You can't miss with ROCK-OLA
The Phonograph That Sells Music

ROCK-OLA Manufacturing Corp.
800 N. KEDZIE AVE. CHICAGO 31, ILL.
If it's a Mills, I always play it—

I like to get my money's worth

The public prefers

THE MILLS CONSTELLATION

The coin box concurs

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois
The Manufacturers

By BILL GERSH

Greater optimism is apparent throughout the nation at this time as operators report that more and more territories are once again considering amusement game operation.

The facts are that some of the nation's most outstanding cities are almost on the "verge of reporting territory opened once again", as one leader states.

This, in itself, has raised spirits everywhere. Operators are of the belief that this will be "the life saver we have been looking for". All agree that it is manufacturing ingenuity which has made possible these territorial openings.

Thruout the manufacturing division of the industry ingenious minds are at work in an attempt to help operators realize their needs.

Factory representatives are traveling thruout the country and meeting with operators who tell them just what is needed in this, that and the other territory. These men report back to their factories and the engineering and inventive minds are then called into conferences in an attempt to bring a solution to whatever problems may exist.

The manufacturers, by the presentation of the roll-down games, have started much territory operating again. These machines have opened a new profit era for many operators.

The manufacturers have also arranged for the creation of other products along this same line which they will present when completed, and which bode well for the future of the automatic amusement games division of the field.

The ingenuity which the manufacturers have demonstrated again brings home a point to all in this industry. That only by continual large volume production can factories develop new ideas and new machines for the trade.

It must be profitable to manufacture in this, or any other industry, before manufacturers will go ahead with new developments, new experiments, and new plans for the future good and welfare of all concerned.

There is no doubt of the fine products which the manufacturers have built in the past. World War II was a potent and outstanding example of the quality construction of the products of this industry. With no manufacture whatsoever all during the war period, games continued to operate, and so did automatic phonos and merchandisers. This, in itself, was proof sufficient to all in the industry that the manufacturers were doing a marvelous construction job.

The work they are doing today is even better than what was done prior to the war. They have demonstrated outstanding ingenuity. Where pinballs weren't operating, they turned about and created the rolldowns. Where pinballs are operating they produced games of such outstanding attraction and quality that they absolutely zoomed play to a new high peak.

As far as other divisions of the manufacturing field are concerned, certainly the new phonographs, bells, one-balls, consoles, arcade equipment, merchandisers, et al, are proof in themselves of the outstanding products which the factories are constantly producing.

It is because of ingenuity, which has been so well demonstrated by the present manufacturers, that the trade has been able to progress so rapidly.

The new games are in keeping with what the trade wants and needs. The manufacturers are to be complimented for making it so much easier for the progressive operators to open certain valuable territories.

The fact that two of the nation's largest cities, and a great many smaller communities, are now on the verge of opening, is due to the products which the leading factories of the industry have produced, are producing, and are planning to produce in the very near future.

It is already a known fact that some of the outstanding manufacturers have games which will absolutely capture bigger play than anything ever before produced. These units are now in the final stages of experiment out and tooling and will probably soon be viewed with enthusiastic amazement by all the members of the industry.

The manufacturers are to be complimented on their ingenuity as well as on their fortitude to proceed with the heavy investment required these days to produce any type of product, and especially for their winning battle against material and component shortages which they have so gallantly overcome to help benefit the trade.

It all boils down to the fact that without the right games no territory would be reopening and, therefore, much thanks is due to the ingenuity of the manufacturers who have made possible the products with which to reopen territories thruout the nation.

VOL. 9, NO. 8 SERIAL NUMBER 321

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"
ISSUED EVERY WEEK. REPRODUCTION IN WHOLE OR IN PART FORBIDDEN WITHOUT WRITTEN PERMISSION FROM THE PUBLISHERS. COMPLETE CONTENTS COPYRIGHTED.

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

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

LOS ANGELES OFFICE
422 W. 11th ST, LOS ANGELES 15, CALIFORNIA
ALL PHONES: Prospect 2087

www.americanradiohistory.com
OPENING TERRITORIES

Nation’s Amusement Machine Ops Drive to Reopen Territories. Many Believe Success Assured. Optimism Runs High.

NEW YORK—Throughout the nation there are now many drives afoot to reopen territories which have long been closed to coin operated amusements.

Some years ago The Cash Box urged coinnmen in cities, where games were no longer operating to arrange for immediate coverage by any one of the famed public poll agencies to learn whether or not the public was in favor of coin operated amusements.

The Cash Box also stated at that time, and many times since, that the public, by referendum, would prove that it did want coin operated amusements.

And that it was, instead, the politicians who had closed territories.

This was most definitely proved during a state hearing in Madison, Wis. this past year when a state referendum committee there, polling the people in the same room who had nothing to do with the coin machine industry, but who happened to be in the hearing room at the time heard these people state by an overwhelming majority, that they would like to have a public referendum vote on whether, or not, coin operated amusements were to again function in the state of Wisconsin.

This has happened time after time in other states and communities. When left to the general public Mr. and Mrs. Johnny Public have approved coin operated amusements. But, the people who they elected, the people who now seem to decide their fates also as well as foist their wishes, these politicians, have seen fit to close territories and, in most cases, because it brought them reams and reams of publicity of a nature which they believed extremely worthwhile to themselves.

The operators of America are now out to help their communities. Each and every city in the nation needs and seeks greater revenue. Teachers’ salaries, as well as the salaries of municipal employees, and the great need for general relief for the poor, has posed the greatest revenue problem in all municipality history.

This revenue, which in great part in a great many communities, comes from amusements of one type or another, should also come from coin operated amusements.

Operators are therefore going right ahead. They are preparing cases which call for legal adjudication of coin operated amusement equipment from the highest courts. They are asking why they are not allowed to operate.

Major cities throughout the country are now again considering coin operated amusements. Many, of course, plan much larger license fees than they formerly obtained. But, it is not the license fee which is the factor here—it is the principle. Coin operated amusement has proved to be wholesome, relaxing and entertaining. And, as strictly amusement, this industry’s leaders are of the belief that the nation’s communities should allow the operation of coin operated amusements.

Lack of public relations effort, lack of education and lack of many other things, ruined much territory in the past. The industry’s leaders have now seen fit to create and sponsor a “Public Relations Bureau”. This bureau is out to do a job. To help educate the people, as well as certain politicians, to the fact that coin operated amusements meet with the complete sanction of almost all the peoples everywhere in the nation.

Many doctors have praised coin operated amusement as one of the greatest aids to mental therapeutics. It has been found that pinballs located in the major military hospitals and institutions throughout the country have immeasurably helped patients to recover from many nervous disorders. They relax. They entertain. They bring back calmness. And they also assure normality.

There is greater optimism apparent throughout the trade since leading operators and operators’ associations have started their drive to obtain complete legal adjudication for coin operated amusement equipment. These men feel that they will win out. These men also believe that the time has arrived when they must, once and for all, ascertain the status of their businesses in their communities.

There is no longer any doubt in the minds of the average coin machine operator that the public are for, and not against, him. But, he has many politicians to contend with and that is why he seeks the law to bring about a better understanding of his business.

As more and more leading coin machine operators drive for a better understanding of their business there is no doubt that this industry’s progress is much better assured than ever before in its history.

The trade has forgotten its first flush successes. It is going ahead, to the point where all coinnmen want their businesses to be recognized openly by the nation. They want it to be known, throughout and every community in the country, that they are in the “amusement business” and that there type of coin operated amusement is no different from any other kind defined under this one broad word, “amusement”.

These operators in state after state are going to make it their business to win. They are going to present the facts thru the best legal minds and ask the judges of their communities and their states, as well as the public, which is, after all, the all-powerful jury, to decide whether they are in anything but a purely amusement business. A business which, therefore, demands just as much respect as does any other “amusement” which this nation now recognizes.

There will be successes. There will be failures. And, it is a known fact, that the “failures” will not be due to the public’s will against coin operated amusements such as pinball, but, more in the form of politics inspired publicity desires.

Therefore, as the leaders in the amusement field of the nation drive forward now to obtain better understanding of their business it is up to all, to every single one, in this industry, to help in every possible fashion.

The time has come when this business must stabilize itself. Leaders are in agreement. The cases which are now on docketts everywhere in the country have every right for support and, especially, for success. The members of this field should give all the help that they possibly can for this is what the industry is for—to help when help is needed—or else it is not to be longer considered or even termed, an “industry”.

Every coin operated amusement leader in the nation knows of those cities and states where there are now cases pending. They also know how hard certain coin machine operators are working to bring success to themselves and to the industry generally. It is also known that these men are spending their own money, given of their time and energy to bring this about. In most cases the operators, themselves, are the ones who arrange for and sponsor the plans which are so necessary to success.

Most important, these operators are optimistic. They are of the belief that they will win. They are now of a mind to bring openly forth to the public in their own communities the fact that they, too, like other trades, are an “amusement” field. That they, too, like others, are business men endeavoring to earn from the profession which they have chosen for their livelihood.

They are, just as are all others, respected fathers of families. They look forward to bringing their communities greater glory, as well as their own families a respected and decent livelihood with education and with religion developing their sons and daughters to be the future respected citizens.

They have every right to be optimistic. They have every right to the support of everyone in the industry. It is these pioneering efforts which will lead to a better national understanding of the entire industry for the years to come.
NEW YORK—The suggestion that record manufacturers produce two minute disks for the juke box trade has begun to take hold everywhere in the nation with more and still more juke box operators wiring, phoning and writing to The Cash Box backing the suggestion and asking that the disk manufacturers be urged to get started with two minute recording production as soon as possible.

Each and everyone of these juke box ops is enthused over the idea of two minute disks for, as one noted leader stated, "The two minute disk is the answer". He also said, "At least, it is the best answer we have yet had regarding increasing income from automatic music equipment. And", he continued, "we once again want to compliment The Cash Box on the fact that it was first to realise the value of this idea and also first to present it to all the music trade."

The average present recording is timed to play anywhere from 2 minutes and 50 seconds to a few seconds past three minutes at this time. This means that the recordings which are now being produced, and those which were formerly made, average about three minutes. And this, in turn, means that the very best the average juke box operator can expect, as far as income is concerned, is approximately $1.00 per hour for the playing of 20 three minute records during that one hour's time.

With the two minute recording the operator is assured of at least 50 plays during the same hour's period. This means, therefore, an intake of $1.50 per hour, instead of $1.00 per hour. The difference of this additional 50c per hour (or added 50% income) is best realized when considered from the standpoint that the average location throuts the nation has, at a minimum, two hours of peak playing time.

This means that for two hours each evening the juke box is earning 50% more income for the operator. This also means that he earns at least $1.00 more per day; not counting whatever other play action he may receive during the rest of the day. But, with the fact that the two peak hours of play he gets during the evening, or early afternoon hours in a few cases; he is assured that extra $1.00 which means at least $7 per more week, and in addition, an approximate 20% overall increase in the balance of play for the entire week.

Operator after operator has agreed this means the difference between profit and loss and will also allow him, in most instances, to continue on a 50% - 50% commission basis with a great many of his locations, therefore not upsetting his present commission agreements with his customers. A great many of the leaders in the automatic music industry are much impressed with the idea of two minute recordings because of the fact that it does not upset this 50-50 commission split basis. Yet, the majority still believe, that the commission basis should be at least 60% to the juke box operator and 40% to the location owner even with two minute disks playing in automatic music equipment.

Another thing which has since been learned by The Cash Box in regards to the manufacture of the two minute disks is that by using less grooves there results better tone. This is explained by one manufacturer along the lines that still using the ten inch record there will be less grooves in it for the timing will be on a two minute basis and the grooves will, therefore, of necessity have to be made wider, which means, in turn, that the needle will ride the sides of the grooves so much surer and better and produce, as a result, better tonal quality with less scratch, hiss or other surface noise.

Some juke box operators state that with their present phonos they can arrange for the tone arm to play only two minutes. But, some are not completely set in this regard, for fear that they may cut off play from the record in the middle of a chorus. Therefore, most are agreed that the answer is in the production of two minute disks especially manufactured for the juke box trade.

To the operator this means one more very important fact. He does not have patrons with long musical renditions. The average juke box operator has many times complained of recordings which "seem to drag". Or, as has been noted, which seem to have extra material added to fulfill the three minutes. "Many times", one op writes, "this has caused some of the best songs to flop miserably. By speeding up a lot of these tunes" he continued, "there is every possibility that the recording might have been a 'hit' instead of a ' flop' ".

Regardless, then, of whatever technicalities are involved in the manufacturing process for two minute recordings, the most important point here for the entire automatic music industry of America is the fact that such records will bring greater income from the very same machines now on locations throughout the nation.

These ops who have spots where three and four and even more hours of peak play are being enjoyed foresee traffic advantages to them, not only from the standpoint that their income will be so much greater in these better locations, but, that because their income will increase accordingly, they will obtain a better general average all down the line.

It is the hope of the entire juke box industry that the record manufacturers will immediately adopt the suggestion offered by The Cash Box (from the original idea given to this publication by E. J. Pepper, juke box operator of Hereford, Tex.) so that all this field will be able to immediately make use of two minute disks.
SALES GOING UP!


NEW YORK—From almost every section of the nation reports are filtering thru that sales are definitely on the way up again and, in some cases, reports indicate that they are better than so far enjoyed this year.

One group of distribrs, commenting on the sudden sales increase which they are enjoying for both new and used machines, stated that it was their belief this was much due to the optimism apparent everywhere in the nation because of the possibility that much territory will reopen very soon.

One distributor stated, "We have been enjoying a rush for both rolldown and pinball machines. One reason, we learned, was because the average operator is now getting out into it because he hasn't been operating for sometime and placing machines, even if to just get a 'test case' thru the courts.'

He continued, "This is especially true in this state where the operators now have a case pending in the Supreme Court and there is every indication that it will be successful. We also believe", he reported, "that much other territory, in addition to some of the nation's largest cities, will reopen to pinball. These communities are already using rolldowns", he said, "and the follow-thru is always for the pinball game which is meeting with more liberal legal interpretation in almost every section in the nation.

"Our only worry", he says, "is that the few greedy operators who are usually to be found in every community, will not upset any of the work which is now progressing along so satisfactorily by jumping the gun and attempting to start operations without the necessary licensing and also the needed legal interpretation."

These distribrs also referred to the headlines featured by a theatrical publication which advised that pinballs were okayed in this city. "This was like", one distribs stated in regard to this article, "some driver being arrested for speeding at the rate of 85 miles per hour and then having the judge throw this case out of court for one reason or another. Then", he continued, "to say, that because of the fact the case was thrown out of court, it is now 'legal' to drive at the rate of 85 miles per hour. This is what all of us mean", he said, "when we talk about some people jumping the gun and taking something for granted which is as yet a long way from being an actuality."

In the meantime, because of the optimism apparent everywhere in view of the fact that so much territory is nearer to reopening than it ever before has been, and also because there are more and more communities becoming known to the trade generally where operators are at work in an effort to win legal sanction for the return of much amusement equipment, sales have continued to zoom upward.

The used machine market, for post-war equipment especially, saw revived action this past month of October. It is now continuing on ahead for November and there is also every belief that the action will zip onward at least right up to and, perhaps, even past the forthcoming convention in January.

Predictions are that sales will continue on at a very good pace from now until the end of the year making this fourth quarter one of the best for the entire trade. It is also a surety that with new games continually being presented the trade will take every action to make sales keep up their boom which is now apparent and will, without doubt, lead into some very fine sales periods after the forthcoming coin machine convention.

Also noticeable is the fact that sales action enthusiasm is apparent in more than one division of the trade. Merchandisers in the trade have reported that sales are far ahead of anything they ever expected even with the way they have been slowed down by lack of materials and components.

The same is true in the bell, console, one-ball and other fields. Consoles seem to be enjoying new life in many sections with demand continuing on ahead and with many specializing in getting locations for these machines.

As sales action continues at a speedy pace the trade is preparing to enter into what all believe will be a very definite boom period for the games division. The amusement game men are most enthused. They are far surpassing in actual dollar and cents sales volume even the juke box field and believe that this will continue to be the fact throughout the balance of the year.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.
WHAT Follows On The NEXT 2 PAGES IS OF VITAL IMPORT TO EVERY JUKE BOX OPERATOR IN AMERICA

Tear out these 2 pages and show them to every one of your locations. They will help you arrange for a better and more equitable commission basis. If you want reprints to mail to all your locations these are available.
WHY JUKE BOX OPERATORS MUST GET A BETTER SHARE OF PHONOGRAPH INCOME

THESE ARE THE FACTS: Overhead, Labor, Prices of Parts and Supplies Have Gone Up Over 200%. Prices of Machines Are Up Over 150%. JUKE BOX OPERATORS CANNOT CONTINUE IN BUSINESS BY GIVING LOCATION OWNERS 50% OF THE GROSS INCOME FROM THEIR MUSICAL MACHINES. THEY MUST OBTAIN AT LEAST 70% OF THE GROSS INCOME TO REMAIN IN THE AUTOMATIC MUSIC BUSINESS!! Every Retailer Has Raised Prices. Beer and Whiskey Have Gone UP. Even Ice Cream Sodas are UP. Every Type of Merchandise Sold HAS GONE UP IN PRICE. But Juke Boxes, Regardless of the 200% Increase in Costs, are STILL PLAYING RECORDS FOR ONLY 5c — And the Nickel TODAY is Equal to the PRE-WAR PENNY!

FROM EACH $100 TAKEN IN BY THE JUKE BOX OPERATOR ON A 50%-50% PERCENTAGE BASIS HE LOSES $5.80.

(Notice: The following figures have been taken from the accounting books of a prominent Juke Box Operator and are attested to by his accountants)

Operating Expenses:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Replacement of Equipment</td>
<td>$23.00</td>
</tr>
<tr>
<td>Wages</td>
<td>$18.00</td>
</tr>
<tr>
<td>Records</td>
<td>$5.00</td>
</tr>
<tr>
<td>Taxes</td>
<td>$3.90</td>
</tr>
<tr>
<td>Repairs</td>
<td>$2.50</td>
</tr>
<tr>
<td>Rent</td>
<td>$1.65</td>
</tr>
<tr>
<td>Transportation</td>
<td>$1.65</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$55.80</strong></td>
</tr>
</tbody>
</table>

Location Owners Expenses:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity</td>
<td>$2.00</td>
</tr>
<tr>
<td>Rent for Machine's Space</td>
<td>$1.50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3.50</strong></td>
</tr>
</tbody>
</table>

The JUKE BOX OPERATOR LOSES $5.80 OF EVERY $100 HE TAKES IN ON A 50%-50% COMMISSION BASIS

The LOCATION OWNER EARNs A PROFIT OF $46.50

Even on a 70%–30% COMMISSION BASIS (70% to the Juke box operator and 30% to the location owner) the Storekeeper STILL EARNs MORE MONEY FROM EVERY $100 TAKEN IN BY THE JUKE BOX

Location Owner's Share (of $100) at 30% .......................... $30.00
Expenses (Same as on other side) ...................................... 3.50
**NET PROFIT** .................................................. $26.50

Juke Box Operator's Share (of $100) at 70% .......................... $70.00
Operating Expenses (Same as on other side) ......................... $55.80
**NET PROFIT** .................................................. $14.20

Still Not an "EQUITABLE SHARE" OF THE JUKE BOX INCOME BUT IT AT LEAST KEEPS THE OPERATOR IN BUSINESS

Even on a 70%-30% percentage basis (70% to the Juke box operator and 30% to the location owner) the storekeeper still earns almost double what the Juke box operator earns, and does so without the headaches and efforts and energies which the Juke box operator MUST PUT FORTH to bring money into his machines.

The Juke box operator continues to feature his records at only 5c each. The very same price that he charged when these records cost him only 17c and not 78c.

He simply CANNOT REMAIN IN BUSINESS unless he gets a more equitable share of the gross income from each one of his Juke Boxes.

It is up to every retail storekeeper in America who wants Juke box music to HELP HIS JUKE BOX OPERATOR TO REMAIN IN BUSINESS by allowing the Juke box Operator to GET AT LEAST 70% OF THE GROSS INCOME FROM THE MACHINES.

Even at that — the storekeeper still earns almost twice as much as the Juke Box Operator without any headaches, any investment, any service or any other problems.

The time has come when America's retailers, who feature Juke box music, must help the operators of that music to remain in business.

ATTENTION JUKE BOX OPERATORS!!

REPRINTS OF THIS 2 PAGE SPREAD ARE AVAILABLE FOR MAILING TO YOUR LOCATIONS AT ONLY $5 PER 100.

BY USING THIS REPRINT, PLUS YOUR OWN SALESMArSHIP, YOU SHOULD OBTAIN A BETTER COMMISSION BASIS.
ONLY 2 MORE WEEKS TO GO
HURRY! HURRY! ALL VOTING CLOSES MIDNIGHT SATURDAY, NOVEMBER 29

BEST RECORD OF 1947

PEG O' MY HEART*, Harmonicats 40,411
HEARTACHES*, Ted Weems 30,927
NEAR YOU*, Frank Sinatra 28,041
ANNIVERSARY SONG*, Al Jolson 24,127
THAT'S MY DESIRE*, Frankie Yankovic 11,967
MAKES ME SAD*, Art Lund 9,086
LIKE ME, Charlie Spivak 3,528
“WONDER, I WONDER”, Eddy Howard 2,555
PEG O' MY HEART*, Three Suns 2,014
“ANNIVERSARY SONG”, Guy Lombardo 1,043
THAT'S MY DESIRE*, Sammy Kaye 1,151
NEAR YOU*, Larry Green 896
SOMETHING KIND OF LOVE*, Claude Thornhill 822
PEG O' MY HEART*, Clark Dennis 627
“LINGA”, Buddy Clark 454
PEG O' MY HEART*, Ted Weems 335
PEG O' MY HEART*, Bud Clark 309
PEG O' MY HEART*, Art Lund 175

BEST ORCHESTRA OF 1947

EDDIE HOWARD 71,378
VAUGHN MONROE 29,767
GUY LOMBARDO 14,720
SAMMY KAYE 13,649
MARTY MARTIN 13,520
CLAUDE THORNHILL 12,209
TED WEEMS 10,048
FRANKIE CARLE 8,011
TEX BENEKE 7,001
STAN KENTON 6,537
MARY JAMES 5,604
JOHNNY LONG 5,163
LOUIS PRIMA 3,014

BEST FEMALE VOCALIST OF 1947

JO STAFFORD 41,599
DINAH SHORE 27,594
MARGARET WHITING 14,368
ANTHONIE LEE 8,277
ELLA FITZGERALD 6,502
NELLIE LUTCHER 4,728
MARTHA Tilton 4,513
FRAN WARREN 2,594
FRANZY LANE 1,613

BEST MALE VOCALIST OF 1947

PERRY COMO 64,647
BING CROSBY 39,477
FRANKIE LAINE 13,907
ART LUND 11,922
DICK SUNTEEN 10,094
PERRY COMO 8,754
FRANK SINATRA 3,903
BILLY ECKSTINE 3,620
DICK HAYMES 2,243

BEST FEMALE VOCAL COMBINATION OF 1947

ANDREWS SISTERS 55,873
DINNING SISTERS 17,339
MURPHY SISTERS 9,722
GALL SISTERS 982

BEST MALE VOCAL COMBINATION OF 1947

MILLS BROS. 47,969
INK SPOTS 46,899
RINGO CROSBY TRIO 23,237
TODD MARTIN 15,480
THE RAVENS 10,071
RICHARD 7,583

BEST MALE VOCALIST OF 1947

AL JOLSON 1,337
ALAN DALE 1,226
MEL TORME 1,104
JOHNNY MERCER 1,024
SAM DONOVAN 915
TONEY MARTIN 821
HERB JEFFRIES 725
Dennis Day 452

BEST "HILLBILLY" RECORD OF 1947

"IT'S A SING", Eddy Arnold 13,461
"WARRIRI CANNON BALL", Jimmy Dale 11,023
"JOE BLOM", Moon Mullican 10,332
"RAINBOW AT MIDNIGHT", Ernest Tub 9,579
"I'LL HOLD YOU IN MY HEART", Eddy Arnold 8,998
"WHAT IS LIFE WITHOUT LOVE", Eddy Arnold 8,031
"DON'T LOOK NOW", Ernest Tub 7,331
"HILLBILLY LIVES", Rosalee Allen 6,136
"DAUGHTER OF JOE BLOM", Johnny Bond 1,030
"NEW JOE BLOM", Roy Acuff 1,843
"ROSE WHISKEY", Red Foley 1,049
"I'LL STEP ASIDE", Ernest Tub 821
"YOU MUST WALK THE LINE", Eddy Arnold 715
"HANG MY HEAD AND CRY", Riley Sheppard 50

BEST "WESTERN" RECORD OF 1947

"SMOKE, SMOKE, SMOKE", Tex Williams 46,472
"COOL WATER", Foy Willing 6,408
"ITALIAN DREAM WALTZ", Red River Dave 4,123
"WHEN THE SNOWBIRDS CROSS THE ROCKIES", Gene Autry 1,774
"I'VE TOLD YOU LATELY", Son of the Pioneers 1,013
"NIGHT COMING IN", Kitty Stone 983
"MOVE IT ON OVER", Hank Williams 830
"ON SILVER WINGS TO SANTA ANITA", Rosalee Allen 818
"ROGUE, SO FIRM SO FULLY PACKED", Merle Travis 790
"DANGEROUS ROAD", Roy Rogers 465
"KENTUCKY WALTZ", Cowboy Copas 349
"THAT'S WHAT I LIKE ABOUT THE WEST", Tex Williams 310
"LOVE LINES OF YESTER YEAR", Al Dexter 200
"TEARDROPS IN MY HEART", Son of the Pioneers 166
"NEW SAN ANTONIO ROSE", Bob Wills 148
"DOWN AT THE ROADSIDE INN", Al Dexter 95
"THERE'S A BIG ROCK IN THE ROAD", Bob Wills 60
"ROUND UP POLKA", Tex Williams 54
"GET THAT CHIP OFF YOUR SHOULDER", Red Murrell 50

BEST "WARRIRI" RECORD OF 1947

"BY ADOBE HACIENDA", Eddy Howard 9,412
"RAGTIME COWBOY JOE", Eddy Howard 8,380
"SMOKE, SMOKE, SMOKE", Phil Harris 5,947
"BLUE TAIL FLY", Eddy Howard 1,339

BEST "RACE" RECORD OF 1947

"I WANT TO BE LOVED", Savannah Churchill 21,007
"THAT'S MY DESIRE", Hadda Brooks 16,914
"DON'T YOU THINK I OUGHTA KNOW", Bill Johnson 16,914
"OLD MAN RIVER", The Ravens 11,058
"HURRY ON DOWN", Nellie Lutcher 9,822
"OPEN THE DOOR RICHARD", Count Basie 4,192
"OLD MAID BOOGIE", Eddie Vinson 4,955
"TERESA", Joe Batts 4,888
"NEW ORLEANS BLUES", Johnny Moore 3,625
"OPEN THE DOOR RICHARD", Dusty Fletcher 2,288
"ANYBODY HERE BUT US CHICKENS", Louis Jordan 1,969
"THRILL ME", Ray Milton 1,629

BEST "HILLBILLY" RECORD OF 1947

"FEUDIN' & FIGHTIN'", Dorothy Shay 24,934
"TIM-TAYSHUN", Stafford-Ingles 19,122
"FEUDIN' & FIGHTIN'", Bing Crosby 1,124

BEST "WESTERN" RECORD OF 1947

"SMOKE, SMOKE, SMOKE", Tex Williams 46,472
"COOL WATER", Foy Willing 6,408
"ITALIAN DREAM WALTZ", Red River Dave 4,123
"WHEN THE SNOWBIRDS CROSS THE ROCKIES", Gene Autry 1,774
"I'VE TOLD YOU LATELY", Son of the Pioneers 1,013
"NIGHT COMING IN", Kitty Stone 983
"MOVE IT ON OVER", Hank Williams 830
"ON SILVER WINGS TO SANTA ANITA", Rosalee Allen 818
"ROGUE, SO FIRM SO FULLY PACKED", Merle Travis 790
"DANGEROUS ROAD", Roy Rogers 465
"KENTUCKY WALTZ", Cowboy Copas 349
"THAT'S WHAT I LIKE ABOUT THE WEST", Tex Williams 310
"LOVE LINES OF YESTER YEAR", Al Dexter 200
"TEARDROPS IN MY HEART", Son of the Pioneers 166
"NEW SAN ANTONIO ROSE", Bob Wills 148
"DOWN AT THE ROADSIDE INN", Al Dexter 95
"THERE'S A BIG ROCK IN THE ROAD", Bob Wills 60
"ROUND UP POLKA", Tex Williams 54
"GET THAT CHIP OFF YOUR SHOULDER", Red Murrell 50

BEST "WARRIRI" RECORD OF 1947

"BY ADOBE HACIENDA", Eddy Howard 9,412
"RAGTIME COWBOY JOE", Eddy Howard 8,380
"SMOKE, SMOKE, SMOKE", Phil Harris 5,947
"BLUE TAIL FLY", Eddy Howard 1,339

BEST "RACE" RECORD OF 1947

"I WANT TO BE LOVED", Savannah Churchill 21,007
"THAT'S MY DESIRE", Hadda Brooks 16,914
"DON'T YOU THINK I OUGHTA KNOW", Bill Johnson 16,914
"OLD MAN RIVER", The Ravens 11,058
"HURRY ON DOWN", Nellie Lutcher 9,822
"OPEN THE DOOR RICHARD", Count Basie 4,192
"OLD MAID BOOGIE", Eddie Vinson 4,955
"TERESA", Joe Batts 4,888
"NEW ORLEANS BLUES", Johnny Moore 3,625
"OPEN THE DOOR RICHARD", Dusty Fletcher 2,288
"ANYBODY HERE BUT US CHICKENS", Louis Jordan 1,969
"THRILL ME", Ray Milton 1,629

BEST "HILLBILLY" RECORD OF 1947

"FEUDIN' & FIGHTIN'", Dorothy Shay 24,934
"TIM-TAYSHUN", Stafford-Ingles 19,122
"FEUDIN' & FIGHTIN'", Bing Crosby 1,124
"Oscars" will be awarded by The Cash Box to winning records and artists in behalf of America's Juke Box owners.

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 THROUGHOUT THE NATION URGE OPERATORS TO VOTE IN THIS "OFFICIAL" SECOND ANNUAL POLL WHICH "THE CASH BOX" (The Official Magazine of the Juke Box Industry) WAS EXCLUSIVELY CHOSEN TO CONDUCT. YOUR VOTES AND YOUR VOTES ONLY DECIDE THE WINNERS. EVERY VOTE IS A BOOST FOR YOUR FAVORITE RECORDING ARTISTS!
NEAR YOU
Remains on top of the heap for its third consecutive week. Ops can't get enough.

I WISH I DIDN'T LOVE YOU SO
The proveness of this ditty has it running in second place for its sixth straight smash week.

I HAVE BUT ONE HEART
Borders up into the charmed circle, with ops racing about the disk. In fourth place last week, this one takes over the three slot here.

AN APPLE BLOSSOM WEDDING
Drops one to the above tune with ops throughout the nation playing this like mad.

I WONDER WHO'S KISSING HER NOW
Holds tight to the fifth slot for the second straight week. Appearing on this page for well over three solid months.

WHEN YOU WERE SWEET SIXTEEN
In seventh place last week, this place moves up another notch, with ops wondering steadily.

YOU DO
On the bottom last week, the peak play this tune is getting boosts it wasn't up to seventh place.

FEUDIN' & FIGHTIN'
In sixth place last week, this same 'adventure' on wax, moves down a few to take over the eighth spot.

HOW SOON
Breaks into the big time in a big way. Grabs the ninth spot — with ops pitting this ditty for the top.

THE LADY FROM 29 PALMS
In eighth place last week, this play tune hits bottom here. Still receiving heavy play.

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.
**“NARCISSES”** (Playing Time—3:11)  
*BUGLE CALL RAG* (Playing Time—2:48)  
Billy Butcherfield Orcl. (Capitol 474)  
*Pair of instrumental sides favored by the rye bottle born Billy Butterfield shape up here as items strictly for the younger set. Top deck, an invitingly titled “Narcissus”, has Billy riding all the way, with the rest of the cast keeping well behind in effective fashion. Backing has the standard “Bugle Call Rag” and the band beating it busy as a bee.

**“DON'T BLAME MY HEART”** (Playing Time—2:50)  
Freddy Miller Orch. (Famous 601)  
*Latest indie into the wax mart pop big with the recent release with the Freddy Miller orch offering the beguine, “Don’t Blame My Heart”. Ditty gets an extra added dose of bop with charp Janet Parker handling the tensile department in was voice behind grade A background music furnished by maestro Freddy. The deck is well loaded with tremendous instrumental melody material and should come in for some heavy plugging. On the flip with the old-timey “Strong Throat” maestro Freddy fla- vers the piece with a vintage of ultra- sweet artistry which harmonizes well with the dance-crowd—they definitely deserve your listening time.

**“PAPA WONT YOU DANCE WITH ME”** (Playing Time—2:32)  
If It’s True” (Playing Time—2:42)  
Art Money Orch. (MGM 604)  
*A brand new with the gay pop by the popular Art Money orch to offer the set up of “Papa, Won’ You Dance With Me?”. Sca- in the opening act, with the Galli Sisters to wall the pleasing wailing the deck stacks up as one that may mean added coin play. Metro is fast with loads of beat and meat behind it. On the flip with an extra, “If It’s True”, with Bud Bres steps out to charm and en- chant phone fans with his smooth, fav- orite style.

**“A TUNE FOR HUMMING”** (Playing Time—3:10)  
*SERENADE OF THE BELLS”* (Playing Time—2:25)  
Bob Houston i MGM 10911  
*Piper Bob Houston and a pair of sides that currently are enjoying wide- patronage on the part of phone fans throughout the fans as her Book with Bob’s tensile pitching mellow on the pair. Top deck, titled “A Tune For Humming” is a fine disc on which Mr. Houston has shown some top notch instrumental work on the part of the Hugo Winterhalter orch. The flip, “Serenade of The Bells”, makes for a great appealing listening. Both sides are sure bets for wired music-installations—to go it.

**“BOOT WHIP”** (Playing Time—2:25)  
WHAT IS THIS THING CALLED LOVE” (Playing Time—2:40)  
Anton O’Day (Signature 15162)  
*It’s Anton O’Day with a pair of sides that are getting the crowd streaming toward your phonos. Top deck labeled “Boot Whip” is a sturdy item with the audience to the galloping crowd with the “Hi Ho Trai- lers” tag along side. It’s Anton’s rich pitch that will thrill the ear. His bright light she- twirls her pipes around the scat word- age. On the flip with the catchy “Things Will Be Better”’, Anton once again shows her top notch vocal style as she warms the audience with loads of sugar and stuff that makes the loop ride. Both sides spin for a sleigh ride—climb on!

**“LET’S BE SWEETHEARTS AGAIN”** (Playing Time—2:48)  
PASS THAT PEACE PIPE” (Playing Time—2:58)  
Margaret Whiting (Capitol 15501)  
Margaret Whiting  
*Chalk this one down on your calendar. Latest platter out of the Margaret Whiting bag of wax hits is this piece titled “Let’s Be Sweet- hearts Again”, with Margaret’s voc- ical efforts filling the air with beauty. This one is a piece of melodic music which add up to coin play galore. With the mood of the song center- ing in the “Can you and I” angle, the swing pipes of thrush Whiting show the way for all time. Fourth, the car- ular musical styling of Frank DeVil- lers rearis the canary to spice up the wax mellow. On the flip with some mad music labeled “Pass The Peace Pipe’, Margaret once again displays her top song styling with this ditty plugging goodwill. It’s from the MGM flier “Good News’ and should come in for a load of plugging once the pic makes the local rounds. The Crew Chiefs back the lass with loads of zest and bounce, while the stock Indian tempo is highlighted more so by Marge’s warbling. Plenty of wampum in both decks—spin ’em.

**“A FELLOW NEEDS A GIRL”** (Playing Time—3:01)  
*OUT OF MY MIND*” (Playing Time—2:38)  
Red Benson (Columbia 10033)  
*Keep your eyes keeling on this lad. Red Benson’s debut on Rainbow platters stacks up to a pile of coin play especially so in those tavern spots. With Red pitching his pipes to the strains of “Rosalinda” and “Out Of My Mind” the pair seem well loaded with possibilities for future green wax. Top deck spins in the fast mood, with Red snipping the wordage that counts. On the flip with a song, “Red goes overboard to give with “Out Of My Mind”. Both sides are effective and show Benson at his best.

**“A TUNE FOR HUMMING”** (Playing Time—3:11)  
BABY HAVE YOU GOT A LITTLE LOVE TO SPARE” (Playing Time—2:38)  
(Columbia 77953)  
*Woody Herman grabs the line to spoil the show with a “Tune For Humming”, a ditty as sweet as any around. Woody’s notes and a yellow tones of Woody’s vocal strings set a tender mood of beautiful simplicity bound to make you smile and take notice. On the flip with “Baby Have You Got A Little Love To Spare”, Woody reaches for the same down to come up with this piece well loaded with delicacy. Both sides for the asking—go to it.

**“THE BEST THINGS IN LIFE ARE FREE”** (Playing Time—3:06)  
*MY HOW THE TIME GOES BY*” (Playing Time—2:31)  
Danny O’Neill  
(Majestic 7272)  
*Smooth pitch pipes of Danny O’Neill spill out here to the metro set by the “Beat That You Are Free” from the MGM flier “Good News”. Danny’s pleasing tone joins the splen- der of the Twi-Twi Three who offer effective background. On the flip with more pitch pipes “My How The Time Goes By”, from the RKO flier “If You Know S克斯”, Danny once again comes on a cut in a seeming tenor tones that count. Both sides for the quiet spots— Danny’s pipes swell from there.

**“DID I REMEMBER”** (Playing Time—2:34)  
*SLEEPY BABY”** (Playing Time—2:48)  
Artie Wayne  
(Majestic 1181)  
*Musical delight for those intimate spots give out on this disc, with balladeer Artie Wayne to the fore to wall the pleasing wordage of “Did I Remember” and “Sleepy Baby”. Top deck, with a cu- pid tag “Did I Remember” and “My How The Time Goes By”, the RKO flier “If You Know S克斯", Artie once again comes on a cut in a seeming tenor tones that count. Both sides for the quiet spots— Artie balances the scales with his tender rendition of this nostalgic ballad.

**“KEEP YOUR HOOF”** (Playing Time—2:42)  
*COPACABANA”* (Playing Time—2:47)  
Dick Barnes  
(Majestic 1179)  
*Egging for coin in a big way is this piece by the rapidly rising Dick Foreny. Destined to hit the big time as a coin win- ner, Dick’s rendition of “How Soon” sparkles brightly with an id “in pipe swirling” in top manner. On the flip, Dick takes off in Portuguese for the setting of “Copacabana”, to come in with an Eng- lish chorus in the latter part of the waxing.

**“PATCHES”**  
(Johnson Rag” (Playing Time—2:34)  
Alvino Roy Orch. (Capitol 474)  
*Locking down from the phonos with a plug tune, maestro Alvino Roy steps out with a ditty that may reestablish his phonos. With balladeer Jimmy Joyce and The Blue Reys to chant the effective wordage on this piece it might click. Mood is slow with the title giving off the bill of fare. On the flip with the one that is familiar “Johnson Rag” Side is flav- ored with the usual touch of Alvino on the electric guitar. Where there is a trend for the brand the Roy orch give out with, they’ve hold them in this case.

**The Cash Box, Automatic Music Section**

Only Records Considered Best Salted To The Requirements Of The Trade Are Reviewed On These Pages.
"INTERMEZZO"  (Playing Time—2:36)
"LAURA"  (Playing Time—2:43)
Paul Weston orch.  (Capitol 15012)  ● It's a four-star musical performance by Paul Weston orch to the setting of "Intermezzo" and "Laura". Both tunes with fine rendering and performances are bound to be well remembered, along with their tremendous popularity not too many moons ago. Brilliant strings, sweeping reed and bright patterns of relaxing melody spill over on both decks throughout. For those quiets, "Intermezzo" and this pair is just what the doctor ordered.

"NINA NANA"  (Playing Time—3:01)
"MAKE LOVE, SWEET LIPA DO"  (Playing Time—2:55)
Vaughn Monroe Orch.  (Victor 20-25258)  ● The sonorous tones of maestro Vaughn Monroe and the Moon Maidys spell out here on a pair that seem well loaded with possibilities. Titled, "Nina Nana" and "Mahalani Papa Do", the duo have a tint of the Hawaiian therein, with the vocal work expressing the light titles in gay styling. Top deck spins light slow mood, with the message on wax a lullaby. Other deck picks up the beat, with Monroe and the vocal combo repeating the title in happy time. The vast crowd of Monroemites may not be fans, but are bound to create heavy demand for the pair.

"SOMEDAY"  (Playing Time—3:10)
"FIFTY-FIFTY BLUES"  (Playing Time—3:06)
Louis Armstrong & All Stars  (Victor 20-25010)  ● The crowd that appreciates the melodic musical notes that the great Satchmo Louis Armstrong make, will want to grab this pair. Offering one of the finest aggregations in the land on this pair labeled "Someday" and "Fifty-Fifty Blues", both sides show the crew with some drifty, dreamy music that makes you wanna float. On the flip, Jack Teagarden comes in to flavor the wax immensely.

"SISTER ARABELLA"  (Playing Time—2:30)

"BABY DON'T START CHEATING ON ME"  (Playing Time—2:40)
Butch Stone Orch.  (Majestic 72651)  ● Pair of sides which ops may find of fair advantage in the phones are these offered by the capable Butch Stone orch. With maestro Butch to the mike to walk the gay wordage set by "Sister Arabella" and "Baby Don't Start Cheating On Me", the pair stack up as effective filler material. On the flip, Butch parrots the handle with the lyrics and orchestral accompaniment matching his trick adequately.

"HOW SOON"  (Playing Time—2:32)
"PEGGY NOLL"  (Playing Time—3:02)
Guy Cherney  (Trion 195)  ● New leader on the wax horizon scores with his first, with this ditty labeled "How Soon". Rapidly rising as one of the artists to watch among many a phonos, Guy Cherney's rendition boosts his position on the phonos. On the flip the popular "Peggy O'Neill", Guy once again shows his wares in top notch style. Effective orchestral accompaniment seems thru with Dick Foy wielding the baton.

"THE STARS WERE MINE"  (Playing Time—3:35)
Fredric Miller Orch.  (Famous 6001)  ● Pair of sides which ops may use to fair advantage is these offered in pleasing tones by the Fredric Miller orch. With Janet Parker to walk the lullaby, the Waxer are oiled lift throughout. Titled "The Stars Were Mine" and "You're in Any Fun" the duo spin in light sweet tunes, with the wee pipes of the thrust coming thru. Top deck offers a crisp angle while the flip should be remembered by many a music op.

"AFTER YOU"  (Playing Time—3:15)
"DARDANELLA"  (Playing Time—3:18)
Les Brown Orch.  (Columbia 27997)  ● Long mining from the phonos with a click tune, the capable Les Brown crew spill a pair here that may well hypnotize their name as a fore-runner in the phonos biz once again. With thrust Eileen Wilson to the fore to spill the flavorful wordage, and the swell strains of maestro Les and his boys, the deck stacks out as a comer. On the flip the crew give out with "Dardanella", in melodic musical moments throughout. You'll like the pair.

"THE MORE I DO"  (Playing Time—2:07)

"SMILING THRU THE TEARS"  (Playing Time—2:46)
Walter Schoe  (Republic 117)  ● Here's the ditty that's bound to come in for a load of pay dirt. With Walter Schoe's pitching it is to the metro set by "The More I Do", the wax is highly flavored to score in a big way. Walter's tonal work is effective and given adequate plugging, the wax should ripple heavily. On the flip with "Smiling Thru The Tears", Walter offers some on- ton material with this rendition. "The More I Do" for a load of coin.

"I'VE FOUND A NEW BABY"  (Playing Time—3:09)

"JAZZ ME BLUES"  (Playing Time—3:07)
Willie Bells—Yank Lawson All Stars  (Signature 28120)  ● This disk is undoubtedly one of the finest reissues of Dixie ever. Giving such great artists as Will Bradley, Yank Lawson, James Johnson and Bobby Hackett; the select crowd that play this stuff will find themselves going wild with this one. Both sides should be familiar to music ops since they have coined heavily and steadily thru the years. Loads of bounce and thrill spill here with Yank Lawson and Will Bradley taking off for first grade A performance. Music ops who have the spots should definitely latch on to this duo.

"GUITAR JINGLE BELLS"  (Playing Time—2:40)

"GUITAR ARTISTRY"  (Playing Time—2:45)
Arthur Smith  (Super Disc 104)  ● The popular and capable Arthur Smith turns up with a pair here that may well be that extra bit for your phonos. The "Jingle Bells" is the first, "Guitar Artistry", those phonos fans would be bound to be delighted. It's Smith same all the way with the top deck offering "Jingle Bells" thru with a fineness. Arthur's show Smith at his best, strumming to the newest and proudest melody so popular during Xmas season.

**SLEEPER OF THE WEEK**

"WHY SHOULD I CRY OVER YOU"  (Playing Time—3:08)

"THOSE THINGS MONEY CAN'T BUY"  (Playing Time—2:51)
Betsy Rhodes  (Victor 20-25457)

**BETTY RHODES**
● The gifted, gilded vocal sounds of Betty Rhodes step out on a pair that seem destined to hit the big top. The thrust, recognized in the music biz as a most capable performer should start the phonos whirlin' with her rendition of "I Cry Over You". With the wax weaving in slow patterns, highly lighted by the flourishing touches of the Charles Dart orch, Betty gives with the sugar coated wordage in soft sultry tones that spell coin play. The wonderful balance shown here gives the deck an added lift, while maestro Charles Dart rates heavily for a top notch performance. On the flip with the rapidly rising "Those Things Money Can't Buy", Betty once again displays her glamorous vocal strains behind a lively mood. Wordage parrots the title throughout with Betty shining brilliantly. Keep your eyes pealed on Betty Rhodes—the gal is bound to rise high.

"THE GLIDER"  (Playing Time—2:46)
"WHEN YOU'RE AROUND"  (Playing Time—3:02)
Artie Shaw Orch.  (Musicalraft 512)  ● A crew who coined tons of coin look to bounce into the lime once more with this great oldie. Labeled, "The Glider", the renowned Artie Shaw orch sight brilliant with this wax full of pop zest. It's the scintillating musical styling and the arrangement that make this disk a comer — and especially so where the brass-gum brigade parades thru. On the flip chirp Lilian Lane opens wide to offer "When You're Around." Ditty weaves around the title and makes for mellow listening in those spots that have the lights down low. The duo show Artie Shaw as—your phonos fans will like 'em.
Byrde's eye view round the way circle by Byrd Gore

Caesar took Rome, MacArthur the Philippines, but never did a singer take and hold an audience as did young Vic Damone at the Century Room of the Hotel Commodore (NY) this past week, (Nov. 13). I've been thrilled by many a performance, but there are few shows that will match the brilliance and splendor which Damone gave forth with Damone, in playing his first major engagement literally swept the huge throng who came to greet him, off their feet. The young balladeer came back for a continuous session of curtain calls with the vast audience whistling, hawling and yelling for more. In presenting Damone, The Hotel Commodore departed from usual format by jointly featuring Damone and the George Paxton orchestra. The Commodore, usually a sedate and quiet hotel spot took on the appearance of Madison Square Garden—such was the extent of Damone's tremendous success. The shower of thunderous applause that greeted Damone after singing "Old Man River" was in marked contrast to the unusual quiet that dominated the Century Room during Damone's performance. The George Paxton orchestra added immensely to the show's success. Add an orchid to Jack Kelly and his brilliant piano fazons to top off a scintillating evening.

Add statements to the current recording ban bellow, the powerful words of maestro Count Basie, "I'm just one member of the APM, and I can just abide by the edicts of the union, the latest of which forbids us from making recordings after December 31, and that's that. As far as I am concerned, personally, records have been responsible for every bit of success I've had as a bandleader. The ban is going to hurt the young bands that are struggling to reach the top, and will certainly stop the development of new names in the business."

Song stylist Frances Wayne arrived in New York this past week still glowing over her triumphant Chicago engagement. Frances has taken an outstanding artist starting her trek to the top again—watch for her. Orchids to a newcomer who's going to crowd the shoulders of Como, Crosby and Sinatra. Heard the piano sing and immediately felt as if I were floating on a carpet. His name—Don Reilly, Bullet Records already passed the million and one-half mark, with prospects of another quarter-million records being sold. Francis Craig prepping more best seller wax we hear.

Word has it that Tommy Tucker aims to tie down for awhile. Tommy will not accept long junkets until a record or radio show comes along that will allow him to remain in one spot. In the meantime, Tommy is concentrating on his record show in Atlantic City and really getting a first-hand education in the record business. We hear he's fairly well excited about his recording of "I'm A Lonely Little Chimney"... Al Hirsch, prefix of Malverne Dist. Co. expands this week by taking over new headquarters on coironow. Malverne will now have over 5000 square feet of space with numerous exoe to offices to boot... Dave Braun, Deluxe Records off to the coast to open offices there and also to arrange for pressing services in that territory. New arrangement will enable Deluxe to fill orders in all parts of the country within five days.

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

Vocals by Gordon F.omk
The Whirl Song
AND
I Met My Baby in Many's
RCA Victor 20-2522

SAMY KAYE!

I'll Hate Myself in the Morning
AND
(If I Wont In Your Dreams Last Night)
Dream Again
RCA Victor 20-2524

LOUIS PRIMA!

With a Hey and a Hi
and a Ho Ho Ho
AND
My Flame Went Out Last Night
RCA Victor 20-3515

VAUGHN MONROE!

Love for Love
(from the Woment Bler. pic. "Escape Me Never")
AND Baby Bo Good
RCA Victor 20-2514

PHIL HARRIS!

Ding Dong Daddy from Dumas
AND Some Little Bug
is Going to Find You
RCA Victor 20-2535

TONY MARTIN!

I'll Dance at Your Wedding
AND
Carolina in the Morning
RCA Victor 20-3517

THE THREE SUNS!

Sleepy Time Gal
AND
That Old Gang of Mine
RCA Victor 20-2513

CHARLIE SPIVAK!

How Lucky You Are
vocal by Tommy Maner
AND At Dawning
RCA Victor 20-2500

DENNIS DAY!

("My Wild Irish Rose"; Album P-191)
My Wild Irish Rose
AND
By the Light of the Silvery Moon
RCA Victor 20-3511
A Little Bit of Heaven
AND
Hush-A-Bye, Wee Rose of Killarney
RCA Victor 20-3513
When Irish Eyes are Smiling
AND
My Nebraska's Blue Eyes
RCA Victor 20-2513
Mother Machree
AND
Remember When You Sang
"Oh Promise Me"
RCA Victor 20-3544

DEE! ARNAZ!

Un Pquito de Amor
AND
I Love to Dance
(but. from M-G-M's "This Time for Keeps"
RCA Victor 20-2549

OTHER CURRENT RELEASES

- HENRI RENÉ
  and His Orchestra
  (RCA Victor Set "Jive N Swing" P-190)
  Anitra's Dance
  AND
  Solveig's Song
  RCA Victor 20-3541
  Morning Mood
  AND
  Return of Peer Gint
  RCA Victor 20-3545
  In the Hall of the Mountain King
  AND
  Arabian Dance
  RCA Victor 20-3543
  The Death of Asta
  AND
  Ingrid's Lament
  RCA Victor 20-3544
- LONZO and OSCAR
  Near You
  AND
  When You Were Sweet Sixteen
  RCA Victor 20-3502
- ELTON BRITT
  I'm Tying the Leaves So
  They Won't Come Down
  AND
  I've Lived
  A Lifetime For You
  RCA Victor 20-3501
- JOHNNY TYLER
  City of Memphis
  AND
  Oh How You Lied
  RCA Victor 20-3503
- BILLY WILLIAMS
  Throw a Saddle
  on a Star
  AND
  Roundup Time for Love
  RCA Victor 20-3518
- PEE WE KUNG
  Don't Feel Sorry For Me
  AND
  Don't Forget
  RCA Victor 20-3520
- JENNY LOU CARSON
  The Crossroad
  Where We Said Goodbye
  AND
  I Love You
  RCA Victor 20-3519
- DEEP RIVER BOYS
  It Had to be You
  AND
  Hands You Win
  and Tails I Lose
  RCA Victor 20-3517
- SONNY BOY
  WILLIAMSON
  Lacey Belle
  AND
  Polly Put Your Kettle On
  RCA Victor 20-3521
- BIG MACEO
  I'm So Worried
  AND
  It's All Over Now
  RCA Victor 20-3504
- LUCKY THOMPSON
  Just One More Chance
  AND
  Boppin' the Blues
  RCA Victor 20-3504
- IRVIN FIELD
  of the Plasse with
  Oh! You Can't Take Me in Your Arms
  AND
  Guatemala-Samba
  RCA Victor 25-1100
- ITALIAN
  STEFANO LOMBARDI
  with RCA Victor Continental Orch.
  Canto Pe Me
  AND
  Carmine Facett-Mammenta
  RCA Victor 25-7089
- POLISH
  SILVER BELL ORCHESTRA
  under the direction of B. Witkowski
- NAWA WORSZAWA- Polka
  AND
  Antosia Polka
  RCA Victor 25-9181
- LATIN AMERICAN
  MYRTA SILVA
  with Julia Gutierrez* Oratorio
  You, Yes - Guanoco
  AND
  No Se Por Que
  RCA Victor 23-0713
- CONJUNTO CASINO
  on Spanish by Roberto Espi and Fos-Equi-Rilau
  Es No Importa - Bolero
  AND
  Don Felipe - San Martino
  RCA Victor 23-0717
- LAS MOCHICHECAS
  El Mariachi
  San Pedro
  Juan Chorrosquelido
  and
  El Hijo de Juan Chorrosquelido
  RCA Victor 23-0710

THE STARS WHO MAKE THE HITS ARE ON RCA VICTOR RECORDS
25,000,000 SALES MARKET FOR 2 MIN. DISKS


"The Cash Box" Now Reports "Playing Time" of All New Releases

NEW YORK—Beginning with this issue, and in view of the fact that the entire juke box industry is acclimating the idea of two minute recordings, The Cash Box record reviewers will report the actual playing time of each disk, along with their regular review of the recording itself.

Diskeries which haven't given serious thought to the current juke box market, one market which has remained stable regardless of what is happening in retail record sales, are now thinking hard and long about two minute disks, because these disks open a potential 25,000,000 sales market for the recording producers.

There are, at present, many more than 25,000,000 disks in juke boxes, hidden haywire units, wired telephone music shells, in the wired music studios, in operator's stock rooms, but, the general belief among those who have studied the situation is to the effect that there is every possibility of replenishing this entirely stockied up juke box market with the two minute recordings to the tune of approximately 25,000,000 records. This will, of itself, open an entirely new sales era for the diskers. It also means an entirely new era of recordings for them.

It opens a big field for entirely new type arrangements as well as new tunes. There will be less "drag", it is generally believed, in the two minute disks than there is at present in some of the longer playing three minute records.

Most important is the fact that one recorder, who has already produced 2:05 and 2:10 disks, stated that these were giving much better tone because of the wider grooves and also eliminated, at the same time, much surface noise. There is every possibility that many new and better technical innovations may also result because of the speeded play disk lasting only 2 minutes.

It is already reported that the majors are experimenting with two minute records and some believe that announcements will soon be made in regard to faster playing disks for the benefit of the juke box industry.

The diskeries agree that the two minute disk is a boon to increased income from the juke boxes. They also realize that with the operators earning better profits that their sales are bound to zoom upward to new highs.

In general, and from every standpoint, the juke box industry is asking for these faster playing disks in view of the fact that the additional income which they will produce may be the answer to many problems with which they are now faced.

Boiling it all down, as far as the record manufacturers are concerned, this opens an entirely new sales era for them. It means that they can revive their volume markets to pass the 25,000,000 sales mark in the juke box field for the forthcoming year, pressing the tunes which they already have and which can be reproduced to play at speeded time.

It isn't definitely necessary to halt at the two minute line, some state. They believe that if the record runs a few seconds past two minutes, or similarly, is a few seconds shorter than two minutes, that it will be readily acceptable to the juke box trade.

Whatever the future plans of the diskeries are, they should seriously consider the great potential market which faces them by a reversal of present pressing and recording tactics and give time and study to the technical advantages which can be derived from pressing a faster playing record. Also think about many of their artists who may hit the top sales peak with speeded recordings.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS.
FOOL THAT I AM
Dinah Washington (Mercury) 

Holds tight to the limelight for the seventh straight week. A real big one.

WALKIN' WITH SID
Arnett Cobb (Apollo) 

In third place last week, the former Clay by Clay pushes this ditty into the second spot here.

EARLY IN THE MORNING
'Louis Jordan (Dinah) 

Moves up the ladder from the fifth spot to grab onto third place.

MY MOTHER'S EYES
Nellie Lutcher (Capitol 10048) 

Remains in position of last week, as steady play continues.

EAST SIDE WEST SIDE
Charley Barnet (Apollo 10544) 

Steadily rising as a coin winner. In seventh place last week, this place now moves into fifth place this week.

RED TOP
Gene Ammons (Capitol 40042) 

In second place last week this ditty takes a drop to garner the sixth spot here. Still catching on.

SUMMERTIME
The Ravens (National 7038) 

This one is sensational. Ops beg this great recording for the top in no time at all.

BIG LEGS
Gene Philips (Modern 20-527) 

In tenth place last week, an upsurge of play boosts this one into the eighth spot here.

TRUE BLUES
Roy Milton (Specialty 510) 

Repeats its position of last week, with ops still getting calls for the stuff.

TRUST IN ME
Hadda Brooks (Modern 150) 

After a long and healthy ride, this tune hits the bottom this week. Ops report honey play for Hadda tho.

THE BROADWAY BEAT

The marquees along Broadway are getting pianists of all too rare jazz box monopoly. What with Frank Sinatra and Skitch Henderson at the Capitol ... The King Cole Trio and Connie Haines (who easily inked a signature pact) at the Paramount ... Frankie Carle at the Strand ... and more and more on their way in to the Big Town, looks like many daisies of the stars should get good action in the N.Y. Jukes ... The terrific spreads Parade gave the 19 year old singing sensation, Vic Damone, one showing of a pic his manager, Lou Capone, certainly ain't gonna hurt none at all. In fact, the Century Room of the Commodore was simply jammed to the doors with everyone who is anyone--and by the look of the music biz present this past Thrsdy nite paying homage to the kid who looks like "it" for tomorrow, George Paxon's ork provided the background and Georgie-did one really swell job. Vic Damone married to the Commodore until the 25th when Stan Kenton and his ork roll in to take over.

Art Mooney is plenty happy over that stilt he's doing at Frank Patumblo's Click in Philly. He's getting a whale of a swell bunch of alitme and, with the way these Philly jake box ops are plauding his efforts, looks like MGM are gonna sell bunches of his disks in Quater Town from now on in ... Ed Green who manages, among other good properties, the gorgeous Donnie Lewis (now diskig for Decca) has just become a brand new daddy ... Mel Torme dashes off to the West Coast ... Or- chids to Sid Bass for the grand song material he's giving Shirley Richards of Ted Weems ork.

Louis Prima (that "Civilization" shrimp) packin' em in at the Adana Theatre in Newark this past week featuring vocalist Cathy Allen with Jimmy and Lou Dell and Jimmy Vincent ... Bill McCasey, who's expected to announce themselves on a new label very soon. Some of New York's leading jake box ops who've heard him in action believe he's going places and are asking diskies to plug him to a part quick ... Billy Williams talking about his Victor disk, "Throw A Saddle On A Star" backed by "Round Up Time For Love" which, Billy claims, is surefire for the western jugers ... Bill Johnson named for his "Don't You Think I Ought To Know", which is fighting for the first place honor spot in the present pool of "race" records in this mag, is wowing em these nites in Swing Street's Club Downbeat ... Chester Conn of BVC rushin' thru the lobby of the New Yorker to see Sammy Kaye.

Johnny Long, who just closed at the Pennsylvania was the first ever check of the brand new song which sounds terrific as his closing stunt. It's titled, "If I Can't Have The One I Love" ... Paul Lomba- ngham of B'd'wy Music being thrilled to try pieces by Sammy Kaye for the standard, "Just Around The Corner", and Sammy winking and smiling at Paul from the bandstand. And Paul talking about his newest "Just About This Time Last Night", his Nick Kenny (Daily Mirror) and his brother Charlie rushing about here and there and yelling, "Out Of My Mind", the newest they've cooked up ... Johnny (Judge) White of Remick around plugging away—but good. Also plugging away over the air in the woe hours of the dawning this past week was Ted Weems—all about Perry Grant who, by the way, is walking away with an "Oscar" in the second Annual Poll of the Automatic Music Industry.

Attention — Willard Alexander! We know a guy who claims he bumped into something that looks like "that tune" for Berrf Davis ... Jim Bulion of Uni- let Records latches onto a hot song in one of N.York's nitepots in the early dawning that was written by Toddy Lane and just published by Von Tilzer ... Bob Tiedes, Signature proxy, cashed over the new distris he's getting all over the nation ... Packin' em in every site at the Roosevelt—Guy Lombard—the old master—we remember him from the days of the Grand Ole Opry in Ch ... Charlie Sivikar getting set to open at the Hotel Pennsylvania

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

CHICAGO—Tin Pan Alley invaded Randolph’s Rialto last week in the persons of professional managers including Dick Voltter, George Pincus, Mack Goldberg, Joe Santly and his son Harry as well as Tommy Valando and Norman Foley... Shapiro-Bernstein all enthused about the tremendous strides in popularity of their current “Too Fat Polka”. The tune is climbing the ladder by leaps and bounds... All attended the Jack Owens opening at the Sherman’s College Inn and were very lavish with their praise for the grand job he is doing.

Dorothy Shay, the Park Avenue Hillbilly, feature attraction at the Oriental Theatre, makes a hit with the crowds with her renditions of “Feudin’ And Fightin’” and “Let’s Pretend That We’re Sweethearts Again”. Francis (Near You) Craig, also appearing at the Oriental, being showered with congratulations from well wishers on his outstanding hit and all wishing him loads of luck on his new tune “Beg Your Pardon”, published by Robbins... Norman Fink takes up his new duties with Peter Maurice Music, while Bert Brun replaces him at Witmark.

Joe Dracca has moved into the Lombardo London Music Firm here, and is currently touring “The Hills Of Colorado”. Tony Di Pardo, a newcomer to Chi, now making music at the Walnut Room of the Bismarck, looks like a permanent fixture around these parts. This is due to his sweet trumpetling, the exceptional vocals by pretty Anne Ryan, and the general reaction of the public, the music, and all the song boys to his music... Benny Kantor, with the Harry Warren Music Company, is playing an important part in promoting sales of the firm’s new release “Stanley Steamer”... Eddy Howard jumping with joy over his tremendous showing in The Cash Box. Second Annual Music Poll. We hear he will do fourteen four-hour recording sessions for Majestic.

Tex Beneke and his ork skedded to play a one night stand at the Trianon Ballroom November 12th... Red Ingle and his Lucky Seven due for an engagement at the Oriental Theatre shortly... Mel Torme, the velvet fog voiced singing sensation, will open at the Sherman’s College Inn November 21... Buddy Moreno’s ork inked to do some sides for RCA-Victor and will cut them here this week... Dick Bradley, prexy of Tower Records, tells us that pressing plants throughout the country are still working overtime to meet the big demand for Jack Owens’ “How Soon”. We also hear from Dick that Leo Rabens has now taken over distribution for the Tower label.

Over at Vitavoustic Records we found the boys busy discussing the article on two minute disks that appeared in the October 27th issue of The Cash Box, and very interested in two minute play. Vitavoustic recently signed Joan Edwards, Christine Randall and the Four Sounds of Rhythm to waxing pacts... Milt Salalone of M. S. Dist. Co. still talking about “Hastings Street Bounce” by Paul Williams. Milt says “better give this one a listen”.  

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
SINCE I FELL FOR YOU
Annie Laurie
(DeLuxe 1082)
A hot coin winner if there ever was one. In first place for the sixth straight week.

BELL BOY BOOGIE
Todd Rhodes
(Vitacoustic)
In third place last week this plug winner moves up a notch to garner second place.

THRILL ME
Roy Milton
(Specialty 518)
Switches position with the above tune with a load of ops reporting sensational play.

DON'T TAKE YOUR LOVE FROM ME
Hadda Brooks
(Modern 153)
Holds tight to fourth place with ops lauding Hadda.

CHANGEABLE WOMAN
Johnny Moore
(Exclusive 251)
Great combo makes great wax. Ops calling coin galore, as "Changeable Woman" sticks tight to the fifth slot.

EARLY IN THE MORNING
Louis Jordan
(Decca 24155)
More repetition with Louis Jordan riding hot. Maintains its position with ops approving.

DON'T YOU THINK I OUGHT TO KNOW
Hadda Brooks
(Modern)
In eighth place last week, this ditty moves up a notch to take over the seventh slot.

BIG LEGS
Gene Phillips
(Modern 20-527)
Still riding hot, as this one moves up one notch to garner the eighth position.

RED TOP
Gene Ammons
(Mercury 8048)
On the bottom last week, the strong demand of ops moves this one into the ninth groove here.

HASTINGS ST. BOUNCE
Paul Williams Sextet
(Savoy 659)
We told ya so! Ops peg this one way up high.

backed by SNEAKY PETE

by BULL MOOSE JACKSON
AND HIS BUFFALO BEARCATS
Currently Appearing With The LUCKY MILLINDER Orchestra

KING 4181
It's the biggest smash hit of the year! KING'S "I Love You - Yes I Do" is breaking records everywhere. It's due for top billing from coast to coast within a matter of weeks. Get your order in NOW!

ORDER YOURS NOW!

WRITE
WIRE
PHONE

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Diskeries Look Forward to New Sales Highs as New Music Equipment Spreads Thruout Nation. Many Indies Report Advance Orders.

NEW YORK—From throatout the nation comes reports that more disks are being used by the juke box field than at any other time in history.

A great many of the major and indie record manufacturers state that they have orders far in advance from leading juke box concern throughout the country who want to be assured of records during the Petrillo ban.

It is most interesting to also note that as more and more of the new juke boxes spread throatout the nation that sales continue to go up.

One indie manufacturer reported, "We are swingin' over to juke box distributors in many areas with the result that we are today obtaining more business from the juke box field in those territories than we ever believed existed."

One great change in this direction occurred this past week when Nat Cohn of Modern Music Sales Corp., this city, took on eastern distribution of Signature Records to New York, New Jersey and Connecticut tri-state area.

Cohn has had tremendously fine experience in selling records to the juke box trade and, it is believed, will zoom sales of Signature Records to new high peaks throughout these three states, as well as in the export market which has also been granted to him.

"Other Indies have also found this to be true in just as many other important areas throughout the country."

One leading indie stated, "We never did much business in the south and southwest with the juke box field. Our retail business went along on a pretty even keel. But, we know that should we be getting more business from that section of the country for we had some swell disks for the juke box boys there."

"A change of distributor set-up", he continued, "has brought about better sales than we knew existed. We're for the juke box field 100 per cent for not only have they zoomed our business up, but, for causing our sales to continue going up each week."

As the new automatic music equipment spreads out further throatout the country it is noted that operators instantly adopt the new ideas of sound distribution to gain better tonal quality for their locations.

To do so they have been changing records at a more frequent rate. This has, in some cases, doubled record sales with the resultant effect that the diskeries enjoying such better business are redoubling their efforts to better serve the juke box field.

Leading juke box manufacturers are in agreement that there are now better than 500,000 juke boxes on locations throatout the country. This figure, they believe, will continue upwards in '48 and '49.

They also remind that, in addition to sales of new juke boxes, wall and bar boxes and many additional speakers have also been sold.

All in all, the market has grown tremendously since the end of the war for the record manufacturers. Juke box ops are now hoping that the diskeries will give them the most complete cooperation they possibly can to promote the use of better and longer lasting disks with better tunes.

It is also to the advantage of the record manufacturing business that such tunes as "Peg O' My Heart" by the Harmonics; "Near You", Francis Craig; "How Soon", Jack Owens; "Heartaches", Ted Weses; and the many others which smashed into the big time ten years ago are now creating a desire among all in the music business to offer the juke box trade numbers which can again be built into the leading positions in this field.

All the diskers are today in agreement that the juke box business is responsible for the first big sales in the record field. They realize today that it is the juke box operator who takes chances buying the new and untried tunes and gets these under way, creating the big demand in the retail sales market.

The constant playing of the 500,000 juke boxes throughout the nation is the greatest exploitation medium for the record field which has ever been created.

This is today, most definitely, the most outstanding music network in the history of America.

And with more and more men entering into the juke box business, the manufacturers of recordings can look forward to even greater years in '48 and '49, just as the juke box manufacturers and distributors look forward to a big sales upsurge for those years.

This is sure to boost the juke box field to the top rung of the ladder for using new recordings and, especially, for continual repeat business on records which meet with their needs.
“SHE’S ONLY A MOONSHINER’S DAUGHTER”
“KICKING MY LOVE AROUND”
Bobby Gregory
(MGM 10994)
Garnering the featured spot this week, is this rendition of an all time coin winner labeled “She’s Only A Moonshiner’s Daughter”. With Bobby Gregory to war the pleasing wordage the deck stacks up as a real coin puller. Bobby’s pipes are mellow and bound to find favor in those rustic spots. On the flip with “Kicking My Love Around” Bobby renders more top notch musical moments, with this ditty spinning in fast time to attract the dance crowd. You’ll go for Bobby’s style, — it is that good. Likewise you’ll go for this disk — grab it.

“OH HOW YOU LIED”
“CITY OF MEMPHIS”
Johnny Tyler
(Victor 20-2503)
The Riders of the Rio Grande join hands with Johnny Tyler to strum out a highly flavored duo that beckon coin. Top deck in the sad vein, with Johnny’s smooth vocal strains at the top. On the flip with still another choo choo story, Johnny wails the pleasing wordage to “City Of Memphis”. Both sides makes for easy listening and should fare well with your phone fans.

“YOU COULDN’T BE TRUE IF YOU TRIED”
“I DIDN’T HAVE TIME”
Cliff Carlisle
(Victor 20-2512)
Here’s a pair the Cliff Carlisle fans are bound to go for. Cliff wails of his unhappy romance on the top deck labeled “You Couldn’t Be True If You Tried”, to the metro set by a wistful violin. On the flip with “I Didn’t Have Time”. Cliff once again shows his top song styling to egg coin. Cliff tells of his passing up the best thing in life because he ‘didn’t have time’. Both sides show wonderfully, with the many fans coin to hop on it.

“SWEETHEARTS ON PARADE”
“When THE MOON PLAYS PEEKABOO”
Jimmy Wakely
(Capitol 40059)
The popular Jimmy Wakely offers a pair that seem tailor made for your cactus spots. Wails the ever pleasing wordage to “Sweetheart On Parade”, a ditty that “reaped loads of coin many moons ago. Jim flavors the side highly with his twang, while some top notch accordian spill is in the background. On the flip with “When The Moon Plays Peekaboo”, Jim offers more melodic stuff with this tasteful cookie. Wax spins in Waltz time, with the title offering the bill of fare.
Biggest news of the month at WSM is the successful invasion of Washington (DC's) Constitution Hall. A unit composed of Minnie Pearl, Judge George Dewey Hay, Rod Brasfield, Eddy Arnold, Roy Wiggins, Lonzo & Oscar, the Cowboy Copas and the Oklahoma Wranglers played two performances on October 31 before a sellout crowd. With box seats in formal dress and members of the President's cabinet on hand, the show really went over with a bang. We'd like to see more and more engagements like this one.

Cowboy Copas organized his own band at WSM this past week. The new Grand Ole Opry unit, called Copas' Oklahoma Cowboys, features Jimmy Weidner on electric guitar, Joe Carroll on fiddle, Bob Foster on steel guitar and Marshall Barnes on bass. We hear that Eddy Arnold has sold more than 2 million records during the past year. Wow!... Whitley Ford, the Duke of Paducah, plays at the National Farm Show November 29 thru December 8. The exhibit, which to date has signed 85 nationally known exhibitors, will be held at the Coliseum in Chicago...

Grand Ole Opry's York Brothers are playing personal appearances in Michigan currently... Ernest Tubb reported playing to packed houses on his personal appearance tour with his new movie, "Hollywood Barn Dance"... Roy Acuff is starred in a new Universal Network show for American Ace Coffee at WSM. Airshow is piped to 16 other outlets with twice that number expected to be added shortly.

Sam Hollingsworth, Nashville symphony artist, is causing talk among folk musicians at WSM after a number of exhibitions of "Turkey In The Straw" which he bowed on his bass fiddle... Rusty Keeper, formerly of the ABC "Hayloft Hoedown" from Philadelphia, has formed a new unit and is currently touring theatres in the south... Leon McCauliffe, Majestic Recording artist is rocking the phono's with his rendition of "Tula Straight Ahead"... Arthur Smith doing a fine job on CBS "Carolina Calling"...

Frank Dailey, owner of the Meadowbrook, famous nitery spot in New Jersey has past completed negotiations with Dave Miller, WAAAT, Newark, to stage a weekly barn dance frolic. The Meadowbrook, long known as popular band dance spot, in taking this step conclusively proves that folk and western artists are no longer stymied and shunted off to playing supposedly unknown engagements. The past successful performances by units at Carnegie Hall (NY), The Rustic Cabin (NJ) and many others, is bold evidence of the tremendous popularity and box office appeal of folk and western artists. Those theatre and niterly operators who realize that cowboy and hillbilly music is big business (witness the millions in power on records of such great as Eddy Arnold, Ernest Tubb, Red Foley, Roselle Allen, Cliffie Stone etc.) will have their opinions justified by witnessing the coming Meadowbrook engagement. More power to Dave Miller and an orchid to Frank Dailey.
DeLuxe Records to Set West Coast Distrib and Pressing Deal

LINDEN, N. J.—Disclosure this past week by Dave Braun, president of DeLuxe Records, Inc., this city, that the firm is currently planning on setting up west coast distribution points and also pressing services, led many in the recording business to believe that many independents will follow suit.

In setting up West Coast distribution and pressing services, DeLuxe will be able to service all sections of the country. By pressing on the coast, the platter will be able to fulfill orders at short notice.

Juke box operators and dealers, long hampered by delays incurred in receiving their orders will now be able to use their DeLuxe Recordings to best advantage, because of the time saving principle involved.

Dave Braun, who is leaving for the coast this week, in announcing the new trade service stated, "We believe that as a result of our plans for the west coast, DeLuxe will maintain closer cooperation with the many juke box operators and dealers."

"We have had tremendous success with our records recently, and in order to insure further success, it is of utmost importance to continue to maintain faith with our distributors and dealers."

We THINK YOU'RE WONDERFUL FOR YOUR SUPPORT OF OUR

"Peg O' My Heart"

WE WILL CONTINUE TO GIVE YOU OUR BEST!

...STILL TOPS!!!

"Peggy O'Neil"
"September Song"
VITACOUSTIC 7-A

HAVE YOU HEARD OUR LATEST ON UNIVERSAL RECORD No. U-4

"I Love You"
"My Gal Sal"

JERRY MURAD'S HARMONICATS
Music Op Sets Juke Box Jockey Show

Hirsh DeLaViez Features Wash. (D.C.) Air Show

WASHINGTON, D.C. — Hirsh DeLaViez, in collaboration with Eddie Gallaher of the Columbia Broadcasting System will feature a “juke box record of the week”, it was learned this past week.

De LaViez in making his selection of the juke box record of the week, disclosed that he is taking into consideration the selection of records by The Cash Box.

The program, featuring disc jockey Eddie Gallaher over Radio Station WTOP, will be aired each night at 11:30 PM. Gallaher will give a background of the record and artist selected.

Mr. De LaViez disclosed that title strips will be printed for the selection, and the record will be placed in the many phonographs throughout the Washington, D.C. area.

The scheduled airshow is a potent indication of the rapidly rising emphasis being placed on cooperation with juke box operators. Gallaher, in realizing the tremendous promotional value of the juke box, is among the many disc jockeys throughout the nation who feature The Cash Box music charts as a regular feature of his program.

Savoy Adds To Roster, Name New Distrib

NEW YORK—Herman Lubinsky, president of Savoy Records Inc., announced the addition of Kenny and Tommy Hill to their folk and western talent roster this past week.

Mr. Lubinsky, heard the Hill Brothers during a recent trip to New Mexico and immediately signed them. The addition to the Savoy talent roster is in line with the current policy of the plattery in providing music for the many potential record buyers, Mr. Lubinsky stated.

The plattery also announced the appointment of the Griffin Record Co., as distributor for the state of Mississippi.

*SH BOX Off" (sor^ o

www.americanradiohistory.com
The Cash Box, Automatic Music Section

London Records Set Distrib Lines — Name Cleveland & Chi D'istribs

NEW YORK — London Records, which has set a whirlwind pace since entering the diskery field, has secured distributorships in over 60% of the major buying area. It was announced by D. H. Toller-Bond, director of the London Gramophone Corp.

The Chicago distributorship, landed by James Martin & Co., was launched with a series of promotions from which Jay Thornton, sales promotion manager for the plattery and Kelly Camarat, disc jockey contact man, have just returned.

Mr. Toller-Bond, also returned from Cleveland, after assigning its Cleveland distribution to the William E. Harvey Company.

Present plans call for complete coverage of the entire nation by January 1, 1948.

Meanwhile, the position of the London plattery was greatly enhanced this past week, as all indications pointed to an expected halt in the recording industry on December 31. London, who are importing their records from England and trans-shipping the records to the United States will not be hampered by legalities and the like. All diskers in this country have avidly stated that they will continue to operate in normal fashion, it is easily recognized that those diskers here will nevertheless be confronted with problems arising out of the impending recording ban.

Muscraft Pads Three

NEW YORK— Jack Meyerson, president of Muscraft Records Inc., announced the signing of additional talent to round out the label's talent roster this past week.

Signed to term contracts were Buddy Greco and The Three Sharps, novelty singer Esmeralda and the Four Musettes, a newly formed all-girl vocal group.

The Greco group has won considerable acclaim during its current engagement at Frank Palumbo's Club Thirteen in Philadelphia. First wax by the group is expected to be released late this month.

Along with Greco, Esmeralda and the Four Musettes are scheduled to have their first platters out in November.

Aristocrat Pads Tri-Tones

CHICAGO — Aristocrat Records, Inc., this city, announced the signing of the Hollywood Tri-Tones to term contracts this past week.

The Tri-Tones, hailed in music circles as one of the smartest instrumental groups, have already released their first platter, labeled "Christmas Kiss" and "Exactly Like You". The combo is currently appearing at the Rounders Club, Hollywood.

Damone Tops Click Party

PHILADELPHIA—Charles F. Hannum, manager of the Phonograph Operators Association of Eastern Pennsylvania disclosed this past week that Vic Damone, young Murray Records star, will highlight the next "Click Tune Party" to be held at the Click Theatre Cafe November 22.

A crowd of 3000 teen-agers are expected, with plans in the offing for the monthly Philly feature to become one of the best presentations ever.

The RAVENS

The Quartet You'll Want About

Exclusive NATIONAL Recording Artists

LATEST HIT! SUMMERTIME and WRITE ME A LETTER National No. 9098

Orders Are Pouring In From All Over The Country for the Newest Race Hit

"TOO BIG POPPA"

Sung by Rena Collins with Claude Hopkins Orchestra

RAINBOW No. 10035

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Keynote and Mercury Set Czech Wax Deal

Both Platteries To Produce & Distrib Foreign Wax Here

NEW YORK—John Hammond, president of Keynote Records and Irving Green, president of Mercury Records, announced this week the completion of arrangements for the production and distribution of the vast library of classical records obtained recently by Keynote under an exclusive rights arrangement with the Gramophone Industries of Czechoslovakia.

Under the terms of the four-year agreement, the new line of records from the Czech catalogue will be manufactured and distributed by Mercury under the label “Keynote Classics”. Present plans call for between 30 and 50 classical works to be issued each year.

The acquisition of the Czech catalogue, and the decision of Keynote and Mercury to develop and market it jointly, gives American music lovers an opportunity to acquire works from a renowned library of European classical recordings, which includes in its tremendous repertory, a large number of works unheard of on records in this country.

Keynote Records, while dabling in longhair wax for some time, will obviously benefit from this arrangement because of Mercury’s vast distribution set-up.

Mercury, meanwhile, has been known to want to dabble in the classics for sometime now, and with the acquisition of the tremendous Czech catalogue, will undoubtedly concentrate in this field.

Manor Records Sign Lunceford Ork

NEW YORK—Irving Berman, president of Manor Records, announced the signing of the members of the late Jimmie Lunceford orchestra, this past week.

The orchestra, currently under the direction of Eddie Wilcox and Joe Thomas, have been pacted to a three year contract. It was learned that the new band, will retain the Lunceford name, provided permission is granted by his estate.

Berman disclosed that the ork is scheduled to cut 24 sides before the impending contract ban takes effect.

SIGNATURE NAMES PHILLY DISTRIB

NEW YORK—Signature Records, Inc., announced the appointment of the Marcel Distributing Co., Philadelphia, Pa., to handle the firm’s line for the territories of Philadelphia, Southern New Jersey and Eastern Pennsylvania.

Heading the distributing firm are Martin and Nelson Verbit, well known Philly Record men.

The disclosure of this latest distributor appointment follows on the heels of the naming of Nat Cohn, of Modern Music Sales New York, as distributor for New York, New Jersey and Connecticut. In addition, Modern Music, will handle all export of Signature records.

Officials of the plattery, when queried as to further distributor appointments would make no comment, nitho it was indicated, that several additions are in the offing.

Also of far reaching importance, is an announcement forthcoming by Signature said to “set the record mart at its heels.”

EDDIE "Mr. Cleanhead" VINSON
World's greatest blues singer and his orchestra

Exclusive MERCURY Recording Artist

UNIVERSAL ATTRACTIONS • 50 MADISON AVE., N. Y.

Just Out "RAILROAD PORTER’S BLUES" "RING FOR A DAY BLUES"

MERCURY No. 8060

... scores like a spade flush
... with wordage that counts in a big way"

The No. 1 Ballad in England — Scores in this Country

"DREAM AGAIN" RECORDED BY

SAMMY KAYE and his ORCHESTRA

RCA VICTOR 20-2545

One of the best of SAMMY KAYE’S Victor Hits — A MUST FOR EACH OF YOUR MACHINES!

WORLD MUSIC, INC.

607 FIFTH AVENUE • NEW YORK, N. Y.

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

**REPORT 20% OF CMI EXHIBITORS WILL DISPLAY MERCHANDISE VENDORS**

CMI Show January 19-22 Follows NAMA Meet Dec. 14-17

**Will Show 3 Flavor Cup Dispenser at NAMA Show**

CHICAGO — Supervend Corporation's new three-flavor automatic cup dispenser will be shown for the first time at N.A.M.A.'s 1947 convention and exhibit Dec. 14-17 at the Palmer House, this city, it was announced this week by Sales Director Leo W. Knight, Dallas, Tex.

The machines will be sold outright to territorial operators selected by the company. Operators will provide setups for the proper maintenance and daily servicing of the machines, so that the equipment will be kept in good working order, Mr. Knight said.

Carbonator and cooler are combined in the machine, which has a capacity of 15 gallons per hour or 320 six-ounce size drinks. Gernicidal lamp insures sanitation by flooding the cup receptacle compartment with ultra violet rays. Specifications include all metal cabinet with rounded surfaces, plastic covers for drink name-plates and fibre-glass insulations to provide equally efficient performance indoors, and outdoors.

The machine is designed to deliver drinks at 35 degrees. Carbonation of 3.5 volume is provided and syrups are kept under constant CO2 pressure.

The Supervend cup dispenser is equipped with the 5-10-25 cent National Slug Rejector and makes change automatically. An "anti-jack pot" device, an automatic cut-off, prevents the flow of syrups in case of power failure.

Cup disposal unit is placed within the cabinet. A water conditioning unit charged with activated carbon is provided for removing objectionable tastes from water supplies. The selector valve, which contains three outlets for syrup and one for carbonated water, is designed for extremely close tolerance, Mr. Knight said. Maximum travel of cold water and cold syrup from the cooling unit to the cup is only two and a half inches.

**C-Eights “Electro” Ciggy Vender Given Electric Award**

NEWARK, N. J. — Mario Caruso and C-Eight Laboratories, Inc., this city, have just been given an award by "Electrical Manufacturing" publication in recognition of outstanding achievement in product development, design and engineering of the "Electro", all electric cigarette machine.

A reception and dinner is being given by the factory on November 18 at the Hotel Waldorf-Astoria in the Pillement Suite to all friends, engineers and others who have helped in the construction and development of the "Electro".

It is also understood that the press will be present at this dinner to meet and hear Mario Caruso tell the story of the "Electro".

Lewis A. Jaffa who is salesmanager for the firm reported that this was the first time in his long experience in the automatic merchandising industry where he can recall any factory receiving so outstanding an award for his designing and engineering perfection.
**Automatic Merchandising Section**

**Covers 21 Cities in Sales Tour**

**AL. SILBERMAN**

NEW YORK—Al Silberman, Salesmanager of Adams-Fairfax Corp., Los Angeles, Cal., came breezing into town this past week after covering ten cities on a 21 city sales tour for the firm's new cigarette machine, which, if reported, will sell at a very low price, as well as for the firm's new automatic candy vendors, the Cash Tray nut machine and other products of the corporation.

Silberman reported that business was "absolutely phenomenal" for the firm's new products with interest growing everywhere in the nation and that, "A great many automatic merchants are awaiting for our showing at the NAMA convention in December at the Palmer House in Chicago to see our new merchandisers."

Silberman has so far visited San Francisco, Cal., Portland, Ore., Spokane, Wash., Butte, Mont., Salt Lake City, Utah, Denver, Colo., Omaha, Nebr., Kansas City, Mo., Chicago, III., Buffalo, N.Y., Boston Mass. since leaving his office at the factory in Los Angeles.

From here he was headed for: Philadelphia, Pa., Washington, D.C., Baltimore, Md., Poughkeepsie, N.Y., Atlanta, Ga., Miami, Fla., New Orleans, La., Houston, Tex., Phoenix and Tucson, Ariz. and then back to his offices in Los Angeles.

While at the Hotel Pennsylvania in this city, Silberman stated "There is no longer any doubt that the industry is swinging back to automatic merchandising equipment. I am fully convinced that the units which we will present for the first time at the NAMA meeting in Chicago are going to start an entirely new trend for the entire industry. We have been working hard and faithfully on these to present the most economical and perfect merchandisers the industry has ever seen."

While at the Hotel Pennsylvania, Silberman invited a group of top flight vending men who were loud in their praise of the firm's products and merchandising methods.

These men, and almost all others throughout the nation, Silberman reported, have all asked to meet Bernie Shapiro, President of the Adams-Fairfax Corp. "They want to thank him". Silberman's said, "for the marvelous products he has given them and for the many new merchandising ideas he has already presented to the entire field."

---

**Telecoin Will Show Original Bendix Washer From Apt. House Installation at NAMA Show**

**Cocoa Scarcity Hits Candy Vendors**

Machine Has Processed 27,113 Washes for $2,711.30 Take

NEW YORK—A dime-operated Bendix automatic washer from one of the original apartment house installations, a duplicate of those used in the "Laundrette" stores, will be a major highlight of Telecoin Corporation's premiere exhibit at the three-day convention of the National Automatic Merchandising Association in Chicago's Palmer House beginning Dec. 14. The machine has processed 27,113 washes, an aggregate of 271,130 pounds of dirty clothing, and in nine years' operation has taken in $2,711.30.

Translated in terms of private family use, this machine has seen 150 years of service. Telecoin, initiator of the self-service, automatic coin-operated laundry, temporarily has removed the Bendix from its location for display at the NAMA convention.

Telecoin will give operators their first opportunity to inspect its fine 1947 automatic merchandisers including the Tele-Fruee fruit juice vendor, the Telecoin System coin radio, and three new laundry aids which now cut wash-day to wash-hour for millions of "Laundrette" store and apartment house customers.

---

**CHICAGO—A world shortage of cocoa beans with the British and Brazilian governments controlling two-thirds of the available supplies, has placed American candy makers in a squeeze between high costs for ingredients and prices consumers will pay for candy.**

**Between January 1, 1941 and Oct. 15 of this year the price of cocoa beans has increased 82%, more than a third of which occurred in the last three months, according to the National Confectioners Assn.**

Many believe that this unhealthy price situation is due to the presence of powerful cocoa cartels.

In the meantime candy vendor operators are hard hit by the combined price jumps and are seriously considering other products than those featuring chocolate. Most substitutes, automatic merchandisers report, have met with public approval and the trade believes that they can continue on with these until chocolate covered products return to normal.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NAMA Expects Over 2,000 Ops to Attend Show

CHICAGO — Everything from shoe shines to razor blades will be popping out of vending machines at NAMA 1947 convention and exhibit Dec. 14-17 at the Palmer House, Chicago.

Manufacturers and suppliers are bringing to Chicago the largest display of automatic merchandising machines and equipment ever assembled at one exhibition, according to Chairman George M. Seedman.

More than 2,000 operators throughout the United States will gather to inspect this "world's fair of vending machines", in which the newest equipment and the finest merchandise produced in America will be presented.

Exhibits in the 10,000 square feet of floor space in the huge fourth floor ex-


displays, as well as other popular items such as book matches, cough drops, peanut butter sandwiches and assorted cookies will be available.

American Iron & Steel Institute Tells Press Coin Machines Will Sell

Billion Dollars Worth of Merchandise in '47 Ranging From Drinks, Cigarettes, Cheeseburgers, Insurance, Coffee to Bubble Gum & Nuts

WASHINGTON, D. C.—The American Iron and Steel Institute released a story thru INS (International News Service) that the biggest industry in the world is as large as everything from selling insurance to shining shoes and broiling cheeseburgers.

The institute also reported that there are more than 70,000 machines "that take telegrams, rent razors, brew coffee, sell bubble gum and deliver the morning paper as well as change money, sell tooth brushes and provide locker space in station terminals."

"Furthermore", the institute pointed with pride, "there is one machine which has been selling railroad tickets and making change in a Philadelphia station without once making a customer miss his train."

The whole ticket issuing operation", it added, "takes 15 seconds."

The institute also reported to the press on machines which sell travel insurance, canned groceries, cigarettes, gum dispensers and impunity gas on isolated stretches of road.

The institute also stated that several large operators have introduced machines selling butter, cheese, canned goods, cereals and cookies all day and night.

This is believed to be one of the best press releases ever issued in favor of automatic merchandisers.

Frank Sinatra Records Vending Song

NEW YORK—Columbia Record, 1-25, which was announced in their release bulletin No. 144 that the forthcoming recording by Frank Sinatra (Columbia Record No. 37986) would be "The Dum Dot Song" which is all about a young-ster putting his penny into the gum slot.

According to Columbia report on the record, "This tune is a little unusual for Frank and should delight his fans because of its novel nature. The idea is based on a coin machine which vends gum drops and the singer tells, in a kind of baby talk, what happens when he puts a penny in the slot."

There is no doubt that with the coming NAMA convention at Palmer House in Chicago and also the CMI convention at the Sherman Hotel in Chicago in January that both of these places at least where the vending machines are located should find this song very much to their liking. Perhaps, too, the gum vendor manufacturers may adopt it as their "theme song" for both conventions.

Largest Dollar Vending Business

WASHINGTON—Executives of NAMA (Nation- al Association of Merchandising Executives) here are very pleased with the world's largest vending business which will be displayed at their convention in the Palmer House, December 14, 15, 16 and 17.

It is generally believed that this will feature the most outstanding display which NAMA members have ever yet seen. The convention is the way from book matches to larger types of automatic dispensers.

There will be change makers, coin counters and coin sorters. There will be ice cream vendors, drink dispensers, cig-


erate machines and merchandisers of every type. There are also expected to be many thousands of service machines at this convention.

In addition to all this the candy, gum and nut manufacturers will also have very attractive displays. These will be flanked by the bulk vendors which will be right in with this type of merchandis-


e. In the drink dispenser field, especially, there is expected to be much interest. Canned fruit and vegetable drinks will be featured by some of the machines. There will be bottle, pre-mix and mixed vendors on display.

There will also be on display the "Auto-Clerk" of AFT Mfg. Corp. which gives change and can vend dozens of products automatically. This is one ma-


chines which attracted great attention last year and will probably win even greater acclaim this convention.

Such items as Dixie Cups will have their own unique display. There will be Dixie Cup dispensers which will hold the cups used in this size in the large drink vendors.

All in all, it is believed, this will prove to be one of the most outstanding displays which has ever yet been ar-

ranged for any single meet of NAMA and the $2,000 or so automatic merchandisers and others who are expected to attend should find this display and the nec-
## MUSICAL INSTRUMENTS

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-1</td>
<td>Automatic Hostess Complete</td>
<td>$897.50</td>
</tr>
<tr>
<td>20 Station Unit</td>
<td></td>
<td>$14,800.00</td>
</tr>
<tr>
<td>HIDEAWAY CAB. W/Selective Play Mech.;</td>
<td></td>
<td>$515.00</td>
</tr>
<tr>
<td>W/Amplifier and Remote Volume Control</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HIDEAWAY CAB. W/Continuous Play Mech.;</td>
<td></td>
<td>$482.50</td>
</tr>
<tr>
<td>W/Amplifier—No Remote Volume Control</td>
<td></td>
<td>$470.00</td>
</tr>
<tr>
<td>Complete—No Amp., No Volume Control</td>
<td></td>
<td>$410.00</td>
</tr>
<tr>
<td>AIREON</td>
<td></td>
<td>$699.50</td>
</tr>
<tr>
<td>Blonde Bombshell</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Super Deluxe Phonograph</td>
<td></td>
<td>$897.00</td>
</tr>
<tr>
<td>Fiesta Deluxe</td>
<td></td>
<td>$699.50</td>
</tr>
<tr>
<td>Trio (Wall Box)</td>
<td></td>
<td>$9.50</td>
</tr>
<tr>
<td>Solo (Wall Box)</td>
<td></td>
<td>$46.50</td>
</tr>
<tr>
<td>Impresario (Speaker)</td>
<td></td>
<td>$42.27</td>
</tr>
<tr>
<td>Melodion (Speaker)</td>
<td></td>
<td>$22.97</td>
</tr>
<tr>
<td>Crileon (Speaker)</td>
<td></td>
<td>$56.18</td>
</tr>
<tr>
<td>FIBLEN</td>
<td></td>
<td>$122.00</td>
</tr>
<tr>
<td>Mirrocle Cabinet</td>
<td></td>
<td>$399.00</td>
</tr>
<tr>
<td>30 Selection Stowaway Mech.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUCKLEY</td>
<td></td>
<td>$23.00</td>
</tr>
<tr>
<td>Music Box</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MILLS INDUSTRIES</td>
<td></td>
<td>$795.00</td>
</tr>
<tr>
<td>Constellation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PACKARD MFG. CORP.</td>
<td></td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Manhattan Phonograph</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pla Mor Phonograph (Model T)</td>
<td></td>
<td>$795.00</td>
</tr>
<tr>
<td>Hideaway (Model 400)</td>
<td></td>
<td>$450.00</td>
</tr>
<tr>
<td>Wall Box (Butler)</td>
<td></td>
<td>$39.95</td>
</tr>
<tr>
<td>1000 Speaker (Paradise)</td>
<td></td>
<td>$29.95</td>
</tr>
<tr>
<td>Wall Box (Butler 10c)</td>
<td></td>
<td>$41.95</td>
</tr>
<tr>
<td>950 Speaker</td>
<td></td>
<td>$37.95</td>
</tr>
<tr>
<td>650 Speaker</td>
<td></td>
<td>$19.75</td>
</tr>
<tr>
<td>Spot Reflector</td>
<td></td>
<td>$8.50</td>
</tr>
<tr>
<td>PERSONAL MUSIC CORP.</td>
<td></td>
<td>$35.00</td>
</tr>
<tr>
<td>Measured Music Boxes, 5c-10c</td>
<td></td>
<td>$35.00</td>
</tr>
<tr>
<td>Studio Amplifier</td>
<td></td>
<td>$305.00</td>
</tr>
<tr>
<td>Studio Timing Control Unit</td>
<td></td>
<td>$200.00</td>
</tr>
<tr>
<td>Master Power Supply Units</td>
<td></td>
<td>$140.00</td>
</tr>
<tr>
<td>ROCK-OLA</td>
<td></td>
<td>$728.00</td>
</tr>
<tr>
<td>1422 Phonograph (Net)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1424 Playmaster</td>
<td></td>
<td>$440.00</td>
</tr>
<tr>
<td>Model 1801 Moderne Corner Spekr.</td>
<td></td>
<td>$107.50</td>
</tr>
<tr>
<td>Model 1906 Reel/volume control</td>
<td></td>
<td>$42.90</td>
</tr>
<tr>
<td>Model 1530 Wall Box</td>
<td></td>
<td>$39.50</td>
</tr>
<tr>
<td>Model 1603 Wall Speaker</td>
<td></td>
<td>$42.50</td>
</tr>
<tr>
<td>Model 1606 Tone Wall Speaker</td>
<td></td>
<td>$21.50</td>
</tr>
<tr>
<td>Model 1608 Tun-O-Lier Speaker</td>
<td></td>
<td>$65.00</td>
</tr>
<tr>
<td>Model 1607 Tonic Wall Speaker</td>
<td></td>
<td>$19.95</td>
</tr>
<tr>
<td>Model 1531 DeLuxe Bar Bracket</td>
<td></td>
<td>$8.25</td>
</tr>
<tr>
<td>Model 1723 Universal Bar Bracket</td>
<td></td>
<td>$8.90</td>
</tr>
<tr>
<td>Model 1725 Wall Box Line Booster</td>
<td></td>
<td>$16.35</td>
</tr>
<tr>
<td>SEEBURG</td>
<td></td>
<td>$875.00</td>
</tr>
<tr>
<td>147-M Symphonola w/remote control</td>
<td></td>
<td></td>
</tr>
<tr>
<td>147-S Symphonola</td>
<td></td>
<td>$685.00</td>
</tr>
<tr>
<td>H-147-M RC Special</td>
<td></td>
<td>$525.00</td>
</tr>
<tr>
<td>Wireless Wallomatic</td>
<td></td>
<td>$58.50</td>
</tr>
<tr>
<td>Wired Wallomatic</td>
<td></td>
<td>$46.00</td>
</tr>
<tr>
<td>5-10-25c Wireless Wallomatic</td>
<td></td>
<td>$75.00</td>
</tr>
<tr>
<td>5-10-25c Wired Wallomatic</td>
<td></td>
<td>$62.50</td>
</tr>
<tr>
<td>Treadrop Speaker</td>
<td></td>
<td>$19.95</td>
</tr>
<tr>
<td>Treadrop Speaker w/volume control</td>
<td></td>
<td>$22.50</td>
</tr>
<tr>
<td>Recess Wall &amp; Ceiling Speaker</td>
<td></td>
<td>$18.00</td>
</tr>
<tr>
<td>Mirror Speaker</td>
<td></td>
<td>$49.50</td>
</tr>
<tr>
<td>Duo Volume Control</td>
<td></td>
<td>$21.90</td>
</tr>
<tr>
<td>Power Supply</td>
<td></td>
<td>$14.50</td>
</tr>
<tr>
<td>Master Amplifier</td>
<td></td>
<td>$53.50</td>
</tr>
<tr>
<td>Master Selection Receiver</td>
<td></td>
<td>$118.00</td>
</tr>
<tr>
<td>Wired Master Selection Receiver</td>
<td></td>
<td>$165.00</td>
</tr>
<tr>
<td>Electric Selector</td>
<td></td>
<td>$86.00</td>
</tr>
<tr>
<td>Remote Speaker Amplifier Control</td>
<td></td>
<td>$63.50</td>
</tr>
<tr>
<td>Solenoid Drum for 147-S</td>
<td></td>
<td>$60.50</td>
</tr>
<tr>
<td>SOLOTONE CORP.</td>
<td></td>
<td>$44.50</td>
</tr>
<tr>
<td>Leveling Pre-Amplifier</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## PINS

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALLY</td>
<td></td>
<td>$289.50</td>
</tr>
<tr>
<td>CHICAGO COIN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sea Isle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXHIBIT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily Ho</td>
<td></td>
<td>No Price Set</td>
</tr>
<tr>
<td>GENCO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bruno</td>
<td></td>
<td>No Price Set</td>
</tr>
<tr>
<td>GOTTLIEB</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Humpy Dumpty</td>
<td></td>
<td>No Price Set</td>
</tr>
<tr>
<td>J. H. KEENEY &amp; CO.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hi-Ride</td>
<td></td>
<td>No Price Set</td>
</tr>
<tr>
<td>UNITED MFG. CO.</td>
<td></td>
<td>$275.00</td>
</tr>
<tr>
<td>Nevada</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WILLIAMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Stars</td>
<td></td>
<td>$479.50</td>
</tr>
<tr>
<td>Ginger</td>
<td></td>
<td>No Price Set</td>
</tr>
</tbody>
</table>

## COUNTER GAMES

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.B.T. MFG. CORP.</td>
<td></td>
<td>$65.00</td>
</tr>
<tr>
<td>Challenger</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BALLY MFG. CO.</td>
<td></td>
<td>$184.50</td>
</tr>
<tr>
<td>Heavy Hitter</td>
<td></td>
<td>w/stand</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$196.30</td>
</tr>
<tr>
<td>GOTTLIEB</td>
<td></td>
<td>$39.50</td>
</tr>
<tr>
<td>Deluxe Grip Scale</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKILL GAMES CORP.</td>
<td></td>
<td>$44.50</td>
</tr>
<tr>
<td>Donner</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## ROLL DOWNS

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSOCIATED AMUSEMENT CORP.</td>
<td></td>
<td>No Price Set</td>
</tr>
<tr>
<td>Big City</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EMPIRE MFG. CORP.</td>
<td></td>
<td>$499.50</td>
</tr>
<tr>
<td>Esso Arrow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEO. PONDER CO.</td>
<td></td>
<td>No Price Set</td>
</tr>
<tr>
<td>Pro-Speed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNITED MFG. CO.</td>
<td></td>
<td>No Price Set</td>
</tr>
<tr>
<td>Hawaii Roll-Down</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## ONE-BALLS

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALLY</td>
<td></td>
<td>$645.00</td>
</tr>
<tr>
<td>Jockey Special</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jockey Club</td>
<td></td>
<td>$645.00</td>
</tr>
<tr>
<td>GOTTLIEB</td>
<td></td>
<td>$650.00</td>
</tr>
<tr>
<td>Daily Races (F. P. Model)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
B E L L S

Bell-O-Matic Corp.

- 3c Jewel Bell: $24.00
- 10c Jewel Bell: $23.00
- 25c Jewel Bell: $25.00
- 50c Jewel Bell: $35.00

Groetchen Co.

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

Hills Sales Co. Ltd.

- Dollar Bell: No Price Set

O. D. Jennings

- 5c Std. Chiefs: 260.00
- 10c Std. Chiefs: 270.00
- 25c Std. Chiefs: 280.00
- 50c Bronze & Std. Chiefs: 390.00
- 5c Deluxe Club Chiefs: 299.00
- 10c Deluxe Club Chiefs: 380.00
- 25c Deluxe Club Chiefs: 310.00
- 25c Deluxe Club Chief: 420.00
- 5c Super Deluxe Club Chief: 340.00
- 10c Super Deluxe Club Chief: 334.00
- 25c Super Deluxe Club Chief: 344.00
- 50c Super Deluxe Club Chief: 454.00
- 50c Silver Eagle: No Price Set

Pace

- 5c Deluxe Chrome Bell: 245.00
- 10c Deluxe Chrome Bell: 255.00
- 25c Deluxe Chrome Bell: 350.00
- 50c Deluxe Chrome Bell: 375.00
- $1.00 Deluxe Chrome Bell: 550.00
- 5c Rocket Slug Proof: 245.00
- 10c Rocket Slug Proof: 250.00
- 25c Rocket Slug Proof: 265.00

C O N S O L E S

Bally

- Wild Lemon: $542.50
- Double-Up: $420.00
- Deluxe Draw Bell 5c: $512.50
- Deluxe Draw Bell 25c: 512.50
- Hi-Boy: 424.00
- Triple Bell 5-5-5: 895.00
- Triple Bell 5-5-25: 910.00
- Triple Bell 25-25-25: 925.00
- Bell-O-Matic

- Three Bells, 1947: 735.00

Buckley

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

Evans

- Bangtall 5c Comp 7 Coin: No Price Set
- Bangtall 25c Comp 7 Coin: No Price Set
- Bangtall JP 25c: No Price Set
- Bangtall FP PO JP: No Price Set
- Evans: No Price Set
- Casino Bell: No Price Set
- 1946 Galloping Dominoes JP: No Price Set
- Winter Bonus: 425.00


- Columbia Twin Falls: 485.00

O. D. Jennings

- Challenger 5-25: 305.00
- Club Console: 499.00
- DeLuxe Club Console: 529.00
- Super Deluxe Club Console: 545.00

J. H. Keeve Co.

- Gold Nugget: No Price Set

Pace

- 3-Way Bell Console 5c-10c-25c: 600.00
- 5c Royal Console: 920.00
- 10c Royal Console: 330.00
- 25c Royal Console: 340.00
- 50c Royal Console: 495.00
- $1.00 Royal Console: 650.00

A R C A D E T Y P E

American Amusement Co.

- Hat a Ball: 249.50

Chicago Coin Mfg. Co.

- Basketball Champ: 409.50

Edelman Devices

- Bang A Fatty: 10"-8": 450.00
- 11"-8": 470.00
- 12"-8": 500.00

International Mutoscope Corp.

- Auto-Boom (Model II): $375.00
- Deluxe Movie Console: 150.00
- Deluxe Movie Counter: 140.00
- Mutoscope Games
- Card Vendor: 29.50
- Double Up Skill Bowl: 399.50
- P. & S. Shooting Stars: 249.50
- Tom Tom: 299.00

Scenic Mfg. Corp.

- Pokerino, Location Model 5: 278.50

Telecoin Corp.

- No Price Set

Telequiz Sales Co.

- Telequiz: 795.00

M E R C H A N D I S E M A C H I N E S

Cigarette Machines

- C. E.ight Laboratories
- "Electro": 222.50

National Vendors, Inc.

- Model 9E (Electric): 321.70

Rowe

- Crusader (8 Col): $145.75
- Crusader (10 Col): 162.25

U-Need-a Vendor

- Monarch 6 Col: $149.50
- Monarch 8 Col: $158.50

Merchandise Vendors

- B. F. MFG. Corp.
- "Auto Clerk"—(Gen'l Mfg.)
- Adams-Fairfax Corp.
- Cash Tray Vendor
- G. C. Vending Mach. Corp.
- Nat Vendor
- Atlas Mfg. & Sales Co.
- Bulk Vendor
- "Book-O-Mat"
- Automatic Dispensers, Inc.
- "Drink-O-Mat"

Bally MFG. Co.

- Drink Vendor
- Bally MFG. Corp.
- "Hot Coffee Vendor": 540.00

Cowan MFG. Co.

- U-Select-It—74 Model: 85.50
- U-Select-It—74 Model Deluxe: 98.50
- U-Select-It—128 bar Delux: 127.50

Day Products Co.

- Stamp Vendor "Postmaster"

Hospital Specialty Co.

- Smoking Naphtha Vendor

International Mutoscope Corp.

- Photomatic: 1495.00
- Voice-O-Graph: 1495.00

Kayem Products

- Vit-O-Mins Vendor
- Dental Kit Vendor
- Chewing Gum Vendor

Malkin-Illion Co.

- "Cigar Vendor"

Northwestern Corp.

- "Bulk Vendor"

Revco, Inc.

- Ice Cream Vendor
- Rudd-Melikian, Inc.
- "Drink-Cafe" Coffee Vendor

Shipman MFG. Co.

- Stamp Vendor

Telecoin Corp.

- Tele-Juice

Thirst—Aid, Inc.

- Drink Vendor

U. S. Vending Corp.

- Drink and Merchandise Vendor

Vendall Co.

- Candy Vendor

Vendit Corp.

- Candy Vendor

Viking Tool & Mach. Corp.

- Popcorn Vendor
RUNYON
Proudly Announces Its Appointment As Distributors for
J. H. KEENEY & 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!
*SEE YOUR DISTRIBUTOR TODAY*

CHICAGO COIN’S
SENSATIONAL

“SEA ISLE”

CHICAGO COIN MACHINE CO.
1725 DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

CMI CONVENTION “BEST SHOW ON EARTH” — James Gilmore

Why be satisfied with anything less than a three-ring circus!

The Coin Machine Industries, Inc., annual Coin Machine Show is to the coin machine industry as a whole exactly what the Ringling Brothers —Barnum and Bailey show advertises to be “The Greatest Show on Earth.” Colossal! Stupendous! What makes it the greatest show on earth? Simply because they have the best performers to be obtained anywhere and the largest number and variety of them. They have everything to entertain and interest their patrons.

For that very same reason C.M.I.’s 1948 Coin Machine Show will be the greatest coin machine show on earth. It will have everything to entertain and interest Operators, Distributors, Jobbers and Manufacturers who attend — by everything we mean Vending machines, Music machines, Amusement machines, Weighing and Service machines.

Why does Ringling Brothers — Barnum and Bailey attract the biggest crowds? Because they are the biggest show on earth. For that same reason the Coin Machine Industries, Inc., 1948 Coin Machine Show will attract the biggest crowd of coin machine Operators, Distributors, Jobbers, and Manufacturers that has ever been brought together in the history of the industry.

Again we ask, Why be satisfied with anything less than a three-ring circus!

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

**SLOTS, SAFE, STANDS**

<table>
<thead>
<tr>
<th>Slot Machine</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BALLY DRAWELL</strong></td>
<td>$295.00</td>
</tr>
<tr>
<td><strong>RECONDITIONED 5 BALLS</strong></td>
<td>$295.00</td>
</tr>
</tbody>
</table>

**CONSOLES**

<table>
<thead>
<tr>
<th>Console</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1-2-3 KEEH, 2 WAY BONUS SUPER</strong></td>
<td>$135.00</td>
</tr>
<tr>
<td><strong>JENNINGS CHIEF</strong></td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>ABCO BONUS</strong></td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>BAT-A-BALL, Sr.</strong></td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>COIN VENDOR CABINET</strong></td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>BALLY SUN RAYS, F.P.</strong></td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>WATLING RED RACE, P.O.</strong></td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>CLARO FAST, P.O.</strong></td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>BALLY BIG TOP, P.O.</strong></td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>BALLY'S SPECIAL VENDORS</strong></td>
<td>$150.00</td>
</tr>
</tbody>
</table>

**NEW VENDORS**

- New Vendor Name
- Price

**ARCADE**

- New Vendor Name
- Price

**ONE BALLS**

- **VICTORY SPECIAL, AUTO. SHUFFLE**
- **CABINET, TURBO, F.P.**
- **Powers, P.O.**
- **41 DERRY**
- **RECORD TUBE**
- **LONGACRE, F.P.**
- **POST, P.O.**
- **JOEY CLUB, P.O.**
- **LONGACRE, T.B. SALLS BALL, F.P.**
- **KENTUCKY, P.O.**
- **VICTORY DERRY, P.O.**

**NEW CONSOLES**

- New Vendor Name
- Price

**NEW PIN GAMES**

- **UNITED NEVADA**
- **GOTT. CHERRY DUMMY**
- **DECO, TALLY HO**
- **CHANNEL ISLANDS**
- **BALLY KIDDY**
- **DELUXE DANCE**
- **GENO BROCHES**

**NEW ARC DAD MACHINES**

- **SPEEDWAY BOWLSIGHT**
- **METAL EYED**
- **10C-O.S. SCALE**
- **AMERICAN FORTUNE SCALE**

**ROLL DOWN GAMES**

- **ADVENTURE**
- **SUPER ROLL**
- **POKER**
- **BUCANEER**
- **BIG CITY**
- **ESSO ARGO**

**DAYS**

- **BONUS BEL**
- **GOLD CHROME**
- **BLUE FRONT**
- **BROWN FRONT**
- **BLACK CHERRY, NEW H.*
- **JENN, SILVER CHIEF**
- **BLACK CHERRY, P.O.**
- **WINDMILL, CLUB**
- **COLUMBIA, L.O.**
- **JENN, SILVER, H.*
- **JENN, CIGAROLA, MODEL, XV**
- **SILVER, H., MACH**
- **SILVER, H., MACH**
- **SILVER, H., MACH**

**BRAND NEW CLOSEOUTS**

- **WILLIAMS FLAMINGO**
- **EASY RIDER**
- **MARVEL LIGHTNING**
- **AITZ, VENTURE**
- **GENO WHIZZ & STAND**

**NEW PIN GAMES**

- **UNITED NEVADA**
- **GOTT, CHERRY DUMMY**
- **DECO, TALLY HO**
- **CHANNEL ISLANDS**
- **BALLY KIDDY**
- **DELUXE DANCE**
- **GENO BROCHES**

**NEW CONSIDER GAMES**

- **POP-UP CLOSEOUT**
- **COTT, GRID SCALE**
- **GOLDEN FALLS, H.*
- **MILLS IVORY**
- **NEW YORK**
- **KICK, & CATCHER**

**NEW SLOTS**

- **JENNINGS LITE-UP CHIEF**
- **JENNINGS STANDARD CHIEF**
- **MILLS JEWEL BELL**
- **MILLS GUMAN BELL, H.*
- **MILLS VEST POCKETS**

**SLOTS, SAFE, STANDS**

- **CHICAGO METAL REVOLVING DE LUXE**
- **BOX STANDS**
- **FOLDING STANDS**

**RECONDITIONED 5 BALLS**

- **LUCKY STAR**
- **DYNAMITE**
- **KILROY**
- **BAFFLE CO**
- **SUPER SCORE**
- **FAST BALL**
- **SUPERLINER**
- **STEP UP**
- **HID. RACE**
- **BIG LEAGUE**
- **CANTEEN**
- **SURF QUEEN**
- **LITE-O-CARD**
- **FLAT TOP**
- **SKY CHIEF**
- **BIG PARADE**
- **AIR CIRCUS**
- **KEEP 'EM**
- **SOUTH BEACH**
- **SANTA FE**
- **BAY TRADE WINDS**

**ONE BALLS**

- **VICTORY SPECIAL, AUTO. SHUFFLE**
- **CLOSETY, F.P.**
- **Powers, F.P.**
- **41 DERRY**
- **RECORD TUBE**
- **LONGACRE, F.P.**
- **POST, P.O.**
- **JOEY CLUB, P.O.**
- **LONGACRE, T.B. SALLS BALL, F.P.**
- **KENTUCKY, P.O.**
- **VICTORY DERRY, P.O.**

**CONSOLES**

- **DRIVER Ventur**
- **EVANS STRIKE, IND MODEL**
- **EVANS BONNIE, CIGAROLA**
- **EVANS BONNIE, PERFECT**
- **GENO WHIZZ-LIKE new**
- **CHICAGO METAL SALLS, LITE NEW**
- **BALLY UNDERSEA RACER**
- **PIKE PEA, KIDDY**
- **ABY NODES, F. BLUE**

**Empire Coin Machine Exchange**

1012-14 Milwaukee Ave. • Phone: Humboldt 6288 • Chicago 22, Ill.
UNITED’S HAWAII ROLL-DOWN
PROVEN PLAYER APPEAL

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

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
5737 NORTH BROADWAY
CHICAGO 40, ILLINOIS

Give! To Samson Runyon Cancer Fund
Sponsored by CMI

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

www.americanradiohistory.com
November 22, 1947

JACK R. MOORE DIES OF HEART ATTACK

PORTLAND, ORE.—The coin machine industry suffered one of its greatest losses when Jack R. Moore, owner of Jack R. Moore Company, this city, died of a heart attack at 5 A.M., Saturday morning, November 15.

A healthy, energetic young man in his early 40's, Moore was extremely active and his sudden death is a great shock to his untold legion of friends. It was only a few weeks ago that Moore visited Chicago and contributed $1,000 to the Damon Runyon Cancer Fund.

A few months previously, on August 18, Moore flew to Washington, D.C., to receive a most singular honor, being awarded the Exceptional Service Medal, one of only twenty such medals presented by the War Department to men whose service records were outstanding.

Moore attained the war time rank of Major, Civil Air Patrol, spending all those years in the service of his country. The citation, signed by Robert P. Patterson, Secretary of War, read as follows: "For exceptionally meritorious achievement as Commander of Civil Air Patrol Liaison Patrol No. 1, Laredo, Texas from 1 October 1942 to 28 February, 1943; Coastal Patrol No. 8, Charleston, South Carolina, March 1943 to 15 October 1943; and Liaison Patrol No. 2, El Paso, Texas, from 1 November 1943 to 15 March 1944, and for repeatedly exhibiting marked courage and disregard of danger while performing regular war-time flying duties, he rendered a service to the United States deserving high recognition."

Following his service in Civil Air Patrol, when the war ended, Jack retained a high interest in flying. Not only did he own his own plane, and few from place to place, but became interested in the manufacture and distribution of flying craft.

However, whatever his interest in other enterprises, he kept very close to his original field, acting as distributor for Bally Manufacturing Company and J. P. Seeburg Corporation. The Jack R. Moore Company, with offices in Portland, Ore.; San Francisco, Calif.; Seattle; Washington; and Spokane, Ore., covered the entire Northwest. Only a year or two ago Moore sold his distributing organization in Salt Lake City, Utah, to his good friend R. P. Jones, who organized the Jones Distributing Company. And it was only a few months ago that Bill Suter bought out Moore's Philippine branch, changing the name to Morcoin Co., Ltd.

While he built up his reputation in the Northwest, Moore's fame expanded throughout the entire country, to an extent that his firm enjoys the most favorable business dealings; and his personal friends ran into the thousands.

"We have six private club locations," reports Oliver "that we changed over to "One for a dime and three for a quarter," and the play has not dropped off. We are tickled pink with our achievement because we are damn sure making money in these locations. I personally am a member of these organizations and I talked them into it. Neither one of us knew it would work, but it has. One bartender remarked to me 'Hell, they don't mind paying a dime more than they do a nickel.' These locations all have new equipment, and it was a very small quarter when we put it in. Will let you know if we do any good with our public locations. We are going to try it on our locations that we know won't have any other operator."

Oliver ends his note with a cheerful note, stating "Keep pluggin' — we'll find that Shang-Ei-La-yeet!"

"10c — 3 For a Quarter" Experiment on Music in Clubs Proves Successful

MONTGOMERY, W. VA.—Mitch Oliver, manager of Mannouch Amusement Company, this city, recently experimented with his machines and machines and reported that so far it has proved successful.

"We have six private club locations," reports Oliver "that we changed over to "One for a dime and three for a quarter," and the play has not dropped off. We are tickled pink with our achievement because we are damn sure making money in these locations. I personally am a member of these organizations and I talked them into it. No one of us knew it would work, but it has. One bartender remarked to me 'Hell, they don't mind paying a dime more than they do a nickel.' These locations all have new equipment, and it was a very small quarter when we put it in. Will let you know if we do any good with our public locations. We are going to try it on our locations that we know won't have any other operator."

Oliver ends his note with a cheerful note, stating "Keep pluggin' — we'll find that Shang-Ei-La-yeet!"


OAKLAND, CALIF.—At a meeting of the California Music Operators Association held here, more than two hundred operators and their employees were entertained by the Clark Distributing Co. and Wurlitzer Distributor, on the night of October 29.

After about one hour of business session, the entire evening was spent in festivities. There was plenty of good food to eat, plenty of refreshments to drink, and a fine floor show that was presented by the Trilom Record Co. in conjunction with the Clark Distributing Co., Wurlitzer Distributor. The Trilom Record Co. was also a sponsor of the distributor as the entertainment furnished by this record company was presented at cost to the operators of the Clark Distributing Co.

State President George Miller has arranged and decided on distributors of phonographs, distributors of records and other auxiliary distributor of the music business to appear at the annual meetings of the California Music Operators Association. This being done with the thought in mind of bringing closer cooperation, closer coordination, and a more friendly spirit between jobbers, distributors, and manufacturers of all lines pertaining to the automatic phonograph industry.

"The idea has proven itself 100%," states Miller "as practically every manufacturer and distributor of phonographs have either sponsored the right or has been requesting nights in the months to come for the purpose of entertaining the operators and by so doing, build up good will as well as to work out the serious problems that confront the music operators today."

Airwaves has sponsored such a meeting. The M Mills Co. has sponsored a meeting. The AMI Co. has been accorded an evening. The last meeting was sponsored by the Clark Distributing Co., who is the Wurlitzer distributor in California. And the next meeting will be sponsored by the Jack R. Moore Co., Seeburg Distributor in California. Each distributor has the opportunity of addressing the membership and in turn, the membership has the opportunity of discussing their problems so that distributors and manufacturers can be in the future to cooperate better with the music operator of today.

"There will be many changes in the music business in the next few months from all appearances," says State President George Miller, "It is my idea that the closer harmony among all people concerned, the sooner the problems will be eliminated. Not only have the operators approved these particular meetings, but they have been accepted wholeheartedly by the manufacturing companies."

Four Rock-Ola Dists Awarded Watches

CHICAGO — Following the policy of awarding prizes for sales achievement to distributors, David C. Rockola, Rock-Ola Manufacturing Corporation, this city, this week awarded Lord Elgin watches to four of his distributors.


A. L. LaBeau, LaBeau Novelty Sales Company, St. Paul, Minn., one of the oldest Rock-Ola distributors, was presented with an engraved watch band to match the watch he won in August. The watch was presented to Archie by his office personnel.
"Better-Earning Equipment Best Method of Increasing Revenue" Says Del Veach

BY BERT MERRILL

ST. LOUIS—"While dozens of ideas for bettering the location split between operator and location owner are being put forth, the most practicable method of increasing revenue from every location is through the installation of better-earning equipment," according to Del Veatch, of V. P. Distributing Company, here.

Del, an old-timer in the field, with both distributing and operating experience behind him, deplores the attitude of the small-string operator who arranges to have the location owners that the split must be altered in the operator's favor.

"While it is true that the operator's cost of living is or is what it formerly was, Veatch pointed out, "he is usually not inclined to part with any larger percentage of the phonograph or pin-game income than he feels the operator's woe. This is particularly true now as far as the coin business is concerned.

"The experience that Veatch believes.

"Like many other old-timers in the field, Del has worked for many years on uniform, standardized coin machine operators' association, in which all members will be bound even to follow the same regulations.

"However, such a tightly-wound organization seems almost impossible," he pointed out, "because it has always been impossible to get all personnel operators to agree.

"Where a more ethical group of operators or a larger percentage will agree on a basis split with location owners, for example, there are always going to be a fringe of non-members who will quickly capitalize on the fact that by cutting their own rate they will immediately take locations away," he said.

"A lot of large-scale phonograph strings have been built when small-scale operators got a bit too mercenary in their attitude—and the big man, backed with hundreds of machines, moved into the location. The most operators, in the small and medium-scale class, are a bit wary of setting forth on any plan which may possibly offend the tavern owner, he added.

Incidentally, in St. Louis, 50% of the city's operators belong to the Missouri Amusement Machine Owners' Association. This number represents 75% or 80% of the phonograph operators. Still there are enough men who do not belong that the establishment of a 60-40 split, or a standardized amount of front money on any location, would be almost impossible.

"Operators who have installed new machines, and allowed them to operate a while, then came around to the location owner with a song-and-dance, ending up with a request for a better split, do nothing but irritate the location owner," Veatch pointed out.

"Natural resentment, stemming from such a source will inevitably lead to the tower owner 'shoving around' the operator who will give him a better deal on phonographs, pin-games, and even vending equipment. In the end, there is always the well-operated firm, with plenty of service facilities and new equipment willing to give a moderate split, which wins the location.

"There is one bright spot in the picture, however," according to the V. P. president. "That is the installation of better, more costly equipment, which shows a higher return from the location," he said.

"After a lot of experimenting with our own customers, we have found that it is possible to obtain a 60-40 split in good locations if the location owner can be convinced that he will be actually showing more profit. Some of our operators are adopting a plan whereby they purchase more expensive, more attractive games or phonographs, spend a lot of time in choosing the location, and guarantee the owner a minimum amount with a 60-40 split, which will be substantially more than the old 50-50 split.

"For example, installing a new pin-game, one of our St. Louis operators guaranteed the owner $40 a week if he would take the machine on a 60-40 split, keep it polished up and suggest it to his customers. The owner scoffed at this income, since the former pin-game had shown only about $18 to $20 per week for himself. However, the machine installed was a bit more expensive, and it is actually showing a better scale for both the operator and location owner."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
CMI DAMON RUNYON FILM WILL BE READY FOR NOVEMBER 23 DINNERS

Glassgold and Winchell Help Direction and Production

HOLLYWOOD, CAL. — With the first phase of the Damon Runyon Cancer Fund Drive over, and the industry concentrating on securing the second $125,000 to complete their self-imposed quota of $250,000, Coin Machine Industries is rushing completion of a sound film to be distributed throughout the country.

As a great many communities have designated November 23 for special dinners and parties, the film is being given first preference by the many firms and individuals who are involved in its production, and will definitely be ready by that time. Upon completion, the film prints will be rushed directly from the film laboratories by air express to the cities where the dinners are to be held.

The splendid cooperation of the 20th Century-Fox Studios, Fox Movietone News, General Film Productions and Mecca Laboratories is making this project possible. The General Film Productions in New York City has assigned Charles Senf to the cutting and editing of the film, which is being done on a non-profit basis. Senf previously of Hollywood, worked on the picture "Gone With The Wind." Harry A. Kapit, President of General Film Productions Corporation, who is the producer of the "Answer Man," has given top priority orders that nothing at his laboratory shall interfere with the completion of this film on time. Kapit, who has spent his life in the picture field, has devoted much of his time and effort to many charities. He recognizes the work of the Coin Machine Industries in the Damon Runyon Cancer Fund Drive, and is doing everything possible to make it a great success.

The picture is being made under the direction of George M. Glassgold. Part of the film was shot at the 20th Century-Fox Studios in Hollywood, and other shots were made in Chicago at the Movietone News Studios. Winchell's Sunday night broadcast will be piped into every one of the dinners, and it is believed that he will use a good portion of his time to mention the efforts of the coin machine industry in behalf of the Damon Runyon Cancer Fund Drive.

GOTTLIEB

HUMPTY DUMPTY

With Exclusive Player-Controlled FLIPPER BUMPERS

GOLD COAST COIN MACHINE EXCH., 2846 W. PICO BLVD., LOS ANGELES, CAL. DISTRIBUTORS FOR: D. GOTTLIEB & CO.

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

NEW ADDRESS NOTICE!

TED HAWK
GENERAL SALES COMPANY
1416 SOUTH CALHOUN STREET
FORT WAYNE 2, INDIANA
Operators of All Coin Operated Equipment

First a Whisper

... Then a SHOUT

I Want

The

"Manhattan"

Created by HOMER E. CAPEHART
FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surf
- Complete new precision-built
light wood Cabinets expertly
finished with perfect fit new
aluminum castings.
- Heavy brass chrome plated
etched Reward Plates, 2/5 or
3/5.
- 5e-10c-25c chrome Denomi-
ator Coin Intake.
- Payout Cups with anti-spoon
Cut.
- Drillproof Plates.

Buckley gave Music Operators the FIRST prac-
tical and profitable music box at the LOWEST
PRICE. Today, Buckley leads the field by offer-
ing 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
spread over economies realized in large quanti-
ty production.

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

BUCKLEY TRACK ODDS has long been
recognized as the on-
ly seven-course race
horse console that
would stand up month
after month—year after year—and out-
nearn all other coin
machines.
Buckley operators know this to be a
fact. No other machine can even come in a
close second from the standpoint of
earnings. Every day new operators pro-
duce out that the new BUCKLEY
TRACK ODDS are even more profitable
to operate than they hoped for.

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

(PHONE: VAN BUREN 6436-37-38-4533)

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

A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES

CMAC IS SET UP TO HANDLE THE UNUSUAL TRANSACTION WITH UNUSUAL SPEED.

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS
717 MARKET ST. SAN FRANCISCO, CALIF. 208 DELTA BLDG. 761 PEACHTREE ST., N.E.
348 BARONNE ST. NEW ORLEANS, LA. ATLANTA, GEORGIA
710 CONSTRUCTION BLDG. WOOD & AKARD STS.
DALLAS, TEXAS

Console Distrib. Co. To Show 1948 Buckley Line In N. O. On Dec. 11-12

NEW ORLEANS, LA.—Bob Buckley and Sam Tridico of Console Distributing Company, Inc., this city, have announced that their firm will run a showing of the Buckley line of equipment on December 11 and 12 at the Jung Hotel.

“We plan on opening the showing each morning at 9 A.M.” states Buckley “and will be open until 10 P.M. We will have a private bar and will serve buffet style thruout the day. We invite all the coinmen in the territory to drop in whenever they please, partake of the refreshments and meet with all my organization and Pat Buckley, president of Buckley Manufacturing Company, who will be present during the show."

Sam Tridico reports that there will be a display of the entire 1948 Buckley line, and that everything shown on the floor will be ready for immediate delivery. “In addition” Tridico says “competent men from our shop and also from the factory will be on hand to give the operators and mechanics plenty of helpful advice on operation and maintenance. Buckley and Tridico opened the Console Distributing Company over a year ago, and altho this was their first venture as distributors, have made many good friends and enjoyed a very fine business. They are now preparing to welcome coinmen from Texas, Alabama, Arkansas, Mississippi and Louisiana to their December 11 and 12 showing.

Wheeling, W. Va. Passes License Ordinance

WHEELING, W. VA.—City council of Wheeling adopted, under a suspension of rules, a revised ordinance licensing all automatic coin operated machines. Mayor Carl Bachman explained that the ordinance incorporates the present state laws. On the motion of Councilman James Flynn, the ordinance was advanced to its second reading and then adopted by unanimous vote.

The ordinance calls for a license of $50 a year for pinballs; music machines $10 a year; scales $2.50 a year; and 1¢ vendors at $1 a year.

Among the provisions of the ordinance is a ruling that provided fines and imprisonment for operation of all coin machines without a license. It also provides that no persons under 18 years of age shall be permitted to play the machines, and that games must not be operated within 500 feet of a church or school.

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

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

LOWEST PRICES IN THE COUNTRY!

Williams 850’s, each ..............$240.00
Williams 800’s, each ..............$220.00
Williams 950’s, each ..............225.00
Williams 616’s, each ..............49.50
Williams 42-25’s, each ..............99.50

SPECIAL
Total Rolls, Each .................$200.00
Super Triangles, each ...........99.50
Super SkeeRool Alley, each .... 75.00

Variety of Late Used Post-War Pin Games on Hand. Low Prices.

Write.

OLSHIEIN DISTRIBUTING COMPANY
1100-02 B'WAY, ALBANY 4, N. Y.
(Phone: 5-0228)
ST. LOUIS—The ability to dream up little stunts for increasing phonograph play and to pass them along to location owners in a simple means of increasing phonograph take at every point, according to a veteran St. Louis operator with 120 machines scattered throughout the south and southwest St. Louis area.

The operator, who prides himself on being able to call every location owner and the latter give him a few plays by his first names when visiting them, has capitalized on personal friendship by analyzing every location for ideas which can increase the maximum number of nickels poured from the machines.

"If you know the location owner's habits, the type of customers he caters to, and the likes and dislikes of employees, phonograph volume may be increased one-third or more," the operator indicated.

A typical example is "menu selling" by waiters in a leading St. Louis restaurant, operated in conjunction with a 25-alley bowling alley.

Noting that the phonograph was a bit difficult to get to, inasmuch as the restaurant tables were as much as 100 feet away from it, the St. Louis operator arranged to have the waiters ask, "Would you like a little music with your meal?" whenever serving the appetizer with an ordered dinner.

The waiter has in his pocket a card on which all selections on the phonograph are printed, so that it is an easy matter for the seated customer to pick out a couple of records he would like to hear, and either give the waiter a dime or two nickels, or say "Put it on the bill!"

The operator furnishes each waiter with these "music menu cards" which are made up at the same time the selection cards in the phonograph, and makes sure that everyone carries it.

Waiters like the idea, according to the operator, because making change for playing the phonograph assures that the meal patron will have proper change to leave a tip.

Five waiters are thus "phonograph salesmen" at all times, and the take from this particular juke box increased by more than 40% after the idea went into effect.

Still another idea which has worked out to increase phonograph play is in a restaurant in downtown St. Louis. is a "menu rider". This consists of a mimeographed slip attached to the menu, which informs the guest of the 24 numbers to be found on the phonograph.

Many people, who do not give the phonograph a thought, will see the name of a favorite piece of music on this mimeographed menu and will order it, order it, and play it, according to the operator.

Here, where waiters are too busy to handle the job of dropping in the nickels, the phonograph is located relatively close, and "customer laziness" does not enter into sales.

The St. Louis operator "glied hands" every bar or tavern owner in making his calls. He invites the latter to mention any specific piece of music he would like to hear himself.

"Most tavern owners have a couple of favorite pieces of music in their heads," the operator smiled, "and putting these in the juke box makes sure that the phonograph will be played more often."

When leaving the location, the operator takes the box to play through the entire selection list free—to make sure that no one will be deprived of the joy of serious study of the phonograph menu. Success is its own reward. If the phonograph is frequently played, the box will be out of commission for months. Long life is the name of the game.

It is generally agreed that the phonograph is the most democratic instrument of the latest musical inventions. Free music to all is its motto. This is the reason why it is employed so successfully in bars and taverns.

The phonograph has become so important that the New Jersey operators have recently inaugurated a "Free Juke Boxes" campaign to make it available to all.


ST. LOUIS OPERATORS INCREASE PHONOGRAPH PLAY WITH NEW PROMOTION PLANS.

BY BERT MERRILL

The ability to dream up little stunts for increasing phonograph play and to pass them along to location owners in a simple means of increasing phonograph take at every point, according to a veteran St. Louis operator with 120 machines scattered throughout the south and southwest St. Louis area.

The operator, who prides himself on being able to call every location owner and the latter give him a few plays by his first names when visiting them, has capitalized on personal friendship by analyzing every location for ideas which can increase the maximum number of nickels poured from the machines.

"If you know the location owner's habits, the type of customers he caters to, and the likes and dislikes of employees, phonograph volume may be increased one-third or more," the operator indicated.

A typical example is "menu selling" by waiters in a leading St. Louis restaurant, operated in conjunction with a 25-alley bowling alley.

Noting that the phonograph was a bit difficult to get to, inasmuch as the restaurant tables were as much as 100 feet away from it, the St. Louis operator arranged to have the waiters ask, "Would you like a little music with your meal?" whenever serving the appetizer with an ordered dinner.

The waiter has in his pocket a card on which all selections on the phonograph are printed, so that it is an easy matter for the seated customer to pick out a couple of records he would like to hear, and either give the waiter a dime or two nickels, or say "Put it on the bill!"

The operator furnishes each waiter with these "music menu cards" which are made up at the same time the selection cards in the phonograph, and makes sure that everyone carries it.

Waiters like the idea, according to the operator, because making change for playing the phonograph assures that the meal patron will have proper change to leave a tip.

Five waiters are thus "phonograph salesmen" at all times, and the take from this particular juke box increased by more than 40% after the idea went into effect.

Still another idea which has worked out to increase phonograph play is in a restaurant in downtown St. Louis. is a "menu rider". This consists of a mimeographed slip attached to the menu, which informs the guest of the 24 numbers to be found on the phonograph.

Many people, who do not give the phonograph a thought, will see the name of a favorite piece of music on this mimeographed menu and will order it, order it, and play it, according to the operator.

Here, where waiters are too busy to handle the job of dropping in the nickels, the phonograph is located relatively close, and "customer laziness" does not enter into sales.

The St. Louis operator "glied hands" every bar or tavern owner in making his calls. He invites the latter to mention any specific piece of music he would like to hear himself.

"Most tavern owners have a couple of favorite pieces of music in their heads," the operator smiled, "and putting these in the juke box makes sure that the phonograph will be played more often."

When leaving the location, the operator takes the box to play through the entire selection list free—to make sure that no one will be deprived of the joy of serious study of the phonograph. Success is its own reward. If the phonograph is frequently played, the box will be out of commission for months. Long life is the name of the game.

It is generally agreed that the phonograph is the most democratic instrument of the latest musical inventions. Free music to all is its motto. This is the reason why it is employed so successfully in bars and taverns.

The phonograph has become so important that the New Jersey operators have recently inaugu-


NEWARK, N.J.—LeRoy Stein, business manager of the Music Guild of America (MGA), New Jersey phonograph operators association, has inaugurated a public relations program with the high schools of his state, which should bring the trade much favorable comment.

In a letter sent to all authorized high schools and parochial schools in North-

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

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

NOW DELIVERING ALL GAMES BY ALL MANUFACTURERS

- OSCAR
- HAWAII ROLLDOWN
- HODGGIN
- NEVADA
- ESSO ARROWS
- HUMPITY-DUMPTY
- GINGER
- TALLY-HO
- BRONCHO
- FILBEN

Also FILBEN MIRROCLE MUSIC

"Wisconsin's Leading Distributors"

UNITED COIN MACHINE COMPANY

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
CHICAGO—Billy DeSelm, the popular Sales Manager of United Manufacturing Company, this city, was accepting congratulations this week from his many coin machine friends in his second anniversary with the firm.

His face wreathed with smiles, Billy commented “I’ve been so busy and happily engaged during these past years, that it seems only like yesterday that I joined up with Lyn Durant. It’s a wonderful feeling to be associated with such a marvelous organization as United, and I look forward to the future with bright anticipation.”

In telling about the new game now being featured by United, DeSelm stated that “Hawaii Roll Down” was on test location for seven months, and proved sensational. “It has all the thrills of a novelty game,” he continued, “but is a legal game for any location.”

“Hawaii Roll Down” is pin game size and of the console type. It is now in full production. Billy reports, and deliveries will start shortly.

“Minimum Guarantee Only Solution” Writes Penna. Operator

NORRISTOWN, PA.—Many letters (in addition to wires and phone calls) have been received by The Cash Box regarding the establishment of a better commission arrangement. The following letter is so intelligent, it is reproduced:

“You certainly are right, in my humble estimation. The article fits my case 100% for I have been operating sixteen years, and the only place my case differs from other operators is that everything I have is tied up in my family and equipment. My two oldest of ten children, a senior and junior in college, will I hope, be followed to higher education by the younger ones who so desire, and the minimum guarantee is the only solution to successful operation of a route of good, modern, up-to-date equipment.

“Getting out and selling the location owner on the facts is exactly where operators are too lax, and I for one, will bear in mind that the element of salesmanship is an important factor in mutual understanding of the operator’s problems.”

Carl J. Annas, Norristown, Pa.
ROLL-DOWN GAME

SEE YOUR LOCAL DISTRIBUTOR FOR DELIVERIES
New England Coinmen Formulate Plans For Cancer Fund Dinners

Hope To Gather $10,000 At November 23 Parties

BOSTON, MASS.—David S. Bond, Tri- mount Coin Machine Company and S1 Redd, Reed Distributing Company, this city, jointly concocted the idea of get- ting up a committee comprising the members of the industry from the New England territory, to run off a number of Damon Runyon Cancer Fund dinners on Sunday evening, November 23.

"Present plans call for a regional group of informal parties on Sunday evening, November 23," stated Bond "with the purpose in mind to gather in a total of $10,000 for the coin machine industry's New England contributions to the Damon Runyon Fund."

"Altho the committee was formed hastily so that the dinners will come off on the date in which coinmen thru- out the country are also participating," reported Redd "we are devoting all of our time and plugging hard to make them successful."

In addition to Dave Bond and S1 Redd, the committee is composed of Bill King, King Distributing Company; Ed Ravre- by, Associated Amusements, Inc.; Louis and Barney Blatt, Atlas Distributors; and John McIlhenny, McIlhenny Distribut- ing Company.

The following members of the indus- try have been appointed to the state committees, and they will accept dona- tions for the regional drive. Maine Com- mittee: O. J. Porter, Portland; Fred Papalos, Waterville; Joe Glazier, Bang- or; and Romeo Rivard, Lewiston. Con- necticut Committee will be headed by


The committees are preparing all the details as to the meeting place, time, entertainment, etc., and will notify all coinmen in their respective territories by phone, wire and mail.
Washington Coin Machine Assn. Elects Officers

John Phillips, President; Evan Griffith, Vice-Pres; Harold Biederman, Secy-Treas.

WASHINGTON, D. C. — At a recent meeting of the Washington Coin Machine Association held in the offices of Ben Rodin’s, Martin Amusement Corporation, this city, the membership elected a slate of offices to head the organization for the coming year.

John R. Phillips, Phillips Novelty Company, Inc., one of the leading operators of both regular and amusement games, was elected President for the coming year.

I am very proud to head the Washington Coin Machine Association, which has been functioning since 1909,” stated Phillips “and which has done so much toward maintaining good-will amongst the operators. One of the problems we will keep under close watch is the possibility of a local tax on music and pin ball machines.”

Biederman stated that the organization is a well knit and cooperative group, and they are all looking forward to a most successful year under the leadership of John Phillips and Evan Griffith.

Consider Ordinance To Tax Arcades

JACKSONVILLE, FLA.—The laws and rules and license committees of the City Council, this city, are considering a proposed ordinance regulating privileges taxes on amusement arcades within the city, where pin games or other coin operated machines are displayed for public use.

The ordinance defines an amusement arcade as a place of business where 12 or more coin operated "skill machines" (pin games) and 30 or more coin operated devices other than pin games are operated.

Owners of the arcades may pay an annual license of $15 each for the 12 pin games, and $2.50 for the 30 other type of machines.

Coinman Lauded For Contribution of Pin Games and Juke Box

HUNTINGTON, W. VA.—Smith Music Company and Ferrell Amusement Company, two local operating companies, received a great deal of favorable comment from the citizens of this city and the press for contributing a pin game and a music machine to the Stella Fuller Settlement.

Orchids to you,
D. Gottlieb & Co.

for making coin machine history!

YOU guys really did it, with HUMPTY DUMPTY! The players love it, the operators love it... and frankly, we love it too. It just goes to show that when you’ve been in the groove for over 20 years, the winners come in like clockwork. Everyone likes being on a winning ball club, and we sure like yours. Keep up the good work!

On the Gottlieb team!

FACTORY CLOSEOUTS!

SPECIAL!

SHOOTING STARS

IN ORIGINAL CARTONS

$74.50 EACH

ONLY $69.50

Lots of 10

BRAND NEW MARVEL POP-UP

IN ORIGINAL CARTONS

NOW ONLY

$14.95

1c or 5c Play. Metered.

WHILE THEY LAST!

RUSH YOUR ORDER!

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

ATLAS NOVELTY CO.

2206 N. WESTERN AVE.

CHICAGO 47, ILL.

COIN MACHINE MOVIES—FOR REGULAR PANTROMAIS AND SOLO-VOUS REELS OF 8 AND 6 SUBJECTS

Our Films Get The Dimes

PRICE $12.50 TO $38.50 Per Reel

PHONO FILM

3313 NO. KNOLL DR., HOLLYWOOD 28, CAL.

MOTORS REPAIRED

WURLITZER—AMI—SEEBURG—ROCKOLA—MILLS. Reward to Factory Specifiers. Rapid service—repaired or exchanged within 24 hours after arrival.

Complete No Extras $6.00

M. LUBER

503 W. 41ST (Longacre 3-5939) New York

ALWAYS SAY "I SAW IT IN THE 'CASH BOX'"

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Wilcox-Gay Introduces New Coin Recordio Machine in N. Y.

NEW YORK—Wilcox-Gay Corporation, Charlotte, Mich., manufacturers of recording equipment, introduced its new automatic recording “Coin-Recordio” to a group of newspaper writers and coin machine people at the Astor Hotel, New York City, on November 12.

The guests listened to a short address by Chester M. Wilcox, president of the firm, who divided the talk between a short history of the background of the company since its inception, and an explanation of the new machine. After concluding the talk, Wilcox answered several questions posed from the floor.

The guests then gathered around the half dozen machines on display and tested its qualities.

“Coin-Recordio is entirely automatic” Wilcox stated. “It is entirely self-contained, lightweight (weighing only 165 pounds), and requires no attendant. A standard cradle phonograph handset is used as microphone-receiver, and the record capacity is 200 blank Recordio Discs. The enclosed cabinet contains an A.B.T. plug tamper, tamper-proof play counter and strong, separately-locked cash box.”

Wilcox stated that the firm is now setting up distributors and will get behind the operator with a strong promotion program.

N. Y. “Jamboree” Nets $7,593 For Cancer Fund

NEW YORK—The Damon Runyon Cancer Fund is $7,593 richer today as a result of the great New York—New Jersey “Jamboree,” held November 3 at the Manhattan Center, this city.

CMI Public Relations Bureau reports that they have received this magnificent initial donation from Harry Rosen of Seaboard New York Corporation, hard-working general treasurer of the event. Additional moneys have been promised from coin machine people present at the party, and a complete accounting will be furnished at a later date.

Would you like to try a new fish? It's rich in protein and has a delicious taste. The best way to cook it is to grill it over medium heat for about 10 minutes on each side. Serve with lemon and parsley for an extra boost of flavor. Enjoy your meal! #cooking #fish #healthyoptions
**SUNDAY, NOVEMBER 23**

**IS COIN MACHINE DAMON RUNYON NIGHT**

*All Proceeds To Go To*

**CMI DAMON RUNYON CANCER FUND**

*Attend The Big Dinner In Your Territory*

**ALL COINMEN CORDIALLY INVITED**

ALBANY — TEN EYCK HOTEL ........................................ 7:00 P.M.
BALTIMORE — EMERSON HOTEL ....................................... 7:00 P.M.
CHICAGO — BISMARK HOTEL ......................................... 6:00 P.M.
CINCINNATI — GIBSON HOTEL ....................................... 7:30 P.M.
DALLAS — BAKER HOTEL ............................................. 7:00 P.M.
DENVER — BROWN PALACE HOTEL ................................. 6:00 P.M.
DETROIT — BOOK-CADILLAC HOTEL ............................... 6:30 P.M.
HOUSTON — BILL WILLIAMS CHICKEN HOUSE ................. 6:30 P.M.
INDIANAPOLIS — ANTLERS HOTEL ................................. 6:30 P.M.
KANSAS CITY, MO. — C/O CARL HOELZEL ........................ 7:00 P.M.
MILWAUKEE — AMBASSADOR HOTEL ............................... 7:00 P.M.
PORTLAND, ORE. — HEATHMAN HOTEL ......................... 5:00 P.M.
ST. LOUIS — DE SOTO HOTEL ..................................... 6:00 P.M.
SALT LAKE CITY — CONGRESS HOTEL ............................. 7:00 P.M.
SAN FRANCISCO — FAIRMONT HOTEL ............................ 7:00 P.M.
SYRACUSE — ONONDAGA HOTEL .................................. 7:30 P.M.
TULSA — C/O CLIFF WILSON ....................................... 7:30 P.M.

**TUESDAY, NOVEMBER 25—8 P.M.—Illinois Phonograph Owners at STEDEBAKER THEATRE, CHICAGO**

III. Phono Owners Assn.

Set November 25 As "Juke Box Night" For Cancer Fund

CHICAGO — The Illinois Phonograph Owners Association, headed by Ray Cunliffe and Mike Spagnola, report that on November 25, Tuesday night, the music machine operators are taking over the entire 1500 seats of the Studebaker Theatre for their special effort in behalf of the Damon Runyon Cancer Fund Drive.

The coinmen will pay twice the regular price of the tickets to see Spike Jones put on a special three-hour show dedicated to the juke box industry. Half of the ticket price will go to the Damon Runyon Cancer Fund. In addition, it is reported that Spike Jones and the Shuberts (theatre owners) will contribute 20% of their end to CMI Cancer Fund.

Every music machine manufacturer is cooperating 100% and buying a considerable block of tickets.

A music machine will be on display in the theatre lobby for a full week and a half prior to the night of the show, and on November 25 there will be a photograph of every manufacturer displayed in the theatre.

"We started out to put on this special juke box night," stated Cunliffe, "and it wasn't long before we were practically sold out. It is wonderful to know that our operators, distributors and manufacturers came to the fore so quickly. Not only did they grab up the available tickets, but are also putting their time and effort into making November 25 a night that will long be remembered.

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

---

**IT'S WHAT'S IN "THE CASH BOX" THAT COUNTS**

**SOMETHING REALLY SPECIAL**

**KEENEY'S ONE WAY**

**BONUS SUPERBELL**

The greatest money-making console of all time at the lowest possible price.

Takes 5 nickels — multiplying odds — 3 possible winning rows — giant jack-pot — convertible to free play or pay-out.

**WRITE FOR PRICES**

**SCOTT-CROSSE COMPANY**
1423 Spring Garden Street
Rittenhouse 6-7712

---

**DAVE RAVES AGAIN!**

*Thanks AMI, for the exclusive distributorship in the three wonderful cities of Philadelphia, Baltimore (plus all of Maryland) and Washington, D. C.*

*Now we'll prove once again in new territory that the 40-Selection AMI has no equal in the field.***

**DAVID ROSEN**
855 N. Broad St., Philadelphia, Pa.
Stevenson 2-2903

---

**FINAL MARKDOWN**

**BRAND NEW**

**SOLOTONE EQUIPMENT**

53 BOXES, Each .................. 9.75
12 Location Amplifiers, Each. 55.00
1/3 Deposit With Order

**KING-PIN EQUIP. CO.**
826 Mills St., Kalamazoo, Mich.

---

**WE WANT**

Sizeable Quantity of

**BALLY TRIPLE BELLS LATE MODELS**

State Lowest Price Acceptable

Cash Waiting

**GLOBE DISTRIBUTING CO.**
1232 No. California Ave., Chicago 47, Ill.
(Tel.: Armitage 0780)
Bally Announces New Baseball Game Being Shipped

GEORGE W. JENKINS

CHICAGO—George Jenkins, vice president and general sales manager of Bally Manufacturing Company, this city, announced that the firm commenced shipping their new baseball game "Big Inn ing" this week.

"Big Inn ing" was released to the trade" stated Jenkins "only after extensive location tests proved the reliability of the mechanism and sustained earning power of the game.

"Big Inn ing" is described as occupying approximately the same space as a multiple pin game. Ball is automatically pitched when the coin is deposited, allowing player freedom to concentrate attention on batting the ball into various pockets to score singles, doubles, triples, home runs, sacrifices or outs. Flash-action ball players run bases on the backglass and play-fields. Runs and outs are automatically registered on the backglass, and the game ends after three outs or four minutes of play.

The game is available in simple novelty-play model" explained Jenkins "which is equipped with free-play regis ter and meter and can be operated as novelty or free play game. Convertible model is priced the same as the simple novelty model.

UNECON'S CORNER

USED FIVE BALLS

USED CONSOLES

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Switcher</td>
<td>21.93</td>
<td>Used five balls</td>
</tr>
<tr>
<td>All Star Match</td>
<td>20.21</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Bud Miller</td>
<td>18.41</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Cinco Ball</td>
<td>19.10</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Double Barrel</td>
<td>19.99</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Eley &amp; Squires</td>
<td>20.00</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Fox &amp; Ty</td>
<td>20.00</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Four Ball</td>
<td>20.00</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Jenkins</td>
<td>20.00</td>
<td>Used five balls</td>
</tr>
<tr>
<td>King &amp; Enright</td>
<td>20.00</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Rocket Ball</td>
<td>20.00</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Liberty</td>
<td>20.00</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Liberty</td>
<td>20.00</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Liberty</td>
<td>20.00</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Liberty</td>
<td>20.00</td>
<td>Used five balls</td>
</tr>
<tr>
<td>Liberty</td>
<td>20.00</td>
<td>Used five balls</td>
</tr>
</tbody>
</table>

EXCLUSIVE BALLY DISTRIBUTOR

COVEN DISTRIBUTING

3181 ELSTON AVE. CHICAGO, ILL.

Phone: INDEPENDENCE 2210

BARGAIN CLOSE-OUT

ONE COMPLETE PACKAGE DEAL

TREMENDOUS SAVINGS!

1—Wurlitzer 616 $525.00
4—Wurlitzer Victory Models
1—500 Packard Keyboard for $250,000.
1—500 Packard Keyboard for ENTIRE $250,000.
1—Seeburg 8200 R.C. $250,000.
1—Seeburg 8200 Model Victory $250,000.

All Machines Complete.

All Parts Incl.

ACT FAST!

ATLANTIC NEW YORK CORP.
550 W. 50th St., NEW YORK 19, N.Y.

Columbus 5-4858

CMI Runyon Fund Totals $136,645.01

CHICAGO—James T. Mangan, CMI Public Relations Director, announced this week that the industry's Damon Runyon Cancer Fund has reached $136,645.01.

The figures include the receipts from the New York—New Jersey—Connect icut "Jamboree of Stars" plus 37 other individual contributions ranging from $1.50 to $250.

Mangan reports that he is extremely confident that the coin machine industry will make good on their promise to Walter Winchell to contribute $250,000. In addition to many special community and association promotions scheduled for the near future, a "big" one will see 17 city-wide dinners come off. "It is heart-warming" stated Mangan "to be connected with so many fine people, and be involved with their great energy and efforts to see that the Damon Runyon Cancer Fund will be the recipient of a great amount of money. I doubt whether any other industry could take hold as are the members of our industry and do the job we are."
The brisk weather hereabouts is keeping the boys on the move. The general trend seems to be the desire, "to wait for the cooler convention season," which doesn't seem to do too much good for anyone in this bustling, bustling coin game. Some coinmen seem to think the show is a terrific idea, is well timed, and will be very beneficial, on the other hand, the general opinion that the show should be held some other time. Preferably in the early Fall. While still other well known coinmen believe that the show can be dispensed with, that a lot of money can be saved, and that the let-down and slump would then be eliminated. One thing is certain, much interest is being shown over the forthcoming convention and that's what counts.

Over at Pace Mfg, Co. Gene Bates played host to several out of state distributors. Charles Shelley of Sydney, Australia, prewar Pace distributors, stopped by on his return to his homeland after a round the world trip. Shelley reports that customs and exchange problems are holding up shipments of equipment to Australia, but that these difficulties are being ironed out. R. M. Sparks of Soperton, Ga. and Joe Frank of Nashville, both Pace distributors, also visited with Gene Bates this past week . . . We extend our condolences to Brown Harry of American Amusement whose mother passed away in Philadelphia. Although ill for some time her death was not expected so suddenly. Mrs. Brown was 80 years old and was the first Pace distributor, Pennsylvania. . .

In answer to a recent inquiry this week, our local Reckon-Tron machine at Barrow drug store has been removed, and the funeral is expected back the early part of next week . . . Harold "Percy" Perkins reports things rolling along okay at American Amusement. He tells us that when his Kansas City, Mo. business. . .

Levittone of P & S Machine Co. all smiles since the bottleneck on cabinets has been broken. "Production is in full swing now," says Lee . . .

One of the busiest places in town is Empire Coin. Lots of fixing and remodeling going on, new salesmen around the place, and always much excitement. "Business is good and getting better all the time," reports Gil Kitt. We hear that Bob Schaefer of Empire is up in the office talking about the CASH BOX and the new Card Machine. . .

"I'm really enjoying this" . . .

Two others . . . Grove is talking business with Illinois and Ed Wyckoff is doing a terrific job in Indiana. Meanwhile Howie Freer is busy on the home front showing visitors thru Empire and reports, "All very well here with all our quarters and large display of games" . . . Irv Ovit of Automatic Coin took himself over to the family sawbones this past week for a physical check-up and to line up his vita-mins. This in no way performed an operation at all. "I'm really healthy and don't need a doctor. What I need is just a little more business" . . . All the salesmen at Atlas Novelty have hit the road visiting with ops, selling equipment and stirring up lots of hizz. Eddy Ginsburg of Atlas tells us that the demand for Seeberg phonos has been steadily increasing.

Lillian Lewis of Coin-A-Matic back on the job again after being a nurse to her sick boy . . . Al Sebring of Bell Products quite philosophical about business. Al sees things improving from now on. "The Beacon Coin Changer, along with our new line of aluminum awnings, are both doing very well," reports Al . . . Dropped around for a nice visit with Al Stern of World Who has lots of terrific ideas and expects to pop up with something sensational very soon. Al tells us that the new Keeney "Gold Novelty" is doing well in some territory and he's very pleased with Fox, from New Orleans, giving the town the once over, but likely . . . Over at Rock-Ola we found Art Weinand back on the job after a quick trip east. Art describes his trip to Bob, our printer, in St. Pete, Fla., and Mrs. Rose stopped off in town while on their way to Mayo Bros. for a check-up. Ron became ill and upon the advice of a friend a well known local surgeon was called and operations performed at the Hospital. Art tells us that Ron is on the mend now and doing very nicely. Mr. and Mrs. D. F. Hyles of Dallas, Texas and Mr. and Mrs. R. J. Smith of Temple, Texas, visited at the Rock-Ola factory this past week.

Phil Weisman and Sid Levine of Automatic Phono out of town this past week, calling on the phono ops to invite them over to their new offices and showrooms at 2009 W. Fulton . . . Dropped around to visit with Harry Wiegzer of Coin-A-Matic Co., who informs us, "Sales of coin machine parts were never better. These low prices won't last forever", reports Harry . . . Visited with Billy DeSelm of United Mfg. Co. who just celebrated his second year with this company . . . He tells us that production on the new rolldown "Hawaii" is moving into high gear with games leaving the factory in ever increasing numbers . . . Spoke to "Bally Sally" (Goldstein) of Coin-A-Matic who informs us that they have added two new salesmen to their staff. Dick Leitzell and Paul Burke, Sally tells us that her picture that ran in the October 27th issue of THE CASH BOX really paid off. Since that time she has been receiving numerous calls from male members of the coin trade. David Orman, salesman for Coven, is still going around with that very secretive smile. Dave is planning big things which should pop very soon. But, in the meantime, he's not telling what it's all about. Out of town coinmen reported visiting at Coven's this past week were; Bussie Keulman of Antioch, Ill., Fay Gardiner of Rock Island, Ill., and Ted Rubenstein of Barter's Coin Mfg. Co.

Carl Morris of Micro-Master talks about the slot machine they have in their office for visiting coinmen that want to try their luck. Not only do the boys get a kick out of it but it also serves to benefit a very worthy cause. All proceeds from the slot machine go to the Children's Memorial Hospital. Why not try your luck too? . . . Dropped around to Chicago Coin to get a look at their new game "Sea Isle" which looks like a big hit. "Sea Isle" features something new in lights with a bonus and double bonus high score play. Sam Wolberg and Sam Gensburg, both of Chicago Coin, are very enthused about this new pin game and report it should click big with the kids.

Harry Williams back from a business trip to Kansas City and Wichita; Fulton Monroe of Williams tells us he's been sticking close to the home front, hard at work doing things for Ribbons & Coca-Cola which doesn't leave him much time for his flying. Monroe reports that Ed Heath of Macon, Georgia paid a visit to him this past week . . . The guys and gals over at Globe-Distrib is, are having a grand time with the new popup machines. They say that the local operators. Half their time is spent now trekking to and from the machine. It's a common sight to see everyone very busy munching away on popcorn. We hear that Anne Storer has now joined the staff at Globe as bookkeeper . . . Joe Caldwell, assistant sales manager for AMI, back from his trip and taking over while "Lindy" Force recovers from his recent operation. Joe tells us that "Lindy" is well on the mend and doing very nicely. "Business is improving every day and orders are pouring in constantly," reports Joe. Visitors at AMI included proxy, John Haddock and Harold (The Mighty) Midgett.

Hugh Burris, who was connected with O. D. Jennings & Co. a few years back, has now joined the Garfield Novelty Co. in Columbus, Ohio . . . Bill Lipsecomb, eastern salesmanager for Jennings tells us that his Ohio branch has now taken over Southern Illinois and Iowa. Bill also reports that Bert Perkins, well known coinman of Jennings & Co. is still out ill. Bert has been absent for a good part of the year. . . C. B. Callaghan of Bally Mfg. Co., just back from calling on distributors. Tommy reports things are looking up in the field and that sales are on the increase . . . Looked in at Marvel Mfg. Co. and found Ted Rubenstein busy as the proverbial bee trying to keep the log of orders for their new game "Oscar" . . . "This one is really clicking", says Ted.
Coinrow was exceptionally active this week, jobbers and distributors selling plenty of rolldown games. In addition music showed a marked pick-up in sales. This goes for both new and used equipment. There were plenty of out of town visitors along Tenth Avenue—some on business and others just in for some relaxation.

* * *

Met up with Teddy Blatt, attorney for the Associated Amusement Machine Operators of New York, who was with Bart Hartnett, newly appointed business manager. In talking over the local situation, Blatt stated "A great many reckless statements have been made about pin games by irresponsible people. Those statements have retarded rather than helped the pin game situation in New York City. When the city and its authorities are ready to permit pin balls, I will release the story. Until then, all rumors are just wishful thinking."

* * *

Chester M. Wilcox, president of Wilcox-Gay Corporation, Charlotte, Mich., introduced his firm's new "Coin-Recordio" to a group of coinmen at the Hotel Astor this week. Jack Cox, regional man for Rock-Ola Manufacturing Corporation, visiting with Dave Stern and Harry Pearl of Sea Coast Distributing. Cox made New York City his first stop after enjoying a two week vacation. Leaving the city, he headed for Boston, Baltimore, and Washington. Charley Reissner, chief mechanic of Sea Coast, made a date with Cox to go "Pier Fishing" at Belmar, N. J. Wonder if they made it? Bill Goetz, Capitol Automatic Phonograph Co., leaves for Florida for the winter. (Nice work if you can get it!) Mike Spector, well known Philadelphia coinman and one of the leaders in developing the automatic business in that city, and lately acting as distributor for United States Vending Corp., passed away about two weeks ago.

* * *

With Jack Mitnick of Runyon Sales Company away for a bit of relaxation at Hot Springs, Barney (Shugy) Sagerman, comes into the New York office every day bright and early, and is on the job until the late hours of the day. Dennis Donohue and Jack Walsh of Mills Industries, Inc., in town this past week with Dennis looking forward to one of the best sales eras. Bill Bye of Philly seen here and there by coinmen this past week. Bill is reported to be spending much of his time in the big town. Joe Forysthe, New York and Brooklyn Automatic Music, bedded by a bad cold. Herman Perin leaving for Florida with his family and will reside in Miami from now on. LeRoy Stein, who manages the destinies of the Music Guild of America (MGM), on his way to speak in Providence, R. I. before the Rhode Island Amusement Guild, newly formed association of pin game and juke box ops there.

* * *

Jack Semel and Jack Rubin, Esso Manufacturing Corporation, Hoboken, N. J. leave for Detroit where they'll be showing their roll down game "Esso Arrows". Dave Rosen, Philadelphia, and his missus in town, taking in the Wilcox-Gay showing and later on hit a few of the hot spots. We understand that Willie Levy is thinking of going to Miami for a little of that advertised sunshine and a few hands of "Gin" with the Little Napoleon, Willie Blatt. Al A. Silberman, Sales Manager of Adams-Fairfax, Los Angeles, Calif., spends a few days in town, lining up plenty of biz. Al takes in the Wilcox-Gay showing and then visits the Commodore Hotel to hear Vic Damone tear the house down. Al heads for Philadelphia, Baltimore, Fayetteville, N. C., thru the Southwest to Tucson, Ariz. and Oklahoma. Then back to L. A.

* * *

Morris Hankin, H & L Distributors, Inc., Atlanta, Ga., a welcome guest here in the big city. Morris, we hear, is being called the "popcorn king of the south." Philly phono association planning ahead for its annual big event at Frank Palumbo's with many of the thought it should come off after the big coin machine show in Chi this January. There were some important meetings in town regarding a new type automatic music equipment. Winfield (Gaff) Gaffney of Norwich, Conn. in town and buys some more AMI phonos. Irv (Kempy) Kempner, Runyon salesman, checks in at the office after a road trip traveling the territory. Eddie Smith, Emby Distributing discussing the automatic merchandise machine biz, which, Eddie believes, has a very grand future — as who doesn't? Joe Silverman, who directs the activities of the Philly games association in town. Another Philadelphia who ran into the city for a day was Joe Ash of Active Amusement Machines Company. The annual general meeting and election of officers for the Automatic Music Machine Operators Association takes place at Rossoff's Restaurant on Tuesday, November 23. Mack Postel, well known Chicago distributor of cigarette machines, visiting here. Mrs. J. A. Darwin of East Orange, N. J., very, very ill at the Presbyterian Hospital, Newark.
Coinrow seems to be building up terrific momentum for the 1948 season. Biz has been picking up slowly, but nevertheless picking up... By the time the CMI Convention rolls around in January, the coinbiz should be on again in full swing... A concerted drive is being put on by such coinbiz leaders as Paul Laymon among the individuals in the industry in these parts. Paul tells me that he hopes to have a nice big check to send along to Ray Moloney soon...

Charlie Robinson's sales manager, Al Bettelman, is back from a ten day trip, during which time Al covered over 1700 miles of western territory. Al tells us that his last two days were spent in Las Vegas where he took some nice orders for Jennings slots... Over at Automatic Games, we found George Warner holding down the fort while Sammie Donin is up in Las Vegas meeting Dan Jackson, just back from the east... George just filled and shipped a bevyful order for northern territories.

Stopped in at Messrs. Simon and Ryan of Sicking Distributors... got in just in time to see a crate being opened... the boys finally set up the machine contained therein, and lo and behold, there stood Chi Coin's new five-ball "Sea Isle". It's really a very fine game. One of the features, of which there are many, are the bonus pockets and bonus build up... looks like the ops will be hot and heavy for this one... Chicago Coin's local rep Phil Robinson was all smiles as the boys flocked around for a look-see... M.C. "Bill" Williams, prexy of the Williams Distributing Company, has been out seeing ops about the new Williams roll down which is expected any day now. Watch for the announcement... Forrest Wilson and "Mac" McCready of Solotone busy with plans for the Magic Selector... We hear that Fred Gaunt of General Music is vacationing in Palm Springs... William "Bud" Parr is on the phone 45 minutes of every hour...

Bill Happell of Badger Sales played host last week to a customer of the Milwaukee Badger Sales Co. "T'was a gentleman by the name of Pierce says Bill, of the Pierce Music Company, Broadhead, Wisconsin... sounds like scene country!! At E. T. Mape we found Ray Powers just back from a week in Bakersfield and Fresno where he got some nice orders for the Fillmore mirror jobs... Charlie "HIGH SCORE" Fulcher informed me that Gordon Mills, president of Mills Sales stopped in last week along with R. H. Maddern, head of the Mills freezer division... Charlie's secretary Jean Blair was all smiles. Her one and only has finally arrived in this country from Canada after months of filling out visas etc... we hear wedding bells will ring for Jean come summer... lucky to you gal...

Regional Sales Manager Al Sleight of Bally stopped in to see Paul and Lucille Laymon this past week... I had to push my way through the mob on the floor... All the ops were in looking over the new Bally roll-down... business is certainly booming at the Laymon's... Len Micon of Pacific Coast Distsrubs busy talking to ops about the new Genco roll down he has... Lyn Brown finally got in some games to fill up those empty showroom floors... for a guy that's been out here as short a time as has Lyn, he's done himself up proud... one of these days we'll show you the prettier parts of our land of sunshine...

Your California representative attended a showing at the Biltmore last week. Presented by the Vend-A-Tune Corporation, the show featured a record retailing rack complete with a playing unit... the unit is really well constructed, utilizing maple veneered plywood combined with lucite... it should offer operators a number of new types of location spots, and at a very reasonable cost per unit too! Mr. Reimer, president of the new company showed me a breakdown of production costs, and if figures can be believed, (there's no reason to doubt them) the cost to the operator will be just a fraction above manufacturing cost... Reimer figures that the best way to introduce the unit is with a low price... look into it, you ops, it's good...

Seen shopping along coinrow the past week; L. A. Dindinger, San Diego; Emerson W. Charles, Newport Beach; E. E. Simmons, Paloas Verdes; Cal Brown, San Diego; Lee Wirt, Montebello; E. Klammoth, Fresno; John McCall, Oxnard...

The record and music folks out this way are building up to fever pitch as The Cash Box music poll goes into the home stretch... Only two more weeks to go, and the winners will be announced... if you haven't already sent your votes in, fill out the enclosed card and drop it in the mail now... DO IT TODAY!!!

News from Leon Rene, prexy of Exclusive Records relates that Herb Jeffries, Exclusive's top man in the crooning department, has opened at the Million Dollar Theatre in Los Angeles with other talent on the bill including such notables as KFWB Disk Jockey Bill Anson, and Club Moorocco thrust Kay Starr... Specialty Records' newest sensation, Jimmy Liggins, made a personal appearance with his band at the Watt's Music Center... from reports of those attending the session, the local gendarmierie had to be called to control the crowds... Prexy Art Rupe tells us that Roy Milton took a busman's holiday while on tour in Texas... were visiting with Louis Jordan, in the Lone Star State at the same time, and stayed with the band for two days.

Saul Bihari of Modern Music has been mighty busy the past week showing Disk Jockey Linn Burton of Chicago's WINB and Missus Burton around Hollywood... Ops will be happy to hear that chip Hadda Brooks of the Modern plattery will start recording again this week... Incidentally, Modern's distributing office has moved to its new location at 2970 West Pico Blvd... A little inside information from the Modern label indicates one of the prettiest pieces of music ever to hit the juke boxes will soon be released... The buffalos on those nickels will jump for joy!!!
Thousands of Denverites lined down town streets on Armistice Day to watch the first sale of the annual Armistice Day parade since the end of World War II marched by. Onlookers applauded as enthusiastic old veterans passed in review. The parade came to a halt at 11:00 for a moment of silence in honor of the war dead.

Bitter waves, flurries, and just plain nips were prevalent among the distributors and operators this week in and around Denver, as there seems to be an epidemic going around. Gibson Bradshaw, Denver Distributing Company, spent most of last week in bed with a sore throat. He is back on the job now, and is feeling well enough to go with Jay Perkins, also of Denver Distributing, on a sales trip through Northern Colorado. The last day of the week, Mr. Todd, Assistant Sales Manager of the Rock-Ola Manufacturing Corporation, was a visitor at Modern this past week. Mr. Todd is visiting Wyoming, visiting operators... Johnny Noguchi, of Modern, and his wife have a new baby girl.

Bill Erskin of Jones Distributing Company, was nominated chairman of the dinner for the Daven Byunyen Cancer Fund sponsored by the Denver distributors, to be held at the Brown Palace Hotel November 23. It will be a subscription dinner, costing $20.00 per plate, and tickets are being sold by various distributors. The Denver distributors are looking forward to a large attendance by the operators.

Wolf Roberts, President of Wolf Sales, is presently on a trip to Phoenix and El Paso, and will take trips through the respective territories with the branch managers, Don Kaiser, Wurlitzer operator from Cortez, Colorado, is spending a week at the shop of Wolf Sales taking instructions on new Wurlitzer equipment.

Congratulations... Flar Kloverstrom of Peerless Music Company, and his wife, who have a new baby boy. Doyle Wyscaver, Manager of Peerless, is taking his vacation next week, purposely to go pheasant hunting. We hope he has more luck than Hal Naeb, service man for Wolf, who has spent the past two week-ends trying to bring back a deer.

The Missouri Cigarette Institute, which has gained a considerable following among the distributor, has agreed to standardize on the 20 cent prices throughout the territory, after a mild price war almost forced a few locations out of existence. Due to high costs, take per machine is showing the lightest profit in ten years, except for the war, of course.

A gleeeful farmer is Andy McCaill of McCall Noveltty Company, whose farm is reportedly showing a profit for the first time in many a moon. Andy recently consumed a salad he figured cost $1.12 per bite, but every bit of it grown on his own land.

Winter came into the Twin Cities with a "bang" last week when snow flurryes which started in the morning turned into one of the worst blizzards since Armistice Day of 1940. It took the Twin Cities two days to unbury itself from the snow storm. Conditions are now back to normal.

The snow storm here, however, didn't frighten M. H. Pickerin from Moline, Illinois, as he didn't run into bad weather until he got up close to the Minnesota border-line, and there he had to crawl into Minneapolis. Mr. Pickerin spent several days in Minneapolis and then he went on to Omaha, Minnesota to visit some friends... Joe Atol of the Arrowhead Fireworks Company, Duluth, Minnesota is New Orleans bound for the Mardi Gras which opens in March... Congratulations to George Harrison of the Howard Sales Company who was married last week and is now on his honeymoon.

Mr. H. Harris of Enderlin, North Dakota left for Minneapolis recently, but had to spend the evening at Oznak, Minnesota because of the snow storm. He finally got into Minneapolis and is spending several days in Minneapolis with relatives... Arnold R. Brevik of Watertown, South Dakota also in Minneapolis for a few days visiting the distributors in the Twin Cities... Joe Topic of the Scott Noveltly Company, Shakopee, Minnesota took a trip to Los Angeles, California this week to visit his son who is on furlough there... Howard Painter of the Mayfair Distributing Company, St. Paul, Minnesota is out of town for several days on business.

The Duluth operators are happy once again as the new administration in Duluth has voted Juke Boxes back in the off and on sale Bars. Juke Boxes have not been seen in off and on liquor places since 1940 when the administration outlawed them... The Wisconsin operators headed by President G. H. McCall, of Oshkosh, Wisconsin have been assigned to the operators of North and South Dakota and Minnesota to attend a special meeting at Stillwater, Minnesota, last week. Mr. Mike Imig, President of the South Dakota State Association and Harold Scott, Secretary (Mohrskie, South Dakota) flew down to Stillwater to attend this meeting as did Tom Cady, new elect President of the North Dakota State Association, and Harold Cruby of the Minnesota State Association. Full details of the meeting are not quite clear, but it seems as if the meeting was held because of operators reported selling equipment to locations... Mr. Imig and Mr. Scott came back to Minneapolis to call on a few distributors and are flying back to their respective homes within the next day or so.

The North Dakota Operators State Association held their meeting Sunday and Monday, November 9 and 10 at the Grand Pacific Hotel, Bismarck, North Dakota. The Hy-G Music Company, Silent Sales Company, Bush Distributing Company, L. A. Davis (Mpls, South Dakota) and Burley Distributing Com- pany held showings there. The Hy-G Music Company also held a service school for North Dakota operators and their mechanics. Tom Cady was elected president and Bob Westrum, secretary. Topics of discussion at the meeting was mostly per- centages paid by the operators to the location owners. Hy Greenstein of Hy-G Music Company suggested 75-25 per cent, and although the operators are in favor of it, time will tell whether or not they can get it. There is no doubt that the world is chiseling among the operators... Don Elman of Winona, Minnesota in Minneapolis for a few days calling on a few distributors. He then drove down to Stillwater to attend the special meeting.
WANT

WANT — Keeny Bonus Super Bells 2-Way 5¢ & 25¢; Bally Triple Bells; Exhibit Rotaries; Mutoscope Fan Front & Red Top Diggers; Wurlitzer 1015 Phones; Victory Specials; Gott. Daily Races or any late F.P. One Ball Games. Quote best prices, quantity & condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: Oraday 3070.

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

WANT — Music Operators! How long does it take you to accumulate 500 Used Records? We will buy and pay top prices for your records if you will ship them to us regularly. Call us now and let’s get together. JALEN AMUSEMENT CO., 113 W. REDWOOD ST., BALTIMORE 1, MD. Tel: Plaza 4802.


WANT — Victory Specials; Daily Races and Special Entries. Please state best price, quantity of each available and guaranteed condition. Contact us immediately. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF. Tel: Humlock 1-750.

WANT — Used Records, unlimited quantities. Write to FIDELITY DISTRIBUTORS, 332 E. 18th St., BROOKLYN 56, 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 Free Play Pin Table Machines. All machines must be A-1 in appearance and mechanically. State condition and lowest price in first letter or wire. Distributors — Send Jobbers Prices. JOE E. FLOOD, 513 TAYLOR ST., ANDERSON, S. C.

WANT — Attention Operators! Sell your used juke box records to Chicago’s largest distributor of used records. Top prices paid and we pay the freight. USED RECORD EXCHANGE, 1136 N. KEEFER AVE., CHICAGO 9, ILL. Tel: Capital 7925.

WANT — Wurl., Seeb. 30 wire Hideaways; Wurl. 1015, 750B; Seeb. 146, 147; used Packard Wall Boxes; Packard, Buckley 30 wire Adaptors; Mills, Jenn., Face F.P. Mint Vendors; Post-War Photomatic; late F.P. Games; Victory Specials; Solitone, Personal Music Boxes, Amplifiers, etc. All 25 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. 30., MINNEAPOLIS 15, MINN.

WANT — Will trade new Packard 400 Hideaway & new Out-Of-This-World Speaker for any make post-war pingames. Write us your best offer. WEST COAST AMUSEMENT CO., 107-09 S. WILLOW AVE., TAMPA 6, Fla. Tel: H-42264.

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 — Will buy any quantity used slot machines, all makes and models. Also, NEW Face Chrome Deluxe Slats 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 3 Ways. AUTOMATIC GAMES CO., 2268 W. PICO BLVD., LOS ANGELES 6, CALIF.


WANT — All type post-war pin games. We'll pay your 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: FL 6-5273.

WANT — 5 Ball Free Play games, new in boxes, at close out prices. IDEAL NOVELTY CO., 2523 LOCUST ST., ST. LOUIS 3, MO. Tel: FR 5544.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
FOR SALE - Write for special prices on Bally Deluxe Draw Bells and Bally Entries. Limited quantity of Victory Specials at $199.50. Brand new Silver Streaks (write). CHRIS NOVELTY CO., 1217 N. CHARLES, BALTIMORE 1, MD.

FOR SALE - Special Close-out brand new slots at low prices. Jennings Lite-Up Club Chiefs, 1-5¢, 1-10¢, 2-25¢; Jennings Standard Chiefs, 2-5¢; Pace Chrome Bells, 1-10¢, 1-25¢. These are brand new in original factory crates. Write for special prices. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE - Auction. Make us an offer on the following Consoles: 17 - 5¢ Lucky Lucres; 6 Galloping Dominoes J.P.; 5 - 10¢ Pace Twin Reels; 2 Evans Lucky Stars; 11 - 10¢ Big Games; 3 - 5¢-5¢ Face Twin Reels; 2 - 10¢ Pace Reels Jr.; 16 - 5¢ Big Games. HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MN. Tel: Alt. 8587.

FOR SALE - New Gottlieb Daily Races and used Gottlieb Daily Races (write); new Keeny's Hot Tips $499.50; used Keeny's Hot Tips $424.50. WESTERN DISTRIBUTORS, 1226 S. W. 16th AVE., PORTLAND 5, OR.

FOR SALE - Goin' Out Of Business. 10 Strikes 'N Spares. Also a good paying route of 19 Strikes 'N Spares on location. Also 40 brand new Test Guests counter games. Write for complete details. BAUM DISTRIBUTING CO., 2332 LOCUST ST., ST. LOUIS 3, MO.

FOR SALE - Genco Advance Rolls, perfect condition, new type arches like new $930. 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, 528 MAIN ST., BEACON, N.Y. Tel: Beacon 900.

FOR SALE - 7 Unsea-Pak Monarch 8 col. cigarette machines, used 3 months, like new $100. ea. F.O.B. Chester, R. C. CARPENTER, CHESTER, N. Y. Tel: 120.

FOR SALE - Total Roll $175; Sportsman Roll $185; Tally Roll $125.; Goalee $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 - Seeburg Masters with beautiful Figurine lite-up glass $175., with new Marble-glo paint job $225. SILENT MALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN. Tel: 450-6410.

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 - Will trade I new '47 Rock-ola, never used, for 7 Heavy Hitters or 5 Maisies. ABC NOVELTY CO., 2509 SO. PRESA ST., SAN ANTONIO, TEX.

FOR SALE - 53 Brand new Solotone Boxes $9.75 ea.; 10 brand new Location Amplifiers $65. ea. KING-PIN EQUIPMENT CO., 228 MILLS ST., KALAMAZOO, MICH.

FOR SALE - 2 Strikes N Spares, used 3 weeks $600. ea. BINGHAMTON AMUSEMENT CO., INC., 221 MAIN ST., BINGHAMTON, N. Y. Tel: 6-1971.

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 2-5768.


FOR SALE - Brand new Columbus 16-5¢ Peanut Vendors; 1¢ Ball Gum Vendors in Stock. Brand new Daual 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501.

FOR SALE - Strikes 'N Spares - Greatest money making Game ever put on location. Latest model with new type parts, cables, shields, etc. Mechanically perfect. Original cost $1100., like new $850. PARAMOUNT DISTRIBUTOR, 528 MAIN ST., BEACON, N.Y. Tel: Beacon 900.

FOR SALE - 30 Unit Wired Music Set. Rock-ola Stations. 25 Jennings Wired Music Cabinets and 5 Kinned Deluxe Cabinets. Complete with Record Racks $7500. BADGER SALES CO., INC., 2231 W. PICO BLVD., LOS ANGELES 6, CALIF.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE — One Complete AMI Hostess Set-up, used less than a year. Phone or write: PITTMAN DISTRIBUTING CO., 320 E. 4th St., DAVENPORT, IOWA. Tel: 20256.

FOR SALE — All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: Zemple 1-7450.

FOR SALE — DuGrenier, Rowe, National and used Seeadpak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Seeadpak parts. Want — Will buy anything. Send us your list. MACK H. FOSTEL, 6750 NORTH ASHLAND AVE., CHICAGO 26, I1L.

FOR SALE — Seeburg Telephone Hostess Music System. 15 Units complete with electrical selector mechanisms. Slightly used, and consisting of 8 Seeb. Maestro E.S. Double Line, 7 Seeb. Maestro 2.S. Single Line, 1 Rock-Ola Spectro Vox with Seeburg single line amplifier, 1 double-line 1 turntable board, 1 single-line 10 turntable board, 4 record racks—3,000 capacity. Will take best offer. MITCHELL NOVELTY CO., 1629 W. MITCHELL ST., MILWAUKEE 4, WIS. Tel: Mitchell 3254.

FOR SALE — Kilroy, Dynamite, Superliner, $115. ea., clean, perfect mechanically. Photomatic Deluxe, new $1000. A. T. SNYDER, WILKON, CONN.

FOR SALE — Selling Out On Our Used Equipment! Ace Bomber (Mutoscope) like new $125.; Stage Door Canteen $49.50; Suspense $75.; Tally Roll $85.; Many other 5 ball pin games from $80. Wurlitzer phonograph, still in original crate (model 1015) $750.; AMI Phonos, slightly used (Model "A") write. WANT — 2 Way Keeny Super Bonus Bells. HANNA DISTRIBUTING CO., 169-171 CAMPBELL AVE., UTICA 4, N. Y. Tel: 6-386.

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 — 10 Buckley Track Odds, Daily Double Jack Pot Models, excellent condition $425. ea. GENERAL MUSIC CO., 2277 W. PICC, LOS ANGELES, CALIF.

FOR SALE — Close Out Sale of Pre-War & Revamped Pin Games $29.50 ea. Take your pick. ABC Bowling, Argentine, Belle Hop, New Champ, Exhibit Star, Line Up, Knockout, Victory, Gun Club, Glamour, Houseparty, Jungle, 4 Roses, Oh Boy, Mystic, Monicker, Texas Mustang, Play Ball, Seven Up, Snappy, Sea Hawk, Shangri-1-e, School Days, South Paw, Spot-A Card, Spot Pool, 5-10-20 & 200 more games too numerous to mention. If any games you want are not listed here — write for them & send deposit. We have them. PARAMOUNT DISTRIBUTORS, 528 MAIN ST., BEACON, N. Y. Tel: Beacon 900.

FOR SALE — Personal Music and Solotone Boxes. Also Studio and location amplifiers. Wire, phone or write for low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK 6, N. J. Tel: Bigelow 9-5777.


FOR SALE — AB Challengers, Slides and all other Parts. EXHIBIT: Card Vendors, Cards — Baseballs, Frisefighters, Movie Stars and all other cards at factory prices. ROLLODOWNS: Advance Rolls, Eso Arrows, etc. SUPPLIES: Rectifiers; Locks; Metal, Wooden & Rubber Balls, etc. New or Factory Rebuilt Amusement Machines — Any make or model — Parts, Supplies and Cards. Munyes Has Them All. — Illustrated Catalog on Request. MIKE MUNYES, 510 W. 34TH ST., NEW YORK CITY.

FOR SALE — DuGrenier W $75., WD $95., completely overhaulad, equipped with double disc mechanism, choice of new beautiful two-toned blue and gray or maroon and gray. Terms: 1/3 down, balance C.O.D. SILENT SALES CO., SILENT SALES BLDG., 200 — 11TH ST., MINNEAPOLIS 11, MINN.

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

FOR SALE — AMI Telephone Hostess Music — Units of ten or more. Like new, reconditioned. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J. Tel: Bigelow 9-5777.

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


FOR SALE — Total Roll $95.; Tally Roll $125.; Goale $100.; Rapid Fire $35.; Kicker Catcher (pre-war) $15.; Superliners $75. MIHAWK SKILL GAMES CO., 56 MACARFUR DRIVE, SCOTIA, N. Y.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
FOR SALE — 3 Bank Balls $65.; 10 Supreme Super Skeel Rolls, 9 ft. $75.; 10 Super Skeel Rolls, 7 ft. $56.; 2 Keene Airclub $45.; 1 Defender $56.; 1 Rapidfire $45.; 1 Skyscraper $45.; 1 Victory Pool Table $45. MARCUS KLEIN, 577-10th Ave., NEW YORK CITY.


FOR SALE — 50 Buckle Chrome Boxes, 20 and record $15. ea.; 50 old style Buckle Boxes $5. ea.; 6 Seeburg 30 wire Boxes $7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 505 W. CENTRAL AVENUE, ORLANDO, FLA.

FOR SALE — Packard No. 1000, No. 800, No. 700 Speakers; Twin 12 Adapters; Fla-mer Boxes; Wurl. 950's; 500-42; Twin 12 Hideaways; No. 145 Steppers; 500 Adapters; No. 331 & 332 Boxes; 39A Speakers; 5 new 25 cycle No. 40245 Amplifier Trans; Seeburg Hideaway; 6 WS-22 Boxes; Speak Organ; 2 F9C24 Speakers; new 2" Casters & Sockets $1. per sample set 4. COLEMAN NOVELTY CO., 1025 FIFTH AVENUE, ROCKFORD, ILL. Tel: Dial 4-6512


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 10¢, electric lighted, used 30 days $150. 1/3 dep., bal. C.O.D. BUSINESS STIMULATORS, 4912 E. WASHINGTON ST., INDIANAPOLIS, IND.

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., LAKELAND, FLA.

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

FOR SALE — Mills greatest proven money makers — original Black Cherry Balls, Golden Falls, Vent Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors $275.; late head Mills Four Balls $200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1906. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. S., MINNEAPOLIS 15, MINN.

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

FOR SALE — Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738-5/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE — Wurlitzer Model 600 phonographs in A-1 shape $115. ea.; complete Musical Telephone Music System, includes Studio amplifiers and wall boxes. We bought these cheap and will turn them over for a cash offer, if interested. HIDR WALL COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON, D. C.


FOR SALE — We Pay Freight — Order with confidence from an old, established distributor. Big hit $42.50; Deval Free Play $34.50; Double Barrel $65.50; Duffy $42.50; Heavy Hitter $99.50; Keene Super Bell 5¢-5¢-5¢-5¢ $250.00; Line-A-Basket $39.50; Midget Racer $49.50; Streamliner $42.50; Wagon Wheels $37.50; Best Hand 1¢ $39.50; Superliner $57.50; Weighted Slot Machine Stands $17.50; Special Entries and Bally Entries (write); Victory Specials (write). ALL GUARANTEED. COIN MACHINE SALES COMPANY, 3804 TRAVIS ST., HOUSTON 6, TEXAS. Tel: Keystone 35011.

FOR SALE — A-1 Buys. Candy, Gum, Peanut, Popcorn, Latex, Scales, Stamp Machines, Folders. U.S.F. VENDING CO., 100 GRAND, WATERBURY 5, CONN.

FOR SALE — Write for complete close-out list on n.w. Bronchos, Baseball, Click. Flamingo, new Bally Wild Lemon Consoles, new Bally Deluxe Draw Bell. Also complete list of used post war games. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel: Market 74641.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
FOR SALE - Handy Dandy Pistol Grip Soldering Iron. Quick Heating, saves time & labor. Can be operated directly from a 110 AC or DC line. Limited number. While they last $3.95 ea. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. S.W., MINNEAPOLIS 15, MINN.

FOR SALE - Pin Game Cartons. Heads Separate, leg wrappers and proper fillings. 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., 499 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-2892.

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 - Money Wrappers, Tubular Coin Wrappers, 1¢, 5¢, 10¢, 25¢. Steel Strong means no splitting of seams, is self opening, the only perfect wrapper. 70¢ per 1,000 9 boxes 5¢ wrappers to a case $6.30; 1¢ and 10¢ wrappers come packed 10 boxes to a case. Send for samples. Also quantity prices. Terms: 1/3 deposit, balance C.O.D. ST. LOUIS NOVELTY CO., 2713 GRAVOS AVE., ST. LOUIS 18, MO.

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

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

FOR SALE - Wholesale Radios-Parts, etc.; Pilot Lites Special! No. 47 $40. per 1000; No. 51 or 55 - 10 for 48¢, 100 for $4.40, 300 $8.04 ea.; Nos. 40, 46, 44, 47 - 10 for 58¢, 100 for $5.50, 300 $8.05 ea.; Tube cartons for GT tubes (1-3/4" x 1-3/4" x 3-1/2") Bundles of Fifty 50¢; Radio Tubes: LC6-98¢ ea. (6SK7GT 39¢ ea. Center pins broken but tubes good). BELMONT RADIO SUPPLY, 1521 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE - Combination Offer: 1 Thousand 1 AMP and 1 Thousand 3 AMP Glass Buss type fuses, all for $20. 28 Volt Miniature Special Bayonet base lamps @ .05. HIGNEF, INC., 1983 STATE AVE., CINCINNATI 14, OHIO. Tel: WA. 1994.

MISCELLANEOUS


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

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

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
THE ABSOLUTE GREATEST 5-BALL GAME EVER MADE!

PLACE YOUR ORDER NOW!

Williams MANUFACTURING COMPANY
161 W. HURON STREET CHICAGO 10, ILLINOIS
Mystic Flash proved a record-smashing profit-producer in Bally Entry and Special Entry. Now... PROVED AND IMPROVED... the Horseshoe Flash offers bigger play attraction than ever... holds repeat play longer... and nets richer profits to operators. Double or triple your one-ball multiple profits by getting JOCKEY CLUB and JOCKEY SPECIAL on location now. Order today!