the near future.

* * *

Bill Robinson caught tapping away in the wee hours of the morning to the melody of a juke box. . . Maurice Murray named Director of Talent and Production at Vitarecous Records, Chicago. Add Art Ward as staff chief to the "Peg" firm. . . Count Basie skedded to appear on several network shots as a featured organist this fall . . . Billy Eckstine decided against returning to the bandstand and hits and will strike out as a single for MGM . . . Desi Arnaz headlines Frank D'Aniley's Meadowbrook for one week. . . Kay Starr just signed to Capitol pact . . . Rainbow Records still breaking records with their sensational "Tribute to Glenn Miller Album" . . . Frank Sinatra skedded for the Century Theatre, New York in mid-November . . . Lena Horne takes to her feet and off to a six week tour throughout Europe . . . Mercury records party stirring 'em up out Chi way. Frankie Laine of "Desire" fame headlines the show, a tone of talent backing him.

* * *

Jerry Jerome, musical director of Apollo off to Hollywood to cut four sides with Charlie Barnet. . . By all means get next to Sarah Vaughan and "Everything I Have Is Yours" . . . And then there's that "Allegro" score coming up . . . Jo Stafford headlines RKO vaude show in N. Y. this week. . . Jimmy Dorsey cut four for MGM this past week. . . Now we hear it that Vido Musso, ace sax sideman with Kenton will not rejoin the maestro and is off to Milwaukee to front a 15 piece outfit. . . Al Donahue forming bean-town combo . . . The way that Charlie Ventura is playing 'em at the College Inn, Chi . . . Elliot Lawrence and crew will tour in five yaller Caddy convertibles from now on . . . And then there's that guy who said "This program comes to you thru the gracious courtesy of James C. Petrillo," etc . . . Musicraft Records name two new distributs for the Houston, Texas and Michigan territories. . . England heavy duty tax on Yankee films hurting pubs . . . Didja hear chirp Anne Lorraine with the new sensationual Lou Terras crew on Metrotone discs? The group open the Palladium (NY) this week.

GREATER THAN EVER

FRANKIE LANE
Sings Two Wonderful Tunes
'TWO LOVES HAVE I'
AND
'PUT YOURSELF IN MY PLACE BABY'

MERCURY CELEBRITY SERIES 5064

* * *

HARRY COOL
AND HIS ORCHESTRA
"MAMA'S GONE GOODBYE"
"MY BABY JUST CARES FOR ME"
MERCURY 3070

* * *

STARLIGHTERS
"SCHOOL DAYS"
"AIN'T WE GOT FUN"
MERCURY 3071

* * *

HELEN HUMES
"I JUST REFUSE TO SING THE BLUES"
"THEY RAIDED THE JOINT"
MERCURY 8058

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Coin Machine Business Stabilizes Record Market

By James W. Murray
Vice-President in Charge
of RCA Victor Record Activities

If there is one thing that recent developments in the record market proved, it was that the coin machine industry is a stabilizing factor for the record manufacturers of the country.

This isn't to indicate that the record business is just waking up to a realization of the poteney of the coin machine. Most of us have been aware of that for years. But this year the market, for the first time since before the war, returned to normality. And with it, dealers for the first time in years, discovered a seasonal slack that at one time was the normal thing in the record business. Record manufacturers found that while some retailers were getting panicy because of larger inventories than they had been used to seeing, the condition did not hold true in the coin machine industry where operators continued to maintain the buying volume of previous years; in many instances, they exceeded that volume.

As this is written, the slack has been taken up and the record business has recovered from the momentary uncertainty that followed the first seasonal in years. We here at RCA Victor are still confident that when the final returns are in, the industry as a whole will still be able to point to the biggest production year in history.

But if there is anything to be learned from this return to the normal, pre-war situation of seasonal supply and demand, it is that record manufacturers can continue to gear a large percentage of our production to a constant factor—that factor being the steadily expanding market for records within the coin machine industry.

The market is somewhat different than the retail-consumer demand for the product, which still places records in the low priced luxury category. As such, demand for records is subject to prevailing economic conditions. It is enconavable that further increases in the cost of living may affect the volume of sale of records because of the appeal recorded merchandise has to the large segment of people who are classified as the mass market. It is the mass market which may be most affected by further increases in living costs. Under these circumstances, luxury items—even low cost ones—are among the first to feel the pinch.

Records are anything but a luxury item to the coin machine operator. They are a necessity product, without which the coin machine could not operate as a major source of inexpensive entertainment for large numbers of people in the small-entertainment budget category. Thus, it is conceivable that if further inflation should narrow the consumer market for records, the coin machine will still serve to stabilize industry production; youngsters conditioned to records as home entertainment will continue to turn to coin machines for their musical entertainment because juke boxes still offer music you want when you want it—in other words, freedom of selectivity in the choice of recorded entertainment.

The recent trade paper survey of coin machine operator preferences for brand name merchandise gave RCA Victor an excellent rating in the field. On every count our popular records were shown to be top favorite with operators. RCA Victor artists, choice of repertoire, quality, wearability, were enthusiastically endorsed by the coin machine operators of America. This is a belated acknowledgment to the industry as a whole for the confidence you expressed in RCA Victor Records and our efforts to keep the coin money-makers as Perry Como, Three Suns, Sammy Kaye, Freddie Martin, and Vaughn Monroe. We are proud of your endorsement, and you have my assurance that we will continue to do everything possible to justify the confidence you have in the RCA Victor product and in the organization that stands behind it.

Glenn Wallichs Named Capitol Records Chief

HOLLYWOOD, CAL.—Capitol Records, Inc., this city, this past week announced the appointment of Glenn E. Wallichs to the position of President.

A joint appointment of the announcement was made by Johnny Mercer, who has been president since the formation of the company in 1942; George G. (Buddy) DeSylva, chairman of the board of directors and by Wallichs who had been directing the firm as executive vice president.

It is well known in music circles that Wallichs had been of late deciding policy and was the guiding hand in the plat

Mercer's resignation came as no surprise in many quarters, since it was well known that he had wanted to devote more time to writing music.

"I am working on a new musical among other things," Mercer explained, "and must give more time to writing music. Mr. Wallichs has recently carried out most duties of the President and we feel that he deserves recognition for it."

"There will be no change in Capitol policy under the new arrangements," Wallichs declared. "Our present policies have led us into the strongest financial position we have yet enjoyed, and the same policies must continue."

ARISTOCRAT'S SMASH H "MICKEY" BY THE TU-TONES
Backed with "My Little Girl"
BOOSTING JUKE BOX TAKE TO NEW, ALL-TIME HIGHS

Hear "Mickey" at your nearest distributor

MONARCH SALES CO.
210 N. 22nd St.
Birmingham, Ala.

WILFORD BROTHERS
831 S. Olive St.
Los Angeles, Cal.

DAVIS SALES CO.
1016 19th St.
Denver, Col.

JAMES H. MARTIN
14975 Vernon Parkway
Chicago, Ill.

MUSIC SALES
325 N. Peters St.
New Orleans, La.

PAN AMER. RECORD DIST.
3747 Woodward Ave.
Detroit, Mich.

MILLER SALES CO.
110 N. 18th St.
St. Louis, Mo.

RUNYON SALES CO.
593 10th Ave.
New York, N. Y.

PAN AMER. RECORD DIST.
1759 Madison Ave.
Cleveland, Ohio

ARISTOCRAT RECORD CORP.
7508 S. Phillips Ave., Chicago 49, Ill. (Tel: REGENT 4721)
HE’S A REAL GONE GUY
Nellie Lutcher
(Capitol 40017)
Sensational demand of this one knocks out the top favorite, with real gone Lutcher riding high.

OLD MAN RIVER
The Ravens
(National 9015)
A truly great recording of some of the finest harmony work ever heard — still a top money-maker throughout the land.

TRUST IN ME
Hadda Brooks
(Modern 150)
Steady climb of this tune eclipses Hadda for a long and healthy stay. Netting top play in every spot.

TRUE BLUES
Roy Milton
(Specialty 510)
A seventh place last week, hot and heavy Roy Milton continues to knock ’em out with this one earning top results.

HURRY ON DOWN
”Sillic Lutcher” (Capitol 40002)
Hurry On Down and play this one says the ops as Lutcher keeps scoring all the way.

EVERYTHING I HAVE IS YOURS
Sarah Vaughan
(Mastercraft 494)
This one is destined to be a song saga. Sensational demand for this tune earns it the sixth spot this week.

DON’T YOU THINK I OUGHTA KNOW
Till Johnson Orch.
(Victor 20-2225)
In sixth place last week, this coin attraction maintains its hold as a top tune throughout Harlem.

BIG LEGS
Gene Philips
(Modern 20-527)
A newcomer to the ranks scores here with “Big Legs” as ops acclaim this tune as a potential heavy winner.

THE LADY’S IN LOVE WITH YOU
Nellie Lutcher
(Capitol 40002)
Don’t Play that joke about it — Nellie Lutcher is riding high. Her third hit and another coin caller say the ops.

THIS IS THE INSIDE STORY
Billy Eckstine
(MGM 10043)
Bounces back into the limelight after a short stay. Ops peg this one to catch on at last fast.
Juke box operators, in my opinion, are definitely the essential cog in the wheel for any record manufacturer.

It is a matter of simple deduction to determine the true value of the operator. For example:

Choose 100 copies of any particular record. If those records received exploitation only through retail counter sales, probably not more than 600 people would hear that particular number. On the other hand if those same 100 records were placed on juke boxes, a conservative estimate of total listeners would reach an approximate figure of 175,000. This approximation is based on 40 plays per week and an average audience of 10 people for each juke box over a 30-day period. The juke box play most certainly creates retail sales, for a large percentage of juke box listeners own home phonographs.

The operator is an experimentalist and, at all times, striving to put records on his juke boxes that will attract the most money. He therefore tries out different types of music in his spots. I have been told by hundreds of operators who have taken what is known as "pop" locations and placed a representative number of novelty hillbilly and western numbers on these boxes. These men have been astounded by the fine acceptance given these hillbilly and western platters.

When we speak of hillbilly music, we are actually using the wrong term. Hillbilly music, in a true sense, means the type of music that is enjoyed by a great percentage of the rural and semi-rural population. It is music that is indicative of America and a heritage of American folklore. It is my prediction that the so-called "hillbilly" and "western" type of music, which has shown up so strongly in the past year, has only scratched the surface, and that its acceptance by the general public will continue to grow and grow to astounding figures within the next few years.

Hats off to the juke box operators of America for their part in making a good record a greater hit.
Success of "Peg O' My Heart" "That's My Desire," and "Near You" Prove That Independent Record Manufacturers Have Majors Looking To Their Laurels

NEW YORK—"The independent record manufacturers have the major labels looking to their laurels."

The above statement was corroborated this past week after checking several of the major platteries and finding them hard at work trying to regain the prestige and position they held prior to the success of several popular tunes, currently reaching peak sales. The tremendous success of "Peg O' My Heart," "Near You," and "That's My Desire," have definitely proved that the independent record manufacturer can stamp his own imprint on the hit records that are features which heretofore were supposedly only in the scope of the major platteries.

"Peg O' My Heart" showed more than ever, that the public today still wants to listen to good music, regardless of vintage or age. The Harmonicats recording of "Peg" literally swept the nation. Vitavocalitc Records, who issued the platter, immediately found themselves swamped with orders and realized that successful promotion of this song would catapult the tune among the nation's top song hits. Branch distributing offices were opened to handle the overflow of orders reaching the plattery. At last check, it was disclosed that Vitavocalitc had sold well over 1,000,000 platters of this recording.

Mercury Records set the same example of "Peg" with "That's My Desire," and this record also accounted for Frankie Laine blossoming into the national spotlight. Laine's dishing of "That's My Desire" saw the majors immediately rushing to cut the tune. Plattery execs at Mercury successfully followed the initial Laine dishing with other hits, namely "Man's Elle" and "A Sunday Kind Of Love." It is well known in music circles that the initial Laine platter accounts for the sensational grosses he is currently racking up in theaters throughout the nation.

CURRANTLY SWINGING the music mart is the success saga of Bullet Records and their hit tune "Near You." The tune, already in hit stages has taken hold in practically every section of the country. Local distributing offices of Bullet, are finding themselves with backlogs of orders that run in the thousands. Bullet themselves have leased twenty-three pressing plants to handle the large amount of orders pouring in. Twist to this story is that when the disk was first released, the plattery rated what is now the B side, as the top deck on the platter. Window streamers hailed "Red Rose" as the big one to buy, while music operators were turning the record over to find that here was a sensational recording. "Near You" seems destined to top the million mark in record sales. Records are being flown in from Los Angeles in order to facilitate the tremendous amount of orders local distributors find themselves confronted with.

One well noted independent record executive, in surveying the success Indies have had recently stated, "Successful record promotion is the secret to it all. The independent record companies cannot stand the big "out" the major disk- eries have to cope with, and do not undertake it. By cooperating with juke box operators, disc jockeys and the trade press, an independent record firm can meet with satisfactory results on pretty near every record he puts out. We know that the jule box operator particularly is of tremendous importance and realize how potent that jule box he operates is."

He continued, "The independent record firms cannot rest upon their laurels and have to constantly promote their artists and records. The jule box operator is an integral part in this promotion."

Others in the industry point out that through the indie record manufacturer can tomorrow's new talent be born. The Harmonicats, Frankie Laine and Francis Craig are definitely aware of the tremendously important part their recordings played in being instrument for their current successfull tours.

The major platteries are more than ever before feverishly working to whip out recordings that can compare to the success reached by the aforementioned song hits. The only other tunes to meet with such wide-spread approval this year were "Man's Eille" and "Anniversary Song."

Juke box operators aver that the quality found in the independent label's records is substantial and in some cases better than the quality found in the majors records. It is claimed by many that this situation is found, because many of the Indies actually slant their recordings in the direction of the jule box operator. Since the music operator is concerned with getting the maximum amount of play per record they more readily buy that platter combining "hit" and quality.

Independent record manufacturers are well aware of the tremendous advantage hold over them by the major platteries, and realize that their position in the recording business is a "precarous one." The recent threat by James C. Petrillo, president of the American Federation of Musicians, to halt all recordings by his union members this December 31st would undoubtedly see the fall of many an independent record company. The major platteries can withstand the Petrillo edict it is pointed out because of their large amount of masters cut and not yet produced.

Nevertheless, the independent record manufacturer's outlook today is a bright one. The success he has met with this past year boldly proves that he can operate at a profit, and successfully produce records and songs which an avid music conscious public eagerly await.
Thanks to you...

EDDY HOWARD
and his Orchestra
completes one of the most successful engagements of his career at the
COCOANUT GROVE
AMBASSADOR HOTEL, LOS ANGELES, CALIF.

Your Juke-Box Network, consistently playing our *Majestic Releases, is undoubtedly responsible for the "turn away business" at the Cocoanut Grove.

A low bow to the West Coast Associations, and to the Operators who featured at least one Eddy Howard Record in some spots two and three in their machines.

Be sure to catch our new Radio Program—"SLEATER PARADE" for Sheaffer Pen Co. Sundays, 3-3:30 E.D.T. over NBC Coast to Coast

CURRENT MAJESTIC RELEASES

"KATE" and "ON THE AVENUE" Majestic No. 1160
"JUST PLAIN LOVE" and "SAY SOMETHING NICE ABOUT ME" Majestic No. 1161
"AN APPLE BLOSSOM WEDDING" and "BLUE TAIL FLY" Majestic No. 1156
"RAGTIME COWBOY JOE" and "ON THE OLD SPANISH TRAIL" Majestic No. 1155
"I WONDER, I WONDER, I WONDER" and "ASK ANYONE WHO KNOWS" Majestic No. 1124

Majestic RECORDS

Personal Direction: W. BIGGIE LEVIN

Bookings: MUSIC CORPORATION OF AMERICA
TEST AFTER TEST PROVES

NEW DUOTONE
COIN MACHINE NEEDLES
OUTLAST—OUTPLAY

ALL OTHER COIN MACHINE NEEDLES
ON THE MARKET TODAY!

We waited until we were sure that these needles would perform in the field as they did in our own laboratories — and brother — we're positive now!

Dozens of juke box operators have been using these needles in their machines for weeks and we're taking this opportunity to tell you what they told us.

- Duotone needles reproduced with less scratch even at low volume!
- They played longer than any other needle previously used!
- They caused less record wear!

One operator reported that worn records he had discarded as unusable performed satisfactorily when played with Duotone needles.

We don't have to tell you what all this means in lowered costs and greater "take". And mark this—the new Duotone needles will be competitively priced. You won't pay more—that we promise.

We're in full production now with Models #23 and #27. The former is a straight shank needle and the latter a double bend shank, both tipped with an entirely new alloy of precious metals.

You can get price particulars from your distributor, or direct from Duotone.

Remember — Duotone Company is behind these needles and we'll stake our reputation that you never have seen their equal in the coin machine industry.

DUOTONE
DUOTONE COMPANY
799 Broadway, New York 3, N. Y.
Stephen Noster, President

Cleveland Ops Peg "You Do" Oct. Hit Tune

CLEVELAND, O. — Cleveland music fans this past week voted the tune "You Do" as the Hit Tune Party selection for October. The party aired over radio station WMJO went to thousands of Cleveland's listeners who voted by mail.

Howie Lund, Cleveland disc jockey, emceed the show and introduced twelve new releases which had been preselected from new record releases submitted by the various record distributors for the program.

Over 500 radio fans participated in the voting. "You Do" received more than one-third of all votes submitted and will be placed as the number one tune in the more than 3000 juke boxes in the Cleveland area throughout the month of October.

The tunes played in the order of popularity were: "You Do", "That's What Your Heart Is For", "When I Write My Song", "Body and Soul", "A-N-G-E-L Spells Mary", "Down in Chihuahua", "They're Mine, They're Mine", "It's A Lonesome Old Town", "Star dreams", "Where Is Sam?", "Peggy O'Neill", and "Freckle Mamie".

The Cleveland Hit Tune Party is co-sponsored by the Cleveland Phonograph Merchant's Association and the Cleveland Press. The show, a monthly feature in this city has continuously aroused interest in thousands of teen-agers and adults. City officials applauded the work done by the phonograph association in combating juvenile delinquency by presenting to thousands of teen-agers a program in which they themselves may participate.

The Original
"THE FRECKLE SONG"
by Larry Vincent
ONLY on PEARL RECORDS

It Never Stops Selling
Write for Catalog of Our Specialty Numbers

PEARL RECORD CO.
Route 1, Box 105, Covington, Ky.
LOS ANGELES, CAL.—Music machine operators throughout the California area rallied to the cause of the Damon Runyon Memorial Cancer Fund this past week, by wholeheartedly accepting, buying and playing the official Runyon Fund Record, "Sunshine In My Heart."

E. Jay Bullock, Managing Director of the Southern California Music Operators Association and recently appointed by CMIF as a special representative for the Runyon Fund in this area, this past week designated the week of September 20 thru the 28th as the period in which music machine operators would go all out for the fund.

Music operators in Southern California are donating the collections received from their juke boxes featuring and playing the United Artist record "Sunshine In My Heart" and "Elia." These two songs, always long time favorites of Damon Runyon himself were selected by Walter Winchell as the official record for the juke box industry.

In a statement to his member operators, Mr. Bullock declared, "The manufacturers of this record, United Artists, are donating all the profits from the sale of this record to the Damon Runyon Fund. Every juke box operator is asked to place this record on his machines. Every nickel that goes into the juke box on this record, is donated to the SCAMOA, and the association in turn will turn the money over to our national headquarters for the Runyon Fund."

"Every man, woman and child should play this record—listen to it—and get some of the "Sunshine" that Damon Runyon carried in his heart for his fellow man. Playing this recording will help ease the suffering of some individual."

Stickers are furnished the operator when making a record purchase. The sticker on the record playing public that the proceeds of "this machine are going to the Runyon Fund."

Here's "Near You!"

NEW YORK—This is what they call production—plus! Major Dist. Co., local distributors for Bullet Records and that sensational "Near You" this past week had a shipment of pressings flown in from California. A helicopter sent the flight over New Jersey, transferred some of the shipment and then flew to Major's offices in New York to unload.

Pictured above are Edgar Levy, president of the platters, two gorgeous Powell models, Miss Anne Holwell manager of the Major office, and Herbert S. Ziebiy, vee pee of the distributing firm.
A UNIVERSAL HIT!

Jerry Murad's HARMONICATS and UNIVERSAL RECORDS, the originators of the "PEG O MY HEART" sensation are thanking the nation with their greatest record I LOVE YOU (4)

A "million-AIR" record headed for a long stop at the TOP! The CATS are out of the bag... here's the record we've waited for!

It's yours, UNIVERSAL-ly!

* Shhh... "MY GAL SAL" is a sleeper on the back.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Phono Biz Is Backbone Of Record Industry

By HY SHEIKH
President, Apollo Records, Inc.

Long now, we new record companies have looked on the Juke-box industry as the backbone of the record business. Accordingly, we at Apollo, as well as most so-called "independents," directed our efforts and interests in great proportion toward the men and the business of Juke box manufacturing and operating.

Finally, this year as never before, dividends from this persistent servicing and concentration were reaped, in both to us and to the Juke industry. Greatest dividends of all, it seems, stand now, however, in the knowledge that the Juke industry had benefited by its closer relationship with smaller manufacturers.

Looking back on this year, one finds that the smash hits in the record business have been contributed by smaller companies. "Open the Door, Richard," "Peg O' My Heart," "Near You" and others, without exception, have been put into Juke boxes by less powerful firms, to ring up sales that the older companies didn't touch.

These newer companies, too, have set higher standards in platter quality and durability. Today the "top" indices, including Apollo, believe, produce disks that equal the quality of that produced by any of the major companies. Juke operators, to whom durability means dollars, themselves have substantiated this statement.

The bond between the Juke industry and our new companies has strengthened, also, because of personalized service given by smaller manufacturers. The "indices" strive to cooperate 100% with the operators. Young companies cannot rest on laurels, and it is only through continued teamwork by the Juke industry, radio and themselves that they feel continued growth will be made and competition will be kept alive to insure manufacture, in a broad repertoire, of the very finest records possible.

New talent is another gain resulting from today's closer relationship between the Juke industry and smaller record companies. Through the cooperation of Juke operators with young firms, this year's outstanding new talent has developed — talent which otherwise would not likely have been a chance.

Thus, prediction is safe: if our new record companies continue their current outstanding performance, they can earn and establish an even closer and mutually beneficial relationship with Juke operators. Our new and small firms already have proved they can (1) produce the hits, (2) compare or excel in high disk quality and durability, (3) maintain a more personal service to Juke operators, and (4) develop tomorrow's, new, big-selling talent.

Our rapidly growing record companies personify American initiative, creativeness and know-how. And it is a healthy sign, indeed, in this American system of free enterprise, that our young new companies are driving steadily ahead.

Thanks go to the great industry whose cooperation and friendship have helped greatly to make these strides possible. Thanks go to the JUKE BOX INDUSTRY.

Strong Cooperation Will Boom Disc Business

By FRANK B. WALKER
General Manager, M-G-M Records

It is now a little over half a year since M-G-M RECORDS have been on public sale. Since March we have grown from an infant to rather雄厚 businesses. We hope that we have pleased you and that we are making a contribution to the record industry. We think we have made satisfactory progress, but only you, as a Juke operator, can tell us whether our contribution has been worthwhile.

M-G-M has a heritage of "the greatest name in entertainment" and in trying to live up to this heritage we have entered or will enter into every phase of the record business. At the moment, we have built a catalogue in popular, classical, and folk music, and are just commencing to produce an extensive series of records for children.

Now that we are on our feet, we are about to start a national consumer advertising campaign, starting the first week in October. The campaign will include three full pages in LIFE magazine, newspaper insertions in sixty-four (64) newspapers located in forty-seven (47) key cities throughout the country, point of sale material, and trade advertising in RECORD RETAILING, BILLBOARD and, of course, THE CASH BOX.

Obviously, we think the record business is on the up-trend or we wouldn't be starting such an extensive campaign. This program should be beneficial to you, as coin operators, in bringing M-G-M RECORDS to the attention of the public, and should help sales in the record industry, as a whole.

What should be of particular interest to coin operators is the new record material we have really started to use. It is our honest conviction that there is no commercial record on the market with as fine a surface. We also believe that our records will really stand up under repeated playings on coin machines. Although M-G-M RECORDS is comparatively new in the business, the members of our organization have the benefit of many valuable years of experience and we feel as wise as the importance to you of low surface noise, longer wear, and a high recording level.

Loew's, Incorporated (of which M-G-M RECORDS is a division) has been known for many years as "the friendly company." In keeping with this, we believe that two of the soundest foundations of any business are friendliness and cooperation. We pledge you, therefore, a concerted effort to make M-G-M RECORDS not only "the greatest name in entertainment" but also a firm deserving of the name "the friendly company."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
**Musicraft Adds To Executive Positions—Heavy Promotions Planned**

NEW YORK—Appointments to four key executive posts at Musicraft Records, Inc., were announced today by Jack Meyerson, Musicraft president.

Edward J. Rogers, formerly of the sales and production departments of World Broadcasting System has been named assistant to the president; William Fortang, CPA, has been appointed accountant; Robert T. Brown, formerly plant engineer for Signature Records has been named manager of the Musicraft plant at Ossining, N. Y., and Daniel J. Edelman has been appointed Director of Publicity and Advertising.

The plattery also announced an intensive sales promotion policy, to give their artists the best possible coverage with dealers, music operators and disco-jockeys.

Sarah Vaughn, currently appearing in Chicago is scheduled to make several guest appearances at local record shops in that city, and will also be the guest at a dinner tendered her by the Chicago Negro civic leaders. The dates were arranged by James H. Martin, Musicraft Dist. Inc., Chicago.

Barnett Dist. Co. Baltimore is arranging similar programs for Mel Torme, headliner of the platter scheduled to appear in that city the coming week.

**Capitol Pairs Six On “Freedom Train” Disk**

HOLLYWOOD, CAL.—Capitol Records, Inc., this city, used a novel twist this past week in cutting Irving Berlin’s “Freedom Train.”

Joining together for the first time six top Capitol artists on any one tune, the diskery used the all-star combo of Johnny Mercer, Margaret Whiting, Peggy Lee, Benny Goodman, the Plid Pipes, and Paul Weston’s orchestra.

The disk is scheduled for early release and will sell at popular prices it was learned. “God Bless America” will be the other disk, featuring Mercer, Whilling and Paul Weston’s orchestra again.

**Just Playin’ For Kicks**

NEW YORK—Ray Bloch’s piano playing brings loud laughs from his audience of two, Signature balladeer Dan T. Wakely and Victor chanteuse Beryl Davis. In a more serious vein, Ray and Alan got together on a Signature waxing of “Kate,” which recently has been published in coinz galsore. Beryl, said neither has been riding the record waves with “One Little Tear Is An Ocean.”

Occasion for the meeting was a recent ‘Block Party’ radio show, aired over the Mutual network, Thurs., 9:30.

**Wakely Eyes Monon Railroad**

NASHVILLE, TENN.—Jimmy Wakely, former Capitol Records western star gets together here with Marie Lawler, hailed as the Belle of the Monon while visiting a local music distributor here. The pair got together during recent disc promotion by the Monon Railroad.

**Columbia Shows New “Recordtainer” Package**

NEW YORK — Columbia Records, this city, this past week introduced to the trade a new package “recordtainer”, designed to minimize breakage of records and open a possible new field in record exploitation.

The “recordtainer” comes in an attractively designed box, sized to fit the ordinary book shelf and features records stacked on a spindle, thus minimizing friction between records. The “recordtainer” replaces all popular and classical conventional packages, herefore used by the distillery it was announced.

**New Low Price Indie Bows In Cleveland**

CLEVELAND, O. — Owen Goldheimer, president of the newly organized Para-Radio, Cleveland, Inc., last week issued a statement of policy regarding the new indie’s position in the record field.

“Paranormal; the only recording company in Cleveland was organized by Mr. Goldheimer this past May. He has since signed the following talents: Johnny Powell and his Orchestra, Geraldine Morgan, Son Piloa, The Royal Four, Jimmy Lewis, Charles Barret and the Quintones.

Latest releases by the diskery were “So Long” and “Joint’s A Jumpin’” by the Four Aces.

Paranormal Records are distributed in Cleveland by the Windsor Phonograph Company.

**A Record Breaking RECORD’**

Bill Catherine's

**Answer to "Rainbownut Midnight**

**KING 663**

beats by YOU LAUGHED WHEN I CRIED

WIRE—WHITE—PHONE

**KING RECORD DIST. CO.**

1540 BREWSTER AVE.

CINCINNATI 7, OHIO

**Folk and Western**

**RECORD REVIEWS**

“Call Me Darling Once Again”

“Alimony Trouble”

GRANDPA JONES

(King 444)

Grabbing the featured spot this week is the sweet-sounding Grandpa Jones. It’s Grandpa Jones’alin’ like a young ‘un as he offers “Call Me Darling Once Again.” The plattery offers lots of beat behind it, of the kind that dancers love to get next to, and not to be outdone. Gramps’ vocal efforts come thru to ogle heavy coin. You’ll like the style with which Jack Buchanan is presented, sing is presented, it’s tailor made for those boots and saddle spots needing a lift or two with some novelty work in the person of “Alimony Trouble”, Grandpa Jones comes thru once again as he tells the crowd of his aches and pains. Slowly turning in a tempo, the piper’s pitch grabs the glory once again. Get next to this pairing by all means.

**“Castle In The Apple Tree”**

“After We Say Goodbye”

ELTON BRITT

(Victor 2-2157)

The capable Elton Britt renders a simple take on a tender melody with favor from a host of ops. Wailing in that slow, tender mood on top deck labeled “Castle In The Apple Tree” Elton wraps up a platter well loaded with possibilities and does so in such manner as to attract loads of coinage. Elton’s vocalizing shines throughout the deck, with the instrument backing absolutely rounding out the side. On the flip with “After We Say Goodbye”, Elton renders a tear jerking from the back, with the title giving off the wax. Where they go for Elton in Chicago, they’ll all doubtless for this disk—so let ‘em hear it—huh?

“In The Little Shirt That Mother Made For Me”

“Give Me Texas”

DOYE O’DELL

(Exclusive 22x)

Well known in the western music field, popular Doye O’Dell steps to the podium to render a pair that you are bound to go for in a heavy way. Top deck “In The Little Shirt That Mother Made For Me” shows Doye in fine style as he runs thru a parody on the title. Ditty, replete with laughs all over the way thru should meet with extremely heavy favor on the pops. On the flip thru the back with “Give Me Texas”, Doye repeats for more comic attraction. Wonderful agescling around the title throughout, with Doye telling the folks all about that grand state. Both sides deserve your listening ear.

“You Should Have Thought Of That Before”

“Fat Boy Rag”

ROB WILLS

(Columbia 70524)

Pair of sides are offered here by a gent with powerful following in those exultant specialty records. Rob Wills and His Texas Playboys show bright with this pairing titled “You Should Have Thought Of That Before” and “Fat Boy Rag”. Top deck shows the maestro’s pipes in splendid style as he wailing thru the pieces that weave around the title. Rob tells his story to his gal, and acts the defiant lover in Waring style to match. On the flip with an all instrumental piece, the maestro still makes merry on a piece that may attract the dancers.

**KING 663**

beats by YOU LAUGHED WHEN I CRIED

WIRE—WHITE—PHONE

**KING RECORD DIST. CO.**

1540 BREWSTER AVE.

CINCINNATI 7, OHIO
Big event of the week was the huge folk concert at Carnegie Hall (New York) this past September 18-19. Ernest Tubb and His Texas Troubadours headlined the show and really "set" those supposed hick New Yorkers. The big city, always a hard town to crack insidar as western and folk music is concerned went overboard for the performance. Appearing along with Tubb were Leon and Eddie Short, Red Dot, Smoky Swan, Junior Haynes of the Grand Ole Opry, the famed Minnie Pearl, disc jockey Dave Miller, and Rosalie Allen. Playing to a packed house, many of whom had never witnessed a folk festival before, greeted the en- tourage from Nashville with open arms. Both Minnie Pearl and Ernest Tubb had to continually take repeat calls.

*I* *I* **TONY**

**Eddy Arnold**

(Victor 20-2322)

"**IT'S A SIN**"

Eddy Arnold

(Victor 20-2241)

**DAUGHTER OF JOLE BLON**

Johnny Bond

(Columbia 37566)

"**TIM-TAY-SHUN**"

Jo Stafford—Red Ingle

(Capitol 412)

**I'M FREE AT LAST**

Ernest Tubb

(Decca 46030)

ADDITIONAL TUNES LISTED BELOW

IN ORDER OF POPULARITY

FEUDIN' AND FIGHTIN'

Dorothy Shay

(Columbia 37189)

SMOKE, SMOKE, SMOKE

Tex Williams

(Capitol 40001)

YOU NEVER MISS THE WATER TILL THE WELL RUNS DRY

Spade Cooley

(Columbia 37585)

WON'T YOU RIDE IN MY LITTLE RED WAGON

Hank Penny

(King 567)

DANGEROUS GROUND

Roy Rogers

(Victor 20-2226)
Get Aboard That Freedom Train!

NEW YORK—Scanning the score to "The Freedom Train", scheduled to pay your town a visit in the near future, are The Andrews Sisters, Bing Crosby and author Irving Berlin.

Following is a partial schedule of "The Freedom Train":

Elizabeth, N. J., September 23; Pater-

son, N. J., Sept. 24; New York City, September 25-30; Stamford, Conn., Oct. 1; Waterbury, Conn., Oct. 4; Hartford, Oct. 4; New Haven, Oct. 5; New London, Oct. 7; Providence, R. I., Oct. 8; Winter-


Decca Ogles Monica Lewis;

Connie Haines To Signature

NEW YORK — Contract negotiations have been entered into between Monica Lewis, Signature recording star and Decca Records it was learned late this past week.

With Decca having been on the look-

out for a featured fem vocalist for some time now, it is believed in these quarters that talks will be quickly agreed upon and a final contract signed by Miss Lewis.

It was also rumored in music circles that Decca had put out feelers in the direction of RayBloch and Earle Madre-

nera, also no definite word was to be had regarding this duo.

Bob Thiele, president of Signature was reported already seeking a replacement for Monica Lewis, with Connie Haines reported in the offing.

MGM In Heavy Ad Campaign

NEW YORK—MGM Records, a subsidi-

ary of Loew's, Inc., this city announced the start of an intensive advertising campaign scheduled to reach over fifty million people monthly.

Included in the discwry's ad campaign were Life Magazine, Look, Colliers, newspapers throughout the nation and trade and business papers. MGM's Rec-

ord advertising plans for 1948 will be announced at a later date.

TOP PRICES PAID

FOR USED RECORDS

SOLD TO Chicago's Largest

Distributor of Used Records

Write, Call or Ship Today!

We Pay the Freight!

Will Pick Up Within 100 Mile Radius

USED RECORD EXCHANGE

1736 N. Keeler Ave., Chicago 39, III.
Tel: CAPILO 7852

Building Solidly For A Hit

THE SPIDER AND THE FLY

By MYRA TAYLOR

Recordings By

CAPITOL  DECCA  LUCKY MILLINDER
NATIONAL  MERCURY  MYRA TAYLOR
RANGERS  VICTOR  ARISTO-KATS

More to Follow

BLASCO MUSIC, INC.

1221 BALTIMORE  KANSAS CITY, MO.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"Let's Get Down To Our Shirtsleaves"

By Bob Thiehle
President, Signature Records, Inc.

The post-war slump which was expected by the record industry came, and, we believe, has gone. Starting back in March, the effect of high dealer and distributor inventories began to reflect back to the manufacturer. Sales dove far below the pre-war summer levels and everyone in the industry held his breath, wondering if things would get worse before they got better. Business lay at the bottom throughout July and the early part of August and then things began to break for the better. Manufacturers sales rose slowly at first and are now sloping up at a rate equal to, if not better than, ’44 and ’45. Signature Recording felt this slump along with the rest of the industry. However, we realized that just staying in business was the real problem.

During the war when materials and labor were scarce and records were at a premium, sales and merchandising took on a distorted character. Signature is a post-war organization, and having never had the advantages or disadvantages of war time business, it has steadily built up along normal lines.

During the slump Signature exerted all of its efforts to strengthen its distributors and improve its services. Distributors which were not doing a job have been or will be replaced by more aggressive and sales conscious organizations. Recording, manufacturing and sales policies are being revised to take full advantage of our experience and the experience of the industry in general.

Signature recognizes, perhaps better than most, that the Juke box operator is an important part of our business. Not only is the Juke box a substantial consumer of records, but it is one of the most important mediums of artists and tune exploitation. We admit, without hesitation, that we are after the Juke box business and it is our intention to do everything possible for and with the operators to get that business, and we welcome any advice that will assist us in attaining that end.

We say the post-war slump is over and that we are on our way to greater sales peaks than have yet been experienced in the entire history of the industry. To machine operators and dealers we say, "Let's get down to a shirtsleeve level and do some real things to stimulate trading. The wraps are off now and there should be no limitations to the amount of cooperation and sales activity between the Juke box distributors and the manufacturer.

"Motion Pics Are Aided By Jukes"

By Joe Pasternak
Metro-Goldwyn-Mayer Producer

There can be no question of the reciprocal value of non-competitive entertainment mediums which depend upon the same material. Motion pictures that bring fine music to the screen are aided immeasurably by the popularizing of the songs through repetitious presentation by the Juke Box.

By the same token the Juke boxes are bound to profit by the unequalled impact a song is given by its presentation on the screen and there can be no question that radio listeners are vastly increased as a result of a number being used in a picture.

We know that the music in such a picture as "The Unfinished Dance" is greatly responsible for the picture’s success, and the more the numbers are exploited through all mediums, the greater the success of the picture.

There is little difference between this relationship of the screen with the Juke Boxes from that between the motion picture and the publishing business. When the screen presents a best seller, it obviously benefits from the millions who have read the book, but the publisher, too, reaps his reward through the reader interest created by the motion picture.

"Juke Box Selling Power Profound"

By E. A. Tracey
President, Majestic Records, Inc.

Usually newcomers to any industry have much to learn. Majestic is certainly no exception to this rule. We have had and still have a great deal to learn about the business of making, promoting and selling phonograph records.

However, we have learned that the selling impact and the power on national sales of the Juke boxes is one of the most profound promotional activities any record or brand of records can have.

The Majestic Records merchandising family of some seventy top flight distributors have accepted this theory wholeheartedly, and in numerous outstanding instances have proved the extreme value of a close cooperative effort between themselves and the operators in the automatic music field.

The sales of radio phonograph instruments in the radio field leave no question but what the record industry during the next twelve months is going to experience a strong upward sales trend.

Exclusive RECORD DISTRIBUTORS, INC.
Take Great Pleasure In Announcing
THE OPENING OF THEIR EASTERN OFFICES
at 541-543 AVENUE OF THE AMERICANS
NEW YORK 11, N. Y.

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

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

MUSIC

A.M.I.
Model A ........................................... $897.50
Automatic Hostess Complete ............................... 14,800.00

HIDEAWAY CAB. W/Selective Play Mech.: W/Ampifier and Remote Volume Control ............... 515.00

HIDEAWAY CAB. W/Continuous Play Mech.: W/Ampifier and Remote Volume Control ............... 482.50
W/Ampifier—No Remote Volume Control ............... 470.00
Complete—No Amp, No Volume Control .................. 410.00

AIREON
Super Deluxe Phonograph ................................ 897.00
Fiesta Deluxe ................................................................ 69.50
Trio (Wall Box) .................................................. 69.50
Solo (Wall Box) .................................................. 46.50
Impresario (Speaker) ........................................... 42.27
Melodeon (Speaker) ............................................. 52.97
Carillon (Speaker) ............................................... 56.18

FILIBON
Mirrocle Cabinet ............................................. 325.00
30 Selection Stowaway Mech. ................................ 398.00

BUCKLEY
Music Box ..................................................... 25.00

WILL'S INDUSTRIES
Constellation .................................................. 795.00

PACKARD MFG. CORP.
Manhattan Phonograph ...................................... 1,000.00
Pia Mer Phonograph (Model T) ............................ 795.00
Hideaway (Model 400) ........................................ 400.00
Wall Box (Butler) ............................................ 39.95
1000 Speaker (Paradise) .................................... 159.50
Wall Box (Butler 10c) ......................................... 41.95
950 Speaker .................................................. 37.50
650 Speaker .................................................. 19.75
Spot Reflector ................................................ 8.50

PERSONAL MUSIC CORP.
Measured Music Boxes, 5c-10c ......................... 35.00
Studio Amplifier .............................................. 305.00
Studio Timing Control Unit ............................... 250.00
Master Power Supply Units ............................... 140.00

ROCK-OLA
1427 Phonograph (Net) ...................................... 725.00
1428 Playmaster ............................................. 440.00
Model 1861 Moderne Corner Spkr. ....................... 167.50
Model 1860 Remote Volume Control ..................... 6.90
Model 1530 Wall Box ........................................ 39.50
Model 1603 Wall Speaker .................................... 42.50
Model 1806 Tomette Wall Speaker ....................... 21.50
Model 1805 Tone-O-Liter Speaker ....................... 65.00
Model 1867 Tomette Wall Speaker ....................... 19.75
Model 1331 Deluxe Bar Bracket .......................... 8.25
Model 1523 Universal Bar Bracket ....................... 3.90
Model 1795 Wall Box Line Booster ...................... 16.35

SIEBURG
147-M Symphonola w/remote control .................... 675.00
147-S Symphonola ........................................... 802.00
H-147-M RC Special ....................................... 525.00
Radio Symphonola ........................................... 58.50
Wired Wallomatic ........................................... 46.50
5-10-25c Wired Wallomatic ................................ 75.00
5-10-25c Wired Wallomatic ................................ 62.50
Teardrop Speaker .......................................... 19.95
Teardrop Speaker w/volume control ..................... 22.50
Recess Wall & Ceiling Speaker ......................... 18.00
Mirror Speaker .............................................. 19.50
But Volume Control ........................................ 21.90
Power Supply .............................................. 14.50
Master Amplifier .......................................... 53.50
Master Selection Receiver ................................. 112.00
Wired Master Selection Receiver ......................... 163.00
Electric Selector .......................................... 86.00
Remote Speaker Amplifier ................................ 44.20
Solenoid Drum For 147-S ................................ 60.50

SOLOTONE CORP.
Leveling Pre-Amplifier ................................... 44.50

WURLITZER
1860 Colonial ............................................. 875.00
1017 Std Phonograph ...................................... 975.50
1017 Concealed Chgr. ...................................... 499.50
3020 5-10-25c 3-Wire Wall Box ....................... 69.50
3025 5c 3-Wire Wall Box .................................. 42.50
3031 5c 30-Wire Wall Box ............................... 39.50
3045 5c Wireless Wall Box ................................. 48.50
215 Wireless Transmitter .................................. 17.50
216 Wireless Impulse Rec. ................................. 22.50
217 Aux. Amplifier ........................................ 30.00
218 30-Wire Adap. Terminal Box ....................... 15.00
219 Stepper ................................................. 35.00
4000 Aux. Steel Speaker ................................... 45.00
4002 Aux. Plastic Speaker .................................. 45.00
4003 Aux. Wooden Speaker ............................ 17.50
1004 Musical Note Speaker .............................. 27.50
4005—Round Walnut Speaker ......................... 22.50
4006—Round Mirror Speaker ......................... 32.50
4007—Oval Deluxe Speaker ............................ 17.50
4008—Super Deluxe Speaker ............................ 21.50
4009—Recessed Wall Speaker ............................ 21.50
Model 28—Remote Volume Control ...................... 24.00
Model 241—Outdoor Speaker ............................ 55.00

PINS

BALLY
Silver Streak ............................................. 289.50
CHICAGO COIN
Gold Ball .................................................. 275.00
EXHIBIT
Mam'zelle ............................................... 295.00
GENCO
Honey ...................................................... 275.00
GOTTIEB
Marjorie .................................................. 294.00
J. H. KEENEY & CO
Click ...................................................... 295.00
P. & S.
Shooting Stars ............................................ 249.50
UNITED MFG. CO.
Hawaii ..................................................... 275.00
WILLIAMS
Torchy .................................................... 299.50
Flamingo .................................................. 299.50

COUNTER GAMES

A.B.T. MFG. CORP.
Challenger ............................................... 65.00
BALLY MFG. CO.
Heavy Hitter ............................................. 184.50
w/stand ............................................... 196.50
GOTTIEB
Deluxe Grip Scale ....................................... 39.50
SKILL GAMES CORP.
Bouncer ............................................... 44.50

ONE-BALLS

BALLY
Jockey Special .......................................... 65.00
Jockey Club ............................................... 65.00
GOTTIEB
Daily Races (F. P. Model) .............................. 650.00
### MANUFACTURERS' NEW EQUIPMENT

**BELLS**

<table>
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<tr>
<th>Description</th>
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<tr>
<td>American Amusement</td>
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<tr>
<td>Bell-O-Matic Corp.</td>
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<tr>
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<tr>
<td>Groetchen</td>
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<tr>
<td>Columbia Twin JP</td>
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<tr>
<td>Mills Sales Co., Ltd.</td>
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<td>O. D. Jennings</td>
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<tr>
<td>5c Std Chiefs</td>
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<tr>
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<tr>
<td>5c Bronze &amp; Std Chiefs</td>
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<tr>
<td>5c Deluxe Club Chiefs</td>
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<td>Track Odds DD JP</td>
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<td>Parlay Long Shot</td>
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<td>Bangtalls 5c Comb T Coin</td>
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<td>Winter Book JP</td>
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**CONSOLES**

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<tr>
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**ARCADE TYPE**

- **ESSO MANUFACTURING CORP.**
  - Esso Stars........... $499.50
- **GENCO MFG. CO.**
  - Advance Roll........ $275.00
- **INTERNATIONAL MUTOscope CORP.**
  - Monde Bumper (Model D)    $150.00
  - Deluxe Movie Console...... $140.00
- **METROPOLITAN GAMES**
  - Card Vendor............... $20.00
  - Log Up Bowl.............. $200.00
  - Scientific Mach. Corp..... $275.00
- **TELERICAN CORP.**
  - Quizzer................ $750.00
- **WILLIAMS MFG. CO.**
  - All Stars.............. $149.50

**MERCHANDISE MACHINES**

**CIGARETTE MACHINES**

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<td>&quot;Auto Clerk&quot;—(Gem 7 Mdes.)</td>
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- **ADAMS-FAIRFAX CORP.**
  - Cash Tray Vendor................|
- **ASCO VENDING MACH. CO.**
  - Nut Vendor.....................|
- **ATLAS G. A. SALES CO.**
  - Bulk Vendor...................
- **AUTOMATIC BOOK MACH. CO.**
  - Book-O-Mail...................
- **AUTOMATIC DISPENSERS, INC.**
  - Drink-O-Matic..............|
- **BALLY MFG. CO.**
  - Drink Vendor...................
- **BELL MILLS CORP.**
  - "Hot Coffee Vendor"........... $540.00
- **COAN MFG. CO.**
  - U-Select-II—74 Model.......... $83.50
  - U-Select-II—74 Model Deluxe... $107.50
- **DEERFIELD CORP.**
  - Stamp Vendor “Postmaster”.....|
- **HOSPITAL SPECIALTY CO.**
  - Sanitary Nipple Vendor........|
- **INTERNATIONAL MUTOscope CORP.**
  - Photomatic...................
  - Skill-O-Matic...............|
- **KAYEM PRODUCTS**
  - Vit-O-Mins Vendor...............|
  - Dental Kit Vendor...............|
  - Cheewing Gum Vendor...............|
- **MALKIN-ILLIONS CO.**
  - "Cigar Vendor"................|
- **NORTHEASTERN CORP.**
  - "Bulk Vendor"................|
- **REYCO, INC.**
  - Ice Cream Vendor................|
- **RUDD-MELIKIAN, INC.**
  - "Drink-Cafe" Coffee Vend........|
- **SIMAN MFG. CO.**
  - Stamp Vendor...................|
- **TELECOIN CORP.**
  - Vendor......................|
- **THRUST—AID, INC.**
  - Drink Vendor...................
  - U. S. VENDING CORP., Drink and Merchandise Vend.
  - VENDALL CORP.               |
  - Candy Vendor...................
  - VENDALL CORP.               |
  - Candy Vendor...................
  - YIKING TOOL & MACH. CORP.    |
  - Popcorn Vendor................|

**ALLITE MFG. CO.**

- Strikes 'N Spares............ $249.50

**AMERICAN AMUSEMENT CO.**

- Hit a Ball.................. $375.00
- One World.................... $475.00

**CHICAGO COIN MACH. CO.**

- Basketball Champ........ $499.50

**EDELMAN DEVICES**

- Bang A Fifty: 100/8, 110/8, 130/8, 150/8, 170/8

**ESQUIRE GAMES CO.**

- Slotline............ $399.50

**PAGE 34**

The Cash Box, Fall Special

Week of September 22, 1947

*www.americanradiohistory.com*
REDUCED PRICES

ON

USED AMI HOSTESS PARTS

SUBSCRIBER CABINETS ........................................ $115.00
AMPLIFIERS ......................................................... 75.00
PRE-AMPS .......................................................... 15.00
TURNTABLES ....................................................... 8.00
TURNTABLES COMPLETE ......................................... 15.00
MIKES WITH SHELLS ................................................. 7.00
COIN CHUTES COMPLETE ....................................... 40.00
SPEAKERS ............................................................ 15.00
COIN DRIVE MOTORS ............................................. 5.00
RECORD RACKS ..................................................... 65.00
SWITCHBOARDS COMPLETE ..................................... Write for Price

CONSOLES WITH 5 TURNTABLES AND PRE-AMPS
Write for Price

COMPLETE AMI HOSTESS UNIT OF 10 OR MORE
Write or Phone for Real Low Price

Send Shipping Instructions With Order

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

RUNYON SALES CO.
123 W. RUNYON ST., NEWARK 8, N. J.
(Phone: Blgelow 3-8777)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Rapid City, S.D. — A very successful meeting of the South Dakota Operators Association was held in this city on September 8 and 9, with approximately forty operators in attendance.

The most important matter up for discussion was the arrangement of a better commission basis so that they could conduct their businesses profitably. The Cash Box suggestion of $15 off the top, or at least a 35%-65% percentage was discussed thoroughly, and most of the operators were of the opinion either one or both of these plans must be put into effect.

South Dakota, being a territory where there are various central districts and none overlapping, the operators are going to get together on the whole, and then have group meetings in the various centers so that they can come to some understanding.

Another problem taken up by the group was to endeavor to remove the old law from the statutes which prohibits music (even radios) to be played where liquor is sold. There were many fine suggestions, and it appears as tho this problem will be straightened out.

Local jobbers were invited to the meet and were offered associate memberships.

Julius Sielers, attorney, was the main speaker. Other talks were given by Archie LaBeau of St. Paul (Rock-Ola distributor); Henry H. Greenestein, Hy-G Music Company, Minneapolis (Seeburg distributor), and Gordon Stout of Pierre, one of the directors of the association. Representatives from Bush Distributing Company, Minneapolis and Faster Distributing Company, Minneapolis, were also in attendance.

The meeting was ably handled by the president, Mike Imig, of Yankton, S.D., and the secretary, Harold Scott of Mobridge.

Operators in South Dakota and southern Minnesota, who didn't attend the meeting, were contacted by the members on their way back to their home towns, and the report is that they can be assured of their cooperation to start the ball rolling for a better commission along the lines suggested by The Cash Box.

South Dakota Operators Association Completes Two Day Meeting

Vote To Arrange Better Commish Basis

A.B.T. Challenger

A new slick shooting streamlined Challenger will always make plenty of money. Don't be a has-been and think it won't fill full of pennies just because your old warhorse Challengers are dead.

$65.

Quantity buyers; we CAN do business.

A. L. KROPP, JR.

BOX 452 (Phone: 8-0042) Tuscaloosa, Ala.

COIN MACHINE MOVIES

FOR REGULAR PANORAMAS AND SOLD-YUES

REELS OF 8 AND 6 SUBJECTS

Our Films Get The Dimes.

FRECE 12.50 TO 13.50 PER REEL

P H O N O F I L M

3331 NO. ENROLL DR., HOLLYWOOD 28, CAL.
Pride of Possession

"THE MANHATTAN"
created by
Homer E. Capehart

PACKARD MANUFACTURING CORP. • Indianapolis 7, Indiana
Fall for $79.50—119.50 69.50 39, 115.00!
294.50 MILLS 74.50 FOLDING 139.50 Days 59.50 249.50 79.50 $129.50 50c 279.50 69.50 179.50 250 425 149.50 225.00 69.50 129.50 30.00 30.00 149.50 CHICAGO 12.50 89 BALLY 39, S. 689.50 595.00 289.50 SHANGRI-LA VE’ 729.50 119.50 GLOBE 30.00 OR 129.50 39 54.50 79.50 39, 139.50 11.95... proves 240 39 89.50 44.50 159.50 CATCHER ..$324 34. BLUE 299.50 $27.50 49.50 59.50 BALL. 1 LEAGUE 99.50 P.O 39 99.50 129.50 239.50 99.50 235 HAND 1 99.50 149.50 69.50 MAJORS Page 139.50 469 54.50 169.50 125.00 24.50 CATCHER 445 39 19.50 89.50 Ic 14.50 $1.00 39.50 200 74.50 79.50 39, FLYING 629.50 116.75 13.95 49.50 DERBY 149 245 295.00

Cash £tnpi/ie PRICE

Streamliner 1012-14
Superliner 1012-14
Stage Liberty
Keystone Baffle
Rio Canteen
American Advance
Watling
Genco
Williams
Gott.
United
Bally
Everywhere,

NEW - IMPROVED

Williams

ALL STARS

[100% MECHANICALLY PERFECT]

Hoskel Goldberg
STERLING NOVELTY CO.
LEXINGTON, KY.

Says:
"ALL STARS, in the same location with two late model pin tables, earned far more than the pin tables. My collection reports show plenty of dimes and quarters, which definitely proves that this type coin chute induces additional play. You've got a real winner in ALL STARS!"

ORDER NOW!
Remember, only a limited quantity are being manufactured.
See Your Distributor Today!

Williams
MANUFACTURING COMPANY
161 W. HURON STREET CHICAGO 10, ILLINOIS

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

www.americanradiohistory.com
An 11 Year Fight —

The Following Article Was Written 11 Years Ago and Released to the Trade Journals November 1936. Rockola's Attitude on Smutty Records Is Stronger Today Than Ever.

DAVID C. ROCKOLA
CAUTIONS MUSIC OPERATORS

At a recent gathering of Music Operators at the offices of Rock-Ola Manufacturing Corporation, Chicago, Mr. David C. Rockola, president, spoke a few words in reference to the use of a certain type of record, which in his opinion, is jeopardizing the high reputation of coin-operated phonographs.

In his characteristically forceful and convincing way, Mr. Rockola stated, "The business of operating music has enjoyed a fine reputation for many years. And, in his community the music operator has always had the same standing, as any other established business man who performs a service to the community. That is why I am cautioning you to guard your good reputation with every means at your command.

"As a manufacturer with millions of dollars at stake in coin-operated music, I am naturally much concerned and frankly, much disturbed over the fact that there is a certain trend toward the use of cheap, smutty recordings on automatic phonographs on location in barrooms and taverns. Personally I am just as good a sport as the other fellow when the occasion calls for it. In fact, I have been actively engaged in every branch of the coin machine business not only in this country, but in many other countries for the past twenty years.

"But to publicize the use of suggestive songs and ditties—laying your business wide open to city-wide and perhaps state-wide criticism—seems to me the most foolhardy and disastrous step that a smart music operator can take.

"All of us know what happened to other types of coin-operated equipment in some cities where a foolhardy operator would place machines on locations near school houses. What other result could we expect? For whether it be literature, movies, coin-operated games or phonograph records—we must maintain decency and use our utmost discretion in dealing with the general public.

"Don't be misled into thinking you can purchase a few of these records for a few appropriate spots, and control them so they will not tear down your good reputation. Once you get started in handling of suggestive records, with the responsibility for placing them divided among several of your men, you will find yourself gradually flirting more and more with trouble. A further hazard is the fact that some locations have additional loud speakers which duplicate the record to passers-by on the street, — or to another part of the establishment.

"Already instances have been called to my attention where public opinion is rising against smutty recordings. The other evening in Chicago a man with his wife and daughter dropped into the neighborhood tavern for a glass of beer. Immediately the happy family group produced a couple of nickels to play the phonograph. To make a long story short, they walked out when the music played. It was one of those singing pieces with a hidden meaning in every remark.

"Yes, there was a time when such types of records could go into every barroom without disturbing the public sentiment. In those days only men patronized bars. But, times change. And, today with the birth of the "cocktail lounge" you find a mixed crowd at every bar, with little regard to age. That is why I caution you to avoid the use of questionable recordings.

"Being aware of the fact that the growth of the coin machine industry is due mainly to the aggressiveness and intelligence of you operators, I feel confident that this advice will not go unheeded, and that you will avoid anything else that would jeopardize your business and your income."
HAWAI

by

UNITED

with Super BONUS FEATURES

INCENTIVE SCORING POCKETS

HIGH SCORE BUILD-UP

MANY WAYS TO SCORE REPLAYS

STEPPED-UP PROFITS

"Greater Than Mexico"

GIVE TO THE DAMON RUNYON CANCER FUND

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY

CHICAGO 40, ILLINOIS

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

By Ray Moloney
President, Bally Manufacturing Company

For many years the coin-machine industry has been telling the story of the power and importance of coins as keys to quick, convenient service and to popular, low-cost entertainment. Today we are proving the power of lowly coins to achieve a high purpose — proving by the Coin Machine Industry's Campaign for the Damon Runyon Memorial Fund that coins — pocket-change — chicken-feed — can be forged into a mighty weapon to fight a deadly enemy of man, cancer.

Donations have ranged all the way from dimes dropped in collection-boxes to checks for five thousand dollars. But, regardless of the size of the individual donations, each and every contribution is coming from the coins which the American public drops into coin-chutes in every corner of the land. The nickels, dimes and quarters which America deposits for amusement and music and service — and the pennies for gum, stamps and peanuts — are coins to conquer cancer.

Although coins to conquer cancer have been pouring in at a rate which should make every coin-machine man proud, we must not relax our efforts. We must continue to place a self-imposed tax on every penny, nickel, dime and quarter that goes through the coin-mechanisms of our industry. We must keep after our friends for donations. We must never be satisfied and never stop our efforts until the final day on which we deliver the coin machine industry's check to the Damon Runyon Fund. And we must do everything in our power to be sure that the coin machine industry's final check to the Damon Runyon Fund is the largest donation from any single source.

Let's show the world that, when it comes to getting out and fighting for a great cause, the coin machine industry is the greatest industry on earth. Let's show the world with a golden flood of coins to conquer cancer!
IF YOU ARE IN ONE OF THESE STATES
WIRE OR WRITE TODAY

for full details on the...GREAT NEW GENCO-SEABOARD PIN-GAME PLAN

NOTE: States in map above are serviced by SEABOARD as Direct Factory Sales Agents for GENCO. Shaded states represent territory prior to additions. Unshaded states have just been added to Seaboard's extensive coverage. Complete list of states follow:

PREVIOUSLY COVERED TERRITORY
Maine
Vermont
New Hampshire
Massachusetts
Rhode Island
Connecticut
New York
New Jersey
Eastern Pennsylvania
Delaware
Maryland
District of Columbia
Virginia

NEWLY ADDED TERRITORY
Western Pennsylvania
North Carolina
South Carolina
Georgia
Alabama
Florida
Louisiana
Texas
Mississippi

Never before have two such leading organizations as Genco, America's greatest game manufacturer and SEABOARD, America's greatest distributor, joined their tremendous resources to create a pin-game merchandising plan as exciting as this.

SEND THAT WIRE OR LETTER TODAY

SEABOARD
SEABOARD N. Y. CORP.: 540-550 W. 58th St., N. Y., CO 5-4585
SEABOARD N. J. CORP.: 27-29 Austin St., Newark, N. J., BI 8-4105
SEABOARD CONN. CORP.: 1625 Main St., Hartford, Conn., HA 2-6141

OUR REPRESENTATIVE WILL CALL ON YOU IMMEDIATELY!

ALL it takes is a wire or letter and our representative will see you in person immediately to show you how this plan will...

1 Save you money
2 Give you much faster service
AND
Give You Advance Information On The Outstanding
NEW GENCO GAME
To Be Released Soon
A Real "American" Beauty

The JEWEL BELL CABINET

Finished in original colors ... fits all mechanisms from Yellow Fronts to Golden Falls ... Castings are chrome finished on brass metal, including handle and handle bushing ... Special hardened lining plates. Furnished complete for 5c—10c or 25c play. 3-5 or 2-5 pay. Satisfaction guaranteed or money back.

Wire, Write or Phone "American" Today!

American Amusement Co.
158 E. GRAND AVENUE • CHICAGO 11, ILLINOIS

WHItchall 4370
IT TAKES IN MORE MONEY!

AMI

DE LUXE MODEL "A"

Roll all the features of the Model "A" AMI phonograph into one, and you come up with the simple basic fact: "The AMI makes more money!" We know this is the feature which interests you most of all because phonograph earning power is the only solution for today's success in music operating.

AMI HIDEAWAY CABINET

Concentrated Perfection in Engineering Performance

Hideaway steel cabinet with hinged lid and removable front. 30" wide by 20 1/2" deep by 38 1/2" high. Complete with junction box containing transformer rectifier combination for supplying power for mechanism.

With AMI Selective Play Mechanism and Remote Volume Control

$515

With AMI Continuous Play Mechanism

Complete with Amplifier and Remote Volume Control

$482.50

Complete with Amplifier but without Remote Volume Control

$470.00

Complete without Amplifier and without Remote Volume Control

$410.00

Prices F.O.B. Grand Rapids Excise Tax Included—Plus Local Taxes

GRIFFIN DISTRIBUTING CO.

3604 TULANE AVE., NEW ORLEANS 19, LA.
106 MINERVA ST., JACKSON, MISS.
322 FOURTH ST., SHREVEPORT, LA.

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

Page 46

BULB HEADQUARTERS OF THE COIN MACHINE WORLD

Right prices on quality brand bulbs. New stock—not Government surplus. Do not be misled—our price includes tax. Satisfaction guaranteed on every purchase, or your money back.

MINIATURE BASE BULBS

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JUKE BOX BULBS

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Lots of 500

4.70 per 100
4.70 per 100
4.70 per 100
4.70 per 100
5.20 per 100
4.20 per 100
4.20 per 100
4.20 per 100
5.75 per 100
9.40 per 100
15.60 per 100
5.20 per 100
5.20 per 100
7.80 per 100

America's Foremost Distributor of Parts and Supplies for Coin Machines. Write Today for Complete Parts Posters.

HEATH DISTRIBUTING COMPANY
217 THIRD STREET
PHONES: 2681-2
MACON, GEORGIA

Discuss Plans For Cancer Fund Drive

CHICAGO — Wherever coinmen gather these days, the foremost topic of conversation is the great efforts everyone in the industry is putting forth to cooperate in the CMI Damon Runyon Cancer Drive—and to figure out new and better methods to secure additional funds.

Seated at the table above, this foursome discuss progress of the drive and future plans. Reading from left to right: Jimmy Martin, Martin Distributing Company, distributor for the United Artist record “You’re The Sunshine of My Heart” and “Ella” (8½¢ royalty on every record sold for juke boxes goes to the fund); W. A. Patzer, chief engineer for A.B.T. Manufacturing Company; Walter Tratsch, president of A.B.T. Manufacturing Company; and James A. Gilmore, Secretary-Manager of Coin Machines Industries, Inc.

ATTENTION MUSIC OPS!


NOW...
THE GREATEST OF ALL
Williams' Games
THE NEW
IMPROVED
"ALL STARS"

A Baseball Game With ACTION — SUSPENSE THRILLS — COLOR
Exclusive Distributors
CONSOLIDATED DISTRIBUTING CO.
1910 GRAND AVENUE
KANSAS CITY, MO.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
The New Improved
Williams' "ALL STARS"

"...the greatest money-making game in operation today"

REPORT OPERATORS WHO HAVE THEM ON LOCATION

A Williams' "LONG-LIFE" GAME!

ORDER NOW!

MAYFLOWER DISTRIBUTING COMPANY
2218 UNIVERSITY AVENUE
ST. PAUL, MINNESOTA

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


FACTS

"—TROUBLE-FREE, PLEASE THE PUBLIC AND MAKES MONEY FOR THE OPERATOR"... says JOSEPH CALCUTT of the Yending Machine Company, 207 Franklin Street, Fayetteville, N. C.

You have received thousands of letters confirming your experience with our new DELUXE PHOTO-MATIC has been so satisfying that we write you.

Records show 90 days from delivery, 50% of newcomers are buying a solid year's war bond. This didn't just happen. It is because DELUXE PHOTO-MATIC simply cannot be sold, unless they are trouble-free, please the public and make money for the operator. DELUXE PHOTO-MATIC unquestionably does all of this.

PHOTO-MATIC built to last from 5 to 10 years, not outmoded by yearly models, can be cleaned and made to work well and make his own payments without pull on reserves. It is outstanding and a MUST for every operator who thinks, regardless of what type machine he is now operating.

Some letters of praise received today in part are quoted below:

John Coleman: "Photomatic is troublefree. The only thing I need is more Mutosnaps. Ship 5 cases today.

R. L. Cannon: "Its streamlined beauty is beyond words of expression."

W. C. Fox: "My Photomatic is earning from $3.00 to $5.00 each week. Stuff cool!"

Thanks to Mutoscope for building the best machine we know of... PHOTOMATIC.

J. Calcutt

PROVE IT TO YOUR SATISFACTION

When you operate PHOTOMATIC, you are assured of a profitable, steady source of income. Here's a 100% automatic, coin-operated photographing machine that snaps, develops, prints and delivers a FRAMED, fade-proof picture in less than a minute. The new DeLuxe PHOTO-MATIC is a thing of beauty and durability. IT SELLS ITSELF! No attendant necessary. You'll have immediate success with it. For further facts and proof, get in touch with your PHOTOMATIC Distributor... Listed Below.

AMALGAMATED DISTRIBUTORS COMPANY
226 West Randolph St., Chicago 6, Ill.
Northern Illinois, Indiana, Iowa, Southern Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin, following counties: Douglas, Burnett, Washburn, Polk, Barron, St. Croix, Dane, Pierce, Pepin, Buffalo.

AUTOMATIC SALES COMPANY
421 Broad St., Nashville, Tenn—following counties in Kentucky: Christian, Todd, Simpson, Warren, Allen.

DAYTONA BEACH AMUSEMENT COMPANY
515 Live Oak St., Daytona Beach, Fla.

H & L DISTRIBUTORS, INC.
1524 2nd Ave., N., Birmingham, Ala.

H & L DISTRIBUTORS, INC.
705 Spring St., N. W., Atlanta, Ga.

S. L. LONDON MUSIC CO., INC.
3130 W. Lubies Ave., Milwaukee, Wis.

THE MARKEPP COMPANY
4310 Carnegie Ave., Cleveland, Ohio

MILLS SALES COMPANY, LTD.
Oakland and Los Angeles, Calif., and Portland, Ore.
California, Nevada, Oregon, Washington.

PHOENIX DISTRIBUTING COMPANY
411 W. Washington St., Chicago, Ill.

ROANOKE YENDING MACHINE EXCH., INC.
12 S. Jefferson St., Roanoke, Va.
Virginia, except following counties: Rockingham, Shenandoah, Frederick, Clarke, Warren, Page, Green, Patrick, Rockbridge, Rappahannock, Shenandoah, Lexington, Augusta, Rockingham, Augusta, James, Fairfax, Prince William, Calvert, Stafford, Westmoreland and Northumberland. Following counties in West Virginia: Pendleton, Pocahontas, Greenbrier, Monroe.

THE VENDING MACHINE COMPANY
207 Prusalio St., Fayetteville, N. C.
North Carolina, South Carolina.

UNITED NOVELTY COMPANY, INC.
111 W. Division St., Blaine, Miss.
Louisiana, Mississippi.

W. B. NOVELTY COMPANY, INC.
1518 McGee St., Kansas City, Mo.
Kansas, Missouri.

W. B. NOVELTY COMPANY, INC.
1012 Market St., St. Louis 1, Mo.
Kansas, Missouri.

CLIFF WILSON DISTRIBUTING COMPANY
1121 S. Main St., Tulsa, Ohio

INTERNATIONAL MUTOSCOPE CORPORATION • Wm. Rabin, Pres.

44-01 Eleventh St., Long Island City, New York

Manufacturers of *Photomatic and *Voice-O-Grah

* Registered Trade Mark

MEMBER

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

In April of this year I was lucky enough to secure my two DeLuxe Photomatics which I am operating in my Ar- cade in Coney Island, New York, and I have had nothing but pleasant experiences with them.

There is one thing that might interest you and your prospective customers. As you know, I am paying for my machines in installments and decided to save all the dimes that were inserted in the machines.

Each time that my $300 monthly note has become due, the accumulated dimes exceeded these notes and the cost of the Mutosnaps and chemicals used, leaving the nickels clear profit.

I am indeed satisfied with my purchase.

H. H. WEAVER

MEMO

GET THE FACTS ON THE VOICE-O-GRAPH, TOO... AN AUTOMATIC COIN-OPERATED RECORDING MACHINE.
Bally Announces New Novelty Game

GEORGE W. JENKINS

CHICAGO—Production of Bally's "Silver Streak", five-ball novelty game begins this week, according to the announcement by George Jenkins, vice president and general sales manager of Bally Manufacturing Company.

"'Silver Streak' is convertible for novelty or free play operation and altho primarily a five-ball game, may be operated with only three balls" stated Jenkins. "In addition to high score, the game introduced several entirely new play-features.

"Pre-production tests on location," Jenkins continued "prove that operators can count on an immediate step-up in collections when 'Silver Streak' is moved in."

TRIED AND PROVEN THE
TOP MONEY-MAKING
PHONOGRAPh TODAY!

AMI
40 SELECTIONS
AMI HIDEAWAY SYSTEMS
AMI AUTOMATIC HOSTESS

AUTOMATIC DISTRIBUTING CO.
806 N. MILWAUKEE AVENUE, CHICAGO, ILLINOIS
(PHONE: CHesapeake 4900)

Now... only $39.00 each

ABC Bowler
Action
Bosco
Champ
Five-Ten-Twenty
Genco Defense
Grand Canyon
Hi Dive
Hi Hat
Horoscope
Snappy 41
Spot Pool
Star Attraction
Stratoliner
Sun Valley

Invasion
Keep 'Em Flying
Leader
Majors 41
Miami Beach
Midway
Play Ball
Sea Hawk
Shangri-La
Slugger
Ten Spot
Trailways
Topic
Venus
Victory
Wildfire

All used equipment perfectly reconditioned and fully guaranteed
Buckley builds the best
eew 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 fit.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated coin selector.
- Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome denomination.
- Payout Cups with anti-spoon cap.
- Drillproof plates.

$50.00

The new music box

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

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

The new Buckley Music Box is genuinely chrome plated, with beautifully finished chrome and attractively illuminated. Engraved with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view.

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

$25.00

Track Odds

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.

$1250.00

Buckley Manufacturing Co.
6023 West Lake Street • Chicago 24, Illinois

(Phone: Van Buren 6026-37-38-6533)

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

DISTRIBUTORS FOR

THE

MILLS

CONSTELLATION

40 Selection Phonograph

IN

CHICAGO

AND SURROUNDING AREA

Harold Motherway

MARQUETTE MUSIC COMPANY

1738 W. MADISON ST., CHICAGO, ILL.

(All Phones: CHEsapeake 3700)
A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES

ACKNOWLEDGED LEADERS IN COIN MACHINE FINANCING BY THE COIN MACHINE INDUSTRY.

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS
717 MARKET ST. SAN FRANCISCO, CALIF. 761 PEACHTREE ST. N.E. ATLANTA, GEORGIA 710 CONSTRUCTION BLDG. WOOD & AKARD STS. DALLAS, TEXAS

Griffin To Donate Day's Receipts To Runyon Cancer Fund

JACKSON, MISS.—Les Griffin, Griffin Distributing Company, this city, has set Friday, September 26, as the day from which the receipts from his operation of over five hundred machines will be donated to the Damon Runyon Cancer Fund. Head of the Mississippi State operators association, Griffin is leading the way in that state in cooperating with the CMI Public Relations Bureau campaign to accumulate a quarter million dollars for this great cause.

In addition Griffin stated that the phonographs will all carry the United Artist Damon Runyon record “You’re The Sunshine of My Heart” during the week of September 20 to 28.

Pictured above are (left to right): Billy Jefferson, former All-American fullback 1945 from Mississippi State, now salesman for Griffin Distributing Company; L. C. (Lindy) Force, General Sales Manager AMI, Inc., Chicago; and Les Griffin, proprietor of Griffin Distributing Company, working out the details for the campaign.

Griffin, distributor for AMI phonos in Mississippi and Louisiana, has devoted considerable time in furthering the Damon Runyon Cancer Drive. His offices in both states have large posters displayed, and Les has personally contacted all his customers, suggesting that they follow his example in donating one day’s collections to the Cancer Fund Drive.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
CMI CANCER FUND OFFICIALS RECEIVE CHECK FROM “THE CASH BOX”

Bill Gersh, Publisher Turns Over Check For $500 To Ray Moloney, National Chairman And Dave Gottlieb, Pres. CMI

CHICAGO—When the first flush was received that the CMI Damon Runyon Cancer Fund Drive was to receive the complete and unstinted backing of the coin machine industry, The Cash Box immediately wired Ray Moloney, National Chairman its pledge for $500. In addition The Cash Box is going all out in devoting its columns for editorial purposes to further this great drive.

Pictured above is Bill Gersh, publisher of The Cash Box presenting a check to Ray Moloney and Dave Gottlieb.

Everyone in the industry, from the top man to the smallest operator is working diligently to make the contribution of the coin machine industry to the Cancer Fund the greatest single donation of any industry in the United States. Manufacturers, distributors and jobbers have given individual donations — operators in every branch have set aside certain periods from which they have donated percentages of their receipts— and record companies have in some instances pledged portions of their receipts from sales of certain records.

Every association is today working out plans and methods of cooperating with its members to gather funds for the Cancer Fund. Letters by the thousands have been mailed to persons throughout the country by individual territorial chairmen. CMI has printed about a quarter million stickers to be pasted on machines or on walls in locations. Large posters are on the walls of every jobber, distributor and manufacturer. And we've just begun.

Coin Machine Industries, Inc., is throwing a complimentary dinner at the Bismarck Hotel on September 21, at which the feature speakers will be Hon. James E. Murray, U. S. Senator from Montana, and Homer E. Capehart, U. S. Senator from Indiana. Hundreds of the industry's leaders will be in attendance.

The New York area will hold a giant jubilee meeting at the Manhattan Center on November 3. Every operator will buy blocks of tickets— as will jobbers, distributors and manufacturers in the territory. A great many thousands of dollars is expected from this affair.

On August 13, Dave Gottlieb and Ray Moloney turned a check for $20,000 over to Walter Winchell—an initial donation. Winchell, in his broadcast of Sunday, September 7, announced to his many millions of listeners that the Coin Machine Industry expects to turn a check over to him at the Coin Machine Show in January that will run to a quarter million dollars . . . and will continue to do so every year.

From indications at this time, if the spirit and effort of the moment is to be continued, this figure will be larger.

THE CANCER DRIVE WILL HELP "ARREST A MURDERER"—DON'T FORGET TO DO YOUR PART.
Vending Machine Tax
Confiscatory Claim Ops

ST. PAUL, MINN. — Fighting a recently imposed city license plan, vending machine operators here are hoping to be able to reduce the tax set up by the City Council.

Charging that the tax requested is confiscatory, the operators asked that this new ordinance be rescinded. Adopted last July, the licenses were due the first of September, but the city held up collections until they printed tax stamps, meanwhile the research department is making a survey of the operators' complaints.

The ordinance was one of many adopted by the council in its program of raising more license and tax money. It imposes an annual tax of $2 on each vending machine accepting a one-cent coin, and $5 a year on nickel machines.

Fred Brandstrader, Chicago attorney, acting for the vending machine operators told the council the industry could not pay such charges on a per machine basis. In addition, three local vending machine operators personally visited the council to enter a protest.

Tax Unpaid — Machines Seized

HOBOKEN, N. J.—Hooken's coinmen were in a hot spot when Commissioner Michael M. Morelli, newly appointed director of public safety, and Special Investigator J. Albert Shea ordered seizure of all unlicensed cigarette, joke boxes and any other machines that hadn't paid their license fees.

Thru negligence, the operators had been delicated in sending in their checks, and a police squad confiscated 40 machines the first day.

ATTENTION, OPERATORS!

"LOOK AT THESE PRICES!"

ALL GAMES CLEAN AND IN PERFECT WORKING CONDITION

5-BALLS

DOUBLE BARRELS $60.00
SUPER LINER $99.50
EXHIBIT FAST BALL $109.50
BIG LEAGUE $65.00
MIDGET RACER $65.00
PLAY BALL $15.00
VICTORY $20.00
COVER GIRL $30.00
FIVE-TEN-TWENTY $30.00
SOUTH SEAS $29.50
SURF QUEEN $34.50
DYNAMITE $109.50
SEA BREEZE $155.00
ENCO STEP UP $129.50
STAGE DOOR CANTEEN $39.50
KILROY $189.50
TORNADO $189.50

ONE BALLS

SPECIAL ENTRY Write
VICTORY SPECIAL $295.00
LONGACRE $109.50
THOROBRED $109.50
CLUB TROPHY $50.00
PIMLICO $50.00
VICTORY DERBY PAY OUT $149.50

CONSOLES

BALLY TRIPLE BELL Write
BALLY DELUXE DRAW BELL Write
KEENEY SINGLE BONUS SUPER BELL $350.00
KEENEY 8 & 25 BONUS $595.00
MILLS 3 BELL $25.00
Brand New JENNINGS CHALLENGER Write

COUNTER GAMES

DAVAL FREE PLAY, Ea. $9.50
DAVAL BUDDY, Ea. $7.50
CHALLENGER, Ea. $17.50
GRIP SCALES $16.50

One third deposit, balance C.O.D.

WESTERHAUS COMPANY, INC.

3726 KESSEN AVENUE

CHEVIT 11, OHIO

MONTANA 5000-5001-5002

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

The only music system that enables you to operate your electric selection mechanisms for Years

- The Fastest, Simplest, Record Mechanism in Automatic Music!
- Less Than 6 Seconds Record Change Time!
- The Only 30 Record Selection One Side Made!

- Strikingly Dignified Illuminated Beauty that Adds to the Interior Attractiveness of All Locations!
- Can Be Used With All Electrical Selection Phonograph Mechanisms, New or Old!
- Sturdily Constructed of Highly Polished Chromed Steel!
- Selection of Interchangeable, Artistically Illustrated Mirrocle Panels!

FILBEN STOW-A-WAY
• Strikingly Dignified Illuminated • Beauty that Adds to the Interior • Attractiveness of All Locations!
• Attractiveness of All Locations!
• Can Be Used With All Electrical Selection Phonograph Mechanisms, New or Old!
• Sturdily Constructed of Highly Polished Chromed Steel!
• Selection of Interchangeable, Artistically Illustrated Mirrocle Panels!
• SIZE: 72" High—42" Wide—18" Deep.

These Reputable FILBEN DISTRIBUTORS Are Ready To Serve You!

Eastern New York State
Hanna Distributing Co.
169 Campbell Ave., Utica, New York

Western New York State
Epstein Sales Company
1824 Main Street, E., Rochester, N. Y.

Maryland, Delaware & Washington, D.C.
Cee Gee Music Distributors, Inc.
734 North Gay St., Baltimore, Md.

Oklahoma, Arkansas, Texas, Tennessee & Northern Mississippi
C. M. McDaniels Distributing Co.
851 N. Flores St., San Antonio, Texas

Georgia, N. & S. Carolina
Cohen Distributing Co.
305 Edgewood Ave., S. E., Atlanta, Ga.

Western Va. and West Virginia
Roanoke Vending Machine Exchange Inc.
13 S. Jefferson St., Roanoke, Va.

Kentucky
Co-Operative Distributing Co.
234 West Jefferson St., Louisville, Ky.

New Mexico & Western Texas
Sun Valley Distributing Co.
443 S. LaCienega, Los Angeles, Calif.

Western Pennsylvania
Cole Machine Distributing Co.
500 N. Craig St., Pittsburgh, Pa.

Eastern Virginia
Oley Brothers Amusement Co.
422 West Broad St., Richmond, Va.

Illinois & Indiana
Jack Nelson Co.
3330 Milwaukee Ave., Chicago, Ill.

Ohio
Edwards Distributing Co.
471 S. Main St., Akron, Ohio

Kansas, Missouri & Southern Illinois
Central Distributors
2334 Olive St., St. Louis, Mo.

N. & S. Dakota, Minnesota, Nebraska and Iowa
Northwest Filben Inc.
1412 Hennepin Ave., Minneapolis, Minn.

Alabama
Ace Distributing Co.
12 N. 23rd St., Birmingham, Alabama

Wisconsin & Northern Michigan
United Coin Machine Co.
6304 W. Greenfield Ave., Milwaukee, Wisc.

California, Washington, Oregon, Western Nevada
E. T. Hope Distributing Co.
284 Turk St., San Francisco, Calif.

FILBEN DISTRIBUTORS

NATIONAL FILBEN CORPORATION • 1141 SO. WABASH AVE. • CHICAGO 5, ILL.
Coinmen are great people.

We, who have spent our lives with them know this to be true. Their cheerfulness — their open heartedness — their liberality — their industry — their pride in accomplishment — their persistence — and their goodfellowship — all these are well known to us.

Coinmen have contributed both their money and time to a great many charities of every conceivable type.

Now, the call has been made to contribute toward the Damon Runyon Cancer Fund, and as always the members of the coin machine industry are coming to the front in great style. However, this time it is an industry drive, and our accomplishments will be made known to the world.

We, who are lucky to be healthy and able to contribute to the fund, should be thankful. We’re giving only our money and some of our time — others will be able to benefit. It's better for us that the conditions aren’t reversed.

The entire staff of Williams Manufacturing Corporation is working continually with Jim Mangan and Jim Gilmore of CMI to make the Damon Runyon Cancer Fund Drive a great industry success. The coin machine industry-wide drive to help rid the world of a treacherous, insidious sickness, is one of the greatest programs ever attempted by any industry, and warrants the complete support of every one in the business.

The coin machine industry will win the full respect of the entire country when the result of the drive is made public in January — and it is our hope that our industry is able to hand over a check to Walter Winchell that will be the largest single industry contribution to the Damon Runyon Cancer Fund.

All coinmen can make this possible — GIVE — any amount — small or large — GIVE — TO THE DAMON RUNYON CANCER FUND.
Report From South Africa Shows Phonos Very Popular

One Play For A “Tickey”—Four Plays For One Shilling—Best Locations Are “Milk Bars” And “Cafes”—Professional Ops Plagued By Distributor Sales To Locations

CAPE TOWN, S. AFRICA—Coinmen in this South African town are rolling along fairly well according to a letter received by The Cash Box from one of its leading operators.

At this time, it’s winter in that country, and collections are down some 20%, but this seasonal decline takes place every year, and this year it’s no worse than at any other winter.

Pingames and bells were operating until recently, when an order by the local officials caused this type of equipment to be called in.

Phonographs are increasing in number—and are very popular. Peak periods of play are at 11 o’clock in the morning, when office workers take time off for tea, and later in the day, during lunch hour. It costs a “tickey” to start the phone going. One shilling gets the player four records. Like juke box addicts anywhere, South Africans go in for the popular type of music, altho the classics get a play in some locations. Best type of locations are the “milk bars” and “cafes”. A great many locations feature the latest 1947 models of all manufacturers.

The one discouraging note that is causing professional operators a great deal of grief is the manner in which music machines are distributed there. Musical instrument dealers, who do not understand the problems of the operator, are the distributors in most cases, and they are selling machines directly to locations. Our correspondent is very discouraged and writes “if this method of selling juke boxes continues, it will not be long before the business is played out, as you have many times written in The Cash Box that every sale to a location is an operator’s loss.”

A happy note for United States coin machine exporters is that South Africa is not being affected by the Sterling bloc, unless the situation changes, as they produce gold to buy dollars.

NOW DELIVERING
FILBEN ’47—Record Phonos
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.

WANTED QUICK!
WILL PAY TOP CASH PRICES FOR USED
BALLY DELUXE DRAW BELLS
KEENEY 5c SUPER BONUS BELLS
WRITE - WIRE - PHONE NOW!
M. S. WOLF DISTRIBUTING CO.
1348 VENICE BLVD. LOS ANGELES, CAL.
(All Phones: PROspect 4131)

"fiesta" de luxe
Aireon

EXCLUSIVE DISTRIBUTORS
HERMITAGE MUSIC COMPANY
423 BROAD STREET
NASHVILLE 3, TENN.

MUSIC OPERATORS!
YOUR VOTES WILL DECIDE THE WINNERS
IN THE SECOND ANNUAL POLL OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA TO CHOOSE THE BEST RECORDS AND BEST RECORDING ARTISTS OF 1947. FILL OUT AND MAIL THE PREPAID POSTCARD ENCLOSED IN THE MUSIC SECTION. DO IT NOW!

471904 EIGHTH AVENUE, N.
BIRMINGHAM, ALABAMA

SUPER DELUXE MODEL ALSO AVAILABLE
INDUSTRY ASSUMES ITS RIGHTFUL RESPONSIBILITY IN SUPPORT OF DAMON RUNYON CANCER FUND DRIVE

By CHARLES W. SCHLICHT
Manager, Music Division - Mills Industries, Inc.

We all know that cancer is a dangerous threat to human existence and should be stamped out as quickly as possible; in fact authorities tells us that next to hypersensitivity it is public enemy No. 1.

The various branches of Mills Industries, Incorporated, including the Music Division, have through the proper channels of trade associations contributed as much as they feel they can do at the moment, but do not feel that their responsibility to the peoples of the world have ceased and we shall continue our earnest support to this constructive and worthwhile movement.

It is a great source of personal satisfaction to me to see the coin machine industry so thoroughly united in this cause. It proves to me that when an emergency exists we can band together in a common interest and assume our rightful responsibility as a basic industry.

Let me bring to your attention the fact that cancer is not our only enemy. We have present with us today many other forces which could well stand, not only examination, but extermination. For example:

a. Diseases which while hitherto unnamed have taken their toll.
b. Greed for power.
c. Racial prejudice.
d. Religious Intolerance.
e. Disregard for the rights of others.

Just as soon as our scientists and doctors are supplied with their funds to alleviate the fear presently staring us in the face by the ravages of cancer, let those of us who are fortunate enough to be able to do so continue our efforts in the interests of all mankind.

We have made repeated claims that our industry is a great one. The time is now present for us to demonstrate that we will not only lick the cancer problem, but will knock the living tar out of anything else in this world which threatens our own as well as the general welfare of our people.

If money is the answer we will provide it. If sweat and toil are called for it will be freely given.

Your correspondent is not too busy to stand on call and assist this noble work with any powers at his command.
EVANS' LONG SHOT RACES WITH HIGH PAYOUT

50c to $25.00 for 5c Play

FAST PLAY — GREATER EARNINGS!
Evans’ new electro-pneumatic control speeds up play faster than ever before!

MYSTERY ODDS! On each play odds change with flashing lights and mechanical action!

7 COIN DROPS with Individual Coin Detectors!

NEW REFINEMENTS! NEW DESIGN!
Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

GUARANTEED!
Try Evans' Long Shot Races at Our Risk! Satisfaction Guaranteed or Money Back!

WRITE, WIRE or PHONE FACTORY or SEE YOUR DISTRIBUTOR
H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO 7, ILLINOIS

New Firm To Distribute Ice Cream Vender

PHILADELPHIA, PA. — Vendi-Freeze Distributing Corporation, this city, headed by James E. Kendiz, president, and Samuel Rogove, treasurer, announced their appointment as distributors of the Vendi-Freeze Vendor for 27 states, including the District of Columbia. The firm is now in the process of organizing their personnel to properly cover the territory with the chocolate covered ice cream bar vendor.

Both Kendiz and Rogove have engineering experience with large industrial firms. Kendiz is an industrial engineer and a graduate of the General Motors Institute of Technology. For the past six years, he has been active as Sales Engineer for Acme Aluminum Alloys, Inc. Rogove is a graduate of the University of Pennsylvania, and was with the National Cash Register for many years.

Ohio Firm To Manufacture Liquid Vender

LIMA, O. — Artkraft Manufacturing Corporation, this city, announced that they will manufacture a liquid vending machine.

The firm claims the vendor is readily adaptable to dispensing of milk, grape juice, tomato juice and other non-carbonated juices and beverages. The vendor is being tested thoroughly, and according to their plans, should be in production before the end of the year.

Artkraft, a well established company, reported sales of over two million dollars for the first half of 1947, with a net profit of close to two hundred thousand dollars.

NEW - IMPROVED Williams ALL STARS (100% MECHANICALLY PERFECT)

MAX GLASS says:
"ALL STARS"
Earns More Money Than Any Machine I Have Ever Operated!

WILLIAMS DISTRIBUTING COMPANY 2309 W. PICO BLVD. LOS ANGELES 6, CALIF. (Phone: DRossel 1423)

Remember, only a limited quantity are being manufactured.

Ohio Town Council Plans Pinball Licenses

BRIDGEPORT, O. — City council in this city, are preparing an ordinance for their next meeting to license pinball machines. The matter was discussed at the last meeting and various proposals were discussed. One councilman suggested a $25 a month license, but several councilmen considered this fee too heavy. Counter proposals ran from $2 per month and up.

Councilman Sam Ruskin commented "Other towns are licensing pinball machines and the owners can either pay the fees or leave the machines out of their places."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Capehart Regards "The Manhattan" As His "Finest Effort Yet" For Music Operators!—an interview with Sen. Homer E. Capehart

MONEY-MAKING TIMERS for Coin-Operated Devices

The enthusiastic acclaim with which all distributors and operators have greeted every showing of "The MANHATTAN" have been very gratifying to me, and the whole-house receipts threaten to reach record proportions. The dependence of Packard wall boxes—as well as from home and hotel—we have been able to draw money. Our single, simple, single-sweep contact gives quick and positive control over 24 record play. A single coin chute is engraved for 5c, 10c and 25c play. AND, the way designers streamlined it into the cabinet of "The MANHATTAN" is beautiful to behold! Patrons can stand beside it or lean upon it while making their selections at eye-level.

"The exciting beauty of its tone is a result of scientifically engineering the cabinet to properly reinforce all sound, of especially designing and matching the powerful, hi-fidelity amplifier and fine, big speaker... and balancing the pick-up to assure complete freedom from "sensitivity lag" on any frequency.

"Packard's changer on its "floating mount" remains the simplest and finest and most dependable in operation of any mechanism. The ease with which it can be reached—or even removed if necessary—is a safety factor. Packard's record magazine, operators are assured that records are completely protected against dust, dirt, grit, grease and warpage. As a result returns and needles last longer.

The interior of the cabinet is so cleanly designed that every part is within easy access—and important elements, you'me, can be removed easily by loosening several thumb nuts. The use of top-quality parts and low-wattage bulbs in a readily available "he went on," emissaries costly repair bills.

"And last, but by no means least," he continued, "the cash box is where it can be reeased easily. It is the largest ever placed in any phonograph—and assures you the capacity of 'The MANHATTAN' to pull bigger play and more profit will keep it well filled. Right now, reports the occasion in all parts of the country show that 'The MANHATTAN' is making up to six times the profits previously taken in by phonographs it has replaced. Let us greet the start of a new era in automatic music. And, for the rest of the industry, we at Packard invite all phonograph manufacturers to consider the precedence we have set, our views as I have outlined them... and to follow our example.
Utah Music Operators Association Demands Ops Ban Off-Color Records

Local Press Praises Coinmen's Cooperation

SALT LAKE CITY, UTAH — The newly formed Utah Music Operators' Association, this city, undertook as one of its first steps, the removal and banning of off-color records.

In a letter sent to all members it asked each and every one to comply with the association's rules and by-laws and remove from all machines any record of a suggestive nature which might be offensive to the public.

The Association's letter reads: "No member shall display any obscene, lewd or suggestive records, or offer to furnish the same to any location either through automatic equipment or by wire."

One particular current record was named, and the Association recommended that it be removed from the machines, and added: "We know that each of you will cooperate and clean up your music without delay. Because the violation of this rule by one member can injure the reputation of every member of our association, we ask that you report to the association office any operator who is playing offensive records."

The Utah Music Operators' Association immediately gained a great deal of prestige by their move. The "Deseret News" a local paper, published an editorial praising the association's efforts.

"Not so many days ago" read the article "we called the attention of parents and civic officials to some of the off-color music which was being heard on the city's juke boxes. Apparently the parents and officials can sit back and take it easy, for the operators themselves made a definite move to eliminate these objectional records, and to prevent any recurrence of such usage."

"Organization of the Utah Music Operators' Association and its immediate action to eliminate objectionable music is another step in elevating this business in the minds of the Public. The music machine business is a firmly established, well-run industry with an excellent reputation."

Every responsible music machine operator, distributor and manufacturer has been fighting the use of suggestive records for many years. It is recognized by music machine leaders that the public won't stand for the playing of off-color records. If these records appear in their machines, the entire industry will suffer when they are heard by mixed crowds, and the press brings it before the attention of its readers and city officials.

ATTENTION!!! ALL MUSIC OPERATORS!

A complete one-stop service for the Juke Box Operators. All records available. Buy one or one thousand at wholesale!!

No need now to waste time picking your records at a hundred different stops. Out of town operators mail your order in. We ship same day order is received anywhere in U. S. A. . . . or . . . drop in at . . .

MUSIC OPERATORS ONE STOP RECORD SERVICE

1709 WEST PICO BLVD. LOS ANGELES 6, CALIF.
F Airfax 8511
FAirfax 8531

Genco MFG. and SALES CO.
CHICAGO

COMING SOON!

A ROUNDUP OF STEADY-HEAVY PINGAME PROFITS!

WATCH GENCO!

Genco MFG. and SALES CO.
CHICAGO

ATTENTION ALL OPERATORS!

WHY NOT CONTACT US FOR ANY OF YOUR COIN MACHINE REQUIREMENTS.

YOU'LL FIND OUR SERVICE EXCELLENT AND OUR PRICES INTERESTING!

GLOBE DISTRIBUTING CO.
1623 No. California Ave., Chicago 47, III.
(Tel: Armitage 0780)
We accept the challenge — to enact one of the biggest roles any industry has been called upon to play in protecting the health of our nation's peoples... to arrest cancer!

The deadliness of this dread disease and the difficulty of predicting its onslaught has plagued every generation. To the end that its early diagnosis can be made possible — and cure absolute — we take our stand.

We realize it is not for us to make the scientific discoveries by which we shall realize our goal. Rather, it is for us to make these revolutionary discoveries possible. Our names will not be linked with the amazing results obtained by medical science, but the people today shall know of our contribution.

It takes money! But, we consider it a privilege to be called upon to underwrite the success of one of the greatest philanthropies ever undertaken by man — the Damon Runyon Campaign Against Cancer. We also consider it the greatest opportunity ever given this great industry to demonstrate to the American people our sincerity and singleness of purpose... our ability to work together in one gigantic effort to rid the world of the continued threat of death and aggravation by this horrible malady.

Now let's get busy! Support The Damon Runyon Memorial Cancer Fund! Your donations, large or small, are important. Let's prove now that a nation's trust in our industry has not been misplaced!

What helps humanity, helps us all! So, to all who are associated with us, we urge you give, give... GIVE! That more people might live!

They'll thank you!
Noisy Juke Boxes Bring Industry Continuous Bad Press

NEW YORK—"Noisy" Juke boxes bring the industry a great deal of grief, and cause more comment by its enemies and the press than any other single topic. For weeks we've been noting the many news stories and caustic comments by columnists. Operators should caution location owners to watch their machines carefully and lower the volume when the occasion demands.

Here are a few of the latest newspaper items which have appeared:

PSALM, N. J. — "Police received a complaint of a noisy Juke box at Charlie's Grill at 1:20 A.M. A police car investigating, found everything quiet. As a matter of fact they discovered that the machine had been removed more than a week ago."

TUCKAHOE, N. Y. — "The Village Board, this city, took drastic action to relieve the village of its Juke box jitters by ordering the revocation of licenses to two taverns in the Depot Plaza area.

"Acting upon complaints that the machines were playing into the small hours of the morning, police warned tavern owners to avoid excessive loudness at the earliest possible hour every evening. However, when complaints were received again, the board decided to act, and the alleged two worst offenders were notified that their licenses are to be revoked."

HICKORY, N. C. — "Except when Juke boxes or piccolos emit their warbling music loud enough to be public nuisances, it may not be constitutional to fine owners for playing them at certain hours. City Attorney Bailey Patrick advised the city council. Because of this doubt, the alderman failed to pass a proposed ordinance prohibiting the operation of any Juke box in a public place from midnight each Saturday until 7:00 A.M. Monday."

RENO, NEV. — "Rancorous arguments over the volume of sound coming from a Juke box in the Golden Hotel coffee shop at 5:30 A.M., resulted in two persons being charged with disturbing the peace. According to police, a woman slapped an officer's face in an argument with him over his instructions to her to turn down the volume of the Juke box in the store.

Mills Sales To Install Equipment In Greyhound Stations

OAKLAND, CALIF. — Warren H. Taylor, general sales manager, Mills Sales Company, Ltd., this city, informs us that after long negotiations between himself and Pacific Greyhound executives, installation of coin operated machines have been approved in Pacific Greyhound stations.

This is the first time, according to Taylor, that coin operated machines have been approved for installation here.

"TALKING GOLD" GOLD—PLASTIC GRILLE CLOTH

AVAILABLE IN GOLD—SILVER— COPPER—GREEN— WINE


Greatly increases playing popularity.

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WE CAN GIVE YOU IMMEDIATE DELIVERY

On The NEW-IMPROVED WILLIAM'S ALL STARS

100% Mechanically Perfect
Earns More Money Than Any Machine
You've Seen in Years!
Order Direct From Scott-Crosse
Your Williams Distributor

Scott-Crosse Co.
1423 SPRING GARDEN ST., PHILA. 30, PA.
Rittenhouse 6-7712

Gil Kitt Visits United's Showrooms

CHICAGO — Other United Manufacturing Company's distributors would have to travel long distances to have their pictures taken at the factory, but Gil Kitt, Empire Coin Machine Exchange, jumps into his car and in a few moments is at the plant.

Kitt is enjoying quite a run on United's new game "Hawaii," and deliveries are no problem—he just backs his truck into factory's shipping platform and yells "Load it up!"

Kitt, by the way, is something of an amateur photographer himself, and his one desire at the moment is to locate a "Speed Graflex" news camera.

Van Meter To Manage Las Vegas Branch For Mills Sales

OAKLAND, CALIF. — Carl M. Van Meter, well known coinman, has been appointed manager of the Las Vegas, Nev. branch of Mills Sales Company, Ltd., according to an announcement by Warren H. Taylor, general sales manager of the firm. Van Meter has been active in the coin machine business for over twenty-three years.

Taylor also announces that Chuck Nelson is now located at the main office of Mills Sales Company, Ltd., at Oakland.

MUSIC OPERATORS VOTE TODAY

IN THE SECOND ANNUAL POLL OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA

YOUR VOTES WILL DECIDE

THE BEST RECORDS AND THE BEST RECORDING ARTISTS OF 1947

FILL OUT AND MAIL THE PREPAID POST CARD YOU'LL FIND IN THE MUSIC SECTION

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
JUST IN CASE YOU MISSED OUR AD ON PAGE 39 DON'T MISS PUTTING ALL STARS IN YOUR TOP LOCATIONS!

COLLECTIONS ARE ABSOLUTELY AMAZING!

Williams MANUFACTURING COMPANY
161 W. HURON STREET  CHICAGO 10, ILLINOIS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Returns From Chicago With Several Games Lines To Distribute

NEW YORK — Barnet (Barney) Sugerman, Runyon Sales Company, returned to his home office this week after a week long visit in Chicago, and announced that his firm was expanding its efforts to include amusement machines.

“Up to this time” explains Sugerman “we have concentrated our business in distributing phonographs for AMI, and music equipment for Tel-O-Matic, and others — in addition to a number of record lines. With our large sales staff covering the territory completely, we are now ready to include other types of equipment. I spent considerable time with the leading manufacturing firms while in Chicago, and have started deals for distributorships in our territory.”

Sugerman will make an announcement in a week or so as to the lines signed up, and stated “Runyon has always gone out 100% for our music lines, and when we announce our new games set-up, we’ll follow thru on the same principles. Our large sales staff are hard workers and have the confidence of the coinmen in the territory.”

Meanwhile, Sugerman related that things are humming in the coin center and visitors from all over the country who were in Chicago are optimistic over the coming seasons.

A SURE "IN" TO LOCATIONS WITH LIMITED SPACE
MILLS VEST POCKET BELL
Smallest Bell ever built. Completely automatic. Bell awards, coin system, automatic payout.

MILLS SALES CO., LTD.
Main Office:
1640 18th St., Oakland, Calif.
Branches:
600 S.E. Stark St., Portland, Ore.
2827 W. Pico Blvd., Los Angeles, Cal.

"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!

It Must Have Been A Good Story

NEW YORK—Enjoying the pleasures of the big city are Charley Cade, general sales manager, Packard Manufacturing Corporation, Sidney H. Levine, attorney for the Automatic Music Operators Association, this, city, and Bill Bolles, advertising and sales promotion manager. It looks like the Packard boys stick closely to anything named "The Manhattan".
LYN DURANT, UNITED MFG. CO. DONATES $50,000 TO RUNYON CANCER FUND

LYN DURANT

CHICAGO — The industry was startled and highly jubilant to hear the announce-ment this week that Lyn Durant, president of United Manufacturing Company, this city, had handed over a check for $50,000 to the CMI Damon Runyon Cancer Fund.

This single donation by far was the largest check received by CMI up to date, and goes a long way to meeting the industry quota set by CMI for a quarter million dollars by Convention time in January.

Modestly turning in the check, Dur-ant stated simply: “I hope this money can be helpful to those cancer sufferers, and plays a small part in helping to stamp out this dreadful disease.”

James Mangan, Director of CMI Pub-lic Relations, was thrilled to his finger tips when he received Durant’s check.

“This is the most wonderful gesture of a truly wonderful individual. We always knew coin machine people are the finest in the world, and this Cancer Fund Drive is going to prove it to the world.”

Happy comments poured into The Cash Box Chicago office from other coinmen throughout the city, who had the high-est praise for Durant’s liberal donation. They believe the news will stimulate other large contributions — and many small ones—so that the check from CMI in January to Walter Winchell will go beyond the $250,000 it has set as a goal.

Court Rules Pingames
Okay In Greenville, S. C.

GREENVILLE, S. C.—The last word so far in the lengthy legal battle by opera-tors in this town that pinball may be operated.

Sheriff R. H. Bearden of Greenville county was enjoined from seizing ma-chines some weeks ago, but the case was continued in the courts. This past week Associate Justice Claude A. Tay-lor of the State Supreme Court filed an order in Columbia continuing his August supersedeas of Greenville county court ruling which would have permitted Sher-iff Bearden to seize pinball machines li-censed by the state.

The supersedeas will stand, he stated, until the Supreme Court hands down a decision on the appeal of H. L. Ingram and G. L. Culpepper from the lower court ruling, which was originally brought against the sheriff to prevent him from seizing property belonging to them.

* * *

COIN-O-MATIC

5c Brown Frts. $ 9.00
10c Brown Frts. 100.00
25c Brown Frts. 110.00
5c Blue Frts. 75.00
10c Blue Frts. 90.00
25c Blue Frts. 105.00
1/3 Dep. with Order, Col. O.D.
Write For New Pin Games

COIN-A-MATIC DISTRIBUTORS

2014 W. Chicago Ave. Chicago 11, Belmas 1005

WURLITZER

750-850.......ea. $300.00
950's............ $279.50

J. H. PERES
DISTRIBUTING COMPANY
122 POYDRAS STREET
NEW ORLEANS 13, LOUISIANA

EVERYTHING IN ARCADES FROM A SINGLE MACHINE TO A COMPLETE ARCADE
Send For Our Catalogue of Machines, Parts and Supplies

MIKE MUNVES
510-514 W. 34th ST. (Bryant 9-6677) NEW YORK 1, N. Y.

H. Z. VENDING & SALES CO.
REPRESENTS THE BEST FOR NEBRASKA

- UNITED Manufacturing Company
- D. GOTTLIEB & Company
- O. D. JENNINGS & Company
- CHICAGO COIN Machine Company
- GENCO Manufacturing & Sales

See Hymie Zorinsky..
FOR THE BEST MONEY-MAKING MACHINES OF THE LEADING MANUFACTURERS

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

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
When you read this, the big inspirational dinner held in the Bismarck's Mural Room will be all over. There is no doubt that everyone who attended will long remember this dinner; and it seems like greater determination than ever before to make the Damon Runyon Memorial Cancer Fund Drive of the coin machine industry the most outstanding success in the history of the industry. It is the time to set the big day when the proceeds from all of your machines will go to the Runyon Fund... And right before this big dinner there was a showing of the new Wurlitzersdistributed by Ed Heaf indiscriminately in the Bismarck Hotel which attracted many interested music ops and recording artists. The showing is still in effect as you read this (Monday, Sept. 22). Gaze into the wonder for his new and improved "All Stars". The machine has taken strong hold and is reported to be bringing in plethora of mooolah to ops everywhere. Saw Barney (Shugy) Sagerman of Runyon Sales Co., N.Y., over at Williams placing an order for "All Stars" and reporting "This is one game that looks very, very good to me."

Leon Shapochnick of Havana, Cuba and Sam Taran, "My president" as Leon calls him, visiting around the town with Sam telling all about his great career as a fighting man. Leon has been much impressed with the big, modern plants of the coin machine manufacturers here... Gil Kitt of Empire Coin taking orders right and left and making deals even faster, telling buyers that "O.K. Gotti" was not created for his pep, vigor and enthusiasm... Mrs. Leo Lewis back on the job again after recuperating from her recent operation and reports, "Everything in a mess on my desk... Art O'Melia of Hub Enterprises, Baltimore, in town this past week and leaving with a big smile, which is definitely characteristic of Art... R. R. (Rudy) Greenbaum in town this past week, too, with Mrs. Greenbaum and Fred and Mrs. Mann talking him in... "From Ambassador West and reporting that the firm passed the mark they had set for phono production this year... Bill Wolf of L.A. spent the week here on off and on. Bill dashed up to Grand Rapids and from there on to New York and then back to the Bismarck where he proved a very entertaining host, especially to Gil Kitt in "gin".

Monte West of AMI hits the road for the far Northwest where he will contact many of the firm's ops and distributors. Ed Heaf of Beacon, Ga., over at Chin's in the Bismarck where he proved a very entertaining host, especially to Gil Kitt in "gin".

CHICAGO CHATTER

Larry Frankel in town this past week regardless of his hay fever and asthma... Will Pat Buckley build that new 40 selection wallbox?... Paul Bennett reports that his new needle is winning more and more friends... Busiest guy we know—Art Wianend over at Rock-Ola. Art has been busy buying Wurlitzers, done in addition to hitting the road at regular intervals... Harry Williams may be a "champ" as a rhumba dancer, but, he's "no champ" when it comes to playing against some of his district on his own "All Stars" game... Sam Stern of Philly expected in town any moment. That's not news... Howard Pretzel entertaining a gang of coinmen in the wee dawning hours at the Steak Inn... Milt Salstone reports that he is seeking larger quarters... Ben Holsinger, Bill Landshedd and Ed Wargler flexing their golf muscles in front of the Bismarck... Jack Keeney, Jr. around town... Eddie Ginsberg back on the job once again... Lotsa phonos being sold around here... Where's Oscar Schultz these days?... Harry Salat is putting on weight again but Al Coen's is working hard appointing distributors for the Beacon Coin Changer with plenty of interest from coinmen everywhere... Nate Gottlieb getting himself all set to view the World Series in new ball parks.

From what they tell us Herman Pastor was most definitely a "scream" at that Buffalo meeting... Al Stern entertaining for lunch at the Terminal restaurant in Logan Square... Al Mendez, Ray Williams and Fletcher Bixler in town the last of the lane... Milt Salstone reports that he is seeking larger quarters... Ben Holsinger, Bill Landshedd and Ed Wargler flexing their golf muscles in front of the Bismarck... Jack Keeney, Jr. around town... Eddie Ginsberg back on the job once again... Lotsa phonos being sold around here... Where's Oscar Schultz these days?... Harry Salat is putting on weight again but Al Coen's is working hard appointing distributors for the Beacon Coin Changer with plenty of interest from coinmen everywhere... Nate Gottlieb getting himself all set to view the World Series in new ball parks.

Gene Bates over at Pace very busy these days preparing a sales manual and sales talk for one of the east's leading sales organizations... What's happened to Roy Bazelon?... Busy guy—Ed Levin over at Chicago Coin—greeting visitors and handling those long distance calls for everybody and then Gil Balls... Expect Jimmy Johnson of Globe back in town... Lee Jones leaving for a fast trip down St. Louisway and hurrying right back to P & S... Expected Paul and Ed Bixler in town in the near future... Should most certainly be here this week... Plenty of the boys chasing over to see Genco since that ad, "Watch Genco", appeared... New idea in games over at Rock-Ola. They are putting out some more Gold Balls C. Rockola which he wrote eleven years ago in his battle against smutty records? If you haven't turned right back to that page now—you music ops—and read it. Rock-Ola's entire output is now fighting against the use of smutt records in phonos all these years... Watch for feature article next issue. It gives the facts!
Plans for the Damon Runyon Cancer Fund "Ju-bilee" to be held at the Manhattan Center on election eve, November 3, are progressing rapidly and from every indication will be a tremendous success. The committee will be meeting this week to tie up the loose edges. Next week’s issue of The Cash Box will carry a story outlining the complete plans of the show. Jack Mitnick, chairman of the local committee, is spending considerable time arranging preliminary matters, and tells us that he is getting 100% cooperation from everyone he’s called on.


Mike Munves thought business would let up a bit with the summer arcade season over, but now the indoor arcades are doing considerable buying . . . Seen in a sidewalk conference—Joe Munves, Phil Gould and Harry Krain of Sunflower Vending Company . . . Gould, who took over a Market Street, Newark, N. J. arcade, ran the gross up to three times what it was doing previously. Simple—all he did was repaint the inside and outside, put in new lighting to brighten up the location, and throw out all the obsolete equipment, replacing it with new games . . . The Railway Express drivers here pulled out suddenly on strike, causing plenty of grief to those coinmen who had equipment in transit . . . Maxie Green, New Deal Distributors, Inc., a hard man to catch. He’s continually on the go, rushing here and there, buying and selling.

Jack Semel, Esso Manufacturing Corporation, air freights a shipment of their new game “Esso Arrow” to Lyn Brown, Los Angeles, Calif., distributor for southern California . . . Dave Lowy and Phil Mason, Dave Lowy & Company, complete a nice deal on music equipment, and sell it off at good prices almost immediately . . . Sidney Mittleman, Abbott Specialties, Inc., getting ready to break with his national campaign on his rolldown game “Buccaneer” . . . Jack Mitnick, Runyon Sales Company, grabs a rattler for a one night stand at Utica . . . Al Bloom, Speedway Products Company, getting a big play on his plastic grille cloth, which now comes in several colors.

Barney (Shugy) Sugerman, Runyon Sales Company, returns from a Chicago trip in a most enthusiastic mood. Shugy getting ready to take on several games lines . . . Sam Stern, Scott-Crosse, Philadelphia, Pa., in Chicago. Before leaving Philly, Sam tells us that operators are going great guns with Williams’ “All Stars” . . . Joe Ash, Active Amuse- ment Machines Company, Philadelphia, runs into the city for a day, and then back home . . . Hymie Rosenberg, H. Rosenberg Company, postpones his intended visit to the mid-west until around the first of October . . . Max Weiss, who has distributed and operated practically every type of equipment, now working on a deal to distribute a new vendor . . . Harry Pearl and Dave Stern, Seacoast Distributors (Rock-Ola distributors) return from their Chicago visit all peppe up.

Eddie Smith, Embry Distributing Company, Inc., invites the music operators to attend a two day party, Sunday and Monday, September 21 and 22, called National Wurlitzer Days. A large attendance expected. Many recording stars should be on hand to meet with the ops . . . A group of Pace Manufac- turing executives expected to arrive here this week- end . . . We hear Ben becker is on his way to visit the Windy City . . . Herb Zebley and Edgar Levey of Major Distributing Company, along with Jim Bullet, president of Bullet Records, Nashville, Tenn trade press, Powers models, and executives of Breg- man, Vocco and Conn, music publishers, were on hand at the landing of the Flying Tiger helicopter at 23rd Street and the East River, where they unloaded a large shipment of Bullet’s records featuring Francis Craig’s version of the current hit “Near You”.

Now that the World Series is definitely to take place between the two New York baseball teams, coinmen here are looking forward to hosting plenty of out of town guests. However, we would like to point out that both baseball clubs have already sold out their complete ball parks. But more discourag- ing is that hotel accommodations will be impossible to get. In addition to many conventions scheduled for that time, the hotels have been swamp with requests for weeks. If you’re thinking of coming to New York during the week of September 30, be sure to bring along a folding cot and a tent . . . Bert Lane, Harry Rosen and Meyer Parkoff, Seaboard New York Corporation, announce the new terri- tory which they will cover for Genco—from Texas to Maine.
Hollywood, Calif. — Taking over the duties of correspondents to The Cash Box insofar as Southern California gossip in the music and record field as well as news along Coin Machine Row is concerned is no easy task. Especially after the fine reporting done for the past two years by Marshall Micon, who, by now, is comfortably resting in the cool breezes that bring a wonderful temperature to the Windy City around this time of year. We understand that it will not be long 'til he sees his many California friends again . . . although the locale will be changed.

* * *

Made the acquaintance of Jules and Florette Bihari of Modern records the other day, and was amazed at the tremendous amount of activity. It seems that to take care of increased sales their plant is being put on a 24 hour shift. Florette informs me that they are doing a tremendous promotion job with disc jockeys throughout the country . . . Al Brainer of the San Francisco office was in town for a few days of Southern California sunshine as well as some conferences with the Modern execs . . . Leo Mesner, Aladdin Records prexy, was telling me of the "new find" brother Eddie found while in Houston, Texas. Name of Gate-Mouth Brown . . . supposed to be another T-Bone Walker, as Leo tells it, only better! . . . Word from Eddie Mesner in New York indicated that combining business with pleasure has netted him a number of recording sessions as well as orchestra seats to five of Broadway's best shows . . . Lou Chudd of Holiday Distributing Company tells me that Holiday has now entered the western and hillbilly field in addition to their Mexican selections.

* * *

Dropped in at California Music Co. to find out what tunes were clicking in Los Angeles Juke Boxes and got word that Bill Haberman of that concern was leaving the music biz after eight years to enter the wholesale jewelry trade. Good luck, Bill.

* * *


* * *

Aubrey Stemler tells me that the new Kayem vending line is meeting with much success, not only in this country, but in South America and the Hawaiian Islands as well . . . At C. A. Robinson, Al Bettelman is holding down the fort in the absence of Mr. Robinson who planed to Chicago for a special dealers meeting at the O. D. Jennings factory to formulate new sales and production plans for 1948 . . .

I found out from Al that Micon knew what he was talking about when he said high score was Al Bettelman's private little deal. I wasn't even close . . . M. C. "Bill" Williams says that the Williams' new five ball "Flamingo" is going strong. The new improved "All Stars" is in big demand and ops tell Bill that collections are big. His pretty secretary, Flavia, will be back from her vacation soon, and Bill is planning a sales trip to the upper reaches of Northern California . . . That operator's and mechanic's course that Bill Hoppel of Badger Sales instituted last week had a turnout of 28 men. The course will be continued indefinitely until all those interested have completed it.

* * *

E. Jay Bullock of the Southern California Music Ops Association received a nice letter of congratulations from Jim Mangan, Public Relations Director of CMI for his work in behalf of the Damon Runyon Cancer Drive. Jay has been kept busy helping other distris set up organizations similar to S.C.A.M.O.A. all over the country. He's received many inquiries as to the details of such a set up . . . Nels Nelson has finally given out with his long secret deal. After much discussion with various Southern California distributors Nels sold out to the M. S. Wolf Distributing Company. Mr. Nelson tells me that he felt Bill Wolf could do the best job of taking over. Bill doesn't seem to be taking any chances either . . . he's asked Nels to become manager of both places . . . smart biz . . . Expect Bill Wolf back from Chicago any minute now.

* * *

Paul and Lucille Laymon away visiting the Bally people in Chicago . . . Jay Bullock of S.C.A.M.O.A. is looking forward to his proposed meeting with all Southern California Music Ops. to discuss various ways and means of uplifting the take for the Damon Runyon Cancer Fund. Many comments from men and women outside of the Coin Machine Industry have been heard in praise of the fine job done by the people in our business . . . with Fall already here and the high school and college students once again congregating around the corner juke boxes, not only the take, but Southern California's donation to this wonderful cause, that of halting Cancer, should both increase tremendously.

* * *

Dropped in at the Club Morocco to hear Exclusive's Herb Jeffries opening. From the audience reaction it looks like Jeffries' star will shine for a long time to come . . . Hollywood disc jockey Bill Leyden, who has been giving out with chatter and records suggested by The Cash Box's national polls is off for a short vacation. During his absence some of his friends in the music world will carry on . . . Lyn Brown gets a shipment of Esso Mfg. Company's "Esso Arrow" by air freight from Hoboken, N. J.
WANT

WANT - Will pay top cash prices for used Bally Deluxe Draw Bells and Keeneys $5 Super Bonus Bells. Write, wire, phone immediately. M. S. WOLF DISTRIBUTING CO., 1348 VENICE BLVD., LOS ANGELES, CALIF. Tel: Prospect 4311

WANT - Wurlitzer, Seeburg 30 wire Hideaways complete; Wurlitzer 1015, 850, 950, 750E; Seeburg 146, 147, Hi-Tone, etc.; Rock-Ola 1422; used Packard Mall Boxes; Packard, Buckley 30 wire Adapters; Mills, Jennings, Pace Free Play Mint Vendors, Post War Photomatic; Late Free Play Games; Generators, 60 cycle; 25 cycle Motors; Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT - For Cash: Bally Deluxe Draw Bells; Bally Draw Bells; Bally Triple Bells; Keeneys Bonus Super Bells (1, 2 & 3 way). Advise quantity, models, condition & lowest cash prices in first reply. SILENT SALES SYSTEM, 635 3rd ST. N.W., WASHINGTON 4, D.C. Tel: District 0500

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


WANT - Will buy any quantity used slot machines, all makes and models. Also, NEW Face Chrome Deluxe Slots $5-10q-$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, Keeneys Bonus Bells, Single Doubles and 3 Ways. AUTOMATIC GAMES CO., 2206 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT - 1 Used Abbott Straight 5¢ Coin Counter. Write, Wire, Phone Prices. S & S SERVICE CO., 44 FRIDAY ST., MILLVALE 9, PITTSBURGH, PA.

WANT - DuGrenier '57 Model Cigarette Machines. L & M VENDING, 4807 FOSTER AVE., BROOKLYN, N. Y.

WANT - Scales; 1946 Aireen; 46-47 Rock-Olas; Seeburgs; Wurlitzer. State condition and price in first letter. Write 159, C/O THE CASH BOX, 361 FOURTH AVE., NEW YORK 16, N. Y.

WANT - Will pay top cash prices for used Bally Deluxe Draw Bells and Keeney $5 Super Bonus Bells. Write, wire, phone immediately. M. S. WOLF DISTRIBUTING CO., 1348 VENICE BLVD., LOS ANGELES, CALIF. Tel: Prospect 4311

WANT - Will buy new or used Advance Rolls. Also Chicago Coin Basketball. State lowest price and condition. SPIEDER COIN MACHINE SALES, 459 W. 47th ST., N. Y. C. Tel: Plaza 9-1380.

WANT - Live Wire Operators to enjoy tremendous returns operating the best Bowling Game on the Market - Bang-A-Fitty - We can use Victory Derbys, Phonographs and Arcade Equipment. Good allowance. MIDWEST COIN MACHINE CORP., 777 UNIVERSITY AVE., ST. PAUL 4, MINN.

WANT - We want you to know we will trade latest five ball free play releases for equipment you can’t use. Prefer Mills Bells, Keeneys Bonus Super Bells, phonographs, Bally Draw Bells, Victory Special, Special Entry. Sweeten your route with new five ball money makers. Authorized Mills and Keeneys Distributors. Established 1905. Trade with safety at the TRADING POST, DEPT. A, SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. S., MINNEAPOLIS 15, MINN.

WANT - Seeburg 8800 R.C. Please quote prices. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

WANT - Genco Advance Rolls. Phone, Wire or Write. MONROE COIN MACHINE DISTRIBUTORS, INC., 2325 CHESTER AVE., CLEVELAND 14, Ohio Tel: SU. 1600

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 Keeneys Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. S., MINNEAPOLIS 15, MINN.

WANT - 5 Bell F.P.G. Tornado, Cyclone, Dynamite, Amber, Showgirl, Miss America, Spellbound, Superscore, Allroy, Fieste, 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 Voughts. NOBRO NOVELTY CO., 369 ELLIST ST., SAN FRANCISCO 2, CALIF. Tel: Tuxedo 4976

WANT - Bally Draw Bells, Red Button; Bally Deluxe Draw Bells; Keeneys $5 Bonus Super Bells. State lowest price in first letter. MURRAY NOVELTY CO., 4368 MURRAY AVE., PITTSBURGH 17, PA.
WANT - Will Swap Used Solotone Wall Boxes, Amplifiers, Genco Whizz, Williams Cyclones, Tornadoes, Torches, A.B.T. Challenger Guns for New Pin Games, One Balls or Five Balls or New Phonographs or for Mills Panorama. J. H. PERES DISTRIBUTING CO., 922 FOYDRA ST., NEW ORLEANS, LA.

WANT - Chicago Basketball. Give lowest price. FLATLAND, CHARLESTON, W. VA.

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. FOR E. FLOYD, 613 TAYLOR ST., ANDERSON, S. C.

LIKE BRAND NEW $35. BILLS: Used Cherry Bells & Blue Fronts (write); MILLS SALE STANDS (new) $25; Chicago Metal Safes (new) write; 6 - 5¢ Jennings Chiefs $50. ea. $6 - 10¢ Jennings Chiefs $75 ea. CONSOLE: X Mills 4 Bells (very clean) $125. ea.; 2 Keeney 5¢ Super Bonus Bells WANT - want your business. We handle Phonographs, Games, Consoles. Write - Wire - Phone. EMPIRE STATES DISTRIBUTORS, INC., 220 SOUTH UNION AVE., PUEBLO, COLO. Tel: $16 9.


WANT - Keeney Bonus Super Bells 2 Way 5¢ & 25¢; Bally Triple Bells; Exhibit Rotaries; Mutoscope Fan Front & Red Top Diggers; Wurlitzer Skee Bells; Mills' Orig. Slots 5¢ - 50¢. Quote best prices, quantity & condition in first letter. M. A. POLLARD CO., 726 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: Ordway 3070.

WANT - To Swap brand new Daval Marvels, American Eagles, Skill Thrills, Mexican Baseballs, A.B.T. Challengers for New Five Ball and One Ball Pin Tables, Mills Slots or what have you. J. H. PERES DISTRIBUTING CO., 922 FOYDRA ST., NEW ORLEANS, LA. Tel: Ma. 4844.

FOR SALE - Clearance! Your choice of one late conversion and any two other games for $100. Just off location and guaranteed in Good Working Order. One of These: Arizona, Catalina, Grand Canyon, Laura, Torpedo Patrol, Wagon Wheels, Frisco, Oklahoma, Santa Fe, Trade Winds, Yankee Doodle. And Two of These: ABC Bowler, Bosco, Air Circus, Big Parade, Defense, 5-10-20, Horoscopes, Moniker, Liberty, Spot Pool, Topic, Sky Chief, Victory, Argentina, Crossline, Capt. Kidd, Commander Dixie, G. O. Joe, etc. Any two late conversions or any two late games. Send check or C.O.D. to us, 5th Ave., Philadelphia.

FOR SALE - Brand new Daval Marvels, American Eagles, coin and non-coin operated, $25. ea. when purchased in lots of ten or more; Daval Skill Thrill, Mexican Baseballs, Best Hands $35. ea. in lots of ten or more; Daval Free Play $47.50 ea. in lots of ten or more; Williams Torpedo (used) $165.; Williams Cyclone (used) $189.50; Williams Torchy (used) write; Genco Whizz (used) $50. ea.; Model 850 and 760 Wurlitzers $300. ea.; Model 950 $289.50 ea. WANT - Mills Panoram, must be in perfect working order. Will pay $175. or will trade new or used Daval products, Pin Tables, etc. J. H. PERES DISTRIBUTING CO., 922 FOYDRA ST., NEW ORLEANS, LA.

FOR SALE - Wurl. 1015; Seeb. 148M; Rock-Ola 1422. Write for price. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R.

FOR SALE - Clearance Sale! Your choice of one late conversion and any two other games for $100. Just off location and guaranteed in Good Working Order. One of These: Catalina, Grand Canyon, Laura, Torpedo Patrol, Wagon Wheels, Arizona, Frisco, Oklahoma, Santa Fe, Trade Winds, Yankee Doodle. And Two of These: ABC Bowler, Bosco, Air Circus, Big Parade, Defense, 5-10-20, Horoscope, Moniker, Liberty. Please send check with order and indicate second choice. SUN SALES CORP., 3817 N.E. 2nd Ave., MIAMI, FLA.

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


FOR SALE - Sea Hawk, Metro, Star Attraction, Zombie, All American, Show Boat, Fox Hunt Ten Spot, Speed Ball, Boom Town, Hi Hat, New Champion, Polo, Legionnaire, Bolaway, Spot Pool, Sun Beach, Broadcast $22.50 ea.; Tommy Gun, Ten Strike, Batting Practice, Rapid Fire, Chisolm Hockey $37.50 ea.; Zingo $67.50; Target Skill Ray, Gun Conversion $97.50 ea. All this equipment just off location. Clean and good working condition. JACOB ENTERPRISES, INC., 503 EVERGREEN AVE., BALTIMORE 23, ND. Tel: Edmondson 5322.

FOR SALE - Keeney Three Way Bonus Super Bells, like new $850.; Victory Specials, perfect condition $294.50. Terms: 1/3 deposit with order, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

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 A1 condition, ready for location. Make best offer for any or all. H. W. BRANSON DISTRIB- UTING CO., 615 20th St., ST. LOUIS 2, MO. Tel: Washab 1601

FOR SALE — This Week’s Special — Ace Bomber (Mutoscope) $145.95.; Victory Derby, new $250.; Victory Special, new $225.; Double Barrel, like new $50.; Superliner, Superscore, Fast Ball, Superscore, Fun, like new $50.; Superscore, Fast Ball, like new $125.; Preckness, like new $200. Most of the latest games always in stock. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N.Y. Tel: 6-1988

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.

FOR SALE — To give good offer pre-war Pin Games, all in A1 condition & in working order. 1 Shoot Your Way to Tokio Gun, like new; 1 Jumbo Parade Console; 1 Silver Moon F. F.; 1 - 616 Wurlitzer; 2 Wurlitzer Highlights; 1 Top Flight; 2 - 5¢ Brown Front Mills Slots; 2 - 25¢ Brown Front Mills Slots; 2 - 25¢ Brown Front Mills Slots. FRANK GUERRINI, BEECH ST., BURNHAM, PA. Tel: 8726

FOR SALE — Wurlitzer Model 600 phonographs in A1 shape $115. ea.; complete Musical Telephone Music System, includes Studio amplifiers and wall boxes. We bought these cheap and will turn them over for a cash offer, if interested. Hirsch Coin Machine Corp., 1309 New Jersey Ave., Washington, D. C.

FOR SALE — Packard Model 1200 Orchard Speaker, brand new, list price $139.50, our price $99.50.; Packard Willow and Pine Adaptors, brand new, list price $59.50, our price $45. ; Spruce Adaptor, list price $84.50, our price $65. Make an offer on 5 brand new Daval Best Hands. OVERLAND MUSIC SERVICE, 9027 Pallard Lane, Overland 21, MO.

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. S., MINNEAPOLIS 15, MINN.

FOR SALE — We have 5 good Bally Rapid Fires. Also Rock-Ola music machines, perfect. Will trade them for post-war pin games. What have you? Remember, we guarantee to save you from 15 to 20% on Billiard supplies. We sell genuine famous German position cue balls, size 2-1/4 $4.20 and discount on quantity. Write for information on our Billiard supplies. DIXIE VENDING MACHINE CO., P. O. Box 187, ANNISTON, ALA. Tel: 2646-R

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
FOR SALE — 1 Wurlitzer 850 $365.; 3 No. 61 Wurlitzer $75. ea.; 1 No. 61 Wurlitzer Stand $15.; 1 Pace Twin 5/10 Console Slot $95.; 1 — 1940 Evans Lucky Lucre $95.; 10 — 5¢ Mills Brown Fronts (refinished) $95. ea.; 10 — 10¢ Mills Brown Fronts (refinished) $100. ea.; 6 — 25¢ Mills Brown Fronts (refinished) $106. ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE — 10 Victory Specials $300. ea.; 40 Special Entry $475. ea.; 2 Packard Hideaway $300. ea.; 1 Club Bell; 40 Black & Gold Chrome Mills Bells, 5¢, 10¢, 25¢ $75. and up. All machines in good condition. HORTON & WILLIAMS CO., 2045 MAIN ST., HOUSTON 2, TEXAS.

FOR SALE — Will trade Rock-Ola 1940 Super Walnut cabinet complete except for mechanism and Speaker for Rock-Ola Playmaster Cabinet. GIORNI BROS., 216 NO. 3rd ST., ALBUQUERQUE, N. M.

FOR SALE — Special As good as new. Gold Ball (write); Crossfire $164.50; Cyclone $159.50; Mexico $184.50; Special Entry $494.50; Eureka (write); Spellbound $69.50; Flat Top $15. ROCK CITY AMUSEMENT CO., 125 — 6th AVE. N., NASHVILLE, TENN.

FOR SALE — AMI Telephone Hostess Music — Units of ten or more. Like new, reconditioned. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J. Tel: Bigelow 3-4977.

FOR SALE — Best offer will get the following Consoles; 3 Keeney Super Track Time; 3 Mills Four Bells 4-5¢; 1 Bally Roll-Em P.O.; 2 Keeney Pastime and 10 Jumbo Parade. All in excellent condition. ARUNDEL AMUSEMENT CO., 418 3RD ST., EASTPORT, MD.

FOR SALE — Jockey Clubs and Turf Kings — Chrome drill proof rails, newly repainted cabinet more outstanding than original paint job, new coin chutes $100. ea.; Grand Nationals, Sport Kings, Grandstands, Thistledowns $25. ea., five for $100. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 — 11th AVE. S., MINNEAPOLIS 15, MINN.

FOR SALE — 1 Gallon Square Shape Glass Jars, just the size for Ticket Deals. Holds up to 3000 tickets. With lids. $3. per doz., $30. per gross. 1/2 Deposit with order. F. J. NOVELTY CO., 809 MAIN ST., ZANESVILLE, O. Tel: 4911.

FOR SALE — H.F. Phonographs Stands, manufactured by our own firm for our routes and sold to many other operators are now available for immediate delivery from stock $17.50 ea., 5 or more $16.50 ea., 10 or more $15.50 ea. Descriptive circular sent on request. K. H. FERGUSON CO., 1014 N. RAMSEY ST., STILLSWATER, MINN.

FOR SALE — 4 Goalies, like new $125. ea.; 3 Total Rolls $235. ea.; Wurlitzer Skee Ball Week Score $195.; Ten Strike $80. 1/3 Deposit. DONALD ZAK, 3017 SO. 14th ST., MILWAUKEE 7, WIS.

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 7017 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA. Tel: 33.

FOR SALE — Jasco Roll-A-Ball. Clean, ready for location. All machines equipped with new type Ball Release $135., five for $550. Buy one at a time after you've received 4. The fifth costs only $10. FEFF NOVELTY CO., 415 N. 3rd AVE., STURGEON BAY, WIS.

FOR SALE — Operators! Wake up those Ray Guns to new profits this season. Convert with extra moving target units now. Write for information today. COIN AMUSEMENT GAMES, INC., 1335 E. 47TH ST., CHICAGO 15, ILL.

FOR SALE — Phone, Wire or write for us all new & used pinball & latent coin operated machines. Orders shipped same day received. Lowest prices always. SOUTHERN AMUSEMENT CO., 620 MADISON MEMPHIS, TENN.

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

FOR SALE — 1 Glamour 25 cycle 5 ball; 1 '41 Derby 25 cycle 1 ball; 1 Landslide 25 cycle 5 ball and 1 Pimlico 25 cycle 1 ball. All for $225. HACOLA CO., 265 FRANKLIN ST., BUFFALO 2, N.Y.

FOR SALE — Will trade 1015's for Seeb. 8800CR or 8200CR. Will also trade for late games. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R.

FOR SALE — 1 Pimlico; 1 Club Trophy; 2 Record Time; 5 Sport Special; 1 Blue Grass; 2 — 1-2-3 Mills 1940. All for $300. Bakers Racer $400; 1 Mills Panoram with 2 films $250.; 2 Lite League $125. ea. HACOLA COMPANY, 265 FRANKLIN ST., BUFFALO 2, N.Y.

FOR SALE — 50 Buckley Chrome Boxes, 20 and 24 record $15. ea.; 50 old style Buckley Boxes $5. ea.; 6 Seeburg 30 wire boxes $7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

FOR SALE — 1 Personal Music Boxes complete with Amplifier $150. for the lot. ADVANCE MUSIC CO., 1606 GRAND, KANSAS CITY, MO.

FOR SALE — Pre-War and Conversion Pin Games $19.50 ea. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel: Top 3299

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE - Rock-Ola World Series $40. ; Premier Barrel Roll $125. ; Keeney Submarine Gun $39.50. ; Jennings 25¢ & 5¢ Club Bells, both $100. WANT - Advance Rolls, Total Rolls, Wurlitzer 500's; late post-war pins. We've got what you want at a saving. You lose money if you don't contact us before you buy! OLSHEIN DISTRIBUTING CO., 1102 BROADWAY ALBANY 4, N.Y.

FOR SALE - Big Parade, ABC Bowler, Air Circus, Champ, Star Attraction, Leader $20. ea. ; Rock-Ola Glitter Assortment $10. ; Premier Ten Grands $200. ; Bank Balls $50. ; Wurlitzer 14 ft. Skee Ball $100. BAY RIDGE AMUSEMENT CO., 3905 SEVENTH AVE., BROOKLYN 32, N. Y.

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 8, N. J. Tel: Bigelow 3-8777


FOR SALE - Total Roll $225.; Tally Roll & Jack Rabbit $150. ea. ; Rapid Fire (2 for $60.). ; Lite League $95.; Sportsman Roll $225. PINS: Spellbound $100.; Superliner $100.; Laura $35.; Baffle Card $125. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY 4, N. Y.

FOR SALE - DuGrenier, Rowe, National and Unesedapak cigarette and candy machines, all models, under market value. All in good condition, ready for location. Also all other coin equipment and parts. Want - Will buy anything. Send us your list. MACK H. POSTEL, 6750 NORTH ASHLAND AVE., CHICAGO 26, ILL.

FOR SALE - Premier Skee Alleys with or without Barrels $70. and $95. Latest model, top condition. RICHARD C. FRIEDMAN, 2061 BROADWAY, N.Y.C. Tel: SC. 4-0192

FOR SALE - Victory Derbys, like new $150. ea.; Keeney Three Way 5-10-25 Super Bonus Bell $900.; 5¢-5¢ Lucky Lucre one coin type $50. ea.; 5-25 Lucky Lucre $60. ea. 1/3 deposit required.

FOR SALE - Checked, perfect. 3 Surf Queens $50. ea.; 3 Big League $50. ea.; 3 Superliners $70. ea.; Smartys $70. ea.; 3 Spellbound $75. ea. DUFF'S RECORD SHOP, 24 E. PICCADILLY ST., WICHITEST, VA. Tel: 3267


FOR SALE - Fr.- prepaid anywhere in U.S.A. Genco Total Roll $150.; Chicolin Goalee $100.; Chicolin All Star Hockey $40.; Evans Ten Strikr $30.; Baldy Club Bells $40. PIN GAMES.

FOR SALE - Sketch's (without bases) $50. ea., 1 Total Roll $200., 1 Goalee $200. (like new); Rapid Fire $50. ea., 1 Ten Strikr L.D. $55.; Multi-Skryghter $50.; Chicolin Hockey $50.; Baldy Defender $50.; 200 Free Play Games. Make offer. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF. Tel: Tuxedo 5-4976

FOR SALE - 25 Mills Model 1940-123's $22.50 ea. as is; 15 Mills Model 1935-125's $15. ea. as is; 1 Assortment of 5 Bells; Free Play Games $15. ea. as is, lots of 5 or more only. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS 3, N. O. Tel Franklin 5844

FOR SALE - Seeburg Telephone Hostess Music System. 15 Units complete with electrical selector mechanisms. Slightly used, and consisting of 8 Seeb. Maestro E.S. Double Line, 7 Seeb. Maestro E.S., Single Line, 1 Rock-Ola Spectro Vox with Seeburg single line amplifier & double-line 10 turntable board, 1 single line 10 turntable board, 4 record racks-3,000 capacity. Will take best offer. MITCHELL NOVELTY CO., 1629 W. MITCHELL ST., MILWAUKEE 4, WIS. Tel: Mitchell 3254

FOR SALE - Territory Closed. 17 Special Entry (write for price); 1 Eureka (write for price); 30 Longacres $135. ea.; 2 Record Time $75. ea. Texas License Paid. Send truck to haul them. LANCE J. HARRIS, 117 NO. A ST., HARLINGEN, TEXAS Tel: 694

FOR SALE - Mills greatest proven money makers - original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors $975.; late used Mills Four Balls $200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11TH AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - Available immediately - three complete Automatic Hostess units including switchboards, tables and location machines. Can be used for ten, twenty or thirty station studio. Extremely low price. FAIRMORE MUSIC CORP., 135 S. 5th ST., READING, PA.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE  - Face Twin Reels, 6 - 5/25, 2 - 10/25, 3 - 5/10, lot $550.; Face Reels, 2-25¢, 2-10¢, 1-5¢, lot $225.; 25¢ Super Bell $65.50; 5¢ Baker Facer Std. Factory Rebuilt $75.; 25¢ Saratoga $49.50; 10¢ Silver Moon $69.50; 5¢ Roll-Em $42.50; 5¢ Galloping Domino $35.; 5/25¢ Bally Bell Console $35.; Tenforan $42.50. COLEMAN NOVELTY COMPANY, 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Dial 4-6512.

FOR SALE  - All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEMPLE 1-7485.

FOR SALE  - Packard No. 1000, No. 800, No. 700 Speakers; Twin 12 Adapters; Pla-mor Boxes; Wurl. 950's; 500-42; Twin 12 Hideaway; No. 145 Steppers; 300 Adapters; No. 531 & 332 Boxes; 30A Speakers; 5 new 25 cycle No. 40243 Amplifier Trans; Seeburg Hideaway; 5 WS-2Z Boxes; Speak Organ; 2 F9024 Speakers; new 2" Casters & Sockets $1. per sample set 4. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Dial 4-6512.

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

FOR SALE  - 30 Wire Cable in 1000 foot lengths. 15¢ per foot. Standard Coded. McILHENNY DISTRIBUTING CO., 910 BEACON ST., BOSTON 15, MASS.


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, 2758-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE  - Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK CITY, N. Y. Tel: BRYTAN 9-0617.

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

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

Coinmen Acclaim

The CASH BOX as
"The Operator's Magazine"

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

NOTICE - Ad No. 6. Ten Dollars Just For Your Name! Sit down NOW and write your name, address and number of this Ad. You will receive $10. Free Credit, within one year, on purchase of first order of $50. or more. NATIONAL NOVELTY CO., 185 E. MERRICK RD., MERRICK, L.I., N.Y.

NOTICE - We carry a complete line of all the latest equipment of all the leading manufacturers - plus an extensive selection of guaranteed reconditioned equipment of all types. Special! Undated glasses for Track Times. Wire, phone, write. PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-2892

NOTICE - Phone Operators: Have your Route Man save your Used Needles and send them to us for RE-SHARPENING. We will send you Free Shipping Containers and Complete Details if you will drop us a card. All inquiries answered promptly and complete satisfaction Guaranteed. This means a big saving to you. Act Now. RE-SHARP NEEDLE SERVICE, BOX 770, FORT DODGE, IOWA.

PASS THIS SUBSCRIPTION ON TO A FRIEND!

"THE CASH BOX"

"The Confidential Weekly of The Coin Machine Industry"

381 FOURTH AVENUE, NEW YORK 16, N.Y.

PLEASE ENTER MY SUBSCRIPTION FOR ONE YEAR. ENCLOSED FIND CHECK FOR $15.00

(ALL SUBSCRIPTIONS PAYABLE IN ADVANCE)

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

**CABINET:** Imported walnut, 3/4-inch plywood, seasoned thoroughly for perfect tonal resonance—bleached and hand-selected for graining to produce finest expensive furniture finish possible.

**TRIM:** Custom-built chrome, leather and plastic trim of the finest quality.

**LIGHTING:** Coal fluorescent economical lighting.

**ANIMATION:** Multiple ever-changing rainbow colors, creating scintillating beauty and marvelous play appeal.

**HEIGHT:** 60 inches. **WIDTH:** 32 inches. **DEPTH:** 24 inches.

**RECORD CHANGER:** 24 record, quick-changing, accurate, reliable Aireon mechanism. New type tone arm which doubles life of records. New type transcription type turntable. Rim drive.

**SPEAKER:** Heavy-duty, 12 inch, high fidelity speaker enables maximum range of harmonics.

**COIN ACCUMULATOR:** The latest type new guardian design, convertible to 104 per play or 3 plays per quarter, if desired, by one simple change.

**ACCESSIBILITY:** Easily serviced from the front—maximum accessibility with “slide away” mechanism. An exclusive Aireon feature.

**BEAUTY:** Unusual beauty never before achieved in any other phonograph at any price—styling by Raymond Loewy—taps in "eye appeal—play appeal."
FOR HIGH-SPEED NOVELTY PROFITS
TIE ON TO SILVER STREAK
by Bally

NEW TEASING TANTALIZING QUALIFY FEATURE

6 WAYS TO WIN

FLASH-ACTION SPEED-BOAT RACE ON BACK GLASS
PACKED WITH SUSPENSE AND SKILL THRILLS

HIGH SCORE TO 490,000
10 BUMPERS SCORING 5,000

2 BUMPERS SCORING 25,000 WHEN LIT

4 KICK-OUT HOLES SCORING 5,000 TO 25,000
MYSTERY KICK-OUT POCKET

4 ROLL-OVERS SCORING 5,000 AND ADVANCING QUALIFIED SPEED-BOATS

Fastest action and fastest earning power in novelty class... that's Bally's new SILVER STREAK. Packed with skill thrills... and ideal for competitive play... SILVER STREAK is the game you need now to pep up novelty profits. Order yours today!

IT'S BALLY FROM COUNTER GAME TO CONSOLE

JOCKEY CLUB ★ Jockey SPECIAL ★ HEAVY HITTER
TRIPLE BELL ★ DE LUXE DRAW BELL ★ HI-BOY ★ EUREKA

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

CONVERTIBLE NOVELTY OR FREE PLAY 5 BALLS OR 3 BALLS