BIG problems with an easy answer

INCREASED LISTENERS' PLEASURE
PLUS
INCREASED OPERATORS' PROFITS
PLUS
INCREASED SERVICEMEN'S SATISFACTION
equals

ROCK-OLA
The Phonograph That Sells Music
If it's a Mills, I always play it—

that's real music!

The public prefers

THE MILLS CONSTELLATION

The coin box concurs

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois
INFLATION

Perhaps no force has brought the great and vital need for a better commission basis so strongly home to the average coin machine operator than . . . inflation.

Costs of parts and supplies are now far over 200 per cent above what they ever were before. Costs of labor's wages, general overhead expense, and even the price of new equipment, forcibly brings home to all in the industry the great need for modernization and for streamlined efficiency as well as for instant change to a more equitable share of the gross intake from equipment.

Regardless of how much operators will argue that, "We simply cannot go to a better commission basis, or obtain $15 per week front money guarantee, because we are afraid of our competitors and, especially, of the new blood which will come in and knock us out of our present locations", they will find that they cannot continue on profitably without obtaining some sort of "front money guarantee" or, at the very least, a more equitable commission basis.

It is agreed by all that there is today more play on machines of all types than ever before. This means that, on the average, the gross collections are larger than they ever were before, but, the hard facts are that the profits are no longer comparable to the gross intake from the present equipment.

Inflation brought this home with a sickening body blow to every operator in the nation. Inflation has raised prices of the average movie theatre, of even the seven ounce glass of beer as well as the bottle of beer, of every drink of whiskey, of the 10c ice cream soda to 20c and even 25c. in fact, of every durable and non-durable piece of merchandise in the nation.

Every merchant has raised prices to meet rising costs. Everyone, but, the coin machine merchant. He has continued right along with his nickel coin chute as his means and method for obtaining the greater amount of money he needs today to continue profitably in this business. And, he realizes, that the 5c chute is today only equal to the pre-war 1c coin chute.

Of course, there are some exceptions. The automatic merchandiser operators have raised their prices. Cigarettes are 20c per pack and even more in some territories. Commissions being paid to locations by the automatic merchandising machine operators have been cut time and time again. A drink vendor location owner advised us that he gets less than one-half what he used to obtain from his machine.

"But", he stated. "I can't blame the operator. They've raised his prices for his syrup and his overhead cost has gone away up, just like mine has, and he is forced to get more money to stay in business. So, I'll work with him, just as my customers have to roll along with me, until either costs go down and we can cut our prices or something else comes along which will take the place of this high cost merchandise."

Every merchant in the nation has attempted by every possible means to equalize his costs against his profits so that he can remain in business and enjoy a decent margin of profit on his investment. Inflation brought this about. Some don't even call it inflation anymore. They now call it the "higher standard of living which this nation strived for" so that even the word "inflation" seems to be lost in the bewildering economic morass thru which this nation is now plunging.

Since it is an accepted fact that the entire nation's business agreed to meet "inflated cost conditions" by raising its prices to new and higher levels, so that some basis of profit for business continuance remain, then this industry, too, must look this fact in the face and also equalize its costs against its income to arrange for some sort of profit basis.

Unless the coin machine operators of this nation, realize the vital necessity for them to immediately arrange for an equitable share from the intake of the equipment they now have on location, they will face loss.

They must equalize their present economic position. They simply must, they have to, arrange for a better commission basis. Whether this requires greater salesmanship or delicate diplomacy is up to the operators themselves.

But, unless they do arrange for a more equitable share of their present intake, they will find that this industry holds forth no glowing profits for them.

This is just as tough a business as any other in the world in which to earn a decent profit on investment. The operator realizes this. He also realizes that he cannot long continue without a financially liquid and solid base.

He must arrange to get more money from the income of his machines. He simply must. He can no longer wait for the time to arrive when the play will be so great that he will be "forced to profit".

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THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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PUBLICATION OFFICES 381 FOURTH AVENUE, NEW YORK 16, NEW YORK ALL PHONES: Murray Hill 4-7797

CHICAGO OFFICE 32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS MARSHALL MICON, Mgr. ALL PHONES: Dearborn 0045

LOS ANGELES OFFICE 422 W. 11th ST., LOS ANGELES 13, CALIFORNIA ALL PHONES: Prospect 1607

www.americanradiohistory.com
"You are not wrong! We must get at least $15 front money. But in Boston it cannot be done as long as certain conditions and set-ups exist..."

P.W., Massachusetts

"No, Bill, you are NOT WRONG! You are absolutely RIGHT! Right as can be! But, if you or I, could only convince the operators to go along with you 100%, we'd all come thru with flying colors."

J.H., Indiana

NEW YORK—And they still continue to pour in the offices of The Cash Box. Day in and day out dozens upon dozens of letters arrive telling this publication that it is "absolutely right—and NOT WRONG", in advocating that every single operator of juke box music in this nation obtain a minimum $15 front money guarantee if he desires to remain in this business on a solid foundation and build for a progressive and profitable future.

These are all answers to the article which appeared in the September 22 issue of The Cash Box. More and more operators have taken time out from their ever busy duties to answer. More and more of these men realize that they must once, and for all time, "sell" themselves and their business to America's retail merchants—so strongly—so solidly — so intensely — that these retailers will agree with the music operators that they simply must have a minimum $15 per week front money guarantee during this inflationary high costs era, if only to equalize the old 50/50 commission basis.

Not to make MORE money, but, instead, EQUAL WHAT THEY USED TO MAKE.

Today, with the nickel worth a penny—the juke box operator is faced with one of the gravest and most serious problems of his career. He wants, and would very much like to buy, new equipment. He knows that new machines up the take and hold it up and, at the same time, forestall competition. But, he also knows that because of present overhead expense he cannot purchase what he would like to—and still show a PROFIT.

There's the rub. There's what the operators of America are faced with at this time. And, the one and only an-swer is to do what every other merchant in America has had to do to meet rising overhead expenses and costs of merchandise—INCREASE.

The increase to $15 per week front money guarantee would really mean no more to the music operator than the old pre-war 50/50 commission basis. HE WON'T EARN MORE — but, hell at least be able to go on ahead—PROFIT-ABLY.

And, once the operator is earning profit—the entire industry is stimulated. The entire business goes ahead—faster — surer — better—with ALL PROFITING! That's why every intelligent juke box coinman in the nation is backing The Cash Box suggestion that he "MUST OBTAIN AT THE MINIMUM $15 PER WEEK FRONT MONEY GUARANTEE."

The operator cannot continue on, especially at this time, with the present 15%-35% commission basis. This is not equitable. This is not sensible. This is not logical. It does NOT give him 50% of the gross intake of his equipment. It shows the storekeeper a bellwara good profit, but, it shows him only absolute LOSS.

Therefore to equalize the situation he MUST adopt a new and better commission basis as The Cash Box has been urging right from the war period to this very minute. The Cash Box has called on operators, jobbers, distributors and manufacturers thruout the nation. The Cash Box has found that these men are all in agreement with it. They all realize that the operator MUST CHANGE TO A BETTER COMMISSION BASIS, for, if the operator does not profit, then everyone else right up the line DOESN'T PROFIT EITHER.

And what would equalization be today to every music operator? It would mean that he must get back his OVERHEAD FIRST! His overhead is approximately $15.10 per week on a new machine, but, if he obtains an average of $15 per week front money guarantee right down the line thruout all of his locations HE CAN SHOW A DECENT PROFIT ON HIS INVESTMENT AND CAN CONTINUE IN THIS BUSINESS ON A PROGRESSIVE BASIS FROM NOW ON IN.

The above two little notes are among dozens and dozens which The Cash Box has received. It is because of such notes that this publication continues its battle to urge every single one of the nation's juke box ops to equalize their overhead as against the overhead of the location owners whom they serve. To prove to these same location owners that they are bringing them an invaluable service to stimulate business and to help them to earn profits. And, in return, they must share and share alike.

The only way that both operator and storekeeper today can share and share alike is for the operator to receive $15 per week front money guarantee—which, because of this present inflationary period, means only as much to him as the old 50%-50% commission basis did years before the last war.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE IS NOT SOLD ON NEWSSTANDS.
OLD MACHINES
STILL BLOCK OFF
GOOD LOCATIONS

They Hurt Industry and are Costly to Operate, Bust 'Em Up, Leaders Say.

NEW YORK—An old, old cry of The Cash Box读者 turned to the popular press this past week in letters received from some of the nation's best known clown members who advised exactly what this magazine had stated many months ago. "If the old machines, which are absolutely a disgrace to the industry, were bust up, there would be more business than all the manufacturers combined would be able to take care of and every one down the line would again see some real profits."

Whether or not the combined manufacturers' production power would, or would not, be able to handle the situation, is simply something for pleasant, quiet evenings when guessing games are the mood.

But, whether this would, or would not, bring profits is no guesswork. There is no doubt that it would. The operators who place new equipment report that their collections go up and, in most instances, stay up. Naturally, jobbers, distributors and manufacturers also profit.

But, what is most important, and what The Cash Box urged when it suggested that there be a "bust 'em up" campaign placed into effect, was to clean up the industry. To rid many locations, which could be better developed, of equipment which actually disgraces the business. Equipment which is worn and, in most cases, ten years and more old.

In the automatic music field there is no doubt that such equipment has a very poor effect on this business. The tone isn't there anymore. The machine has no longer any attraction for the patrons. The entire music arrangement is, to say the very least, something which simply causes newspaper editorialists to term such equipment, "screech boxes".

In the games field, the same effect is felt. The games no longer attract the patronage they did when they were new. They also no longer have the power to continue on without causing the operator worry and trouble. Constantly be, or his mechanics, must look after the machine and, if he adds this total of servicing overhead, he will find that he would be much, much better off with a brand new machine.

The one great problem which this industry faces in the removal of this old equipment is the trade-in prices which the factories and distributors must arrange to make it attractive to such operators to bring the old machines in and have them bust up. There is little else anyone can do with them.

The entire industry to further progress, to win for itself greater acclaim, must renew the equipment which it features on locations throughout the nation at regular intervals. Only in this fashion can it continue to attract the patronage it needs to assure it remaining an industry. Only in this fashion can it also be assured of the profits it requires to move on ahead better and faster than ever before.

The average man who hears a ten year, or older, juke box playing in a restaurant, tavern or any other business establishment he patronizes, condemns all other juke boxes by this one. Therefore, the entire industry is actually hurt by the action and attitude of one man.

And this happens continually. This brings forth the headlines, "screech boxes", which have become so common in certain newspapers.

The old games, too, have the same effect on the people. Here, instead of being attracted, pleased, relaxed and enthused over the game, they are instead, displeased, dissatisfied and show their displeasure by condemning all games because of this one old and ugly piece of merchandise.

As hard as any operator tries to clean and keep in working order an old piece of equipment, it never looks nor acts new again. Furthermore, his overhead cost goes away up. And since there is no longer any renewable depreciation from the machine he finds that, in the long run, the machine costs him more to operate than if he had a beautiful and attractive new machine in the very same location.

What's more, with new equipment he can arrange for a more equitable commission basis. With old machines he's lucky if he can just hold onto the spot. Therefore, the choice shouldn't be too difficult for the average intelligent operator.

He can, by arranging for the installation of a new machine, get a better commission basis and also realize that that new machine will forestall any competition moving in on his spots. At the same time he will earn greater profits because of more pleased and enthusiastic players.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.
NEW YORK—The above statistics just released by officials of the American Cancer Society are sufficiently frightening in themselves. But, there are men, like all those who have already contributed to the Damon Runyon Memorial Cancer Fund of Coin Machine Industries, inc., who are fighting to "Arrest Cancer."

These members of the coin machine industry are winning great acclaim for this business. They are gaining the respect and admiration of people all over the nation for the grand work which their industry has already accomplished.

But, the coin machine industry has only reached the half-way mark. So far, only $120,000 has been given to Walter Winchell for the Damon Runyon Memorial Cancer Fund. It is the sincere hope of the leaders of this industry that at least $250,000 will be the final donation of the coin machine field to this great Fund.

Therefore, it is up to those members of the industry who haven’t as yet contributed, who haven’t as yet set aside a date for donations from their machines, to do so immediately. It is now up to them to tie in with the greatest drive this industry has ever attempted and make the final amount even greater than the $250,000 goal which has been set.

* This is much more than a "donation to a worthy cause." It is the greatest individual effort which every coin machine man in the nation can do to help himself, his family, his friends and the people he knows and loves from a slow, torturous death from cancer.

Write, wire or phone your donation to: Ray Moloney, National Chairman, Coin Machine Industries, Inc., Damon Runyon Memorial Cancer Fund, 134 North La Salle Street, Chicago 1, Illinois.
MUSIC LEADERS ACCLAIM

"The Cash Box" INVITATION

TO "The American Weekly"


NEW YORK—"The Cash Box" answer to the article which appeared in the October 19, 1947 issue of "The American Weekly" magazine entitled, "Who Gets Your Juke Box Nickel?" which appeared on page 9 of the October 27 issue of this publication, has met with tremendous acclaim from the music industry.

Since the early part of this past week letters, wires and phone calls have reached "The Cash Box" for its answer which was, "An Invitation to the Editors of The American Weekly".

All agreed that this was the one best answer to the article and one noted juke box distributor stated, "This is the most intelligent article I've ever read. I want to compliment "The Cash Box" for answering 'The American Weekly'in the way that it did. I know, just as you do, that if the editors of 'The American Weekly' will visit with the juke box operators they will learn the true facts concerning this business and will, just as surely, retract a great many of the erroneous and damaging statements made in their article about the juke box business."

Most impressive to many of the music leaders who took time out to let "The Cash Box" know that they believed this to be the 'best answer to that article in 'The American Weekly'" was the fact that, "You haven't tried to arouse any sympathy for the industry by attempting to answer all the erroneous statements which were made in that article. You put the matter right up to the editors in as calm a business way as anyone could wish for. By offering the editor-in-chief this open invitation which, by the way, I signed, and all the people who come into this place have signed, you have signed, is an opportunity for this weekly magazine to reopen and for all time, clean up some of the sensationalist and erroneous reporting which seems to have been its favorite brand of editorializing."

One of the nation's leading juke box manufacturers advised "The Cash Box", "In this 'invitation' you have hit the nail right on the head. We are taking advantage of this page in your issue of October 27 and are mailing it in with our name signed to it so that these editors can visit with us at our factory and really see what makes a juke box tick. At the same time we are happy to give them the names of everyone of our operator-customers and we feel sure that after they visit with them they will retract this entire article."

Prior to printing the invitation to the editor-in-chief of "The American Weekly", "The Cash Box" was actually deluged with mail from operators all over the country, many of them enclosing the page on which the article appeared, and some of them writing very strong statements against it.

But, after wading thru the mail which arrived and, after duly and carefully considering the entire matter, "The Cash Box" decided that rather than write a complete article rebutting what had been stated so erroneously and, seemingly, so contemptuously, in "The American Weekly", without full knowledge of all the facts concerned, that an "open invitation to the editor-in-chief" of "The American Weekly" by all and any operators everywhere in the nation would be the best answer.

"The Cash Box" believes that if the editor-in-chief or any of his assistant editors will take the trouble to spend a day or two, or a week or longer, visiting with various juke box operators, that they will be doing their great circulation publication "The American Weekly" a great deal of good.

After all, it is a surety that "The American Weekly" with its tremendous circulation (far exceeding 8,000,000 readers) does not want to present anything but the most truthful facts to those readers.

"The Cash Box" further believes that no outstanding man in the juke box industry should be the one to answer a charge directed at everyone in the industry. Instead, it believes, that from the smallest to the mightiest in the field, should the answer be given. And, the very best way for the editors of "The American Weekly" to obtain the correct and truthful answer regarding the juke box industry, would be to accept some of the many hundreds of invitations which have been sent to it by juke box operators from all over these United States.

These men who cut out the page which appeared in "The Cash Box" issue of October 27, 1947, and mailed it to "The American Weekly" are willing to let any of the editors of that weekly magazine look over their books, travel their route with them, meet their friends, their families, and generally, decide for themselves whether these men are to be considered "racketeers" and reported as such in so outstanding a publication as "The American Weekly".

Could anything be more fair?

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE.
IT IS NOT SOLD ON NEWSSTANDS.
Unheard of before, yet it’s true today! The new Wurlitzer Model 1100 with its Zenith Cobra Tone Arm will give you 2000 plays per record—without appreciable loss of fidelity! The most brilliant play-stimulating, profit-producing tone in phonograph history, with from 50% to 75% savings in record and needle costs.

Here, in the magnificent Model 1100, Wurlitzer gives you a phonograph that has EVERYTHING!

Hear it play with your own ears. See it play with your own eyes. Inspect its money-saving service set up with your own service men. From every angle sound business sense will tell you—you’ll make more money every week with every new Model 1100 Wurlitzer you put out on location! The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

The WURLITZER 1100 can save up to ¼ of its original cost in 4 years' play
<table>
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<tr>
<th>BEST RECORD OF 1947</th>
<th>46,087</th>
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<tr>
<td>&quot;PEG O' MY HEART&quot;, Harmonicats</td>
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<td>&quot;HEARTACHES&quot;, Ted Weems</td>
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<td>&quot;NEAR YOU&quot;, Francis Craig</td>
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<td>&quot;ANNIVERSARY SONG&quot;, Al Jolson</td>
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<td>&quot;THAT'S MY DESIRE&quot;, Frankie Laine</td>
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<td>&quot;MAMSELLA&quot;, Art Lund</td>
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<td>&quot;LINDA&quot;, Charlie Spivak</td>
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<td>&quot;I WONDER, I WONDER&quot;, Eddy Howard</td>
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<td>&quot;SUNDAY KIND OF LOVE&quot;, Claude Thornhill</td>
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<td>EDDY HILTON</td>
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<td>JO STAFFORD</td>
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<td>PERRY COMO</td>
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<td>ANDREWS SISTERS</td>
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<td>MILLS BROS</td>
<td>JOHNNY MOORE'S THREE BLAZERS</td>
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<td>MONOCHORDS</td>
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<td>CHARLOTTE</td>
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<td>15,138</td>
<td>THREE GOSPELS</td>
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<td>10,964</td>
<td>FOUR VAGABONDS</td>
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<td>7,346</td>
<td>GOLDEN GATE QUARTET</td>
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**ONLY 3 MORE WEEKS TO GO**

**HURRY! HURRY! ALL VOTING CLOSES MIDNIGHT SATURDAY, NOVEMBER 29**
DETERMINE 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!
NEAR YOU
A solid coin caller. In this spot for its seventh straight week.

BU-1001—Francis Craig
CA-452—Alvin Ray O.
CO-37818—Elliott Lawrence O., ME-5066—Two Ten Baker O.

I WISH I DIDN'T LOVE YOU SO
Ops say this one will hit the top. In second place for free smash weeks.

CA-409—Betty Hutton
CO-37506—Dinah Shore

2

I HAVE BUT ONE HEART
Drops one this week to snack for fourth spot. Heavy play continues.

CO-37514—Frank Sinatra
CA-460—The Pied Pipers
DE-24154—Carmen Cavallero

3

I WONDER WHO'S KISSING HER NOW
As established at time. There's no telling how long this one will run. In eighth place last week, here it is in the fifth spot.

CO-37524—Jo Stafford
CO-37189—Dorothy Shay
DE-23975—Bill Crosby
MA-12011—Georgia Gibbs

4

FEUDIN' & FIGHTIN'
Drops a few to garner the sixth Jennie. Reports indicate strong play continues.

AP-1055—Four Vagabonds
CA-433—Dinah Shore
CS-8002—Jack McLean O.
DE-24110—Danny Kaye
DE-25078—Ted Weems

5

WHEN YOU WERE SWEET SIXTEEN
Moves up a couple to grab onto the seventh position. Appearing on this charted page for well were three months now.

AP-1055—Curtis Lewis Trio
CA-395—Martha Tilston
CN-9048—Golden Arrow Quartet

6

THE LADY FROM 29 PALMS
Takes a drop from the fifth spot it held a week ago to garner the eighth position. Still catching coin.

AP-1055—Curtis Lewis Trio
CA-395—Martha Tilston
CN-9048—Golden Arrow Quartet

7

THAT'S MY DESIRE
A load of recordings on this one. Remains its position of last week.

AP-1055—Curtis Lewis Trio
CA-395—Martha Tilston
CN-9048—Golden Arrow Quartet

8

YOU DO
Breaks into the big time with heavy demand. Ops play this one for the 'tis.

CA-438—Margaret Whiting
CO-38597—Dinah Shore
DE-24101—Crosby-Cavallero
MA-12011—Georgia Gibbs
ME-5055—Jerry Gray O.

9

CODE

10

EX—Exclusive
JB—theke Bee
KL—King
LI—Lissen
MA—Majestic
HE—Hercules
MG—M-G-M
MK—Master
MO—Modern
MU—Musicraft
MA—National
RA—Rainbow
RS—Regent
SS—Savoy
SJ—Signature
SO—Sonora
SP—Specialty
ST—Sterling
SW—Swock
TD—Top
TB—Tilt
UK—United Artists
UK—Universal
VJ—Victor
VI—Vitaphon
RA-10025—The Auditions
SA-657—Four Bars & A Melody
ST-3001—Dolores Brown
VI-20-2421—Larry Green O.

THE CASH BOX, AUTOMATIC MUSIC SECTION

Page 12
November 15, 1947


www.americanradiohistory.com
“A Tune For Humming”  
“My Blue Heaven”  
Eddy Howard Orch.  
(Majestic 11771)

● There’s no stopping this boy. Offering “A Tune For Humming” and “My Blue Heaven,” Eddy Howard shows the bits why he’s way up on top. Top occurs. Eddy has Eddy doing the ground work on this savory hunk of melody, which should have loads of kids not only humming the title, but running the phonos to play it. The smooth styling of the song, boosts its potentialities way high. On the flip with the oldie, Eddy’s smooth ballading eeks thru “My Blue Heaven”. It’s the Howard boy all the way on this side, You’re taking a step in the right direction by latching on to this platter—go to it.

How Soon  
“How Soon” as offered here, should make for a favorable reception by a load of ops, especially those who operate hostess units. John’s piping fills the air with the light touch, while the orchestra arrangement rides thru in top manner. On the flip with the standard “How Soon”, the tenor grabs the rich wordage to render a top notch performance. Familiar to most ops who have spots that love to reminisce should get next to this. Aicho both sides won’t stop traffic, and nevertheless stack up for a heavy spin.

How Soon  
“True”  
Vaughn Monroe Orch.  
(Victor 20-2523)

● Slow mellow vocal styling of Vaughn Monroe and The Moon-Maids, boost the platter as an item for the phonos. Vaughn’s heavy throtled vocal on this top deck “How Soon” shows burdens of loads of play, especially so in those lush spots which are luscious. The orchestra notes are low. Staff is way down deep in the serious vein, with Vaughn and the combo chorus swelling throughout. On the flip for the “True”, the group gather once more for peaceful listening moments that count. Both sides stack up for heavy play, with the heavy Monroe following taken into account.

“I’ll Hate Myself In The Morning”  
“Dream Again”  
Sammy Kaye Orch.  
(Victor 20-2545)

● Musical styling of Sammy Kaye sets the pattern here as the swing and sway maestro gives out with “I’ll Hate Myself In The Morning” and “Dream Again.” Top deck flourishes with Lars Leslie and Kaye’s phone to give this cute telephone gag weeping in happy time. Both sides split the tonal work, while the Kaye crew make mellow music. On the flip, the Three Kayets come to the fore to place with “I’ll Hate Myself In The Morning.” With wordage that counts in a big way, this group spill their message in chopped vocal style to give more snap flavor. Ditty should find favor with the ice cream parlour trade. Where the go for Kaye, they’ll go for this duo.

Two Loves Have I  
“Two Loves Have I”  
Perry Como  
(Victor 20-25245)

● Music operators from coast to coast should be bound to grab this platter as if it were a hot apple. And it is! Perry Como’s second session rounds a load of play on every phonos throughout the nation—doing “Two Loves Have I.” The beautiful setting Como gives this platter ballad lends an air of flowery splendor set to plush velvets strains of rhythm furnished by the Russ Case orch. With the wax spinning in very slow metre, Perry pipes the cuppy lyrics in brilliant fashion to score heavily. Wordage of the ditty is meaningful and should go a long way in the quiet spots. On the flip with more stuff for the moon-in-June crowd, Perry purrs pretty to “I Never Loved Anyone.” The both sides are top notch phono material will be easily attested to, once ops spin the disk. Ditty echoes the top deck in tone and style, while Russ Case and his crew shine brightly once again. Ops should by all means grab this platter pronto it’s a cinch sultry to cinch up with any phonos fan.

“My Name Is The Wind”  
“Like A Leaf In The Wind”  
Tommy Dorsey Orch.  
(Victor 20-2546)

● Top notch patterns from the Tommy Dorsey crew echo here as the maestro offers balladeer Stuart Foster on “Let’s Pick Up Where We Left Off.” Stuart’s bright tenor pitches in grade A mood, with the cute hypo lyrics weeping around the title. Wax offered is well knit, with Stuart’s pipes taking the accent. On the flip with “Like A Leaf In The Wind,” Stuart joins hands with The Sentimentalists to knock out some mood music. Mellow beat splices thru the wax with the Dorsey men making effective background for the pipers pitch. Especially suited for those spots where romancers gather, this Dorsey ditty should add to your phone play immensely.

Brand New Wagon  
“Futile Frustration”  
Count Basie Orch.  
(Victor 20-25259)

● It’s the rich warm piping of Jimmy Rushing that grabs the glory on this platter, with the top band work by Count Basie coming in to back the lad in fine shape. Jimmy wails the heavy wordage in stock race tempo, with the message therein ringing true throughout. Basie flights come to up with an original composition in the person of “Futile Frustration” and where they really understand this brand, they are bound to play it strongly. Loads of beat spill here, while the disk, an all instrumental piece spins in lively fashion with the sidemen grabbing spots throughout. Top deck for heavy coin play—especially so in those race spots.

Civilization  
“Those Things Money Can’t Buy”  
Ray McKinley Orch.  
(Majestic 7274)

● Music styled in the Ray McKinley manner comes out of this platter to sparkle brightly for a healthy spin on the phonos. With maestro Ray to the mike to spill the mad wordage “Civilization” the band books spots thru this love story in top fashion. Already a heavy item on many an op’s machines, the ditty as offered by this pop crew is well loaded with possibilities. On the flip with “Those Things Money Can’t Buy”, the lad does a double take to show chimp, Marcy Lutes running thru this moon-in-June piece. Gal’s pipes are effective and make for pleasant listening moments. Wordage of the song is in the sentimental vein with the title of the ditty coming in for the story material. Always a strong feature, this duet by McKinley may well be used for added phonos play.

Love For Love  
“Golden Earrings”  
Anita Ellis  
(Mercury 302)

● The sultry voiced talents of Anita Ellis spills here to offer ops a load of coin play. Piping the beautiful wordage to “Love For Love”, a number you’re bound to be featuring in the very near future, Anita shows her top vocal charm in effective fashion. The gal’s sweet pip ing should draw loads to your phonos, with the catchy wordage of the song stacking up heavily too. A heavy ballad as the wax stands, Anita’s pitch is framed excellently by the Earl Hagen orch. On the back with another ditty well loaded with possibilities, the thrust enhances. Orchestra on the platter, Anita offers the stylish wordage to “Golden Earrings”. Bound to get peak play once the paramount fliercher attachment breaks. ops should hop on the bandwagon and get next to this.

Only Records Considered Best Saled To The Requirements Of The Trade Are Reviewed Os These Pages.
"Put Yourself In My Place Baby"  
Claude Hopkins Quartet  
(Rainbow 10036)  
- Pair of sides which ops may find of advantage are these offered by the Claude Hopkins Quartet and done up in low, splendid moods that count. With Chimp Rena Cornell it was the wailing wordage to "Put Yourself In My Place Baby" and "Two Loves Having A Platter". Rena stacks up as one which ops can use as exceptional fillier material. Top deck spin in slow mellow tones, with the thrush piping pretty throughout. For the flip, Rena offers easy listening time with the pleasant 'Two Loves Having A Platter' The subdued instrumental tones of the Hopkins four round out the side in merry fashion.

"I'll Dance At Your Wedding"  
"That's All I Want To Know"  
Helen Forrest  
(MGM 10095)  
- Excellent vocal performance by chimp Helen Forrest rates heavily here as the thrush steps out to do a tune you're bound to go for in a big way. Sweeping her pipes in pretty manner to the smooth tones of the piano, I'll Dance At Your Wedding" and "That's All I Want To Know". Helen lends the ditty a mood of light simplicity that should meet with wide favor among operators from coast to coast. With the Harold Mooney orchestra backing the canary, the platter gets an extra added dose of buffalo. On the flip with a piece of star-gazing music, the thrush adds to her brilliant top-side rendition by wailing the charming wordage to "That's All I Want To Know". The gal's quiver goes a long way toward making this disk one which ops will want to feature.

"Baby Boogie"  
"My How The Time Goes By"  
Elliot Lawrence Orch.  
(Columbia 37954)  
- Up and coming young orkster Elliot Lawrence has a deck here which is bound to have phones fans throughout the nation hopping mad. Titled "Baby Boogie", maestro Elliot showers vocalist Roz Patton to the mike to wall the cute diaper wordage. With Roz repeating the baby talk in brilliant fashion, and some wonderful off-beat music by the Lawrence crew, the deck is one which beckons a load of orders for the Patton gal, one of the better chirs around town. On the flip with the popular "My How The Time Goes By", Roz teams with ballader Jack Hunter to pipe thru this pleasant father-time ditty. Orchestral support rates heavily here with the theme of the song offered in stylish tones that match the vocal rendition. Music ops are bound to want to grab this platter too hop to it.

"Summertime"  
"Write Me A Letter"  
The Ravens  
(National 9038)  
- Riding heavily on the peak success they scored with their sensational rendition of "Ol' Man River", this flip and coming combo get together here to knock out another potential coin winner in the person of the oldie "Summertime." The tremendous power of the standard itself, coupled with smash vocal harmonizing in the top-notch manner The Barons gave out with it, should have this disk spinning like mad. Deep bass voice in the lead grabs the call to glory, while the rest of the group chime in for the melody phrasing. Ditty as offered here is bound to start the mob trying to repeat them, which in itself is a sure fire indication of this group's popularity. On the flip with more mellow rhythm, the vocal four pitch pipes to come up with "Write Me A Letter" It's the splendid tones of harmony that stack up here with the combo riding thru in top fashion. Wordage echoes the title, while a heavy beat furnished by the combo. For sure coin in the phonos—next to "Summertime."

"Those Things Money Can't Buy"  
"Now He Tells Me"  
King Cole Trio  
(Capitol 15011)  
- Popular King Cole Trio trickle thru to score with this prize package of wax. Maestro Nat tops the keyboard to wall the mood set up by "Those Things Money Can't Buy" on the top deck. A plug ditty ops should watch. Nat tells of those simple things in life, with the title coming in for the bill of fare. Good of the song is set in slow swaying manner, with the combo's terrific styling adding loads to the disk. On the flip with a cute novelty stunt, Nat comes up with "Now He Tells Me". Nat walls of that character who's always late in fast mellow timing. Piano tricks, flavored with a guitar spot go a long way to making this side a potential coin winner. The heavy popularity of the Cole Trio should make this hunk of wax a strong item for the phonos.

"Christmas Kiss"  
"Exactly Like You"  
Hollywood Tri-Tones  
(Aristocrat 701)  
- Pair of sides which ops may find of excellent use are these offered in pleasing manner by the Hollywood Tri-Tones. Top deck, labeled "Christmas Kiss" makes for easy listening and should go a long toward keeping your Xmas play. Musical rhythm the group make is rendered in excellent manner. On the flip with the standard "Exactly Like You", the Tri-Tones come back again for more top notch rhythm patterns. Both sides stack up for a fair shot on the phonos and deserve your listening time.

"Merry Christmas, Baby"  
"Lost In The Night"  
Johnny Moore's Three Blazers  
(Exclusive 254)  
- Oh can these kids make music! The stylish tones of piper Charlie Brown, coupled with instrumentation by Johnny Moore and guitar as well as operators on bass give this deck titled "Merry Christmas, Baby" a rousing sendoff. With Charlie's forlorn reeling out of the bass while the deck stacks up as a strong item for the Xmas sets. On the flip, the group gather to knock out some more stuff that should meet with wide approval in those race spots. Mcro is low and sweet, with the trio knocking out some beautiful rhythm patterns. Get next to this duo for a heavy whirl on the phonos.

"The Thing You Left In My Heart"  
"Palomino"  
Herb Jeffries  
(Exclusive 23x)  
- Herb Jeffries, of "Basin Street" fame knocks out this plaintive piece in top notch vocal manner to rate a nod from this corner. Labeled "The Thing You Left In My Heart", Herb's tender tenorship in splendid strains while the wonderful instrumentation by the Buddy Baker ork makes for a back-ground. On the flip with "Palomino", Herb continues with a western theme to render more wax aimed at the phonos. Ditty spins in slow metro with Herb's pipes wailing this tender saga. Ops are bound to remember the success Herb had with "When I Write My Song"—this duo deserves more of the same.

"Pasta A Fusola"  
"When You Were Sweet Sixteen"  
The Park Avenue Jesters  
(Click 100)  
- Hank of wax aimed at those spots that go for this brand is well loaded with possibilities to score in a big way. It's the Park Avenue Jesters singing and playing this Italo styled tunes labeled "Pasta A Fusola". With the wax message weaving around the title, and the band joining in to top off the pandering effect the deck might be one to come in for a heavy push this Christmas. The combo offers a double take to show piper Bob Mann wailing the simple wordage to "When You Were Sweet Sixteen". Herb's vocal is effective and should go for those in intimate spots. In case you're to "Pasta A Fusola"—it's that cute.

Only Records Considered Best Suitied To The Requirements Of The Trade Are Reviewed On These Ages.
BYRDE'S EYEVIEW
ROUND THE WAX CIRCLE
by Byrde Gove)

As the Second Annual Music Poll of the Automatic Music Industry of America draws down to the last few weeks, this ink stained character find himself besieged with demands for reading reviews and booking houses. As a matter of fact, a theatre manager called this past week wanting to know the standing of one artist he was contemplating booking. The most outstanding facts the poll reveals is that Eddy Howard seems to have taken the nation by storm. Perry Como continues to hold a commanding lead over the ever-popular Bing Crosby. Note the position of younger Vic Damone. The Andrews Sisters seem a sure bet, altho at press time, votes continued to pour in for the Murphy and Dinning Sisters. The balance of the categories continue to remain in the air, with a hot fight ensuing between the Mills Brothers and the Ink Spots. Once again ops are advised to vote and choose their best artists and records of the year. This poll is your poll —the music operators of America.

Lotsa talk in the record biz of big things destined to happen despite the Petrillo edict. Most artists have remained calm, with several even signing new talent. Practically all claim that they will remain in business, with a tremendous backlog of records just waiting. Juke box ops point out that they, as one of the largest buyers of records, will continue to supply good music come storm and thunder. (We heard of a machine playing “Peg O’ My Heart” during the recent Florida hurricane. The phone was still playing as it reached Trinidad)

Jim Martin, Chicago distribr for Manor Records wites an order of 3000 for Savannah Churchill latest “Is It Too Late” ... wire followed by another for an additional 6000 ... Jay Thornton, newly appointed sales promotion manager for London Records off to the Windy City for distribr conference ... the London plattery also announces the opening of sales and display rooms for phone ops in New York ... Ted Wrems cancelling a week of one-niters, following his current stint at the New York Strand so that he may cut some Mercury record dates ... Send a birthday greeting to Jo Stafford (Nov. 12). ... Irving Ashby joins the King Cole Trio replacing Oscar Moore. Nat and his crew open the New York Paramount this week ... Peggy Lee gets a warning note from the medics to take it easy ... Monica Lewis’ first for Decca getting rave notices ... Ya oughta get a gander at the Jimmie Nimn band — the kid’s sensational ... Dinah Shore week went off with a bang we hear ... Dennis Day in the pubbery biz via his Patmar Music, with offices in Hollywood ... All the talk about Leo Pieper. A match for disks ... Savoy Records hit with Paul Williams and ‘Hastings St. Brinna’ in the making ... Woody Herman hot after Bill Harris, jazz trombonist superb ... Marjorie Hughes leaving the Frankie Cate crew ... What’s with this Form-Eigen feud ... Colliers mag featuring a story on Decca Records proxy Jack Kapp ... Billy Butcherfield cutting his oaks down to six platters ... The story that Johnny St. Ring and Franey Lane won em at the Pennsylvania Hotel (NY) ... ditto Guy Lombardo at the Roosevelt Grill ... Shep Fields first Musicraft disks scheduled for early release. Shep will come back with more rippling rhythm ... Star in the making — Vic Damone. You can peg the lad for a sure ride to stardom. His platters are spinning on virtually every phone in the nation.

... THE MOST GORGEOUS VOICE THIS SIDE OF HEAVEN ... sings the song America’s Juke Box Operators requested ...
NEW YORK—The results of a survey, conducted by The Cash Box among leading record manufacturers throughout the nation disclosed that juke box operators were being advised thru local distributors to "have no fear of being caught short during the forthcoming record ban."

With recording companies working around the clock making discs, the survey further revealed that a majority of the recording companies would have enough records on hand to last well over two years. Several recording executives disclosed that the bulk of their talent roster had been cut as much as six hours per day for the past few weeks.

Not only are the majors hurriedly rushing recording sessions, independent record manufacturers, whose position is much more precarious than that of the majors, are also working well into the night. Many independents have publicly stated that they are searching for talent. The growing talk among Indies of 'bootleg' records, illegal recording practices and the like, has led many in the disk biz to believe that should these independent manufacturers actually proceed with these illegal practices, the American Federation of Musicians (AFM) would, at a later date, revoke their recording licenses.

Most record manufacturers view their position with avid calm, albeit the impending record ban looms as one of the most important rulings to hit the recording industry in a great many years.

It was learned that record distributors were advising juke box operators, whose very existence depends upon the availability of records, that an adequate supply of material would be on hand whenever requested.

Record distributors have been assured by recording companies that they would continue to receive normal shipments. As yet, there has been no talk of allocating records, as was the practice during the war years.

Music publishers, also vitally affected by the ban are turning out songs far in advance of their needs. It is well to note that the music publishing business will become a much more competitive business in view of the recording ban. Publishers will be vying for those highly important records more than ever before. With records rapidly becoming a very valuable means of exploiting a song, those publishers who can obtain record and motion picture affiliations will find themselves in a much better position than the smaller music publishers.

Juke box operators, nevertheless, appear certain to remain one of the largest buyers of records. They will continue, of necessity, to buy large quantities of records and continue to present to the entire music world, one of the better promotional mediums.

The small retail record shop, it is pointed out, depends largely upon a turnover of popular material, whereas the juke box operator must continue to replenish his machines with new songs, regardless of their variety.

Also of far reaching importance is the tentative alignment between members of the National Association of Broadcasters, FM groups, television men and recording companies.

Meetings conducted during the past week brought forth the appointment of several heads of recording companies to supposedly represent the record industry. Whether these men selected will be given a free hand in representing the many independent platteries throughout the nation is not known at this point, although members of the committee have been in conference with Jack Pearl, chairman of the Phonograph Record Manufacturers Association (PRMA). PRMA represents about twenty of the Indie firms.

The alliance of record execs with NAB, television groups etc., is easily understood since those factions of the industry are also affected by the Petrillo edict.

Juke box association leaders, in meetings throughout the nation, discussed the ramifications of the Petrillo edict. General opinion expressed by most was that the threatened ban would have little or no effect upon the juke box industry. As one well noted association executive stated, "We'll continue to buy 'records, even if they are made in Hindustan.'

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.
Indies Shoot for Big Time

Point to the "Peg", "Near You", "How Soon" as Examples of '47 Indie Successes

NEW YORK — Every independent diskery in the nation is shooting for the "Big Time" with the '47 backlog of successes to the credit of such firms as: Vitacoustic's "Peg O' My Heart" recorded by The Harmonicats; Bullet's "Near You" with Francis Craig and Tower's rendition of "How Soon" with Jack Owens.

New and old tunes are being picked up from publishers and are being carefully studied for possibilities.

The indies are trying for new ideas and new styles. They are urging song writers to come in on something new and different.

At the same time the search is on among the highways and byways of the nation seeking tunes which have been played for many moons in the juke boxes of the nation and which have never been given national popularity.

Many such tunes were picked up in former years in the south and south west country from juke box ops who continued to feature them in their boxes while the rest of the nation had never heard of them.

With the indies actually going into hock to prepare as many masters as they possibly can before the December 31 deadline it will be extremely interesting to note in the forthcoming period whether there will be other tunes which can be likened to the "Peg"; "How Soon" or "Near You" and also whether they can reach the same proportions of national success.

In the meantime the diskers are going on ahead. They claim, "The majors are watching us and stepping into everything we make which they believe has any possibilities."

Regardless of the tunes now clicking, as started off by the indies, there are a great many more on tap, these recorders claim, which will even exceed anything they have so far presented.

From coast to coast the indie diskers are extremely confident that in '48, just as in '47, they are going to start the ball rolling with new tunes of national prominence and with new ideas which will bring the big sales their way.

One important factor which has led the indies to greater prominence is their close cooperation with the juke box operators throughout the nation. The majority of them pay their first attention to distribution thru juke box people and then follow thru to the retail markets. They have found this to be extremely successful and are continuing to appoint well known coin firms to handle their disks.

Francey Lane Rushed to Hospital

NEW YORK — Francey Lane, ace vocalist with the Johnny Long orchestra, now appearing at New York's Pennsylvania Hotel, was rushed to the Flower Hospital, the Cash Box learned late this past week.

It was reported that Miss Lane is in critical condition. Bandmen of the Long org have already given the vocalist four blood transfusions.
**McKinley - Majestic**

**Hassell Complicated**

NEW YORK—Ray McKinley’s decision to leave Majestic Records and take advantage of a 30 day cancellation clause in his contract has since involved many complications it was learned this past week.

McKinley claims that Majestic has not lived up to its contract so far as production and promotion is concerned.

Meanwhile Majestic claims that it has lived up to its contract, and that they have carried out all obligations to the maestro. The platter points out that it has spent considerable time, money and efforts in establishing McKinley as the name orchestra on records, and doesn’t intend to see those efforts fall by the wayside.

It was reported that if McKinley sets another recording deal, the disc jockey’s attorney would institute action. McKinley’s current contract runs into 1948.

**Owens Plays “How Soon”**

CHICAGO — Latest balladette to gain fame and nationwide attention via the indie record label and juke box route is Jack Owens, Tower Records star, and featured artist on the Windy City “Breakfast Club”.

Jack is pictured above guesting at the Webb Distributing Company, local distributors for Rock-Ola phonographs.

His recording of “How Soon” has reached a prominent spot on the nation’s phonos with sales charts showing that the platter is steadily climbing.

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**HELEN FORREST**

_**Humming to**_ **BOB HOUSTON**

_Helen Forrest_  
_A Orchestra conducted by Hugo Winterhalter_  
_A TUNE FOR HUMMING_  
_SERENADE OF THE BELLS_  
_M-G-M 10091_  

_Helen Forrest_  
_A Orchestra conducted by Harold Mooney_  
_I’LL DANCE AT YOUR WEDDING_  
_THAT’S ALL I WANT TO KNOW_  
_M-G-M 10095_  

**AND THREE MORE NEW M-G-M HITS**

- **ART MOONEY**  
  _and his Orchestra_  
  _PAPA, WOULDN’T YOU DANCE WITH ME?_  
  *(from “High Button Shoes”)*  
  Vocal by the Calli Sisters  
  **IF IT’S TRUE**  
  Vocal by Bud Ross  
  _M-G-M 10092_  

- **THE KORN KOBBLERS**  
  _DARDANELLA_  
  _IF YOU’RE CHEATIN’ ON YOUR BABY_  
  _Vocal by Eva Young and The City Squares_  
  _M-G-M 10093_  

- **BOBBY GREGORY**  
  _and his Cactus Cowboys_  
  _SHE’S ONLY A MOONSHINNER’S DAUGHTER_  
  _KICKIN’ MY LOVE AROUND_  
  _M-G-M 10094_  

**M-G-M RECORDS**  
_THE GREATEST NAME_ **IN ENTERTAINMENT**

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Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
FOOL THAT I AM
Dinah Washington (Mercury)
On top for the fifth straight week. A smooth coin caller.

RED TOP
Gene Ammons (Mercury 8046)
Repeats its position of last week with a load of new listeners.

WALKIN' WITH SID
Arnett Cobb (Apollo)
Ole pop this one high. Retains its hold on third place for the second straight week.

MY MOTHER'S EYES
Nellie Lutcher (Capitol 40042)
In fifth place a week ago, this great Lutcher ditty jumps one notch to grab the fourth spot.

EARLY IN THE MORNING
Louis Jordan (Decca 24155)
In sixth place last week, Jordan moves up one more to grab onto the fifth spot.

NEAR YOU
Francis Craig (Bullet 1001)
Slowly play of this one everywhere. Continues to climb.

EAST SIDE WEST SIDE
Charley Barnet (Apollo 1084)
On the bottom last week, this novel Barnet ditty moves up a few to move into seventh position.

TRUST IN ME
Hadda Brooks (Modern 150)
In fourth place last week, this great tune by Hadda Brooks drops off to the eighth spot here.

TRUE BLUES
Roy Milton (Specialty 510)
In eighth place last week this plug ditty drops one as it moves into ninth place.

BIG LEGS
Gene Philips (Modern 20-527)
On the bottom after a sensational rise, she still continue to go for this one in a big way.

Herb Jeffries with BUDDY BAKER and his orchestra
'Palomino'
'The Things You Left in My Heart'
POPULAR SERIES NO. 23-X

Frances Wayne with NEAL HEFTI and his orchestra
'Honeysuckle Rose'
'Cheatin' on Me'
POPULAR SERIES NO. 24-X

Johnny Moore's 3 Blazers
'Merry Christmas Baby'
'Lost in the Night'
MASTER SERIES NO. 254

Joe Liggins and his HONEYDRIPPERS
'Little Willie'
'Think of Me'
MASTER SERIES NO. 252

Doye O'Dell
'Bath Tub Blues'
'I'm Not Foolin' Now'
WESTERN SERIES NO. 25-X

The Cash Box, Automatic Music Section
Page 20
November 15, 1947
Owens Guest At Rock-Ola Phono Show

CHICAGO—Jack Owens of "How Soon" fame was guest of honor at the Rock-Ola phonograph at the Rock-Ola phono show of Webb Distributing Co., this city. From left to right are: Fred T. Webb, Buster Nordwall, well known Elgin, Ill, juke box op, Elmer Brady of Webb Distributing, Mrs. Nordwall with autographed disk of "How Soon," Jack Owens and Irv Webb. Jack Owens is reported to have almost developed writer's cramp autographing his "How Soon" disk for the many ops who attending this showing of the new Rock-Ola phonograph.

Cedar Rapids, la.

1. NEAR YOU (Andrews Sisters)
2. WHEN YOU WERE SWEET SIXTEEN (Elvis Presley)
3. SMOKER, SMOKER (Tex Williams)
4. NEEDIN' A FRIEND (Bobby Vee)
5. SMOKER, SMOKER (Laurence Welk)
6. WALKIN' WITH THE MAMMIES (Elvis Presley)
7. LORD KNOWS I'M SORRY (Elvis Presley)
8. YOU'RE ON THE MIND (Tex Williams)
9. Oh, WHY DO I LOVE YOU SO (Tex Williams)
10. YOUR MAJOR PAIN (Elvis Presley)

Kingman, Ariz.

1. NEAR YOU (Andrews Sisters)
2. WHEN YOU WERE SWEET SIXTEEN (Elvis Presley)
3. SMOKER, SMOKER (Tex Williams)
4. NEEDIN' A FRIEND (Bobby Vee)
5. SMOKER, SMOKER (Laurence Welk)
6. WALKIN' WITH THE MAMMIES (Elvis Presley)
7. LORD KNOWS I'M SORRY (Elvis Presley)
8. YOU'RE ON THE MIND (Tex Williams)
9. Oh, WHY DO I LOVE YOU SO (Tex Williams)
10. YOUR MAJOR PAIN (Elvis Presley)

Columbus, Ga.

1. MICKEY (Ted Weems)
2. I WONDER WHO'S KISSIN' HER NOW (Perry Como)
3. LADY FROM 29 PALMS (Andrews Sisters)
4. NEAR YOU (Andrews Sisters)
5. SMOKER, SMOKER, SMOKER (Tex Williams)
6. BLUE PLATE BOOGIE (Louis Jordan)
7. REAL GONE GUY (Nellie Lutcher)
8. MOVE IT ON OVER (Cowboy Copas)
9. BIG LEGO (Gene Philips)
10. PEG O' MY HEART (Harmonists)

Canton, Ohio

1. NEAR YOU (Francis Craig)
2. SMOKER, SMOKER, SMOKER (Laurence Welk)
3. WISH I DIDN'T LOVE YOU SO (Tex Williams)
4. COME TO THE MARDI GRAS (Fredy Martin)
5. HAVIN' A FLUTTERING (Perry Como)
6. WHY, WHY, WHY (Tex Williams)
7. WISH I DIDN'T LOVE YOU SO (Tex Williams)
8. COME TO THE MARDI GRAS (Fredy Martin)
9. WHY WOULD I LOVE YOU SO (Tex Williams)
10. YOUR MAJOR PAIN (Elvis Presley)

Woodburn, Ore.

1. NEAR YOU (Andrews Sisters)
2. FELLIN' IN LOVE (Tex Rumble)
3. SMOKER, SMOKER, SMOKER, WALK (Laurence Welk)
4. WALKIN' WITH THE MAMMIES (Elvis Presley)
5. LORD KNOWS I'M SORRY (Elvis Presley)
6. SMOKER, SMOKER, SMOKER (Laurence Welk)
7. OH BOY (Tex Williams)
8. OH BOY (Tex Williams)
9. OH BOY (Tex Williams)
10. OH BOY (Tex Williams)

Joliet, Ill.

1. NEAR YOU (Francis Craig)
2. WHEN YOU WERE SWEET SIXTEEN (Elvis Presley)
3. I HAVE BUT ONE HEART (Elvis Presley)
4. OH BOY (Jack Owens)
5. SMOKER, SMOKER, SMOKER (Laurence Welk)
6. WISH I DIDN'T LOVE YOU SO (Tex Williams)
7. TOO FAT POLKA (Arthur Godfrey)
8. OH BOY (Tex Williams)
9. LADY FROM 29 PALMS (Fredy Martin)
10. KATE (Elvis Presley)

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

"All Aboard For Oklahoma"

Spade Cooley
(Victor 20-2552)

- Garnering this featured spot this week is the great Spade Cooley crew, as they step up to offer a pair you'll definitely want to show in the phonos. Top deck titled, "Tailor Made Baby" tells of that gal that's just right, with the crew giving the ditty loads of flavor throughout. On the flip with more choo choo stuff in "All Aboard For Oklahoma", the Spade Cooley crew once again make mel-o-low rhythm to the setting of this happy affair. Wordage tells of that fine state, while the rhythm balance offered comes thru in fine style. You'll go for this deck in a big way—latch on to it pronto!

"That Wild And Wicked Look In Your Eye"

"Save The Alcohol"

Larry Cassidy
(Capitol 40058)

- Pair of sides by the capable Larry Cassidy spin as effective material for your phonos. With Larry spilling the cute wordage to "That Wild And Wicked Look In Your Eye", the deck stacks up highly in these orbs. Music ups may feature this in their dance and quiet spots alike, with excellent results in the offering. On the flip with "Save The Alcohol", Larry wails a sermon with the title giving off the bill of fare. Where they go for Larry Cassidy—they'll hold still for this.

"Brushy Mountain"

"Down Town Boogie"

The Milo Twins
(Capitol 40049)

- Rapidly rising as a featured name in spots throughout the nation, The Milo Twins offer a platter here that definitely deserves your listening ear. With the mood of the top deck, labeled "Brushy Mountain" in the deep and sorrowful tones of pathos, the Milo boys come thru with some wonderful vocal styling to garner an orchid here. On the flip with more mellow music in another world, the boys walk "Down Town Boogie". This deck, featuring a very fast clipped vocal shows as one which dancers and listeners are bound to go for. Both sides stack up for a load of play in mountain spots.

"How Will I Explain About You"

"Blue Grass Special"

Bill Monroe
(Columbia 37060)

- Popular Bill Monroe and his Blue Grass Boys got together here to offer a platter that you're bound to want to feature. With Bill joining Lester Flatt for the vocal work on the top deck, the disk spells coin play. Wordage weaves around the title, as the boys explain a dormant love affair. On the flip with an all instrumental bit in "Blue Grass Special", the crew knock out a number replete with fine banjo, mandolin and fiddle work that is bound to set the pace at the cross roads store. A top deck by Monroe—whirl 'em.
I'LL HOLD YOU IN MY HEART
Eddy Arnold
(Victor 20-2332)

MOVE IT ON OVER
Hank Williams
(MGM 10033)

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

FAT GAL
Merle Travis
(Capitol 40026)

SIGNED, SEALED AND DELIVERED
Cowboy Copas
(King)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

NEW BROOM BOOGIE
Al Dexter
(Columbia 37594)

EASY ROCKIN' CHAIR
Eddy Arnold
(Victor 20-24811)

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

3 - ONE BABY
Cliffie Stone
(Capitol 40081)

SMOKE, SMOKE, SMOKE
Tex Williams
(Capitol 40001)

Getting Terrific Action!

"A TUNE FOR HUMMING"
"MY BLUE HEAVEN"

"THE CHRISTMAS SONG"
"DEAREST SANTA"

"KATE"
"ON THE AVENUE"

"AN APPLE BLOSSOM WEDDING"
"BLUE TAIL FLY"

"RAGTIME COWBOY JOE"
"ON THE OLD SPANISH TRAIL"

Cash in on America's Number 1 Juke Box Attraction—

Spot these HIT Majestic RECORDS in your machines.
The Leaders
ON THE NATION’S JUKE BOXES

with "WHITE CHRISTMAS"
current release "SINCERELY YOURS"
on DECCA RECORDS

DINAH WASHINGTON

with "FOOL THAT I AM"
current release "SINCERELY YOURS"
on MERCURY RECORDS

THE RAVENS

with "OL’ MAN RIVER"
current release "SUMMERTIME" • "WRITE ME A LETTER"
on NATIONAL RECORDS

EDDIE VINSON

with "OLD MAID BOOGIE"
current release "LUXURY TAX BLUES"
on MERCURY RECORDS

DIRECTION:

Universal Attractions

347, MADISON AVENUE • NEW YORK, N.Y.

The Inkspots

since I fell for you
Annie Laurie
(Decca 1025)

THRILL ME
Roy Milton
(Speciality 518)

BELL BOY BOOGIE
Todd Rhodes
(Vocalistic)

DON'T TAKE YOUR LOVE FROM ME
Hadda Brooks
(Mahone 152)

CHANGEABLE WOMAN
Johnny Moore
(Exclusive 251)

EARLY IN THE MORNING
Louis Jordan
(Decca 24155)

THE WILDEST GAL IN TOWN
Billy Eckstine
(MGM 10069)

DON'T YOU THINK I OUGHT TO KNOW
Hadda Brooks
(Modern)

THE WILDEST GAL IN TOWN
Billy Eckstine
(MGM 10069)

BIG LEGS
Gene Phillips
(Modern 20-527)

RED TOP
Gene Ammons
(Mercury 20604)
NEW YORK—The idea of a two minute recording has swept the juke box industry like wildfire.

This past week The Cash Box was in receipt of letters and phone calls acclaiming the suggestion (originally made by E. F. Pepper, juke box op of Hereford, Tex.) and urging that this publication go all out in a campaign to get every one of the record manufacturers to start making these as soon as possible.

One leading juke box regional director who visited the offices of The Cash Box this past week to acclaim the two minute recording stated, "This is the best answer to the music operator profit from his present equipment. Everywhere I've traveled in my territory the music ops are talking about the 2 minute record and all believe that $1 or so extra which they can earn each day would be the answer to their present high overhead problem. This, therefore, would show them a profit without the necessity for cutting their present commission set-up which meets with much competition from the location owners. All the music men are acclaiming The Cash Box for this idea and asked me to personally thank all of you at this publication, and to urge you to go on with a campaign to get the record manufacturers to make two minute disks."

The two minute disk offers the possibility of earning at least $1 more for the two hour peak play period which is enjoyed by the average location. It means that 30 records will play each hour instead of only 20. And this means that during these heavy two hours of peak play in the average location the operator will earn $1.50 per hour as against the present $1 per hour he is now taking in. This means $1 more for the two hour play period sufficient in itself to cover his overhead cost.

It also means that he can earn at least $5 more per week and will have, as tests have indicated, at least a 20 per cent overall increase during the week, which means 20% more money in each juke box he owns. This difference, even if he continues on a 50%/50% basis with the location is enough to show him a way out of his present high overhead problem and therefore bring him better profits without disturbing the location owner.

Also, as has been indicated by one record manufacturer who has already produced two minute disks, the quality of the tune is not hurt. In fact, this manufacturer stated, "If anything, we believe that it has actually helped the rendition of the song and will, to our way of thinking, better impress the players of juke boxes for the music is not only better arranged for speedier play but with the grooves cut wider to take care of the lower number of grooves now required on the ten inch record for a two minute recording, better tone quality results."

Those operators who have studied this suggestion are all enthusiastic over what it means to them and to increasing profits from their equipment. Many, as stated in letters written to The Cash Box, "We believe that this is the best suggestion which has yet been offered to the entire juke box business to show the operators the way to better profits."

One noted distributor said, "There is every reason to believe that the two minute record will certainly be of tremendous benefit to all concerned with the juke box business. It absolutely points the way to better profits. That extra $1 or more each day which the operator will earn is the answer to being able to continue in business on a profitable basis. It means that he will be able to pay for his equipment so much faster and will be able to cover all of his spots with new machines."

Operator after operator has come in with great compliments for the suggestion. One very well known western music op wrote, "Your idea is absolutely splendid. Everyone I've talked with out here agrees with the idea of 2 minute recordings. We all believe that it is just what we need to assure us better profits from this business. In fact, some of the operators out here claim that it will save the entire industry.

"We also feel, tho, that The Cash Box, because it has been the leader in all the great and worthwhile causes for this industry, should be the one to urge every record manufacturer to start making two minute recordings because of what this means to the entire juke box industry from a profit standpoint."

Many recording firms feel that this may open wide the portals to one of the greatest record sales eras. It will be able to replace huge stocks of records now on hand.

As one of these men said, "The idea of the two minute record may mean a sales boom to the recording industry of many, many millions of brand new records for years to come."
FEDERAL LEGISLATION LOOMS IN THREATENED RECORD BAN

Rep. Hartley To Resubmit Measure Barring Labor 'Monopolies' If Recording Halt Stands

CHICAGO — As speculation concerning alleged preliminary action on the part of Federal agencies vitally interested in the impending recording ban mounted this past week, Rep. Robert B. Hartley, Jr., Republican, of New Jersey stated that Congress will be asked to prevent James C. Petrillo, president of the American Federation of Musicians, from halting production of phonograph records.

Rep. Hartley, co-author of the Taft-Hartley Law, said one way to prevent Mr. Petrillo from following thru with his intended halt of recordings, would be to make labor unions liable under the Clayton and Sherman Anti-Trust Laws for acting in restraint of trade, in the same manner as business firms are now liable.

In addressing the annual convention of the Super Market Institute, Rep. Hartley stated, "If Petrillo persists in his announced intention of halting the making of recordings, I am going to propose the reintroduction of Title No. 3, of the original Taft-Hartley bill as passed by the House."

"This part of the bill made anti-trust laws applicable to labor monopolies as well as to business monopolies," he continued.

He explained that this provision, though passed in the House of Representatives by a vote of 3 to 1, had been deleted in a conference of House and Senate proponents of the bill because it had been feared the measure would not gain the support of the Senate.

It has been reported in music circles that several Federal agencies have been anxiously awaiting definite action on the part of the AFM, which would mean that if any action were planned, those agencies concerned would wait until Jan. 1, 1948 before taking any steps to prevent any disruption of production in the recording industry.

Aroused protests continued to pour into trade circles, from various groups of businessmen directly affected by the planned recording ban. It is well to note the position of the small retail record shop, who depends largely on the rapid turnover of popular records. Alto platters throughout the entire nation have stated that they will continue to produce an equal amount of popular recordings, an influx of oldies and standards of years gone by is seen. Several manufacturers point out that they will not "flood" distributors with old releases.

One well noted plattery executive, in speaking of several of the ramifications of the Petrillo edict, stated, "Above all, we plan on keeping faith with our distributors. At no time will a distributor be forced to take 'substitute' recordings. We have notified all branch distribution offices that the same policy is to be carried into effect, with music operators and retail buyers."

Other record officials have shown new promotional plans aimed in particular at the automatic music merchant. Said one in speaking of these plans, "We fully realize that the music operator represents one of our largest buyers of records, not only today in view of the impending recording ban, but he has always. As a matter of course and promotional policy in hyping sales during the recording ban, exceptional favor will be tendered in the direction of the music op. We plan on carrying thru with this policy regardless of whether Petrillo goes thru with his intended halt or not."

From all indications, most dealers in the recording business believe that the seriousness expressed in the threatened ban does not exist, altho the effects of same, take in many business enterprises and affect a very large portion of labor.

ROY's Hottest Record

"THRILL ME"
and
"Big Fat Mama"
Specialty SP518

MILTON'S MONEY MAKER

"TRUE BLUES"
and
"Camille's Boogie"
Specialty SP510

SPECIALTY'S NEWEST STAR

JIMMY LICCIOS
on
"I CAN'T STOP IT"
and
"TROUBLES GOOD-BYE"
Specialty SP520

Please mention THE CASH BOX when answering ads—It proves you're a real coin machine man!
**Nat Cohn Named East and Export Signature Distrib**

**NAT COHN**

NEW YORK—Bob Thiele, president of Signature Records, announced this past week the appointment of Nat Cohn of Modern Music Sales Corp., this city, as distributor for the Signature label for the states of New York, New Jersey and Connecticut as well as for all export sales.

Nat is well known to the entire juke box industry being one of the very first record distributors to be directly connected with the coin machine field. Many years ago, when the juke box was as yet in its infancy, Cohn foresaw the value of having the very latest disks on hand for the juke box operators and built up one of the most outstanding record sales departments in the nation.

His record department became so large at one time that it took up most of the room of this firm's large quarters on Tenth Avenue here. In fact, it was jokingly stated at the time, some years ago, that there was more room being used for records than for the carloads of juke boxes which the firm were constantly receiving.

In regard to his new appointment as distributor for Signature Records Cohn stated, "We are going to announce within a very few weeks one of the greatest surprises in the entire juke box trade. We believe that everyone will welcome this announcement with open arms. Not only are Signature Records known for their quality and the quality of their artists but they will very soon be known to all the juke box industry for their great cooperation to the field."

Thiele, in announcing Cohn's appointment stated, "We believe that we are now on the way to one of the greatest sales years Signature Records have ever enjoyed. We have many surprises on the way which will soon be announced to all the juke box industry."

---

**Exclusive Distributors**

in N.Y. - N.J. & CONN.

for

TOWER RECORDS

The Nation's Newest Hit!

"HOW SOON"

by JACK OWENS

Eddie Balentine Orch

TOWER RECORD No. 1258

MAJOR DISTRIBUTING CO.

New York

Brooklyn

552 W. 42nd St. • 106 DeKalb Ave.

---

**"HOW SOON"**

is Creating the #1 sensation

Right Now!

**WRITTEN* AND RECORDED BY**

**Jack Owens**

CRUSING CROONER OF DON McNEILL'S BREAKFAST CLUB

on TOWER RECORD

No. 1258

Another Baby Added to the Owens Family of Hits

"CYNTHIA'S IN LOVE"

"HUT SUT SONG"

"HI NEIGHBOR"

Thanks A Million —

OPERATORS OF PHILADELPHIA

for Choosing "HOW SOON" the "Click Tune For November"

CURRENTLY APPEARING AT

COLLEGE INN HOTEL SHERMAN, CHICAGO

OPENING SOON

ORIENTAL THEATRE CHICAGO

* Lyrics only. Melody by CARROLL LUCAS

Publisher: SUPREME MUSIC

PERSONAL MANAGEMENT AL BORDE 203 N. WABASH AVE. CHICAGO, ILL.
The Cash Box, Automatic Music Section

November 15, 1947

**Rollin' 'Round Randolph**

CHICAGO — The Windy City is just loaded with openings and the like. Russ Carlyle opens at the Martinique to be followed by the Jimmy Palmer Orchestra, George Olsen at the Edgewater Hotel, Lawrence Walk at the Beach Hotel, Lawrence Walk at the Pump Room, Ambassador East; Phil Levant at the Blackhawk, the Shelton Trio at The Oriental Theatre this past week but unable to appear due to illness. Last minute changes were made and Jack Owens stepped in to take over for several shows, then to be replaced by Mrs. Andy Russell . . . Martha Tilton, also at the Oriental, scores a big hit with the new novelty ditty "Light Up The Peace Pipe And Bury The Hatchet". . . We hear that RCA-Victor will wax a couple of numbers by Helen Grayco, the very talented singer with the Spike Jones show . . . Joan Hatt is now doing the vocalizing for Johnny (Scat) Davis at the Kentucky Lounge.

Universal Records comes up with two new discs, Ellen White's unusual version of "Man I Love" and a "visibly rich performance of "Sweet And Lovely" by a large orchestra with Ralph Mariere directing . . . Gene Ammons, Mercury recording star, going over big with the Bobby Sox Brigade. Gene was recently featured in a jazz concert at the Foster School in Evanston. Hazel Scott brings her imitable piano style to town November 9. She will appear at Orchestra Hall, Friday night, November 10th, will find Jack Owens opening at the College Inn for a two week stint. Jack will do his Breakfast Club "Cruising Crooner" act during this engagement . . . Sherman Hayes, proud pappy of a six pound girl born November 1st. Incidentally, Sherman Hayes' own composition, "Out Where The Tall Corn Grows", is now published and five ace recordings are in the works for early release.

Leighton Noble, the orchestra leader, busy building with several recordings over the week end . . . The tune "All Dressed Up With A Broken Heart" looks like a definite click with Buddy Clark, Jack Owens, Bob Houston and Alan Dale all skedded for early release . . . We hear that Orvin Tucker has been booked for a flock of Treasury broadcasts . . . Joe Lyman at the Steak House answering endless requests for that up and coming tune "You Do". Dorothy Shay, the Park Avenue Billie, here for a spell with the Spotlight Revue broadcast opening at the Oriental Theatre. Dorothy's condition of "It Was Just A Friendly Feeling" looks like she'll have another smash on records . . . Harold Hockett, M.C.A. exec. in town for the Coca-Cola broadcast at the Eighth Street Theatre.

Dick Bradley and Jack Owens, both of Tower Records, all smiles due to Jack's waxing of "How Soon" having been selected as the hit tune of the month by the Eastern Pennsylvania operators. Wayne Gregg, who replaced Jack McLean, and who is now holding forth with his ork at the O'Henry Ballroom with an ABC network wire, is scouting for a girl singer to join his crew . . . Ralph Wonders, who popped into town with his Spike Jones attraction, seen dashing around our Windy City.

Eddy Howard packing 'em in at the Aragon Ballroom and receiving lots of requests for "Kate", his new Magnetic number that's clicking so big on the jukes . . . Manager Biggy Levin phone us to tell us how thrilled both he and Eddy are over Eddy's tremendous lead in THE CASH BOX'S Second Annual Music Poll.

Aristocrat Records very pleased over the results of Jerry Abbott's recording session, Evelyn Aron tells us, "Jerry is terrific." The gang at Aristocrat expect big things from him . . . We hear from Jack Buckley of Vitacoustic Records that their "Thank You" party, recently held at the Sheraton Hotel, proved a big success. Jack also talks about Vitacoustic's "Bell Boy Boogie" with Ted Rhodes. This number is climbing up the ladder.

OPS

MAKING

TOPS

The Sleeper of the Week—The Cash Box

October 20th

"Here's a platter which music ops will be playing fifty years hence."

Come Back to Sorrento

For Once in Your Life

Mercury Record—5065

You Do

Angela Mia

Money

Mercury—5056

In Person

Opening Nov. 13

Commodore Hotel, N. Y.

Going Strong

I Have But One Heart

Ivy

Mercury—5053

www.americanradiohistory.com
NEW YORK—Maestro Count Basie, RCA-Victor recording artist is shown signing the contract by which Bregman, Veco and Conn, Inc., will publish all his original music for the next three years. The pact guarantees Basie royalties of $10,000 annually.

Witnessing the signing are left to right: Chester Conn, Jack Bregman and Rocco Veco, top executives of the music publishing firm.

**Apollo Records Name Additional Dists**

NEW YORK—Apollo Records, Inc., this city, announced the appointment of four new distributors this past week, continuing the diskery's drive to line up leading record distributors in every principal city of the nation.

In Los Angeles, Apollo named the Vita Record Dist. Co., under the direction of Mr. L. Mead, to take over the territory formerly covered by Apollo's branch office.

The Apollo label will be distributed in Baltimore, Md., by the Barnett Dist. Co., headed by Nathan Barnett. Territory in Virginia will be taken over by the Dixie Record Supplies of Richmond. The Philadelphia, Pa. area will be serviced by David Rosen, Inc., with Manny Jasan heading Apollo's record promotion.

In addition to making sweeping changes in distribution, the plattery announced that they are proceeding rapidly with their current policy of cutting heavily. Apollo conducted recording sessions in rapid fire this past week, including dates by Lee Richardson and the Luis Russell orchestra, Dean Martin, Three Rips and a Bop, Shirley Moore, Sammy Smith and Harry Reser.

**London Plattery Opens New York Sales Office**

NEW YORK—London Record Sales Co., Inc. announced this past week the establishment of sales and display offices for juke box operators. The sales offices are to be located at 15 West 21st St., this city.

The London plattery also disclosed that their complete distribution set up is now being aligned with distributors throughout the nation.

Mr. Jay Thornton, newly appointed sales promotion manager for the plattery left this past week for conferences in Chicago with mid-western distributors and sales promotion tie-ups.

The first London release, scheduled for November 15, consists of single releases by Gracie Fields, Anne Shelton, Dennis Dennis and Vera Lynn.

The London label, the only imported recording company to operate in this country features full range recording which hitherto had been available only on high priced classical records.

London's full range recording means transferring to wax every sound audible to the human ear.

---

**EDDIE "Mr. Cleanhead" VINSON**

World's greatest blues singer and his orchestra

Exclusive MERCURY Recording Artist

Current Smash! LUXURY TAX BLUES

**"I'M A LONELY LITTLE PETUNIA"**

(IN AN ONION PATCH)

LAWRENCE WEIR—Deco

"TWO TON" BAKER—Mercury

THE HAPPY GANG—Victor-Che.

TOMMY TUCKER—Columbia

HARMONIARES—Embassy

From the House That Gave You "CHOO CHOO CH'BOOGIE!"

RYTOC, INC., 1585 Broadway, New York 19

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Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Music Ops Laud Gala Cancer Fund Jamboree

NEW YORK—More than four thousand music operators and guests crowded into Manhattan Center, New York this past week to witness the gala jamboree sponsored by the New York, New Jersey and Connecticut divisions of Coin Machine Industries, Inc., Damon Runyon Cancer Fund.

The gala event, sponsored in behalf of the Runyon Fund entertained music operators from all sections of the metropolitan area for more than five hours.

Guesting at the show were, among the many, Zippy Lane; Tip, Tap and Toe; Rosalind Paiger; Lidiann Carol; Skitch Henderson; Gordon MacRae; Earle Wilson; Nick Kenny; Art Mooney and his orchestra; Al Bernie, Jack Smith; the Clark Sisters; Johnny Long; Jack Gleason; Bob Huston; Shorty Sherok; Vinny Monte; Tony Barri; Hadda Brooks; The Ravens; Money Amsterdam; The Four Tunes; Larry Vincent and Jerry Jerome and his orchestra.

The New York Jamboree was part of the coin machine industry's contribution to the Damon Runyon Cancer Fund. CMI, Inc., has already turned over to Walter Winchell, chairman of the fund, $170,000 in contributions from members.

Lacy Airs "The Cash Box"

NEW YORK — WINS platter spinner Jack Lacy, continues to draw wide attention to his radio show. Jack is currently featuring many of the music charts in The Cash Box via his air show, and also reports the latest results in the Second Annual Music Poll, currently being sponsored by The Cash Box in behalf of the Automatic Music Industry of America.

Standard Songs are MONEY MAKERS!

"EMBRACEABLE YOU"
FRANK SINATRA—Columbia
TOMMY DORSEY—RCA-Victor
PERCY FAITH—Decca
DINAH WASHINGTON—Mercury
Published by:
NEW WORLD MUSIC CORP.

MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

Operators—
Read what NICK KENNY, outstanding columnist of N. Y. DAILY MIRROR says about the 2 MINUTE — 10 SECONDS RAINBOW RECORD No. 10033 "ROSALINDA" and "OUT OF MY MIND"

By RED BENSON

Nick Kenny Speaking:
HI, UNCLE NICK! This is the Spyder! I just heard a couple of Red Benson's brand-new Rainbow Records in a preview, and brother! The needle-nuts and rug-cutters have a new idol! The former WINS disc jock is a combination of the wax of Red Skelton, Groucho Marx and Vaughn Monroe. I laughed until the tears ran out of my eyes listening to Benson's first platter, No. 10033, which will be released Monday, Nov. 10. I predict that the disc jockeys around the country will spin Benson's Rosalinda platter until they are out of their minds.

ONE OF THE REASONS Jack Smith, the tenor, sounds so happy on his CBS show at 12, p.m. daily is JERRY MUROAD'S HARMONICATS

RAINBOW RECORDS, 156 W. 44th ST., N. Y.
### USE THE "DISC-HITS BOX SCORE" IN SELECTING RECORDS FOR YOUR 20, 24 AND 40 SELECTION PHONOS

THIS DOUBLE PAGE IS PERFORATED FOR YOUR CONVENIENCE—REMOVE AND PUT ON YOUR BULLETIN BOARD

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</tr>
</tbody>
</table>

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### THE CASH BOX DISC-HITS BOX SCORE

COMPILED BY JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY BASED ON WEEKLY NATIONAL SURVEY

**BOX SCORE TABULATION** Compiled on the average availability of recorded products listed on the top 1000 records—listed in order of popularity, including names of song, record number, artists, and on the reverse side.

**CODE**

<table>
<thead>
<tr>
<th>Code</th>
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<tr>
<td>MA</td>
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### November 15, 1947

**THE CASH BOX DISC-HITS BOX SCORE**

**The Cash Box, Automatic Music Section**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Records</th>
<th>Notes</th>
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<tr>
<td>11—That's My Desire</td>
<td>AP:1056—CURTIS LEWIS</td>
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NEW YORK—The drive for new blood is already under way throughout the nation. Distributors of merchandising equipment are using the daily newspapers as well as other publications and doing things in an effort to reach the newcomer.

This past week The New York Times featured advertisements of one well known merchandise machine distributor here offering his equipment to those who wished to enter into the field.

Clippings of other advertisements have also been received. Operators who have been in the field for many years now foresee an era of new blood competition and many of them also feel that the fight will be a bitter one right down to the finish.

One old time automatic merchant said, "They're out for the new blood once again. We had plenty of trouble with the new guys prior to the war. They would come into a town and start right off offering locations anywhere from $100 to $1,000 to get the spot. Then, after they believed they had accomplished the job of getting us kicked out, they would also offer commissions (mind you, in addition to the cash) which simply would mean business suicide."

He continued, "I don't know why we people in the automatic merchandising machine business are always faced with such competition. It seems to me that the manufacturers would now realize that the old time automatic merchant is his best bet. He not only knows where the machine will earn more but also knows how to best take care of the machine so that all the manufacturer gets is compliments and not complaints."

There are many automatic merchants throughout the nation preparing for this avalanche of new blood to enter into their territories and begin to smash present commission agreements as well as upset all location arrangements. These men, according to reports, are all signing legal location contracts with their spots and are attempting, in every possible fashion to forestall and offset this new blood invasion.

One automatic merchant wrote The Cash Box, "There's nothing that can be done about some of these new men entering into the business at this time. Maybe it is progress. But, we believe that it would really be progress if these men would be told the truth about the business first and wouldn't get the impression that all they have to do is put the machine on location, buy some merchandise with which to fill up the machine, and then wait for the money to roll in.

"We've heard", he continued, "one of these new men in this town tell us just how he was going to run his business which would put all of us to shame. We know that in about three months we'll buy his machines for whatever we care to offer. This business is just like any other. It's a hard grind. It takes 100% work and about 10% common sense and, if the manufacturers and distributors are going to bring people into this business with ideas as expressed by this man, this isn't going to be progress. It will simply be detrimental to all concerned with the automatic merchandising field and all will suffer unless something is done and done quickly."

Present automatic merchants simply can't "see" the prices now being asked for some of the new equipment. One of these men stated, "Perhaps, because we can't see the prices of these new machines, they are turning to new blood. We know just about what we need and what we can pay to keep this business profitable. If these newcomers think that they can show us the way, we're happy to watch, wait and learn. But, we believe that aside from upsetting a lot of good routes, the final result will be an era of chaos until the newcomer gets his belly full of headaches and heartaches and we once again settle down to operating profitably the way we have been.

"In the meantime, we are getting prepared for what we believe will be one of the most depressing eras we've ever been thru with more and still more newcomers coming along to upset one deal after the other."

Silver King Features New Gum Ball Vendors

CHICAGO — The following statement was received from the Silver King Corp., this city, this past week, regarding two new ball gum vendors.

"To meet the long felt need of operators to step up ball gum vending, from child play to adult play, the Silver-King Corporation has just introduced two new vendors which have already proved their ability to do the trick. These new vendors put ball gum vending in the 5¢ field, thus appealing to adults as well as children.

"The new Silver-King, "Prize-King" vends two balls of gum for 5¢, or two balls for 1¢. In those states where prizes can be used, bigger and better prizes can be offered by the locations. For example, cameras, binoculars, bill-folds, radios, and fishing reels are possible prizes because the 5¢ play returns 85.00 per pound of gum, giving the operator a bigger margin for more expensive prizes to draw adult play.

"In addition, each player has a chance to win two prizes for one play as well as a jackport prize if one is used.

"Many operators on locations such as bowling alleys, arcades, taverns, gas stations, showrooms, etc. already report remarkable sales at two for 5¢ on both bubble gum and standard gum.

"The two for 1¢ gum vendor is especially attractive, using the smaller size ball gum, and is a real sales stimulator in butcher shops, candy stores, school stores, etc. Although the profit per piece is less, the increased volume at two for 1¢ more than makes up the difference.

"Silver-King Corporation now has ready for delivery the "Prize-King" model 241 on the 2 for 1¢ play, and "Prize-King" model 245 on the 2 for 5¢ play. Orders are now being booked on these two models, and from the standpoint of the ball gum vending industry, it is most encouraging to note that 5¢ gum vending is here to stay."
Kitt, Sheffield and Postel Combine to Distribute U-Need-A

CHICAGO—Gil Kitt and Ralph Sheffield, who are partners in Empire Coin Machine Exchange, this city, have combined with Mack Postel, well known cigarette machine distributor, to form an exclusive distributorship for U-Need-A vendors for the payments of the group's cousin, Missouri, Nebraska, Minnesota and Iowa.

The firm report that they will make complete coverage of these states thru their own present sales force and that they are getting their sales drive under way with the belief that they will soon be receiving volume shipments from U-Need-A of the new electrical cigarette and candy vendors.

Interest in these new vendors is already very high thruout the states they will cover, this trio report, and they also believe that they will reach new record sales peak even before the year is over.

Postel, who has had long experience in the cigarette machine field, is convinced that this new distributor set-up will prove one of the finest in the field and will give super service to everyone of the operators in these six midwestern states.

"We are going to give operators thruout the area we will cover," Postel said, "the finest cooperation and servicing which they have ever enjoyed from any cigarette machine distributing organization. We have the facilities," he continued, "and we also have the manpower to make complete coverage of the territory. The operators know each one of us and also know that we have always given them the finest machines and service at all times."

Both Gil Kitt and Ralph Sheffield are very much enthused over this new distributorship and are making arrangements to bring about one of the best sales records in their career.

Coca-Cola Co. Shows 9 Mos. Surplus of $5.79 Per Share

NEW YORK—The Coca-Cola Co. reported this past week in a statement for the first nine months of the year that it had a surplus for the common stock of $23,810,416 equal to $5.79 a share on the common stock after all charges, taxes and dividends on the Class A stock. This compares with $17,571,785 or $4.22 a common share for the nine months ended with September 1946.

Directors of the company declared an extra dividend of $2 and the usual quarterly dividend of 75c a share on the common both payable on Dec. 15. These dividends bring payments for this year to $5 a share, restoring the rate paid in 1941, preceding the imposition of wartime restrictions.

NEW YORK—Special holiday offers of a gift portrait and a stainless steel paring knife provide the latest spur in the Telecoin Corporation sales promotion drive to boost traffic into individual "Launderette" stores.

Telecoin is national distributor of the commercial Bendix automatic home laundry and other coin-operated merchandising and service equipment.

These, together with the previously announced "Launderette" calendars for 1948, bring to three the number of sales boosters and stepping stones to new business offered by Telecoin for this Christmas season.

They supplement the five-point, year-round national and localized advertising and promotion program recently initiated by the company for its individual operators throughout the country.

Telecoin launched the project with first announcement of the gift portrait via 600,000 line newspaper advertisements in large metropolitan daily. Portraits are being given by 230-old operators in New York and Chicago to all regular customers and to newcomers who bring in the coupon printed in the ads and a washing to be done. The portrait is worth $5 under OPA valuation, and will be taken by outstanding local studios.

Duffy Named Distrib for U. S. Vending Corp.

MIAMI, FLA.—Frank Q. Doyle, president of Vendors Distributors, Inc., this city, reported this past week that his firm had been named distributor for the products of United States Vending Corp., Chicago, for the states of Florida, Georgia and Alabama.

Doyle, just returned from Chicago where he visited with execs of the U.S. firm, reported that he was very much enthused over the new refrigerated candy vendor, first product of the corporation, and that he was already arranging for sales thruout the states he will cover.

"The first refrigerated vendor, 'Pick-Ups', known also as the 'air conditioned candy vendor', Doyle stated, "assures the buyer that he will get a fresh, tasty confection."

Doyle also stated, "Production will start at the end of the year and we are already making arrangements with many operators thruout our territory for initial shipments of 'Pick-Ups'."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
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<td>20 Station Unit</td>
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<td>HIDEAWAY CAB. W/Selective Play Mech.:</td>
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<td>W/Amplifier and Remote Volume Control</td>
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<td>HIDEAWAY CAB. W/Continuous Play Mech.:</td>
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<td>W/Amplifier and Remote Volume Control</td>
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<td>Blinde Bombshell</td>
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<td>Fiesta DeLuxe</td>
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<td>Solo (Wall Box)</td>
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<td>Master Power Supply Units</td>
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<td>1422 Phonograph (Net)</td>
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<td>147-S Symphonola</td>
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<td>R-147-M RC Special</td>
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<td>3-10-25c Wired Wallomatic</td>
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<td>Recess Wall &amp; Ceiling Speaker</td>
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**MUSIC**

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<td>Model 1080A Colonial</td>
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<tr>
<td>Model 1071A Concealed changer with stepper</td>
<td>529.50</td>
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<tr>
<td>Model 1015 Standard</td>
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<td>Model 1080 Colonial</td>
<td>875.00</td>
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<tr>
<td>Model 1017 Concealed changer with stepper</td>
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<tr>
<td>Model 2140 5-10c Wireless</td>
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<tr>
<td>Model 3020 5-10-25c 3-wire</td>
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<td>Model 3025 5c 3-wire</td>
<td>44.50</td>
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<td>Model 3031 5c 30-wire</td>
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<tr>
<td>Model 3045 Wireless</td>
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<td>Model 212 Master Unit</td>
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<tr>
<td>Model 215 Wireless Transmitter</td>
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<td>Model 216 Wireless Impulse Receiver</td>
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<tr>
<td>Model 217 Auxiliary Amplifier</td>
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<tr>
<td>Model 218 30-wire Adapter Terminal Box</td>
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<tr>
<td>Model 219 Stepper</td>
<td>46.50</td>
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<tr>
<td>Model 4000 8&quot; Metal Star Speaker</td>
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<tr>
<td>Model 4002 8&quot; Plastic Star Speaker</td>
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<tr>
<td>Model 4004A 8&quot; Metal Musical Note Speaker</td>
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<tr>
<td>Model 4005 8&quot; Walnut Round Speaker</td>
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<td>Model 4005A 8&quot; Walnut Round Speaker</td>
<td>25.00</td>
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<tr>
<td>Model 4006A 8&quot; Deluxe, Walnut Round Mirror</td>
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<tr>
<td>Model 4007 12&quot; Intermediate Deluxe Speaker</td>
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<td>Model 4008 15&quot; Deluxe Speaker</td>
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**PIANS**

<table>
<thead>
<tr>
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<tr>
<td>BALLY</td>
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<tr>
<td>Nodgy</td>
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<tr>
<td>CHICAGO COIN</td>
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</tr>
<tr>
<td>Baseball</td>
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<tr>
<td>EXHIBIT</td>
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<tr>
<td>Tally Ho</td>
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<tr>
<td>GENCO</td>
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<tr>
<td>Bronco</td>
<td>No Price Set</td>
</tr>
<tr>
<td>GOTTLIBER</td>
<td></td>
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<tr>
<td>Humpty Dumpty</td>
<td>No Price Set</td>
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<tr>
<td>J. H. KEENEY &amp; CO.</td>
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<tr>
<td>Hi-Ride</td>
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<tr>
<td>UNITED MFG. CO.</td>
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<tr>
<td>Nevada</td>
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<td>WILLIAMS</td>
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<tr>
<td>All Stars</td>
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<tr>
<td>Ginger</td>
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**COUNTER GAMES**

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<thead>
<tr>
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<tbody>
<tr>
<td>A.B.T. MFG. CORP.</td>
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<tr>
<td>Challenger</td>
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<tr>
<td>BALLY MFG. CO.</td>
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<tr>
<td>Heavy Hitter</td>
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<tr>
<td>w-stand</td>
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<tr>
<td>GOTTLIBER</td>
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<tr>
<td>DeLuxe Grip Scale</td>
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<tr>
<td>SKILL GAMES CORP.</td>
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<tr>
<td>Bouncer</td>
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**ONE BALLS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>BALLY</td>
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<tr>
<td>Jockey Special</td>
<td>645.00</td>
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<td>Jockey Club</td>
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<td>GOTTLIBER</td>
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<tr>
<td>Daily Races (F. P. Model)</td>
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</table>
BELL-O-MATIC CORP.
5c Jewel Bell 245.00
10c Jewel Bell 250.00
25c Jewel Bell 255.00
50c Jewel Bell 335.00

GROETHEN
Columbia Twin JP 145.00
Columbia Deluxe Club 289.50

MILLS SALES CO., LTD.
Dollar Bell No Price Set

O. D. JENNINGS
5c Std Chiefs 260.00
10c Std Chiefs 270.00
25c Std Chiefs 285.00
5c Bronze & Std Chiefs 399.00
5c Deluxe Club Chiefs 299.00
10c Deluxe Club Chiefs 309.00
25c Deluxe Club Chiefs 319.00
25c Deluxe Club Chief 429.00
5c Deluxe Club Chief 334.00
5c Super Deluxe Club Chief 542.00
5c Super Deluxe Club Chief 413.00
10c Deluxe Club Chief 452.00
50c Silver Eagle No Price Set

PACE
5c Deluxe Chrome Bell 450.00
10c Deluxe Chrome Bell 255.00
25c Deluxe Chrome Bell 475.00
50c Deluxe Chrome Bell 375.00
50c Deluxe Chrome Bell 550.00
10c Deluxe Chrome Bell 425.00
5c Rocket Slug Proof 255.00
10c Rocket Slug Proof 425.00
25c Rocket Slug Proof 265.00

CONSOLES
BALLY
Wild Lemon $542.50
Double Up $522.50
DeLuxe Draw Bell 5c 512.50
DeLuxe Draw Bell 25c 312.00
Hi-Ball 424.00
Triple Bell 5-5-5 855.00
Triple Bell 5-5-25 924.00
Triple Bell 10-10-20 925.00

BELL-O-MATIC
Three Bells, 1947 735.00

BUCKLEY
Track Odds DD JP 1250.00
Parlay Long Shot 1250.00

EVANS
Bangtails 5c Comb 7 Coin. No Price Set
Bang tails 5c Comb 7 Coin. No Price Set
Bangtail JP No Price Set
Bangtail FP PO JP No Price Set
Evans 25c Chief No Price Set
Casino Bell No Price Set
1946 Galloping Dominoes JP No Price Set
Winter Book JP No Price Set

GROETHEN TOOL & MFG. CO.
Columbia Twin Falls 485.00

O. D. JENNINGS
Challenger 5-25 595.00
Club Companion 499.00
DeLuxe Club Console 525.00
Super Deluxe Club Console 545.00

J. H. KEENEY CO.
Gold Nugget No Price Set

PACE
3-Way Bell Console 5c-10c-25c $600.00
5c Royal Console 332.00
10c Royal Console 330.00
25c Royal Console 345.00
50c Royal Console 475.00
$1.00 Royal Console 650.00

ARCADE TYPE (continued)

ESSO MANUFACTURING CORP.
Baseball No Price Set

INTERNATIONAL MUTOSCOPE CORP.
Atomic Bomber (Model B) 352.00
DeLuxe #3 New Console 150.00
DeLuxe Movie Counter 149.00

METROPOLITAN GAMES
Card Vendor 29.50
Double Up Skill Bowl P. & S. 249.50
Tom Tom 290.00

SCIENTIFIC MACH. CORP.
Coin Vendor No Price Set

TELECOIN CORP.
Quizzers No Price Set

TELEQUIZ MFG. CO.
Telequiz 795.00

MERCHANDISE MACHINES

CIGARETTE MACHINES
C. EIGHT LABORATORIES
"Electro" 222.50
NATIONAL VENDORS, INC.
U. & D. 9E (Electric) 399.50
ROWE
Crusader (8 Col) w. Stand. 145.75
Fancy (10 Col) w. Stand. 162.25
U-NEED-A VENDOR
Monarch 6 Col. w. Stand 149.50
Monarch 8 Col. w. Stand 195.00

MERCHANDISE VENDORS

A. B. T. MFG. CORP. "Auto Clerk" (Genl. Mds.) 1947
ADAMS-FAIRFAIX CORP.
Cash Tray Vendor
ADCO VENDING MACH. CO.
Nut Vendor
ATLAS MFG. & SALES CO.

AUTOMATIC BOOK MACH. CO.
"Book-O-Mat"

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

BALLY MFG. CO.
Drink Vendor

BERT MILLS CORP.
"Hat Coffee Vendor" 540.00
Coin Vendor INC.
U-Select-II—74 Model "E" 85.50
U-Select-II—74 Model Deluxe 95.50

DAVAL PRODUCTS CO.
Stamp Vendor "Postmaster"

HOSPITAL SPECIALTY CO.
Sanitary Napkin Vendor

INTERNATIONAL MUTOSCOPE CORP.
Phomatic 1495.00
Voice-O-Graph 1495.00

KAYEM PRODUCTS
Vend-O-Matic Vendor
Dental Kit Vendor
Chewings Gum Vendor

MAIN-HILL CORP.
"Cigar Vendor"

NORTHWESTERN CORP.
"Bull Vendor"

REYCO, INC.
Ice Cream Vendor

RUDNICK MFG. INC.
"Drink-Cafe" Coffee Vendor

SHIPMAN MFG. CO.
Stamp Vendor

TELECOIN CORP.

THE CASH BOX
RUNYON
Proudly Announces Its Appointment As Distributors for J. H. KEENLEY & COMPANY Covering The Entire States Of NEW YORK and NEW JERSEY

HI-RIDE
FIVE BALL NOVELTY GAME

GOLD NUGGET
NEW MONEY-MAKING CONSOLE

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Two Wurlitzer Phono Distributors Secure Additional Territories

RICHMOND, V.A.—E. R. Wurgler, General Sales Manager of The Rudolph Wurlitzer Company, North Tonawanda, N. Y., announced that Harvey Distributing Company, Inc., has been appointed distributor for the Virginia territory, and will retain the established Wurlitzer distributing headquarters at 823 West Broad Street, this city.

Harvey Friedman, president of Harvey Distributing Company, Inc., has been associated with the Wurlitzer Distributing activities for many years, currently serving the Maryland and Washington, D. C. territories.

Now, with the expansion into the Virginia territory, Friedman will personally see that complete sales and service facilities will be available to the music merchants in that territory.

OKLAHOMA CITY, OKLA.—Commercial Music Company, Inc., has been appointed authorized distributors for The Rudolph Wurlitzer Company, North Tonawanda, N. Y., for the Oklahoma territory, in addition to the territory now covered by the firm, according to an announcement by E. R. Wurgler, General Sales Manager of Wurlitzer.

President Raymond B. Williams of Commercial Music Company, Inc., is well known to the southwest commercial phonograph trade as Wurlitzer's long-time Texas distributor. In assuming the additional territory, Commercial Music Company, Inc., will utilize the established Wurlitzer headquarters at 806 West Main Street, this city. The Oklahoma City office will be under the management of B. H. Williams, vice president and General Sales Manager of Commercial Music.

Williams assures Wurlitzer Music Merchants in the Oklahoma territory that they could expect the maximum of friendly cooperation and assistance.

Bally Employees Give $800 To CMI Damon Runyon Cancer Fund

CHICAGO—Employees of Bally Manufacturing Company, this city, have contributed $800 to date to the CMI Damon Runyon Cancer Fund, according to Herb Jones, Bally vice president. "We are especially proud," Jones stated, "of the action of our Employees' Benefit Fund, directors of which voted to contribute $250 to this great cause."

Jones, who has been conducting the cancer fund campaign at the Bally plant, reports that Bally distributors have contributed $9,950 to date. "Operators," Jones reports, "have sent in $2,298 through Bally, and Bally suppliers have donated to date a total of $8,750. This is all in addition to $5,000 contributed by Bally at the start of the drive."

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

BAT-A-BALL, Sr

BATE-A-BALL, Jr.

**RECONDITIONED 5 BALLS**

<table>
<thead>
<tr>
<th>HAVANA</th>
<th>150.50</th>
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<tbody>
<tr>
<td>VINTAGE</td>
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</tr>
<tr>
<td>ROLL-ON</td>
<td>150.50</td>
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</tr>
<tr>
<td>POLICIO</td>
<td>150.50</td>
<td>5-10c</td>
</tr>
<tr>
<td>BOTO</td>
<td>150.50</td>
<td>5-10c</td>
</tr>
<tr>
<td>LIT-UP</td>
<td>150.50</td>
<td>5-10c</td>
</tr>
<tr>
<td>HANG-UP</td>
<td>150.50</td>
<td>5-10c</td>
</tr>
<tr>
<td>CARNIVAL</td>
<td>150.50</td>
<td>5-10c</td>
</tr>
<tr>
<td>LUCKY STRIKE</td>
<td>150.50</td>
<td>5-10c</td>
</tr>
<tr>
<td>CATCHER</td>
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**NEW COUNTER GAMES**

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<tr>
<th>POP-UP CLOSET</th>
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<tr>
<td>BATTLE COUNTER</td>
<td>17.50</td>
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<tr>
<td>GOTT, GRIP SCALE</td>
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<td>3.50</td>
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<tr>
<td>FAST BALL</td>
<td>17.50</td>
<td>3.50</td>
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<tr>
<td>FASTridor</td>
<td>17.50</td>
<td>3.50</td>
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<tr>
<td>FASTBALL</td>
<td>17.50</td>
<td>3.50</td>
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<tr>
<td>CARNIVAL</td>
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<td>3.50</td>
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<tr>
<td>LEAGUE</td>
<td>17.50</td>
<td>3.50</td>
</tr>
<tr>
<td>CANTON</td>
<td>17.50</td>
<td>3.50</td>
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**SLOTS, SALES, STANDS**

| CHICAGO METAL REVOLVING-DO LUXE | $150.00 | 15c |

**BALLY DRAWBACK**

| RED BUTTONS | $295.00 | 15c |

**CONSOLES**

<table>
<thead>
<tr>
<th>3-23 KEEN BONUS SUPER BELL</th>
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<tr>
<td>3-8 KEEN BONUS SUPER BELL</td>
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<td>BAKERS PACERS, D.O.P.</td>
<td>25.00</td>
<td>15c</td>
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<td>ROLL-ON</td>
<td>25.00</td>
<td>15c</td>
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<tr>
<td>5-10-20</td>
<td>25.00</td>
<td>15c</td>
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<tr>
<td>LATE</td>
<td>25.00</td>
<td>15c</td>
</tr>
<tr>
<td>STAR</td>
<td>25.00</td>
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<td>BELL</td>
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<td>TIPS</td>
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**ARCADE**

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<th>CHI. BASEBALL CHAMP</th>
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<td>15c</td>
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<td>3-23 KEEN BONUS BELL</td>
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**NEW VENDORS**

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<th>SILVER KING</th>
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<tr>
<td>BIG DROP</td>
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**ONE BALLS**

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<td>PINHELD, F.P.</td>
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<tr>
<td>BALLY, F.P.</td>
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<tr>
<td>RECORDS, F.P.</td>
<td>75.50</td>
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<td>LONGACRE, F.P.</td>
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<td>15c</td>
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<tr>
<td>TARTUFT, F.P.</td>
<td>75.50</td>
<td>15c</td>
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<tr>
<td>MILL'S OWN, OR 1 BALL, F.P.</td>
<td>75.50</td>
<td>15c</td>
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<td>KENTUCKY, F.P.</td>
<td>75.50</td>
<td>15c</td>
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<tr>
<td>SPORT KING, F.P.</td>
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<tr>
<td>VICTORY BERRY, F.P.</td>
<td>75.50</td>
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</tr>
</tbody>
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UNITED'S

HAWAI'I

ROLL-DOWN

PROVEN PLAYER APPEAL

- Straight Novelty Play
- High Score Features
- ROLL-DOWN Play
- Console Cabinet
  (Same Size As Pin Game)

SEE YOUR DISTRIBUTOR

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Expect Record Sale Of New Five Ball

DAVE GOTTLEIB

CHICAGO—Dave Gottlieb, president of D. Gottlieb & Company, reports that his distributors have placed unusually heavy orders for their new five ball "Humpty Dumpty", and he expects that all production records will be broken.

In commenting over the wonderful reaction of his distributors who have been calling in those record orders, Gottlieb stated "For some time, the industry has been ripe for an ideal well out of the ordinary. In "Humpty Dumpty", with its radically new "Flipper" bumpers, we have that something new which finally breaks away from the stereotyped pin game pattern of the past decade."

Company engineers report that the "Flipper" bumpers satisfy, to an extreme degree, the desire of players for more complete control of the balls. One of Gottlieb's designers explained the action of the new game. "When the ball is released by the "Humpty Dumpty" player," he states "it rolls down the field in the conventional manner, striking scoring bumpers, etc. However, an extra-sensitive control button on each side of the cabinet enables the player to motivate the "Flipper" bumpers and permits him to send the ball zooming back up to the top of the field in an attempt for additional scoring. With a little practice and skillful timing, players may quickly become adept at playing "Humpty Dumpty", and high scores are more frequently obtained."

Nate Gottlieb, who was standing nearby, spoke up. "Previous location demonstrations have brought forth the most enthusiastic comment about a new game that we have heard in the twenty year experience of this company", he stated. "Common who witnessed "Humpty Dumpty" in action on our test locations were unanimous in their approval of the game. They were astonished at the high interest sustained among players and spectators alike."

S. D. Phono Ops To Meet Nov. 30, Dec. 1 & 2

YANKTON, S. D.—Mike Imig, president of the South Dakota Phonograph Operators Association reports that the organization is having its convention in Yankton, S. D. on November 30, December 1 and 2.

Distributors from the Twin Cities and Nebraska have indicated that they will attend the meet.

Imig reports "We expect a great turnout of operators from the entire state to be present, and we have many important matters that will come up for discussion. I'm personally preparing to welcome my guests with the most sumptuous eating they've ever had. I'm starting in right now on a Pheasant hunting trip, and if I'm lucky, we'll have plenty stocked up for the visitors."

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

O. D. Jennings & Co.
4309 W. Lake St.
Chicago 24, Ill.

WATCH FOR Williams'
Greatest 5-Ball
"BONANZA"
PLACE YOUR ORDER NOW!
EXCLUSIVE DISTRIBUTORS
FOR
AIREON MUSIC

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WASHINGTON, D. C.—Hirsh de La Vie, Hirsh Coin Machine Corporation, this city, sponsored a one hour television show over station WNBW, featuring a Packard "Manhattan" music machine supplying the music for a show called "Teen-agers."

Televised over the N.B.C., at the station WNBW studio at the Wardman Park Hotel, on Tuesday, November 4, the program had a radius covering Philadelphia, New York, Schenectady, Baltimore and Washington.

"This show was the first television program featuring a juke box" stated Hirsh "and it garnered a great deal of publicity for the entire music industry. The kids put on a one hour show and dance, and the 'Manhattan' phonograph came in for plenty of close-up shots."

Hirsh Coin Machine Corporation is the Packard phonograph distributor for this territory.

Introduces Non-Coin Operated "Jackpot" Machine To Fit On Cash Register

LOS ANGELES, CALIF.—Bonus Advertising System, Inc., this city, announced that they are now ready to offer their non-coin operated machine "Jack Pot Bonus?" to the coin trade.

"Jack Pot Bonus?", altho not a coin operated device, fits into the coin machine field as it is installed in the same locations. The machine part of the system is attached to the cash register, and operates electrically. It contains a cash "jackpot" which is placed in the machine by the operator, and the amount is based upon a fraction of a cent per customer. At irregular, unpredictable intervals, the jackpot drops for a lucky customer as the purchase is rung up on the cash register. The customer is asked a simple question, and when he answers it, he gets the money, signing a receipt.

After being out on location for about a year, the firm is now appointing distributors in the coin machine field.

"The 'Jack-Pot Bonus?' is particularly valuable to the coin machine trade," stated one of the officials of the Bonus Advertising System, "as the operator can either install it on a rental basis, or charge the merchant a certain fee per play. The Merchant is interested in stimulating the sales in his store, which the device has proven to do."
Buckley BUILDS THE Best

FOR MILLS ESCALATOR BELLS HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
Cherry or Diamond Ornamentals, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.

- Complete new precision-built light wood Cabinets, expertly finished with new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Driproof Plates.

THE NEW Music Box

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

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

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and, double capacity reward plate, that offers a 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.

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

Pinball Case Now in State Supreme Court. Music Ops to Try for Front Money and 60%-40% Commish Basis. Vote "Rhode Island Amusement Guild" as Name of Organization

PROVIDENCE, R. I.—This past Tuesday evening (November 4) when elections were going on all over the country, the operators of this state came together and elected temporary officers forming a new statewide operators’ association.

The name of the new organization will be, "Rhode Island Amusement Guild". This was the name voted on this evening and all those present agreed that it best fitted their organization.

The temporary officers are: L. K. (Woody) Woods, President; J. J. Bolton, Secretary and E. Dwyer, Treasurer.

The organization was instigated by the pinball test case which is now up in this state’s Supreme Court. The attorney for the organization, and also most of the members who have been closely identified with the case, are confident of victory.

At the present time pinball machines are in operation in the southern part of the state, but Providence, leading city, will not allow them to operate, even the present there is no definite ruling against them.

It is to bring about a favorable decision so that pinballs will operate here that a test case has been introduced into the Supreme Court with all ops here very much interested in it.

At the same time practically all members of the group are also music ops and, therefore, the organization will serve a two-fold purpose.

The men have been trying to get together for some time now to bring about a better commission basis with locations and to assure each other retention of their present locations.

It is believed that the organization’s members will make a drive for front money guarantee from locations with many insisting also on a 60%-40% commission basis to be generally adopted by all the members.

Present at this meeting were many leading distributors who spoke very favorably regarding the creation of this new association.

Leading speaker of the evening was Bill Gersh of The Cash Box who was invited by the entire organization to attend and whose speech was acclaimed by a rising vote of thanks from all present.

Music Guild of South Jersey Protests Recent "American Weekly" Article

SEWELL, N. J.—Frank Collis, secretary of The South Jersey Music Guild, a music operators association covering the southern part of New Jersey, has objected strenuously to the recent story "Who Gets Your Juke Box Nickels" which appeared in the American Weekly.

Acting for the members of the association Collis has written them "It is an article that is composed of falsehoods and half truths masquerading under the guise of truth, leaving the general public with the thought that we are conducting a business whose cornerstone was laid in the mud of thievery and whose foundation is founded on unethical business methods. We feel that our industry cannot sit back and accept this type of unjust and insidious statements. We must have a public retraction."

Many other music men have written expressing the feeling that they have torn out the "p test sheet" from The Cash Box (October 27 issue) and mailed it to the American Weekly.

Bally DOUBLE UP

Another great HOLD-AND-DRAW bell console... featuring famous EXTRA DRAW popularized in Deluxe Draw Bell... plus new DOUBLE AWARD SPINNER which automatically doubles winners when spinner lights match reel combination. Double-up your console profits by ordering DOUBLE-UP now.

CONVERTIBLE AUTOMATIC—REPLAY

NICKEL OR QUARTER PLAY

PAUL A. LAYMON, C.
DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIF., SO. NEVADA AND THE HAWAIIAN ISLANDS 1429-31 and 1503 W. PICO BLVD. (Phone: Prospect 7351) LOS ANGELES, CALIF.

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

GOTTLIEB

HUMPTY DUMPTY

TERRIFIC ACTION
plus
HIGH SCORE!
SEQUENCE!
BONUS!
KICKER POCKETS!

“There is no substitute for Quality!”

D. GOTTLIEB & CO.

Weisman Takes Over AMI Franchise For State of Illinois

1140 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

Featuring:
SENSATIONAL Player-Controlled
FLIPPER BUMPERS

An amazing Gottlieb innovation that incites enormously increased play and earnings! Super-sensitive finger-tip 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, whizining 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!

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

ChICAGO — Phil Weisman, president of Automatic Phonograph Distributing Company, this city, announced that he has taken over the AMI franchise for the sale of all music systems and accessories for AMI, Inc., for the State of Illinois.

The firm’s new headquarters are located at 2009 W. Fulton St., Chicago, where a complete and modern set of offices, showrooms and service department have been installed.

“We have enlarged our entire staff to render more and efficient service to the phonograph operator” stated Weisman. “Our sales staff will cover our territory to visit with every music operator, and they can be assured of the highest type of cooperation possible. We will always have an open house for out of town visitors and invite them to come in and say ‘hello.’”

Pictured above is Phil Weisman (right) greeting Frankie Laine, Mercury recording artist, who dropped into the new offices to wish him good luck.

CHICAGO DISTRIBUTORS, Inc.
3817 N.E. 2d Ave. Miami 37, Fla.
Telephone 3-3514

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

We are happy to announce the opening of our NEW AMI HEADQUARTERS at 2009 W. Fulton Street, Chicago, Illinois.

I would like the opportunity of meeting the Phonograph Operators of Illinois personally and extend a cordial invitation to each of you to come in and visit with us.

Phil Wrismian, President

AUTOMATIC PHONOGRAPH DISTRIBUTING CO.
AMI DISTRIBUTORS OF ILLINOIS
2009 W. FULTON STREET CHICAGO, ILLINOIS

Unterberger Displays Telomatic Robot At Industrial Exposition

NEWARK, N. J. — Perry Lowengrub, Sales Manager of Telomatic Robots and Wired Music, this city, returned from a trip to Wilkes-Barre, Pa., where he attended a showing of the units at the Industrial Exposition, held by Louis Unterberger, Wyoming County distributor.

Unterberger had invited Lowengrub to attend the exposition and work with him and his salesmen. Lowengrub reports that Unterberger has placed some very nice orders since the show, and reports that the trade has shown considerable interest in the Telomatic Robots and he expects many additional orders.

Attending the showing with Lowengrub at the Wilkes-Barre Armory, was Manny Ehrenfeld of the Telomatic factory.

"In addition to the keen interest shown by Unterberger in Wilkes-Barre, other distributors throughout the country have been writing us," reports Lowengrub. "From now on I shall be on the road practically 100% of the time, visiting the many distributors throughout the country, demonstrating the highlights and selling points of the Telomatic Robot. This tour will take considerable time, but I've planned on seeing every one of our distributors from Maine to Florida and from New York to California."

Shown in the picture to the right is Louis Unterberger (left) and Perry Lowengrub of the Telomatic firm, alongside the display of the Wilkes-Barre show.

"THE CASH BOX" IS NOT SOLD ON NEWSSTANDS

Show Music Unit At Wilkes-Barre, Pa.

WE WANT TO BUY—ALL TYPE POST-WAR PIN GAMES! WE'LL PAY YOU TOP CASH PRICES!
WRITE - WIRE - PHONE - GIVE COMPLETE DETAILS AND PRICE WANTED!
CENTURY SALES COMPANY
1002 BUCHANAN ST. (Tel: F1 6-5273) SAN FRANCISCO, CAL.

"Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!"
Richmond, Va. Coinmen Protest Proposed $30 Juke Box Tax

RICHMOND, VA.—A large and representative group of coinmen attended the recent first public hearing by the Richmond Tax Commission on their proposed new tax schedules, and protested the proposed tax of $30 on each music machine.

Members of the industry pointed out that the proposed $30 tax (double that now in effect) would work a tremendous hardship on the operator and in many instances would force them out of business.

Morris Maynor, Jr., of the Maynor Distributing Corporation, explained to the commission how the music machine business is conducted. He explained how operators buy the equipment and then place them in the various locations. He pointed out that a machine cost around $20 in 1932 and now the machine costs about $1,000. He stressed the fact that while everyone in other businesses were able to increase their prices, the music machine still plays for 5¢, this despite the fact that overhead, records, parts, supplies, etc., had been increased many times. "The people have got into the habit of putting nickels in the machine" explained Maynor, "and they won't pay more for their music." Maynor termed the music machine "the poor man's entertainment." He went further into the matter, detailing the revenue obtained by the operator, the commission he pays out, and listed the various costs — showing the operator winds up on the "poor end of the stick."

Richard Lawrence, Musical Sales Corporation and Don Werts were two of the coinmen who addressed the commission. Lawrence stated that the operators really made any money only when a sensational song hit came along. Werts claimed that the additional tax would force some of the operators to place "off-color" records into their machines to increase the gross.

Attorneys Alan Fleischer and John J. Fairbanks, Jr., spoke briefly on behalf of the music machine distributors and operators.

Henry Foote, well known arcade owner and operator of vending and amusement machines, expressed the opinion to the commission that the penny machine should be taxed on a different one from that of nickel ones. Under the proposed tax schedule, vending machines owned by retail merchants will pay $3 each and all others will pay $10.

NEW ADDRESS NOTICE!
TED HAWK
GENERAL SALES COMPANY
1416 SOUTH CALHOUN STREET
POST WAYNE 2, INDIANA
Operators of All Coin Operated Equipment

Attention Panoram 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.

NOW DELIVERING
FILBEN '47—Record Phono
Pantages Maestro Music System
Personal Music Systems

"Wisconsin's Leading Distributors"
UNITED COIN MACHINE COMPANY
6304 W. GREENFIELD (SPRING 8446-8447) MILWAUKEE 14, WISC.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.
EssO ARROWS
The Rolldown that has Everything!

SEE IT ON DISPLAY AT THE BOOK-CADILLAC NOV. 17-18-19 IN DETROIT

EssO ARROWS EXCLUSIVE FEATURES

- FLOATING ROLLOVER SPRING BUTTON ACTION
- CABINET CONSTRUCTED OF 1 INCH MATCHED BIRCH — NATURAL FINISH.
- COLORFUL GLASS BACKBOARD
- HIGH SCORING
- SPECIAL FEATHERWEIGHT GATE — WHICH PREVENTS RETURN BALLS, SO THAT ONLY 7 BALLS CAN BE PLAYED

Price $499.50
F.O.R. HOBOKEN NEW JERSEY

Attention!! DISTRIBUTORS: A FEW TERRITORIES STILL AVAILABLE
IMMEDIATE DELIVERY PHONE—WIRE—WRITE

JACK SEMEL JACK RUBIN

EssO MANUFACTURING CORP.
701 MONROE STREET, HOBOKEN, N. J.
(PHONE: HOBOKEN 3-5331)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
TEXAS COINMEN TO MEET NOV. 23
IN DALLAS ON RUNYON CANCER FUND

DALLAS, TEX. — George Wrenn, Walbox Sales Company, this city, announced that a committee has been formed to arrange a big dinner for all coinmen in his territory to help further the work of the Damon Runyon Cancer Fund. The date has been set for November 23 and the dinner will start at 6:30 P.M., in the Peacock Terrace of the Baker Hotel, Dallas.

Assisting Wrenn, the committee is composed of: Arthur Hughes, Electro-Ball Company; George Prock, General Distributing Company; Henry Manning, American Distributing Company, Inc.; Arthur Flake, Flake Distributing Company; Roy Williams, Commercial Music Company; and Morris Gottlieb, National Sales & Distributing Company.

Operators have indicated that they will come from far and near to attend the affair. A plan will be outlined for the operators who will be asked to put on special drives in their territories, earmarking a percentage of collections made in these weeks for the Damon Runyon Cancer Fund.

A special moving picture of the coin machine industry's part in the Damon Runyon Fund, featuring Walter Winchell, is now being completed in Hollywood, and will be shown at the dinner.
Alabama Music Ops To Meet With “The League Of Municipalities” To Discuss Uniform City Licenses

State Meeting Of Assn Scheduled For Later In Month

The purpose of the joint meeting is to endeavor to arrive at a uniform license schedule of music machines for all cities and towns in the State of Alabama. At present licenses in the various municipalities range from $4 to $100 per machine. “In the past” stated Bob Choate, executive secretary of the Alabama Music Operators Association, “we have been successful in keeping our state licenses down to a reasonable figure, and we have great hopes that this meeting proves as successful. We are asking the municipalities for a $5 to $8 city license.”

Joe Westerhaus

CHEVIOT, O.—Joe Westerhaus, Westerhaus Company, this city, one of the country’s leading distributors and operators, has been proclaimed the “top contributor” to the Damon Runyon Cancer Fund among distributors.

Westerhaus originally contributed $1,000 as soon as the drive began. Recently James T. Mangan, CMI Public Relations Director, wired several distributors that the Drive at that point needed an additional sum to reach the half way mark of $125,000. Joe immediately responded with an additional $139 to his first contribution, making a total donation of $1,139.

At this figure, Westerhaus temporarily tops all the distributors in the country.

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

5c - 10c - 25c - 50c — ANY THREE

One Mechanism
One Handle

PLAY ONE or TWO—or ALL THREE ADJUSTABLE JAK-POTS

One Mechanism — One License

SAVE — $200.00

PRICES 25% TO 50% LESS THAN OTHERS

UNBELIEVABLE — BUT TRUE — 3 in ONE

Only 46" High; 22" Wide; 24" Deep

DeLuxe Bells Better Than Ever

**PACE MFG.CO., INC.**

2909 INDIANA AVE.

CHICAGO 16, ILL.

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South Dakota Phono Ops Assn.
Votes 10% Of Gross To Cancer Fund

Entire Week Nov. 23 to 30 Is Set

**MORRIDGE, S. D. —** Harold Scott, secretary-treasurer of the South Dakota Phonograph Operators’ Association, this city, reported that a resolution was passed by the membership at their recent meeting at Rapid City, urging all members to allocate ten per cent of the gross take of all machines they operate in the Damon Runyon Cancer Fund, covering a period of one week—November 23 to 30.

Scott informed the members attending the meeting, and later wrote all members of the association, that he would supply posters and stickers for display in each location. He also agreed to arrange suitable advertising and publicity support thru the newspapers throughout the territory. The association emblem—the Pheasant—will be reproduced on all the stickers and posters.

Members will be continually notified of the program thru follow-up newsletters from Scott, who is looking forward to 100% cooperation from the operators in the state. Knowing the tremendous value of the campaign, Scott reports that operators have informed him that not only will they organize their own route on the 10% gross program, but will work with other operators, as well as the association, to help obtain a real healthy sum of money to turn in to the CMI Cancer Fund.

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

**Michigan Automatic Phonograph Owners Assn. To Meet In Detroit, November 17**

**DETROIT, MICH. —** The membership of the Michigan Automatic Phonograph Owners Association will come in from all over the state to attend a general meeting on Monday, November 17 at one of the leading hotels, according to Jack Baynes, business manager.

Various business matters will be discussed, and among the topics that will receive a great deal of attention will be the Damon Runyon Cancer Fund. It is expected that plans will be presented to the gathering to stimulate the collection of money.

Bill Gersh, publisher of The Cash Box, will address the meeting.

**Cal. Music Ops Assn Celebrates Twelfth Anniversary**

**OAKLAND, CALIF. —** The California Music Operators Association, with headquarters in this city, is celebrating its twelfth anniversary this month, and will issue a “Twelfth Anniversary Book”, which will be circulated free of charge to all operators in the state of California.

George A. Miller, president of the association, one of the founders, is starting his thirteenth year with the association, and is handling all the details of turning out the “Twelfth Anniversary Book”.

“In addition to advertising from the manufacturers” reports Miller, “we are reproducing several articles from The Cash Box as we feel that it is the outstanding magazine as far as support to the operators is concerned.”

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
NEW YORK—The Damon Runyon Cancer Fund “Jamboree” sponsored by the New York—New Jersey—and Connecticut CMI Damon Runyon Cancer Fund, came off on Monday night, November 3 at the Manhattan Center, and played to the biggest gathering of coin machine people in one spot in the history of the industry.

The Cancer Fund will be swelled by many thousands of dollars as a result of the efforts of the local coinmen. The committee is now busy making a final computation on the proceeds collected as a result of the “Jamboree” and the figures will be announced later.

The first act appeared on the stage at 8:30 and ran over four hours, featuring a show of thirty-one acts, all who appeared without pay in behalf of the coin machine industry Damon Runyon Cancer Fund. (A complete list of the performers appears in the music section)

In the audience were groups of Sailors, Soldiers and Marines, who were guests of the coin machine industry.

The program was highlighted by the personal appearance of Nick Kenny, celebrated columnist of the New York Daily Mirror, who spoke eloquently on the coin machine industry’s campaign in behalf of the Damon Runyon Cancer Fund, stating that this campaign by coin machine men in New York and all over the country had not only raised the greatest amount of money the Damon Runyon Fund has so far received from one source, but due to its vigor, aggressiveness, and grand spirit of public service, has been the cause of awakening nation-wide interest in Cancer research activity and by its example has given new energy to other organizations throughout the United States in the campaign against Cancer.

Earl Wilson, well-known columnist from the New York Post told the audience “Only men as energetic as coin machine men who are in daily touch with the public and who have the intelligence and the spirit for public service could put over such a spectacular campaign.

Wives were received from all the manufacturers in Chicago expressing their congratulations and thanks to everyone who participated in the Drive to make it such an outstanding success.

Jim Mangan, CMI Public Relations Director, who was in New York for several days previous to the event, wound up the show with a speech of congratulations and thanks, and claimed that this gathering was more than double the size of any previous gathering of coin machine people anywhere.

Photo on top pictures the full house enjoying the entertainment; center photo shows group of sailors from St. Albans Hospital, who were guests of the industry; and bottom pic catches a part of the committee who were at hand when the photographer was handy. L. to R. Jack Mitnick, chairman of the committee; Harry Rosen, who acted as treasurer and ticket super salesman; James Mangan, Director of CMI Public Relations Bureau; Nat Cohn; Sidney Levine; and Billy Shubeck, band leader.
DUDLEY C. RUTTENBERG

CHICAGO—Dudley C. Ruttenberg, recently appointed head of the Legal and Tax Department of Coin Machine Industries reports that he has begun work on a compilation of all Federal, State, County and Municipal laws and ordinances, and all Federal and State court decisions which relate to the coin machine industry.

"The Legal and Tax Department will endeavor to keep the industry advised of any legal and tax developments" states Ruttenberg "and as soon as we are well established this information will be furnished all in the trade in the form of weekly bulletins. We will represent the Industry in legal and tax matters, freight rates and all other matters which concern our industry, and we will cooperate with the CMI Public Relations Bureau to the end that our Industry will be afforded fair treatment throughout the country, and be accepted by the American people as an integral part of American Industry."

Ruttenberg suggests that coinmen write him if they have any legal or tax problems and a special effort will be made to cooperate as quickly as possible.

TEXAS COINMAN DIES

DALLAS, TEX.—Harry H. Turner, 54, well known coinman, and executive of the Coin Machine Association of Texas, died here recently, after a prolonged illness.

Turner entered the coin machine business in 1929, and was actively engaged in operating until he became ill.

He is survived by his wife, and a daughter. Interment was in Laurel Land Memorial Park.
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CHICAGO CHATTER

THRU THE COIN ChUTE

Lots of the manufacturers and most of the distribs in the Windy City are setting their gun sights for the forthcoming coin machine convention next January. Many are out and are keeping their ideas for the show under wraps and plan on coming up with some terri-
fic new innovations . . . Lots of interest also being shown in the Damon Runyon Memorial Cancer Fund dinner parties. Don't believe we have ever before seen so much verve and enthusiasm for any kind of fund raising campaign . . . Lindy Force of AMI off this past week to Kansas City, then on to Nebraska in quest of new distribs. On his return, Lindy heads for the Augustana Hospital for a throat operation. He'll be absent from his desk for about a month. Meanwhile, Joe Caldron, assistant sales manager for AMI, takes over during Lindy's absence.

Chicago column extended the hand of welcome to a well known and very popular coinman in the person of George Ponsor. George has opened his offices and headquarters, known as the George Ponsor Co. at 150 E. Grand Ave. and is currently manufacturing a very swell rollsworld called "Pro-Score". George informs us that the factory is in full production and that the games are rolling off the line in ever increasing num-
ers . . . Dropped around to visit with Howard Prezel of Commodity Vendors who tells us that their new Level Aspirin Vendor is now in complete production. Howard also reports that the firm may also take on the distributorship of a well known vending line. We hear Ken Wilson, also of Commodity Vendors, is back east getting ready to move his family to Chicago and make this town his permanent headquarters . . . Lillian Lewis of Crown Distributors had a very busy week looking for someone who is down with the flu.

"Bally" Sally (Goldstein) of Coven Distrib. tells us her boss, Ben Coven, is now sporting the newest style glasses and that he really "looks sharp". Sally says, "They make Ben look ten years younger". Recent visitors at Coven's were Pete Altier of Summit, Ill., Dick Savoy of Gilman, Ill., R. W. Barker of Manteno, Ill., Jesse Trump of Rantoul, Ill., and Happy Halpin of Bansk, Ill. . . . Owen Desplenter of CMI's Public Relations Bureau still amongst the missing. We hear Owen was in bad need of a rest, but is feeling better now and due back at her desk some-
time this week. Meanwhile, Marjorie Keenan, CMI's Relations Director, back in town after his recent trip to New York.

Gil Kitt and Ralph Sheffield, partners at Empire Coin, announce they are now the exclusive distributor in the state of Wisconsin for Exhibit's "Tally Ho". Howie Freer, also of Empire, tells us he keeps busy on the home front working out sales promotion ideas. Howie reports someone new has been added to the staff at Empire, Edby Wyskoff, new salesman for In-
diana. Howie also talks about Marilyn Ziegler, secre-
tary at Empire. Marilyn is now wearing a brand new engagement ring but says it will be sometime before she tells us about it . . . "Chili" Galgano of the Used Record Exchange phones in to talk about the record biz. "Chili" reports business has been so good they now need larger quarters and plan to move to 4182 W. Armitage Ave.

Carl Morris of Micro-Master takes a few days off from biz for some hunting up in Minnesota . . . John (Midge) Ryan of Bell-O-Matic back from a weekend visit in Cleveland, while there he attended the Notre Dame-Buckeye game. He's watching close, looking a shot at picking up on the bears, and coming home with a huge load of compliments from the boys. Among the out of towners visiting at Bell-O-
matic this past week were Ben Goldberg of Sicking, Inc., Gary Keenan, O. Hoskle Goldberg of Sterling No-
velty, Lexington, Ky., and I. Alpert of Twin Port Sales, Duluth, Minn.

We hear from the boys at Bally Mfg. Co. about their newest: "Bally Bowler". It’s reported to be a very unique game and already in great demand . . . Jimmy (Globe) Johnson back on the job again after his trip to Nashville, Enroute to Chicago he went out with a plea for help. Vince tells us they've been on the lookout for larger quarters and are in bad need of some typewriter but so far have not had much luck. How about it, can anyone offer the boys a helping hand? We hear that the vacancy of the "Chili" job is still open . . . Bally boys now set up an office in Des Moines, Ia., within the next few weeks . . . Bill Lipscott, eastern salesmanager for Jennings & Co. reports business "very good and definitely on the upswing".

Over at Rock-Ola we found Art Weinand just as busy as ever, trying to find enough time to squeeze in all his work. Art tells us that Rock-Ola is now back at Rock-Ola supervising the wood working de-
partment. Bob Tyrell reports much interest being shown by factory employees in Rock-Ola's visual aid training programs. Bob claims that Rock-Ola has proved a great success . . . Bob Bleekman, regional manager for Packard, leaves for Milwaukee to attend the Ta-
ver Owners Convention. Bob informs us that Burt Keenan has recently been appointed salesman for Cook and Lake County, Ill. and will make his head-
quarters at 2705 S. Michigan Ave. We also hear Bill Jordan. Packard Service Mgr., is in town training service men on Packard equipment. From here Bill will travel to Kansas City to carry on the training program.

Spoke to Evelyn Aron of Aristocrat Records who tells us they've been going night and day with record-
ing holidays. Evelyn is going by the name of "Ted" these days . . . aboard the waving flag. Check out "Alcons" latest. A1 Eagle, who’s been in the coin biz for ten years, now a day in a day in a whirl," says Evelyn. Chuck Aron and Leonard Chess, both of Aristocrat, just back from a very suc-
cessful trip about the east . . . Fulton Moore re-
ports the Goldstein Brothers, Mfg. Co., visit over at Williams this past week. Moore tells us he was able to get in some flying on a quick business trip to St. Louis. He flew there and back the same day . . . Celebrated "Golden Anniversary" of the Packard Mfg. Co. Last week they spent three weeks of hunting and fishing in Ontario, Canada, and tells us that he bagged the limit of deer and moose, had a wonderful time, and is now feeling fit and rarin’ to go. We hear that the new line of "Pro-Score" bell console is in full production with increasing num-
ers of shipments leaving the factory every day . . .

Just talked to Al Sterl at World Wide and learned that they've expanded their show business by hiring "Kenny" Gold Nugget" in his showrooms shortly. Al has been busy gathering in lots of new equipment to fill the many orders from ops for new games and expects a sharp upturn in business . . . Lester Reik of Mills Industries reports he keeps busy handling things at this end while Charles Schlicht is still out on the road.

Billy DeSelni of United Mfg. Co. tells us they're hard at work trying to meet the heavy demand for their new game. Billy reports that work on their new plant is progressing very nicely and everyone is look-
ing forward to next June when they hope to be able to take possession . . . Sol Gottlieb back on the job after his recent trip thruout the east where he visited with distribs. Sol tells us the distributors just can’t get enough of their new game "Humpty Dumpty". Among the out of towners visiting at Gottlieb & Co. this past weekend were: Al Cons of Chicago, the A1 Eagle of Pittsburgh, Pa., and Ed Shaffer of Columbus . . . Harry Brown of American Amusement returned to Chi after a recent business trip in New York and other local places.

Harry reports a definite upswing in biz thruout the eastern area . . . Dropped around to Marvel Mfg. Co. to visit Ted Rubinstein who tells us production is now being increased on their new game "Ork Tom Tom". Over at P & S we found Lee Jones and the boys work-
ning at a speedy pace producing their new game "Tom Tom" as cabinets arrive on a stepped up schedule . . .
The "Jamboree" conducted by the coinmen of New York, New Jersey and Connecticut for the Damon Runyon Cancer Fund, was acknowledged a tremendous success. Manhattan Center was filled to the rafters, and the gathering enjoyed thirty-one top acts that ran well over four hours. The receipts from the "Jamboree" are now being totaled and the total figure will be ready for release in a week or so.

A great many people worked hard for many weeks, and with the typical enthusiasm of the members of the coin machine industry to help make this November 3 a memorial night. Whatever the results are everyone concerned admitted that with the experience gained this year, the "Jamboree" planned for 1948 will make this effort seem puny. As a matter of fact, some of the committee members look forward to hiring Madison Square Garden for the next affair.

* * *

It would be difficult to single out any individual for honors, as all members of the various committees, as well as many who worked on their own initiative, put in hours of their time to "put the show over" and collect as much money for the Damon Runyon Cancer Fund as possible. Jim Mangan, director of Public Relations for CMI, who spent several days in the city prior to the show, told the coinmen that this affair drew more people than any single coin machine show ever held. One of the bright features of the affair was the introduction of a group of sailors, soldiers and marines, who were the guests of the industry. In addition, several French sailors appeared as guests.

* * *

A general meeting of the membership of the Automatic Music Operators Association will be held at the Park Central on November 25, at which time election of officers will take place . . . Sol Gottlieb of D. Gottlieb & Company, visited around town last week . . . Irving Levenar, who opened new jobbing and distributing offices at 2382 Coney Island Ave., Brooklyn, N. Y., last week, tells us the full name of the firm is Central Sales & Service Corporation . . . Ernie Levine, Federal Music Company, takes over the distribution of Star Tide Strips and will open offices on Tenth Avenue . . . Jack Mitnick, Runyon Sales Company, leaves for a month's vacation, driving out to Hot Springs . . . Jack Semel and Jack Rubin, Eso Manufacturing Corporation, will exhibit their rolldown game "Eso Arrows" at the Book Cadillac Hotel in Detroit from November 17 to 20.

* * *

Barney (Shugy) Sugerman and Abe Green, Runyon Sales Company, announce that they have taken over the distribution for J. H. Keeney & Company for the states of New York and New Jersey . . . Bert Lane, Meyer Parkoff and Harry Rosen, Seaboard New York Corporation will have a surprise announcement to make within a week or so . . . Harry Schneider, general manager of the Seaboard New York Corporation's offices on Tenth Avenue, now completely set to take care of the jobbing and distributing trade along the street . . . Irving Orenstein, manager of the Seacoast Distributing Company's Newark office, along a land office business on Williams' "All Stars". "The demand for this great game" says Irv "has been exceptionally heavy. As the factory has sold out completely, and our supply is limited, we're accepting orders in rotation, and when they're gone, that'll be all."

* * *

Ben Becker, Ben Becker Sales Company (Bally regional sales representative) returns from a week's visit to the factory, and is excited over the wonderful things Bally has in store for the trade. He was sorry he couldn't return in time to attend the "Jamboree" but was consoled by the fact that the 100 tickets his firm bought was distributed to his many friends . . . Art Garvey, on the road for Bally in Becker's territory reported to him that the sale of "Nudy" was going great guns . . . Ben Palastrant, regional sales representative for Aireon Manufacturing Corporation, in town visiting with Tony (Rex) Di Renzo of Manhattan Phonograph Company. Ben was on his way home to Boston, after visiting his distributors thru upper New York State . . . While in Maine, Palastrant visited with the grand old man of the business, 90 year old Melvin of Melvin Piano Company of Bangor, Me. Melvin's son and grandson are active in the company.

* * *

Dave Stern and Harry Pearl of Seacoast Distributors get themselves some nice publicity by installing a new Rock-Ola phono in McCrory Department Store, where a complete set of children's records were inserted. The department store used the phono for a tie-in publicity set-up for children . . . Moe Bloom, Chrest Music Company, completely recovered from a recent attack of appendicitis. . . . Leo Boyd, Ace Distributing Company, lays up his 35 foot cruiser "Happy Hour" for the winter . . . Carl Halperin, Academy Music Company, out on the route once again, after being laid up for a spell with bronchitis . . . Another operator who's working again is Ben Chicofsky of Ben-Ray Music Company, who was inactive due to a broken leg.

* * *

Dave Lowy and Phil Mason, Dave Lowy & Company, getting more and more calls for their converted Total Rolls, which they call "Champions" . . . Max Weiss, Roni Sales Company, Brooklyn, reports that he's having difficulty in keeping up with the orders for his "Runkell" hot pop corn vendor . . . Nat Cohn, Modern Music Sales Corporation, announces that he has taken over the distribution of Signature records for the states of New York, New Jersey and Connecticut—and also for all export . . . David Rosen of Philadelphia, Pa., has taken over the distribution of Apollo Records for his territory . . . The voting for the "Best Recording and Record Artists" will close on November 29. Don't forget to mail in your voting card.
A rather serious matter has developed around these parts the past few weeks... Some operators are becoming rather careless about licensing some of their machines... factions here as well as in other regions are waiting for opportunities such as these to "clamp down" on our industry... let's try to keep our business right on the line... taxes such as the license imposed on the coin industry's machines are a very tough subject with civic factions, so let's check all of the equipment very carefully before it goes out on location. We'll all feel much better knowing that "incidents" will not occur...

Ben's not new in the coin machine game. He's had three years of some mighty successful operating experience around these parts. At one time, Wall had the biggest route of Genco's "Total-Rolls" in the city... Len had a very profitable showing of Genco's new roll down "Bing-a-Roll" last week...

In any case, we're informed that the ops showed a tremendous amount of enthusiasm for this item...

At Paul Laymon's emporium things are really humming, with new machines such as "Wild Lemon", "Double-Up", and Bally's new roll-down "Hi-Roll" creating a hustle and scurry such as hasn't been seen along the row in many a month...

Record row is still buzzing with assorted speculations on the Petrillo deal, but, speculations or no, all of the diskiers are pressing like mad, so that should the threatening ban take place on January 1st, a library of about two years duration will still be available to the diskiers and juke box ops...

We're all still hopeful that some settlement of this bottleneck with C. Petrillo will be affected before the deadline...

Prexy Jules Bihari of Modern Records has been waxing Gene Phillips and Willie Jackson in all day sessions... really stocking up a fine library... Sister Flo back from a vacation trip to San Francisco with some friends from K. C. ... Flo confided to this reporter that what she wants for Xmas, (Note brothers Jules, Saul and Joe) is a new Ford Sportsman convertible... Get me one too, will ya fellas, huh?

Frances Wayne, canary for the Exclusive works has been tabbed a terrific hit at the Jump Town Club in the windy city... Prexy Leon Rene of Exclusive assures all juke box ops, through this publication column, that he has enough masters in reserve to supply pul-lenty of hits for the next three years... Merci beaucoup, Monsieur Rene.

Bright smiles all over the Capitol diskery this past week... a "disk-o-the-week", a "sleepier of the week", and a "bully of the week" all in two issues of THE CASH BOX... watch for these numbers... they're naturals... Alladin prexy Leo Mesner back in Los Angeles after a long trip east on biz, while brother and "talent scout" Ed is waxing discs all over the country...

With only a few more weeks to go in THE CASH BOX music poll, those of you ops who haven't sent your cards in should do so immediately...

Just fill out the card enclosed in each issue of THE CASH BOX and drop it in the nearest mailbox... Your votes will not only decide the winners, but assure you of getting more and better hits from the record manufacturers... DO IT NOW!!!
Big social event of the week in the 49th State was the marriage of Walter Morris of J. S. Morris & Son Novelty Company to Beeveree Karths on November 2nd. With papa Joe Morris officiating, the wedding was held at the Edna Temple after which the couple stepped away for a short honeymoon at Biloela, Mississippi. Sidney Morris was best man at the event, which brought out many friends.

Andy McCall of McCall Novelty was caught strutting in front of the mirror a few nights ago. The reason; an old friend gave him two big peaceocks for his farm outside of St. Louis. Pictures of them in action grace the McCall desk. Distributors around Coin Machine Beach welcomed old-timer Ed Crooks of St. Louis, last week. Ed has been around much in the past couple of years, but is still busily operating.

Frank Kummer of the Kummer Novelty Company, Spring Valley, Minnesota stopped off in Minneapolis enroute to Canada for early winter fishing. He claims they are hitting wonderfully up here this time of the year. Mr. and Mrs. Oscar Sundem of Montevideo, Minnesota, in Minneapolis for several days, Mr. Culvering on distributors, while Mrs. Sundem is on a splurge in Minneapolis’ downtown stores. Mr. and Mrs. Jack Harrison of Crosby, Minnesota, in town for a few days.

Pete Worrason of Kasota, Minnesota, just back from a trip to Chicago stopped off in Minneapolis on his way home. Milton Casdorph of the C & N Sales Company, Mankato, Minnesota, dropped into Minneapolis just for the day, making the rounds. Charlie Sereassen of St. Cloud, Minnesota, in town just for the day. Our condolences to Sidney L. Levin of the Hy-G Music Company, Minneapolis, on the passing away of his father, Thursday, October 30th. Gil Smith of Fargo, North Dakota, in town for a few days, getting fatter all the time, and still holding that cigar in his mouth.

Just one year ago, Coloradians were digging themselves out from under the largest snow storm which had fallen here in many years; however, this Fall season has been beautiful, with only one slight snow—wonderful football weather. The would be skiers are 50 unhappy.

All of the Denver distributors are working together on the dinner which will be held on November 23 in conjunction with distributors throughout the United States, to raise money for the Denver Children’s Hospital. The distributors there are all cooperating and hope to be able to make a nice contribution... Despite the steadily increasing rise in the cost of living throughout the country, the coin machine business out here seems to be holding its own, and operators are reporting slight increases in collections during the past few weeks.

Operators poured into Denver last week looking over new equipment. Among those visiting the various distributors were: Mr. and Mrs. Harold Rounds, Lovell, Wyoming, Ruddy Olson of Arkansas Valley Music Company, Rocky Ford, Colorado, Clyde L. Marrinan, Pueblo, Colorado, Milton L. Fletcher, Pueblo, Colorado, George Florino, Santa Fe, New Mexico, Ralph Fuller, Greeley, Colorado, Mr. and Mrs. B. M. Woods, Rio Grand Music Company, Creede, Colorado, and Johnny Arzich, Raton, New Mexico. Ruddy Olson accomplished two things on his visit—seeing the Denver University-Brigham Young football game and looking over new equipment.

W. H. Erskine, Manager of Jones Distributing Company, and Frank Ritchie, also of Jones, have returned home after having attended the showing of the new 1948 Seeburg in Illingworth, Montana. Montana Distributing Company has just started making deliveries on Gottlieb’s new pin game, “Humpty Dumpty” and report their orders are stacking up. The Denver Distributing Company has also just received their first shipment of Chicago Coin’s “Gold Ball”, which looks very promising. Morgan Ireland of Denver Distributing, has just been called to the bedside of his Mother, who is very ill. Mrs. Ireland lives in Canon City, Colorado, and has not been well for some time.

Frank Kummer of the Kummer Novelty Company, Spring Valley, Minnesota stopped off in Minneapolis enroute to Canada for early winter fishing. He claims they are hitting wonderfully up here this time of the year. Mr. and Mrs. Oscar Sundem of Montevideo, Minnesota, in Minneapolis for several days, Mr. Culvering on distributors, while Mrs. Sundem is on a splurge in Minneapolis’ downtown stores. Mr. and Mrs. Jack Harrison of Crosby, Minnesota, in town for a few days.
WANT—Five Keeny Super Bonus Bells, five and twenty-five cent combinations. New or used. Quote best prices and serial numbers. EARL'S NOVELTY SERVICE, 105 PARKERSON AVENUE, CROWLEY, LA. Tel: 273.

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

WANT—Automatic Beverage Cup Dispensing Machines—Stewart-McGuire Vendrick preferred. PUBLIC SERVICE VENDING CO., INC., 1009 AVENUE 2, BROOKLYN 23, N.Y. Tel: DEbby 2-511.

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, CALIF. Tel: FI: 6-5273.

WANT—Music Operators! How long does it take you to accumulate 500 Used Records? We will buy and pay top prices for your used records if you will ship them to us regularly. Call us now and let's get together. JALEN AMUSEMENT CO., 115 W. REDWOOD ST., BALTIMORE 1, MD. Tel: Plaza 4802.

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

WANT—Heavy steel slot safes with turnbuckle. Need Single, Doubles and Triples. Can use up to 15 of each. Will pay $100.00, $200. X-T ENTERPRISES, 1130 - 17th St., FORTWAYN, OHIO.

WANT—Used records, unlimited quantities. Write to FIDELITY DISTRIBUTORS, 332 E. 188th St., BRONX 58, N. Y.

WANT—New or Used Williams' All Stars for resale. Quote lowest price in first letter. MURRAY NOVELTY CO., 4353 MURRAY AVE., PITTSBURGH 17, PA.

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 Vogens. NOBRO NOVELTY CO., 369 EDLIS ST., SAN FRANCISCO, CALIF.


WANT—Wurl. Seeb. 30 wire Hideaways; Wurl. 1015, 750E; Seeb. 146, 147; used Packard Wall Boxes; Packard, Buckley 30 wire Adaptors; Mills, Penn. F.P. Mint Vendors; Post-War Photomatic; Late F.P. Games; Victory Specials; Solotone, Personal Music Boxes, Amplifiers, etc. All cycle equipment. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT—Bally Draw Bells; Triple Bells; Keeny Super Bonus Bells for cash or will trade new pin games, new or used Roll Down games, Mills 3 or 4 Bells, Late Heads. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th Ave. 50. MINNEAPOLIS 15, MINN.

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


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

WANT—DuGrénon "S" Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN, N.Y. Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WANT

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 5-8879.

FOR SALE

FOR SALE—Strikes 'N Spares (2) like new $650 ea.; 5 Ten Strikes $59 ea.; 2 Total Rolls $150 ea.; Four Roses $22; Silver Skates $19.50; Zip $10.; Five-Ten-Twenty $22; Sea Hawk $22; Zig Zag $22; Goalsey $125; Double Barrel $49; Victory $27; Stage Door Canteen $39; Havana $69; Hi-Score Totkeeze $135; War, Tiger 616 Victory $80; 1/4 deposit. DONALD ZAK, 3017 S. 14th St., Milwaukee 7, Wis. Tel: Orchard 2828.


FOR SALE—Or Trade. New Daival Free Plays Cig and Fruit Reels; Daival American Eagles; Solotone Boxes; 6/conductor cable. Make Cash or Trade Offer. GENERAL MUSIC CO., 1157 Post St., San Francisco 9, Calif. Tel: Graystone 4-7878.

FOR SALE—Brand new Columbus 14-54 Peanut Vendors; 14 Ball Gum Vendors in Stock. Brand new Daival 55 Free Play Cigarette or Fruit Reels. Write: H. W. BRANSON DISTRIBUTING CO., 516 S. 2nd St., Louisville 2, Ky. Tel: Wabash 1501.

FOR SALE—New Gottlieb Daily Races and used Gottlieb Daily Races (write); new Keeny's Hot Tips $424.50. WESTERN DISTRIBUTORS, 1226 S. W. 16th Ave., Portland 5, Ore.


FOR SALE—Total Roll $175; Sportsman Roll $185; Tally Roll $125; Goalsey $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—Sacrifice. AMI Telephone Hostess Music, like new. Units of 10 or more. Phone, wire, write for price. No reasonable offer refused. ATLANTIC NEW JERSEY CORP., 27 Austin St., Newark, N. J. Tel: Bigelow 8-4105.

FOR SALE—Genco Advance Rolls, perfect condition, new type arches like new $390.; Genco Total Rolls $175; converted Total Rolls, new type advance arch. New scoring glass, button playing field, as good as any & better than most new rolldown games on the market, $250. PARAMOUNT DISTRIBUTORS, 526 Main St., Beacon, N. Y. Tel: Beacon 500.

FOR SALE—New Equipment: Genco Advance Rolls & Bally Nudgy (write); 2 Bally Bally Hoo $150. ea. Used Equipment: Total Roll (write); 3 Strikes 'N Spares, excellent condition $700. ea. Also good selection of used Pin Games, ready for location. KING-PIN DISTRIBUTING CO., 3004 Grand River Ave., Detroit 1, Mich. Tel: Temple 2-5788.

FOR SALE—Special Close-out brand new slots at low prices. Jennings Lite-Up Club Chiefs, 1-55, 1-10q, 2-25q; Jennings Standard Chiefs, 2-5q; Pace Chrome Bells, 1-10q, 1-25q. These are brand new in original factory crates. Write for special prices. AUTOMATIC AMUSEMENT CO., 1000 Pennsylvania St., Evansville 10, Ind.

FOR SALE—CONSOLES: Evans Bangtail, like new $250.; Keeny Bonus $375.; Super Bell, High Hand, Club Bells $50. ea.; 10 Blue Front $50.; 10 q.t. $55.; 5q. q.t. $45. PINS: Midget Racer, Idaho, Canteen, Big League $50. ea.; Fiesta $100. MUSIC: 5-10-25 Wireless or Three Wire Wall-O-Matics $29.50; 5wire Wireless or Three Wire $22.50; Seeburg Remote Console $149.50. O'BRIEN MUSIC CO., 248 Thames St., Newport, R. I. Tel: 577.

FOR SALE—5 Victory Specials $189.50 ea.; 2 Bonus Super Bells $239.50 ea.; 2 Draw Bells (Small Butts) $240.50 ea.; 2 Draw Bells (Red Buttons) $269.50 ea. WALDROP DISTRIBUTING CO., 1728 N. Charles St., Baltimore, Md. Tel: Lexington 7847.

FOR SALE—The most complete stock of Arcade Equipment, Cards and Supplies in the United States. Write for list. MIKE MUNVES, 510 W. 34th St., New York City.

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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: Nigelo 3-3777.


FOR SALE — Large selection of reconditioned phonographs available at very low prices. Write for complete list of machines. Dave Lowy & Co., 594 Tenth Ave., New York City, N. Y. Tel: Bryant 9-0817.

FOR SALE — DuGrenier, Rowe, National and Uneedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Uneedapak parts. Want — will buy anything. Send us your list. Mack R. Postel, 3750 North Ashland Ave., Chicago 26, Ill.

FOR SALE — New York 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. 6, Pa. Tel: Market 7-4641.

FOR SALE — DuGrenier W $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 Sales Co., Silent Sales Bldg., 200 - 11th St., Minneapolis 11, Minn.

FOR SALE — Reconditioned Pingames: Big Time; Big League; Progress; Rocket (brand new); Fox Hunt; Gobs; Snappy '41; Hi-Hat; Jungle; Drum Major; Twin Six; Opportunity (revamp). All in A-1 condition, ready for location. Make best offer for any or all. H. M. Branson Distributing Co., 515 S 50. 2nd St., Louisville 2, Ky. Tel: Wabash 1501.


FOR SALE — Victory Derbys, like new $150. ea.; Keeney Three Way 5-10-25 Super Bonus Bell $900; 5¢-6¢ Lucky Lucres one coil type $50. ea.; 6-23 Lucky Lucres $60. ea. 1/3 deposit required Hy-C Music Co., 1415 Washington Ave. Sd., Minneapolis 4, Minn. Tel: At 8587.


FOR SALE — Personal Music and Solotone Boxes. Also Studio and location amplifiers. Write, phone or write for real low price. Runyon Sales Co., 123 W. Runyon St., Newark 8, N. J. Tel: Nigelo 3-3777.


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. Niles H. Smith, 204 Woodrow, Oildale, Calif.

FOR SALE — Seeburg Telephone Hostess Music System. 15 Units complete with electrical selector mechanisms. Slightly used, and consisting of 3 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 value, 1 single line 10 turntable board, 4 record racks, 3,000 capacity. Will take best offer. Mitchell Novelty Co., 1629 W. Mitchell St., Milwaukee 4, Wis. Tel: Mitchell 3254.

FOR SALE — Phone, Wire or write for all new & used pinball & latest coin operated machines. Orders shipped same day received. Lowest prices always. Southern Amusement Co., 626 Madison Memphis, Tenn.


Please mention THE CASH BOX when answering — it proves you’re a real coin machine man!
FOR SALE – Wurlitzer Model 600 phonographs in A-1 shape mild. 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. HIRSH 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, 2759-1/2 CINCINNATI ST., LOS ANGELES 63, CALIF.

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


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 – New Mills Black Cherry slots, 1 - 5¢ & 1 - 25¢ in original shipping cases, never used $375. for the two; 1 Jennings Super Deluxe Club Chief 104, electric lighted, used 30 days $150. 1/3 dep., bal. C.O.D. BUSINESS SIMULATORS, 4912 E. WASHINGTON ST., INDIANAPOLIS, IND.


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

FOR SALE – We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1068 S. FLORIDA AVE., LAKEWOOD, FLA.

FOR SALE – Factory rebuilt Keeney 1958 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 Piat Tops $125. ea. W. E. KEENY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.


FOR SALE – Packard No. 1000, No. 800, No. 700 Speakers; Twin 12 Adapters; Flomor Boxes; Wurl. 950’s; 500-422; Twin 12 Hideaway; No. 145 Steppers; 300 Adapters; No. 331 & 332 Boxes; 39A Speakers; 5 new 25 cycle No. 40243 Amplifier Trans; Seeburg Hideaway; 5 WS-22 Boxes; Speak Organ; 2 F9024 Speakers; new 2” Casters & Sockets $1. per sample set 4. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Dial 4-6512

PARTS AND SUPPLIES

FOR SALE – Wholesale Radios-Parts, etc.; Pilot 16's & Specials: No. 47 $40. per 1000; No. 51 or 55 – 10 for 48¢, 100 for $4.40, 300 $4.04 ea. Nos. 40, 46, 44, 47 – 10 for 58¢, 100 for $5.30, 300 $.05 ea.; Tube cartons for KT tubes (1-3/4" x 1-3/4" x 3-1/2") Bundles of Fifty 50¢; Radio Tubes: LCG-98¢ ea. (6S7GT 35¢ ea. Center pins broken but tubes good). BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE – Pin Game Cartons. Heads Separate, leg wrappers and proper killings. Best pin game cartons made, 310 lb. test cardboard, $.3. ea. on order of 10, $2.85 ea. on order of 25, $2.75 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 – Money Wrappers, Tubular Coin Wrappers, 1¢, 5¢, 10¢, 25¢. Steel Strong means no splitting of seams, is self closing, the only perfect wrapper ever made. 70¢ per 1,000 boxes $.4 wrappers to a case $5.30; 14 and 10¢ wrappers come packed 10 boxes to a case. Send for samples. Also quantity prices. Terms: 1/3 deposit, balance C.O.D. ST. LOUIS NOVELTY CO., 2718 GRAVOIS AVE., ST. LOUIS 18, MO.

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MISCELLANEOUS

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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 1905. 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 $50. 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: 1302

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., 1425 N. BROAD ST., PHILA. 22, PENNA.
IT'S GOT LOADS OF ZIP!

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- **MANY MORE WAYS TO WIN!**

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