If it's a Mills, I always play it - that's real music!

The public prefers THE MILLS CONSTELLATION

The coin box concur.
Letters Flood inethod in Answer to Request Which The Cash Box"

Since the appearance of the article in the Fall Specimen are entering the campaign back of The Cash Box. (September 22) issue of The Cash Box relative to thy, too, are advising their salesmen to urge ops to coin machine business in suggesting to the vast number of America basis. Finance firms have been telling this to operators that they simply must obtain a minimum cators right along.

$15 per week front money guarantee from each of the locations, there has been a flood of letters received this publication commenting on it this campaign and also afford to waylay the one and only assured profit advising that, "This is the answer to the present difficulties in his path — that he must obtain, at the very least, and which the average automatic music and amusement, $15 per week front money guarantee, and then whatever difference there may be in the cash box on -50 basis.

Everyone of these leters stated that, "This is the end to which the operators are working." That they realize they must "sell" their location owners on the fact that they are giving the retail merchants of America a super service which not only stimulates their regular merchandise business but which also helps them to retain their customers and to bring new customers into the store. They must "sell" these locations on the value of the coin operated equipment to such an extent whereby they will easily obtain $15 per week front money guarantee.

One noted operator writes, "You certainly are not foolish, nor are you wasting time. You are doing one of the greatest and grandest jobs in the history of the entire coin machine industry. You are to be commended for the grand job. The like a lot of the nation's operators, you haven't the time to write and tell you this, we want you to know that not only our firm, but also everyone of the operators in this area has made The Cash Box their 'bible' and we are behind you 100% in everything you say. You are the operators' friend and we know We'll back you to the limit."

Others have written in similar vein. One noted opera-
tor said, "There is no doubt anymore that you are the only man in the coin machine industry today who is trying with all might and main to help everyone of the operators in the country. Whenever our association goes together it stands up each time to praise The Cash Box and we discuss your articles for hours on end. You are not wasting time. You are doing something for men who appreciate everything you say and men who are working hard and know what they're doing. The operator is a fool, regardless of what a lot of people may think."

One salesman wrote, "Your Fall Special Issue just came to my attention and, resting in my hotel room here, I had time to go over your article relative to whether you were making a fool of yourself backing idea for $15 per week money guarantee. Well, me tell you this, wherever I travel The Cash Box is with the encouragement which was given The Cash by this flood of letters from the nation's leading men — we shall go on to fight for this progressive financially necessary move — in addition to what other progressive plans will arise in the future.

The meantime, The Cash Box urges, and will con-
tinue to urge, every operator in the industry to come her with his fellow operators if necessary, to obtain 5 per week front money guarantee (which many are only doing clear across the nation) so that he can base on in this business in a financially sound, socially liquid and progressive fashion.
If it's a Mills, I always play it—
that's real music!

The public prefers
THE MILLS CONSTELLATION
The coin box concurs.

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois
TRADE AGREES ON THE $5 WEEKLY GUARANTEE

Letters Flood in Advising This is Best Commission Method in Answer to Request Which Appeared in Fall Special Issue of “The Cash Box”

Since the appearance of the article in the Fall Special (September 22) issue of The Cash Box relative to the fact that the editors of this publication were “wasting time” in suggesting to the vast number of America’s operators that they simply must obtain a minimum of $15 per week from money guarantee from each of their locations, there has been a flood of letters received by this publication commending it on this campaign and also advising that, “This is the answer to the present difficulties with which the average automatic music and amusement machine operator is faced.”

Everyone of these letters stated that, “This is the end to which the operators are working.” That they realize must “sell” their location owners on the fact that they are giving the retail merchant of America a service which not only stimulates their regular merchandising business but which also helps them to retain their customers and to bring new customers into their stores. They must “sell” these locations on the value of coin operated equipment to such an extent whereby they will eventually obtain $15 per week from front money guarantee.

One noted operator writes, “You certainly are not foolish, nor are you wasting time. You are doing one of the most important jobs in the industry of the entire coin machine industry. You are to be commended for this grand job. There is, as a lot of the nation’s operators, we just haven’t the time to write and tell you this, we want you to know that not only our firm, but also everyone of the operators in this area has made The Cash Box their ‘bible’ and we are behind you 100% in everything you say. You are the operators’ friend and we know it. We’ll back you to the limit.”

Others have written in similar vein. One noted operator said, “There is no doubt anymore that you are the only man in the coin machine industry today who is doing the job that all operators are doing, and we appreciate everything you say and do for us.”

One salesman wrote, “Your Fall Special issue just came to my attention and, restating in my hotel room, I had time to go over your article relative to whether you were making a fool of yourself backing his idea for $15 per week front money guarantee. Well, let me tell you this, wherever I travel The Cash Box is the operators’ bible. The operators know that you are their friend and they back you with everything they have. It sure makes me happy to note this for I remember when you started and also remember how hard you work to live up to the expectations you have set for the trade. Keep up the good work and also depend on salesmen like myself to help boost The Cash Box wherever we go. We know that it’s working for the best interests of the trade and that means the best interests of all of us.”

The letters go endlessly telling how progressive and intelligent coinmen are fighting to bring to all operators the fact that the $15 per week front money guarantee for machines will be the answer to a better era for all the field.

One noted distributor stated, “You are absolutely right. With the operator earning profit we all earn profit. And, unless the operator is made to see the fact that he must get $15 per week front money guarantee from each location, he will lose or own the business. One operator’s article is the only publication which has foreseen the evils which have come upon the trade with this inflationary period. You should be complimented by all the industry. There is every reason to believe that you are succeeding. For example, in this territory today, we are getting at least $5 per week from all machines made in 1928 or before that and $15 per week for all machines of later vintage. We feel that this is only fair and equitable and the retailers realize that we, too, must have some sort of income guarantee, especially for new equipment to insure bringing him the latest and best machines.”

The statement that was made to the editors of this publication and which was headed in the September 22 Fall Special issue was, “YOUR NUTS! YOUR WASTING TIME! YOU’LL NEVER GET THESE DUMB OPERATORS TO REALIZE THEY MUST GET $15 PER WEEK FRONT MONEY!”

The editor appealed to the thousands of operators with whom he is personally acquainted as well as with all the others in the trade to advise him whether he was “wasting time”, and also whether they thought all his campaigning to get the average coin machine man to realize the importance of his own equipment in the average retail location as well as in cash in on that equipment was “foolishness” on his part.

The answers which have flooded these offices encourage this publication to go on ahead with the work which it has outlined for itself. The work which would assure it that eventually all the trade would come to realize the importance of the part played in American life by coin operated equipment and would then sell this idea to its locations to the extent where it would obtain at least a $15 per week front money guarantee so as to assure itself a profitable and progressive future.

There is no longer any need to hide anything under a bushel. There are the days when facts must be faced. When courage and boldness of purpose must come to the fore. These are the days when costs have risen well over 200% for the average operator. And, because of this tremendous inflationary costs rise, the $5 coin is only worth about $1. Inflation has cut deep into the pocketbooks of the average operator. They must do something immediately to stem losses. The whole trade, from manufacturer down, wants them to show a profit for each machine they operate, or, at least show a profit at the end of the year for the entire route.

And the one and only way in which an operator can today show profit and progress is to get his location owners to agree to a $15 per week front money guarantee for all his equipment, new and old. Thereby he averages his old paid-off equipment against his new, yet-to-be-paid equipment and, because he obtains the first $15 for himself, and splits the difference on the 50-50 basis, he is sure to have a better chance for profit and success than he has today on the 50-50 basis on which the average operator works.

The Cash Box will continue on with this campaign and believes that every sign for success is today in the air. The operators have suffered far too long. And, each time they suffer, the entire field suffer along with them. The time has therefore come when the entire trade must come to the man on the firing line by its efforts make it possible for him to show a profit so that he can continue to purchase the new equipment he so badly needs to compete with whoever may enter into his territory, as well as be financially liquid so that he can enter into all new trade developments.

Every manufacturer and distributor throughout the nation realizes and agrees that The Cash Box campaign to get operators to change their old “horse and buggy” commission methods to new, streamlined jet plane methods of today, will mean more profits for them and a greater industry for all concerned.

They are entering the campaign back of The Cash Box. They, too, are advising their salesmen to urge ops to change to a better and more financially assured commission basis. Finance firms have been telling this to operators right along.

Competition or no competition — the operator cannot longer afford to walk away the one and only assured profit factor in his path — that he must obtain, at the very least, $15 per week from money guarantee, and then split whatever difference there may be in the cash box on a 50-50 basis.

With the encouragement which was given The Cash Box by this flood of letters from the nation’s leading columnists — we shall go on to fight for this progressive and financially necessary move — in addition to whatever other progressive plans will arise in the future.

In the meantime, The Cash Box urges, and will continue to urge, every operator in the industry to come together with his fellow operators if necessary, to obtain a $15 per week front money guarantee (which many are already doing clear across the nation) so that he can continue in this business in a financially sound financially liquid and progressive fashion.
NEW YORK—The toughest thing in the world to beat—is a cold, hard fact. And the fact is, operators everywhere in the nation report that, "new machines skyrocket play".

That's important. Important to every single member of the coin machine industry. It definitely proves that the American public, which is today spending more money in the nation's phonos, amusement machines and vendors, want new products.

New, whatever it is, as long as it is new, will attract twice as much attention from the very same patrons on any location, the same patrons who claim that they are now completely accustomed to whatever equipment is in the spot, "and don't care if it isn't changed".

The proof is in the fact, operators report, that these very same customers will crowd about a new pin game, a new phono, a new vending machine, and play skyrockets to bring new high collections.

That's the answer to what this entire industry now needs. It needs new and more attractive equipment.

By the operator continuing to use machines ten years and more old he is not helping himself, and especially not the rest of his industry.

By refusing to buy, he discourages experimentation and production. And by such discouragement he is losing every possible price reduction which can be brought about by high speed, efficient production methods because of volume purchases.

Therefore, from every standpoint, even that of the manufacturer continuing to produce in quantity—the operator profits most from the use of new equipment.

And new equipment is the answer to the success of the entire industry.

The operator is best assured of a strong financial position in the industry when he buys and features new machines on his locations.

The cold, hard facts are that, "wherever new machines have been placed we find that our collections zoom up and that the storekeepers as well as the patrons of the spot tremendously appreciate the new machines".

These are words of outstanding operators who have been in the industry for many years and have watched one development, one bad time after another, appear and disappear.

There are hundreds of coinmen everywhere in the country who should be operating two and three times as many new machines as they now have on their routes. These men realize, too, that the new machines protect them from competition and that they increase the value of their route as well as build up their collections to new high marks.

The manufacturers and distributors are now willing to work with every progressive operator in the nation. The first flush seller days are gone. This is the day of the buyer. And the buyer now has the opportunity to obtain terms which will make it much easier for him to get into his territory with equipment sure to boom his take many notches above what it now is.

New machines are the answer. New machines because they help the entire industry and also because they skyrocket play.

Those operators who claim that they cannot purchase new machines because the take isn't there, because prices are too high, have the opportunity with new machines to obtain $15 per week front money guarantees from their locations.

Time after time operators have reported, "Only with new equipment are we able to get our locations to agree to $15 per week front money guarantee".

Therefore, since this is the case, the operators of America must jump into new equipment purchasing to obtain this guarantee for themselves and, at the same time, assure their industry of speeding on ahead to great achievements.

Achievements which can only be brought about when the trade is working full blast with profit facing it at every turn so that the manufacturers can by volume and efficient production sufficiently lower prices, so that distributors can, because of large volume sales, make deals, and operators profit from all the angles that this makes possible.

The operator who still has ten year old equipment which has paid for itself many times over and thinks that whatever he earns from such equipment is all profit— is simply kidding himself right out of business.

Just as he entered into that very same territory with new equipment and carved a route out for himself—so will someone else, who will arrive suddenly with new machines, up collections, take on the best spots—and go right ahead with greater zest than ever before.

This is the time, then, while the opportunity presents itself, for those operators who haven't as yet cleared their routes of ten years and older machines, to do so immediately.

And, by doing so, insure themselves for tomorrow and for the months to come with greater collections, surer profits, and realize at the same time that they are also insuring the profitable continuance of their industry to produce for them the type of equipment they will need tomorrow.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSPAPERS.
Demand for Established Routes by New Blood Booms Prices. Foresee Operating as Best End of Biz Should Recession Hit Nation

NEW YORK.—Most surprising fact revealed this past week was that operators everywhere in the nation were upping the price of established routes because new blood was creating an unprecedented demand for such routes.

One noted coinman advised The Cash Box, "Never before have so many new people come into my place seeking established routes. When we started out to purchase these routes for them we were able, at first, to make deals. Now operators are upping prices and, it seems to me prices will continue to go up. The average operator is not more inclined to sell, regardless of all the crying which has been heard about the country."

There is no doubt that operating will become once again, as during the war period, the best part of the coin machine business, should a recession hit the nation. The average operator knows this and is not only holding on his route but is also adding to it wherever and however he can.

There is also a surety that prices of materials will skyrocket, as has already been noted and machines, even the first post-war products, are sure to zoom up in price, so that the entire trade will see a boom period on top of what may be a general business recession as experienced by the industry in the 30's.

Many ops who had put their routes up for sale with leading jobbers and distrubs have now pulled them off the market and are rebuilding them stronger than ever before. It is generally believed that premium prices for complete and established routes will prevail for sometime to come as more and more new blood attempts to enter into the business via established routes.

It is also noted that the average businessman who wants to purchase a route is ready to do so on a cash basis. These men are willing to give unusually good prices but ask that all equipment, parts, supplies, materials, help, and other general necessities, be guaranteed. The average op does not guarantee any of his locations remaining his after newcomers enter the picture. But, those who have purchased routes have already tied locations down with legal contracts and are urging others to follow suit.

One old time op visiting this city for the World Series this past week called at The Cash Box offices and stated, "We have had more offers this past month to sell our route than even during the boom wartime. This is something that is really surprising. But, when we survey the general business field, we are not at all surprised because we don't know any other business which can be as profitable for such a small investment, at least not on a comparative basis. We're not selling. In fact, we're building up with more new equipment because we believe that prices are going to skyrocket and we also think that there will be more new people attempting to get into the field within the next few months than ever before."

A few months ago, it is reported, a great many well known routes could have been purchased at bargain prices. Now these men have withdrawn their routes from sale and are building them up all over again to meet any competition which might enter their territory.

Another impressive thing is that the average op has suddenly swung into the operating of machines more wholeheartedly than ever before and the belief is now general that with the men really returning to work the way they should that the field will enjoy a boom.

Many ops even refuse to sell late model used equipment. Some are storing bells and consoles for what they believe will be one of the best runs in the country within a few months. Even late model pinball tables are now harder than ever to obtain with some of the earlier models becoming difficult to get. Distributors report that the ops just won't let go of equipment.

New machine sales are gradually swinging upward and the belief is current that long before the winter months hit the field there will be a speedier action than has been noted all this past year, with all types of amusement and music equipment calling for premium prices, because ops are holding on to whatever they now have on hand.

A route quoted at $85,000 during the war period and which was requoted at $45,000 just a few months back, has now zoomed to $65,000 with the owner still doubtful as to whether he wants to sell, even at this new quotation.

Most new blood attempting to enter into the field, it is reported, realizes that it is expensive and difficult to start a new route of equipment regardless of the machines brought in by the newcomer. Therefore, to overcome whatever headaches and difficulties may confront them, the new blood are attempting to purchase established routes and build them up to top peak play. But, with the demand growing, ops have suddenly pulled back within themselves, and are holding on to their equipment as well as their routes.

All this leads to the belief, certain leaders report, that the field will suddenly crack wide open with business booming like it never did before, and with ops building their routes up to overcome any competition which may attempt to cut into their areas.

"It is extremely interesting," one noted coinman reported, "to see how the ops are suddenly withholding from selling their routes and how, instead, they are seeking new equipment to bolster up their take while, at the same time, attempting to overcome whether competition they believe they may be faced with. The field is on the way to a boom.
MUSIC MERCHANTS HAIL WURLITZER MODEL 1100 FOR ITS PLAY-APPEAL, OPERATING ECONOMY AND EARNING POWER

One look...one listen...and from coast to coast America's Music Merchants rendered one verdict— the new Wurlitzer Model 1100 tops anything ever built in this industry. Everywhere they marveled at its styling, raved about the play appeal of its SKY-TOP window and its Encore Program Selector, praised the brilliance of its tone, welcomed the record and needle economy made possible by the Zenith Cobra Tone Arm. This much is sure. The new Wurlitzer Model 1100 packs the all-time tops in earning power. That, coupled with Quick-As-A-Flash replacement units that make service up to 100 times faster, combines terrific earning power with low operating costs.

See and hear this marvelous instrument in action. You'll readily realize why it offers more Musical Fun for Everyone— more money every week from every location for you! The Rudolph Wurlitzer Company, North Tonawanda, New York.

WURLITZER MODEL 1100
Sensational Addition to Wurlitzer Engineered Music Systems...
YOUR VOTES DECIDE THE WINNERS

Nation's Juke Box Ops Rush in Their Votes to Choose the Best Money-Making Records and Most Outstanding Recording Artists of 1947

BEST RECORD OF 1947
"PIG O' MY HEART", Harmonicats 31,855
"CHANTS", Teddy Weems 16,915
"ANNIVERSARY SONG", Al Jolson 6,621
"THAT'S MY DESIRE", Frankie Laine 4,673
"NEELE YO", Francis Craig 4,705
"VAMSELLE", Art Lund 2,345
"UNDJ", Charlie Spivak 2,040
"I WONDER, I WONDER", Eddy Howard 1,161
"TEG O' MY HEART" Clark Dennis 405

BEST ORCHESTRA OF 1947
EDDY HOWARD 44,521
FREDDY MARTIN 12,382
GUY LOMBARDO 11,400
YAUGHIN MONROE 9,704
SAMMY KAYE 8,624
TED WEAMS 6,649
CLAUDE THORNHILL 6,704
FRANKIE CARLE 6,640
STAN KENTON 5,782
HARRY JAMES 5,631
TEX BENEKE 5,340
JOHNNY LONG 3,223
LOUIS PRIMA 2,154
RAY McKINLEY 1,930
BENNY GOODMAN 827
ELLIOIT LAWRENCE 655
TOMMY DORSEY 321
JIMMY DORSEY 238

BEST FEMALE VOCALIST OF 1947
JO STAFFORD 19,170
DINAH SHORE 10,952
MARGARET WHITING 6,740
ELLA FITZGERALD 6,150
MARTHA TILTON 2,321
PEGGY LEE 2,100
MONICA LEWIS 721
FRANCY LANE 480
FRAN WARNER 638
BERYL DAVIS 238
SARAH VAUGHAN 220
JUNE CHRISTY 189
DORIS DAY 155
MARJORIE HUGHES 116

BEST MALE VOCALIST OF 1947
PERRY COMO 45,066
BING CROSBY 9,536
FRANKIE LAINE 6,627
ART LUND 4,802
FRANK SINATRA 3,287
VIC DAMONE 1,085
BUDDY CLARK 1,024
JOHNNY MERCER 1,021
DICK HAYMES 988
ANDY RUSSELL 965
BILLY ECKSTINE 821
TOMMY MARTIN 820
MEL TORME 645
PHIL BRITO 182

BEST FEMALE VOCAL COMBINATION OF 1947
ANDREWS SISTERS 25,054
DINAH SISTERS 3,475
MURPHY SISTERS 2,849

BEST MALE VOCAL COMBINATION OF 1947
INK SPOTS 24,194
MILLS BROTHERS 22,519
KING COLE TRIO 14,873
RED RIVERS 7,218
THE RAVENS 6,268

BEST "HILLBILLY" RECORD OF 1947
"WABASH CANNON BALL", Jimmy Dale 9,468
"FEUDIN' & FIGHTIN'", Dorothy Shay 7,879
"TIMTAMSHUN", Stafford-Ingle 6,899
"RAINBOW AT MIDNIGHT", Ernest Tubbs 6,281
"WHAT IS LIFE WITHOUT LOVE", Eddy Arnold 5,633
"IT'S A SIN", Eddy Arnold 5,205
"I'LL HOLD YOU IN MY HEART", Eddy Arnold 2,461
"JOLE BLON", Moon Mullican 876
"DAUGHTER OF JOLE BLON", Johnny Bond 655
"DON'T LOOK NOW", Ernest Tubbs 619
"NEW JOLE BLON", Roy Acuff 528
"MY PRETTY BLONDE", Moon Mullican 399
"TEN LINES OF YESTERYEAR", Al Dexter 200
"YOU MUST WALK THE LINE", Eddy Arnold 50
"HANG MY HEAD AND CRY", Riley Sheppard 50

BEST "WESTERN" RECORD OF 1947
"SMOKE, SMOKE, SMOKE", Tex Williams 21,901
"RAGTIME COWBOY JOE", Eddy Howard 5,780
"MY ADOBE HACIENDA", Eddy Howard 5,120
"WHEN THE SNOWBIRDS CROSS THE ROCKIES", Gene Autry 1,420
"SMOKE, SMOKE, SMOKE", Lawrence Welk 1,420
"BLUE TAIL FLY", Eddy Howard 857
"MY ADOBE HACIENDA", Dinah Sisters 632
"COOL WATER", Foy Willing 505
"MOVE IT ON OVER", Hank Williams 480
"DANGEROUS GROUND", Roy Rogers 465
"SO ROUND, SO FIRM, SO FULLY PACKED", Tex Williams 420
"IN TEASING ME", Cliffie Stone 400
"THAT'S WHAT I LIKE ABOUT THE WEST", Tex Williams 310
"ON SILVER WINGS TO SAN ANTONIO", Rosalie Allen 208
"ROUND UP POLKA", Tex Williams 54
"GET THAT CHIP OFF YOUR SHOULDER", Red Murray 50

BEST "RACE" RECORD OF 1947
"DON'T YOU THINK I OUGHTA KNOW", Earl Johnson 13,657
"I WANT TO BE LOVED", Savannah Churchill 12,102
"OLD MAN RIVER", The Ravens 9,650
"OPEN THE DOOR RICHARD", Jack McVea 6,340
"THAT'S MY DESIRE", Hadda Brooks 4,775
"OPEN THE DOOR RICHARD", Count Basie 3,545
"NEW ORLEANS BLUES", Johnny Moore 3,050
"OPEN THE DOOR RICHARD", Dusty Fletcher 1,257
"TANYA", Joe Liggins 1,142
"HURRY ON DOWN", Nellie Lutcher 497
"OH-MY, OH-GEE", Eddie Vinson 400
"JAZZ AT THE PHILHARMONIC", Illinois Jacquet 300
"FOOL THAT I AM", Dinah Washington 163
BUSINESS REPLY CARD
FIRST CLASS PERMIT No. 43309, SEC. 810, P. L. & R., NEW YORK, N. Y.

THE CASH BOX
381 FOURTH AVENUE
NEW YORK (16), N. Y.
USE THIS PREPAID POSTCARD TO VOTE FOR YOUR
BEST MONEY-MAKING RECORDS AND YOUR MOST
OUTSTANDING RECORDING ARTISTS OF 1947

MY BEST MONEY-MAKING RECORD FOR 1947 WAS——

(NAME OF RECORD HERE) (NAME OF ARTIST HERE)

BEST ORCHESTRA FOR '47
BEST FEMALE VOCALIST FOR '47
BEST MALE VOCALIST FOR '47
BEST FEMALE VOCAL COMBINATION FOR '47
BEST MALE VOCAL COMBINATION FOR '47
BEST "HILBILLY" RECORD FOR '47
BEST "WESTERN" RECORD FOR '47
BEST "RACE" RECORD FOR '47
BEST "FOREIGN" RECORD FOR '47

NOTICE: Be sure to include Name of Artist on All Records Listed!

IMPORTANT

EACH JUKE BOX YOU OWN COUNTS FOR ONE VOTE. EACH WALL OR
BAR BOX YOU OWN COUNTS FOR ONE VOTE. EACH WIRED TELEPHONE
MUSIC SHELL OR MIRRORED CABINET YOU OWN COUNTS FOR ONE
VOTE. EACH NON-SELECTIVE (Personal, Solotone, Etc.) MUSIC BOX
YOU OWN COUNTS FOR ONE VOTE. BE SURE TO LIST THE COMPLETE
NUMBER OF UNITS YOU OWN INDIVIDUALLY ON THE BOTTOM OF THIS
CARD TO GIVE THE RECORDS AND ARTISTS YOU CHOOSE FULL CREDIT.
THESE CARDS ARE CONFIDENTIAL. INDIVIDUAL FIGURES ARE NOT
REVEALED.

NAME ____________________________
FIRM ____________________________
ADDRESS ____________________________
CITY ______ STATE ______

GET YOUR VOTES HERE

I operate the following number of Juke Boxes __________,
Wall and Bar Boxes __________; Non-Selective (Personal, Solotone,
Etc.) Boxes __________; Wired Telephone Music Shells __________;
TOTAL NUMBER ______ ARE YOUR VOTES!
USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP TUNES FOR THE WEEK

<table>
<thead>
<tr>
<th>NAME OF RECORD HERE</th>
<th>ARTIST OR BAND HERE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td></td>
</tr>
</tbody>
</table>

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

NAME OF RECORD HERE

NAME
FIRM
ADDRESS
CITY: STATE
YOUR VOTES

"Oscars" will be awarded by The Cash Box to winning records and artists in behalf of America's Juke Box owners.

DECIDE THE WINNERS

IN THE SECOND ANNUAL POLL OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA TO CHOOSE THE BEST RECORDS AND RECORDING ARTISTS OF 1947

VOTE TODAY!

FILL OUT THE ENCLOSED PREPAID POST CARD AND MAIL TODAY. JUKE BOX LEADERS THROUGHOUT THE NATION URGE OPERATORS TO VOTE IN THIS "OFFICIAL" SECOND ANNUAL POLL WHICH "THE CASH BOX" (The Official Magazine of the Juke Box Industry) WAS EXCLUSIVELY CHOSEN TO CONDUCT. YOUR VOTES AND YOUR VOTES ONLY DECIDE THE WINNERS. EVERY VOTE IS A BOOST FOR YOUR FAVORITE RECORDING ARTISTS!
**The Nation's Top Ten Juke Box Tunes**


<table>
<thead>
<tr>
<th>RANK</th>
<th>TUNE</th>
<th>ARTIST</th>
<th>COMPANY</th>
<th>WEEKS CHARTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BU-1001</td>
<td>Francis Craig</td>
<td>DE-24171 - Andrews Sisters</td>
<td>18</td>
</tr>
<tr>
<td>2</td>
<td>DE-24171</td>
<td>Andrews Sisters</td>
<td>MA-7263 - Victor Lombardo</td>
<td>18</td>
</tr>
<tr>
<td>3</td>
<td>CA-409</td>
<td>Batty Hutton</td>
<td>DE-23977 - Dick Haymes</td>
<td>18</td>
</tr>
<tr>
<td>4</td>
<td>CA-37562</td>
<td>Tony Pastor O</td>
<td>DE-23976 - Andrews Sisters</td>
<td>18</td>
</tr>
<tr>
<td>5</td>
<td>AP-1055</td>
<td>Four Vagabonds</td>
<td>DE-1512 - Dick Robertson O</td>
<td>18</td>
</tr>
<tr>
<td>6</td>
<td>AP-1056</td>
<td>Curtis Lewis Trio</td>
<td>CO-37329 - Woody Herman</td>
<td>18</td>
</tr>
<tr>
<td>7</td>
<td>CO-37544</td>
<td>Ray Noble O</td>
<td>DI-1038 - Joe Howard</td>
<td>18</td>
</tr>
<tr>
<td>8</td>
<td>CA-346</td>
<td>Carmen Stafford</td>
<td>CA-395 - Andrew Martin</td>
<td>10</td>
</tr>
<tr>
<td>9</td>
<td>CA-346</td>
<td>Carmen Stafford</td>
<td>CA-395 - Andrew Martin</td>
<td>10</td>
</tr>
<tr>
<td>10</td>
<td>CA-346</td>
<td>Carmen Stafford</td>
<td>CA-395 - Andrew Martin</td>
<td>10</td>
</tr>
</tbody>
</table>

**NEAR YOU**

On top of the heap for the third consecutive week now with loads of play reported.

- **BU-1001** — Francis Craig
- **CA-409** — Batty Hutton
- **DE-24171** — Andrews Sisters
- **CO-37562** — Tony Pastor O

**I WISH I DIDN'T LOVE YOU SO**

In second place last week, this ditty repeats to hold tight to this coveted position.

- **CA-409** — Batty Hutton
- **CO-37562** — Tony Pastor O

**THE LADY FROM 29 PALMS**

Scores again as this tune repeats its position of last week.

- **CO-37562** — Tony Pastor O
- **DE-23976** — Andrews Sisters

**I WONDER WHO'S KISSING HER NOW**

In seventh place last week, strong demand of yrs moves the tune up to fourth place here.

- **CO-37544** — Ray Noble O
- **CA-346** — Carmen Stafford
- **DE-24110** — Bunny Kaye

**THAT'S MY DESIRE**

Drops one notch in the race for honors, as it takes over fifth place.

- **AP-1055** — Four Vagabonds
- **CA-346** — Carmen Stafford
- **CO-37349** — Merry Tilton

**I HAVE BUT ONE HEART**

On the bottom last week, the heavy play ups report boosts this tune up the ladder into the sixth slot.

- **AP-1056** — Curtis Lewis Trio
- **CO-37189** — Dorothy Shey
- **DE-23975** — Bing Crosby

**FEUDIN' & FIGHTIN'**

Number nine last week — number seven now. Continued play reported throughout the nation.

- **CO-35754** — Frank Sinatra
- **CA-460** — The Pied Pipers
- **DE-24154** — Carmen Cavallero

**SMOKE, SMOKE, SMOKE**

In fifth place last week, this ditty race holds tight to the coin winner it took.

- **CA-8443** — Jo Stafford
- **CO-37189** — Dorothy Shey
- **MA-12011** — Georgia Gibbs

**PEG O' MY HEART**

In all time winners if there ever was one. In sixth place last week, this tune takes over the nine spot now.

- **AL-537** — Al Gayle
- **CA-346** — Clark Dennis
- **DE-25075** — Glenn Miller O.

**WHEN YOU WERE SWEET SIXTEEN**

In eighth place last week, the sensational demand for this tune continues to keep it at a master mark.

- **AL-537** — Al Gayle
- **CA-346** — Clark Dennis
- **DE-25075** — Glenn Miller O.
"I'm A Little Lonely Petunia"  
"Svenska Picka"  
LAWRENCE WELK ORCH.  
(Decca 24197)

Novelty tune just looking for coin under the maestro's charmagne music. Lawrence Welk, A hit and heavy crew throughout the mid-west, Lawrence runs thru this ditty in 32 bar style as to merit wide attention throughout the country. With Bob "Tex" Comer to the mike to spool the woddlage to "I'm A Little Lonely Petunia", this glitter looks good from these orbs. Bob sells the cute woddage in chopped vocal style, with the orch coming in fine measure to give the deck a real 'Lyrics trip around the title throughout and are made of such stuff as to have every kid (male) bunting the coin of their pockets and whislting the melody. On the backing with a Swedish air, Bobby Bean steps to the fore to make with the words which echo the title. Beat is happy and will go well with those folks that love this brand. Top deck for the coin.

"Lazzy Countryside"  
"That's All I Want To Know"  
DINAH SHORE  
(Columbia 37984)

There's no doubt about this one! They play a whole day, and the word is out that fans come back asking for more. It's one of the plug tunes from the Disney production "Fun and Fancy Free", and labeled "Lazy Countryside". With chipp Dinah Shore designs to walk in claiming and enchanting woddage the ditty stacks up way high in the crowd in many an op's machines. Dinah warbles the pleasing woddage in light dulcit tones that are bound to have your phonos patrons crying for more. Spinning in slow metre with an instrumental by the Sonny Burke orch, this side is bound to set the scene hopping with coin galore. On the flip with another "Lazy Countryside" tune once again displays her wares in the "Sonny Burke" style and this ditty takes top of the chart, with the canary coming in to top it off with the pitch therein. You'll go "Lazy Countryside" in a big way—oh !

"The Little Old Mill"  
"Don't You Love Me Anymore"  
BUDDY CLARK  
(Columbia 37920)

Pegged as a sure-fire bet on these pages recently, here's another adaptation of "The Little Old Mill", a ditty you're bound to be hearing of in the very near future. With Buddy Clark to the fore to wail the charming woddage, the platter looks like a natural coin winner. Titled, "The Little Old Mill", the tune is well stacked with loads of cute passages that will go well with your phonos patrons. Backed up with a Dutch voice, with adequate kicks to match. On the backing with the plug tune "Don't You Love Me Anymore", Buddy shows the caliber of his handle in this style and this ditty in mellow mood. Maestro Mitchell Ayres lends the pipe appropriate backing throughout the disk to add lots to the tune's possibilities.

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

"Golden Earrings"  
"The Gentleman Is A Dope"  
DINAH SHORE  
(Columbia 37932)

Plug tune just begging for coin in this offering by the capable and popular Dinah Shore. Bound to make a heavy impression upon jazz box operators, this rustic Gypsy air titled, "Golden Earrings" is well loaded with possibilities to make a heavy mark in the music field. Dinah's wonderful phrasing and rendition of this sweeping bal-lad, done up in slow time meets the sparkling arrangement offered by Sonny Burke and his boys. With loads of glitter in his pipes, Dinah weaves the bright woddage around the title. The gal's large following plus some heavy plugging should account for a harvest of coin for operators from coast to coast. On the flip with more melody from the musical production "Allegro", Dinah walls in pleasing tunes to the strains of "The Gentleman Is A Dope." Altoh this ditty doesn't stack up as high as the other "Allegro" songs, it nevertheless is of top caliber and is cute as it stands. Dinah ad lib the mellow woddage while maestro Sonny comes thru for the canary again. Top deck for the coin.

"Solute"  
"Feather Roll Blues"  
BILLY STRAYHORN ORCH.  
(Sunrise 2002)

Music ops will need no convincing on this one. One of the truly all-time greatexperts of jazz rhythm steps to the mike here to spool the ever-loving wordage to "Solute", and the sound that comes out makes you wanna sit and listen. Billy's arranges from a background furnished by the Billy Strayhorn orch, and wailing in such mood as to make the most pure jazzist take notice. Hibbler, an established figure in music circles, has loads of feeling in his tonsils and gives out with plenty of gusto here. Aimed at race spots, ops who don't to to these locations are sure to reap harvest with this disk. On the backing with some instrumental work by Billy and the boys, the crew knock "Feather Roll Blues" in the sweetest way. Beat is pronounced and features one of the greatest aggregations in the band biz. Don't walk — run — for "Solute!"

"Prelude To A Kiss"  
"I Can't Escape From You"  
BENNY CARTER ORCH.  
(Capitol 40048)

The great Benny Carter rides hot and heavy here with this pairing titled "Prelude To A Kiss" and "I Can't Escape From You". Top deck winds show with haunting music and melody to match and is greatly favored by Benny's wonder-full instrumentation. Aimed at ops having race spots, and strictly music for the jazzophiles who understand this brand, the cookie may be used as excell-ent filler material. On the flip with the oldie, "I Can't Escape From You", Benny once again displays his wares in top fashion throughout the deck. Both sides fill the bill in heavy jazz rhythm, and deserve your listening time.

"Civilization"  
"Bread & Butter Woman"  
DANNY KAYE & ANDREW SISTERS  
(Decca 23490)

Man about town with the zillion voices is Danny Kaye, and teamed with The Andrews Sisters, the duo knock an arrangement of "Civilization" that is bound to have you patrons asking you play this thing. With the trio of gals picking up the happy jungle story and Danny coming in for the ad lib, this Decca deck looks like one that will go hot and heavy with the phone fans. Dan-ny goes on to tell the folks why he just isn't going to leave the jungle, while the Andrew Sisters fill in with background data. Cookie is in the merry mood with the Vic Shoen orch supplying the mad music. On the flip with another laughter-titled affair "Bread & Butter Woman", Calypso beats hits on a six here, with Danny and the girls riding thru in top manner. You're bound to get the heavy call for "Civilization".

"A Fellow Needs A Girl!"  
"So Far"  
LUY LOMBARDO ORCH.  
(Decca 24194)

Pair of sides that are bound to score heavily with the Guy Lombardo fans are offered. The first being a novelty tune for vocalist Don Rodney on the pair to sing dancers and listeners alike. Featuring the sweet wordage to "A Fellow Needs A Girl!" to the tune's shape up as one that will meet with heavy favor from ops catering to the crowd that goes for this brand. Both sides, from the Rodgers and Hammerstein musical "Allegro" is bound to get heavy plugging once the show breaks. Top tune gets extra sugar coated flavoring by the sweet dual tune, Don's vocal efforts rounding out the side in pleasant manner. Backing features a repeating theme, and is made of stuff especially suited for the romancing crowd. If you have the spots, by all means get next to the pair.
New York, N. Y.

1. I WISH IDidn'T LOVE YOU SO
2. NEAR YOU (Francis Craig)
3. MONT TELL ME (Harriet Whiting)
4. COME TO THE MURDI GRAS (Freddy Martin)
5. SMOKE, SMOKE, SMOKE (Tex Williams)
6. THE LADY FROM 29 PALMS (Freddy Martin)
7. SO FAR (Perry Como)
8. LADY COUNTRYSIDE (Barrett Whiting)
9. THE LADY FROM 29 PALMS (Freddy Martin)
10. HOW SOON (Jack Jones)

Chicago, Ill.

1. NEAR YOU (Freddy Martin)
2. FIGHTIN' AND FIGHTIN' (Dorothy Shay)
3. HOW SOON (Jack Jones)
4. THAT'S MY DESIRE (Frankie Laine)
5. I WONDER WHO'S KISSING HER NOW (Perry Como)
6. PEG O' MY HEART (The Harmonians)
7. SMOKE, SMOKE, SMOKE (Tex Williams)
8. THE LADY FROM 29 PALMS (Freddy Martin)

San Francisco, Cal.

1. NEAR YOU (Eddie Howard)
2. FIGHTIN' AND FIGHTIN' (Dorothy Shay)
3. HOW SOON (Jack Jones)
4. THAT'S MY DESIRE (Frankie Laine)
5. I WONDER WHO'S KISSING HER NOW (Perry Como)
6. PEG O' MY HEART (The Harmonians)
7. SMOKE, SMOKE, SMOKE (Tex Williams)
8. THE LADY FROM 29 PALMS (Freddy Martin)

Los Angeles, Cal.

1. NEAR YOU (Francis Craig)
2. I WISH I Didn'T LOVE YOU SO (Vaugha Monros)
3. SAY WHEN YOU'RE SWEET SIXTEEN (Perry Como)
4. SUGAR BLUES (Johnny Mercer)
5. I HAVE BUT ONE HEART (Tex Williams)
6. I WONDER WHO'S KISSING HER NOW (Perry Como)
7. PEG O' MY HEART (The Harmonians)
8. THE LADY FROM 29 PALMS (Freddy Martin)
9. I WANT TO BE LOVED (Dorothy Shay)
10. A FELLOWS GIRL (Perry Como)

Reno, Nevada

1. PEG O' MY HEART (Clark Dronics)
2. BAND OF LOVE (Ring Crosby)
3. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
4. SMOKE, SMOKE, SMOKE (Tex Williams)
5. I WISH I Didn'T LOVE YOU SO (Vaugha Monros)
6. THE LADY FROM 29 PALMS (Freddy Martin)
7. ON THE AVENUE (The Andrews Sisters)
8. THAT'S MY DESIRE (Murtha Tilson)
9. FIGHTIN' AND FIGHTIN' (Dorothy Shay)
10. NEAR YOU (Eddie Howard)

Columbus, O.

1. PEG O' MY HEART (The Harmonians)
2. THE LADY FROM 29 PALMS (Perry Como)
3. I WONDER WHO'S KISSING HER NOW (Perry Como)
4. THAT'S MY DESIRE (Murtha Tilson)
5. I'LL HOLD YOU IN MY HEART
6. KATE (Alan Dale)
7. NEAR YOU (Freddy Martin)
8. I WONDER, I WONDER (Murtha Tilson)
9. A SAVANNAH BLOSSOM WEDDING (Eddy Howard)
10. FIGHTIN' AND FIGHTIN' (Dorothy Shay)

St. Albans, Vt.

1. I WISH I Didn'T LOVE YOU SO (Vaugha Monros)
2. FIGHTIN' AND FIGHTIN' (Dorothy Shay)
3. WISH (Alan Dale)
4. I HAVE BUT ONE HEART (Tex Williams)
5. KOKOMO, INDIANA (Baha Shabe)
6. I WONDER WHO'S KISSING HER NOW (Perry Como)
7. YOU DO (Margaret Whiting)
8. ON THE AVENUE (Clark Dronics)
9. SMOKE, SMOKE, SMOKE (Tex Williams)
10. THE LADY FROM 29 PALMS (Freddy Martin)

Orlando, Fla.

1. I WISH I Didn'T LOVE YOU SO (Vaugha Monros)
2. FIGHTIN' AND FIGHTIN' (Dorothy Shay)
3. WISH (Alan Dale)
4. I HAVE BUT ONE HEART (Tex Williams)
5. KOKOMO, INDIANA (Baha Shabe)
6. I WONDER WHO'S KISSING HER NOW (Perry Como)
7. YOU DO (Margaret Whiting)
8. ON THE AVENUE (Clark Dronics)
9. SMOKE, SMOKE, SMOKE (Tex Williams)
10. THE LADY FROM 29 PALMS (Freddy Martin)

Eau Claire, Wis.

1. NEAR YOU (Francis Craig)
2. THAT'S MY DESIRE (Murtha Tilson)
3. MY GAL SAL (The Harmonians)
4. PEG O' MY HEART (The Harmonians)
5. KATE (Alan Dale)
6. SMOKE, SMOKE, SMOKE (Tex Williams)
7. TIM-TAYSHUN (Red Ingle)
8. ON THE AVENUE (Clark Dronics)
9. I WONDER WHO'S KISSING HER NOW (Perry Como)
10. FIGHTIN' AND FIGHTIN' (Dorothy Shay)
The publication of the first week's tabulations in our Second Annual Music Poll, solely sponsored and conducted by The Cash Box on behalf of the Automatic Music Industry, aroused tremendous interest among recording chiefs, artists, managers and the artists themselves. Telephone calls, wires and the mail brought hundreds of requests for additional copies of the tabulations. Artists personally requested that we keep them posted on their standing. Music ops are urged to fill out the prepaid voting card, found on every issue of The Cash Box, and mail it immediately. Operator associations from coast to coast have distributed cards to their members and are cooperating wonderfully. Keep those votes coming in for your favorite artists and records who made you—the operator—the biggest money in 1947.

While we're on the subject of the music poll, let's talk about a record that seemed destined to give The Murphy Sisters a tremendous boost. The song just issued and titled "War If You Ever Get Married" seems like a natural for tavern spots. Many ops can expect to see one of the largest promotional efforts on the tune, accompanied with special in the way of disk promotion to suit using. "Advance orders are astounding," says Ivy Paris, eastern music producer, manager and apost, "and we expect this record to be our biggest ever."

Oscar Moore, ace guitarist for the King Cole trio, fainted to snow at a concert the combo played in Pittsburgh last past week and forced Nat Cole to go on as a duo. Oscar recently announced that he was leaving the Cole group to join Brother Johnny Moore's Three Razors. Cole waited for him until curtain time and then seceded to go on with himself and his drummer. He explained the absence of Moore to the audience and announced that anyone requesting their admission money returned would get it. Two sham's out of the packed house up and left.

Robert Music, New York, acquired the Heartbeat Song, "That's What Your Heart Is For" this past week. We're wondering if Rita Hayworth's heart went along with the title. Henry Okun handling record exploitation for Larry Green, Vaughn Monroe and Beryl Davis. Duke Ellington receives the honorary degree of Doctor of Music at St. Ambrose College, Davenport, Iowa next week. MGM's disking of "Paradellia" by the Kern Kobblers fooled loads of Huling fans last week. The Kobblers played the song straight, away from their usual comic routine. Huling conducted a "mystery band contest" and of the more than 10,000 answers, received only 25 nailed the Kobblers to the waxing. The Stan Kenton crew are on their way. The revitalized ork are currently making a tour of the west coast and will start the trek eastward sometime late November. Elliott Lawrence, vocalist Roy Patton and Jack Hunter narrowly missed death this past week when their convertible Buick skidded into a guard rail near Spring Valley, New York. The trio were rescued by a bakery truck after being badly shaken. The entire Lawrence ork makes their tours in a caravan of yaller Buick convertibles.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEW YORK—From all present indications the record manufacturing industry is in for an extended period of boom sales as the top juke box manufacturers of the nation start their biggest sales drive in an effort to reach the 500,000 juke boxes on location mark and, at the same time, remove from the market all machines of ten years and older vintage.

For sometime juke box manufacturers have been planning drives along this line in an effort to modernize all present phonos. The Rudolph Wurlitzer Company of North Tonawanda, N. Y., have just shown their new "Model 1100" phonograph featuring Zenith's "cobra" tone arm.

It is believed that other leading manufacturers will also follow this introduction with new machines to boost their own sales stock to the trade. Some are also planning introduction of new accessories, especially wall boxes, which will boom up play on all locations. New speakers which have already been shown by some of the industry have ever yets been seen. Steppers, volume controls, line boosters, and other accessories all tend to bring the juke box business up to the finest tone class in music history.

As these sales drives get under way, with especially attractive deals being made by the distributors of the leading manufacturers to the nation's juke box operators, there is no doubt that record sales will boom to meet the location of new machines everywhere in the country.

In addition such machines as AMI's "Model A" and Mills Industries' "Constellation" which feature 40 selections have already started great and careful record purchases. These last named use 29 records but play both sides of the record and, therefore, the operators who have purchased these machines are becoming among the most careful record buyers. They must be sure of the record having two good sides which the public will spend nickels to play.

There is also a drive afoot in almost every territory in the nation for opera-
tors of juke boxes to obtain $15 per week front money guarantee to assure them covering their present overhead. This development, as it becomes national in scope, will assure the trade going ahead on an even more profitable and financially sound basis. This means that the record makers will more greatly profit from record sales.

There are a few who are pioneering new developments, such as the combination automatic phonograph and television machines. These may yet prove among the most outstanding and most profitable of the new ideas in automatic music. Here the operators are being urged by one manufacturer, the Videograph Corp., to obtain $10 per week in front money to pay for this $1,175 instrument which combines an Emerson Television Receiver with the operator's present music mechanism, both coin operated.

There is no doubt, then, from a survey of the field and from the further fact that the top juke box manufacturers are driving their sales forces harder than ever to reach a new high mark of machines on location to surpass the 500,000 juke boxes now in the nation's retail outlets, that the record making industry is in for one of the best booms from the juke box business which will, in turn, boom direct to the home sales market as it always has done in the past.

As one noted juke box manufacturer stated, "Regardless of what happens to general business in '48, we predict that the juke box industry will go on ahead more rapidly than ever before and that it will reach peak heights during that year. We also believe that as inflation sets in more and more of the nation's juke box operators will bolster their locations with new equipment for such an era always lends itself to greater profits in the juke box business."

With these facts before the record manufacturers it is time that the greater majority of them eliminated their present "horse and buggy" business and exploitation methods and modernized to meet the jet plane business conditions of the present day. This is the time when the record manufacturers can assure the steadiness of their sales market by an all out exploitation of the juke box field. The same is true of the artists and publishers who are seeking to bring their material to ever greater prominence in all divisions of the music business.

The juke box reigns supreme today as the greatest sales outlet and exploitation center of the record industry. It is the one field which has received the last consideration of most of the record manufacturers and publishers. The artists have gradually come to realize its power, prestige, and importance. They have grown closer to it and are trying to better understand it. They know that in the smaller communities of the nation the juke box is the one musical outlet which attracts tremendous patronage because it is the one and only outlet which allows the public the choice the music it wants to hear when it wants to hear it.

There is a boom getting under way which, once again, is not of the record manufacturers making. It is a boom being created for them by the Juke box Industry. It once again reassures them of great national market possibilities and it is time that they tied right in with it for all they are worth to make this the greatest outlet for their record exploitation.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS.
CHICAGO — Several new bands opened in town this past week. Grill Williams stepped into the Empire Room at the Palmer House ... Buddy Moreno's ork doing a four-week stand at the Aragon ... Benny Strong and his ork going over just as strong as ever at the Stevens. Benny is all agog about his arrangement of the old hit titled "That Certain Party." (Thanks for the aircheck on the tune, Lee, it sounded super.) ... Old Satchmo Louis Armstrong continues to draw some of the greatest crowds in Chicago's jazz history at the Rag Doll. ... Eddy Howard, otherwise known as the "King of the Juke" follows Buddy Moreno into the Aragon. Eddy passed the 40,000 mark in the Second Annual Music Poll this past week ... Frankie Laine still doing encore for three happy Fifties crowd that crowd the College Inn every night. Following this stint, Frankie moves to the Oriental, his latest waxing, "Two Loves Have I," looks like it's needed for the top brackets. We hear Robbins Music Co. have taken over the immediate exploitation of the tune with some music folk pegging the tune higher than "That's My Desire".

... Aristocrat Records inked the well known race artist, Jo Jo Adams. Jo just inked a successful engagement at the Cub's Iza ... will sautone of St. S. lius.r.o.i. awaiting Hattie Brooks' engagement here ... Specialty Records c.a.d., Art Rupe, very happy over the way disc sales are buying for any attin disks. Art made a special trip to Chi to cut more of Roy ... Nat Miller of Lee Feist telling us all of the ifs-and-buts of the music publishing business. Ned is one person that knows ... Dick Bradley of Tower Records very pleased over the success of "How Soon." Dick told us he was taking off for the west coast soon where he will set up some new pressing plants. Meanwhile, Arthur Kaye, General Sales Mgr. for the Tower line is busy setting up distrats and handling things at this end ... We're anxious awaiting to hear a record of Sherman Hayes' composition, "Out Where The Tall Corn Grows" ... Tex Williams of "Smoke, Smoke, Smoke" fame is jamming them in at the Oriental ... Eddie Richmond, well-known music man in these parts, just returned from New York to take over midwest duties for Chappell Music Corp.

... The Shelton trio, who opened a short time ago at the Graumore Glass Hat, are scheduled to do several sides for Mercury Records Bregman, Vocca & Gern along with their subsidiary music firm Supreme Music have three numbers right up on top now. The song, "You Do," "Kokomo, Indiana," and of course "Near You" ... Whirls at Universal Records all thrilled with their latest discovery, Warren Durret's band and chirp Ellen White. An audition recording that came into the office of Universal started it all. Officials of the plattery were so pleased with the disking that they immediately contacted Durret in Kansas City. The crew are currently in town signing contracts and cutting already ... Sarah Vaughn continues to warble to capacity crowds at the Club Silhouette. Sarah's rendition of "Everything I Have Is Yours" is steadily climbing up the ladder. ... The boys from the South Side report Annie Laurie's DeLuxe recording of "Since I Fell For You" in first place and riding hot and heavy throughout the windy city. And by the way, watch for an important announcement regarding this well known race vocalist in the very near future ... Ruth Patch, pub director for Vitaphone tells they are planning a big tie in campaign with the Walter Thornton model agency in New York. Ruth reports that the Honey Dreamers will do a waxing of "Pin Up Girl" in connection with this campaign.
New York Oos Banquet Skedded For Heavy Attendance Show

NEW YORK — The forthcoming New York Automatic Music Operators Annual Banquet, scheduled for the Hotel Waldorf-Astoria, Oct. 18th already has shown signs that a capacity attendance will hold forth.

Barney Schlanger, business manager of the Association disclosed that operators demands for tickets have exceeded that year’s meet already, and that the trade group is expected to have its largest crowd ever. Planned entertainment, the highlight of the evening has already been dealt with and all the recording companies are to be represented. A program, to be put on by the association, will also be presented.

Operators, nevertheless are urged to get in their request for tickets immediately. Stars of stage, screen and radio will appear on the program it was learned with several important announcements regarding the affair forthcoming.

Rising Balladeer Guest at “The Cash Box”

NEW YORK — Paying an unexpected visit to The Cash Box offices in New York this past week, Vic Damone, currently set New York’s business market howling, one of the hotter items in the wax market.

Pictured at the left with Bill Gersh, publisher of The Cash Box, Vic smiles while the flashbulbs pop.

Vic’s recording of “I Have But One Heart” saw peak sales reached for Mercury Records, and also saw the young crooner score success with his first recording. A familiar face to many juke box operators, Vic has been seen at many of operator meets and shows. Currently playing an engagement at Buffalo, N.Y., Vic is being prepped for a spot at New York’s famed Paramount Theatre.

Beneke Drops Miller Name In Band Billing

NEW YORK—Tex Beneke, who has used the Glen Miller name alongside his name in the maestro’s band activities has announced that he will drop the Miller name from his band, this coming February.

At that date it was learned, the band will have completed pending commitments and a six week stay at Palladium Ballroom, Hollywood. It is believed that Beneke has achieved stature of his own to warrant his dropping the Miller name.

He is known only as Beneke in music circles when mention of his band comes up.

When the Miller ork resumed activity after their discharge from the Army Air Forces, it was planned at that time not to use Miller’s name at all in conjunction with the ork. At first the combo was known as the Glen Miller orchestra under the direction of Tex Beneke. Later on this billing was changed to the Miller-Beneke tag on RCA-Victor records and stage billings.

EXCLUSIVE DISTRIBUTORS IN NEW YORK - NEW JERSEY & CONN. for TOWER RECORDS 1st Release — And It’s Sweeping The Country “HOW SOON?” By Jack Owens TOWER 1258 IN STOCK—No. 1 RECORD IN THE COUNTRY "NEAR YOU" By Francis Craig and His Orch. on BULLET RECORDS Getting Bigger and BIGGER "MONEY HUSTLIN’ WOMAN" "REAL GONE" By Amos Millbern Aladdin No. 191 MAJOR DISTRIBUTING COMPANY, INC. 563 WEST 42nd STREET, NEW YORK Wisconsin 7-9230 106 DeKalb Avenue, BROOKLYN MAIN 2-7960 Presentation of THE CASH BOX when answering ads—it proves you’re a real coin machine man! Roy’s Latest Hit! “THRILL ME” and “Big Fat Mama” Specialty SP518 “True Blues” and “Camille’s Boogie” Specialty SP510 A Juke Box Hit JOE LUTCHER’S “ROCKIN’ BOOGIE” and “BLUES FOR SALE” Specialty SP303
'47 VOTES SHOW
NEW MUSIC TREND


NEW YORK—The voting for the best records and most outstanding recording artists of 1947 which started with the September 24 issue of The Cash Box for the Automatic Music Industry of America, on request of all associations and leaders of the juke box business, already indicates a great many surprises in store, prior to the final count of all votes.

With the owners of the nation's 500,000 juke boxes, 2,500,000 wall and bar boxes, over 1,000,000 non-selective music boxes and approximately 100,000 wired music shell casting votes in this Second Annual Poll, there is no doubt that the trend of music among America's juke box operators will be well worth the analysis and study of everyone now engaged in the production and exploitation of popular music.

One very definite trend has already crept into the voting of the first cards mailed. That is that the automatic music trade has swung over to the oldies with more zest than was ever predicted or expected, regardless of the fact that so many in the music business noted this trend earlier in the year.

Whereas 1946's poll showed a definite trend to the more modern music of the day with the new songs getting most of the attention, as for example "The Gypsy" won the vote as the best money-making record of 1946, and "To Each His Own" brought the laurels of "juke box king's orchestra" to Eddy Howard, this year's poll shows a definite swing back to the oldies with "Peg O' My Heart", as done by the three Harmonists, leading this field. The same is also true in other divisions of the poll.

Once again Eddy Howard jumped heavily into the lead for the best orchestra of 1947—where title he won in 1946. But, in the male vocalist class, Perry Como is far overshadowing the ever popular Bing who captured the crown in '46. And in the female vocalist group there has been a sudden swing of votes over to Jo Stafford and away from Dinah Shore who held the title of "Queen of the Juke Boxes" in 1946. As yet, the votes are far from their final count and many changes will yet occur in each division of the field.

Also surprising to many is the strength shown by such new vocalists as Frankie Laine and Art Lund who instantly jumped into the heavy voting class right with the first cards which arrived at the offices of The Cash Box. It is already expected that these men, and some of the others, such as Vic Damone and Mel Torme can be counted upon to score heavily in the male vocalist field.

This year in the male vocal combination group, the Mills Brothers are challenging the former kings of this group, the Ink Spots, and from present indications this will be a real battle to a finish between these two groups for the "oscar" in this division.

In the female vocalist field, the Andrews Sisters, who bowed in 1946 to the Dinnings, have jumped into a commanding lead, and it is believed will retain it throughout this Second Annual Poll.

Dozens of songs are as yet expected to make their showing in the "Best Money-Making Record" as well as in the "Race", "Western" and "Hillbilly" divisions. With the "Peg" well away to a good lead, it shall be interesting to note how the "Anniversary Songs", "Near You" and "That's My Desire" and some of the other favorites of 1947 will stack up against this oldie. There are many who yet predict that the "Anniversary Song" will not only catch up, but may take the "oscar" in this class.

What is most remarkable this year is the marvelous cooperation being offered by everyone of the juke box operators throughout the nation. All associations have arranged to have cards mailed and personally distributed at their mass meetings so that everyone of their members casts votes.

In addition, requests for jne voting prepaid postcards have arrived from leading juke box manufacturers and distributors who are including them in their mailings and also having their salesmen pass them along.

The entire juke box industry which has awarded the exclusive conduct of the poll for the second straight year to its "official bible" — The Cash Box — is now out to obtain 100 per cent voting power back of this Second Annual Poll to give some indication to the music business of the strength of this industry in helping bring Americans the popular music of the day.
USMC To Hypo Drive Thru Music Ops
WASHINGTON, D. C.—Marine Corps Headquarters, this city, announced this past week that they have invited all phases of the music and entertainment community to join in the observance of the 100th birthday of the world famous Marines' Hymn during the week of December 7th to 13th.

Popular recordings of the Marines' Hymn are being re-issued for the centennial observance and will be distributed to radio stations all over the country. Orchestra leaders, network radio programs, and the automatic music industry are being requested to feature the Hymn during the Centennial Week.

The Marines' Hymn Centennial observance coincides with the nationwide drive to build the Citizen Marine Corps to full strength. High point of the recording campaign is planned for January.

In a statement by Brigadier General W. E. Reilly of the Marine Corps, the general said, "Placement of popular recordings of the Marines' Hymn on automatic music machines will assist greatly in reaching a large audience."

"We hope by frequent playing of the Marines' Hymn to make the public conscious, in preparation for the nationwide drive. You can help the Marine Corps build insurance for peace by placing copies of the Hymn on your machines."

London Diskery Sets Release Dates
NEW YORK — The shroud of mystery surrounding the formation of the London Gramophone Corporation and their entry into the recording business broke this past week, with the announcement that the diskery was already readying their first platters for shipment to the United States.

Seen in music circles as a large threat to the impending Petrie ban on all recordings, the London entry in the disk biz is of importance. The first release of platters by London, scheduled for November 15th, will include recordings by Beryl Davis, Gracie Fields, Anne Shelton, Vera Lynn and "Tootie" Cameron.

London will have full recording range, and in addition, will use a high shellac content in the making of their recordings, according to Mr. Toler-Bond, director of the plattery. After spending several weeks in the U. S. on organizational business, E. R. Lewis, president of the firm, returned to England to set pressing plants into operation.

The initial release of London will contain the Gracie Fields recording of "Now Is The Hour", the number one hit in England Beryl Davis' version of "You Know I Care" and Anne Shelton's arrangement of "El, El."
IMMEDIATE DELIVERY

In All Principal Cities Through Courteous Distributors — plus...

in PHILADELPHIA
David Rosen Co.
3511 Sansom St.

in CHICAGO
James N. Martin
140 Logan Parkway
Chicago, Ill.

in CLEVELAND
W. E. Harvey Co.
1111 Superior Ave.
Cleveland, Ohio.

in NEW YORK CITY
Malcolm Distributors
1700 Broadway
New York City.

in SAN FRANCISCO
Cavalcade Distributors
1555 Market St.
San Francisco, Calif.

in NEW ORLEANS
Mrs. Phoenix
509 Tchoupitoulas
New Orleans, La.

ANNIE LAURIE and the PAUL GAYTON TRIO

...Terrific Hit!

SINCE I FELL FOR YOU
LOVE THAT MAN

DE LUXE #1082
(Listed in The Billboard's Most Played Juke Box Race Records)

JOHNNY HAD A YO-YO
YOUR DADDY WAS A SOLDIER
by RUTH WALLIS

DE LUXE #1089

OUT OF THIS WORLD

BORRAH MINEVITCH

DE LUXE RECORD CO., INC. • LINDEN, N.J.

DE LUXE RECORD CO., INC. • CHICAGO, ILL.

DE LUXE RECORD CO., INC. • DETROIT, MICH.

DE LUXE RECORD CO., INC. • PHILADELPHIA, PA.

DE LUXE RECORD CO., INC. • NEW YORK, N.Y.

DE LUXE RECORD CO., INC. • CHICAGO, ILL.

DE LUXE RECORD CO., INC. • DETROIT, MICH.

DE LUXE RECORD CO., INC. • MINNEAPOLIS, MINN.

DE LUXE RECORD CO., INC. • NEW YORK, N.Y.

DE LUXE RECORD CO., INC. • BALTIMORE, M.D.

DE LUXE RECORD CO., INC. • HARTFORD, CONN.

DE LUXE RECORD CO., INC. • NEW JERSEY

IN DETROIT
W. E. Harvey Co.
12444 Livernois Ave.
Detroit, Mich.

IN PITTSBURGH
Standard Distributing Co.
1705 Mc., Pa.

IN MINNESOTA
G. O. S. Distributing
253 W. Kellogg Blvd.
St. Paul, Minn.

IN BOSTON
Music Supplies of
17 Chadwick St.
Boston, Mass.

IN ST. LOUIS
Commercial Music
510 N. Sixth
St. Louis, Mo.

IN KANSAS CITY, MO.
Commercial Music
256 East 12th St.
Kansas City, Mo.

IN BOSTON
Music Supplies of
17 Chadwick St.
Boston, Mass.

IN BALTIMORE
Commercial Music
512 Pennsylvania Ave.
Baltimore, Md.

IN HARTFORD
Pickard Corp.
10 Cheever St.
Hartford, Conn.

IN NEW JERSEY
Atlantic Distributors
50 Warren Place
Newark, N.J.
"A Cowboy's Christmas Song"

"Tulsa, Straight Ahead".

ROY ROGERS (Victor 20-2517)

• Western star with wide following offers a platter that is easily suited for the dancing and pleasing crowd. Roy Rogers pitches his pipes on this side to come out with a disk that seems to beg for coin. Warbling the popular lyrics to "Saddle Serenade", Roy gives his fans a beautifully appointed record to turn out a first rate performance. Horse beat echoes in the background, with Rogers grabbing all the glory for a top piece of vocalizing. On the flip is a bit of a novelty stunt. Roy rolls to the tune set by "Do Yo Or Don'cha". Mood is fast with Roy's pitch making for laughs, merriment and loads of coin play.

"Don't Let Your Sweet Love Die".

"Tennessee Gambler".

MED STAN (Majestic 11022)

• Pair of sides which ops may find as adequate material for the dancing phonograph crowd. These offered in real rustic fashion and labeled as "Your Sweet Love Die", and "Tennessee Gambler." It's Me and Stan to the fore to walk the charming woldage we find on the pair, and aimed at those mountain spots, the sides should pull well. Top deck features wonderful guitar accompaniment, with the lyrics weaving a bear jerker style around the title. Backing picks up the beat and offers kicks replete with joy as the pair knock off that "Tennessee Gambler." Guitar work on this side is exceptional with folk go for this brand bound to win in Western instrumental.

"Don't You Dare".

"An Empty Future".

WILEY & GENE (Victor 7501)

• Rated by many as a top duo anywhere, Wiley & Gene step to the fore here and render a disc that is as rich and vivid as a sunlit day.

Off the usual track in folk and country music, the duo combine talents with fine instrumental backing to knock out "Don't You Dare." Wiley & Gene walk their way around to their gal in fine style which seems sure to attract country folk. Following of the pair should account for a healthy ride on this side. Flipped, we find the metro changed and a wonderful guitar piano solo in the background, as Wiley and Gene spill "An Empty Future." Side is well loaded with possibilities.

---

Short Shots

FROM THE HILLS AND PLAINS

Reports that the entire folk and western world are greatly disturbed over the manner in which the New York World-Telegram handled that great folk and western story, this past week continue to flood the office. Large argument is that the Tel featured pics of pop art-ists who had gained wide success thru the exploitation of traditional music. True folk and western artists, such as Roy Acuff, Ernest Tubb, "the Dixie" Deimore Bros., Jimmy Wakely and others were not mentioned in the article, the beef is and therefore, the story did not reflect a true picture on folk and western music. ... nor doe the article mention Fred Rose, who is aking of song-writers. Rose is conceded to be the greatest writer ever over folk artists gather.

• • •

Jimmie Dale all smiles when he saw the first reports in The Cash Box Second Annual Music Poll. Jimmie's recording of "Wabash Cannonball" leads the parade in the Hillbilly Division and votes continue to pour in. ... Jesse Rogers really tore the house down when he guested with Red Foley at the Grand Ole Opry recently. ... Jack Dunigan doing a grand job on his recording deal out of St. Louis. ... Billy McKay packing the Colonial Inn in Paterson, N. J. ... Sam Martin, one of the better known folk-singers around town has a sain fire protege in Chuck Story, curr-ently at the Somerset, N. Y. ... The Connecticut Kernels riding high on ABC Saturday afternoon's show on "The Dixie Cannonball" ... Rosalie Allen's latest Victor release, "Mountain Polka" sked-
ded for the big time report those in the know. Watch this platter zoom. ... Cottonseed Clark still tops as West Coast producer of folk shows. ... Texas Jim Robertson inaugurating a new show on ABC Sunday night. ... Eddie Dean's Majestic disc "It's A Boy" getting peak play from ops. ... Jerry Scoggins of the Cass County Boys, a natural for flicker fame ... Ditto Johnny Paul.

* * *

Smiley Wilson has left the Shorewood Inn (Peoria) after eleven weeks of play-
ing to capacity crowds and reaching a new high in sales of his "Gotta Get To Oklahoma City." Smiley heads for Gad-
ner, Ala, where he and his Circle Three Ranch Gang will headline the three hour "live" Saturday night "Dixieland Jam-boree" over WOAI. Also billed on the Jamboree is Kitty Carson ... Snooky Lason, WSM-NBC singing star signed a recording contract recording this past week. The new arrangement severs Snooky's connections with the Ray Noble ork, for whom he was top warbler. Tentative plans call for Lason to fly to Hollywood and cut eight sides with Earl Hagen and his ork ... Uncle Tom, rustic jockey at WNOX, Knoxville, has another platter show going now ... Jim Osborne signed a King recording contract this week. Jim is heard by over KWKH, Shreveport, La. ... Jesse Rogers recently paid a visit to the Phila-
delphia Hayloft Hoedown show. He was an original member of the cast before going to St. Louis, where he started the Barnyard Follies.

IT'S 6-SENSATIONAL
For The Number & Spot In Your Machines!

"PLEASE DON'T PLAY NUMBER SIX!"

RECORDED BY

FRANCES LANGFORD

ON MERCURY No. 1057

It's No. 1 on the Music Machines in New York — and spreading throughout All Territories Fast. Don't Get Caught Short!

ORDER ONE FOR EACH OF YOUR MACHINES

BOBBY WORTH MUSIC PUBLISHERS, Inc.

HOLLYWOOD, CALIF.

501 MADISON AVE.

HOLLYWOOD, CALIF.

4812 SUNSET BLVD.

THE CASH BOX IS NOT SOLD ON NEWSSTANDS

Standard Songs are MONEY MAKERS!

"I LIKE MOUNTAIN MUSIC"

VIRGINIA ROUNDS — Beef Don't 5252

TED WEMETS — Victor 24266

Published by,

M. WITMARK & SONS

MUSIC PUBLISHERS HOLDING CORP.

NEW YORK, N. Y.

JUST RELEASED!

INVITATION TO LOVE

BY BARBARA CAMERON

ORDER THIS POPULAR K+4 ALBUM TODAY!

WRITE WIRO PHONE

THE CASH BOX
HOTTEST MONEY-MAKING RECORDS IN ALL JUKE BOX HISTORY!!
Eastern Music Ops Have Gone Absolutely Nuts Over Them

"MY GUITAR IS MY SWEETHEART"
Backed With "CASTANETS AND LACE"
REGENT RECORD No. 107

"NAUGHTY ANGELINE"
Backed With "AFTER YOU"
REGENT RECORD No. 108
BOTH SUNG BY THE SENSATIONAL
Johnny Lane
with Dave Rhodes Orchestra

RECORDS MADE FOR OPERATORS BY OPERATORS!
Order From Your Nearest Distributor
ALL STATE DISTRIBUTORS
MAJOR DISTRIBUTING CO., Inc.

1184 ELIZABETH AVE., ELIZABETH, N. J.
The Top Ten Tunes Noting
Heaviest Play Compiled From
Reports Submitted Weekly To
The Cash Box By Leading Music
Operators in New York City's Harlem.

FOOL THAT I AM
Dinah Washington (Mercury)
In third place last week, the
sensational demand of our moves this
play ditty into the top spot.

TRUST IN ME
Hadda Brooks (Modern 150)
Always a coin caller, this song
holds tight to its spot for the
fourth consecutive week.

TRUE BLUES
Roy Milton (Specialty 510)
In seventh place last week, the
loud voices of our moves this song
into the top three leaders here.

HE'S A REAL GONE GUY
Nellie Lutcher (Capitol 40017)
On top of the heap last week, Nellie Lutcher moves down a few
hills as she takes over fourth place.

EARLY IN THE MORNING
Billy Jordan (Decca 24155)
Oh! did this one take a jump!
On the bottom last week this place
Jordan tune moves up into the
money brackets here.

EVERYTHING I HAVE
Sarah Vaughan (M-P-G-M 4941)
In eighth place last week, this
sensational Sarah Vaughan recording
keeps hold of eighth place now, with
age continuing to hay.

BIG LEGS
Gene Philips (Modern 20-527)
Moves down a few here after a
long ride on top. In fourth place
last week, "Big Legs" takes over
the seventh spot here.

DON'T YOU THINK I
OUGHTA KNOW
Bill Johnson Orch. (Victor 20-2225)
In sixth place a week ago, this
coin caller moves down a bit into
the eighth spot now. No still
report hears play.

LOVE THAT MAN
Annie Laurie (Deluxe 1002)
Prived as a fast rising tune. With
Chicago playing the other side
and New York this one, the
demand is bound to increase.

THRILL ME
Roy Milton (Specialty 510)
Breaks into the big time with Roy
Milton radio hot. "Thrill Me"
really is thrilling loads of ops.

From BVC—
YOU DO
Recordings
BING CROSBY with CARMEN CAVALLARO (Decca) • VIC DAMONE (Mercury)
LARRY DOUGLAS with RAY BLOCH (Signature) • HELEN FORREST (M-G-M)
GEORGIA GIBBS (Majestic) • VAUGHN MONROE (Victor)
DINAH SHORE (Columbia) • MARGARET WHITING (Capitol)

From BVC—
KOKOMO, INDIANA
Recordings
DICK "TWO TON" BAKER (Mercury) • BING CROSBY (Decca)
FOUR CHICKS AND CHUCK (M-G-M) • VICTOR LOMBARDO (Majestic)
VAUGHN MONROE (Victor) • DINAH SHORE (Columbia) • MEL TORME (Musicraft)

From Lombardo Music, Inc.—
THE ECHO SAID "NO"
Recordings
ART KASSEL (Mercury) • SAMMY KAYE (Victor)
ELLIOt LAWRENCE (Columbia) • GUY LOMBARDO (Decca)

From Supreme Music Corporation—
NEAR YOU
Recordings
THE ANDREWS SISTERS (Decca) • DICK "TWO TON" BAKER (Mercury)
DOLORES BROWN—AUDITIONES (Sterling) • FRANCIS CRAIG (Bullet)
FOUR BARS AND A MELODY (Savoy) • LARRY GREEN (Victor)
ELLIOt LAWRENCE (Columbia) • VICTOR LOMBARDO (Majestic)
ALVINO REY (Capitol)

From Supreme Music Corporation—
HOW SOON? (WILL I BE SEEING YOU)
Recordings
BING CROSBY with CARMEN CAVALLARO (Decca) • DICK FARNEY (Majestic)
JOHN LAURENZ (Mercury) • VAUGHN MONROE (Victor)
JACK OWENS (Tower) • DINAH SHORE (Columbia)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEW YORK — The forthcoming huge benefit show, to be sponsored by the Hospitalized Veterans Music Service, on behalf of the thousands of hospitalized veterans in Metropolitan New York area has gained the wholehearted cooperation of recording companies and artists, a spokesman for the veterans organization disclosed this past week.

The veterans organization, who provide free professional music instruction, special instruments and entertainment for veterans recently met with several chieftains of the various recording companies and disclosed that the diskers will cooperate with them to the fullest extent.

Among the many on the recording committee of the show are Marnie Sacks; Columbia; Miss Constance Hope and Eli Oberstein, RCA-Victor; Mike Cannon, Decca; Les Savin, Majestic; Walter Rivers, Capitol; and Harry Myerson of MGM Records. Local 802, American Federation of Musicians have also announced that they will sanction the affair.

Artists who are scheduled to appear are Frank Sinatra, Perry Como, Vaugh Monroe, Eddie Condon, Robert Merrill, the Joe Mooney Quartet, Nellie Lutcher, Noro Morales, Guy Lombardo, Jean Sal- lom, Eddie Ichsen, Sammy Kaye, Beryl Davis and Jack Smith.

The organization is a division of the Musicians Emergency Fund and in the past two years have donated to well over 1600 hospitalized veterans.

**Majestic Records**

**Sign Butch Stone Ork**

ELGIN, Ill. — Majestic Records, Inc. this past week announced the signing of Butch Stone and his orchestra to their artist roster, simultaneously with the release of his first recording, "Hey Sister Lucy" and "I'll Love You Till Your Money's Gone Blue.

Stone has one of the better known small combinations of the day and for years was top comic vocalist with the Les Brown orchestra. He also recently signed a motion picture contract with Monogram Pictures.

Butch went out to front his own ork when the Les Brown crew recently dis- solved.

**Kapp Honors Lombardo**

NEW YORK — Jack Kapp, (left) President of Decca Records, Inc., guesting on Guy Lombardo's show during Constitution week presented Guy with a special leather-bound album of "Our Country's Heritage," in appreciation of Guy's services during the war and his "present efforts in behalf of the armed forces. The album contains historic poems by Bing Crosby, Walter Huston, Frederic March and other stars. Guy is also currently riding hot and heavy in "The Cash Box" Second Annual Music Poll.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Specialty Records To Guarantee Ops 100 Plays

LOS ANGELES, CALIF.—An interesting news item via Specialty Records this city, came our way this past week.

Specialty Records proxy, Art Rupe, announced that he will shortly present a deal to music operators, whereby he will guarantee 100 or more plays on his records, or the recording will be replaced.

This item presents an interesting note, due to the increased demand by music operators for a longer wearing record. Rupe, recognizing the problem of the music op has something here in his statement guaranteeing 100 or more plays per record. It will be well known that the music op must change approximately 2½ records per week, depending upon the popularity of his platen song. Should Specialty Records be found to have a long wearing quality, it will undoubtedly prove of vital importance to every music operator in the nation.

Increased pressure by music operators in the direction of record manufacturers would force the disc makers to make some statement regarding better quality in platters. It is well known that several major recording companies have been conducting tests with various compounds, with no disclosure of the success they have met could be learned.

Majestic Records Preps Foreign Wax

NEW YORK—The disclosure this past week that Paul Baron had left for Europe to prep several waxing deals led to the further belief in music circles that many recording firms are hurriedly gathering all sources of additional recording, should the threat of a violation of Labor impose its threatened recording ban this forthcoming December 31.

Baron, Majestic Records vice president and artist and rep chief flew to Europe to cut a number of non-pop masters for his firm using several French and Swiss artists. It was learned that recording dates and artist contracts have been set and negotiated, but the firm would not disclose any further information regarding Baron's European jaunt. It is also believed that Baron has been negotiating for sound track material in Switzerland, and that he hopes to bring the material back to the U.S. for Majestic.

Cowboy Views Packard

DALLAS, TEXAS—Guesting with the boys at Walbo Sales Co., this city recently was RCA-Victor recording artist Bill Boyd. Bill popped in suddenly, and before the conversation was over there he was a ganger at the new Packard phone.

Bill was the first movie cowboy selected by the Treasury Department to tour the country on a War Bond campaign.

Musicraft Pacts Shep Fields Ork

NEW YORK—Musicraft Records Inc., this city, announced the signing of the Shep Fields orchestra to a term contract this past week.

The signing of Fields, who recently purchased the Glen Island Casino, marks the first name orchestra or single that the revitalized platterty has contracted since its lapse into financial throes several months ago.

The signing of Fields was announced by Dan Edelman, newly appointed advertising and promotion manager of the platterty. Recording schedules are now being set up, and Edelman disclosed that first platters should be ready for market by the first of November. Plans are to use his "rippling rhythm" style for which he was so well known several years ago. A twenty-three-piece orchestra, plus male and female vocalist and a vocal combination are set to work with the Fields orchestra. It was also learned that several new distributor appointments are in the offing, and that they would be announced in the near future.

New Indie Pops

HOLLYWOOD, CAL.—Lion Records, new indie label into the recording business, will market a new type of record, made of wood pulp, tar pitch, and several other secret ingredients, it was learned this past week.

The Lion entry into the field is looked upon with speculation in some quarters in view of the threatened Petrillo ban on recording.

The disk, to be named "Sterilite" is unbreakable and is a product of number tycoon Alfred E. Simmons. Last week Sidney took over the offices of the bankrupt Pan American Record Co., and is currently engaged in buying up loads of old ARA recordings. These recordings, which feature Bob Crosby, Ginny Simms, Jan Savitt, Judy Canova and many others, are to be pressed and marketed.

It was learned that Lion will seek to get most of its distribution in Canada and other British possessions.

Help Needed!

NEW YORK — A request by the Grand Street Settlement House, New York, came by this desk this past week. The neighborhood meeting place, which is a community project have disclosed to The Box the dire need for further planned activity to combat juvenile delinquency.

The Settlement House, in New York's east side slum area, is seeking the cooperation of the recording business to possibly some of their artists visit it.

The cooperation is there and waiting. Those kids on the street would only be too pleased to meet several stars. Give 'em a hand!

GREATER THAN EVER!

FRANKIE LANE

SINGS TWO WONDERFUL TUNES
"TWO LOVES HAVE I"
AND
"PUT YOURSELF IN MY PLACE BABY"

Mercury Celebrity Series No. 5064

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

"The Man Who Plays Pretty for the People"

Now on RCA VICTOR Records

and his first release ALREADY A SMASH HIT!

"CIVILIZATION"
(BONGO, BONGO, BONGO)
backed with

"FORSAKING ALL OTHERS"
RCA VICTOR No. 20-2400

Also Going Great

"SAY IT WITH A SLAP"
RCA VICTOR No. 20-2401

Just Released

"YOU CAN'T TELL THE DEPTH OF THE WELL"
(By the Length of the Handle on the Pump)
and

"I'LL NEVER MAKE THE SAME MISTAKE AGAIN"
RCA VICTOR No. 20-2477
New York—Disclosure this past week that several members of the automatic industry have endorsed the use of the new Dumor Compound in making records, led to wide speculation in the music business as to whether or not recording companies would adopt the Dumor Compound and use it in their processing.

The New York Operators Association recently conducted a test with recordings given to them by Dumor and compared the amount of play with other records.

One well noted music operator in the city said regarding Dumor, "We have tried the records you left with us" (Ed. note—Dumor) "and have found them a big improvement over all other records. They sound better from beginning to end and outlast many records several times. We wholeheartedly recommend Dumor to all record manufacturers."

It is well known in the music business that operators must secure the maximum amount of play from their recordings, so that they may operate at a minimum overhead. Operators, as one of the largest buyers of records are frequently "stuck" with recordings, when they find they only get several plays from a record. The operator that buys 500 records, and finds he has to replace them after having been played only a few times, operates at a great financial disadvantage. Nevertheless, he must continue to buy records and furnish his patrons with good music.

Another well known juke box operator stated, "After playing 12 records with Dumor and removing them from my machine, I can sincerely say that I was amazed to see the condition of the records after 71 playings. Dumor will undoubtedly become the greatest moneysaving item to juke box operators."

New York—Guesting with members of The Cash Box staff this past week at the 12th consecutive opening of the Vaughn Monroe orchestra, is maestro Vaughn Monroe himself.

Vaughn took time from the bandstand to say hello to the juke box representatives. Picture above, left to right: Fred Friedman, Vaughn Monroe, Bill Gersh, disc jockey Red Benson (WINS) and Bob Austin.

DeLuxe Preps Borrah Wax Hit Top Sales

Linden, N. J.—Dave Braun, President of DeLuxe Records announced this past week that the firm is currently planning a tie-in with the scheduled concert tour of Borrah Minnevitch.

DeLuxe who recently cut Borrah in an album is pressing to meet export problems before the harmonica virtuoso leaves for England this month.

Meanwhile, DeLuxe disclosed that their recording of "Since I Fell For You" and "Love That Man" is racking up peak sales figures. Both sides by Annie Laurie, offer a peculiar twist in the disc biz. Reports from Chicago indicate that the side the Windy City is going for is "Since I Fell For You," while New York operators report that "Love That Man" is the big moneymaker.

The company discloses that sales of the record already indicate another independent label hit. DeLuxe states that they have already sold over 135,000 copies of the record, with orders continuing rolling in. The plattery also disclosed that they are seeking other pressing plans to enable them to meet the heavy demand for the record.

Heavy sales on the recording were particularly found to stem from New Orleans where Annie Laurie and the Paul Gayten Trio recently caused quite a stir.

The Christmas Song

by Mel Tormé and Robert Wells

Bigger than ever this year with these GREAT NEW recordings

Bing Crosby . . . . Deca
Eddy Howard . . . . Majestic
Dick Haymes . . . . Deca
Tony Martin . . . . Victor
Kate Smith . . . . M.G.M.
Monica Lewis . . . . Signature
Doris Day and Les Brown . . . Columbia

and re-issued this year by popular demand

The King Cole Trio . . . . Capitol

Burke and Van Heusen, Inc.

Music Publishers

1619 Broadway

New York 19, N. Y.
“NEAR YOU”
the FRANCIS CRAIG--BOB LAMM PIANO AND VOCAL
IS THE NATION'S NUMBER ONE HIT!

Now We've Got FOUR MORE RIGHT IN A ROW!

“FLAMIN' MAMIE”
By Ray Pearl and his Orchestra, backed by "DEAR OLD DONEGAL," on Bullet Record No. 1007

"YOU SURE LOOK GOOD TO ME"
By the Big Three Trio, backed by "SIGNIFYING MONKEY" on Bullet Record No. 275

"KEEP YOUR MAN HOME"
By Sherman Williams, backed by "SHERMAN'S BOOGIE" on Bullet Record No. 276

"COAL MINER'S BLUES"
By Zeb Turner, backed by "YOU NEVER DONE ME RIGHT" on Bullet Record No. 636

HOW CAN WE STAND IT!
WE'RE SNOWED UNDER WITH HITS!

WATCH THAT "MAMIE" flame—and get there while they're HOT!

ORDER FROM YOUR DISTRIBUTOR
HE'S LISTED BELOW

BULLET RECORDING CO.
BOX 1002
NASHVILLE, TENNESSEE

MUSIC GOPS!
VOTE TODAY FOR BEST MONEY MAKING RECORDS AND ARTISTS OF 1947

MAIL IN YOUR CARD TODAY!

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
<table>
<thead>
<tr>
<th>MUSIC</th>
<th>MUSIC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WURLITZER</strong></td>
<td><strong>WURLITZER</strong></td>
</tr>
<tr>
<td>1100 Phonograph</td>
<td>No Price Set</td>
</tr>
<tr>
<td>1080 Colonial</td>
<td>875.00</td>
</tr>
<tr>
<td>1015 Std Phonograph</td>
<td>974.50</td>
</tr>
<tr>
<td>1017 Concealed Chgr.</td>
<td>499.50</td>
</tr>
<tr>
<td>3020 5-10-25c 3-Wire Wall Box</td>
<td>60.50</td>
</tr>
<tr>
<td>3025 5c 3-Wire Wall Box</td>
<td>43.50</td>
</tr>
<tr>
<td>3031 30-Wire Wall Box</td>
<td>39.50</td>
</tr>
<tr>
<td>3045 5c Wireless Wall Box</td>
<td>48.50</td>
</tr>
<tr>
<td>215 Wireless Transmitter</td>
<td>17.50</td>
</tr>
<tr>
<td>216 Wireless Impulse Rec.</td>
<td>22.50</td>
</tr>
<tr>
<td>217 Aux. Amplifier</td>
<td>30.00</td>
</tr>
<tr>
<td>218 30-Wire Adap. Terminal Box</td>
<td>15.00</td>
</tr>
<tr>
<td>219 Stepper</td>
<td>35.00</td>
</tr>
<tr>
<td>4000 Aux. Steel Speaker</td>
<td>45.00</td>
</tr>
<tr>
<td>4002 Aux. Plastic Speaker</td>
<td>45.00</td>
</tr>
<tr>
<td>4003 Aux. Wooden Speaker</td>
<td>17.50</td>
</tr>
<tr>
<td>4004 Musical Note Speaker</td>
<td>27.00</td>
</tr>
<tr>
<td>4005—Round Walnut Speaker</td>
<td>32.50</td>
</tr>
<tr>
<td>4006—Round Mirror Speaker</td>
<td>32.50</td>
</tr>
<tr>
<td>4007—Oval Deluxe Speaker</td>
<td>No Price Set</td>
</tr>
<tr>
<td>4008—Super Deluxe Speaker</td>
<td>No Price Set</td>
</tr>
<tr>
<td>4009—Recessed Wall Speaker</td>
<td>31.50</td>
</tr>
<tr>
<td>Model 28—Remote Volume Control</td>
<td>24.00</td>
</tr>
<tr>
<td>Model 241—Outdoor Speaker</td>
<td>55.00</td>
</tr>
</tbody>
</table>

**PINS**

<table>
<thead>
<tr>
<th>BALLY</th>
<th>BALLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nudgy</td>
<td>No Price Set</td>
</tr>
<tr>
<td>Silver Streak</td>
<td>289.50</td>
</tr>
</tbody>
</table>

**CHICAGO COIN**

| Gold Ball | 279.50 |

**EXHIBIT**

| Coed | 225.00 |
| GENCO | |

**GOTTIEB**

| Flying Trapeze | No Price Set |
| Bowling League | No Price Set |
| J. H. KEENEY & CO | |
| Click | 235.00 |
| P. & S. | |
| Shooting Stars | 249.50 |

**UNITED MFG. CO.**

| Nevada | No Price Set |
| Hawaii | 275.00 |

**WILLIAMS**

| All Stars | No Price Set |

**COUNTER GAMES**

| A.B.T. MFG. CORP. | 66.00 |
| BALLY MFG. CO. | |
| Heavy Hitter w/stand | 184.50 |

**GOTTIEB**

| DeLuxe Grip Scale | 39.50 |

**SKILL GAMES CORP.**

| Bomeer | 44.50 |

**ONE-BALLS**

| BALLY | 645.00 |
| Jockey Special | 645.00 |
| Jockey Club | 645.00 |

**GOTTIEB**

| Daily Races (F. P. Model) | 650.00 |
### BELL-O-MATIC CORP.

- 5c Jewel Bell: 249.00
- 10c Jewel Bell: 253.00
- 25c Jewel Bell: 255.00
- 50c Jewel Bell: 338.00

### GROETCHEN

- Columbia Twin JP: 145.00
- Columbia Deluxe Club: 209.50

### MILLS SALES CO. LTD.

- Dollar Bell: No Price Set

### O. D. JENNINGS

- 5c Std Chiefs: 269.00
- 10c Std Chiefs: 279.00
- 25c Std Chiefs: 289.00
- 50c Bronze & Std Chiefs: 389.00
- 5c Deluxe Club Chiefs: 299.00
- 10c Deluxe Club Chiefs: 309.00
- 25c Deluxe Club Chiefs: 319.00
- 50c Deluxe Club Chiefs: 429.00
- 5c Super Deluxe Club Chief: 344.00
- 10c Super Deluxe Club Chief: 334.00
- 25c Super Deluxe Club Chief: 344.00
- 50c Super Deluxe Club Chief: 454.00
- 50c Silver Eagle: No Price Set

### PAClE

- 5c Deluxe Chrome Bell: 245.00
- 10c Deluxe Chrome Bell: 255.00
- 25c Deluxe Chrome Bell: 265.00
- 50c Deluxe Chrome Bell: 375.00
- $1.00 Deluxe Chrome Bell: 550.00
- 5c Rocket Slug Proof: 345.00
- 10c Rocket Slug Proof: 255.00
- 25c Rocket Slug Proof: 265.00

### CONSOLES

- Wild Lemon: No Price Set
- Double Shot: No Price Set
- Deluxe Draw Bell 5c: 512.50
- Deluxe Draw Bell 25c: 532.50
- Hi-Boy: 339.00
- Triple Bell 5-5-5: 885.00
- Triple Bell 5-5-25: 910.00
- Triple Bell 5-10-25: 925.00

### BELL-O-MATIC

- Three Bells, 1947: 735.00

### BUCKLEY

- Track Odds DD JP: 1250.00
- Parlay Long Shot: 1250.00

### EVANS

- Bangtails 5c Comb 7 Coin: No Price Set
- Bangtails Coin 7 Coin: No Price Set
- Bangtail JP: No Price Set
- Bangtail FP PO JP: No Price Set
- Evans Races: No Price Set
- Casino Bell: No Price Set
- 1946 Galloping Domeses JP: No Price Set
- Winter Book JP: No Price Set

### GROETCHEN TOOL & MFG. CO.

- Columbia Twin Falls: 405.00

### PACE

- Challenger 5-25: 595.00
- Club Console: No Price Set

### ARCADE TYPE

- American Amusement Co.: 249.50
- Chicago Coin Mach. Co.: 499.50

### EDELMAN DEVICES

- Bang A Fitty: 10" - 8": 450.00
- 11" - 8": 450.00
- 12" - 8": 500.00

### ARCADE TYPE (continued)

### ESO MANUFACTURING CORP.

- Esso Arrow: No Price Set
- INTERNATIONAL MUTOSCOPE CORP.
  - Atlantic Bumper (Model B): 275.00
  - Deluxe Movie Console: 150.00
  - Deluxe Movie Counter: 140.00

### METROPOLITAN GAS CO.

- Card Vendor: 29.50
- Double Up Skill Bowl: 395.50

### SCIENTIFIC MACH. CORP.

- Pekton, Location Model 5: 799.50
- Triple-O-Graph: Quizer: No Price Set
- Telesizzle: 799.50

### MERCHANDISE MACHINES

### CIGARETTE MACHINES

- C. EIGHT LABORATORIES

### MERCHANDISE VENDORS

- A. R. T. MFG. CORP.
  - "Auto Clerk": (Gen'l Mda.)
- ADAMS-FAIRFAX CORP.
  - Cash Tray Vendor
- ASCO VENDING MACH. CO.
  - coin Vendor
- ATLAS MFG. & SALES CO.
  - Automatic Vendor
- AUTOMATIC BOOK MACH. CO.
  - "Book-O-Mat"
- AUTOMATIC DISPENSERS, INC.
  - "Drink-O-Mat"
- BALLY MFG. CO.
  - BERT MILLS CORP.
  - "Hot Coffee Vendor"
- COAN MFG. CO.
  - U-Select-It--75 Model
  - U-Select-It--75 Deluxe Model
- EIGHT MFG. CORP.
  - Sanitary Napkin Vendor
- INTERNATIONAL MUTOSCOPE CORP.
  - Photomatic
- KAYEM PRODUCTS
  - York-O-Mints Vendor
- NORTHWESTERN CORP.
  - "Bulk Vendor"
- REVCO, INC.
  - Ice Cream Vendor
- RUDD-MELKIAN, INC.
  - "Drink-Cafe" Coffee Vendor
- SHIPMAN MFG. CO.
  - Stamp Vendor
- TELECOIN CORP.
  - Tele-Juice
- THIRST-—AID, INC.
  - Drink Vendor
- U. S. VENDING CORP.
  - Drink and Miscellaneous Vendor
- VENDALL CO.
  - Candy Vendor
- VENDIT CORP.
  - Candy Vendor
- VIKING TOOL & MACH. CORP.
  - Popcorn Vendor
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!
Empire Prepares Biggest Sale

GIL KITT
CHICAGO — Gil Kitt of Empire Coin Machine Exchange, this city, reported this past week that the firm were preparing, “The biggest sale we have ever yet conducted in all our history in the coin machine industry.”

Kitt stated, “We have quietly been accumulating some of the finest equipment in the country and are now prepared to offer these machines to the trade in what will be one of the most outstanding and sensational sales we have ever yet conducted.

“We have tried”, he continued, “to obtain only those machines we know that the operators want and need at this time. Each one of these machines will be carefully cleaned and will be in perfect working condition and shipped in our famed speedy fashion so that the operator doesn’t lose any time getting them to his best locations.”

Mechanics have been at work here for some weeks now preparing the machines for this sale. Empire’s salesmen are out on the road advising ops that this will be one of the greatest sales conducted.

Kitt also said, “Beginning with this week the sale will absolutely astonish every operator. I suggest the boys get in touch with us immediately.”

Urges All Out Support For Cancer Fund

BEN COVEN

• Ben I. Coven of Coven Distributing Co., Bally distributors, this city, urges the trade to go all out on the Damon Runyon Memorial Cancer Fund.

He said, “Now that we have already given Walter Winchell $120,000 this should only act as an inspiration for everyone of the members of the coin machine industry to reach the $250,000 mark.

“There is no doubt”, he continued, “that if all the coinmen will work together that we shall pass the $250,000 mark which has been set by the leaders of this industry as our donation to this tremendously worthwhile cause. We urge everyone”, he stated, “to get back of the Damon Runyon Memorial Cancer Fund Drive right now with more enthusiasm than ever before.”

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

When You Mention THE CASH BOX You’re Sure Of Fair Dealings

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
SALE! NEW IN ORIGINAL CRATES!
AT LESS THAN MANUFACTURER'S COST!


UPTIGHT MODEL              WITH STAND

ORDER NOW!

NOW $8.450

SPECIAL COMBINATION OFFER—BOTH FOR $104.50
Legal Everywhere, Entirely Mechanical, Ideal For Small Floor Space, Plenty of Play Appeal!

WORLD'S LARGEST DISTRIBUTING HOUSE
1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.

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

Anywhere... Anytime under any condition!

- PROVED PERFORMANCE

Shake it! Heat it! Freeze it! Packard's mechanism can take it! The simplicity of its design and its dependability as a result of fewer moving parts have been proved by operator experience. Being able to withstand any conditions and still continue in satisfactory operation is the demand placed upon every phonograph today—and Packard, alone, can meet these demands.

- BALANCED TONE ARM

Packard's engineering research has achieved this pickup with perfect balance—a feature that removes all torsion and "needle twist" and levels out all "sensitivity lag." This results in reproduction with "life-like" fidelity... and in reducing wear to a minimum.

- RECORD-PRESERVING

The Packard magazine keeps record playing surfaces free from dust, dirt, grit and grease! Preserves and protects! Eliminates wilt and warp! Records and needles last longer! Play is smoother... with each tonal frequency reproduced to absolute perfection.

PACKARD MANUFACTURING CORP., Indianapolis 7, Indiana
NEVADA
"Greatest On Four Legs"
by UNITED

4 Ways To Set Up
SUPER BONUS FEATURE

SEE YOUR DISTRIBUTOR.

FIVE-BALL NOVELTY REPLAY

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!
NEVADA

"Create a plan for your future"

Motorcycle

SUZUKI

SUZUKI BUMUS

FEATURE
CMI CONTINUES TO RECEIVE DONATIONS FOR CANCER FUND

42 More Coinmen Listed

CHICAGO—The contributions for the Damon Runyon Cancer Fund continue to pour into the offices of CMI. The total amount of all donations to the Damon Runyon Cancer Fund as of October 2 is $117,242.81. Listed below are the donations received by Jim Mangan’s office from September 26 through October 2.

W. C. Gilliss, Churchill Cabinet Co., Chicago...$500.00
Jack Simon, Sickling Distributing Co., Los Angeles, Cal. 250.00
G. W. Hanissko, Corpus Christi Novelty Co., Corpus Christi, Texas 250.00
V. W. Morris, Illinois Amusement Assn., Rockford, Illinois 200.00
W. H. Rosenberg, Central Distributing Co., Omaha, Neb...142.16
Joseph Fishman, Seaboard New Jersey Corp., Newark, N. J. 100.00
Phil Moss, Atlas Music Co., Des Moines, Iowa 100.00
Monarch Coin Machine Co., Chicago 100.00
John J. Stiev, Chicago Metal Products, Chicago 100.00
Albert J. Melpeza, Service Metal Fabricators, Inc., Chicago, Illinois 100.00
Ely A. Clemsen, Antun Clemsen Co., Chicago 100.00
E. H. Guettason, Merit Screw Machine Products, Chicago 50.00
Ray Proctor, California Amusement Company of Sacramento, Calif. 50.00
Herbert B. Jones, Bally Mfg. Co., Chicago, Illinois 50.00
Jack Rocklin, Industrial Screw Co., Chicago 50.00
Lloyd S. Hale, Jessey Club, -Tolas Washington 40.00
Gee Brothers, Indianapolis, Indiana 35.00
George C. Ryan, L. C. Fossy’s Amusements, Grand Coulee, Wash. 34.45
Mar Roth, Roth Novelty Co., Wilkes-Barre, Pa. 25.00
Earl A. Mitchell, Mitchell’s Music, Grinnell, Iowa 25.00
Elton A. Weeks, D.B.A.—H. R. Weeks Trust, St. Johnsbury, Vt. 25.00
Joseph E. Johnson, Ritzville, Wash. 25.00
Helen Moloney, Bally Mfg. Co., Chicago, Illinois 25.00
Otis P. Murphy, Bally Mfg. Co., Chicago, Illinois 25.00
Robert J. Dooley, William Maxwell Co., Chicago, Illinois 25.00
W. R. Patton, Patton Music, Turlock, Calif. 25.00
John J. Bercchof, Meadville, Pa. 20.00
Dan Baum, Baum Dist. Co., St. Louis, Mo. 20.00
Dan Baum, Automatic Bowling Corp., St. Louis, Mo. 20.00
Ralph M. Darby, Canandaigua, N. Y. 10.00
Salvatore Allato, San Francisco, Cal. 10.00
Ray Carrico, Roseburg, Ore. 10.00
Irving Stept, Seattle, Wash. 10.00
W. H. Frye, The Quardriga Mfg., Chicago 10.00
Spurgeon B. Milne, United Carr Fastener Corp., Chicago, Ill. 10.00
R. A. Savole, Gilman, III. 10.00
Edward Thompson, Chicago, Ill. 10.00
William Grimes, Olean, N. Y. 15.00
Anonymous, Chicago 5.00
Ralph Kolhoff, Bally Mfg. Co., Chicago 5.00
Kenneth Harmon, Granby, Colo. 3.00

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Rock-Ola Service Training School In Action

Jack Barabash Travels Country Conducting Classes

Jack Barabash, field serviceman of Rock-Ola Manufacturing Corp., conducting a Service Training School. Equipment used in Rock-Ola's Service Training Program is also shown in the photograph.

CHICAGO—With many operators and servicemen attending classes of the Rock-Ola Service Training Program, distributors of the Rock-Ola Manufacturing Corporation throughout the country are submitting their names to David C. Rockola, president of the phonograph manufacturing company, so that a diploma can be sent to them.

Classes are conducted and operators and their servicemen are treated to a visual, as well as verbal, demonstration of the Rock-Ola phonograph.

The projector used in the program is of the slide type and throws photos, diagrams, and color cartoons on the screen. The screen is 37" x 50" and can be used in bright daylight. The instructor reads from printed copy, attached to the frame of the slide transparency, explaining the various features of the phonograph and remedies for possible troubles.

In the Rock-Ola program, 118 slides showing different parts and sections of different units in the phonograph, are used. The slides are placed on the flat table top of the projector so that the instructor can point, sketch, underline or erase on it to put over his points, and he does not have to turn his back to the audience.

By using a 38" x 56" wall chart showing the mechanism of the phonograph, the instructor is able to better clarify some particular point that he may wish to stress. An operating phonograph is used along with the course to demonstrate, first hand, principles of operation discussed.

The equipment used in the program is portable, the projector is easily broken down and carried in a small case, the slides are carried in two separate brief cases, and the screen rolls into one compact unit. The entire outfit weighs approximately 20 pounds and can be easily carried for field demonstrations.

To date, most of the Rock-Ola distributors have conducted preliminary courses with gratifying results. From all of the reports received at the factory the program has revolutionized training programs in the industry. The course thoroughly covering the entire operation of the phonograph, takes less than six hours to conduct.
Buckley
BUILDS THE Best
NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
- Cherry or Diamond Ornaments.
- Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.
- Complete new precision-built light wood cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated gearless Reward Plate, 3 1/2 or 3 1/4.
- 25c-10c-25c chrome Decoinsert or Coin Intake.
- Payout Cups with anti-foam Chip.
- Drillproof Plates.

THE NEW
Music Box

$50.00

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

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

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

$25.00

BUCKLEY TRACK ODDS has long been recognized as the outstanding permanent horse console that would stand up month after month—year after year—and outlast all other coin machines. Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new Buckley TRACK ODDS are even more profitable to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.
4233 West Lake Street • • • Chicago 24, Illinois

(Phone: Van Buren 6636-37-38-4533)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Okay, Mr. Ruttenberg, Here's Your Case No. 1

NEW YORK — Just as we have, for many years now, been receiving wires of this type (as well as phone calls and letters) from operators continually poured upon by the tax makers in their communities, we received this wire this past week (October 3) from two well known Florida ops who are suddenly faced with a tax increase of approximately 150%.

This is the sort of thing, Mr. Ruttenberg, which caused this publication to continually urge, for over five years, that an industry create by this industry a "National Tax Council." It is indeed gratifying to note that Coin Machine Industries, Inc. has at last created such an organization. It is even more gratifying to read your record and believe that you will prove the efficient, progressive and aggressive gentleman necessary to make the "Tax and Legal Department" of CMI an outstanding organization.

We do hope, Mr. Ruttenberg, if you make this year's "Case No. 1," that you will successfully defend these operators from an inequitable and excessive increase over and above what they have formerly paid for their licenses.
ALL EYES ARE ON-

Videograph

Coin Operated Music Systems Combined With *Emerson* Television

Two entirely different types of coin operated systems that will revolutionize the entire automatic music industry.

See Them! Hear Them!

OCTOBER 17TH • 18TH • 19TH
SALLE MODERNE ROOM • HOTEL PENNSYLVANIA

Videograph Corporation 601 West 26th St. New York 1, N. Y. • BRyan 9-3734
Earnings Go Up with the Greatest of Ease
When You Operate GOTTLIEB'S New

FLYING TRAPEZE

A CIRCUS OF ACTION!

... On the Backboard — Colorful Light-in-Motion presents Animated Trapeze Act, High Wire Act, Human Cannonball!
... On the Field — A Three-Ring Whirlwind of Balls, Bumpers and Kick-Outs!

TOPS in
DEPENDABILITY
Improved, Deluxe

GRIP
SCALE

3-WAY
STRENGTH
TESTER

Consistently Best
Since 1927

"There is no substitute for Quality!"

TWENTY YEARS OF LEADERSHIP

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

Kresberg, Gen. Mgr. Of Drink-O-Mat

NEW YORK—Sam Kresberg, General Manager of Drink-O-Mat Industries, Lawrence, Mass., is kept quite busy at his New York offices answering inquiries about the new Drink-O-Mat, cup drink vending machine.

Kresberg, one of the best known coinmen in the country, has spent many years in the operating and distributing field, specializing in music machines. During the past few years, Sam has been keenly interesting in the drink vending field, having associated himself with Albert Cole, president of the company.

"Drink vending machines proved themselves during the war" stated Kresberg. "When we were at war, the production of cup venders was stopped and then the true test of mass sales came about. The Army and Navy found in these drink machines the answer to the constant demand for soft drinks and massive amount of sales. The huge demands, the crying need for much greater capacity and the necessity for machines with guaranteed operation that would work day and night without breakdown all combined to force engineering improvements. During this time Albert Cole established one of the largest operations of drink dispensers in the country, and used his experience to set up an engineering laboratory for the development and improvement of the new post war machine.

Every complaint, every call that a serviceman had to make was analyzed to see how it could be avoided and eliminated. And now, after spending considerable money in this research and engineering, we can see the result—the new Drink-O-Mat now rolling off the production line."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Cincinnati Council Considers License For Ops and Dist Rs of Music Machines

CINCINNATI, O.—At a recent hearing conducted by the City Council Law Committee, here, it was agreed that both distributors and operators of music machines could be licensed.

In considering the licensing of phonographs, the committee had intended to propose that only the operator be licensed, but due to a recent unfortunate disturbance in this city (which has been blamed on the coin machine trade) it was decided that the distributor also be covered by license. Allen Brown, attorney for the Automatic Phonograph Owners Association of Cincinnati, appeared before the council and pleaded the cause of the music machine operator and distributor.

It appeared that the members of the committee agreed that the operators should pay a license fee of $1 per year, plus $15 for each machine, and that the fee for distributors should be $25 annually.

No final decision was reached as to the amount of the license fee at this meeting, but the matter is before the committee.

Special Vending Rooms Built In Two Theatres

MIDDLETOWN, O.—Due to a restraining order issued by the city fire department here recently, plans were submitted by the Strand and Paramount theatres to construct a special room in the theatres to house various types of vending machines.

Tentative approval of the plans were rendered by the Fire Chief. Plans by representatives of both theatres provide for removal of lobby obstructions. The plans will receive final approval of the company officials and constructions are under way.

The two rear rows of seats will be removed from the theatres. The Fire Chief said cooperation of the theatres is assured and the vending machine rooms will eliminate all fire hazards from lobbies.

Originally the theatres presented plans which called for construction of rooms in nearby buildings and opening into the theatre lobbies, but the final plan of constructing the special rooms was the more practical.

**Williams'**

**"ALL STARS"**

NEW—IMPROVED

EARN MORE MONEY!

ORDER NOW!

EXCLUSIVE DISTRIBUTORS

**GENCO'S**

**BRONCHO**

NOW and ALWAYS A GREAT GAME

plus

GREATER PROFITS!

**GENCO'S**

Handy

Pocket Edition

PARTS

CATALOG

NOW READY

Send for it!
NEW YORK—The show to be put on by the Videograph Corp., this city, at the Pennsylvania Hotel, October 17, 18 and 19, is reported attracting extremely large crowds of music merchants from the New York, New Jersey, Connecticut and other surrounding areas to view this first television-automatic phone combination machine.

It is also reported that in addition to one from the above three states there will be many present from Chicago, Philadelphia, Washington, D.C., and other cities where television is already in operation.

Members of Videograph Corp. state that they have been in receipt of letters from operators in cities where television is now being shown and many have asked them to arrange reservations for the days of the show.

H. F. (Denny) Dennison, President and General Manager of Videograph Corp. reports, "Never before in all my history in the automatic music industry have I received so many advance requests from music merchants to be sure to make rooms available for them so that they can take in at least one day of our showing of our new television-phono combination."

He also said, "As far as operators in New York, New Jersey and Connecticut are concerned, we believe that far over 5000 will be present at the showing. Indications point to the greatest attendance in music history", he continued, "as far as the showing of any new product since the end of the war."

Dennison said, "What is most impressive is the fact that this is strictly a business show. No foolery and no readiness. Simply, an out and out business showing, and every day we hear that more and more operators are making plans to be present. This definitely indicates to us that the music merchants throughout this area, as well as all other parts of the nation, are most completely interested in entirely new and better equipment and we believe that Videograph is going to show them the way to greater and surer profits.

"We are going to strongly suggest to every music merchant who will operate Videographs that he obtain a minimum $30 per week front money guarantee and, we believe, we can definitely show him that this is very easily obtainable with our machine."

Moore Makes Runyon Fund $1000 Richer

PORTLAND, ORE.—Smiling happily, Jack R. Moore (center) of Jack R. Moore Company, Portland, Oregon, presents a check for $1000 to Phil Weinberg, western district sales manager for Bally Manufacturing Company, as his contribution to the Damon Runyon Cancer Fund. Weinberg forwarded the check on to the CMI. Al Sleight, regional sales manager for Bally, looks on with approval.

Please mention THE CASH BOX when answering ad—it proves you’re a real coin machine man!
George A. Miller, Managing Director of the California Music Operators Assn., Oakland, Calif.

Oakland, Calif.—State President George A. Miller of the California Music Operators Association, this city, called about two hundred music operators, their employees and friends together in a general meeting to hear Congressman George P. Miller address them in regard to the so-called copyright owners and composers bills during the last session. Congressman Miller started back as far as the Buckeye Bill and brought the matter up to date.

During his address to a very attentive and once he made it explicit that he understood the music operators’ problems and that they, the music operators, could be assured of his support at all times toward the defeat of such legislation. The Congressman also stated that he had a constant touch with the State President George A. Miller of the California Music Operators Association and that he had also been advised of the position of these bills to the automatic music industry by Sidney Levine, attorney and legal advisor for the music operators in the state of New York. He further stated that Levine was a capable and outstanding figure among the group who were opposing these particular bills.

Congressman Miller also spoke on both the national and international economic situation and gave a very clear picture of the entire world at the present time. He spoke on the Russian situation and stated that it was his belief that Russia would not wage another war and that America certainly never wanted another war. His entire talk was of great interest to the music operators and the California Music Operators Association felt honored to be addressed by an outstanding Congressman such as George P. Miller. He was received with a rousing hand of applause and at the completion they arose and gave him another loud ovation.

This particular meeting was filled with many other surprises and celebrations for the evening. The Wolf Distributing Co. of San Francisco, represented by Walter Huber, sponsored this particular meeting and through the courtesy of the Wolf Distributing Co. the operators were served with much fine food and plenty of refreshments. Huber, the general manager of the Wolf Distributing Co., made a very interesting talk regarding association matters, the good of the associations, and the fine work that had been done by the California Music Operators Assn. in Northern California. He also had his mechanics on hand and the new AMI phonograph was demonstrated to all music operators who were interested.

The representatives of the Oliver Record Company were also guests of the evening and they too played a large part in making this meeting a success by presenting five acts of professional entertainment and a four-piece Hill-pilly orchestra who were all artists who make records for the Oliver Record Co. This part of the evening was donated to the California Music Operators Association and its members by the Oliver Record Co. and each operator, employee, or friend was presented with a Vintonite Phonograph Record as a souvenir of the evening. Oliver spoke to the members regarding the possibility of the operators owning their own record companies should they be forced to do so. His talk was received with great enthusiasm and Oliver was assured by the members present that they wanted to see more of him at their meetings.

“A few months ago the California Music Operators Association inaugurated the idea of having the phonograph distributors or record distributors sponsor the meetings,” states Miller. This was done with the thought in mind of bringing closer harmony and cooperation between the phonograph companies, the record companies, and the music operators as a whole. It has proven to be a very satisfactory arrangement. Up to this date the Airen Distributions have sponsored one of the meetings, the Mills Company has sponsored a meeting, the AMI sponsored the last meeting, and the Wurlitzer Distributors of San Francisco will sponsor the next meeting. We have many other requests from other phonograph distributors and record companies at the present time and each one will have the opportunity of sponsoring a meeting and presenting their merchandising just as fast as their date rolls around.”

This about sums up the evening. The operators thanked the Congressman, the AMI and the Oliver Record Company for making this one of the outstanding meetings of the year. The writer believes that all associations should acquaint themselves with the State Assemblymen, State Senators, Congressmen and United States Senators so that they too will have a better understanding of the automatic phonograph business and at such times when legislative bills are presented to these various groups, they will be able to vote more intelligently on issues in question.

The California Music Operators Association now has six separate and distinct local names: Fresno Local, Tri-County Local, Salinas, Oakland, Stockton, Sacramento and the San Francisco Division that is in process at this time. Each local has its own officers and governing body and operate under local autonomy.

The Damon Runyon Cancer Fund is being sponsored by the operators in Northern California in conjunction with the Mills Company and a sizable check will be mailed to the CMI in the very near future.

There is no business like AMI business
We’ve Doubled Our Quote
AMI
10-Selection Phonographs

David Rosen
Exclusive Distributor
AMU 50th Anniversary
Phone: 481-7200

Phonographs at Close-Out Prices!

<table>
<thead>
<tr>
<th>Phonograph Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wurlitzer 1015, En.</td>
<td>$59.50</td>
</tr>
<tr>
<td>Wurlitzer 7600, En.</td>
<td>$315.00</td>
</tr>
<tr>
<td>Wurlitzer 7250, En.</td>
<td>$375.00</td>
</tr>
<tr>
<td>Wurlitzer 7000, En.</td>
<td>$295.00</td>
</tr>
<tr>
<td>Wurlitzer 500, En.</td>
<td>$150.00</td>
</tr>
<tr>
<td>Wurlitzer 400, En.</td>
<td>$125.00</td>
</tr>
<tr>
<td>Wurlitzer 200, En.</td>
<td>$95.00</td>
</tr>
<tr>
<td>Wurlitzer 61, En.</td>
<td>$79.53</td>
</tr>
<tr>
<td>Seeburg 5000, En.</td>
<td>$395.00</td>
</tr>
<tr>
<td>Seeburg 4000, En.</td>
<td>$285.00</td>
</tr>
<tr>
<td>Seeburg 2500, En.</td>
<td>$225.00</td>
</tr>
<tr>
<td>Seeburg 1000, En.</td>
<td>$185.00</td>
</tr>
<tr>
<td>Seeburg Deluxe, En.</td>
<td>$109.50</td>
</tr>
<tr>
<td>Rockola 1422, En.</td>
<td>$425.00</td>
</tr>
<tr>
<td>Rockola 576, En.</td>
<td>$450.00</td>
</tr>
<tr>
<td>Rockola Deluxe, En.</td>
<td>$146.00</td>
</tr>
<tr>
<td>Mills 400, En.</td>
<td>$150.00</td>
</tr>
</tbody>
</table>

Brand New and Used Amusement Machines

Advance Rolls
Sportsman Rolls
Sportsman Deluxe Rolls

Dave Lowy & Company
594 Tenth Avenue
Phone: Bryant 9-0017
New York 19, N. Y.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
WASHINGTON, D. C. — A general 10% increase in freight rates was ordered this week by the Interstate Commerce Commission.

This increase includes all products with the exception of iron ore, coal and scrap, with the exception of the freight rate increase, which becomes effective on three days notice to ICC by the railroads, the increase of 10% will be effective in less than a year. Last January 1, a freight rate increase amounting to 10% went into effect.

Still pending, however, is the railroads' request for a permanent 26.8% general increase in rates. The 10% granted this week is a temporary increase which was asked after the railroads filed for a 15% rate last summer. The increase announced this week by ICC is expected to be a part of whatever permanent increase is eventually granted.

Water carriers and freight forwarders will participate in the 10% increase granted, the ICC order stated.

N. Y. Ops Banquet Oct. 18 Sellout

ALBERT S. DENVER

NEW YORK — The Automatic Music Operators Association, winding up a hectic period of preparation, comes to the final week prior to their Tenth Annual Banquet scheduled for Saturday night, October 16 at the Main Ballroom of the Waldorf Astoria.

Al Denver, president, reports that they are assured of the greatest banquet in the history of the association. "Not only did we do wonderfully well with our souvenir journal, but the demand for tickets nearly drove Ruth Nussbaum and Barney Schlang half crazy. From every indication the attendance will surpass that of previous years."

A great many out of town columnists have already reserved tickets and, as is usually the case, many more will appear and demand admittance.

A regular show has been booked, with one of the leading cattlers signed for the evening. Many of the leading recording artists from every recording company had indicated their intention of appearing.

Mills' Industries Introduce New Coin Mechanism

CHICAGO — Mills Industries, this city, announced the introduction of a new coin mechanism developed by its engineers.

The Shackleproof Lock Washers was invented to prevent loosening at threaded fastening points.

This particular mechanism is developed to add to coin machine convenience by preventing nickels, dimes or quarters and returning the proper change together with the merchandise.

According to the engineers of Mills, this mechanism was developed to overcome public abuse and constant operating vibration. The toothed Shackleproof lock washers are reported to have solved this problem by protecting every threaded fastening point against vibration and loosening.

NAAMO Sponsored Mechanics School To Hold First Graduation

F. McKIM SMITH

NEW YORK — In preparation for the first graduation exercises of its Veterans Mechanics School on November 15, the National Association of Amusement Machine Owners hope to raise money from the $100 a plate dinner to take place at the Waldorf on October 15, so that they can establish a $10,000 fund for the further continuance of the school. In addition, the money is needed for graduation gifts, and for adding more modern equipment for a more simplified and comprehensive method of instruction.

A business meeting will follow the Waldorf dinner, and all those who donate will automatically be on the school committee. It will then be decided how to use the money accumulated to the best advantage of the Mechanics School.

The November 6 graduation exercises will be held at the Downtown Athletic Club and it is estimated 750 guests will be on hand in addition to the 24 graduating students. According to F. McKim Smith, president of NAAMO, a great many distinguished guests will attend the ceremonies, including city officials and top ranking members of the armed services.

Lowy Builds Big Export Trade

DAVE LOWY

NEW YORK — Dave Lowy and Phil Mason of Dave Lowy & Company, this city, have been building an export business in coin machines over a long period of time, and today feel that their firm is one of the leaders in this field. Every type of machine is exported, both used and new.

"Just this past week" states Mason, "we received a reorder from one of our customers for fifty machines. We had previously shipped this firm in South America ten music machines, and in the letter ordering the additional machines, we were complimented on the condition of the equipment."

Lowy pointed out that "we are set up to take care of export business, and pay special attention to these orders. We report to the cabinets, check the mechanisms, and replace worn parts and plastics. In addition we thoroughly test the sound systems before shipping, and adjust coin chute to the particular country."

Alto Dave Lowy & Company are specializing in music equipment to the Middle and South American countries, it exports all kinds of equipment to Africa, New Zealand, Australia, Belgium and Sweden.

WANTED TO BUY!

PHONOGRAPH - PIN GAMES - CONSOLES - SLOTS and ARCADE EQUIPMENT
ONLY INTERESTED IN GOOD LATE EQUIPMENT.
STATE PRICE, CONDITION AND QUANTITY IN FIRST LETTER.

BELL PRODUCTS COMPANY
2000 N. OAKLEY
CHICAGO, ILL.

LOOK!! OCTOBER ONLY

All Prices Include Federal Excise Tax

TUBE SPECIALS — PHONOGRAHS

BULB PRICES - PRICES INCLUDE FEDERAL EXCISE TAX

WICO CORPORATION

CHICAGO 41, ILLINOIS
2913 PULASKI ROAD

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
DENVER, COLO. — Wolf R. Roberts, Wolf Sales Company, this city, received some wonderful newspaper publicity upon the donation of a music machine to the Teen Canteen at Swansea School. Picture above are the hobby boxes trying out the machine as officials look on. In the background, left to right are: Willard Green, head of the city and school recreation departments; Jane Sterling of the local newspaper The Post; Wolf Roberts; Elizabeth Fowler of the city recreation department, and A. C. Roberts.

Robert's also received favorable comment when he cooperated with the city Community Chest Drive by announcing that one day's receipts (October 18) from phonographs in his area will be contributed to the fund.

Cade Distrib. Appoints New Dept. Heads

PHILADELPHIA, PA. — Cade Distributing Company, distributors for the Packard Manufacturing Corporation's line of automatic music machines in this city, announced the appointment of several new managers.

Arthur Schaffer, better known as "Art" to his many local friends, has assumed the position of the head of the sales division. Gus Back has been appointed supervisor, and will have charge of all service, Miss Annise Ason, the newly selected private secretary, will fit in perfectly with the beautifully con-trived offices and showroom, James E. MacDermott, a newcomer in the photog-raph business, has been named General manager of the Cade firm. "Mac" is a very well known Philadelphia business executive.

George Cade, Secretary and Treasurer of the firm, gathered the staff together at a dinner on September 25, and the entire staff celebrated their appointments. George announced that he will spend the next several months traveling and making a survey of the company's territory.

The entire organization will concentrate on acquainting the music operators in their territory on the merits of Packard's "Manhattan" phonograph. MacDermott has instilled the members of the firm with an energetic spirit and stated "We've adopted a slogan that says everything possible "Let's Go Manhattan—All The Way".
Alabama Music Ops Win Important License Decision

Legislature Passes Ops’ Bill Allowing Use of Same State License When Changing Locations. Licenses Will Now Carry Ops’ Name and Biz Address. Assn Defeated Three Bills Saving Ops Big License Expense.

"I can assure you that the Revenue Department will have no part of any such arrangements and you can expect field inspectors of the Revenue Department to be alert for such. As I have previously stated, the Revenue Department has advised that if we do not cooperate in purchasing our licenses, they will see that a law is enacted to permit confiscation of music machines bought without a license on same. None of us wish to see that happen.

"To you who have not supported the organization, and have often asked the question, "What can the Alabama Music Operators Association do for me?" I am listing below what the association has done for you already:

1. We killed House Bill 485 which would have raised your licenses from the present State and County $12.50 to a figure of from $10 in towns of less than 10,000 population to $255 in towns of 300,000.

2. We killed the House Bill 962 which was introduced by Mr. Roberts of Gulf Shores and which would have added a $100 to the present license on each vending machine.

3. We killed the League of Municipalities and Revenue Department Bill which would have increased licenses from the present $12.50 State and County to $27.50.

SIMPLE ARITHMETIC would convince you that the Alabama Music Operators Association, through its efforts, has saved you hundreds of dollars. And to the operators of coin operated radios and wired music, we have saved you thousands of dollars by reducing your licenses from $12.50 per unit to $3 per unit, State and County, that is $2, State and $1, County.

"At our last meeting which was held here in Montgomery, the following members of the Alabama Music Operators Association were elected as officers and members of the Board of Directors for the year:

President, Claude Hall, Jasper 1st Vice Pres., T. E. Farried,Russierville 2nd Vice Pres., G. L. Cawthorn, Mobile Treasurer, Sam H. Stewart, Tuscaloosa Secretary, L. E. Cohn, Montgomery Directors: Nathan Allen, Birmingham Paul Daniels, Montgomery W. B. Loor, Decatur Johnny Watters, Selma J. H. Winstead, Fairhope J. C. Barnes, Domopolis David Franze, Montgomery Leonard Barnes, Selmo C. J. Fox, Mobile "There will be another meeting of our operators in the State of Alabama latter part of this month to further discuss the technicalities of purchasing your licenses under this new law and another subject which all of us are vitally interested in, Dute, time and place will be announced later."
CHICAGO — Dave Gottlieb, president of CMI and D. Gottlieb & Co., Herb Jones, vice-president of Bally Mfg. Co. and Ray Moloney, president of Bally Mfg. Co. as well as National Chairman of the CMI’s Damon Runyon Memorial Cancer Fund Drive, meet Walter Winchell at the Union Station, Chicago, Tuesday morning, October 7, where Winchell received a check for $100,000.00. This is in addition to the check for $20,000 presented to Winchell five weeks ago.

By Walter Winchell

CHICAGO — "Stopping today enroute to California I personally received from Dave Gottlieb, president of Coin Machine Industries, Inc., Chicago, a check from his association in the amount of One Hundred Thousand Dollars for the Damon Runyon Memorial Fund for Cancer Research.

"Five weeks ago this same organization gave me another check for Twenty Thousand Dollars, making their total contribution to date One Hundred and Twenty Thousand Dollars.

"As you know the Damon Runyon Committee last July gave One Hundred and Fifty Thousand Dollars to the University of Chicago for cancer research. I intend to return to Chicago soon after allocating new funds for cancer research in other parts of this country and leave part of the money received this morning here in Chicago.

"The point of this message is to tell your readers that Chicago now leads the lists of our donors because of these wonderful contributions to the Damon Runyon Fund by the Coin Machine Industry which for the most part is located in your city.

"The supreme American spirit shown by coin machine leaders such as Dave Gottlieb, Ray Moloney, who is national chairman of the association’s Damon Runyon Campaign and Lyn Durant, who personally contributed Fifty Thousand Dollars, indicates that Chicago’s heart is as big as the world and deserving of the whole world’s loudest applause in this fight against the universal enemy, cancer. Sincere regards."

Weinand reported that there was very little choice between the men for the best sales, since all held very close to being equal. These men did one of the best jobs in their history during the month of September and, Weinand believes, they will even exceed this fine sales record for the months to come.

HOBOKEN, N. J. — Jack Semel and Jack Rubin of Esso Mfg. Corp., this city, announced this past week that they have stepped up production of their new rolldown game, "Esso Arrow" to meet national distrib demand.

New York coimmon, they report, have been able to purchase the game for the past four weeks. Orders and re-orders which have arrived from this area has kept the factory in top speed production.

"But", Semel stated, "now that distributors and operators from other parts of the country are calling for the game, we have decided to step up production so that we shall be filling these orders beginning with this forthcoming week."

AMERICAN AMUSEMENT CO. 158 E. GRAND AVENUE CHICAGO 1, ILL. (Phone: W. Whitehall 4370)

Rock-Ola Distributors Win Sales Award

Steps Up Production of New Rolldown

CHICAGO — L. C. (Lindy) Force, Salesmanager for AMI, Inc., reported this past week that the firm had appointed new distributors for their "bullet No" phonos.

Automatic Game Supply Co., St. Paul, Minn. will handle Minnesota, Eastern North and South Dakota territory. Robert Wenzel is manager of this firm.

Koers Distributing Co., Rapid City, S.D., will handle Western North and South Dakota and the branch office of the firm in Sheridan, Wyo. will handle Wyoming and the Eastern Montana territory. J. G. Koers is manager of the firm.

David Rosen, Inc. who now handles AMI in Eastern Pennsylvania will open a branch office in Baltimore, Force reported, and will handle Maryland and the District of Columbia from this new office.

At the same time, Force also reported that Murph's Distributing Co., of St. Louis, Mo. had announced the appointment of a new manager, William Cuker.

Force stated, "We are appointing new distributors to handle sales to the many music merchants whom we have been hearing from and give them the best possible service by seeing to it that the firms we appoint have the most complete facilities to render them the type of service they need."

Other appointments, Force said, would be announced just as soon as completed. He plans to have an important announcement in this regard in a very short time.

MIAII

Established route of coin-operated music machines.

WRITE TO BOX 142
c/o The Cash Box,
381 4th Ave. N. Y. 16, N. Y.

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

Now Delivering!

THE NEW

JEWEL BELL CABINET

FITS ANY MILLS MECHANISM

Price...............

$59.50

This $59.50 plus your mechanism gives Jewel Bell coverage for your location

REBUILT SLOTS

Jewel Bell — 5c $140.00
Jewel Bell — 10c 165.00
Jewel Bell — 25c 170.00
Golden Falls — 5c 145.00
Golden Falls — 10c 150.00
Golden Falls — 25c 155.00
Golden Falls — 50c 200.00

(Tax included)

AMERICAN AMUSEMENT CO. 158 E. GRAND AVENUE CHICAGO 1, ILL.
ADVERTISERS IN THIS ISSUE

Active Amusement Machines
Philadelphia, Pa. 51
Aireon Mfg. Co., Kansas City, Kansas 40
American Amuse., Chicago, Ill. 36

Bally Mfg. Co., Chicago, Ill...back cover
Bacemaco Products Co., Miami, Fla. 18
Bally Products Co., Chicago, Ill. 27
Bally-Supreme Mfg. Co., Chicago, Ill. 45
Bally-Warner Co., Nashville, Tenn. 8
Bark & Van Hessen, Inc., N.Y., N.Y. 31

Charlot Music, N.Y., N.Y. 26
Chicago Coin Machine Co., Chicago, Ill. 53
Giggele Distributing Co.
New Orleans, La. 14
Consolidated Dist., Kan., Chicago, Mo. 20
Cove Distributing Co., Chicago, Ill. 29

DeLancey Co., Inc., Linden, N.J. 24

Roceney Supply Co., Baltimore, Md. 54
Empire Coin Machine Exchange

East Mfg. Co., Honolulu, N. Y. 2
Exchange Records, Hollywood, Calif. 16

Geno Mfg. & Sales Co., Chicago, Ill. 19
Gottlieb & Banfield, Inc., Chicago, Ill. 15
B. Guttfield & Co., Chicago, Ill. 36

Hermities Music Co., Nashville, Tenn. 43
Holy Howard 39

International Matsono Corp., N. Y. 54
O. D. Jennings & Co., Chicago, Ill. 44

King Pin Equipment Co., Kalamazoo, Mich. 53
King Record Co., Cincinnati, O. 26

Dave Lewis & Co., N. Y., N. Y. 51
Laher, M., New York City 48

Major Dist. Co., Inc., N.Y.C. 21
History Records, Chicago, Ill. 39
M.G.M. Records, N. Y. C. 38
Millie Industries, Inc., Chicago, Ill. 28
Mills Sales Co., Ltd., Oakland, Calif. 34
Modern Records, Hollywood, Calif. 38
Music Publishers Holding Co., N. Y. C. 36

Northland Mfg. Co., Indianapolis, Ind. 46
Phonofilm, Hollywood, Calif. 18
Phonograph Records Co., N. Y. 29

P & S Machine Co., Chicago, Ill. 55

Regent Records, Elizabeth, N. J. 26
Regent Record Corp., N. Y. 23
Robert Music Corp., N. Y. 2
Roth-Ols Mfg. Co., Chicago, Ill. 26

Ruee, David, Philadelphia, Pa. 31
Beatson Sales Co. 37

Scott-Comes Co., Philadelphia, Pa. 57
Scafran Distributors, Inc., N.Y.C. 56
Specialty Records, Inc., Los Angeles, Calif. 31
Supreme Distributors, Inc., Miami, Fla. 57

Tarn Dist., Inc., Miami, Fla. 53

Selved Coin Machine Co., Philadelphia, Pa. 44
United Mfg., Co., Chicago, Ill. 42

Videograph Corp., N.Y.C. 47
V-P Distributing Co., St. Louis, Mo. 59

Vukotic Records, Chicago, Ill. 39

Wico Corp., Chicago, Ill. 52
William Mfg. Co., Chicago, II. 32

Inside Back Cover
Williamson Music, Inc., N.Y., N.Y. 17
World Wide Distributors, Inc., Chicago, Ill. 36

Bobby Worth Music Publishers, Inc. 37
Budweiser Wurlitzer Co., No. Tonawanda, N. Y.

Please mention THE CASHEX BOX when answering ads—it proves you're a real coin machine man!
Busy-Busy-Busy. Trying to catch up with some of these very busy coinmen is a job in itself. It seems the boys here just don’t believe in staying out, but dash here and there, in and out, always on their toes, always bustlin’ and always doing a bang up job. Managed to catch Bernie Grunig of Grunig & Co., and had a nice chat with him. Bernie reports they are now in full production on their Gripper. Dick Hoad of H. C. Evans & Co. claims they’re receiving lots of nice comings from the west coast and reports that they are finally going to Groetheen Tool to come out with something new very soon. Drurn A. G. Fink of Fink Products of the very busy Fink Group is also doing a grand job. Leo’s still wondering how he got along while his wife was home sick. She certainly is a big help to him. Jean Bates informs us that Pace is all set to announce their new distributorship setup.

Bert Davidson very happy over the reception given the new Filben line. Art Talmadge of Mercury Records out of town for a few days this past week. Charlie Schwartz of Coin Amusement Games, Inc., busier than ever now that there’s a BIG HIT KID in the family and brother Bernie busy also, telling us what it’s like to become an uncle. Gordon Sutton of Illinois Simplex. Another coinman that is always in and out of town. Saul Bihari reported to be visiting around town. Dropped in at United and visited with Bill DeSelm. While sipping coffee, Billy revealed that the firm had purchased the land at Roscoe & California and will break ground for their new factory sometime this month. They plan on using 70,000 square feet and will employ in excess of 400 employees.

Lots of action over at Empire Coin. Gil Kitt and the boys just moved the offices from the second to the first floor and have installed a new switchboard—never a dull moment. Shirley Cornett just came back from her vacations sightseeing in Alaska. Then came home to the Nome National Park and Southern California. Shirley has that far away look in her eyes, like she’s still on her trip. She and Lilliput Harris of the Cornett firm is going to be doing a trip.

Harry Wizcer over at Wico Corp, keeping busy filing the returns for the company. Met Oscar Schultz and Irv Ovitz of Automatic Coin on the same trip. Oscar dashes home with the evening’s groceries while partner Irv looks after things at the offices. Chatted with Al Douglass and Bill Lutake at Daval. Douglass informs me that the “Coin Mfg. of America” of Madison is being sold. Old home week over at Coven’s with big crowds coming in for the showing of Bally’s new game “Nudgy.” Several hundred distributors, jobbers and ops attending and partaking of the large selection of refreshments. “Bally” Sally Goldstein tells us the phone calls have been pouring into Coven’s from jobbers who are anxiously awaiting delivery on “Nudgy.”

John Haddock, prexy of AMI in town talking things over with Lindy Force in their new 10th floor office. Lindy tells us AMI has some big news in the making. Watch for an important announcement in the near future. AMI, Mfg. Corp., very pleased with the results of their recent meeting. Hoiste reports their distrbution convetion was the largest in the history of the coin machine industry in dollar volume of orders received.

Joe Frank of Automatic Sales Co., Nashville, Tenn, visiting over at Jennings while O. D. Jennings away visiting at his plantation in Mississippi. What does a fellow do to reach Howard Prested over at Commodity Vendors? How about installing a phone Howard, hmmm? . Bill Perry, admn of CMI’s New York office on a buying mission. Thx for calling over. C. E. Rose agency, vacationing this past week . Janice Keeley of Marquette Music trying to catch her breath in between all the phone calls that pour in.

Dropped over to Chicago Coin to visit with Sam Gensberg and Sam Wolberg. They were just getting ready to hold their weekly district for the entire company and have it a weekly custom for several years. Mac Churvis, well known adman, trying to shake a cold and wanting to know if anyone has any guarantees that work. Art Kleinman of Rock-Ola reports Lou Sebastian, his assistant, vacuuming down around Texas, which means that Art is keeping his busy now and that’s going to show. They have been running at a high speed with their training program, which is proving to be a terrific success. Walter Brown, the CMI Coin Drive Mr. Drive while Sol is taking care of all the orders coming in on their new game “Flying Trapeze”.

The total amount collected for the CMI Damon Renyou Memorial Cancer Drive up to October 8th is $120,861.51. Let’s keep up the good work and really go all out to support this drive. Bill DeSelm, very busy writer for Coin Relations Bureau, reported to be vacationing in New York. Martin Gordon of Gordon Coin Machine Co. busy preparing for their coming show. Martin claims there just aren’t enough hours in one day to attend to everything that has to be done. Bill Stellman of the Independent Telephone Distributors in wanting to know. “Where’s Bill Gersh?”

Dexter is currently up over at Williams Mfg. Co. with everyone busily working away. Even Harry Williams stayed close to home this week trying to catch up on all his desk work. Lloyd Garrett and Jack Buckley of Vitacoustic Records just back from a weekend trip to New York. B. D. Lazar of Pittsburgh and Rymie Zorinsky of Omaha visiting here this past week. Aristocrat Records announced the signing of several well known artists. Evelyn Aron tells us Aristocrat’s rendition of “Mickey” is fast going to the top in popularity and in sales.

Harry Wizcer over at Wico Corp, keeping busy filing the returns for the company. Met Oscar Schultz and Irv Ovitz of Automatic Coin on the same trip. Oscar dashes home with the evening’s groceries while partner Irv looks after things at the offices. Chatted with Al Douglass and Bill Lutake at Daval. Douglass informs me that the “Coin Mfg. of America” of Madison is being sold. Old home week over at Coven’s with big crowds coming in for the showing of Bally’s new game “Nudgy.” Several hundred distributors, jobbers and ops attending and partaking of the large selection of refreshments. “Bally” Sally Goldstein tells us the phone calls have been pouring into Coven’s from jobbers who are anxiously awaiting delivery on “Nudgy.”

Lots of visitors over at Bell-O-Matic. Gib Bradshaw of Denver; Harry Hillek of Kokomo; Ben McInerny of St. Johnsville, New York; Ken C MI's National Sales Manager, to visit and visit at the Coin Biz of Chicago. There are hummin’ over at Williams Mfg. Co. with everyone busily working away. Even Harry Williams stayed close to home this week trying to catch up on all his desk work. Lloyd Garrett and Jack Buckley of Vitacoustic Records just back from a weekend trip to New York. B. D. Lazar of Pittsburgh and Rymie Zorinsky of Omaha visiting here this past week. Aristocrat Records announced the signing of several well known artists. Evelyn Aron tells us Aristocrat’s rendition of “Mickey” is fast going to the top in popularity and in sales.

Good News — Ken Wilson of Commodity Vendors phones in to tell us they just completed installing their new telephone system. The number is ANlover 7033. Spoke to Mr. Benedict of the Sherman Hotel who informed us that they were already 90% sold out for the big coin machine convention in February. If you are one of the many that plan to attend this show be sure and reserve your space now. Mr. Benedict says those who wait until the last minute this year will just be out of luck. . . . "Perk" Perkins of American Amusement tells us they have added two new salesmen to their force. We spoke to Bill Stellman of the Coin Biz of the Al Sachar lodge B’nai Brith working hand in hand with Saul Cortush current presy putting on big show at Hines Hospital for disabled vets. Oct. 21st with lots of headline musical acts. Donations in the form of smoking paraphernalia, books, leather goods or other suitable gifts for the vets should be sent to Fred Kleinman at 32 W. Randolph St.
Officers and the staff of the Automatic Music Operators Association are coming into their last week of preparation for the Tenth Annual Banquet being held in the Main Ballroom of the Waldorf-Astoria Hotel on Saturday night, October 18. Al Denver, president, tells us this affair will be the biggest and best in the history of the association.

In addition to Denver, Barney Schlang, business manager and Ruth Nussbaum, in charge of tickets, of the association staff; the board of directors; and Sidney Levine, attorney for the association, have been spending long hours to make the affair a big success.

* * *

The preliminary work of the executive committee for the Damon Runyon Cancer Fund "Jamboree" is under way, and real hard work is expected to begin this Monday. New York and New Jersey coinmen, cooperating as a unit, expect to raise $30,000 in this territory as a result of the show scheduled for November 3 at Manhattan Center . . . Now that the World Series baseball games are over, everybody from the boss to the secretary and shipping clerk, once again started to pay attention to business . . . Nate Gotlieb, D. Gotlieb & Company, spent over a week in the city, taking in all seven World Series games. Nate tells us the excitement left him absolutely washed out. As a matter of fact, Nate passed up the Illinois-Army football game, leaving New York some days ahead of his program.

* * *

H. F. (Denny) Dennison, president of Videograph Corp., all excited over the interest shown by coinmen in his combination television-music machine. Denny has been getting letters and phone calls from a great many out of towners who told him they would be present at his showing at the Pennsylvania Hotel on October 17, 18 and 19 . . . Al Schlesinger, popular figure in our business, and head of the newly organized Cole Enterprises, Inc., Poughkeepsie, N. Y., in town for a fast week-end visit. Al will be ready to make an announcement on his firm's new amusement game in a short while . . . Barney (Shuggy) Segerman, Abe Green and Jack Mitnick of Runyon Sales Company, altho quite busy with their own business, find time to devote to the planning of the forthcoming Damon Runyon Cancer Fund "Jamboree".

* * *

After finishing some lunch this week, Mike Munves suggested "Let's go back to work!" A wit at the table asked him "Does your memory go back that far?" . . . Jack Semel and Jack Rubin, Esso Manufacturing Corporation, Hoboken, N. J., step up their production, and ship their "Esso Arrows" rouladow game to distributors throughout the country . . . George Pooser seen rushing up and down coin-row visiting the jobbers and distributors . . . Maxie Green, New Deal Distributing Company, complaining that he can't get enough equipment to take care of his orders . . . Hymie Rosenberg, H. Rosenberg Company, returns from his Chicago trip, and finds Sid Wertheimer and Bill Pickholz, his assistants busy as bees . . . Dave Lowy and Phil Mason, Dave Lowy & Company, shipping plenty of music machines to foreign countries. The boys doing quite a local job with amusement machines also.

* * *

Ben Becker, Ben Becker Sales Company, newly appointed Bally Regional Sales Distributor for New York, New Jersey and New England, returned to his offices from a road trip to find letters and a continual phone ringing from his many friends congratulating him on the new set up. Ben expects to remain in the city for a week or so, then will get back on the road . . . Dave Rosen, David Rosen, Inc., Philadelphia distributor for AMI phonographs takes on the additional territory of Maryland and District of Columbia, and will open a branch in Baltimore . . . Nat Cohn, Modern Music Sales Corp., flies up and back to the Adirondack Mountains on a business deal, and is still physically upset over the ride. Not only did it bounce and shake, but made a dozen stops each way.

* * *

Harry Pearl, Seacoast Distributors, reports that Tom Burke is singing continually now that operators are visiting him with grand collection reports on Williams' "All Stars", and placing reorders . . . Jerry Kertman, Kertman Sales Company, Rochester, N. Y. appointed by Ben Becker to handle the Bally line in his area . . . Al Bloom, Speedway Products Company, will be making his announcement shortly on his combination television-music machine . . . George Young, Young Distributing Company, Norfolk, Va., in town seeing the trade on the "Styfon" popcorn machine he is distributing throughout the east . . . Al Stern, World Wide Distributors, Inc., Chicago, in town for a few days . . . Herman Perin reports to Bert Lane of Seaboard New York Corporation that his customers down south and southwest are going for Genco's "Broncho" in a big way.

* * *

Walter Winchell flew to Chicago to accept a check for $100,000 from CMI for the Damon Runyon Cancer Fund Drive. This is the second check Winchell has received from the industry. The total now collected by the industry totals $120,560.31. Members of the local Damon Runyon Cancer Fund Drive will be in touch with coinmen in the east for support of the forthcoming great "Jamboree" to be held at Manhattan Center, November 3. GIVE THE DRIVE YOUR COMPLETE SUPPORT. IF YOU FAIL TO RECEIVE TICKETS TO THE SHOW AND WISH TO ATTEND, WRITE JACK MITNICK AT 593 TENTH AVENUE, NEW YORK CITY.
Altho the East Coast had all the exciting events pretty much to themselves with the World Series going on, Californians stayed glued to their radios. Many a staunch Californian belongs to the "Ben-evolent Order of The Brooklyn Bums". Local coinmen are making a great showing with their contributions to the Damon Runyon Cancer Fund. This is the time for everyone in the industry to get behind this great drive, and make it the outstanding industry charitable contribution of all time.

* * *

Dannie Jackson of Automatic Games off to Chicago for a few weeks on a buying trip... among the items Dannie is scheduled to buy, is a 1947 Cadillac... I used to think Ford was the leading car, but it looks like everyone now has his eye on a spanking new Caddy... At the Gold Coast Coin Machine Exchange, Elky Ray, Los Angeles distrib for Dave Gottlieb, really had me engrossed in his narration of the story of the Coin Machine. He started in the biz way back in 1931... Understand a number of clubs in and around Las Vegas are buying quite a few machines... among them, The Flamingo... El Rancho... Club Bingo, and the Railroad Pass Casino... I'll have to get up around those parts some day and try a few games of skill.

* * *

Warren H. Taylor, General Sales Manager for Mills Sales, is making his headquarters in their Los Angeles office for an indefinite period so as to give Charlie Fulcher a chance to get better acquainted with ops in the field... Met Eddie Hagist of the Mills Freezer Division who made an interesting point with me. I'm passing the item on to all of you...

He suggests that a very good location for installation of that Mills Freezer would be all of the miniature golf courses in southern California... sez Hagist, two of the above type spots paid for their machines out of the first year's "take"... Might be worth a pitch.

* * *

Sorry to hear that Aubrey Stemler's mechanic Al Garman was badly hurt in an automobile accident. Al is very well liked along coin row, and they're all pulling for him... Stopped in for some jabber with M. C. "Bill" Williams of the Williams Distributing Co. Expected to find "Bill" bewailing the outcome of the world series (he's from Brooklyn), but instead, he let me bat out runs on the Williams All Stars.

* * *

Bill Happell of Badger Sales Co. tells me that the highly successful operator and mechanic's course conducted by nephew W. E. Happell, has been completed here, and is now due for a tour of the western states. The first two cities on their list are, Phoenix and San Diego... Paul Laymon is still getting answers to that big batch of mail he sent out a few weeks ago for the Runyon Cancer Fund.

* * *

Out-of-towners seen shopping along the row: W. D. Tanner, Fresno; Oscar Tetzlaff, Banning; A. J. Fox, San Diego... Dropped in at Jay Bullock's Southern California Automatic Music Ops Association to find things humming. Ops listening to all the latest releases, and really planking down the dough for discs... Jay was busy lending a helping hand to a couple of young fellows interested in becoming music ops... Bill Wolf has finally decided to stay in town a while after extensive gallivanting about the country on biz trips. He's got guys calling him long distance "collector" to sell him merchandise. A very nice fella.

* * *

Sunday was a very busy day in this town's coin row. Not one, but two showings of music boxes took place... At E. T. Mape, Ray Powers was busily showing to all the ops, that beautiful mirror job by Filben, while up the street a ways, Jean Minthorne, proudly expounded on the merits of the new Seeburg... Somebody told me that they would have liked a different day for each showing... Now who could that have been?

* * *

Charlie Craig, advertising and public relations exec for Exclusive Records phoned me to say that Joe Liggins and The Honeydrippers opened at the Meadowbrook in Culver City... you could hear the applause for miles around... Frances Wayne of the Exclusive label finished her p.a. at the Theatre Club in Oakland, and planned to the windy city for an opening at the Jump Town Club... Johnny Moore's Three Blazers sizzling the audiences at the Central Avenue Lincoln Theatre here in L.A..... Flo Bihari of Modern Records informs this writer that Ike Carpenter, who records for that diskety, did a television guest shot with jockey Al Jarvis for Philco... he handled the situation nicely enough to be pacted for a repeat... keep your eyes open for this boy... he's hot!!!... At Specialty Records, Steve Earle, number one man in the ad department, is planning a trip around the country to discuss new ideas as regards advertising with Specialty Distributors... Their star platter maker, Roy Milton is still breaking box office records wherever he plays.

* * *

George Oliver of Capitol Records is finally getting his advertising department into the new Capitol Bldg. across from NBC... Aladdin proxy Leo Mesner, reached New York in time to glam four of the series games... Wonder if the Dodgers would have done better swinging at Aladdin platters????
DENVER, COLO.

Eddie Bronish's small daughter, who was recently run over by a truck, is still recovering in the hospital. She recently underwent an operation for a crushed kidney as a result of the accident . . . Eddie works for the La Salle Music Company . . . Al Roberts of Wolf Sales has just returned from a trip covering the Western Slope, with Jack Wyscaver, who was recently hired by Wolf. He reports that business looks good up there, as all the farmers and ranchers seem to be bringing quite a lot of money into the towns which is good for the operators. Wolf Sales is expanding their export business and Sam Illitsky has just been hired as their new Export Manager. Wolf R. Roberts stated that on the 18th of October all the collections from Wurlitzers in Denver will go to the Community Chest. Chic Roberts of Wolf Sales recently returned from Los Angeles where he visited his fiance.

Gibson Bradshaw of Denver Distributing Company, who handles the new Mills Constellation reports that several of the operators have replaced the corrugated glass in the top of the phonograph with clear glass in order that the public may see the two-side mechanism work. He says this has created quite a lot of interest in that it is the only phonograph in this territory which turns the record over and plays both sides. Bradshaw just received word this morning from Chicago that Mills now have their new compact wall boxes for the Constellation ready, so he is leaving tonight for Chicago to see them and make arrangements to get them in Denver. Christine Murray, Secretary to Bradshaw, flew to Iowa City this past weekend to attend the Illinois-Iowa football game. Although Iowa, the team for whom Christine was rooting, took a pretty bad beating, and it was 100 degrees at the game, she said she had a marvelous time. Frank Ritchie, one of the Jones boys, is passing out cigars because of a new 7 lb. baby boy born today, October 7. Congratulations Frank! Mr. Erskin of Jones Distributing reported that several service schools will be started soon throughout the territory for operators and service men, which will also be attended by factory representatives. The schools will be in Salt Lake City, Albuquerque, Denver, and Billings.

Mr. H. W. Graham, Special Representative of Rock-Ola Manufacturing Company, is now in Denver visiting the Modern Distributing Company. He was preceded by Lou Sebastian and Jack Barbash, both of Rock-Ola. L. D. Shulman, of Modern, has just received a beautiful Lord Elgin wrist watch from the Rock-Ola Manufacturing Company for over-selling his quota of phonographs during September. C. D. Huddleston, operator from Denver, and his wife recently returned from a hunting trip near Pikes Springs, Wyoming, where they each bagged an antelope.

Among operators visiting this week in Denver were Lee R. Johnson of Sheridan, Wyoming, who reports that business has been unusually good up there this past month, Earl Fuller of Greeley, Colo., Andy Staats of Sterling, Colo., W. C. Johnson, Rawlins, Wyo., Dwight Singleton, Canon City, Colo., Cecil Finney, Chief Amusement Company of Lamar, Colo., Sandy Yeager, Fairplay Music Company, Grant, Colo., Gus Carter, Ft. Collins, Colo.

ST. LOUIS

Collections are on the way up all over the 49th State, according to a survey of ops in all fields early this week. "And we were looking for a drop when the Series came along" charted Jimmy Carmody, whose pinballs have been clicking tunefully . . . A location in a drycleaner's lobby didn't look too good to lot of ops, but Chuck Larcom, Lindell Street op, has one paying a good profit in one of St. Louis' busiest cleaning plants. "Gives people something to do while waiting for service" Chuck grinned.

After a three month layoff, members of the Missouri Amusement Machine Association will confab at a scheduled meeting at Hotel Claridge next week. On the program will be Lou Morris, head of the group, Dewey Godfrey, legal counselor, and the bill of fare will include tax problems, price resistance troubles, and all of the ills of coindom.

Star Novelties Company, headed by John Gazzolo, has come up with a clever idea for personalizing cigarette vendors and other types. A decalomania in the form of a star on the front of each machine reads "Star Thanks You" in big white letters. John thinks that the customer may remember seeing the star and look for other machines decorated the same way. "Anyhow, I thought it was good enough to get a copyright on the idea" he said. The Star proxy isn't haunting his usual corner at Vandeventer and Olive these days, for Mrs. Gazzolo is due with an heir any time in the next eight days!

Electric cigarette machines are popping up all over the city of late—ops tell us they like them because of the relative lack of service expense . . . One of the biggest phonograph purchases of the year was Andy McCall's 50 boxes in one sweep from Ideal Novelty last spring. This week he ordered another 10 "to fill in a few spots." Andy's been in the business only ten years, but has become one of the top men in the local industry . . . Boss man Del Weatich at V-P Distributing Company is continuing to excite a lot of interest with All Stars. The first four sold began netting collections of $100 per week or better, says Del, and altho the game is a bit on the expensive side, there are plenty of orders. Barney Freerichs ordered 3, NBC Novelty 4, and others have gone out one at a time . . . A rare visitor around the circuit this week was Dorothy McGuire, Jerseyville, Illinois woman operator. Dorothy has ten machines in her territory, all of which she maintains herself.

A lot of congratulations went to Jack Rose of Rosenfield Novelty, for his contribution to the Damon Runyon Cancer Fund, which was the largest offered by anyone in the St. Louis industry.
WANT — Low Level Music Equipment, Boxes, Amplifiers, Studio Units, etc. Personal and Solotone preferred. Also Free Play Slots and Consoles. Will buy anything in games or music for 110V 25 cycle operation including motors and transformers. Looking for Vinylite Records, new or used, any quantity. Can also do good arcade equipment. Interested in A-1 equipment only, priced low enough for export. COIN CRAFT CANADA, 441 ABERDEEN AVE., HAMILTON, ONTARIO, CAN. Tel: 2-7667

WANT — Employment as a Pinball Machine Apprentice. Weekday evenings and all day Saturday. L. THOMPSON, 3045 WALNUT ST., CHICAGO 12, ILL.

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

WANT — DuGrenier 'S' Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN, N. Y.

WANT — For Cash: Deluxe Draw Bells; Draw Bells; Bally Triple Bells. Wire, Phone or Write stating Lowest Price, Coin Denominations, Quantities & Condition in first reply. SILENT SALES SYSTEM, 635 D ST. N.W., WASHINGTON 6, D. C. Tel. District 0800

WANT — Used Records, unlimited quantities. Write to FIDELITY DISTRIBUTORS, 332 E. 188TH ST., BRONX 58, N. Y.

WANT — Wurlitzer, Seeburg 30 wire Hideaways complete; Wurlitzer 1015, 850, 950, 750E; Seeburg 146, 147, Hi-Tone, etc.; Rock-0la 1422; used Packard Wall Boxes; Packard, Buckley 30 wire Adaptors; 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 — Solotone equipment. Must be brand new. Wanted at distress prices for export purposes. Grey boxes preferred. Give serial numbers & quote lowest prices. ALLAN PULLMER, 50 BUCKINGHAM AFS., WINNIE mills, MANITOBA, CAN.

WANT — Bally Draw Bells, Red Button; Bally Deluxe Draw Bells; Keeney Bonus Super Bells 5¢. State lowest price in first letter. Will pay cash or will accept in trade for latest new five Ball Pin Games in original crates. MURRAY NOVELTY CO., 4353 MURRAY AVE., PITTSBURG 17, PA.

WANT — Keeney Bonus Super Bells, two-way and three-way. Give best price for a quantity purchase of Victory Derbys, Jockey Clubs and Fairmounts. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH.

WANT — We want you to know we will trade latest five ball free play releases for equipment you can’t use. Prefer Mills Bells, Keeney Bonus Super Bells, phonographs, Bally Draw Bells, Victory Special, Special Entry. Sweeten your route with new five ball money makers. Authorized Mills and Keeney Distributors. Established 1905. Trade with safety at the TRADING POST, DEPT. A, SILENT SALES CO., SILENT SALES BLDG., 200 - 11TH AVE. 50, MINNEAPOLIS 15, MINN.

WANT — AMI Model A Phonos. COMMERCIAL GAMES CO., NEW BRITAIN, CONN. Tel.: 94939

WANT — Five Ball Free Play games, new, in the boxes at close out prices. Especially want Mexico and Hawaiis. IDEAL NOVELTY CO., 2253 LOCUST, ST. LOUIS 3, MO. Tel.: FR. 5544

WANT — Keeney Bonus Super Bells 2 Way 5¢ & 25¢; Bally Triple Bells; Exhibit Rotaries; Mutoscope Fan Front & Red Top Diggers; Wurlitzer Skee Balls; Mills’ Orig. Slots 5¢ — 50¢. Quote best prices, quantity & condition in first letter. M. A. FOLLAND CO., 735 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: ORdway 3070

WANT — Will buy any quantity used slot machines, all makes and models. Also, NEW Face Chrome Deluxe Slots 5¢-10¢-25¢ & $1. Quote your lowest prices in first letter. All machines must be in first class condition. Will buy Bally Draw Bells, Bally Triple Bells, Keeney Bonus Bells, Single Doubles and 3 Ways. AUTOMATIC GAMES CO., 2255 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — 100 Rolloday Games — Playballs, Tally Rolls, Total Rolls, Advance Rolls, etc. Will pay highest prices. Write Ted Seidel, general manager. AMUSEMENT SALES, 577 TENTH AVE., NEW YORK CITY. Tel: Longacre 5-8879

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
FOR SALE - Best offers on any of the following equipment in A-1 condition. Ready for location. SEEBURGS: 3 Classics; 1 Regal; 1 Rox. WURLITZERS: 1 - $16.1 - 700; 1 - 900; 4 - 600 Keyboard; 1 - 600 Rotary. MILLS: Throns. ROCK-OLA: 1 Master; 1 AIREON; 2 Jafco Roll-A-Balls; 1 used Ten Strike; 1 Mystic Derby; 5 Rockets; 5 Kilroys; 5 Chrome finish #125 Wurlitzer Bar Boxes; 2 Total Rolls. Willing to take out in new pin games. HOFF SALES CO., 1508 SOUTH 10TH ST., MANITOWOC, WISCONSIN. Tel: 7897

FOR SALE - I have 93 clean, late model Columbus; 2 - 50¢ Club Bells; 1 - 50¢ Blue Front; 2 - 25¢ Club Bells; 1 - 25¢ 1946 Face. Also carry complete line of all Mills new Slots. FREE-DELL'S NOVELTY CO., 3200 FIVE OAK ST., DALLAS, TEXAS.

FOR SALE - Total Rolls $195. For ready location. Write to LOUIS LASKY, 188 BRIGHTON 10th ST., BROOKLYN 24, N. Y.

FOR SALE - Total Rolls $195. Ready for location. Write or call. LOUIS LASKY, 188 BRIGHTON 10th ST., BROOKLYN 24, N. Y. Tel: Dewey 6-3661

FOR SALE - Total Roll $195.; Sportsman Roll $185.; Tally Roll $125.; Cosmic $110.; Super Triangle (new motors) $100.; Rapid Fire $35.; Kicker Catcher (pre-war) $15. MOHAWK SKILL GAMES CO., 86 SHOWDEN AVE., SCHENECTADY 4, N. Y.

FOR SALE - 4 - 5¢ Mills Black Cherry Bells, like new $165. ea.; 2 - 10¢ Mills Black Cherry Bells, like new $170. ea.; 1 '46 Standard Jenn. Chief (write); 2 Wurl. 61 Counter Phonos $75. ea.; 1 Wurl. 61 with stand $85.; 1 Wurl. $50., very clean $349.50.; 1 Wurl. 600, refinished $149.50.; 1 $1000 Packard Speaker, floor sample (write). AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, INDI.

FOR SALE - Fifty (50) Panoramas, A-1 condition. For either 110V AC 60 cycle or 25 cycle operation. For sale or trade against free play equipment, tables, consoles and slots or what have you. WANT - Low level music equipment, boxes, location and studio amplifiers, cable, etc. Films and all supplies for Panoramas. Also some brand new cabinets. COIN CRAFT CANADA, 441 ABERDEEN AVE., HAMILTON, ONTARIO, CAN. Tel: 2-7697


FOR SALE - 3 - 5¢ Super Bells; 2 Watling Big Game 1-A slot C.F.O. console; 2 Columbus slots; 1 Pace slot; 11 Pinballs $17.50 ea.; 16 counter games $7.50 ea.; 4 Streamliners $50. ea.; 500 salesboards, less than operators cost. BURT W. POLIN, 1824 JOHNSON AVE., SAN LUIS OBISPO, CALIF. Tel: 2352-W

FOR SALE - 14 clean A.B.T. Challengers $30. ea.; 2 Pop Ups $25. ea.; 1 Mex Baseball $30. MILTON BRAUN, RT. 3, BOX 428, SAVANNAH, GA. Tel: 3-5432

FOR SALE - 5 Deluxe Draw Bells in first class condition. Have had very little use, write or phone for price. Terms: 1/3 w/ order, balance C.O.D. BRAMLEY'S MUSIC & NOVELTY CO., FOGOMORE CITY, MD. Tel: 1562W

FOR SALE - Buckeye Track Odds D. D.; Silver Bells; Royal Flush; Lucky Star. All C.P.O., pre-war. 6 Club Bells; 6 Jumbo Parade Mint Venders; 5 - 5¢ Jumbo Parade F.P.; 1 - 10¢ Jumbo Parade F.P.; 4 - 5¢, 2 - 10¢ Silver Moons; 5 Hi Hands. BURT W. POLIN, 1824 JOHNSON AVE., SAN LUIS OBISPO, CALIF. Tel: 2352-W

FOR SALE - Keeney "Hot Tips", just like new, account closed territory $485.; Gottlieb's "Daily Races" Free Play or Cash Play (write); Keeney Bonus Multiple 5¢ Super Bells $950.; Evans 5¢ "Lucky Star" $75. 1/3 w/ order, immediate shipment. THE R. F. VOGT DISTRIBUTORS, MILLER HOTEL BLOCK, SALT LAKE CITY, UTAH. Tel: 7-4861

FOR SALE - 5 new 5¢ Vest Pocket Bells $60. ea. A. L. KROPP, JR., BOX 452, TUSCALOOSA, ALA.

FOR SALE - Floor Sample Vintage Hideaways (write); Packard new 700 & 800 Adapters, new Twin 12¢ Reel cabinets; 42-50¢ Wurlitzers $125. ea. 1 Red Ball in excellent condition $295.; Pre-war Free Play Games $35. ea. ROCKY MN. COIN MACH. CO., 224 N. SANTA FE AVE., PUEBLO, COLO.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man.
FOR SALE—6 Automatic Hostess Units $1350. per unit. Includes everything! Super Skeeroll alley $755; Premier Barrel Roll Alley $955; Rock-Ola World Series $39.50; Keeney Subarbine Gun $39.50; Air Circuit, Big Parade, Knockout, Scy Chief, Champ, Four Roser, Star Attraction $15 ea.; Seeburg Music—Concert Grand, Concert Master, Classic $450. All! Wurlitzer 600R's $110. ea.; Wurlitzer 616 $50; Rock-Ola 16 $60; Rock-Ola 12 $40; Mills Sky Scraper 5¢, 3¢ payout $35; Buckley Bones 5¢ machine payout $49.50. START—Used Packard Wallboxes! OLSHEIN DISTRIBUTING CO., 1102 BROADWAY, ALBANY 4, N. Y.

FOR SALE—We have a large stock of Arcade Equipment—Cheap. Write for details. BIRMINGHAM VENDING CO., 2117-3rd Ave. N.O., BIRMINGHAM 5, ALA. Tel: 3-5183

FOR SALE—Hannans $100 ea.; Gold Ball (write for price). LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILADELPHIA 21, PA. Tel: POF. 3299.

FOR SALE—1 Mavis; 1 Rocket; 1 Lightning; 1 HaAnn. Practically new. On location three months only. Used: I Pan American; I Snappy. Best offer takes one or all. F. O. B. Tomahawk, Wisconsin. State method of snipping desired. WILLIAM J. O'K, 116 N. RESERVE STREET, STEVENS POINT, WISCONSIN.

FOR SALE—Premier Skee Barrels & alleys in excellent condition, 10¢ ft. & 12¢ ft. long, $70 ea.; Barrels $25. SILVER LINING DIST. CORP., 2061 BROADWAY, N. Y. 23, N. Y. Tel: SC. 4-0192

FOR SALE—100 Five Balls Tables; Gottlieb's Stage Door Canteen & Bally Surf Queen, A-1 condition, ready for location $43.50 ea. First com; first served. Send 1/3 deposit. GENERAL DISTRIBUTING CO., 2316 MAIN S., DALLAS, TEXAS.

FOR SALE—Closed Territory, 6 Jackpot Charley Cabinets, 12 refills, 12 backboards. This is a 2¢ co-in-op coin-operated board. Also 6 Miss America $5 Cabinets, 24 refills & 24 backboards. All Shall deposits. Total cost was $654. to operate. Will sacrifice at $450. of which $126. returnable from factory on shells. Fast money maker. BURT W. POLIN, 1828 JOHNSON AVE., SAN LUIS OBISPO, CALIF. Tel: 2352-W

FOR SALE—Late, used F.P. Games. All in A-1 condition and slightly used. Prices range from $35. to $190. ea. Lucky Star, Cyclone, Tornadoes, Kilroys, Play Boys, Superliners, Gold Balls, Malakar and Torches. Games are clean, rolls refinished. ROCKY MOUNTAIN COIN MACH. CO., 224 N. SANTA FE AVE., PUEBLO, COLO.

FOR SALE—Genco Advance Roll $1755; Big Hit $49.50; Baffle Card $124.50; Broncho, write; Evans Racer $25.750; Evans Racer $5 F.P.$753; S. D. Canteen $59.50; Fast Ball $79.50; Fiesta $99.50; Haven $159.50; Kilroy $115.; Marjorie $179.50; Mexico $192.50; Manselle $217.50; Rocket $139.50; Surf Queen $49.50; Stop Up $90.; Suspense $69.50; Spellbounds $59. ROCK CITY AMUSEMENT CO., 125 S. NASHVILLE AVE., NASHVILLE, TENN.

FOR SALE—Pokerrl and Arcade established. Good Income. In Coney Island. EMPIRE AUTOMATIC CORP., 799 CONEY ISLAND AVE., BROOKLYN 12, N. Y. Tel: Buckingham 7-7300

FOR SALE—Model N Gum machines $10. ea. M.A.O.VENDING CO., 144 CANTERBURY ST., WORCESTER, MASS.

FOR SALE—Personal Music and Solotone Boxes. Also Studio and location amplifiers. Wire, phone or write for real low prices. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK 8, N. J. Tel: Bigelow 3-8777

FOR SALE—You are overlooking a great machine, Miniltop. We take trades any type equipment to start you. P. K. SALES CO., 5007-09 WHEELING AVE., CAMBRIDGE, OHIO

FOR SALE—Phone, Wire or Write us for all new & used pinball & latest coin operated machines. Orders shipped same day received. Lowest prices always. SOUTHERN AMUSEMENT CO., 628 MADISON MEMPHIS, TENN.


FOR SALE—The 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—Mills greatest proven money makers—original Black Cherry Balls, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Balls, repaired original factory colors $275.; Late Head 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. S.C., MINNEAPOLIS 15, MINN.

FOR SALE—Seebeug 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, 1 double-line 10 turntable board, 1 single line 10 turntable board, 4 rack racks—3,000 capacity. Will take best offer. MITCHELL NOVELTY CO., 1829 W. MITCHELL ST., MILWAUKEE 4, WIS. Tel: Mitchell 3254.

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE - Write for special close out prices on new Ranger, Carousel, Marjorie. Also special prices on other Jockey Club Specials. Chicago Coin Gold Ball. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel.: Market 7-4641

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

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

FOR SALE - This Week's Special - Ace Bomber (Mutoscope) $149.50; Victory Derby, new $250.; Victory Special, new $225.; Double Barrel, like new $50.; Superliner, Superscore, Fast Ball, Stage Door Canton, Rio, Haffle Card & many others from $75. Slots, Music & all of the latest games always in stock. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N.Y. Tel: 6-1986

FOR SALE - Reconditioned Pingames: Big Time; Big League; Progress; Rocket (brand new); Fox Hunt; Gobs; Snappy '41; Hi-Hat; Jungle; Drum Major; Twin Six; Opportunity (revamp). All in A-1 condition, ready for location. Make best offer for any or all. R. M. BRANSON DISTRIBUT-ING CO., 816 S. 2nd St., LOUISVILLE 2, Ky. Tel: Wabash 1501

FOR SALE - Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWN & CO., 594 TENTH AVE., NEW YORK CITY, N. Y. Tel: Bryan 9-0817

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, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE - Jennings Telephone Wired Music Studio Equipment Complete 16 unit rack with 15 Garrard turntables—partially reconditioned $2,150.; 1 complete 15 unit rack with 15 Garrard turntables—as is $2,950. 1/3 Down, balance C.O.D. THOMPSON BROs. TELE-TONE, INC., 1629 EAST ANAHEIM ST., LONG BEACH, CALIF. Tel: 7-32-64

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. 146 Steppers; 300 Adapters; No. 332 & 332 Boxes; 39A Speakers: 5 new 25 cycle No. 40243 Amplifier Trans; Seeberg Hideaway: 5 WS-22 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 built Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished like new. $100. 1/3 dep. bal. C.O.D. Also 1 brand new Bally Big League in original carton $250.; 1 slightly used Surf Queen $150.; 2 used Flat Tops $125. ea. E. R. KEENELY MFG. CO., 7729 CONFTER AVE., CHICAGO, ILL.

FOR SALE - New Williams All Star; Genco Advance Roll; 3 Bally Ballyhoo; 1 Electromatic 6 ft. Roll-A-Score, like new. Also many other used games. Write. Brand new Pinch Hitters in original crate $225. KING-PIN DISTRIBUTING CO., 3004 GRAND RIVER AVE., DETROIT 1, MICH. Tel: Temple 2-5788

FOR SALE - 2-12 Tracktimes $75. ea.; 2 Western Baseballs $60. ea.; 20 - 46-47 Vest Pockets $45. ea.; A-1 condition: 1 Rapid Fire $50. A-1 condition: 1 Air Raider $40.; 10 Stripes $45. & used pingames. Write or call. WESTCHESTER AMUSEMENT CO., 86 OAK ST., YONKERS 2, N. Y.

FOR SALE - Wurlitzer Model 600 phonographs in A-1 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., JERSEY CITY, N. J.

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 3-9777

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., 505 W. CENTRAL AVE., ORLANDO, FLA.

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


FOR SALE - All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4006 CAS AVE., DETROIT 1, MICH. Tel: Temple 1-7456

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE - Wurlitzer Model 320, 125, 220 and 100 Wall Boxes $5. ea.; Rock-Ola Wall Boxes $5. New Deals: Free Play Machines $15. HADD DISTRIBUTING CO., INC., 130 LINCOLN ST., ALLSTON, BOSTON 34, MASS. Tel: Stadium 3320

FOR SALE - Big Hit $125.; Superliner $125.; 5-10-20 $45.; Miss America $175.; Step Up $145.; Midi Racer $125.; Frisco $99.50; Four Aces $45.; Bombardier $45.; Argentine $35.; '41 Major $35.; Laura $95.; Knockout $60.; Hi-Hat $35.; Spot Pocket $15.; Wild Kine $25.; Defense $25.; Silver Spray $25.; Band Wagon $25.; Pimlico $120.; '41 Derby $95. CENTRAL COIN MACHINE CO., 482-88 CENTRAL AVE., ROCHESTER 5, N.Y. Tel: Main 5973

FOR SALE - 1 Model Movies, practically new, used less than one week, including 2 reels of films of 4 subjects each. Only $225. Cost new including film $400. MELODY MUSIC CO., 113 N. E. 9th ST., MIAMI 36, FLA. Tel: 9-1301

FOR SALE - Victory Derbys, like new $150. ea.; Keeney Three Way 5-10-25 Super Bonus Bell $900.; 5g-56 Lucky Luces one coil type $50. ea.; 5-25 Lucky Luces $60. ea. 1/3 deposit required HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MINN. Tel: At. 8687

FOR SALE - Rock-Ola Commands $150.; Wurlitzer 25g Roll-A-Toy $85.; 9 column National Cig Machines $120.; Mills Mills Mills $175.; Mills Futurity $45.; Mills Throne $200.; Post Ease $45.; Model 9500 $200.; Glitter Gold Mills 5¢ chrome $60. BELMONT VENDING CO., 705 MAIN ST., BRIDGEPORT, OHIO Tel: 750

PARTS AND SUPPLIES

FOR SALE - We are now closing out our stock of B.ack Cherry and Golden Falls Case and Casting Assemblies for $30. ea. Assembly includes Castings, Wood Case, Club Handle, Drill Proofing, Award Cards, Jack Pot violet, etc. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1302

FOR SALE - Wholesale Radios-Parts, etc.; Pilot lite Special! No. 47 $40. per 1000; No. 51 or 55 - 10 for 49¢, 100 for $4.40, 300 $3.04 ea.; Nos. 40, 46, 44, 47 - 10 for $8.50, 100 for $5.30, 300 $2.60 ea.; Tube cartons for CT tubes (1-3/4" x 1-3/4" x 3-1/2") Bundles of Fifty 50c and 100c tubes. NO. 1TC, (1-3/4" x 3-1/2" end, Center, 3/4" broken but tubes good). BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE - Parts and supplies for all types coin operated machines. Send for Free illustrated mail chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. Coin Chutes, locks, fuses, glass locks, rubber rings, wrappers, etc. Largest parts suppliers in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE - G.E. Masa Lumilines, 24 to carton 85¢ ea. gov't. tax included; Big Lamps 74 to 75 Watt; Approved Fuse Tubes 6 g 3 & 6 amp. (100 to pack 55¢ ea.); Glass Fuses (Auto Type) (Little Fuse or Bulb) (100 to pack) 1-2-3 amp (35¢ ea.); 6 amp. (4¢ ea.); Rubber double action male plugs 17¢ ea.; G.E. Masa small bulbs No. 51, 63, 44, 63, 47 - 5¢ ea.; No. 50 - 55¢ ea. gov't tax included. These bulbs are boxed & not gov't surplus. G.E. Masa 1469 Gun Bulbs 45¢ ea. Tops All. ARCADE BULB CO., 56 W. 25th ST., N.Y. 10, N.Y. Tel: Watkins 9-7490

FOR SALE - Money Wrappers, Tubular Coin Wrappers, 1¢, 5¢, 10¢, 25¢. Steel Strong means no splitting of seams, is self opening, the only perfect wrapper. 70¢ per 1,000 boxes 6¢ wrappers to a case $8.50; 1¢ and 10¢ wrappers come packed 10 boxes to a case. Send for samples. Also quantity prices. Terms: 1/3 deposit; balance C.O.D. ST. LOUIS NOVELTY CO., 2718 GRAVOIS AVE., ST. LOUIS 18, MO.

FOR SALE - Closeout. Limited quantity only. New Universal Amplifiers models A and B. Model A for all model phonographs including Seeburg Hi-Tone, formerly $69.50, now $37.50. Model B for all phonographs with exception of Seeburg Hi-Tone, formerly $89.50, now $27.50. Save with Safety. Established 1906. Buy from SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE., MINNEAPOLIS 15, MINN.

MISCELLANEOUS

NOTICE - For Sale: Sea-Can Escalator Conversion at $7.85 per unit. Will do away with Mills Escalator troubles on all denominations. Works on Nickels, Dimes, Quarters. No jamming or shingling with this device. A few minutes to convert. Sold on ten day money back guarantee! Write: SEATTLE COIN MACHINE CO., 3225-27 WESTERN AVE., SEATTLE 99, WASH.

NOTE - Rent A Machine - Keep That Location Hot! Established Operators - Save money by renting games & phonographs. 1/2 rental fee may be applied against purchase. Send us your name & address. NATIONAL NOVELTY CO., 183 E. MERRICK ROAD, MERRICK, L.I., N.Y.

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

NOTE - Phon 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.
IT'S ALL THERE IN
All Stars

NEW REPLAY SENSATION!

NOT LIGHTS... BUT REAL
LIFE-LIKE PLAYERS RUN THE
BASES IN THE BACKBOARD!

As many as four 3-dimensional Ball Players "run"
the bases, according to hits made on the playing
field! Life-like action in backboard provides terrific
player and observer interest.

REAL BATTING ACTION
ON THE DIAMOND!

Batter Up! Player controls swinging bat—
singles, doubles, triples, homers, strikes, sacri-
fiers, outs, etc. Powerful skill-appeal!

NEW 3-COIN
DROP HEAD CHUTE!

Exclusive Williams coin play. Ac-
cepts 5¢, 10¢, 25¢ coins... speeds
play, increases revenue and profits!
Credit Unit records advance pay-
ments and replays.

ORDER FROM YOUR
DISTRIBUTOR NOW!

FOR THE STEADIEST PROFITS YOU'VE EVER EARNED ORDER
"ALL STARS" FROM YOUR WILLIAMS' DISTRIBUTOR TODAY!