1. Rock-Ola is the best buy for the operator’s purchasing dollar!

2. Rock-Ola makes more dollar-profit on location.

3. Rock-Ola costs less per service dollar.
If it's a Mills, I always play it-

I get more for my quarter!

The public prefers
THE MILLS CONSTELLATION
The coin box concurs

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois
It is today a proved and accepted fact that “the play’s the thing.” But, the profits aren’t there anymore. And that’s what’s making everyone in this industry wonder, and has caused many to come to the conclusion that a great portion of the field may as well shut its doors now—as later.

“There must be an answer”, operator after operator, distributors and manufacturers have stated.

Of course there’s an answer. The answer is simply in equalizing the present commission basis so that the operator and location owner will share alike. As they used to share in bygone days.

But, with operating expenses up over 200%, due to this inflationary overhead costs era, and prices of new equipment up far over 100% from what they were pre-war, and with the operators still charging only 5c for phonograph and amusement game play, and having the storekeepers 50% of the gross intake of the equipment, then surely there will never be profits from equipment, unless the play is so tremendous, hour after hour, all week long, that there must be a profit earned.

The average location throughput the nation enjoys about two hours of peak play per day on a phonograph as well as on an amusement machine. The play the rest of the day doesn’t affect the week’s results too greatly. (There are super-locations, naturally, which enjoy from four to six hours and these are in a class by themselves. Where they can operate, few, if any, will challenge their power to produce profits.

But, where pin games and juke boxes operate, much has to be taken into consideration. With the present five ball game, the operator can only earn a certain sum per hour even under continuous play. The same is true of the juke box with its present three minute record.

Whereas storekeepers of every kind have raised the price of their merchandise, in keeping with the raises which they have had to endure and to meet rising overhead expenses, the members of this industry have continued blithely on their way accepting raise after raise and still featuring a 5c coin chute which, today, can be likened to the pre-war 1c chute. That’s just about what today’s nickel is worth.

An equitable commission arrangement must be made between the storekeeper and the operator of juke boxes and amusement machines to bring profit, on an equal ratio, to both. The Cash Box has long urged a 75c-30% commission basis. Has also asked that the ops drive for $1.50 per week front money. Has suggested that expenses of both operator and location owner first be removed from the gross receipts and the balance divided on a 50-50 basis. The Cash Box has made one suggestion after another and the majority of the trade has agreed with it.

Now a Texas music op suggests that, as far as the juke boxes are concerned, 2 minute records (instead of the present 3 minute disks) be used. These would bring in $1.50 per hour instead of the present $1 per hour. His experimentation with two minute disks has proved that the public likes them. In fact, that the greater majority of the people don’t even know the difference between a 2 or 3 minute record.

The fact that the 3 minute record will bring 30% more money into the phonograph during the peak play hours and, probably, about a 20% overall play increase, is extremely important and vital to the juke box ops.

There definitely, then, should be a drive for 2 minute record which would eliminate much argument and which would earn juke box ops more money so that they could, at long last, see some profits again.

As far as the pinball ops are concerned perhaps they too, should jump to three ball play (where possible) to speed up game action (and three ball play has proved itself in many cases already) which would mean the same to the pinball field as the 2 minute record means to the juke box business.

One of these plans should be adopted immediately, or the trade realize that it must obtain an entirely new commission basis to assure itself a decent profit on its investment. The $15 per week front money guarantee, in the belief of this publication, is still the best. But, since so many coinmen do not believe they can obtain it in their areas due to what they call distributor and new blood competition, and must continue to operate on the old 50-50 basis, then they certainly should adopt the 2 minute record or the 3 ball pin game to overcome the lack of profit which they are enduring.

Regardless of what arrives in the months to come—there is no longer any doubt that overhead expense will not come down and that prices, too, will remain up and, perhaps, even go higher.

Therefore, the answer must come quickly. It is now up to the operator himself to instantly adopt one or another of the suggestions which have already been made to assure him a better and more prosperous business.
Used Equip’t Moving Faster. Post-War Machines in Big Demand. Many Hold Back from Trading or Selling, Expecting Big Territories to Open. Prices Go Up.

NEW YORK—Thruout the entire country jobbers and distributors report that the used machines field has pepped up to such an extent that they are now searching throughout the highways and byways to obtain as many used post-war type machines as they possibly can.

The pinball field is especially active in this regard. Many noted operators have been calling for as many used and reconditioned post-war type pin games as they can possibly get. It is noted that many of the Far Western territories are among the best buyers of this merchandise and that the eastern cities have also placed orders with distributors to obtain machines.

The midwest, as yet, it is reported, continues to be the most active in the pinball field, with many of the distributors in this area handling whatever they can possibly obtain. It is even believed that some of the older machines are coming into the sales end of the field now that the demand has pepped up.

In other fields, the rolldown games seem to be most active. New York and California and Michigan seem to be grabbing whatever they can, wherever they can. The operators in these areas are doing a fine job with rolldowns and are continuing right along to purchase what they can get. Used rolldowns are reported to be at a premium at this time with the used machines of one manufacturer said to be selling for almost the same price as when new.

Consoles, too, have come in for more action than they have seen in many months. The console field awakens slowly, as is past history, but these profitable machines always have a good following. There is no doubt that this field will continue to be active and will probably open with a greater splash than ever very soon.

The bells have made a stride forward again and, in some territories, are going very, very well. Ops are a bit upset by direct sales to clubs and other institutions but even this has not affected general sales of machines by noted distributors. In fact, some distributors who were surveyed, report that they are handling more bells at this time than they have ever had before.

One complaint many jobbers and distributors are making is that, “It seems that many of the ops are now holding back from buying or even selling their used machines. It has become very difficult to convince some of these men who are doing a good operating job that they would be much better off with new equipment before the public’s taste grows stale in their territory. We are making some very attractive offers to operators and hope that those who have held back up to now will see the light and take advantage of the many fine new machines which are being presented.”

Automatic merchandisers have also come in for good sales action. There seems to be a drive afoot for used cigarette machines and beverage dispensers. This was more or less expected as production has taken a long time getting under way for the new equipment and many automatic merchandisers are protecting themselves by filling whatever available spots they have in their areas with used equipment while waiting for the new machines to come their way. It is also noticeable in this division of the field that these men are obtaining a very solid and sound commission arrangement which makes operating much more profitable than in most other categories of the industry.

The specialists in the arcade equipment field report sales down. But, they claim, this is always the case after Labor Day and sales will start once again with the opening of winter spots. The arcade field has closed in to a much smaller unit than what it was during the war and many are retaining much old equipment. The sellers in this division hope that the arcade owners will start installing the very latest new equipment so that sales will again rise.

Most interesting is the good action being noted in the juke box field which at last seeing the first post-war phonos introduced as used equipment. This, it is believed, will pep sales even beyond the point they are at this time and will start many new routes. The juke box field is, of course, well stocked with equipment, but, whatever used machines have been presented have been rapidly gobbled up and the sellers here are taking trades to fill many orders on hand.

With the used machine market showing more pep and action once again there is no doubt that this will pervade the entire field and will bring about better sales for new machines since trade-ins will be obtaining better prices. The field, because of this used machine market activity, can look to greater action for some months to come, possibly far into ‘48, is the prediction of many sellers today.
FORESEE JUKE BOX BIZ IN HANDS OF FEWER OPS


NEW YORK — There is a belief current among a great many leaders in the juke box industry that there will be fewer operators in this field before ’48 is over.

This belief is based on the facts on hand which indicate that a great many of the smaller juke box ops are gradually leaving this division of the business. They simply cannot make out. Therefore, the larger ops in each area are reported to be gathering up routes at lower prices than they ever before paid, taking over whatever notes are yet to be handled and also, by adding the locations and machines to their present routes, are able to make those show a profit on average.

This is what happened in the cigarette machine business a long time ago. One small op after another was forced to forsake the operation of cigarette merchandisers because the small routes simply did not pay off. Therefore those who operated in large quantity, and efficiently, were able to take these routes over, add them onto their own, and show a profit.

At the same time the average juke box leader believes that as the smaller ops leave the field this will prove of benefit to all concerned. It is the belief of these men that by “closing in” the number of domino opera. ng juke boxes 3,000 other automatic music equipment that better commission and business arrangements can be made with the need for fewer men to agree to any good ideas which may be presented.

One noted association manager stated, “There is no doubt in my mind but that a lot of the small operators in our area will have to fold up. They simply cannot go on specializing in automatic music in a small way anymore. They know this and we know it. It is simply a question of a short time before they will be forced to sell to some of the larger operators. There is also no doubt in my mind that the bigger op will be able to show a profit by adding the average of the small route to his larger one.

“At the same time”, he continued, “we realize here that with less operators to contend with, we can get over many good business ideas which have been proposed to the trade. In the first place, the larger operator must work with greater efficiency than the small man. He is also in the position to obtain supplies and parts in quantities and therefore at lower prices.

“Because of larger gross income and more efficient business methods he can make his route profitable whereas the small man is up against one problem after another. We know that the larger ops are anxious and even eager to get together and set up a commission basis which will make operating really profitable. At present, everytime we have suggested such ideas, some of the smaller men would not agree. The result was that no one would adopt the suggestion.

“The larger op”, he stated, “also knows more of the prevailing conditions in other territories and, we feel, will come together with all other operators’ associations into a good organization for mutual and beneficial interest, as well as for the interest of all the industry combined. This makes us believe that the fewer operators will mean better business for those who will be able to continue onward in the juke box business.”

This has also become noticeable to the members of The Cash Box in letters received from many small ops about the country, especially those who do not have mixed routes, that they want “out” from the business. They claim that cost of records, supplies, parts, labor, general overhead, amortization, depreciation, etc., makes it impossible for them to show a profit. Yet, they also realize, that the larger ops in their territories are getting along well, and in some cases, are doing even better than expected.

“But”, as one small op wrote who advised that he was preparing to sell his route of 28 phonos, “the large operator here has a virtual monopoly on all the good spots and we have been forced to take secondary locations. We have, perhaps, three spots which are really of value and which we personally developed. But, we haven’t been able to show any profit and so we’re selling our 28 machines to this man who will, no doubt, be able to profit because he adds our gross to his and gets a very good average all around. At the same time, when we sell to him, he will be in actual control of this area and will be able to get $15 front money as you propose, something he wouldn’t do while we were here.”

With the juke box business slowly entering into the hands of fewer operators throughout the nation the merchandising problem is also eased. There is a belief that the large routes will be able to take care of better sales than have all the many small scattered holdings.

Most important, of course, is the fact that finer business methods will develop as a result of the machines being controlled by fewer people. This, it is hoped, will bring about better business for all concerned with the automatic music industry.

"THE CASH BOX" IS THE OPERATOR’S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS
ROLIDDOWN GAME FIELD EXPECTS BIG SALES BOOM

Report Rolldown Games Becoming More Popular As New Territories Open.

NEW YORK — Manufacturers of rolldown games have continued to multiply as demand has continued to grow from various sections throughout the nation where these games are suddenly being discovered and gradually springing into prominence.

When lower California faced loss of pinballs, some months ago, the rolldown games came into greater prominence than ever in this area, and have since continued to grow in import through all this territory.

The same happened in another of the nation's outstanding territories here in the largest city in the nation with more and more operators daily entering into the operation of the rolldowns and many reporting that they are doing an extremely fine job from a profit standpoint. (It is also believed here that it is these games which will gradually lead to the possibility of other amusement entering this area.)

In the state of Michigan rolldowns have gradually seeped into one location after another. Starting with Michigan's major city of Detroit, the games have spread until they are now found in some of the smaller towns and villages and seem to be attracting as much play as any other type of amusement games ever did.

The same is also true in other states, reports indicate, where the games have gradually entered into one territory after another, usually with the sanction of licensing departments because of their skill element, and have now won greater following.

One of the factors which seems to be gaining greater importance for the rolldowns is the longer life they seem to enjoy on the average location. Another, some of this game's adherents point out, is that, "The player can handle the ball himself and this has much to do with his wanting to continue to play more than with other machines."

There are arguments pro and con regarding the rolldowns. Pinball ops claim that their price is too high and that they do not have the attraction of the pin game. But, rolldown ops state, in reverse, that regardless of the fact the price is higher than the pinball machine, they make up for it by lasting longer on the average spot.

Whatever the reason, there is a sales boom in the rolldown field and, it is now believed, many more of these machines will spread throughout the country gaining greater following than ever before.

One noted Chicago manufacturer reports that, "We have sold close to 9,000 of one of his numbers and this has attracted much attention. Whether this is a highly exaggerated figure, or not, it still indicates great interest in the growth of this type of machine and means that as the number of manufacturers continues to increase, better games will be seen in this category of the amusement machine field."

One well known Florida operator reported, "We are doing as well with our rolldowns as we ever did with other games and we believe that they will outlast all other games. To the collections may not be as big, we still go on and on and haven't had to buy two many of these for there just aren't that many manufacturers turning out new units in this field."

Others have just as many and varied reasons why they are adding rolldown games to their routes. Some of these men claim that the game is a "change-over" from other equipment they feature, and that it helps stimulate the players, so that when they bring in another new pinball we get greater action than ever after all.

It seems, too, that some of the major manufacturers will enter into this field as it becomes stronger. Quantity sales aren't as yet to be had, is the report. This field is mostly in the hands of the smaller manufacturers who aren't in dire need of volume production. They go along on a small production basis but, it is declared, a very profitable one, whereas, they claim, if they were forced to large volume production they might not find the field as healthy as it now is.

In this city, as well as in many other cities, there are no licenses issued for the rolldown games. It seems that the city believes them in the same class with bowling and other such equipment. Therefore they are working along on the principle that they are "in a class by themselves as a coin operated amusement machine."

Whatever the future holds for the eventual development of the rolldown game, there is no doubt that sales will continue apace of the production now in effect, and this will mean a profitable continuance of this business.
WILL PETRILLO JOIN FORCES WITH ASCAP TO TAX JUKES?

NEW YORK—One of the nation’s theatrical papers came out with a statement this past week that the newest Petrillo move to band recordings of all kinds and for all time into the hereafter, may mean that Petrillo is planning to join forces with ASCAP (and/or others in this category) to change the “Copyright Act of 1909,” or certain clauses therein, which would mean that the nation’s juke boxes would be forced to pay tribute to this particular organization and thus certain ramifications between AFM and these protective music organizations. Petrillo would be receiving as much, if not more, than what he formerly received in royalties from the record manufacturers.

In fact, this shopworn stated, “So— the wisdom of Petrillo’s latest move put to one side—this may well achieve in Washington through stress of union power, what sundry show business components couldn’t achieve under less strenuous circumstances. All seem agreed that a new Copyright Act, taking into consideration today’s progress in the electronics form of entertainment, is inevitable. Our solons have been remiss in formulating the amendments. Petrillo may hasten it.”

There is no doubt that for a long time now Petrillo has been much interested in the great growth of the entire juke box industry. Not only he, but everyone else engaged in the music business.

There is also no longer any doubt as to what the juke box can do to popularize an artist and zoom him to heights he could never otherwise achieve. Over-night, great stars have been created. This isn’t boast—this is fact.

Furthermore, many vocalists and bands have been able to obtain weekly stipends far and above what they ever before received, thru the fact that their accomplishments rated so high on juke box regional reports. This has come to the attention of all engaged in the musical industry.

But, there are some who now feel that because from the development of a lifetime needle, automatic amplification, and the fact that the public now has the opportunity (for only a nickel) to play the music it wants to hear, when it wants to hear it, that the juke box industry should be made to pay tribute to one certain privileged class thru the Congress of these United States, regardless whether it will, or will not, benefit the peoples of this nation.

Under the present provisions of the Taft-Hartley Act, juke box leaders do not know, and cannot see, how James C. Petrillo and his AFM union can be made beneficiaries under any change of the Copyright Act of 1909. The Taft-Hartley Act reads with such stress and vigor regarding royalties to be paid to unions that it seems far-fetched to believe that a change of clause in another law will make possible payment to AFM.

It seems to the members of the juke box industry that it is much more than a change of the Copyright Act of 1909 which will be required to change Petrillo’s present attitude in regard to the future manufacture of recordings. Whether he will, or will not, join hands with ASCAP, or any of the other music protective organizations, to help change this act “through stress of union power,” is as yet to be seen. The average juke box union official doesn’t think so. He doesn’t believe that Petrillo would bring to bear “through stress of union power”.

These men, rather, seem to be of the belief that Petrillo has set a course for his AFM union wherein he feels the greater non-recording majority of his members should be guaranteed a certain remuneration which will help them “stretch their own interests.

This has nothing to do on the surface with the men engaged in the juke box business. Juke box men did not enter into any disputes when cost of recordings were raised to them as the manufacturers of records were forced to pay more royalties.

It shall be interesting to this publication, as well as to the entire juke box industry, to watch further developments. The rumors which are spreading throughout musical organizations regarding Petrillo joining forces with them, are as yet only rumors. The fact that this theatrical publication saw fit to further these rumors, is even more surprising.

There is no doubt that whatever Petrillo plans is being kept well secret by none other than Petrillo, and that he has proved himself strategist enough to wait for the other man’s moves before he makes any in rebuttal.

"THE CASH BOX" IS THE OPERATOR’S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS.
**BEST RECORD OF 1947**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;PEG O' MY HEART&quot;</td>
<td>JIMMY DURANTE</td>
<td>44,950</td>
</tr>
<tr>
<td>&quot;MY DARLING&quot;</td>
<td>EDDY ARNOLDS</td>
<td>38,300</td>
</tr>
<tr>
<td>&quot;TIDAL WAVE&quot;</td>
<td>TONY MARTIN</td>
<td>39,620</td>
</tr>
<tr>
<td>&quot;I'M NOT A GRAY-HAIR&quot;</td>
<td>JIMMIE COOK</td>
<td>37,400</td>
</tr>
<tr>
<td>&quot;OLD MAN RIVER&quot;</td>
<td>LIONEL HAMPTON</td>
<td>31,200</td>
</tr>
<tr>
<td>&quot;I'LL DANCE AND SING&quot;</td>
<td>VICTOR MATURE</td>
<td>29,500</td>
</tr>
<tr>
<td>&quot;LOVER&quot;</td>
<td>STEVE MILLER</td>
<td>29,370</td>
</tr>
<tr>
<td>&quot;THAT'S THE WAY&quot;</td>
<td>PERRY COMO</td>
<td>27,500</td>
</tr>
<tr>
<td>&quot;GOLDEN GATE&quot;</td>
<td>NELLY LUTCHER</td>
<td>26,900</td>
</tr>
<tr>
<td>&quot;MAMBO ROJO&quot;</td>
<td>ORIOLO SULLIVAN</td>
<td>26,070</td>
</tr>
<tr>
<td>&quot;YOU HAVE MISSED ALL THE LINES&quot;</td>
<td>FRANKIE CARLE</td>
<td>24,500</td>
</tr>
<tr>
<td>&quot;GOODBYE&quot;</td>
<td>PHILIP HARRIS</td>
<td>24,000</td>
</tr>
<tr>
<td>&quot;THAT'S MY DESIRE&quot;</td>
<td>HARRY GROOME</td>
<td>23,700</td>
</tr>
<tr>
<td>&quot;I WONDER IF YOU'RE THINKING&quot;</td>
<td>WILFRED SAMPSON</td>
<td>23,500</td>
</tr>
<tr>
<td>&quot;ANNIVERSARY SONG&quot;</td>
<td>SAMMY KAYE</td>
<td>23,000</td>
</tr>
<tr>
<td>&quot;ANNIVERSARY&quot;</td>
<td>FRANKIE CARLE</td>
<td>22,400</td>
</tr>
<tr>
<td>&quot;THAT'S MY DESIRE&quot;</td>
<td>SAMMY KAYE</td>
<td>21,900</td>
</tr>
<tr>
<td>&quot;NEAR YOU&quot;</td>
<td>ROBERT HARTFORD</td>
<td>21,800</td>
</tr>
<tr>
<td>&quot;ANNIVERSARY&quot;</td>
<td>FRANKIE CARLE</td>
<td>21,500</td>
</tr>
<tr>
<td>&quot;I WONDER IF YOU'RE THINKING&quot;</td>
<td>WILFRED SAMPSON</td>
<td>21,000</td>
</tr>
<tr>
<td>&quot;TIDAL WAVE&quot;</td>
<td>EDDY ARNOLDS</td>
<td>20,500</td>
</tr>
<tr>
<td>&quot;HOPElessly STRANGEd&quot;</td>
<td>JIMMY DURANTE</td>
<td>20,000</td>
</tr>
<tr>
<td>&quot;NEAR YOU&quot;</td>
<td>ROBERT HARTFORD</td>
<td>19,900</td>
</tr>
<tr>
<td>&quot;ANNIVERSARY&quot;</td>
<td>FRANKIE CARLE</td>
<td>19,500</td>
</tr>
</tbody>
</table>

**BEST ORCHESTRA OF 1947**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOUIS PRIMA</td>
<td>2,704</td>
</tr>
<tr>
<td>ROY ORBISON</td>
<td>2,660</td>
</tr>
<tr>
<td>BOB HOPE</td>
<td>2,500</td>
</tr>
<tr>
<td>ART HADDON</td>
<td>2,400</td>
</tr>
<tr>
<td>WILLIAM HART</td>
<td>2,300</td>
</tr>
<tr>
<td>JIMMY DURANTE</td>
<td>2,200</td>
</tr>
<tr>
<td>SAMMY KAYE</td>
<td>2,100</td>
</tr>
<tr>
<td>FRANKIE CARLE</td>
<td>2,000</td>
</tr>
<tr>
<td>TONY MARTIN</td>
<td>1,900</td>
</tr>
<tr>
<td>GEORGE GIBBS</td>
<td>1,800</td>
</tr>
<tr>
<td>SARAH VAUGHAN</td>
<td>1,700</td>
</tr>
<tr>
<td>MARJORIE HUGHES</td>
<td>1,600</td>
</tr>
</tbody>
</table>

**BEST FEMALE VOCALIST OF 1947**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>JO STAFFORD</td>
<td>31,803</td>
</tr>
<tr>
<td>DINAH SHORE</td>
<td>24,241</td>
</tr>
<tr>
<td>MARGARET WHITING</td>
<td>14,134</td>
</tr>
<tr>
<td>PEGGY LEE</td>
<td>7,981</td>
</tr>
<tr>
<td>ELLA FITZGERALD</td>
<td>6,456</td>
</tr>
<tr>
<td>MARTHA TILTON</td>
<td>4,371</td>
</tr>
<tr>
<td>FRAN WARREN</td>
<td>1,992</td>
</tr>
<tr>
<td>DORIS DAY</td>
<td>1,930</td>
</tr>
<tr>
<td>FRANCY LANE</td>
<td>1,930</td>
</tr>
<tr>
<td>MONICA LEWIS</td>
<td>1,900</td>
</tr>
<tr>
<td>NELLIE LUTCHER</td>
<td>762</td>
</tr>
<tr>
<td>HELEN FORREST</td>
<td>550</td>
</tr>
<tr>
<td>BERYL DAVIS</td>
<td>430</td>
</tr>
<tr>
<td>JUNE CRYSTAL</td>
<td>396</td>
</tr>
<tr>
<td>GEORGE GIBBS</td>
<td>328</td>
</tr>
<tr>
<td>SARAH VAUGHAN</td>
<td>296</td>
</tr>
<tr>
<td>MARJORIE HUGHES</td>
<td>116</td>
</tr>
</tbody>
</table>

**BEST MALE VOCALIST OF 1947**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERRY COMO</td>
<td>60,111</td>
</tr>
<tr>
<td>BING CROSBY</td>
<td>58,663</td>
</tr>
<tr>
<td>ART LUND</td>
<td>11,250</td>
</tr>
<tr>
<td>FRANKIE LANE</td>
<td>10,180</td>
</tr>
<tr>
<td>VIC DAMONE</td>
<td>8,294</td>
</tr>
<tr>
<td>FRANK SINATRA</td>
<td>6,660</td>
</tr>
<tr>
<td>BILL ECKSTEIN</td>
<td>3,420</td>
</tr>
<tr>
<td>BUDDY CLARK</td>
<td>3,270</td>
</tr>
<tr>
<td>DICK HAYMES</td>
<td>2,243</td>
</tr>
<tr>
<td>AL JOLSON</td>
<td>1,888</td>
</tr>
<tr>
<td>MEL TORME</td>
<td>1,164</td>
</tr>
<tr>
<td>JOHNNY MERCER</td>
<td>1,024</td>
</tr>
<tr>
<td>ALAN DARE</td>
<td>939</td>
</tr>
<tr>
<td>PHIL BRITO</td>
<td>915</td>
</tr>
<tr>
<td>TONY MARTIN</td>
<td>821</td>
</tr>
<tr>
<td>HERB JEFFRIES</td>
<td>725</td>
</tr>
</tbody>
</table>

**BEST FEMALE VOCAL COMBINATION OF 1947**

<table>
<thead>
<tr>
<th>Group</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANDREWS SISTERS</td>
<td>39,758</td>
</tr>
<tr>
<td>DINNING SISTERS</td>
<td>12,797</td>
</tr>
<tr>
<td>MURPHY SISTERS</td>
<td>9,484</td>
</tr>
</tbody>
</table>

**BEST MALE VOCAL COMBINATION OF 1947**

<table>
<thead>
<tr>
<th>Group</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>MILLS BROS.</td>
<td>17,745</td>
</tr>
<tr>
<td>JOHNNY MOORE'S THREE BLAZERS</td>
<td>6,829</td>
</tr>
<tr>
<td>MODERNAIRES</td>
<td>5,062</td>
</tr>
<tr>
<td>CHARIOTEERS</td>
<td>3,720</td>
</tr>
<tr>
<td>FOUR YAGABONDS</td>
<td>1,599</td>
</tr>
<tr>
<td>GOLDEN GATE QUARTET</td>
<td>648</td>
</tr>
</tbody>
</table>

**BEST "HILLBILLY" RECORD OF 1947**

<table>
<thead>
<tr>
<th>Song</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;THAT'S WHAT I LIKE ABOUT THE WEST&quot;</td>
<td>HANK WILLIAMS</td>
<td>16,316</td>
</tr>
<tr>
<td>&quot;THE FEUDIN' TRIO&quot;</td>
<td>RED CLAYTON</td>
<td>16,289</td>
</tr>
<tr>
<td>&quot;DANGEROUS DANGER&quot;</td>
<td>BOB WILLIS</td>
<td>11,023</td>
</tr>
<tr>
<td>&quot;ERNEST TUBB'S SOUVENIR&quot;</td>
<td>ERNEST TUBB</td>
<td>10,042</td>
</tr>
<tr>
<td>&quot;IT'S A SIN&quot;</td>
<td>ERNEST TUBB</td>
<td>9,946</td>
</tr>
<tr>
<td>&quot;DON'T LOOK NOW&quot;</td>
<td>ERNEST TUBB</td>
<td>7,749</td>
</tr>
<tr>
<td>&quot;THEY WERE LIKE SISTERS&quot;</td>
<td>ERNEST TUBB</td>
<td>3,375</td>
</tr>
<tr>
<td>&quot;I'LL HOLD YOU IN MY HEART&quot;</td>
<td>ERNEST TUBB</td>
<td>3,038</td>
</tr>
<tr>
<td>&quot;HITLER LIVES&quot;</td>
<td>ROY ORBISON</td>
<td>1,030</td>
</tr>
<tr>
<td>&quot;DAUGHTER OF JOLI BLOC&quot;</td>
<td>ROY ORBISON</td>
<td>650</td>
</tr>
<tr>
<td>&quot;NEW JOLI BLOC&quot;</td>
<td>ROY ORBISON</td>
<td>528</td>
</tr>
<tr>
<td>&quot;YOU MUST WALK THE LINE&quot;</td>
<td>ROY ORBISON</td>
<td>527</td>
</tr>
<tr>
<td>&quot;HANG MY HEART AND CRY&quot;</td>
<td>ROY ORBISON</td>
<td>50</td>
</tr>
</tbody>
</table>

**BEST "WESTERN" RECORD OF 1947**

<table>
<thead>
<tr>
<th>Song</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;LOVE LINES&quot;</td>
<td>JOE Liggins</td>
<td>166</td>
</tr>
<tr>
<td>&quot;THEY'RE ON THE ROAD&quot;</td>
<td>JOE Liggins</td>
<td>166</td>
</tr>
<tr>
<td>&quot;IT'S A SIN&quot;</td>
<td>RED CLAYTON</td>
<td>166</td>
</tr>
<tr>
<td>&quot;THEY'RE IN THE LIGHT&quot;</td>
<td>RED CLAYTON</td>
<td>166</td>
</tr>
<tr>
<td>&quot;THEY'RE IN THE LIGHT&quot;</td>
<td>RED CLAYTON</td>
<td>166</td>
</tr>
</tbody>
</table>

**BEST "RACE" RECORD OF 1947**

<table>
<thead>
<tr>
<th>Song</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I WANT TO BE LOVED&quot;</td>
<td>SAVANNAH CHURCHILL</td>
<td>8,106</td>
</tr>
<tr>
<td>&quot;THAT'S MY DESIRE&quot;</td>
<td>HADDIE BROOKS</td>
<td>7,680</td>
</tr>
<tr>
<td>&quot;YOU THINK I OUGHTA KNOW&quot;</td>
<td>BILL JOHNSON</td>
<td>7,600</td>
</tr>
<tr>
<td>&quot;THEY'RE ON THE ROAD&quot;</td>
<td>JOE Liggins</td>
<td>5,690</td>
</tr>
<tr>
<td>&quot;I GOT A RIGHT TO CRY&quot;</td>
<td>JOE Liggins</td>
<td>5,590</td>
</tr>
<tr>
<td>&quot;JAZZ AT THE PHILHARMONIC&quot;</td>
<td>ILLINOIS JACQUES</td>
<td>4,500</td>
</tr>
<tr>
<td>&quot;FOOL THAT I AM&quot;</td>
<td>ALVIN WILLS</td>
<td>4,400</td>
</tr>
<tr>
<td>&quot;YOU WONT LET ME GO&quot;</td>
<td>JOE Liggins</td>
<td>4,300</td>
</tr>
<tr>
<td>&quot;BLow MR. JACKSON&quot;</td>
<td>JOE Liggins</td>
<td>4,200</td>
</tr>
<tr>
<td>&quot;THRILL ME&quot;</td>
<td>JOE Liggins</td>
<td>4,100</td>
</tr>
<tr>
<td>&quot;YOU LIE&quot;</td>
<td>JOE Liggins</td>
<td>4,000</td>
</tr>
</tbody>
</table>

**BEST "RACE" RECORD OF 1947**

<table>
<thead>
<tr>
<th>Song</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;INNOCENTS NOT HERE BUT US CHICKENS&quot;</td>
<td>LOUIS JORDAN</td>
<td>1,008</td>
</tr>
<tr>
<td>&quot;TRUST IN ME&quot;</td>
<td>HADDIE BROOKS</td>
<td>930</td>
</tr>
<tr>
<td>&quot;REALLY GUY&quot;</td>
<td>NELLIE LUTCHER</td>
<td>850</td>
</tr>
<tr>
<td>&quot;THEM THERE EYES&quot;</td>
<td>ROY ORBISON</td>
<td>721</td>
</tr>
<tr>
<td>&quot;THEY WERE LIKE SISTERS&quot;</td>
<td>ROY ORBISON</td>
<td>664</td>
</tr>
<tr>
<td>&quot;JAZZ AT THE PHILHARMONIC&quot;</td>
<td>ILLINOIS JACQUES</td>
<td>420</td>
</tr>
<tr>
<td>&quot;FOOL THAT I AM&quot;</td>
<td>ALVIN WILLS</td>
<td>341</td>
</tr>
<tr>
<td>&quot;YOU WONT LET ME GO&quot;</td>
<td>JOE Liggins</td>
<td>294</td>
</tr>
<tr>
<td>&quot;THROUGH THE NIGHT&quot;</td>
<td>JOE Liggins</td>
<td>108</td>
</tr>
<tr>
<td>&quot;I LOVE YOU YES! I DO&quot;</td>
<td>BOB MILLS</td>
<td>94</td>
</tr>
</tbody>
</table>

**"OSCARS" JUST AROUND THE CORNER!**

Voting Ends Midnight November 29. Fill Out And Mail Your Vote Card Today! Boost Your Best!
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 "HILLBILLY" 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!
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 THRUOUT 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

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

1. NEAR YOU
   Oh are they playing this one. In first place for six solid straight weeks.

   BU-100—Francis Craig
   CA-452—Arlin Ray O.
   CO-37838—Elliot Lawrence O. ME-5066—Two Ton Baker O.
   RA-1029—The Auditioners
   SA-657—Four Bars & A Melody
   ST-3001—Dolores Brown
   VI-20-2421—Larry Green O.

2. I WISH I DIDN'T LOVE YOU SO
   Appearing in this spot for the fourth consecutive week. What a coin caller!

   CA-407—Betty Hutton
   CO-37506—Dinah Shore
   DE-23977—Dick Haymes
   MA-7226—Dick Farney
   MG-10040—Halie Forest
   VI-20-2299—Vaughn Monroe

3. I HAVE BUT ONE HEART
   In fourth place last week, this smash ditty climbs another notch to move into the
   charmed circle. Loads of play on every disk.

   CO-35754—Ennio Sinatra
   CO-460—The Pied Pipers
   DE-24514—Carmen Cavallero
   ME-5053—Vic Damone
   MU-15016—Monica Lewis
   VI-20-2424—Tex Beneke

4. FEUDIN' & FIGHTIN'
   In sixth place last week — in the four spot lore. Ops say this one is
destined to become a standard.

   CA-8443—Jo Stafford
   CO-37189—Dorothy Shay
   DE-23995—Bing Crosby
   MA-1201—Georgia Gibbs
   ME-6049—Ray Allen
   MG-10041—Kate Smith
   VI-20-2313—Tex Beneke O.

5. THE LADY FROM 29 PALMS
   Moves down several after a steady ride on the top. In third place last
   week, the tune takes over fifth place now.

   CO-37562—Tony Pastor O.
   DE-23997—Andrews Sisters
   VI-20-2347—Frederick Martin O.
   VT—Hemi Buss O.

6. AN APPLE BLOSSOM WEDDING
   Keep your eyes on this one say a load of ops. In eighth place last week,
   "Apple Blossom Wedding" jumps to the sixth spot.

   CA-430—Hal Derwin O.
   CN-1501—Joe Dash
   CO-37488—Buddy Clark
   DE-24517—Kenny Baker
   DI-2081—Jerry Cooper
   MU-15112—Phil Bric
   SO-3044—Gilmar Simms
   VI-20-2330—Sammy Kaye

7. PEG O' MY HEART
   Maintains its hold for oh so long. On top of the voting, ops still
   receiving peak play.

   AL-537—Al Gayle
   Harmonicos
   CA-136—Clarke Dennis
   CO-37392—Buddy Clark
   DE-25075—Glenn Miller O.
   DE-23990—Eddy Haywood O.
   MA-115—Eddy Howard
   MU-15032—Phil Bric
   SO-3044—Gilmar Simms
   MG-10037—Art Lund
   NA-9027—Red McKenzie
   SI-151—Floyd Sherman
   VI-20-2272—The Three Suns
   VT—the Harmonicos

8. I WONDER WHO'S KISSING HER NOW
   An oldie that will always go. In fifth place last week, this tune drops a
   few to take over eighth place.

   AP-1055—Four Vagabonds
   CA-433—Dancing Sistos
   CO-37564—Ray Noble O.
   CS-8022—Jack McLean O.
   DE-24110—Denny Kaye
   DE-25078—Ted Weams
   DE-1512—Dick Robertson O.
   DEL-3039—Joe Howard
   DI-2082—Jerry Cooper
   MA-6013—Foy Williams
   RA-1003—Marshall Young
   SI-105—Bobby Doyle
   SO-1021—D'Artega O.
   VS-3010—Ian Sablon
   VI-20-2315—Perry Como
   VI-20-2329—Wayne King O.

9. THAT'S MY DESIRE
   Repeats its position of last week, with ops still reporting heavy play
   on every disk.

   AP-1056—Curtis Lewis Trio
   CA-375—Martha Tilton
   CN-1488—Golden Arrow
   Quartet
   CO-37259—Woody Herman
   MG-10023—Patke Leine
   MG-10020—Ar Mooney
   MN-1042—The Cats & The Fiddle
   MO-147—Hadda Brooks
   SO-701—Ray Anthony O.
   VI-20-2251—Sammy Kaye

10. WHEN YOU WERE SWEET SIXTEEN
    There's no telling how long this one will last. One of the better
    records of the year.

    DE-23627—The Mills Brothers
    CO-37803—Dick Jurgens O.
    VI-20-2259—Perry Como

The Cash Box, Automatic Music Section
Page 11
November 8, 1947

www.americanradiohistory.com
"A Nightingale Can Sing The Blues"

"There'll Be Some Changes Made"
Peggy Lee

(Capitol 15001)

- Gal with the pipes that count shows the boys that she still has loads of coin appeal with this disking. It's Peggy Lee offering the scintillating wordage to "A Nightingale Can Sing The Blues" and "There'll Be Some Changes Made". Top deck, with Peggy way down deep in the low blue mood sends chillis up and down your spine, with Peggy's voice sitting in to fill your soul with loads of feeling. Orchestral backing by the Frank DeVol arr. lends the song, an air of bright musical plitter. On the flip with the same standard, "There'll Be Some Changes Made", Peggy once again trips the light to come up with another deck that counts. Best is placed and Peggy's bed, on the side, with the spotlight on the thrush throughout. Always a potential coin cult, this duo by Peggy should hold the boys for quite a while.

"Love For Love"

"Warsaw Concerto"

Claude Thornhill Orch.

(Columbia 37940)

- Latest disk out of the Claude Thornhill bag full of bits is this piece labeled "Love For Love" — just full of stuff that turns your ears to a coin parade. With the meaningful wordage being chanted by Fran barking, the deck is one you're going to find yourself featuring in the foreground of your phone in the very near future. Fran's piping fills the air with loads of charm that literally glows throughout. The vocals are ditzy, the flip with Fran barking in the limelight all thru. On the sixth disk, Maestro Claude has himself a real Find. That's the flip of "Warsaw Concerto". Natch, the mood is symphonic, with loads of sweet echoing throughout. Latch on to the top half of this one and you kids will listen to thrush Warren all night long.

"Peggy O'Neill"

"I'll Hate Myself In the Morning"

Frankie Carle Orch.

(Columbia 37930)

- Light lilting melody from the keyboard of maestro Frankie Carle echoes here, with the fragrant vocal styling of balladeer Greg Lawrence to the fire to wall the pleasing wordage attached to "Peggy O'Neill", Made of stuff that will appeal to loads of folks, the ditty is one that should meet with loads of approval on the part of music ops the nation round. Greg's charming rendition further allays the pipers' strong winning favor, should be another notch in his climb upward. On the flip with "I'll Hate Myself In the Morning", Greg joins hands with Marjorie Hughes to spill some of the telegraph gong on wax. The lastie and lad's pipes send mellow tones of top notch vocal styling that may catch on. Both sides spin in the manner that should make maestro Carle's astute following and carry the ball from there.

"Did't It Rain"

"Stretch Out"

Sister Rosetta Tharpe

(Decca 48054)

- Pair of sides in the spiritual vein are done up brown here in the inimitable song styling of Sister Rosetta Tharpe. Always a name attraction in spiritual musical circles, the Sister's version of "Did't It Rain" and "Stretch Out" is bound to draw loads of phone play in those spots that go for this stuff. On the top deck, Rosetta gives out with "Did't It Rain", her vocal and guitar Lewis so loads of gusto and zest behind her tonsil work. Marle Knight and The Sam Price Trio, give the headline. The delicate backing thruto the entire waxing. Backing slow down as Sister offers "Stretch Out." Guitar spot here favors the cookie tremendously, alto Sister Tharpe grabs the spotlight flaming's tight all the way. Music ops that use this brand should by all means, give this duo a whirl.

"The Wildest Gal In Town"

"I Still Get Jealous"

Dick Farney

(Majestic 7271)

- Pair of sides which ops can use to good advantage are these offered by Dick Farney. Titled, "The Wildest Gal In Town" and "I Still Get Jealous", Dick renders the duo in tones of light clipped silvery phrasing that spill from his pipes in effective fashion. With the orchestra under the direction of Jack Mathias to add loads to this disk's possibilities, Dick fairly shines throughout. Top deck, currently enjoying peak play in many an op's phone should meet with decent play in the boxes. On the flip with "I Still Get Jealous", from the musical production "High Button Shoes," Dick's rendition of this plugg tune is favorable throughout. Alto both sides won't stop traffic they nevertheless offer excellent filler material.

"Ballarina"

"What Are You Doing New Year's Eve?"

Mel Torme

(Musicraft 15116)

- The kid with the velvet pluss pipes, Mel Torme grabs onto a pop duo that are bound to start as this one once again. Running thru "Ballarina" and "What Are You Doing New Year's Eve?" pleases Mel-whipping the bow-and-arrow wordage in light tones of beautiful宜 courtliness. With the maestro's talentual combo picks up the beat behind, Mel's growing popularity means loads of demand, and while this pair is currently poppin' in the phone. In a big way, you'll find loads of added coin play with the Torme rendition. Top deck has just a bit more life behind it, with a strong ringing thru in great fashion. The tone of the lad in smooth intimate styling makes you wanna get up real close to him. Both sides definitely deserve your listening ear.

"Mention My Name In Sheboygan"

"Hooray, Hooray I'm Goin' Away"

Beatrice Kay

(Columbia 37922)

- Here's a deck you practically can't miss with. It's Beatrice Kay sending coinage galore your way with "Mention My Name In Sheboygan." With Bea throating the cute wordage in the manner that has so distinguished her, the deck stacks up to a sure-fire bet for your tavern spots. Bea tells the gang all about that famous town and just how grand the town really is, with the punch line title coming thru. Maestro Mitchell Ayres is off the orchestral backing in gay vintage of yesteryear to round out the side. On the flip with more yowling that shows well, Bea offers "Hooray, Hooray, I'm Goin' Away." The phone fans will be in one of those machines with this one, what with Kay's vocal efforts ringing thru in fine style. Both sides are done packed for excellent play—whirl 'em.
"I'm All Dressed Up In A Broken Heart"

"Put Your Little Head On My Shoulder"

Jack Owens

(Tower 1263)

"Fool That I Am"

Dinah Shore

(Columbia 37952)

"Oh Marie!"

"So Far"

Alan Dale

(Signature 15160)

"With A Hey And A Hi And A Ho Ho Ho"

"My Name Went Out Last Night"

Louis Prima Orch.

(Victor 20-2515)

"Love For Love"

"Baby Be Good"

Vaughn Monroe Orch.

(Victor 20-2514)

"There They Eyes"

"Tain't What'cha Do"

Erskine Butterfield Quartet

(Specialty 1021)

"Gone Again"

"Hamp's Got A Duke"

Lionel Hampton Orch.

(Decca 24248)

"Papa Won't You Dance With Me"

"I Still Get Jealous"

Guy Lombardo Orch.

(Decca 24226)

"With Them There Eyes"

"Tain't What'cha Do"

Erskine Butterfield Quartet

(Specialty 1021)

"Gone Again"

"Hamp's Got A Duke"

Lionel Hampton Orch.

(Decca 24248)

"Papa Won't You Dance With Me"

"I Still Get Jealous"

Guy Lombardo Orch.

(Decca 24226)

"With Them There Eyes"

"Tain't What'cha Do"

Erskine Butterfield Quartet

(Specialty 1021)

"Gone Again"

"Hamp's Got A Duke"

Lionel Hampton Orch.

(Decca 24248)

"Papa Won't You Dance With Me"

"I Still Get Jealous"

Guy Lombardo Orch.

(Decca 24226)
With all the talk in the music trade continuing to center about the forthcoming recording ban, the variety of ideas, thoughts and methods of beating the ban have begun to crop up—are we astonishing? Uncle Sammy is bound to see his tourist trade pick up — in the direction of Mexico and Canada. And there's one joker who has ordered various blind lines for his study. Some record men claim that a great many musicians have already started action and are making plans for the realization of another union. At any rate — the serious ramifications of the Petrillo edict reach far and wide, virtually affecting every music loving person in the nation.

Give a glad hand to the wonderful singer, named full of entertainment which the Musicians Emergency Fund put on before a packed house of Madison Square Garden this past week. (October 28). The benefit, staged on behalf of thousands of wounded veterans and sponsored by the Music for Hospitalized Veterans Division of the MEP really went over with a bang. Appearing at the show, among the many were: Perry Como, Frank Sinatra, Jack Elam, Amsterdam, The New York Philharmonic Symphony Orchestra under the direction of Leopold Stokowski, Sammy Kaye & his orchestra, the Guy Lombardo gang, Nora Moran, et al. Stanley Adams, Dean Martin and Jerry Lewis, Vic Damone, Nellie Lutcher, Mel Torme, Georgia Gibbs, Bobby Troup, Diana Case and orchestra, Josh White and his son and a slew of other stars too numerous to mention. Credit Mike Connors of Decca, Lee Savin of Majestic, Mannie Safran of Columbia, Miss Constantine, Hope of RCA-Victor, Milton Karle and all the other swell people who made this show possible.

Conrats, felicitations etc. to Ella Mae Morse — the proud mom of her second daughter. . . . Don't miss Red Blankenship on Rainbow platters. His "Rosalinda" is being hailed as a cileeoke if there ever was one . . . There's a new singing star currently appearing at Garrison's—who's a cinee to climb on discs. The lad not only sings like Eddy Howard — he looks like him. The name is Wally Griffin . . Shop Fields and seeing strong at the Capitol Theatre (NY) . . . Frank Sinatra literally tore the house down when he appeared at Madison Garden recently for the benefit of the Christopher Columbus Center. Frank, accompanied by Archbishop Cotonon (Boston) and Mayer Hynes came back for zillions of curtain calls . . . Coming strong in Philly is a dully labeled "Pasta Fusillia" . . .

Practically unknown until his "If I Had My Life to Live Over" became a nation-wide hit, Lorry Vincent continues knocking out hit after hit. His "Freckle Song" reached peak sales recently. His well stocked catalog of happy songs are the talk of Canteauty. Currently riding well with Larry and Pearl Ross are "Small Town Girl" and "It Ain't Like You". John Hammond being hailed for the wonderful job he's doing with Keynote . . . Sarah Vaughn killing 'em at the Apollo Theatre (NY) . . . Keep your eye peeled in the Lassie direction — developments popping . . . There's a hopping kid, Riding up the golden ladder, his success is Vic Damone — the kid with the silvery pipes. Vic's data at the Hotel Commodore next week . . . Music man anxiously watching the voting in The Cash Box Second Annual Music Poll, Big surprise at press time was the position of Vic Damone, the one best out Frank Sinatra this week. Only a few weeks' left in the voting. Look for the announcement of the winners long about Xmas time.

**BYRDE'S EYE VIEW ROUND THE WAX CIRCLE**

BYRDE GORE

**Hit Junes for November**

(On Records)

A GIRL THAT I REMEMBER (BMI)
Tex Bencomo—Vic. 20-2497 * Victor Lombardo—Mel. 7269
Tommy Tucker—Col.*

AS SWEET AS YOU (Regent)
Art Land—MGM 10072 * Freddie Stewart—Cap.*

COME TO THE MARDI GRAS (Peer)
Xavier Cugat—Col. 37256 * Freddy Martin—Vic. 20-2288
Vic Lombardo—Mel. 7263 * Frankie Avalon—Sigs. 11045
Guy Lombardo—Dec. 24156

FORGIVING YOU (Mellin)
Harry James—Col. 37268 * Johnny Johnston—MGM 10076
Jerry Cooper—Diamond 3802 * Sammy Kaye—Vic. 20-2444

HILLS OF COLORADO (London)
Guy Lombardo—Dec. 24179 * Robert Scott—Mercury 3069

I WONDER WHO'S KISSING HER NOW (Marks)
Franky Cusa—Vic. 20-2235 * Ted Weems—Frankie Avalon—Sigs. 25070
Jean Sablon—Vic. 25-051 * Danny Kaye—Dec. 24110
Joe Howard—Col. 1534

Ray Noble—Col. 37264 * Dining Sisters—Cap. 432
Four Yeomen—Apollo 1056 * Jerry Cooper—Diamond 3802
Bobby Deyo—Sigs. 15057 * D'Artagnan—Horst Howard—Sona 2012
Ray Weem—Col. 23612 * Jack McLean—Sax 902
Joseph Littke—Polo-Phone 5132 * Marshall Young—Rainbow 10002
Frank Frecs—Dec. 23642 * Ken Yost Singers—Sona 5044

JUST AN OLD LOVE OF Mine (Campbell-Porgie)
Billy Eckstine—MGM 10443 * Dick Farney—Mel. 7268
Tommy Dorsey—Saxophone Plaza—Columbia 545
Orchi Day—Col. 37821

MADE FOR EACH OTHER (Peer)
Xavier Cugat—Buddy Clark—Col. 37939 * Dick Farney—Mel. 7273
Monica Lewis—Sigs. 15105 * Earl Hines—National 9028
Dei Arata—Vic. 20-2550

SMOKE! SMOKE! SMOKE! (THAT CIGARETTE)
(American)
Toni Williams—Col. 4001 * Phil Martin—Vic. 20-2437
Lawrence Welk—Dec. 24113 * Dance Sprig—Crest 243
Johnny Bond—Col. 37671 * 101 Ranch Boys—Security 1001

THERE'LL BE SOME CHANGES MADE (Marks)
Dinah Shore—Col. 37263 * Peggy Lee—Cap. 15361
Dets Walker—Vic. 20-2514 * Yvonne Martin—Vic. 10002

THE STORY OF SORRENTO (Pomoral)
Buddy Clark—Xavier Cugat—Col. 37595 * Bobby Deyo—Sigs. 15079

ZU-BI (Republic)
Vic Lombard—Mel. 7263 * Sammy Kaye—Vic. 20-2420
Tommy Tucker—Col.* * Art Money—MGM*

*Soon to be released

**Coming Up**

FOOL THAT I AM (Hill & Range)
LET'S BE SWEETHEARTS AGAIN (Cappell-Porgie)
MIAMI BEACH RUMBA (Marks)
MY RANCHO RIO GRANDE (Harwall-Criterion)
NINA NANA (Encore)
RHUMBA FANTASY (Pomoral)
The JUNGLE RHUMBA (Decca)

**BROADCAST MUSIC INC.**

580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FREDDY MARTIN!
Horn Staccato
Whistling by Gene Canklin
AND
On the Santa Claus Express
Vocal by Stuart Wade and The Martin Men
RCA Victor 20-2476

BERYL DAVIS!
with Russ Case and his Orchestra
Pass That Peace Pipe
AND
The Best Things in Life are Free
RCA Victor 20-2483

SAMMY KAYE!
Hand in Hand
Vocal by Laura Leslie and Dan Cornell
AND
Santa Claus for President
Vocal by Dan Cornell and The Three Kaydets
RCA Victor 20-2482

LOUIS PRIMA!
I'll Never Make the Same Mistake Again
AND
You Can't Tell the Depth of the Well
RCA Victor 20-2477

TONY MARTIN!
with Earle Hagen and his Orchestra
The Christmas Song (Merry Christmas to You)
AND
Begin the Beguine
RCA Victor 20-2478

TEJ BENEKE!
with the Miller Orchestra
A Girl That I Remember
Vocal by Garry Stevens
AND
Surprise Symphony
(Nayden—R. Wright)
RCA Victor 20-2497

GLENN MILLER!
"Glen Miller Masterpieces. Vol. II" P-109
Chattanooga Choo Choo
AND
Johnson Rag
RCA Victor 20-2410
Missouri Waltz AND Pavanne
RCA Victor 20-2411
My Isle of Golden Dreams
AND
Perfidia
RCA Victor 20-2413
Runnin' Wild AND Bugle Call Rag
RCA Victor 20-2413

DIZZY GILLESPIE!
Oopapada
vocal by Dizzy Gillespie, Kenneth Haggard and the Ensemble
AND
Ow!
RCA Victor 20-2400

LARRY GREEN
The Old Ferris Wheel AND
Sipping Cider by the Zuyder Zee
Vocals by June Robbins
RCA Victor 20-2479

BILL JOHNSON
and his Musical Notes
Chickasaw Limited AND
You're the Dream of a Lifetime
RCA Victor 20-2480

WALTER DAVIS
Blues singer with Piano, Guitar and Traps
It's Been So Long AND
Oh! No! Oh! My! Blues
RCA Victor 20-2487

EDDY ARNOLD
and his Tennessee Playboys
To My Sorrow AND
Easy Rockin' Chair
RCA Victor 20-2481

SONS OF THE PIONEERS
Out in Pioneertown AND
You'll be Sorry When I'm Gone
RCA Victor 20-2484

ROSALIE ALLEN
and The Black River Riders
Mountain Polka AND
Believe Me, I'll Be Leaving You
RCA Victor 20-2486

CHET ATKINS
and his Colorado Mountain Boys
(I Know My Baby Loves Me)
In Her Own Peculiar Way
vocal by Chet Atkins
AND
Canned Heat
RCA Victor 20-2472

CLYDE GRUBB
and his Tennessee Valley Boys
When God Comes AND
Gathers His Jewels
AND
I Saw the Light
RCA Victor 20-2485

WASHBOARD SAM
and his Washboard Band
Soap and Water Blues AND
You Can't Make the Grade
RCA Victor 20-2440

MAURICE CHEVALIER
with Henri René and his Orchestra
A Barcelone
AND
You In My Dreams
RCA Victor 20-2019

LAWRENCE DUCHOW
and his Red Raven Orchestra
Swiss Girl
AND
Potter Polka
RCA Victor 20-1099

NILS KIHLBERG
with Sure Waldmims String Ensemble
Po Begaran
AND
Den Forsta Gang Jag Sag Dig
RCA Victor 20-1066

ORLANDO GUERRA
(Casarrillo) with the Casino de la Playa Orchestra
Palito de Tendedera — Guerra
AND
El Figurin — Guerra
RCA Victor 20-0699

TRIO TARIACURI
Sones Viejos — Paraguay
AND
El Cuerudo — Huayango
RCA Victor 23-0705

THE STARS WHO MAKE THE HITS ARE ON RCA VICTOR RECORDS

www.americanradiohistory.com
HILLBILLY AND COWBOY POPS POP UP FOLKS TO POPPING POINT

Want Traditional Hillbilly and Western Artists Separated from Pop Artists' Arrangements of Tunes Even Tho Pop Artists' Tunes are Being Played Up in the Hills and Down on the Plains.

NEW YORK — The boys who write 'em and sing 'em—the traditional hillbilly and western tunes—want 'em separated from the popular artists' version. They claim, "This isn't true, traditional hillbilly or western."

Regardless of the fact that voting cards which are at present jamming the offices of this publication from the outstanding users of hillbilly and western recordings are voting for the pop artists who have made hillbilly and western tunes. This traditional western and hillbilly artists claim, "They're burlesquing us."

There's a lot of truth in the statements of the cowboys and hillbillies. They do have their own style and their own version of a folk tune. They believe that they are bringing a truly Old America tradition back to its feet again. And their success at such outstanding emporiums of great music as Carnegie Hall — causes us to bow to them.

This means that such folk artists of the hillbilly and western style as Tex Williams, Eddy Arnold, Ernest Tubb, Cowboy Copas, Roy Acuff, Jimmy Dale, Moon Mullican, Gene Autry, Sons of the Pioneers, Grandpa Jones, Merle Travis, Rosalie Allen, to name but a few, will have their efforts, in the future, designated as the traditional folk style.

And such popular artists as Eddy Howard, whose western tunes, "Blue Tail Fly", "Ragtime Cowboy Joe", "On the Old Spanish Trail" and some others which have captured the fancy of the juke box coinmen who play them for the westerners, will have to be designated as "pop" artist's music.

Dorothy Shay's "Feudin' & Fightin'" which brought glamour and great publicity to the hillbilly tune will also become "pop". Jo Stafford and Red Ingle who did that marvelous piece of work called, "Tim Tayuhan"; Bing Crosby's many, many western tunes and some of the other popular stars, such as Frankie Laine who plans an entire album of hillbilly music; Monica Lewis whose first recording for Decca is, "I'll Hold You In My Heart", made so very popular in the hill country by Eddy Arnold; Vaughn Monroe who plans a series of westerns; Freddy Martin who has already done some for the southwest people and who is planning others, and even Tony Pastor who discussed the possibility of his band doing a western tune, will all be known as the "pop" artists' version of folk tunes.

It's extremely intriguing to this publication to note with what vigor the singers, writers and publishers of folk music so bulldoggedly protect the "traditional" interpretation of their tunes.

Even tho the nation's juke box operators who use folk music are also featuring the versions created by the popular artists, these people feel that their own traditional singers and writers should be separately classified.

As far as The Cash Box is concerned, this publication wants the hillbilly and western folk to know that it agrees with all of them—as long as they continue to produce disks that will bring more, more, more and still more money into juke boxes.

Likewise, this publication is just as happy to have artists like Eddy Howard, Freddy Martin, Bing Crosby, Vaughn Monroe, Frankie Laine, Dorothy Shay, Phil Harris, Jo Stafford, Red Ingle and the many others, also continue to produce western and hillbilly tunes as long as their versions, too, will bring plenty of nickels into juke boxes everywhere in the nation.

The juke box industry is only interested in the tunes which help bring great popularity—and that means, of course, which show at the end of each week, on the turntable meter, that this or that recording did a grand job for the week.

And as long as that little meter shows that Tex Williams or Merle Travis or Ernest Tubb or Moon Mullican or Cowboy Copas or Phil Harris, Eddy Howard, Freddy Martin, Dorothy Shay, Jo Stafford or Red Ingle brought the cash into the cash box of the juke box then that's the record that will be purchased and continue to be purchased and ordered and reordered.

To the traditional hillbilly and western—to the great pop artist who has also seen fit to record the old folk tunes — greater success — grander luck — just write, sing, play those tunes so that they bring more nickels than ever before into the juke boxes of America, which means that they are pleasing the peoples of this great nation.

And, brother, they sure have done that so far. So keep up the grand work.
Indie Diskers Calm;
Heavy Cutting Continues

NEW YORK—A spot survey, made by The Cash Box this past week, as to what plans, if any, independent record manufacturers were making to stem a possible over-shadowing by the major recording companies once the impending recording ban goes into effect, disclosed that many independents have absolutely no fear of their being moved out of the record picture.

Said one noted independent plattery executive, "We too are cutting masters as rapidly as possible, and I believe we can have enough material to tide us over for more than two years. If we are forced to, we naturally will resort to cutting outside the U.S.A. This recording ban will see closer competition and will force the issue to those who either can produce or else get out of the business."

It is pointed out that many independents specialize in the many fields of the disk biz. Those platteries who are forced to stock up on race, jazz and be-bob items feel that inasmuch as disc jockeys will not have as many pop items for their programs, the jockeys will turn to these race items in the disk business.

Vic Damone Eyes Packard

NEW YORK—Rapidly rising as one of the nation's top song stylists, balladeer Vic Damone took time off recently to view the new Packard phonographs. Picture above Vic gazes at the new machine just prior to singing before a packed throng at the New York Automatic Music Operators Association Banquet.

Vic is currently one of the hotter items in The Cash Box Second Annual Music Poll, conducted and sponsored solely by The Cash Box on behalf of the Automatic Music Industry of America.
JAM SESSION SERIES
with
NEW SENSATIONAL
Record Hits

TODD RHODES
AND HIS ORCHESTRA

"Bell Boy Boogie"
"FLYING DISC"

AVAILABLE SOON
Louie SAUNDERS
THE NEWEST SENSATIONAL SONG STYLIST OF THE YEAR

with TODD RHODES AND HIS ORCHESTRA

"OH-BABY"
"BOP BOP SIZZLE"

1003A
1003B

1002A "BLUE SENSATION"
1002B "DANCE OF THE REDSKINS"

1004A "SWOON BOULEVARD"
1004B "TODDLIN' BOOGIE"

www.americanradiohistory.com
The Cash Box, Automatic Music Section  Page 20  November 8, 1947

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

FOOL THAT I AM
Dinah Washington (Mercury)
Aaron packed peak play for one solid month now. Peak play on every phone.

RED TOP
Gene Ammons (Mercury 8048)
In third place last week, this hot ditty moves up one notch to garner the second spot.

WALKIN' WITH SID
Arnett Cobb (Apollo)
In fifth place last week, this great Arnett Cobb tune moves into the top to take over the third spot.

TRUST IN ME
Hadda Brooks (Modern 150)
Droop a few after a long sensational ride near the top. Hadda calling coin like mad.

MY MOTHER'S EYES
Nellie Lutcher (Capitol 40042)
In eighth place last week, our gal Lutcher grabs onto the fifth spot with this play ditty.

EARLY IN THE MORNING
auls Jordan
Decca 241551
On the bottom last week, Jordan latches onto sixth place here.

NEAR YOU
Francis Craig (Bullet 1001)
They'll place this one anywhere. Sensational play reported by all operators.

TRUE BLUES
Roy Milton (Specialty 510)
In ninth place last week, this smash ditty moves down a few to eighth place. Still going strong.

BIG LEGS
Gene Phillips (Modern 20-5271)
In seventh place last week, "Big Legs" drops a notch as it takes over the ninth spot. Still making peak play.

EAST SIDE WEST SIDE
Charley Barnet (Apollo 1024)
Moves into this coveted column with ops pegging the tune for a long healthy ride.

I LOVE YOU YES I DO
Sneaky Pete
Bull Moose Jackson

ANSWER TO RAINBOW AT MID-NIGHT — YOU LAUGED WHEN I CRIED — Bill Carlisle

WHITE CHRISTMAS
Jingle Bells
Cowboy Copas

SIGNED SEALED AND DELIVERED OPPORTUNITY IS KNOCKING AT YOUR DOOR — Cowboy Copas

DEEP ELM BOOGIE WOOGIE BLUES
I DON'T WANT YOU (If You Don't Want Me) — Shelton Brothers

USED CAR BLUES
BARNYARD BOOGIE
Delmore Brothers

SALVATION HAS BEEN BROUGHT DOWN — WHEN THE GOOD LORD CARES — Brown's Ferry Four

DONKEY SERENADE
FLY BIRDIE FLY
Homer & Jethro

THAT'S THE GROOVY THING
(Parts 1 & 2)
Earl Bostic

MOVE IT ON OVER
Cowboy Copas & Grandpa Jones
Fairley Holden

WRITE • PHONE • WIRE

KING'S 10 CURRENT BEST SELLERS

KING 4181
I LOVE YOU YES I DO
Sneaky Pete
Bull Moose Jackson

KING 663
ANSWER TO RAINBOW AT MID-NIGHT — YOU LAUGED WHEN I CRIED — Bill Carlisle

KING 675
WHITE CHRISTMAS
Jingle Bells
Cowboy Copas

KING 658
SIGNED SEALED AND DELIVERED OPPORTUNITY IS KNOCKING AT YOUR DOOR — Cowboy Copas

KING 660
DEEP ELM BOOGIE WOOGIE BLUES
I DON'T WANT YOU (If You Don't Want Me) — Shelton Brothers

KING 664
USED CAR BLUES
BARNYARD BOOGIE
Delmore Brothers

KING 662
SALVATION HAS BEEN BROUGHT DOWN — WHEN THE GOOD LORD CARES — Brown's Ferry Four

KING 659
DONKEY SERENADE
FLY BIRDIE FLY
Homer & Jethro

KING 4174
THAT'S THE GROOVY THING
(Parts 1 & 2)
Earl Bostic

KING 665
MOVE IT ON OVER
Cowboy Copas & Grandpa Jones
Fairley Holden

KING RECORDS
EXECUTIVE OFFICES, 1540 BREWSTER AVE., CINCINNATI 7, OHIO

OKLAHOMA CITY
LOS ANGELES
CHARLOTTE
NEW YORK
CHICAGO
DALLAS
NEW YORK — As the entire music world continued to buzz speculatively about the impending recording ban set for December 31 by James C. Petrillo, the one most striking note among diskers, artists and music operators this past week was, that all seemed confident they would proceed without any drastic changes in the operation of their business.

This was largely evidenced by the amount of recording sessions platters throughout the nation are now scheduling. Disk manufacturers from coast to coast, from the largest major to the smallest independent, are currently waxing tunes right around the clock. Recording artists are cutting twice and three times the number of sides they had cut prior to the announcement of the ban.

One well noted recording executive, in speaking of the ban and its ramifications stated, "We are currently building and will continue to build a reserve supply of records and masters that will last over two years. Of course we are recording more material than before, but, we nevertheless believe that the impending ban will not be as drawn out as most diskers think it will. We shall continue to supply our distributors in normal fashion."

The serious implications of the recording ban, which starts when existing contracts with record manufacturers end on December 31, has already reached international proportions.

It is important to note that many record manufacturers have already discussed various ways and means to beating the ban. Several diskers believe that the rank and file of the AFM will look to us as soon as extra recording royalties have ceased to come in."

Also of prime importance was the alleged plan afoot on the part of many radio-phono combination manufacturers to protest the ban to Federal agencies. Radio-phono manufacturers, as a matter of course, feel that the recording companies will not be pressing top material, and consequently, feel that they will suffer.

That Petrillo is seeking a method of augmenting his union fund, which hitherto had been well stocked by the record manufacturers, is obvious. Under the existing Taft-Hartley Law, a fund of the type the musicians union had received, is not legal. What method of payment the record manufacturers will consequently devise is, of course, the nucleus of the present conflict.

Juke box operators voice the opinion that they will, as a matter of course, continue to operate along present lines. As has been previously reported, the music merchant is in business to sell music. In order to continue in business, he must furnish to the public a constant variety of good recordings.

One of the larger music operators stated recently, "Ban or no ban, I've got to continue buying records. If my customers want a particular song, and that song is in great demand, I must buy it.

A juke box operator, with a hit the proportions of "Near You," on his hands, must furnish a recording for each and every one of his juke boxes, whether he has fifty or five hundred machines. The juke box operator, therefore, continues to offer to recording companies and artists, the greatest showcase for their records, even at a time when those very artists are not recording.

Music men point to the case of the Stan Kenton orchestra, which disbanded several months ago owing to a long siege of illness of their leader. Kenton's records in juke boxes throughout the nation continued to play. Kenton's records were continually being bought by music ops. Juke boxes from coast to coast maintained the Kenton name in the forefront of the music buying public at a period when Kenton himself was not active.

The apparent dissonance on the part of the record manufacturers regarding the Petrillo edict is therefore based upon the fact that they will have the necessary backlog of masters to continue to function properly. Altho many independents will suffer, owing to the fact that they do not have as large a catalog as do several of the majors, the indices believe that by cutting standards and oldies at the present time, they can overcome possible over-shadowing by the majors.

It is the sincere hope in these circles that the American Federation of Musicians will meet with those parties involved in the current dispute and in some manner, determine a more equitable means of implementing the musicians fund.

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

CHICAGO—Well the big race is on. The recording stars have but one idea in mind now and that is to see how fast and how many records they can cut before Pettrillo's latest has gone into effect. ... Frankie Laine and Roy Rogers, both appearing in town, go into hiding for two days to do nothing but cut records. ... The music boys all out in force to attend Eddy (King Of The Jukes) Howard's opening at the Arizona Ballroom. And all trying to get Eddy interested in their tunes. ... Joe Whalen of Bregman, Yacco & Conn takes a quick trip up to Canada this past week end on biz. ... Chick Cardale, well known song pluggler about town, very pleased over the publicity spread he received in several national mags. Chick is telling all the other pluggers around Chi, "Put Yourself In My Place Baby". The new ditty he is now plugging was penned by Hoagy Carmichael and Frankie Laine.

Lee Wiley, who is now doing a stint at the Rag Doll with Jess Stacy, stops the show with such oldies as "Sunny Side Of The Street" "Sugar" and "Someone To Watch Over Me". Better watch the Wiley gal, she's headed "way-up". Dick Bradley of Tower Records back from the west coast and telling us about the very narrow escape he had. Dick was booked for a flight on the DC-6 that crashed out west this past week killing 52 people. But, due to the press of business, Dick had to cancel his reservation the very last minute. What a lucky cancellation that was. We hear from Lloyd Garrett that Vitacoustic Records has just inked "Yvette", the very glamorous chimp who formerly sang on the Camel Ciggy program. Lloyd is enthused over their new singing sensation and tells us that Yvette's intimate style of warbling is sure to go over big. Milt Salatone of M. R. Dinzell phones in to talk about what's going over with the boys on Chicago's south side. Milt tells us to watch "Hastings Street Bounce" by Paul Williams.

Evelynn Aron of Aristocrat Records tells us about their new male singer Jerry Abbott, who hails from New York. Jerry had his own radio program over station WNEW and received several plugs from Walter Winchell. He is all set for a recording session next week and the gang at Aristocrat are anxiously waiting the results. Milt Hort, now at the Congress' Glass Hat runs about his Decca platter of "Peggy O'Neil" and "The Little Red Mill", both with excellent vocals by Bob Johnston ... Griff Williams packing them in at the Palmwod House' Empire Room and sporting an excellent mixed quartet to his musical aggregation ... The Dinning Sisters doing a terrific job at the College Inn of the Sherman. Howard Mack, manager for the trio, very enthused over the way the gals are climbing in THE CASH BOX's Second Annual Music Poll.

Dick "Two Ton" Baker, Mercury's large order of excellent artistry, who worships the kids, trekking to boys' clubs and settlement houses to do shows for them. ... Frankie Laine, bows out of the Oriental Theatre this week and is off for New York.

Frankie Carle and his ork close at the Chicago Theatre after a very successful two-weeks engagement. ... Arthur Ward of Vitacoustic Records and manager of the Honey Dreamers steps up to our Chicago office for a chit-chat. Art tells us the plans are all set for Vitacoustic's party which is to be held October 31st in the Pent-House of the Sheraton Hotel in appreciation for all the fine efforts extended by well wishers.
Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
"Never Trust A Woman"

Tex Williams
(Capitol 40054)

Nabbing this noted spot week is the folks who made his way with the popular "Smoke, Smoke, Smoke". Tex Williams turns up another ace with his rendition of this ditty currently meeting with wide approval in many an ops machine. "Never Trust A Woman" with Tex wailing the cute hyped wordage in much the same manner as "Smoke" turns up as a first rate performance, and one that you are sure to feature on your machines. Ditty weaves around the title, with Tex talking it up in manner and mood that currently ranks him among the top. Instrumental accompaniment is in top style, and offers a new twist. On the flip with "Shoot To Be Blue" , Tex keeps the fast pace of the top deck to wall this charming piece. Wordage Polly's the title with Tex and his group grabbing the glory throughout. You're bound to go for this double-faced package just egging for coin play.

"Troubled Over You"
"Cow Bell Polka"
Spade Cooley Orch.
(Columbia 37397)

Here's a deck you're bound to be hearing plenty of in the very near future, for this blue ribbon package, featuring the music of Spade Cooley and the vocal styling of Tex Williams. Tex to the fore to wall the slow mellow wordage of "Troubled Over You" shows as a ditty that is well loaded with possibilities. Slow pacing of the wordage, with tears added flavor the tune, while Spade's, music shines brightly. On the flip with an all instrumental piece, the rhythm to "Cow Bell Polka". Definitely an item for those spots that love to dance, "Cow Bell Polka" is bound to cull coin galore. You'll go for this cookie in a big way.

"The Midnight Train"
"Rosanne of San Jose"
Eddie Dean
(Majestic 110261)

Pair of sides which ops may use to good advantage are these offered in pleasant mood by the capable Eddie Dean. Titled "The Midnight Train" and "Rosanne of San Jose", the platter stacks up as material which may spell the difference in added play. Top deck is in the slow mood with the vocal offsets of Tex Williams' lovely long styling throughout. Ditty pitches and blends well with the wordage of the song coming thru to fill the bill. On the flip with "Rosanne of San Jose", Eddie walls the promising wordage to wrap up this melody hit. Ops that need decent filler material would do well to get next to this platter.

"What It Means To Be Blue"
Gene Autry
(Capitol 40054)

Gene Autry paid a flying visit to New Orleans last week after closing the rodeo at Madison Square Garden (NY). Gene hopped a plane again to open in Boston this week . . . The big show at the Rustic Cabin, Englewood, N. J., went over so well last week, that the management plans on holding a barn dance every Friday. Billy Williams, Rosalie Allen, Texas Jim Robertson and a slew of other notables really made the show worth while . . . The Down Homers gettng peak plaudits at WICH, Hartford, Conn. . . . Red River Dave all aglow over his appearance among the leads in the Cash Box Music Poll, Red authored the song, "Italian Dream Waltz" . . . Johnny Bond's "Fat Gal" going over with a bang in the phonos . . . Chet Atkins', Victor's guitar pickin' star visitin' with brother Jimmy in New York. Jimmy is on the Continental label . . . Ray Smith's "Leaf Of Love" coming up fast . . .

We hear that Tex Ritter has enjoyed so much success with the combined swing and cowboy band of "I Can't Get My Foot Off The Rail" that he will make additional platters with the same combination. Tex is still touring the south, but plans on returning home to California to spend the Xmas holidays with his family . . . Jimmy Wakely just cut a batch for Capitol . . . That radio station in York, Pa., labeled WORK chills Broadway folk . . . Smilin' Eddie Hill, Apollo recording artist appeared on the Paul Whitean show "On Stage, America" recently. Hill is also heard on WSM, Nashville . . . Mercury Records signed a slew of folk talent recently coming up with Lonnie Glosson, Dewey Groom, Georgie Slim and Carl Story . . . National Farm Show in Chicago, drawing loads of folk. The Duke of Paduch headlines the show with The Cowboy Copas, Annie Lou and Danny and Salty Holmes also scheduled to appear.

"Cash In-NOW!"

(Red Foley)
(Grand Ole Opry Star)
WSM artist

The Cash Box, Automatic Music Section Page 24 November 8, 1947

Short Shots
From the Hills and Plains

Gene Autry paid a flying visit to New Orleans last week after closing the rodeo at Madison Square Garden (NY). Gene hopped a plane again to open in Boston this week . . . The big show at the Rustic Cabin, Englewood, N. J., went over so well last week, that the management plans on holding a barn dance every Friday. Billy Williams, Rosalie Allen, Texas Jim Robertson and a slew of other notables really made the show worth while . . . The Down Homers gettng peak plaudits at WICH, Hartford, Conn. . . . Red River Dave all aglow over his appearance among the leads in the Cash Box Music Poll, Red authored the song, "Italian Dream Waltz" . . . Johnny Bond's "Fat Gal" going over with a bang in the phonos . . . Chet Atkins', Victor's guitar pickin' star visitin' with brother Jimmy in New York. Jimmy is on the Continental label . . . Ray Smith's "Leaf Of Love" coming up fast . . .

We hear that Tex Ritter has enjoyed so much success with the combined swing and cowboy band of "I Can't Get My Foot Off The Rail" that he will make additional platters with the same combination. Tex is still touring the south, but plans on returning home to California to spend the Xmas holidays with his family . . . Jimmy Wakely just cut a batch for Capitol . . . That radio station in York, Pa., labeled WORK chills Broadway folk . . . Smilin' Eddie Hill, Apollo recording artist appeared on the Paul Whitean show "On Stage, America" recently. Hill is also heard on WSM, Nashville . . . Mercury Records signed a slew of folk talent recently coming up with Lonnie Glosson, Dewey Groom, Georgie Slim and Carl Story . . . National Farm Show in Chicago, drawing loads of folk. The Duke of Paduch headlines the show with The Cowboy Copas, Annie Lou and Danny and Salty Holmes also scheduled to appear.

Jesse Rogers in the East doing a series of personal appearances. Jesse recently clicked so well at KMOK, St. Louis, Mr. Ole's Ranch, Marion, N. J., features The Santa Fe Trail Blazers . . . Visiting The Cash Box this past week were Sylvester Cross, American Music Publishers and Jack Merrel, American's New York rep. Sy, who pubbed "Smoke, Smoke, Smoke" hailed The Cash Box for being the first in the nation to select "Smoke" as a potential song hit . . . And all the wires, mail 'n stuff we keep getting from folk and western stars thanking us for bringing to light the terrific job they are doing on platters from coast to coast. Thanks folks . . . That Bill Williams really does a great job in flickers as well as discs . . . All the folks you'lling about the grand job Ray Whitley is doing everywhere he goes. Ray recently concluded a stand at the rodeo in New York along with Gene Autry . . . WFIL added Dapper Dan and his Singing River Cowboys . . . Send a get well note to Eva Foley, wife of Red Foley at the Weslyor Memorial Hospital, Chicago.
1. I'LL HOLD YOU IN MY HEART
   Eddy Arnold
   (Victor 20-2332)

2. SIGNED, SEALED AND DELIVERED
   Cowboy Copas
   (King)

3. MOVE IT ON OVER
   Hank Williams
   (MGM 10033)

4. FAT GAL
   Merle Travis
   (Capitol 40026)

5. ANSWER TO WALKIN' THE FLOOR
   Ernest Tubb
   (Decca 46029)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

NEW BROOM BOOGIE
   Al Dexter
   (Columbia 37594)

I CAN'T GET MY FOOT OFF THE RAIL
   Tex Ritter
   (Capitol 40036)

SMOKE, SMOKE, SMOKE
   Tex Williams
   (Capitol 40001)

WON'T YOU RIDE IN MY LITTLE RED WAGON
   Hank Penny
   (King)

FLY TROUBLE
   Hank Williams
   (MGM 10073)

"THE CHRISTMAS SONG"
"DEAREST SANTA"
MAJESTIC No. 1173

Getting Terrific Action!
"A TUNE FOR HUMMING"
"MY BLUE HEAVEN"
MAJESTIC No. 1177

"KATE"
"ON THE AVENUE"
MAJESTIC No. 1160

"AN APPLE BLOSSOM WEDDING"
"BLUE TAIL FLY"
MAJESTIC No. 1156

"RAGTIME COWBOY JOE"
"ON THE OLD SPANISH TRAIL"
MAJESTIC No. 1155

Be sure to listen to our new Radio Show — "Sheaffer Parade" for Sheaffer Pen Co.
Sundays, 3-3:30 P.M., E.D.T. over NBC—Coast to Coast.

Cash in on America's Number 1 Juke Box Attraction—
Spot these HIT Majestic RECORDS in your machines.
Vitacoustic Platters Keep Coming

CHICAGO—Continuing the pace in keeping the platters coming, Vitacoustic recently cut a load of sides by the popular Freddy Nagel orchestra.

Pictured above, producer-director Maurice Murray discusses a play-back with maestro Freddy.

Roy McKinley Ork Quits Majestic In Production Hassell

CHICAGO—Majestic Records Inc., this past week disclosed that their contract with the Roy McKinley orchestra had been severed by mutual agreement.

McKinley, it was learned, was dissatisfied with the label's production and distribution of his records. Taking advantage of a thirty-day clause in his contract, McKinley notified Majestic that he was canceling his contract.

McKinley's contract with the plattery called for a certain amount of production on his platters. If the diskery failed to reach that production level, they were liable to make the difference by a cash outlay. Rather than take advantage of the cash payment clause, McKinley severed relationship with the Majestic plattery.

McKinley, who scored so well this past year with his "Red Silk Stockings" was reported to have been offered several recording deals. Among the offers reported made were those by Columbia and Decca. Recording executives at those platteries could not be reached for comment.

Apollo Adds To Disk Staff; Waxing Heavily

NEW YORK—Apollo Records, Inc., announced the addition of Richard Scalici to its New York record manufacturing staff this past week.

Scalici, who has been associated with the Sperry Gyroscope Co., New York for the past ten years as production supervisor, is directing initial concentration in perfecting Apollo's production and inventory control, and regulating shipping schedules.

Meanwhile, Irving Katz, New York sales promotion manager disclosed that the Apollo plattery is continuing to cut heavily, in view of the December 31 deadline on recording.

Said Katz, "We feel that the impending ban, will have virtually little or no effect upon us. Our distributors have been notified that they will receive normal shipments of records. We have enough material on hand to tide us over for several years."

Apollo, one of the foremost indie platteries specializing in race items, is currently waxing right around the clock. Apollo, one of the larger independent record manufacturers has built up a large catalog not only in race records, but also in oldies and standard tunes, it was learned.

HEADED FOR "NUMBER 1 RACE TUNE" ON THE NATION'S JUKE BOXES

"TOO BIG POPPA"

Backed by "LOW GRAYY"

RAINBOW No. 10035

RAINBOW RECORDS, 156 W. 44th St., N. Y. 25

Roy's Great Records ARE HOT!

THE CASH BOX—OCTOBER 27

HOT IN HARLEM

"TRUE BLUES"

Specially SP510

HOT ON CHICAGO'S SOUTH SIDE

"THRILL ME"

Specially SP518
SINCE I FELL FOR YOU
Annie Laurie (Deluxe 1082)
Ops rip roaring mad at Annie Laurie stays on top for four solid weeks.

THRILL ME
Roy Milton (Specialty 518)
Holds tight to the second spot for the second straight week. Ops mad about Milton!

CHANGEABLE WOMAN
Johnny Moore (Exclusive 2511)
Still in the charmed circle with ops reporting this one garnering sensational play.

BELL BOY BOOGIE
Todd Rhodes ('Vitacoustic)
In sixth place last week, this plug tune moves up to the fourth spot. Peg this one for a long ride.

EARLY IN THE MORNING
Louis Jordan (Decca 24155)
Look at this leap. Jordan takes over the five slot after holding down number nine last week.

DON'T TAKE YOUR LOVE FROM ME
Hadda Brooks (Modern 152)
In fifth place last week chimp Brooks moves down one notch to grab onto the sixth spot here.

THE WILDEST GAL IN TOWN
Billy Eckstine (MGM 10069)
Repeats its position of last week with ops wild about Billy Eckstine.

RED TOP
Gene Ammons ('Mercury 8019)
Maintains its hold on eighth place with ops still reporting heavy play on this ditty.

BIG LEGS
Gene Phillips (Modern 20-527)
In fourth place last week, this tune drops several to grab the ninth spot. Gene Phillips still getting peak play this.

DON'T YOU THINK I OUGHT TO KNOW
Hadda Brooks (Modern)
On the bottom here but watch it rise. Reports indicate this one going tremendously well in the Windy City.
Signature Sets Move To Conn. Quarters

NEW YORK—Signature Records Inc., announced this past week that the firm is just about ready to close their New York offices and complete their move to larger quarters at their pressing plant in Shelton, Conn.

President Bob Thiele has been supervising a gradual move of the Signature staff to the Shelton offices, and disclosed that the move would complete the move within several weeks.

Also reported in connection with Signature was an alleged deal to take over the holdings of the Bullet label. It is easily seen that this move could not be accomplished without absorbing proxy Jim Bullet into the Signature waxery.

Signature also revealed that they have added three more distributors to supplement their General Electric distributing chain. New distributors named were: the Record Sales Company in Monroe, North Carolina; ARA in St. Louis, Mo., and the F & M Dist. Co. in Cleveland.

It was also learned that Signature has arranged to cut a minimum amount of sides with their talent, in view of the impending record ban. The Signature roster at present consists of Alan Dale, Ray Bloch and his orchestra, Bobby Dayle, Anita O'Day and the Johnny Long orchestra. Signature recently lost chirp Monica Lewis to Decca Records and supplanted her by gaining through Connie Hanioa from the Mercury label.

Capitol's King Cole & Nellie Latcher Guest At Veterans' Show

NEW YORK—Guesting at the recent benefit show staged by the Musicians Emergency Fund on behalf of thousands of wounded veterans are Capitol Recording Artists Nellie Latcher and Nat King Cole.

The Musicians Emergency Fund, whose program is giving veterans hospitalized for wounds, musical entertainment, instruction and providing veterans with special instruments has met with huge success.

Latcher and Cole, both are currently riding high in the Second Annual Music Poll, sponsored by The Cash Box.

Appearing on the program with Latcher and King Cole, were Frank Sinatra, Perry Como, Sammy Kaye, Guy Lombardo, Georgia Gibbs, Joe Mooney, Noro Morales, Jackie Gleason, Joey Adams, Dean Martin & Jerry Lewis, Jack Egan, Freddy Robbins and many other notables.
"How Soon" Voted Philly Click Tune For November

"Civilization" Close Second

CHARLES F. HANNUM

PHILADELPHIA, PA.—More than 1500 teen-agers jammed Frank Palumbo's Click Theatre Cafe this past week, Oct. 25, to participate in the monthly Philadelphia selection of their "Click Tune of The Month."
The song selected by close ballot as the "Click Tune for November" was "How Soon." Running a close second to "How Soon" was the popular "Civilization."
Frank Palumbo turned the Click Theatre Cafe into a gigantic milk bar for the monthly festivities. Thousands of youngsters, representing local colleges and high schools were fed with coke, candy and gifts.
The Philly Click Party, sponsored by the Philadelphia Automatic Music Operators Association has constantly met with the approval of the entire city. City officials, civic organizations have repeatedly pointed with pride to the strides the juke box men have made in combating juvenile delinquency and in giving thousands of underprivileged youngsters a chance to partake in a city approved venture.
A great many record distributors, juke box operators and artists guested the show. On hand to enliven the party was Columbia recording star Tony Pastor and a great many of Philly's disc jockeys.
Big event of the day was the presentation of a brand new Mills phonograph to a local high school girl, who in turn will present the juke box to her school.
High school officials, present at the party commented, "I'd like to thank Mr. Charles Hannum, Mr. Bill King and Jack Sheppard for the wonderful work they are doing. Also, Mr. Frank Palumbo for his sincere efforts in making each and every Click Party the huge success it has been."

Milton Cancels Tour

HOLLYWOOD, CAL.—Roy Milton and his orchestra are cutting short their national tour for the purpose of recording more material for Specialty Records, it was learned late this past week.

With the Petrollo ban looming overhead, Milton and Art Rupe, president of Specialty have decided that it is of utmost importance to get as many waxings of those popular Milton tunes as possible before the ban goes into effect.
Milton disclosed that cancellation of his tour would mean giving up more than $15,000 in bookings in New York, Washington, D. C. and Baltimore.

"...OPS WILL GO FOR IT IN A BIG WAY"

Says THE CASH BOX—October 27th

"MY GUITAR IS MY SWEET-HEART"

RECORDED BY Johnny Lane
REGENT 107

JOHNNY LANE

Don’t stop now—keep on being surprised, because that’s what this choir boy is going to continue to do. Latest balladeer on the wax horizon to set tongues a whirling is Johnny Lane, and this rendition of “My Guitar is My Sweetheart” offers just cause for the wide talk. Johnny’s intimate style of warbling makes you feel as if the lad is pitching right at you, with the tone and modulation of his pipes filling the air with soft velvet phrases up in light airy modes with a background flavors the song immensely. Ops are bound to go for Johnny’s vocal work and go for it in a big way at that. On the flip with “Castanets and Lace”, the piper once again shows top vocal styling throughout this pleasant Latin ditty. Pitch is mellow with the orchestral accompaniment furnished by the Dave Rhodes orch enhancing the piper greatly. Keep—and later on to “My Guitar Is My Sweetheart.”

DISTRIBUTED BY
ALL STATE DISTRIBUT., Inc. 30 Warren Place Newark, N. J.


CHORD DISTRIBUTORS 2406 So. La Salle St. Chicago, Ill.


MILLNER RECORD SALES CO. 110 W. 18th St. St. Louis, Mo.

MAJOR DISTRIBUTING CO. 563 W. 42nd St. New York, N. Y.

VIC BRADDOCK 633 W. Lombard St. Baltimore, Md.

DISTRIBUTORS — TERRITORIES STILL AVAILABLE

REGENT RECORDS
1184 ELIZABETH AVE., ELIZABETH, N. J.
NEW YORK—Eddie Heller of Rainbow Records reported this past week that the firm has adopted the suggestion of many well known juke box ops and cut down on the playing time of their latest releases.

"In fact", Eddie reported, "our latest releases which we have just cut will run about 2 minutes and 5 seconds to 2 minutes and 10 seconds."

He continued, "We learned one very important thing cutting down on the playing time of the records for the juke box trade. By making the grooves wider, the needle running into the sides of the grooves, where it can capture the full tonal quality, produces better tone than any one of the latter timed records in view of the fact that the grooves are now much wider to take care of the 10 inch disk and the fact that the playing time is cut down."

The original suggestion for 2 minute records came from E. J. Pepper, well known juke box operator of Hereford, Texas. He stated that in experiments he had made with his machines he found that during the peak play hours (and there are at least two such hours for even the average location) his machines earned 50% more money, since they were able to play 30 records for the hour at $.02 which amounted to $.12 per hour as against the 20 records of a three minute duration which formerly played in his boxes for only $.1 per hour.

At the same time, Pepper also stated that the differential of approximately $.1 extra for every two hours play allowed him to continue on a 50/50 commission basis with his locations and still show greater profits by approximately 20% overall increase during the entire week.

Harry Fromkes, president of Rainbow Records, it is reported, was very much impressed with Pepper's suggestion when it first appeared in The Cash Box October 20 issue and especially in the double page follow-up story in the October 27 issue.

Fromkes immediately called in his recording chief and his engineers and learned that the firm could manufacture two minute recordings without hurting the musical effect of the record.

Eddie Heller then went right to work and cut the first two sides for the firm. One disc runs for 2:05 and the other runs 2:10. This means that with the time necessary for changing records there will be no more than 2 minutes and 15 seconds consumed. Operators will therefore be able to get more play on their machines with Rainbow's newest disks.

Heller also advised that two of the sides which the firm cut are by Red Benson, well known disk jockey, who does "Rainbow Linda" and a special comedy piece called, "Out Of My Mind", Heller has high hopes for both records and believes that they will prove tremendous hits in juke boxes.

He has also cut many "race" sides and will make announcement regarding these very soon, he says. Heller had the following to say, "There is no longer any doubt in our minds that the nation's juke box ops need two minute records and we are out to help them earn more and better profits with their machines."

"We are doing everything in our power", he continued, "since introduction of our new policy to make records which would please the juke box ops to give them recordings which the boys will consider the finest they have ever enjoyed."

THANKS FOR YOUR TERRIFIC SUPPORT FOR OUR

"Peg O' My Heart"

WE WILL CONTINUE TO GIVE YOU OUR BEST!

Here's Another "Peg"

VITACOUSTIC NO. 800
"Peggy O'Neil"

VITACOUSTIC NO. 577
"September Song"
Our Latest On Universal
NO. U-4

"I Love You"
"My Gal Sal"

JERRY MURAD'S HARMONICATS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEW YORK — Merchandiser manufacturers report that they will be able to get into volume production right after the NAMA convention at the Palmer House, Chicago, December 14 to 17.

Many will be showing new equipment for the first time and the they are geared for a big production run, they are not ready to start until they see the reception which their new products will get at the show.

One of these manufacturers advised The Cash Box, "You can tell the automatic vendor as that we will have plenty of production right after the show. We have been going along very slowly and shipping whatever we could manufacture due to the lack of components and materials, but, we are sure that by about the middle of December we shall be receiving parts and materials in larger quantity and will be able to take care of all orders we will receive at the forthcoming convention of NAMA."

This is heartening news for most automatic merchants throut the nation who have been ordering and waiting for the new equipment to come thru.

There have been many complaints past months to some of the largest manufacturers in the field regarding lack of delivery. This is most noticeable in the drink vendor and cigarette machine field as well as for practically all of the larger sized merchandisers.

Many are also wondering whether the manufacturers will have sufficient materials and components on hand to take care of their regular customers, in addition to what new blood is expected to enter into the business.

As yet the demand for merchandisers is at peak, with the possibility that it will remain so long after the big show, and the further fact that even when the first flush of larger orders are shipped, that there will be sufficient business at hand for the manufacturers to continue volume production for sometime to come.

Also interesting is the fact that many of the larger manufacturers have been busy for the show.

They have been arranging to feature their new models at the NAMA convention. Some of the new machines haven't even as yet been seen by any of the automatic merchants.

It is generally hoped that production will break loose with a resounding bang throughout the mercandising field and that all will be satisfied with the delivery which they will receive.

NEW YORK — One question being asked by old time automatic merchants is, "Will we take it on the chin as the new blood comes in?"

And instantly the average automatic merchandising man is disposed to say, "No". Yet, this question seems to be the most predominating one among the automatic merchants.

They are of the belief that there are "so many monied men" who are seeking to enter into the automatic merchandising business "that we may be totally neglected by some of the manufacturers until they have satisfied the demand they get from these people".

The average automatic merchant has nothing but his business relationship and his present equipment to recommend him to the locations he serves. Few, if any, are of the belief that new blood will instantly start offering higher commission and percentage rates, will do anything but hurt this business relationship which they have built up over the years.

As one automatic merchant expressed himself, "There's nothing a location owner likes better than more money. If a newcomer steps into a location and offers the owner more commission than I'm giving him, then I'm out. Maybe, if he likes me, and has been doing business with me for sometime, he'll phone me first and, perhaps, give me a chance to compete with this newcomer. But, in most cases in the past year, especially prior to the war, all we ever heard was a hurry-up call to come and get our machine and settle up for whatever commissions may have been due to the location."

With interest so very great in automatic merchandising at this time from many people who seem to have the finances necessary to enter into the business, there is every hope on the part of the established automatic merchants that these men will enter into the field featuring entirely new equipment, like the hot coffee vendors and some of the other machines which have already been shown, but, that machines which have been in the field for years, like the cigarette merchandisers, will not fall into hands which will attempt, in every possible fashion, to chop commission percentages to obtain locations.
A U T O M A T I C  M E R C H A N D I S I N G  S E C T I O N

Clark Gum Prexy
To Europe To Check
Premium Offers

PITTSBURGH, PA.—Declaring that he was going to "obtain the information first hand," F. Clark, President of Clark Brothers Chewing Gum Company, manufacturers of Clark's Tendermint and Teaberry Chewing Gums, sailed aboard the Queen Mary this past week for a brief and urgent trip throughout Europe to learn why those markets were offering premium prices for his chewing gum.

"We're having extreme difficulties supplying the American market," said the 34 year old company head, "and while we're trying to be fair with export business, we can only allocate 10% of our entire output to international sales.

"Obviously," continued Mr. Clark, "it's the old story of the demand being greater than the supply and we have taken steps to remedy that; however, exporters are offering our jobbers in America bonus money for our products, particularly so is this true of the Belgian market which is serving as the buying hub for the Continent.

"What I can accomplish," he concluded, "will remain to be seen on my return to America in November, but this much I know, that while we're honored by the extreme demand for Tendermint in Europe, our American market comes first and I'm hopeful that this trip will bring forth some of the answers to a disturbing problem."

Calls Missouri Tax "Discriminatory"

INDEPENDENCE, MO.—E. S. North, attorney for the Canteen Company, Kansas City appeared here to protest the $10 yearly tax on automatic vending machines and told the council, according to reports received, that the ordinance would allow a tax on a method of doing business.

North explained that the Canteen Company operates 89 machines in this city with gross sales of $7,738 last year. The net profit on these machines, he said, was only $236. He also stated that he would not protest a tax that would be fair, but that the $10 tax appeared to be discriminatory.

John B. Gage, attorney for the Vendo Company was also present at the council hearing. Gage said that the Company did not have a direct interest in the ordinance, but added that it did not want to see any markets destroyed for vending machines.

Also protesting the tax were members of the Lions Club headed by Ellis Tyler. Tyler explained that the local club operated 57 penny gum machines and that all proceeds from these machines go to charity.

In addition, the council also received a petition signed by various local business men and women, protesting this $10 tax proposal. The petition states that the firms owned and operated machines selling soft drinks on their premises as a regular part of their business.

"We use vending machines merely as a convenience to ourselves and customers and as an economy in clerical expense," the petition states in part.

These protesters also noted that they already paid a regular license fee required for their businesses and believed that it would be unjust to double tax them for selling their merchandise thru a machine controlled and operated at considerable expense to them.

Max Weiss Named
N.Y. Distrib for Pop
Corn Vendor

NEW YORK — Max Weiss, Roni Sales Company, 4313 Church Avenue, Brooklyn, N. Y., has just been appointed New York state distributor for the Kunkel Popcorn Vendor. The machine is designed to deliver a bag of hot popcorn for 5c.

Weiss is a real old-timer in the coin machine business with particular emphasis on vending. He has spent 35 years as a specialist in this branch of the industry.

At the moment Max is working out of his Brooklyn office, but he intends to set up in Manhattan as soon as he can find adequate quarters there.

Telecoin Uses Calendar
As Year 'Round Sales Aid

NEW YORK — A personalized calendar for 1948 is being distributed by the Telecoin Corp., national distributors of service and merchandising equipment, as a year-around sales aid to the 1,200 individual operators of "Launderette" automatic self-service laundry stores.

The calendars are destined as Christmas gifts from individual "Launderette" owners to their neighborhood customers and prospects.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WILL USE VENDORS TO STRESS BRAND NAME


NEW YORK—One of the nation’s largest coffee producers plans an exclusive vendor which will feature only their own name brand and which will vend a special sized vacuum packed tin of their nationally advertised coffee.

As yet this firm has asked that their name be withheld from publication until official announcements are made.

The plan, as presented by the head of this organization, is to cover all leading merchandising areas to which the vendor, grocery stores, especially those which are known to substitute private brands for nationally advertised brands merchandise, will have such vendors placed inside their stores.

The vendor will feature a mirror front with space for a card tiling in with the current ad program of the firm. The servicemen or collector will be able to change these cards weekly or monthly. The machine may feature a change-maker and then, again, it may not, for the firm plan a special sized vacuum packed can.

Locations like apartment house lobbies and other such sales points will also be covered. These will be openly named in the national radio program of the firm to lead buyers to the guides.

The firm are of the belief that many grocers and other storekeepers are not pushing their brand even tho’ they are spending a millions of dollars to sell the brand name to the public.

They are, therefore, of the opinion that the vending machine field offers them a unique method for stressing their brand name to the public and, at the same time, allowing the storekeeper which will have little or nothing to do with the actual sale from the vending machine, to enjoy the same profit he now gets from the sale of their coffee over his counter.

As yet it is not known whether automatic machine of the coin machine industry will be used to spread the vendors or whether a subsidiary organization will be created within this firm to place the vending machines. The organization is of sufficient size and power to take care of the machines themselves.

One very important point this does bring to the attention of all large brand names is the fact that they can assure themselves exclusive use of their own merchandise, be automatically sold for them, and still allow the storekeeper his regular profit margin. Not have their product in competition with any others on the merchant’s shelves, and know that the advertising program of the firm has a perfect tie in with the vendor thru use of regularly changed cards on the machine itself.

At the same time, the firm reminds, the merchandise will remain fresh and untouched by human hands in the machine. The capacity will not be large and it will probably be a single column vendor especially built for their can of coffee. The can may even be placed inside of a cardboard box for easier vending purposes and advertising purposes as well as an informative booklet on coffee and how to prepare it, may also be placed in this box.

The entire plan is sufficiently sound to have won, it is understood, the complete approval of the executives of the firm. They are most interested in the tie in with their national radio program which goes on at an evening hour and which, because of the vending machines, will be able to tie in with the sales story and allow housewives, especially those near apartment house machine locations, to go right down and buy this coffee.

The special sized can and the prices which will be featured is also expected to attract good patronage. They believe that the vendor has all the possibilities of bringing their name greater brand value than any other merchandising method yet studied.

It will be of good interest to the entire merchandising machine industry to watch the introduction of this unique vendor and the methods which will be used to stress the brand name as well as to sell the coffee. This may lead to other nationally known firms adopting vending machines for greater sales of their products.

$10,000,000 Backs New 5¢ Orange Drink Vender

MIAMI, FLA.—A new 5¢ orange drink is being introduced by the Cobbs Beverage Company, a subsidiary of the Cobbs Fruit and Preserving Company, this city.

The new subsidiary, according to reports from its owner, Henry Cobbs, is being underwritten to the sum of $10,000,000.

According to Cobbs, “So that we can reach for one of the top positions in the soft drink field in a short time.”

The firm will present the new beverage thru a drink dispenser for the first time at the annual convention of the American Bottlers of Carbonated Beverages at Atlantic City, November 17 to 21. It is also reported that the beverage dispenser is of entirely new type.

58 Vendors Now At LaGuardia Airport

NEW YORK—There are at present 48 various automatic vending machines located at LaGuardia Airport here with 7 more dispensers of tooth brush kits to be installed as well as three more weight scaling.

The Port of New York Authority, which has taken over running of the airport plans that much of its revenue will come from machine operations.

It is reported that the beverage dispensers one day last August sold over 5,000 cups in a 24 hour period.

The airport also reports that the various machines are most appreciated in the international terminal where there are restaurant facilities.

We Are Proud To Announce
Our Appointment As

New York State Distributor For

KUNKEL 5¢

HOT POP CORN VENDOR

Now On Display In Our Showroom — Immediate Delivery

"Kunkel" For 30 Years Makers of COIN OPERATED MACHINES

Roni Sales Co. MAX WEISS

4315 CHURCH AVE., BROOKLYN 3, N. Y.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
**ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.**

<table>
<thead>
<tr>
<th>M U S I C</th>
<th>M U S I C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WURLITZER</strong></td>
<td><strong>WURLITZER</strong></td>
</tr>
<tr>
<td>Model 1100 Standard</td>
<td>$959.50</td>
</tr>
<tr>
<td>Model 1080A Colonial</td>
<td>$929.50</td>
</tr>
<tr>
<td>Model 1071A Concealed changer with stepper</td>
<td>$929.50</td>
</tr>
<tr>
<td>Model 1015 Standard</td>
<td>$914.50</td>
</tr>
<tr>
<td>Model 1068 Colonial</td>
<td>$875.00</td>
</tr>
<tr>
<td>Model 1017 Concealed changer with stepper</td>
<td>$499.50</td>
</tr>
<tr>
<td>Model 2140 5-10c Wireless</td>
<td>$40.00</td>
</tr>
<tr>
<td>Model 3020 5-10-25c 3-wire</td>
<td>$69.50</td>
</tr>
<tr>
<td>Model 3025 5c 3-wire</td>
<td>$44.50</td>
</tr>
<tr>
<td>Model 3031 5c 30-wire</td>
<td>$39.50</td>
</tr>
<tr>
<td>Model 3045 Wireless</td>
<td>$54.00</td>
</tr>
<tr>
<td>Model 3021 Master Unit</td>
<td>$70.00</td>
</tr>
<tr>
<td>Model 2122 Wireless Transmitter</td>
<td>$17.50</td>
</tr>
<tr>
<td>Model 2126 Wireless Impulse Receiver</td>
<td>$49.50</td>
</tr>
<tr>
<td>Model 217 Auxiliary Amplifier</td>
<td>$35.00</td>
</tr>
<tr>
<td>Model 218 30-wire Adapter Terminal Box</td>
<td>$15.00</td>
</tr>
<tr>
<td>Model 219 Stepper</td>
<td>$46.50</td>
</tr>
<tr>
<td>Model 4000 8&quot; Metal Star Speaker</td>
<td>$45.00</td>
</tr>
<tr>
<td>Model 4002 8&quot; Plastic Star Speaker</td>
<td>$45.00</td>
</tr>
<tr>
<td>Model 4004A 8&quot; Metal Musical Note Speaker</td>
<td>$30.00</td>
</tr>
<tr>
<td>Model 4005 8&quot; Walnut Round Speaker</td>
<td>$22.50</td>
</tr>
<tr>
<td>Model 4005A 8&quot; Walnut Round Speaker</td>
<td>$25.00</td>
</tr>
<tr>
<td>Model 4006A 8&quot; Deluxe, Walnut Round Mirror</td>
<td>$35.00</td>
</tr>
<tr>
<td>Model 4007 12&quot; Intermediate Deluxe Speaker</td>
<td>$135.00</td>
</tr>
<tr>
<td>Model 4008 15&quot; Deluxe Speaker</td>
<td>$185.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>P I N S</th>
<th>P I N S</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BALLY</strong></td>
<td><strong>BALLY</strong></td>
</tr>
<tr>
<td>Nudgy</td>
<td>$828.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>CHICAGO COIN</strong></th>
<th><strong>CHICAGO COIN</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball</td>
<td>No Price Set</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>EXHIBIT</strong></th>
<th><strong>EXHIBIT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Coed</td>
<td>295.00</td>
</tr>
<tr>
<td>Bronco</td>
<td>294.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>GOTTLIEB</strong></th>
<th><strong>GOTTLIEB</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Flying Trappe</td>
<td>294.00</td>
</tr>
<tr>
<td>J. H. KEENEY &amp; CO</td>
<td>295.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>UNITED MFG. CO.</strong></th>
<th><strong>UNITED MFG. CO.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Nevada</td>
<td>275.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WILLIAMS</strong></th>
<th><strong>WILLIAMS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>All Stars</td>
<td>479.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>COUNTER GAMES</strong></th>
<th><strong>COUNTER GAMES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A.B.T. MFG. CORP.</td>
<td>65.00</td>
</tr>
<tr>
<td>Challenger</td>
<td>65.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>BALY MFG. CO.</strong></th>
<th><strong>BALY MFG. CO.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy Hitter</td>
<td>184.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>GOTTLIEB</strong></th>
<th><strong>GOTTLIEB</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Deluxe Grip Scale</td>
<td>35.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SKILL GAMES CORP.</strong></th>
<th><strong>SKILL GAMES CORP.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bouncer</td>
<td>46.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ONE-BALLS</strong></th>
<th><strong>ONE-BALLS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BALLY</strong></td>
<td><strong>BALLY</strong></td>
</tr>
<tr>
<td>Jockey Special</td>
<td>645.00</td>
</tr>
<tr>
<td>Jockey Club</td>
<td>645.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>GOTTLIEB</strong></th>
<th><strong>GOTTLIEB</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Races (F. P. Model)</td>
<td>668.00</td>
</tr>
</tbody>
</table>
MANUFACTURERS' NEW EQUIPMENT

BELLS

BELL-O-MATIC CORP.
5c Jewel Bell ........................................... 240.00
10c Jewel Bell .......................................... 250.00
25c Jewel Bell .......................................... 255.00
50c Jewel Bell ......................................... 338.00

GROETHCHEN
Columbia Twin JP ....................................... 145.00
Columbia DeLuxe Club ................................ 209.50

MILLS SALES CO. LTD.
DeLuxe Coin Bell ........................................ No Price Set

O. D. JENNINGS
5c Std Chiefs ........................................... 265.00
10c Std Chiefs ......................................... 279.80
25c Std Chiefs ......................................... 289.00
50c Bronze & Std Chiefs ............................... 309.00
5c DeLuxe Club Chiefs ................................ 290.00
10c DeLuxe Club Chiefs ................................ 369.00
25c DeLuxe Club Chiefs ................................ 315.00
25c DeLuxe Club Chief ................................ 249.50
5c Super DeLuxe Club Chief ........................... 324.00
50c Super DeLuxe Club Chief ........................... 564.00
50c Silver Eagle ......................................... No Price Set

PACE
5c DeLuxe Chrome Bell .................................. 245.00
10c DeLuxe Chrome Bell ................................ 265.00
50c DeLuxe Chrome Bell ................................ 255.00
50c Super Chrome Bell ................................ 350.00
5c Rocket Slug Proof ................................... 245.00
10c Rocket Slug Proof .................................. 255.00
25c Rocket Slug Proof .................................. 265.00

CONSOLES

BALLY
Wild Lemon ................................................ $542.50
Double-Up ............................................... 542.50
DeLuxe Draw Bell 25c .................................. 512.50
Hi-Boy .................................................... 424.00
Triple Bell 5-10-15 ...................................... 910.00
Triple Bell 5-10-25 ...................................... 910.00

BELL-O-MATIC
Three Belts, 1947 ........................................ 750.00

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

EVANS
Bangtails 5c Comb 7 Coin ............................... No Price Set
Bangtails 25c Comb 7 Coin ............................... No Price Set
Bangtail P ................................................ No Price Set
Bangtail FP PO JP ........................................ No Price Set
Evans Races ............................................. No Price Set
Casino Belle ............................................ No Price Set
1946 Galloping Dominoes JP ............................ No Price Set
Winter Book JP ........................................... No Price Set

GROETHCHEN TOOL & MFG. CO.
Columbia Twin Falls ..................................... 485.00

O. D. JENNINGS
Challenger 5-25 .......................................... 595.00
Club Console ............................................ 495.00
DeLuxe Club Console ................................... 545.00
Super DeLuxe Club Console ............................. 545.00

PACE
3-Way Bell Console 5c-10c-25c ........................... $690.00
5c Royal Console ....................................... 320.00
10c Royal Console ...................................... 330.00
25c Royal Console ...................................... 340.00
50c Royal Console ...................................... 450.00
50c Royal Pocket ........................................ 500.00
50c Royal Console ...................................... 650.00

ARCADE TYPE

AMERICAN AMUSEMENT CO.
Bat a Ball ................................................ 245.00

CHICAGO OIN MACH. CO.
Basketball Champ ........................................ 495.00

EDELMAN DEVICES
Bang-A-Fifty ............................................. 16-8, 450.00
11-8 .................................................... 450.00
12-8 .................................................... 500.00

ESKO MANUFACTURING CORP.
Bel-Arrow ................................................ No Price Set

INTERNATIONAL Mutoscope CORP.
Arethusa (Model B) ...................................... 375.00
Deluxe Movie Console ................................... 150.00
Deluxe Movie Counter ................................... 140.00

METROPOLITAN GAMES
Card Vendor .............................................. 29.50
Double Up Skill Bowl .................................... 399.50
P. & S. Shooting Stars ................................... 219.50

SCIENTIFIC MACH. CORP.
Pokerino, Location Model 5 ........................... 279.50
TELECOIN CORP.
Quizzer .................................................... No Price Set

TELEQUIZ MFG. CO.
Telequiz .................................................. 795.00

MERCHANTISE MACHINES

CIGARETTE MACHINES
C. RIGHT LABORATORIES
"Electro" .................................................. 189.50

NATIONAL VENDORS, INC.
Model 9B (Electric) ..................................... 331.70

Royer
Crusader (8 Col) w Stand ............................... 165.75
Crusader (10 Col) w Stand .............................. 165.75

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

MERCHANDISE VENDORS
A. E. T. MFG. CORP.
"Auto Clerk"—(Gen'l Mfg.) ............................... 100.00

ADAMS-FAIRFAX CORP.
Cash Ten Vend ........................................... 25.00

ASC0 YENDING MACH. CO.
New Vendor ............................................. 20.00

ATLAS MFG. & SALES CO.
Bulk Vendor ............................................. 25.00

AUTOMATIC fourn. MACH. CO.
"Book-O-Mat" ........................................... 25.00

AUTOMATIC DISPENSERS, INC.
"Drink-O-Mat" ........................................... 25.00

BALLY MFG. CO.
Drink Vendor ............................................ 25.00

BEET MILLS CORP.
"Hot Coffee Vendor" ................................... 510.00

C. N. MFG. CO.
U-Select-11—74 Model .................................. 85.50
U-Select-11—74 DeLuxe Model ......................... 95.50

DAVAL PRODUCTS CO.
Stamp Vendor "Postmaster" ............................. 127.50

HOSPITAL SPECIALTY CO.
Sanitary Napkin Vendor ................................ 25.00

INTERNATIONAL Mutascope CORP.
Photomat ................................................. 1495.00

KAYEM PRODUCTS
Vit-O-Mins Vendor ...................................... 1495.00

MALKIN-JILLION CO.
"Cigar Vendor" ........................................... 1495.00

NORTHWESTERN CORP.
"Bell Vendor" ............................................. 1495.00

RBYCO, INC.
Ice Cream Vendor ....................................... 1495.00

RUDEN-MELLIKIAN, INC.
"Dutch-Cafe" Coffee Vendor ............................ 1495.00

SHIPMAN MFG. CO.
Stamp Vendor ............................................. 1495.00

TELECOIN CORP.
Tea-Juice ................................................ 1495.00

THIRST—AID, INC.
Drink Vendor ............................................. 1495.00

U. S. YENDING CORP.
Drink and Merchandise Vendor ......................... 1495.00

VENDALL CO.
Candy Vendor ........................................... 1495.00

VENDIT CORP.
Candy Vendor ........................................... 1495.00

Viking TOOL & MACH. CORP.
Popcorn Vendor ........................................... 1495.00

www.americanradiohistory.com
A1 MECHANICALLY REBUILT
MUSIC MACHINES

WURLITZER

1015 Write
24 $89.50
616 59.50
24 VICTORY '42 119.50
500K 139.50
500K or 600K VICTORY '42 139.50
600R VICTORY '42 129.50

ROCK-OLA

WINDSOR $69.50
SPECTRAVOX & PLAYMASTER 99.50
MASTER 149.50
COMMANDO 169.50
SUPER 169.50
STANDARD 139.50
1422 Write

SEEBURG

HITONE ES $169.50
HITONE RCES 189.50
CASINO 69.50
GEM VICTORY '42 109.50
CLASSIC 139.50
COLONEL RC 179.50
CROWN or REGAL 119.50
CADET 139.50
MAJOR RCES 169.50
1946 MODEL - 146 Write

AMI

STREAMLINER — 5-10-25c $159.50
SINGING TOWER — 5-10-25c 129.50

ARCADE

SKEE ROLLS — 7½ ft. $69.50
SKEE ROLLS — 9 ft. 99.50
SUPER TRIANGLES — adjustable for 5, 7 or 9 balls $139.50
RED BALL 99.50

TERMS: 1/3 DEPOSIT, BALANCE C.O.D.
SEND SHIPPING INSTRUCTIONS.

WE HAVE A COMPLETE STOCK
OF ALL MACHINES
IF YOU NEED ANYTHING NOT
LISTED ABOVE — WRITE US

RUNYON SALES COMPANY
593 10th AVENUE, NEW YORK 18, N. Y.
BRyant 9-2235
123 W. RUNYON STREET, NEWARK 8, N. J.
Bigelow 3-8777
Mississippi Phono Ops Assn To Meet November 13 At Jackson
Runyon Cancer Fund Collection Plans To Be Heard

R. A. (Dick) Farr
JACKSON, MISS. — R. A. (Dick) Farr, president of the Mississippi Phonograph Operators Association, announced that the next meeting of the organization is scheduled for November 13. The operators will gather at the Heidelberg Hotel, Jackson.

In addition to their regular business, the members are concentrating on ways and means to promote collections for the Damon Runyon Cancer Fund. At the last meeting in October, the association office sent a check for $50 to CMI in Chicago. W. F. Pratt, attorney for the association, stated that operators have already sent in personal donations and would continue to do so. However, in addition to these contributions, the membership is working out plans for a concerted effort, which will be discussed on November 13.

Farr reports that each succeeding meeting sees more and more attendance, and he expects the November meeting to draw practically 100% of its members.

$1,000 Donation For Runyon Fund

CHICAGO — While in Chicago recently Carl Hochstel, (right) United Amusement Company, Kansas City, took the opportunity to present a check for $1000 for the Damon Runyon Cancer Fund to Herb Jones, vice president of Bally Manufacturing Company.

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

"Greatest On Four Legs"

by UNITED

4 Ways To Set Up

S U P E R

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!
Introducing

HEATH'S

"Feather Touch"

A Free Play Coin Chute that is NEW-BEAUTIFUL-DIFFERENT

ITS BEAUTY WILL STUN YOU!

1. Large feather touch thumb rest.
2. Trigger grip.
3. Beautiful red, non-breakable plastic guard — really dresses up a game.
4. Metal fair plate for any pin game.
5. Slide return spring mounted on housing.
6. Chute quickly disassembled by loosening two screws.
7. Coin adjustment and other simple plug proof features make chute almost 100% cheat-proof.
8. Adjustable coin trough makes Feather Touch chute readily adaptable for most any game.
10. Finest of materials insure long life and very little visible.

EXHIBIT'S LATEST HIT "TALLY-HO" FEATURES

"FEATHER TOUCH"

Exclusive Factory Sales Agents

HEATH DISTRIBUTING COMPANY
217 THIRD STREET
MACON, GEORGIA

DISTRIBUTORS: WRITE FOR QUANTITY PRICES

NEW YORK — The years roll by — sometimes quickly, sometimes slowly — but looking back in retrospect brings fond memories. Ten years ago (1937) The Fishman family were photographed with The Gershers and Joe Orleck. At the recent banquet of the Automatic Music Operators Association, the same group were snapped. Pictured above are the two photos. The young boy (Joe's son Morty) at the left in the 1937 shot is the matured young man seen at the extreme right in the 1947 photo; the beautiful girl second from the left in the 1937 photo is the even more beautiful and lovely daughter Ethel (now Mrs. Blumenfeld); the others can easily be recognized with the exception of the newcomer in the 1947 pic, who is Charlie Blumenfeld, Ethel's husband. One member of the family is missing, Joe's grandson, who was home sleeping peacefully.

The intervening years haven't treated the individuals too badly. Joe Fishman doesn't look a day older than he did ten years ago, and today is head of the Atlantic-Seaboard New Jersey Corporation, substantial distributing firm; Molly Fishman shows a few grey hairs as is befitting a grandmother; and Bill Gersh and Joe Orleck, publishers of The Cash Box, show slight signs of wear and tear.

Hey, Joe, we all have another appointment for a 1958 photo.
Another great HOLD-AND-DRAW bell console by Bally . . . featuring famous EXTRA DRAW popularized in De Luxe Draw Bell . . . plus fascinating new DOUBLE AWARD SPINNER which automatically doubles winners when spinner lights match reel combination. Spinner twirls in a blaze of brilliant light every play . . . and at least one winning combination is lit every play. Double-up your console profits by ordering DOUBLE-UP now.

**CONVERTIBLE AUTOMATIC—REPLAY**

**NICKEL OR QUARTER PLAY**

A BALLY GAME FOR EVERY SPOT

- EUREKA
- HEAVY HITTER
- HI BOY
- TRIPLE BELL
- NUDGE
- WILD LEMON
- JOCKEY CLUB
- JOCKEY SPECIAL

**SEE Announcement OF BALLY’S**

**WILD LEMON**

CHANGING-ODDS CONSOLE BACK COVER THIS ISSUE

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Seaboard Opens Jobbing-Distributing Offices On Coinrow

Harry P. Schneider Appointed General Manager

NEW YORK — Seaboard New York Corporation will open the doors of their 583 Tenth Avenue location on Monday, November 3, as direct sales agents. These offices will be under the direction of Harry P. Schneider, well known operator for many years, and recently directing sales for Seaboard New York, who has been appointed general manager.

The main offices of Atlantic-Seaboard New York Corporation will remain in their beautiful set-up at West 58th Street, while the Tenth Avenue office will act as jobbers and distributors of new and used amusement machines and music machines. The Tenth Avenue firm will take in games and music on trade for all types of equipment.

“Our Tenth Avenue offices are being renovated” reports Schneider “and we will be ready for business on November 3. Being located in the center of coinrow, we can serve the trade more conveniently. We shall deal in new and used equipment, taking machines in trade on the purchase of our equipment, a practice which hasn’t been in effect in our organization up to now. In addition, a completely stocked department of parts and supplies will be on hand, as well as a repair department for the convenience of operators.”

Schneider informs us that he will be on hand at all times to give the operators every bit of cooperation.

“Bally” Is Favorite Irish Name

RAY MOLONEY

CHICAGO—Ray Moloney, president of Bally Manufacturing Company, is proudly displaying a newspaper clipping—recently mailed to him by an operator friend. Under a Belfast, Ireland date-line, the item states that “Northern Ireland has about 900 towns with ‘Bally’ in their names... They include Ballymegall, Ballycoo, Ballyleg, Ballyhefeer, Ballyhose and Ballylack.”

Moloney added, “The operator’s favorite is ‘Ballymoney,’ which, believe it or not, I spotted once on the map of Ireland.”
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 the new nationally known slug rejector, and double capacity 5c-10c-25c coin intake. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box equally popular for wall or bar installation.

Buckley, TRACK ODDS, has long been recognized as an unsurpassed coin-race horse, that would stand up month after month—year after year—and out- earn 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.

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

to all members of the
Coin Machine Industry

GEORGE PONSER

has moved to the center of game manufacturing, to the hub city, Chicago, and has formed the:

GEORGE PONSER CO.

an Illinois Corporation, located at
158 East Grand Avenue, Chicago 11, Illinois
Superior 4427

CMI CANCER FUND ADDS $1,000

CHICAGO—CMI Damon Runyon Cancer Fund added another $1,000 to its already tremendous total when Ben Coven (center), Coven Distributing Company, this city, presented his check for that amount to Ray Moloney (left), national chairman, CMI Damon Runyon Memorial Fund for Cancer Research. George Glazgold, (right), New York attorney smilingly looks on.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
By JAMES T. MANGAN
Director CMI Public Relations Bureau

Report on Quota

We started the Damon Runyon Cancer Fund Drive with the objective of raising more money for the Fund than had been so far raised from any source. When Ray Moloney and Dave Gottlieb tendered Walter Winchell a check for $100,000 on October 7th, this amount added to $20,000 previously given Winchell, made a total of $120,000 cash already turned over by the Coin Machine Industry to the Damon Runyon Memorial Fund for Cancer Research. Winchell immediately proclaimed that this contribution was the largest he had received from any source. He wired all the newspapers stating this fact and his enthusiasm was boundless.

His enthusiasm was contagious. On hearing Winchell’s grateful words, the leaders of the Coin Machine Industry went into a quick huddle and decided they would take a new goal, a big goal, and raise $250,000 in all. The whole industry agreed. The contributions keep pouring in every week. On Monday, October 27th, we have passed the halfway mark; we’re over the hump, and now we’re sprinting for goal.

Public Relations Paying Out

The Cancer Fund drive is a public relations project of our industry. It is bringing in grand dividends for every person in the industry who has contributed to the fund, who has worked to get contributions, and who has carried through with proper publicity in his own territory. Day after day we receive letters and phone calls from all over the U.S.A., from distributors and operators, who have gone out all for the fund, telling of how their activity has improved business. Every individual makes his standing better in his own territory. Handicaps to operating have been reduced. Critics and opposition forces have been won over as friends. Due to the vigorous and unrelenting drive of the Coin Machine Industry the subject of CANCER is getting to be the most important subject in nearly every city in the country.

They had plenty of Cancer campaigns before we got into it. But the coin machine people have shown everyone how to carry the campaign to the people.

how to get into the consciousness of the hoi polloi. Consequently newspapers everywhere are full of cancer publicity.

The Individual — YOU!

Are YOU in this public relations project? Are you reducing opposition to your business in your own territory? Are you increasing your territory and enlarging on your money-making opportunities by engaging in this great campaign?

If not, at least not yet, here’s how:

Make a donation today. Send your check to Coin Machine Industries, Inc., 138 N. Wabash St. The contribution is deductible for income tax purposes. Base the amount of your check on a percentage of one week’s earnings. Be a sport! Support your industry. Follow the other coin sports — come in with the best people. We won’t stop till we get your support, so give it whole-heartedly today. Put up the signs and sticklers, saying, “Coin Machines Are Working For Damon Runyon Cancer Fund,” Be proud to help humanity and help yourself at the same time. Give your local newspaper and radio station an account of how you are participating. Let the world know your coin machines are working in a great cause to benefit mankind!

Your Name on the Honor Roll

At showtime in January we are going to publish a Damon Runyon Cancer Fund Memorial Book. This book will be distributed to 10,000 people who attend the Neophonic Machine Show. This book will contain the name of every donor to the fund and show the amount donated. It will be scanned carefully by everyone in the business. YOUR NAME MUST POSSIBLY APPEAR IN THIS BOOK so that the world can know you have done your share in the fight against cancer. Send in your contribution at once. Give us time to get everything in order. Make your gift as large as possible, so that the whole fraternity can permanently know you as a man who supports humanity, his own industry, and does it on a fine scale. This Memorial Book will last forever as a testimonial of how great a contribution coin machines have made in this crusade against man’s deadly foe. Don’t fail to have YOUR name and contribution show in this book!

Big City Get-Togethers

All the big cities are holding tremendous Damon Runyon events. These events are completely managed by coin machine distributors and operators. The most impressive at which it is predicted 10,000 coin machine people and members of their families will attend comes off this week. New York’s contribution will be immense.

The November 23rd Dinners

Already more than a dozen other cities have definitely decided to hold dinners on Sunday evening November 23rd. Walter Winchell is calling this Coin Machine Industry Damon Runyon Night and in a national broadcast will give 25,000,000 Americans new insight into the work of the industry raising funds for the Cancer fight. We are right now building a moving picture with Walter Winchell as the central character. This movie will be available for showing at all the big city dinners. Many cities are planning to hold special showings of the latest coin machines on the day of the dinner in the very same hotel in which the dinner is held. By no means miss coming to the dinner in your territory. Put on your special drive for funds in the week or two preceding the dinner and bring the proceeds to the event. Don’t fail to have your body there and your name there!

This Is The Stretch

We’re in the stretch! The real DRIVE STARTS NOW! Not a single member of the industry can fall us, because we are out with 100% contribution. We want you to get a donation from every one of your employees, from anybody who sells anything from a machine, to friends, from strangers. Anyone who makes a dollar on his business machines should show his gratitude by giving part of it to the Cancer Fight.

So decide this second to get your name in the NATIONAL BROADCAST! Be a liberal and sincere coin machine man. Send your contribution to Coin Machine Industries, Inc., 134 N. LaSalle St., Chicago. Thanks.

WILLIAMS’

“ALL STARS”

NEW—IMPROVED

EARN MORE MONEY!

ORDER NOW!

EXCLUSIVE DISTRIBUTORS

Also Exclusive Distributors for

AIRENE MUSIC

NOW DELIVERING

FILBEN ’47 Record Phone
Pantages Maestro Music System
Personal Music Systems
U.S.V.C. Refrigerated Vendors

“Wisconsin’s Loading Distributors”

UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD (SPRING 8446-8447) MILWAUKEE 14, WIS.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Converts Rolldown Game to "Champions"

DAVE LOWY

NEW YORK—Dave Lowy & Company announced this week that they are offering the trade a conversion for Total Roll, which they have named "Champions". The conversion can be purchased separately as a "kit" and instructions will advise the operator how to use it, or the game will be converted by Lowy in their shop. The "Champions" conversion features a beautifully colored lite-up backboard showing various sporting champions in action. Scoring is registered on the backboard, and registers in the hundred thousands, permitting the player to run up real high scores.

The playing field is also converted, lite-up roll over buttons being substituted for the holes originally placed in the machine. Real live rubber cushions have been placed alongside the back scoring holes, causing the ball to run over the playing field and hit rollover buttons for more scoring.

According to Dave Lowy and Phil Mason of the company, local game operators are bringing in their games in large numbers for the "Champions" conversion. Lowy working in advance converting as many of the games as they can so that they can deliver a complete conversion to operators who bring or send in their Total Rolls. "However" points out Mason "we are being so rushed for the "Champions" conversion that it may not be possible for us to make an exchange immediately. In many cases the operator prefers to have his own game converted, which we can do in a short span of time."

Halifax Coin Machine Exch. Named Filben Distrib. For Canada

HALIFAX, N.S., CANADA — Bert Davidson, general sales manager of National Filben Corporation, Chicago, Ill., announced this week the appointment of The Halifax Coin Machine Exchange, Reg’d, Company, as the exclusive distributor for Filben Mirrocle Music for Canada.

The Halifax Coin Machine Exchange is headed by Arthur J. Boudreau, a veteran music distributor. Boudreau will shortly announce a schedule of showings of the Filben Mirrocle Music line throughout the Dominion of Canada.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
D. GOTTlieb & Co.

Drollinger Celebrates 40 Years In Biz

Gottlieb

Humpty Dumpty

Terrific Action

Plus

High Score!

Sequence!

Bonus!

Kicker Pockets!

"There is no substitute for Quality!"

Drollinger Celebrates 40 Years in Biz

DALLAS, TEX.—At a recent celebration of the completion of forty years in the automatic music business, Harry Drollinger gathered his family together and played host to Senator Homer E. Capehart, who dropped in to congratulate the Texan, his longtime friend and associate. Buddy Drollinger and his children shared the spotlight at the party with Packard's "Manhattan.

"Just add up what we have in experience," the Senator said. "Take Harry's 40 years, my 30 years, and Buddy's 21 — and you have the remarkable total of 91 years in the automatic music business!"

Harry Drollinger, the "grand ol' man" of the music industry, is now Texas Regional Manager of Packard. Still active in the sales and engineering end of the business, Harry can recall all the "growing pains" of the industry.

Buddy is the industry's example of a "chip off the old block", starting out early in life to make a name for himself in the industry.

NEW ADDRESS NOTICE!

TED HAWK

GENERAL SALES COMPANY

1416 SOUTH CALHOUN STREET

FORT WAYNE 2, INDIANA

Operators of All Coin Operated Equipment

THE MOST ASTOUNDING PIN GAME OF ALL TIME!

Gottlieb

Featuring:

Sensational Player-Controlled Flipper Bumpers

An amazing Gottlieb innovation that incites enormously increased play and earnings! Super-sensitive fingertip control buttons, on both sides of cabinet, motivate Flipper Bumpers. Unique Flipper action enables player to send balls zooming from bottom right back to top of playing field, whizzing and bounding around for super-high scoring! It's just what you've wanted for years, so don't wait!

Your Distributor Has This Game of Skill and Timing Now...

Order Today!

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 $160.00

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

(A) Hand Load

American Amusement Co.

158 E. GRAND AVENUE

CHICAGO 1, ILL.

(Phone: WHitehall 4370)
Ops Associations Of 4 States To Meet In Stillwater, Minn.

To Start Noon, Monday, November 10

STILLWATER, MINN.—A combined meeting of operators from North Dakota, South Dakota, Minnesota and Wisconsin, sponsored by their respective associations, will be held Monday, November 10 at the Hilltop Inn, this city.

Starting at 12 noon, a country style luncheon will be served. After the meal the business meeting will begin. Committee rooms will be available for conferences by the groups and their directors. Invitations have been extended to all operators, members and non-members alike, and large attendance of coin men is expected.

The various problems of present day operating will be thoroughly discussed, with the hope that the different association ideas will be worked out to the advantage of the operator regardless of where he is located.

Kenneth Ferguson, of K. H. Ferguson Co., Stillwater, Minn., director of the Wisconsin Associates, states that two well known speakers have been lined up to address the combined groups, and that a fine array of talent will be on hand to entertain the coinmen during the lighter moments.

Ferguson has arranged to meet anyone who arrives by plane. The planes can land at Northport, five miles west of Stillwater, and transportation will be furnished to and from the meeting. He advises coinmen to communicate with him at 1349-R at Stillwater.

New Jobbing-Distributing Firm Opens In Brooklyn

BROOKLYN, N. Y.—Irving Lavener, Abe Leach and George Geier, Central Sales Company, Inc., announced that they are opening jobbing and distributing offices at 2182 Coney Island Avenue, Brooklyn, N. Y., and will handle all types of amusement games and roll-downs.

Irving Lavener, who is known by practically all coinmen in the area, has had many years of experience operating and selling. "Altho these offices will be completely modern," states Lavener "it is only our first step as wholesalers. A new building is now under construction and when it is completed, we shall move our entire organization. This building will be ready very soon for occupancy."

HERES THE ANSWER

SEEBURG LO-TONE

Converted From Seeburg Hi-Tone

$335.00

Completely renovated — New Plastic, new trim, new everything. Perfect working condition. It will do everything a new machine will do.

RUSH YOUR ORDER

1/3 With Order—Bal. C.O.D.

DAVID ROSEN

855 NORTH BROAD STREET

PHILA 23, PA.

PHONE Stevenson 2258-2259

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co.

4309 W. Lake St.

Chicago 24, Ill.

GOTTLIEB

HUMPTY DUMPTY

With Exclusive Player-Controlled FLIPPER BUMPERS

GOLD COAST COIN MACHINE EXCH. 316 NO. ORLANDO ST., LOS ANGELES, CAL. DISTRIBUTORS FOR:

D. GOTTLIEB & CO.

The hottest game from Coast to Coast! Extra-sensitive Buttons control unique Flipper Bumpers. Player sends balls zooming from bottom right back to top of field, whizzing and bounding around the field for extra scoring! Terrific Action plus High Score, Sequence, Bonus and Kicker Pockets!

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
N.O. Seeks To Double Annual Pingame Fee

NEW ORLEANS, LA—Utilities Commissioner Fred A. Earhart, this city, announced this past week that he will seek to double the present $50 a year city tax on pin ball machines as the city needs additional funds for street repairs.

The Commissioner expressed the belief that the number of pinball machines now operating in the city has increased because of the enforcement of laws prohibiting operation of gaming devices.

L. J. Scanlon, director of permits for the mayor's office, estimated that there are between 2200 and 2400 pin ball machines located in the city. At the present time the following taxes are paid on each machine: City $50; state, $50; federal, $15; Charity hospital, $2.50; and police pension 25 cents, or a total of $112.75.

It is well known in the trade that New Orleans operators are paying the highest taxes on pinballs of any territory. If the column here cannot be in some way dissuade the commissioner from doubling the present city fee, the operation of these games will not be possible without incurring continual losses.

$35 License Fee Causes Squabble Among Ft. Myers Operators

FORT MYERS, FLA.—Though the efforts of columnists in this city, an original proposal to levy a 10% gross receipts tax on pinballs and music machines was overcome, but the city council on September 15 set a flat license of $35 on each machine. The ordinance requires that a license be attached to each machine in operation, and went into effect in September. The operators were given until October 15 to pay the fee.

Due to a squabble among the operators themselves, who complained to the council that their competitors were not paying the tax, the Mayor issued an ultimatum stating that a warrant would be issued if the license wasn't paid, and the operators brought into court.

The police department is now checking on all machines in operation.

COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 4 SUBJECTS
Our Films Get The Dimes
PRICE $15.00 TO $30.00 FOR REEL

PHONOFILM
3371 NO. KNOLL DR., HOLLYWOOD 28, CAL.

Joe Ash
Active Amusement Machines Co.
644 NORTH BROAD ST., PHILA. 30, PA.
Phone: Primrose 7-4695
1050 BROAD STREET, NEWARK 2, N. J.
Phone: Primrose 2-7446
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 6-1776

Genco Builds Greater Games
www.americanradiohistory.com
Today announced a series of dinners to be held in practically every large city throughout the country on the night of Sunday, November 23.

Prominent distributors in all the cities are assuming the entire cost of this dinner and inviting all operators in their territories to attend. Operators are asked to put on special cancer fund drives in the two weeks preceding the dinner.

At each dinner a brand-new sound movie will be shown featuring Walter Winchell, Ray Moloney and Dave Gottlieb. Winchell will explain in detail the work of the Coin Machine Industry in raising funds to fight cancer and express his complete thanks to all participants in the drive. The movie runs about six minutes.

It is expected that Winchell will also make a national broadcast on that night memorializing the work of the Coin Machine Industry in connection with the Damon Runyon Cancer Fund.

Cities which have already decided on dinners on November 23 are Dallas, Chicago, Seattle, San Francisco, Denver, Salt Lake City, Milwaukee, Detroit, Cincinnati, Tulsa, Indianapolis, Syracuse, Albany, Kansas City and Du.

Introduces "Feather Touch" Coin Chute

ED HEATH

MACON, GA.—Ed Heath, Heath Distributing Company, this city, announced that his firm has introduced a new, different free play coin chute called "Feather Touch".

"The Feather Touch' coin chute has been thoroughly tested" reports Heath "and the reports we received were amazing. Operators told us that, not only is the chute good looking, but that its act was swift and smooth. They told us that the players were able to play games easily and quickly. In addition from their viewpoint its simplicity and -scientific construction assures them considerable time and money."

FOR SALE: Established compact route of coin operated equipment; 53 phonos, 43 bar boxes, 25 remote speakers, 75 games; all in 15 mile radius; best locations; all late models. Large stock of records, tubes, spare mystery machines, extra equipment, etc. Price $45,000. $22,500 will handle. Write P. O. Box 1022, Oshkosh, Wis.

HOBOKEN, N. J.—Jack Semel and Jack Rubin of Esso Manufacturing Corporation, announced that they had completed arrangements to run a three day showing of their rolldown game, "Esso Ar- rows" in the Book-Cadillac Hotel, Detroit, Mich. The dates will be November 17, 18 and 19.

"We have received so many requests from Michigan operators who are desirous of viewing "Esso Arrows" that we decided to call them all in one time to see the game in action at the Cadillac Hotel" explained Rubin. "Our distributor from that territory, and both Semel and myself will be on hand to greet the column. As is usual at these showings, we'll have a well stocked buffet table for our guests."

"Esso Arrows" has had a wonderful sale in the East" stated Semel "and when operators throw the country get a chance to look it over, we know that they will enjoy the same success. Due to our increased production, we're in a position now to ship to other territories, in addition to supplying the Eastern market."
Announces New Game Manufacturing Firm In Chicago

GEORGE PONSER

CHICAGO—George Ponser, one of the best known columnists in the country, announced this week that he has organized the George Ponser Company, with headquarters at 158 East Grand Avenue, this city, to manufacture amusement machines.

“Our new manufacturing company” stated Ponser “is located in the center of the game manufacturing city, Chicago, and we are planning great things for the operator. Our first game will be sensational, embodying many new and novel playing features never before utilized. In addition, being centrally located, we shall be able to supply our distributors throughout the entire country with our products as speedily as is possible.”

Ponser hasn’t as yet let it be known just what his game will be called, nor has he informed the trade as to the new innovations. However, he stated that he will inform the industry with all details very, very soon.

Laymon Lays It On The Line For Damon Runyon Cancer Fund

CHICAGO—While in Chicago recently, Paul Laymon (right) of Paul A. Laymon, Inc., Los Angeles, Calif., was photographed presenting his check for the Damon Runyon Cancer Fund to Earle Moloney of Bally Manufacturing Company.
Covens' Sensational NUDGY

A PINBALL JOCKEY'S DREAM!

Covens' exclusive distribution

EXCLUSIVE BALLY DISTRIBUTOR

Covens Distributing Co.
3181 Elston Ave., Chicago, Ill.

Phone: INDEPENDENCE 2110

Cancer Fund Contributions

Vince C. Shuy, Bell-O-Matic Corp.,
Chicago, Ill. $1,500.00

Joe Western, Westerna Co.,
Chicago, Ill. $1,000.00

J. A. Hanna, Hanna Distributing Co.,
Indianapolis, Ind. $500.00

Geo. Woodman, Chester, Pa. $500.00

Geo. Jenkins, Bally Mfg. Co.,
Chicago, Ill. $500.00

A. J. Bally, Bally Mfg. Co.,
Chicago, Ill. $500.00

Modern Amusement Co.,
Kankakee, Ill. $1,000.00

R. E. Wolfe, Secy., Fraternal Order
def Eagles, Brazil, Ind. $400.00

John A. Dodge, Jack R. Moore Co.,
San Francisco, Calif. $350.00

Employers, United Novelty Co.,
Beloit, Wis. $350.00

H. F. Undenkelter, Secy.,
Reynard Novelty Club, Bedminster, N. J. $300.00

A. Blumenberg, Gloversville, N. Y. $250.00

Herbert Kyle, Bally Mfg. Co.,
Chicago, Ill. $250.00

Thos. Callaghan, Bally Mfg. Co.,
Chicago, Ill. $250.00

W. C. Billheimer, Bally Mfg. Co.,
Chicago, Ill. $250.00

M. C. Williams, Williams Distributing Co.,
Los Angeles, Calif. $250.00

Northam Novelty, Portland, Ore. $250.00

Alas. E. Jeffers, Jr., J. & S. Sales Co.,
Saint Louis, Mo. $250.00

Leslie Landt, Bally Mfg. Co.,
Chicago, Ill. $200.00

Rolf Breither, Bally Mfg. Co.,
Chicago, Ill. $200.00

Charles Breitenstein, Bally Mfg. Co.,
Chicago, Ill. $200.00

W. W. Plant, Wausau, Wis. $200.00

Phoenix Country Club,
Terre Haute, Ind. $200.00

James Yates, Bally Mfg. Co.,
Chicago, Ill. $200.00

Dall E. Haan, Pres., Star Title Strip
co., Inc., Pittsburgh, Pa. $150.00

Dall E. Haan, Pittsburgh, Pa. $150.00

C. G. Buten, Buten Novelty Co., Inc.,
Independence, Kan. $100.00

Obed Russell, Bally Mfg. Co.,
Chicago, Ill. $100.00

Olive Massey, Bally Mfg. Co.,
Chicago, Ill. $100.00

Frank A. Osborne, Universal Entertain-
ment Novelty Co., Chicago, Ill. $100.00

Myer Bress, Bally Mfg. Co.,
Chicago, Ill. $100.00

Fred W. Seeler, Mattnius, N. Y. $100.00

A. C. Mitchell, Beatrice, Nebr. $50.00

G. A. Buten, Bally Mfg. Co.,
Chicago, Ill. $50.00

Frank A. Osborne, Bally Mfg. Co.,
Chicago, Ill. $50.00

Frank A. Osborne, Bally Mfg. Co.,
Chicago, Ill. $50.00

Francis Bohr, Lewiston, Minn. $50.00

John Reddy, Lima, Ohio, $50.00

Douglas Detrick, Auburn, Ind. $50.00

Frank Tripa, Bally Mfg. Co.,
Chicago, Ill. $50.00

Roman Shev, Bally Mfg. Co.,
Chicago, Ill. $50.00

Attention Panorama Operators

COIN MACHINE MOVIES

Newly Issued for Solo-Vues...

Reels of Six Subjects.

LOWEST PRICES!

MARLIN AMUSEMENT CORPORATION
412 9th St., N.W., WASH., D. C.

"Big City" Rolldown Games Goes Big

IRVING KAYE

BROOKLYN, N. Y. — Irving Kaye, Amusement Enterprises, Inc., this city, reports that his latest rolldown game—"Big City"—has been going big in many territories, in addition to increased sales locally.

"With the acceptance of rolldown games in many additional territories this day," says Kaye, "orders have been received from our distributors who have expanded in those territories. The high scoring, matching colors, and kick-out holes makes for exciting play, and operators tell us that their receipts have been fairly high. In addition, they tell me that the interest has held up on location for many weeks."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Swinging around the circuit in the old Windy City we find lots of evidence of the fact that business is picking up. Coinmen are making big plans for the forthcoming convention next January. Many of the factories are working on new games. Distribrs are planning big shipments to keep up with the orders for these, the already sold out. There is every indication that this ‘48 show promises to be one of the most outstanding the industry has ever held.

Just talking to T. V. T. donors of Amusematic that tells us that their engineers are working on two new games for the coming January show... Morrie Ginsberg of Atlas Novelty takes time out from biz to visit over at United Mfg. Co.... Even Despeater of the Chicago Public Relations Bureau has gone all this week... Lillian Lewis of Coin-A-Matic tells us things have been rather quiet over at their, with not many visitors due to the rainy weather we’ve been having. Lillian says that next year at Chicago we might find ourselves swimming back and forth to work.

Larry Frankel of Frankel Dist. Co. spending a few hours in town before going on up to Milwaukee on business. CMI’s Mr. Master-Mo-Co. is one of those lucky people who manages to get away from his desk every other week or so. Carl is always making plans to go here or there, returning from one trip to start preparing for the next one. Over at Rock-Ola we found Roger Weinand back in harness and on the job again after his recent trip. Art really covered ground in record time, leaving here on a Friday night to attend a music ops’ association banquet in New York, then back to Chicago for a full day of sales meetings at Aladdin and back in Chi again on Tuesday. Art tells us he renewed many of his old acquaintances and that the trip proved to be a big success.

We hear that Ruth Patch, pub director for Vitacoustic, is building farewell to Vitacoustic’s staff come November 1st. Ruth, who in private life is Mrs. Patch, has decided to stay home and get a taste of domestic life. “But”, says she, “I’ll miss all the excitement that goes with working on a record store.” We’re sure that the guys and gals at Vitacoustic will miss Ruth also... Gordon Sutton of Illinois Simplex, busier than ever these days, making flying trips between here and Indiana. Gordon reports the new Indiana Simplex Dist., Inc. is progressing very nicely. The fact that Gordon now heads two jive box firms doesn’t seem to bother him a bit, he just hops in his plane and zooms back and forth in no time—easily when you know how to fly.

Harry Williams off again on another business trip... Fulton Moore of Williams Mfg. Co. tells us they started shipment on their new pin game “Ginger” sometime this past week. When we spoke to Moore he was anxiously awaiting the week end and hoping for some nice weather in order that he would be able to get in some flying with his newly purchased cloud chaser... Lillian Toupin reports things are “rolling along” over at A.M. Lindy tells us Joe Caldon, assistant salesman, is up in Halifax, Nova Scotia, to attend the opening of their new distributor, Globe Mfg. Aveg. From there Joe will go on to Montreal to visit the Paul Nursery Reg’d.

Grant Shary reports lots of visitors over at Bell-O-Matic this past week. Mickey Greene of Wausau, Wis.: H. V. Phillips of New York; Roy McGinns of Balti- more, Md.; Joe Caldon and Linda Toupin of Liggert & Wissert from St. Joe, Mo.; Chuck Aron and Leonard Chess of Aristocrat Records traveling through the east contesting distributors. We hear the boys of Graphic Mfg. are pushing the Dix Co. in St. John, New Foundland and the Totem Dist. Co. in Alaska... Gil Kitt and Bob Schaefer of Empire Coin holding showdowns through Wisconsin on Gables’ new game “Humpty Dumpty”. Gil reports they have received very favorable response on this new pin game and the showings have been very successful... Paul Glazer returned to his desk at Empire after his recent trip thru Illinois... Howie Freer, also of Empire, tells us that he and Ralph Sheffield have been busy angling to things on the home front. Howie reports their new switchboard operator Rita Ruggaard, who he described as “a tall, gorgeous blonde”, is working out very well. It seems that Rita is not only a competent worker but has a knack for attracting many of Empire’s hummingbirds to her desk.

Jim Mangan, CMI’s Public Relations Director, left last Thursday for New York where he will confer with Jack Mitnick on the final details for the big jamboree to be held in New York soon. Roy Susan, the late Mr. Susan’s wife, is also scheduled to arrive in New York next week. We hear from CMI that November 25th will be coin machine Damon Runyon night through forty different cities. Special dinners will be held climaxing the end of the CMI drive for this fund... Del Veatch of V. P. Distributing, St. Louis, Mo., seen around town visiting here and there.

Sam Wollberg and Sam Ginsburg, both of Chicago Coin, report that requests are pouring in for their new parts catalog. The boys tell us they’ve already gone into their second printing... We hear from Bob Gottlieb, publisher, of Gottlieb, Inc., that Mr. David Orman, sales manager for Coven, has planned a very elaborate display but refuses to tell her anymore about it. Meanwhile poor Sally is patiently waiting for the month to end to let her go on a little vacation... Orman has scheduled a big jamboree of towners at Coven this week were Mr. & Mrs. Spitzer of Kenosha, Wis. Mrs. Spitzer was presented with a beautiful box of imported Chinese Linen handlerch ared. Several well known coinmen reported visiting this city this past week were; Stanley Miller of Kenosha, Wis., Fred Ellinman of United Mfg. Co., and Walter Rack, of Cevine, Wis. and Henry Gears of Moomouth, Ill., all busy dashing around our windy city, visiting different manufacturers and distrirs... Vince Murphy very busy these days with Globe’s Downey-Johnson coin changer. Vince, who was to take his vacation this past month, tells us things have been in such a whirl over at Globe that he just can’t find time to get away but hopes to be able to make it back to the South sometime around Christmas... Spoke to Lester Reik of Mills Industries who informed us that both Charles Schlif and Joe Stella were still out of town on biz. Meister Lister is holding the fort at this time, trying to keep everyone satisfied with deliveries on their new phono.

Bob Bleekman, regional manager for Packard Mfg. Corp., just back from a trip to St. Louis and Kansas City... Many visitors reported dropping in over at Illinois Pla-Mor to view the new Packard Manhattan Phono they just received for display purposes... Sol Gottlieb, another cooperator out of town this week. Sol called into the office on Monday and apparently expected back at his desk sometime next week. The boys of Gottlieb & Co. tells us their new game “Humpty Dumpty” is downhill very big at showings around the country... Bill Fullman of United Mfg. Co. reports they will start to break ground for their new plant sometime next month. “If everything goes according to schedule we hope to take possession by June,” says Billy... Fred Kleeman, well known admn, takes his little girl to the hospital this week for a minor operation.
The coming Monday, November 3, will see the Damon Runyon Cancer Fund “Jamboree” take place. As we go to press, coinmen are spending the last few days hard at work to put the affair over with a “bang” that will be heard around the entire country. Jack Mitnick, chairman of the New York—New Jersey—Connecticut drive, expressed his belief that Manhattan Center would be jammed to the rafters. Jim Mangan, director of public relations for CMI arrived Friday, and stayed over for the “Jamboree”. As stated elsewhere in this issue, the industry is starting on the second phase of the drive, having already collected over $125,000. The sum of money that the local committee will turn over to CMI should start off this 2nd phase of the drive with a goodly sum.

Many of the local coinmen who usually run away to warmer climes when the first cold day hits the city will really have a good excuse this year. They’ve been working hard to put the Damon Runyon Cancer Fund “Jamboree” over, in addition to taking care of their own business... Harry Rosen, Atlantic-Seaboard New York Corporation, will probably be on his way to Miami Beach within a few days after the show... Jack Mitnick, Barney (Shuggy) Sugerman, Abe Green and Mike Munves of Runyon Sales Company, expect to head for Hot Springs within a week or so... Milty Green, American Vending Company, will return to his Miami offices. By the way, his offices were flooded out, and Milty will open in Miami proper now, instead of repairing the Miami Beach offices.

Nat Cohn, Modern Music Sales Corporation, tells us he will run a big surprise party in a week or so—“in the usual Modern manner” states Mr. Nat. Nat claims he’ll make a startling announcement... Al Bloom, Speedway Products, Inc., almost ready to show his television-music machine combo... Which reminds us of an incident involving Bloom. A few days ago Bloom was in mortal “Gin” combat with “Senator” Al Bodkin, the world famous tie fancier. For some untold reason, Bodkin knocked immediately with a total of fifty points—and believe it or not, won the hand. Bloom had 12 points... Was that Bill Alberg and Charlie Aronson of Brooklyn Amusement Machine Company, who drove thru Tenth Avenue at slightly above the legal speed limit... Maxie Green, New Deal Distributors, selling plenty of roll down games.

A new jobbing and distributing firm, Central Sales Company, Inc., open offices at 2382 Coney Island Avenue, Brooklyn, N. Y. These offices will serve only until the firm’s own building is ready for occupancy, which they claim will be very soon. Headwing the firm is Irv Lavenar, well known operator, Abe Lesh and George Geier... Phil Fishbein, well known and popular truckman for the entire trade, died suddenly this week of a heart attack... Jack Ehrlich, the most popular music operator in Brooklyn, visits along coinrow... Charley Cade, sales manager for Packard Manufacturing Corporation, in the city for a few days... Leon Berman visiting along Tenth Ave... Harry Pearl, Seacoast Distributors (Rock-Ola distributors) away for a spell, seeing the factory execs in Chicago. Meanwhile Dave Stern kept busy in the New York office. Dave reports Amusement Enterprises’ “Big City” is getting a fine reception from the rolldown ops. His floors loaded with used music, which he reports were taken in on trade on the sale of new Rock-Olas.

Ben Becker, Ben Becker Sales Company (Bally regional sales representative) rushed out to Chicago to spur the factory on for more and quicker deliveries of their new pin game “Nudgy”... Meanwhile, Art Garvey stops off at Boston, Mass., to Ed Ravreby, Associated Amusements (Bally distributor) and helps him pile up plenty of orders on the new five ball game. There’s no doubt in our mind that the two got together for a few hands of “Gin”. Who beat who, Ed?... Joe Mack, Mack Music Co., mourning the loss of his father... Al Taylor, Taylor Music Co., dismissed from the hospital, after recuperating from a serious operation.

Jack Rubin and Jack Semel, Esso Manufacturing Corp., will be in Detroit, Mich., November 17 to 19, supervising a three day showing of their rolldown game “Esso Arrows”... Mike Munves and Joe Kochansky make a rush trip to Hoboken, N. J. Dave Lowy and Phil Mason, Dave Lowy & Company, manufacturing a conversion for Total Roll, calling it “Champions”... Nick Kenny, columnist for the Daily Mirror, devotes half a column to the Damon Runyon Cancer Fund “Jamboree” one day this week... Walter D. Boone heads the local offices of National Slug Rejector at 447 W. 50th St... Al Schlesinger, chairman of the board of the newly organized Cole Manufacturing Company, in the city visiting some of the coinmen.

That’s all for this week—we’re heading for the “Jamboree” to count up the shekels that the local committee will turn over to CMI Damon Runyon Cancer Fund.
WITH STEVE MASON

Dropped in for a quick visit with Sammie Donin and George Warner of Automatic Games, and found things a beehive of activity... long distance phone conversations with all points of the U.S. looks like college is finally deciding that better business is just around the corner... all you have to do is realize it's there... a little more 'up and at em' is all that seems to be necessary... Sammie Donin just received word from Warner, in the Windy City on biz, and the word is that Dan has picked up some swell bargains on bells while there...

At Gold Coast Coin Machine Exchange, we found Dave Gottlieb's California representative, Elky Ray, fairly beaming over the new Gottlieb five-ball "Humpty Dumpty"... The day your reporter dropped in, ops such as Abe Chapman, Tom Wall, Ken Ferritier and Niles Smith were all playing the game. From their comments, this should create one of the biggest stirs among the ops in months... it's that good... To quote Elky, "In all the years I've been in biz, I've never seen a game packed with more action, or the chances for the biggest 'take' yet"...

Len Micon of Pacific Coast Distribrs, finally got in his eagerly awaited shipment of Genco's "Broncho", and promptly held a three day showing which went over very successfully... Ran into a celebrity at Lyn Brown's... Greg "Pappy" Becerra, who has been working on two radio show formats now, and from the format he gave me, it will make for fine listening when aired... Lyn says that Posner's new roll down "Pro-Score" is due to arrive shortly in adequate supply... Warren Taylor, general sales manager of Mills Sales Co. was under the weather when last heard from... that flu bug sure gets around... hope to see you back on the job real soon Mr. T..."

Something that really surprised us this week, as we're sure it will surprise most of you, and give you no end of fodder for kidding, was the announcement by Jack Ryan in San Francisco that Eddie Dear, of the famed "Open invitation" to the American Weekly editors provided in last week's issue of THE CASH BOX. For the information of those of you who may have missed it, it's on page 17 under "Big News, our best opportunity to combat such adverse publicity is to continue contributing to such great causes as the Runyon Cancer Fund... Our industry's contribution has so far been one of the largest in the entire nation. Not only will we continue to provide aid, but we now have the momentum which will enable us to continue the massive advertising campaign..."

Paul Laymon busy as all get out the past week, working out plans and details for the forthcoming Cancer Fund dinner in Los Angeles sometime this month. The Laymons, Paul and Lucille, have had their showroom floor crowded the last few days, showing to all the ops Bally's new console "Wild Lemon"... From present indications, it is meeting with much enthusiasm... Lucille tells me that their refinisher, Russell Early, is now a member of the fraternity of "proud fathers"... Where's my cigar, dad?... Ray Powers of E. T. Mape tells me that Fresno showing of the Fiblen really went over very well. I straighten my tie every time I pass one of those mirror jobs... The two gentlemen who take care of directing the M. S. Wolf Co. both been on trips out of the city, Bill Wolf making the rounds of western territories with Service Rep Monto West of AMI, while Nels Nelson was up in Fresno on other M. S. Wolf biz... C. A. Robinson off to the northern reaches for a week or so while the rest of us are here, while we're at General Music, we might add that Bud Parr has been very busy handling "Folkero"... still a hot seller....

Heard that Bill Happel, Jr. of Badger Sales Co., this

city, spent some time last week in San Bernardino... playing golf with some of the "boys"... we don't know who won, but our informant whispers that Bill was shelling out "fiddles" and has already's fiddle salesman Max Thiece, spent last week in Las Vegas and vicinity, and sold a number of 1947 Rock-Ola machines... "Mae" McCreery of Solotone back in town after attending Videogrosh showings in New York, and is extremely busy catching up on desk work... President Forrest Wilson off to Canada on sales trip...

Niles H. Smith in town from Bakersfield. He reports that collections in that part of this sunny state have really picked up in the past few weeks. Niles says that it's been a long time since he's been able to take a vacation. He's trying to arrange his affairs so that a trip to his home state of Minnesota to include some "first class fishing" can be made.

Looks like Jay Bullock, director of SCAMOA, has finally latched on to a really fine deal... he's taken over a new type of "help yourself record bar"... from what Jay showed me, it looks like something many of you ops will want to latch on to... The motto of said bar is, "Pick 'Em, Try 'Em, Buy 'Em"... ten of the stands, including record playing mechanisms, will cost $2500 each and he points out the fact that a sale of 100 records per week at each location will net the operator $30 per stand... Jay is planning a big announcement soon... watch for it...

Many of the ops out here have already filled out the "open invitation" to the American Weekly editors provided in last week's issue of THE CASH BOX. For the information of those of you who may have missed it, it's on page 17 under "Big News, our best opportunity to combat such adverse publicity is to continue contributing to such great causes as the Runyon Cancer Fund... Our industry's contribution has so far been one of the largest in the entire nation. Not only will we continue to provide aid, but we now have the momentum which will enable us to continue the massive advertising campaign..."

Paul Specialty Records has now entered the Spirituals field with the Speciality label. If the waxery's former top grade of entertainment is any criterion, we can expect some great things in the way of spirituals. Rupts out of scouting on curious search of talent, Eddie Mesner of Aladdin Records planning a cross country tour to wax talent wherever he discovers same. Houston, Memphis, New York, Chicago, are all on the itinerary.

Talked to Leon Rene, proxy of the Exclusive diskery, and was informed that Johnny Moore's Three Blazers' recording of "Merry Christmas, Baby", seems destined to be one of the all time greats in the Blazers long succession of hits... Adam Charlie Craig of Exclusive had a whole hatful of troubles this past week. Not only did his car decide to "flip it's ignition", but to top it all, his landlord has decided that after 20 days, Charlie's apartment will no longer be rented by the Craig and family... If any of you folks out here can help him find an apartment, it would be muchly appreciated. Charlie is a very grand person... lemme know huh?...
DENVER, COLO. S. T. L. O. U. S. I. N

By BERT MERRILL

St. Louis is a hotbed of diverse opinions as winter
comes on—with the top topic of course location splits.
Since the Missouri Amusement Machine Association
took the bull by the horns at the October meeting and
voted to develop a better deal for the operator, many
heads have been scratched. Sounding a gloomy note,
proxy Lou Morris of the association pointed out that
many pinball ops may not be in the business by the end
of the year if the present 50-50 split continues and
costs keep going up. “What was a moderately profit-
able route a year ago is just breaking even now” Lou
pointed out “And the moneymakers of a year ago are
merely providing carfare today.”

Typical operators Al Haneklaus and Ben Axelrod of
Oliver Novelty doubt that any change can be effected.
Running many routes out in St. Louis County, Oliver pays
the standard 50-50 split at all locations, and they
plan to make any change. “We can’t forget that there
is a competitive situation to deal with” Ben grinned.
“Not all the ops are association members; and if we sud-
denly declare 60-40 or some such change, we’re going
to lose some worthwhile locations. Location owners,
particularly in taverns, aren’t making the money they
were, and they’ll turn a deaf ear toward giving up any
part of the phonograph or pin game split.”

Ben’s opinion pretty well reflects that of all long
established music ops. The Buescher brothers of Wash-
ington, Mo., Marvin and George, feel that a change in
the amount of front money may be accomplished—with
a big “IF” in the way.

Andy McCall of McCall Novelty had a terse “no com-
ment” to offer when queried on this subject. So did Bill
Betz of W. B. Chuck Larcom, who sold a few of his
routes last month, is one of the few ops who has made
any headway convincing location owners that 60-40 can
work out. He simply stated that service calls could be
made only once a week on the 50-50 split, and thus
strong-armed a few spots into making a change.

Lou and Joe Morris have returned from a week in
Chicago, visiting manufacturers in the effort to chop
some of today’s high prices. “Old labor and materials
costs are the stories we got” Joe Morris grinned “Can’t
see any change for a long time to go.”

Fred Steffens of National Slug Rejectors has returned
to St. Louis after a week in New York. National Slug
recently opened a big Town office at 447 West 50th, as
its New York Service Office, and requests ops interested
in rejection problems to send their problems to Walter
D. Boone, who is major domo of the New York branch.

Everybody’s making plans to attend the St. Louis
edition of the Cancer Fund entertainment. A dinner
dance has been scheduled for November 23rd, place and
time to be announced later, according to Jack Rosenfeld.

Operators in and around Denver report that collec-
tions have picked up considerably during the past few
weeks. They think that this is largely due to the fact
that the sugar beet crops are now being harvested and
quite a lot of outside Mexican help has been brought in.

After having lived in the United States about three
years, Mrs. Donald Whitney, French War bride of
Donald Whitney, who is service man for Modern Dis-
tributing Company, decided to go back and visit her
native land. She has just returned to Denver after
having been gone five months, visiting her family in
Algiers and Paris.

Gibson Bradshaw, Denver Distributing Company,
greeted the Cash Box reporter in Spanish, this week.
He had just returned from a trip into New Mexico
and Western Texas, part of his territory, calling on those
customers to whom he had shipped Mills Constellations
to see that they were properly adjusted, contacting new
customers, and seeing old friends whom he had not seen
during the war years. He went over into Old Mexico and
spent a day or two looking over the juke box situation
and taking in a few nightclubs, where he picked up
quite a little Spanish. Jay Perkins, Denver Distributing
Company, is planning to leave for the same part of the
country around November 1 to cover that part of the
territory which Bradshaw did not cover.

Wolf R. Roberts, Wolf Sales, is very pleased over the
demand for the new Wurlitzer 1100. He says they cannot
make deliveries as fast as they take orders for them.

A. C. Roberts, also of Wolf Sales, is leaving October 31
for Salt Lake City, and from there will cover Idaho,
Utah, and Montana on a sales trip. Wolf Roberts is leave-
ing November 7 for Phoenix, work that territory, and
from there go to El Paso, and into Mexican territory.

Al Roberts is to be chairman of an organization to
raise money for the Damon Runyon cancer fund. Plans
will be completed in about a week.

Operators visiting Wolf Sales this week were: Mr.
Drasky, Craig. Lee Johnson, Sheridan. Wyo., Ralph
Fuller, Greeley, and Milton Fletcher. Pueblo.

Everybody’s making plans to attend the St. Louis
edition of the Cancer Fund entertainment. A dinner
dance has been scheduled for November 23rd, place and
time to be announced later, according to Jack Rosenfeld.
WANT

WANT—Wurl., Seeb. 30 wire Hideaways; Wurl. 1015, 730E; Seeb. 146, 147; used Packard Wall Boxes; Packard, Red Toby 30 wire Adaptors; Mills, Jenn., Pace F.P. Mint Vendors; Post-War Photomatic; late F.P. Games; Victory Specials; Solotone, Personal Music Boxes, Amplifiers, etc. All 25 cycle equipment. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT—Genco Advance Rolls. Also Tornados, Cyclone, Flamingos, Torchys, Rockets & Ballyhoos. Quote lowest selling price in first letter. WISCONSIN NOVELTY CO., 3734 N. GREEN BAY AVE., MILWAUKEE 6, WIS. Tel: Locust 0100.

WANT—100 Rolldown 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 5-0873.

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


WANT—Bally Draw Balls; Triple Balls; Keeney Super Bonus Balls for cash or will trade new pin games, new or used Roll Down games, Mills 3 or 4 Balls, Late Heads. SILENT SALES CO., SILENT SALES BLVD., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.


WANT—Evans Winter Books and Twin Super Bells for resale. State price and condition. EAST COAST MUSIC CO., 10th & WALNUT STS., CHESTER, PA. Tel: Chester 2-3637.

WANT—5 Ball F.P.G.: Tornado, Cyclone, Hawaii, Havana, Mexico, Crossfire, Mystery, Fiesta, Gold Ball, Play Ball, Super Score and Lucky Star. Games must be in A-1 condition for resale. State quantity and lowest price in first letter. Will pay $90. For Seeburg Vogues. NORRO MUSIC CO., 389 ELLIS ST., SAN FRANCISCO, CALIF.

WANT—Used Records, unlimited quantities. Write to FIDELITY DISTRIBUTORS, 332 E. 188th St., BROOKLYN 88, N. Y.

WANT—Seals; 1946 Aircons; 46-47 Rock-Ols; Seeburgs: Wurlitzers. State condition and price in first letter. Write: BOX 159 c/o THE CASH BOX, 351 FOURTH AVE., NEW YORK 16, N. Y.

WANT—For Cash: Deluxe Draw Balls; Draw Balls; Bally Triple Balls. Wire, Phone or Write stating Lowest Price, Coin Denominations, Quantities & Condition in first reply. SILENT SALES SYSTEM, 635 E ST., N.W., WASHINGTON 4, D. C. Tel: District 0500.

WANT—4 Shuffle Tables 25 ft. or longer; 18 games, similar, 5 in line but handle Balls by hand. PASTIME AMUSEMENT CO., 817 FRIES AVE., WILMINGTON, CALIF. Tel: TE. 49576.

WANT—All type post-war pin games. We'll pay you top cash prices. If you have post-war pin games, get in touch with us immediately. We've got the cash waiting. Give us complete details of the games, condition, also give us the price you want. No time wasted— we mean business. Write, wire or phone us immediately. CENTURY SALES CO., 1002 BUCHANAN ST., SAN FRANCISCO 9, CALIF. Tel: PL. 6-6275.

WANT—Keeney Bonus Super Bells 2 Way 5¢ & 25¢; Bally Triple Balls; Exhibit Rotary; Mutoscope Van Front & Red Top Diggers; Klipschnee Skee Balls; Mills' Orig. Slots 5¢-50¢. Quote best prices, quantity & condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: ORdway 3070.

WANT—AMI Model A Phonos. COMMERCIAL GAMES CO., NEW BRITAIN, CONN. Tel: 9439.

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

WANT—Genco Advance Roll; Seeburg 8900 R.C. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO. Tel: Su. 4600.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE — New Mills Black Cherry slots, 1-6¢ & 1-25¢ in original shipping cases, never used $795. for the two; Jennings Super Deluxe Club Chief 10¢, electric lighted, used 30 days $150. 1/3 dep., bal. C.O.D. BUSINESS STIMULATORS, 4912 E. WASHINGTON ST., INDIANAPOLIS, IND.

FOR SALE — Juke Box & Pinball Route. 23 Seeburg Phones, 40 late Pinballs. Net $400. weekly. Price $28,000. Part Cash, Want Phone or Write. CONNECTICUT MUSIC CO., 48 TURNER AVE., OAKVILLE, CONN. Tel: Watertown 987.

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 — 2 -36 Tracktimes $75. ea.; 2 Western Baseballs $60. ea.; 20 -46-47 Vest Pockets $45. ea.; 1 Air Raid Fire $50.; 1 Rapid Fire $35.; 1 Air Raider 8¢.; Ten Strikes $45. & used pingames. Write or call. WESTCHESTER AMUSEMENT CO., 86 OAK ST., YONKERS 2, N. Y.

FOR SALE — Total Roll $195.; Sportsman Roll $185.; Tally Roll $125.; Advance Roll $245.; Gealee $110.; Super Triangle (new motors) $100.; Rapid Fire $35.; Kicker Catcher (pre-war) $15. MOHAWK SKILL GAMES CO., 56 MACARTHUR DRIVE, SCOTIA, N. Y.


FOR SALE — Selling Out On Our Used Equipment! Acro Bomber (Mutoscope) like new $125.; Stage Door Canteen $49.50; Suspense $75.; Tally Roll $65.; Many other 5 ball pin games from $50. Wurlitzer phonograph, still original in crate (model 1015) $750.; AMI Phonos, slightly used (Model "A") write. SELLING ALL NEW & POST-WAR Made Machines. Why Kenyon, Super Bonus Bells. HARMA DISTRIBUTING CO., 165-171 CAMPBELL AVE., UTICA 4, N. Y. Tel: 6-386.

FOR SALE — 5 New Keeney Hot-Tips in original crates on account of closed territory $450. ea.; 2 of the same slightly used $400. ea.; 2 Keeney Big Farlays $200. ea.; also Gottlieb Daily Races Free Play or Cash Play. Write for special prices. 1/3 Cash with Order. Immediate Shipment. Make offer on several Fairmounts and Turf Kings. THE R. F. VOGT DISTRIBUTORS, MILNER HOTEL BLDG., SALT LAKE CITY 1, UTAH. Tel: 0461.


FOR SALE — DuGrenier. Rowell National and Uneedapak cigarette and candy machines, all models. under market prices. All in good working condition, ready for location. Also 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 — DuGrenier & Ward $75., WD $85., completely overhauled, equipped with double dime mechanism, choice of new beautiful two-toned blue and grey or maroon and grey. Terms 1/3 down, balance C.O.D. SILENT CO., SILENT SALES BLDG., 200 - 11th ST., MINNEAPOLIS 11, MNN.


FOR SALE — Will trade Ten new Bally Eureka's in original crates for Packard Wall Boxes or late 5 Ball tables. WALBOX SALES CO., 1603 YOUNG ST., DALLAS 1, TEXAS. Tel: Riverside 6481.

FOR SALE — Reconditioned Pingames: Big Time; Big League; Progress; Rocket (brand new); Fox Hunt; Judy; Snappy '41; Hi-Hat; Jungle; Drum Major; Twin Six; Opportunity (revamp); All in A-1 condition, ready for location. Make best offer for any or all. H. W. BRANSON DISTRIBUTING CO., 518 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501.

FOR SALE — Bally Hi Hands; Bally Club Bells; Keeney Super Bells; Bally Victory Specials. Write, phone or call for Special Prices. ACE AUTOMATIC DISTRIBUTORS, 1703-5th AVE., PITTSBURGH, PA. Tel: Grant 8089.

FOR SALE — New Jobbers and Operators — We can supply you with a good assortment of checked, cleaned, ready to operate Pre-War Games from $20. up and Post-War Games from $44.50 up. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 5, PA. Tel: Market 7-4641.

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

FOR SALE — 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 3-8777.

FOR SALE — Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 554 TEN THAVE, NEW YORK CITY, N. Y. Tel: Bryant 9-0817.

FOR SALE — Surf Queens, Stage Door Canteens, Big Hits $49.50; Many Bargains in clean, used tables $75. and up. All tables have been through our shop and are in A-1 mechanical condition. GENERAL DIST. CO., 2012 MAIN ST., DALLAS, TEX. Tel: R. 3846.

FOR SALE — Air Circus, Big Parade, Knockout, Bosco, Victory, Defense, Star Attraction, Jungle, Capt. Kidd, Major, Sea Hawk, United conversions, etc. $10.50 ea.; Wurlitzer $11.50; Rock-Ola Counter $75. Hi Hands $35. Super-Bell $35. LEHIGH SPECIALTY CO., 1407 N. MONTGOMERY AVE., PHILA. 21, PA. Tel: Pop. 3299.

FOR SALE — We Pay Freight! Special Entry 4-5-600 series, write. Victory Special Chrome Model A $195.; Model M $175.; Heavy Hitters, like new $99.50; Sun Ray $6 $47.50; Deluxe Draw Bell 5b, floor sample, write; Keeney Super Bell four-way 5¢-5-5¢ $249.50; Dalal Free Play $29.60. Line-A-Basket $49.50; original Black Cherry 50¢, like new $225.; Black Cherry, rebuilt 5¢ $85.; Copper Chrome 5¢ $85.; 2¢ $125. Weighted Stands $15.; Surf Queens $50.; Midget Racer $60.; Big Hit $45. All guaranteed. Delivered at above prices. COIN MACHINE SALES COMPANY, 3804 TRAVIS STREET, HOUSTON 6, TEXAS. Tel: Keystone 3-5011.

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

FOR SALE — Victory Derbys, like new $150. ea.; Keeney Three Way 5-10-25 Super Bonus Bell $200.; 5¢-5¢ Lucky Lucrese one coil type $60. ea.; 5-25 Lucky Lucrese $60. ea. 1/3 deposit required HY-G MUSIC CO., 1415 WASHINGTON AVE. SO. MINNEAPOLIS 4, MINN. Tel: At. 8887.


FOR SALE — Wurlitzer Phones: 2 No. 61 Counter Models, clean $65. ea.; 1 No. 500 $134.50; 1 No. 600 $124.50; 1 No. 24 $95.; 2 No. 616 $75. ea. 1 - 5c Mills Black Cherry Bells $150. ea.; 1 - 10c Mills Black Cherry Bell $150.; 1 - 1947 Jennings Standard Chief $175. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSTON 10, IND.

FOR SALE — Route — In open territory, California. Juke Boxes. Pins, Consoles. Sales Boards, etc. Very good set up for right person. Route grosses $1000. per week. Write. MILLS, B. H., 204 WOODROW, OILDALE, CALIF.

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


FOR SALE — All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4808 CASS AVE., DETROIT 1, MICH. Tel: Temple 1-7455.

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

FOR SALE — Keeney Three Way Bonus Super Bells, like new $850.; Victory Specials, perfect condition $249.50. Terms: 1/3 deposit with order, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.


Please mention THE CASH BOX when answering ads — it proves you're a real coin machine man!
FOR SALE - Wurlitzer Model 600 phonographs in A+ shape $340. ea.; complete Musical Telephone Music System, includes Studio amplifiers and wall boxes. We bought these cheap and will turn them over for a cash offer, if interested. HIRSCH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON, D. C.

FOR SALE - 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, 2783-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE - New Williams All Star; Genco Advance Roll; 5 Bally Ballyhoo; 1 Electromaton 6 ft. Roll-A-Score, like new. Also many other used games. Write. Brand new Pinch Hitters in original crates $225. KING-PIN DISTRIBUTING CO., 3004 GRAND RIVER AVE., DETROIT 1, MICH. Tel: Temple 2-5788

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

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

FOR SALE - Mills greatest proven money makers - original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors $275.; late head Mills Four Bells $200. Save with trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - Packard No. 1000, No. 800, No. 700 Speakers; Twin 12 Adapters; Pla-mor Boxes; Wurl. 960's; 600-42; Twin 12 Hideaway; No. 145 Steppers; 100 Adapters; No. 351 & 352 Boxes; 39A Speakers; 5 new 26 cycle No. 40243 Amplifier Trans; Seeburg Hideaway; 6 WS-22 Boxes; Speak Organ; 2 F9024 Speakers; new 2" Canisters & Sockets $1. per sample set 4. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Dial 4-6512

FOR SALE - Seeburg Telephone Hostess Music System. 15 Units complete with electrical selector mechanisms. Slightly used, and consisting of 8 Seeb. Maestro E.S. Double Line, 7 Seeb. Maestro E.S. Single Line, 1 Rock-Ola Spectro Vox with Seeburg single line amplifier, 1 double-line 10 turntable board, 1 single line 10 turntable board, 4 record racks-3,000 capacity. Will take best offer. MITCHELL NOVELTY CO., 1629 W. MITCHELL ST., MILWAUKEE 4, WIS. Tel: Mitchell 3264

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

PARTS AND SUPPLIES

FOR SALE - Pin Game Cartons. Heads Separate, leg wrappers and proper fillings. Best pin game cartons made, 310 lb. test cardboard, $5. ea. on order of 10, $5.50 ea. on order of 25, $7.75 ea. on orders of 100. Let us know your needs. We also carry a complete list of Bally & Evans games & parts. PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-2892.

FOR SALE - 30 Wire Cable Braided (Rat-Proof) Paint Braid Overall. Coded. Any quantity. Order today. 256 ft. COIN MACHINE SERVICE CO., 1547 N. FAIRFIELD AVE., CHICAGO 22, ILL. Tel: Hum. 3476

FOR SALE - Money Wrappers, Tubular Coin Wrappers, 14, 54, 104, 254. Steel Strong means no splitting of seams, is self opening, the only perfect wrapper. 70¢ per 1,000. 36 boxes 5¢ wrappers to a case $6.50; 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., 2712 GRAVOS 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 $59.50, now $27.50. Save with Safety. Established 1908. Buy from SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE., MINNEAPOLIS 15, MINN.

FOR SALE - We are now closing out our stock of Black Cherry and Golden Falls Case and Casting Assemblies for $30. ea. Assembly includes Castings, Wood Case, Club Handle, Drill Proofing, Award Cards, Jack Pot Glass, etc. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1502

FOR SALE - Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. Coin Chutes, clocks, fuses, glass locks, rubber rings, wrappers, etc. Largest parts suppliers in the U.S.A. BLOCK MARBLE CO., 1426 N. BROAD ST., PHILA. 22, PENNA.

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

NOTICE — For Sale: Sea-Coin 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 9, WASH.

NOTICE — Music Ops — Attention! We have been Re-Sharpening Worn Juke Box Needles for six years and successfully. 6 Years proves it. We can Guarantee our work and stand behind every claim. Our Service will save you a heap of dollars. Send for complete details and free shipping containers. Drop us a postal card. RE-SHARP NEEDLE SERVICE, P.O. BOX 770, FORT DODGE, IOWA.

NOTICE — Rent A Machine — Keep That Location Hot! Established Operators — Save money by renting Games and Phonographs. 1/2 rental fee may be applied against purchase. Send us your name and address — receive our monthly Newsletter, NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, L. I., N. Y. Tel: Englewood 8125.

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

PASS THIS SUBSCRIPTION ON TO A FRIEND!!

"THE CASH BOX"

"The Confidential Weekly of The Coin Machine Industry"

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

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

(ALL SUBSCRIPTIONS PAYABLE IN ADVANCE)

NAME

FIRM

STREET

CITY   ZONE   STATE
Williams NEW-IMPROVED ALL STARS

The Most Amazing Baseball Game of All Time!

Leading Operators report ALL STAR earnings for greater than newest type pin tables on same location!

A YEAR ROUND HIT ON ANY LOCATION!

...AND IT'S 100% MECHANICALLY PERFECT!

5c-10c-25c DROP COIN CHUTE!
Commands additional play and earnings!
25% to 40% of collections in dimes and quarters!

CREDIT UNIT—Records advance Payments and Replays.

PLAYER CONTROLS BAT AND PITCHER—Simplicity of operation plus fascinating player participation!

PIN GAME CABINET CONSTRUCTION—all dimensions about the same as a pin game for easy handling. Backboard, legs and Console Front removable.

Williams MANUFACTURING COMPANY
161 W. HURON ST., CHICAGO 10, ILL.

GIVE TO THE DAMON RUNYON CANCER FUND
Bell-fruit appeal and spinning-reel action... plus ever-popular CHANGING ODDS... with big winners blazing on the back-glass every play... plus new sensational WILD LEMON LIGHT flashing on the back-glass... constantly reminding players that LEMONS ON REELS SCORE AS ANY SYMBOL WHEN WILD LEMON IS LIT! Location tests in dozens of scattered spots prove players go wild over WILD LEMON. For quick delivery, call your Bally distributor today.

CONVERTIBLE AUTOMATIC—REPLAY
NICKEL OR QUARTER PLAY

A BALLY GAME FOR EVERY SPOT
EUREKA • HEAVY HITTER • HI BOY
TRIPLE BELL • DOUBLE-UP • NUDGY
JOCKEY CLUB • JOCKEY SPECIAL

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

SEE Announcement
OF BALLY’S
DOUBLE-UP
HOLD & DRAW CONSOLE
PAGE 46
THIS ISSUE

GIVE
To the
DAMON RUNYON
CANCER
FUND