...when you operate the **Wurlitzer 1100**

- The day you install a Wurlitzer Model 1100—down go your operating costs—up goes your income.

    The Zenith Cobra Tone Arm gives you up to 2000 plays on a record. Your record and needle costs are drastically reduced.

    New, sensational engineering improvements mean minimum service, but when needed Wurlitzer's "Quick-As-A-Flash" Replacement Units make parts removal and replacement from 2 to 100 times faster. Down go your service costs.

    At the same time, up goes your take. No phonograph ever packed the play appeal of this one. The public can't resist it. They play it over and over again. To admire its beauty and action! To hear its sensational tone.

    Start now. Install Wurlitzer 1100s in your top spots for top profits and watch the cash box prove our claims. The Rudolph Wurlitzer Company, North Tonawanda, New York.

    **can save up to**

    **1/3 in 4 years’ play**

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when I want the best in music

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• NO OTHER PHONOGRAPH HAS ALL THESE FEATURES:
  • Six Hits for Two Bits
  • Wide Range Tone
  • Aluminum Cabinet
  • Adjustable Tone Arm
  • Table Top Service
  • Plays 40 Selections

The public prefers
THE MILLS CONSTELLATION
The coin box concur

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois
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SUBSCRIPTION RATE $15 per year anywhere in the U.S.A. and Canada. Special subscription allowing free classified advertising each week, not to exceed three full lines, $48 per year. Subscription rates for all foreign countries on request.
THE CASH BOX EXCLUSIVELY COVERS The coin machine industry, including operators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated machine equipment; automatic coin operated vending machines and service machines as well as all coin-operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin operated machines industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.
THE CASH BOX has been recognized by various associations of coin machine operators throughout the United States as their official weekly magazine.
The C.M.L. BLUE BOOK division of The Cash Box is an entirely separate medium, giving all prices of new and used machines of all kinds, continually reporting all market changes. The C.M.L. BLUE BOOK is officially recognized by many States as the "official price book of the coin machine industry."

NEW YORK — Happy New Year. 1948, is the year many in the industry have looked forward to for the realization of their plans. A year of change. A year of harder work than ever before known to the field. A year where many will advance with great and rapid strides and when everyone will find themselves on a more stabilized base, whether operating, distributing or manufacturing.

1948 will be the year when closer cooperation will become the password of almost everyone in the field. This is the year many have pointed to, for they all realize that the trade has come to better understand just what its possibilities are, and just what new equipment and better percentages can mean to it.

From all indications, therefore, the year 1948 promises a great deal to every energetic, hard working coinman in the nation. It is a year when there will be a closer understanding and alliance between the producer and the consumer. Already many producers are planning to get out into the field to better understand the men who are on the firing line, to offer them their closest cooperation and sincerest aid and, because of this, bring about a closer alliance.

This is the year that will see this field advance faster and further than at any other time in history — at least from the standpoint of a better and closer understanding among its many components.

The operators are coming closer to the wholesalers and the manufacturers. These latter now realize that they must have his closer understanding to assure them greater production success.

Therefore, from every standpoint, the trade can feel more optimistic over 1948. This is the year when the industry will settle a great many of the problems which have irked it for so long a period of time.

Happy New Year.
MORE OPS SWING OVER TO GAMES TO LEVEL OFF TAKE

Fast Action Equipment Moving to Ops Who Want to Level Off Poor Take on Other Machines. Look to Bigger Sales of Bells, Consoles and One-Balls.

CHICAGO—This center of coin machine activity is suddenly awakening to the fact that more and still more operators are swinging over to faster action amusement equipment to level off their collections.

There is no longer any doubt that the progressive operator must be engaged in a variety of divisions of this industry to enjoy financial success.

He must not only have on specialized piece of equipment on a location, he must, instead, actually "control" that location, if he wants to get the maximum take from it.

This is happening everywhere in the nation. It isn't new. It was done for years and years. Intelligent operators who had the best paying piece of equipment in a location never allowed anything else, especially any competitor, into the spot, for they purchased whatever else was needed.

The operators are, therefore, swinging over to faster action games. They believe that the time has at long last arrived when they must obtain the maximum share of the take from each and every one of their locations.

Where, during the war period, they continued along lackadaisically because they were enjoying a marvelous average on their equipment and didn't care whether they did, or did not (in most cases), install more equipment, they are, today, hustling in every type of machine they can, to capture the greatest possible portion of the income in the location.

And, what's more, the location owners are working very closely with them. As the taverns are taxed and over-taxed on top of more taxes, they call for more and still more equipment to level off their tax problem. This causes the location owner to be happy with installations of new machines and, most certainly, the operator is happy, too, for he is going ahead progressively and enjoying more financial supremacy.

What is more surprising, then, to many engaged in the manufacture and distribution of coin operated machines in this center of the industry is the fact that more and still more of their customers are slowly, but surely, starting to call for "fast action machines". There is a revival under way for bells, consoles and one-balls, and this means better profits all around.

One noted distributor here stated, "This past week I've actually been stunned by the sudden orders we have been receiving for consoles and one-balls and bells. I just didn't expect it. Now I realize, after talking long distance with some of our customers, that they are placing these on spots where they could have always run them, but, held back and continued to specialize in one type of equipment while that equipment was bringing them good profits. It isn't bringing in the profits today and they are now going out to fill their spots with equipment which they know will bring them the maximum returns and boost their entire route average."

There is the answer, "boost their entire route average" and, what's more, allow them to pay off other equipment which isn't averaging what it should, but, equipment that the operator know will come back strong and must be carried thru this present period to the time when it gets going again.

Many factors are involved in this sudden switch over to faster action equipment. The main one, of course, is the desperate need which faces the majority of operators to increase their averages to assure themselves financial stability.

Therefore all point to a definite boom for the faster action amusement games field and believe, as happened during the '30's, that this field will be the one which will lead the way for purchases of whatever new products may appear during this new year because it will bring the operator back to a better financial position.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.
NEW YORK—The juke box operators in this metropolis, which features the largest number of television receivers in the country, are urging the record manufacturers to start pressing two minute disks. “For”, these men claim, “this will give us the extra play required to offset the loss of time we are now enduring because of television.”

Where, at first, television cut deeply into the profits of the juke box operators here, it has, of late, especially, levelled off, and the juke box operators just don’t give it the competitive attention they formerly did for they find, in most instances, that their collections have returned to a near-normal mark.

But, with two minute records, as these men realize, they will be able to not only reach, but even surpass, former collection marks.

As one noted New York operator stated, “The two minute record is the answer to every juke box operator who is faced with any competition whatsoever from television. The faster play on good recordings like ‘Peg O’ My Heart’ is going to boost collections right back to normal and give many an operator a chance to come out far ahead of what he is now getting from his spots. The very fact that ‘Peg O’ My Heart’ is still being featured in all the juke boxes here is the answer to any record manufacturer who wants to know whether we need two minute recordings.”

The juke box operators in every city where television has started broadcasting operations, are for the two minute record wholeheartedly. In New Jersey areas the operators are just as adamant that the two minute disc is the answer to their take problems. The same is true in other centers where television cut’s into the regular playing time of the juke box.

As the one op pointed out, “The average tavern owner today doesn’t even care to turn on his television receiver. But, he’s stuck. He had to buy it because of competition and now he realizes that when he has it in action, he’s losing money or else he’s depending on the crowd to stick around after the broadcast so that he can even himself up. Therefore, with two minute records, whatever part of the crowd remains and whatever other playing time there is, the operator sees some real profit and so does the location. Both are happy. The record manufacturers should start pressing two minute recordings immediately.”

One very well known New Jersey operator who has 78 tavern locations and finds 65 of them feature television stated, “The we have somewhat latched the television sets, we know that the two minute record will win out for us completely. The location owner needs the income from his juke box more than he ever did. As we went about these past weeks we questioned these people regarding two minute records and played ‘Peg O’ My Heart’ for them by The Harmonicats and times it for them. Not only were they impressed, but, they told us not to even buy any other type records but two minute disks. That's how the storekeepers feel. I thought this might help you in your campaign and I believe that when the record producers read it, they will get some idea why we juke box operators are anxious to see them start pressing two minute recordings.”
OIPS CLAIM BIG TAX BOOSTS ARE ON THE WAY


NEW YORK—Just as the newspapers are now beginning to feature the cry for more and still more revenue for their cities, counties, states as well as for the Federal Government, and the law makers of the land begin to seek ways and means to raise this greater revenue, the coin machine operators, everywhere in the nation, are now realizing that they will be faced with new demands for higher license fees and taxes from their villages, towns, cities and states and possibly, even from the Federal Government.

Throughout the past year, city after city and state after state, attempted to boost the taxes of coin machines and a great many succeeded. The average city realizes that it must have more revenue to meet its budget. It also knows that with increased wages for municipal employees, with greater costs of materials to repair roads, schools, libraries, civic institutions, care for the needy and unemployed, etc., that the one and only way it can obtain money for these needs is to tax all business and real estate at a higher rate than ever before. And, as usual, the coin machine industry comes in for its share of this boost.

Usually, too, the first industry which is set up for a tax rise, is the coin machine business. There is little, or no, understanding of the field, and the average publican believes that the members of this trade are enjoying huge profits, just as the local press claims. This latter, of course, is a job for a public relations bureau. Such a campaign has been urged on this industry time and again by The Cash Box. But, since it isn't there to be had because of the many, many thousands of dollars which this involves, the next best bet is to see what columns can do to possibly overcome excessive and inequitable taxation.

There is no doubt that the average coin machine man wants to pay his share of his city's tax requirements. Not only from the standpoint of civic pride, but, also from the standpoint of good citizenship. But, he does not want to be excessively and inequitably taxed, especially as he has been in former years. There are no other businesses which have been taxed to pay 10% or 20%, or even a high share, of their "gross receipts". Then why the coin machine industry? Why should this business bear the brunt of taxation up and above what other business men in any community do?

Since operators are already informing The Cash Box that they expect to be taxed at a higher rate than ever before in their history, this is the time when the leaders of the field must come together and arrange for some method and means of helping the operator for this industry cannot withstand any further encroachments upon its present income. The creation of a Tax Legal Department by CMI (Coin Machine Industries, Inc.) was a very progressive move. No one will question this. But, there is needed much more than such a department to offset the tax problems which are going to arise.

There is needed an intelligent and intensive campaign to educate the public to the fact that this industry is not the tremendous financially powerful business which the average publican believes it is. This campaign will pave the way for the Tax & Legal Dept. And will help it to overcome the increased license fees and occupational taxes which are now in the making, and which will be presented at the next sessions of city and state legislatures.

The industry must realize that it cannot pay excessive taxes at this time. It is already paying over 200% above whatever high prices it paid at any other time in its history for supplies and parts and, especially, for new machines. The men in the field simply cannot take on a financial burden of such size that it will halt them dead in their tracks and kill many of them off.

Here, then, is the problem which faces the best minds in the field — what to do about the forthcoming tax demands?

WHAT DO YOU THINK SHOULD BE DONE?

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

AMERICA'S ONLY WEEKLY MAGAZINE EXCLUSIVELY DEVOTED TO THE COIN MACHINE INDUSTRY

BIG 3 CONVENTION ISSUES...

No. 1
PRE-CONVENTION ISSUE

• The issue that tells your story a full week before the Big Show opens in Chicago's Sherman Hotel and also appears in The Cash Box booth the very first day of the show to be distributed to all coin machine men as they enter the exhibition floor. Be sure that your ads and news stories appear in this issue to gain complete attention to your firm right before and at the show. An all-important outstanding issue in which you can tell your story a week before the Big Show (January 19 - 22) and pull them in to see you right at the show.

DATED — JANUARY 17, 1948
CLOSING DAY FOR ALL ADS
JANUARY 9, 1948

No. 2
CONVENTION ISSUE

• This is the issue that will be distributed RIGHT AT THE BIG SHOW in the Sherman Hotel, Chicago, January 19, 20, 21 and 22, 1948. This is the issue that was the outstanding sensation of the '47 convention — it will prove an even greater sensation in 1948. And, this is the issue which appears on the second day of the show to once again pull more and bigger interest to you, your firm and your products. This is the issue used by operators, operators' associations, jobbers, distributors, manufacturers, all the music industry and all the allied fields. Rush your ad for this issue quick.

DATED — JANUARY 24, 1948
CLOSING DAY FOR ALL ADS
JANUARY 15, 1948

No. 3
POST-CONVENTION ISSUE

• Last year The Cash Box "Post-Convention Issue" proved to be the most attractive issue of all time. Not only were there hundreds of pictures of booths and personalities as taken by The Cash Box candid cameramen right at the show and in all the convention rooms, but, it carried the messages which brought real business interest to every advertiser. This is a VERY IMPORTANT ISSUE TO USE. Don't pass this one up — even if you have to go out of your way to MAKE SURE that your ad appears in it. Many a coinman in '47 regretted not using the "Post-Convention Issue". Don't be one of those who will regret it in '48 — SET YOUR AD UP NOW FOR THIS ISSUE!

DATED — JANUARY 31, 1948
CLOSING DAY FOR ALL ADS
JANUARY 23, 1948

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381 FOURTH AVE., NEW YORK 16, N. Y.
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BIG 3 CONVENTION ISSUES

EDDY ARNOLD

FEATURES

- The Nation's Top Ten Juke Box Tunes
- The Cash Box Record Reviews
- Juke Box Regional Record Report
- Around The Wax Globe
- Hot In Harlem
- The Broadways Beat
- Rollin' 'Round Randolph
- Folk & Western Record Reviews
- The Nation's Big 3 Hillbilly, Folk & Western Juke Box Tunes
- Hot On Chicago's South Side
- The Cash Box Bin-Hill-Bag Story
May the coming year bring you a bright future from the Stars of Vitacoustic

VITA

"LIVING SOUND"
OFFICES AND STUDIOS 42nd Floor
20 N. Wacker Drive, Chicago 6, Ill.
CHICAGO • NEW YORK • HOLLYWOOD

house of fine recordings
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.

**Ballerina**
In the third spot last week and right on top of the heap here. Really racking the coin in.

**Civilization**
In fifth place last week, this plug tune moves up to garner the second spot this week.

**Too Fat Polka**
Continues to grab a load of coin, with this ditty grabbing this featured spot in the charmed circle this week.

**Near You**
In first place for well over two months this sensational recording drops this week to take over fourth place.

**How Soon**
In sixth place last week — into the fifth spot here. Every disk a coin cutter.

**Golden Earrings**
On the bottom this week, the sensational demand for this recording boots this tune way up and into sixth place.

**You Do**
Retains its hold in the seventh spot with ops continuing to reorder.

**An Apple Blossom Wedding**
In eighth place last week and into the same spot again, with a load of coin pouring in.

**Mickey**
Still running hot as an attractive slotting in the nation's phonos. Ops report heavy play.

**Two Loves Have**
Breaks into the big time, with music ops pegging this one for the top in no time at all.

**Code**

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<th>AL-Delite</th>
<th>AP-Apollo</th>
<th>AR-Aristocrat</th>
<th>II-Illicit</th>
<th>SW-Slick &amp; White</th>
<th>CA-Capitol</th>
<th>CR-Confidential</th>
<th>CO-Columbia</th>
<th>CR-Crown</th>
<th>CS-Curt</th>
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<td>IA-Jones</td>
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<td>TR-True</td>
<td>UA-Jointed Artist</td>
<td>SW-Universal</td>
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**Ballardina**
CO-38381—Buddy Clark
DE-24265—Enric Madrerguas
ME-5075—Jerry Shempton Trio

**Civilization**
AP-1059—The Murphy Sisters
CA-465—Jack Smith
CO-37885—Waddy Herman
DE-23450—Danny Kaye—Andre's Sisters

**Too Fat Polka**
CO-450—The Steelfighters
CO-37921—Arthur Godfrey
DE-24268—Andrews Sisters
MA-602—Sly Bryant

**Near You**
BU-1001—Francis Craig
CA-452—Alton Reay
CO-37382—Elliott Lawrence
ME-5066—Two Ton Baker O.

**How Soon**
CO-37952—Dinah Shire
DE-24101—Ring Crosby—Cavallero O.
CON-11004—Jimmy Atkins

**Golden Earrings**
CA-15097—Peggy Lee
CO-37922—Dinah Shire
DE-24270—Guy Lombardo O.

**You Do**
CA-458—Margaret Whiting
CO-38097—Dinah Shire
DE-24101—Crosby-Cavallero
MA-12002—Georgie Gibbs

**An Apple Blossom Wedding**
CA-438—Hal Devlin O.
CN-1101—Joe Dash
CO-37488—Buddy Clark
DE-24117—Kenny Baker

**Mickey**
AR-501—The Two Tones
CO-37987—Tiny Hill O.
DE-24267—The Brooks Bros.

**Two Loves Have**
CO-38026—Ray Noble O.
DE-24263—Guy Lombardo O.

**Code**
MG-10035—Jimmy Dorsey O.
MU-15116—Mol Torma
VI-20-2433—Vaughn Monroe O.
MA-1724—Ray McKinley O.
ME-5067—Dick Baker O.
MG-10083—Sy Oliver O.
VI-20-2400—Louis Prima O.
MA-1179—Dick Farney
ME-5069—John Lawrence
TO-1259—Jack Owens
VI-20-2253—Vaughn Monroe O.
MA-1572—Anita Ellis
MG-10085—Jack Fina O.
VI-20-2585—Charlie Spirak O.
ME-5054—Jerry Gray O.
MG-10050—Helen Forrest
SI-1514—Larry Douglas
VI-20-2361—Vaughn Monroe O.
DE-11119—Air Lane Trio
ME-5062—Ted Weems O.
MG-10106—Elbo Barron O.
VI-20-2551—Dennis Day
VI-20-2330—Sammy Kaye
ME-5064—Frankie Laine
MG-10077—Billy Eckstine
VI-20-2541—Perry Como
"Three Little Words" (2:35)
"I Can't Give You Anything But Love Baby" (2:56)
MEL TORME
(Musicalit 528)

• More lush, hush warbling by Mel Torme of Velvet Fog fame, Mel shows with a pair of standards with the wax messages of "Three Little Words," and "I Can't Give You Anything But Love. Baby" echoing in sweet, light tones of simple musical charm. Both sides will be remembered for their tremendous pop-ularity many moons ago, and seem right for those quiet spots today. Where they go for Torme, they'll go for this.

"Gin Rummy Polka" (2:50)
"Pin Up Polka" (2:42)
AL STUART
(Embassy 1004)

• Pair of polka sides, with loads of laughs and merriment behind them thrill by Al Stuart and his lads. Labelled "Gin Rummy Polka" and "Pin Up Polka," Al and his boys combine to knock out a pair of polkas in the mid-west are sure to go for. Titles give off the bill of fare quite well, another, with Al, vocalizing in effective mood throughout. If you have the spots — get next to this dual.

"They're Mine, They're Mine, They're Mine" (3:04)
"Two Loves Have I" (3:00)
GUY LOMBARDO ORCH.
(Deco 24263)

• The wide and established popularity of maestro Guy Lombardo should prove this hunk of wax as phono material for a slew of ops. With balladeer Kenny Gardiner to the fore to waft the light phrases of "They're Mine," the deck shows as one ops will want to get next to. Natch the music offered is in typical Lombardo styling, with the reeds echoing brilliantly behind Kenny's pipes. On the flip for a comer, Kenny bows again with "Two Loves Have I."还是 you bet your boots that this one will be way up there pronto. Kenny's tenors show in top notch fashion once again here, with maestro Guy backing the lad all the way.

"You Made Me Love You" (2:53)
"Will You Still Be Mine" (2:58)
CONNIE HAINES
(Signature 15168)

• The tricky pipes of chippie Connie Haines echo with a pair of oldies that should fit your machine like a glove. Warbling the pleasing wording to "You Made Me Love You" and "Will You Still Be Mine," Connie shows her wares in grade A fashion, with exceptional back- ing by maestro Ray Bloch filling in for the accomplishment. Both sides, al- ways popular, should be a rousing send off — once music ops get next to them. Lend your ears in this direction — you'll be pleased with what you hear.

"Gloomy Sunday" (2:51)
"Night & Day" (2:50)
BILLIE HOLIDAY
(Columbia 352)

• The smooth fashioned tones of thrush Billie Holiday spill on this tender pair, with the hype phrases warbling as if her wide following is bound to latch on to these. You go for "Gloomy Sunday" a big way, while Billie's pipes pipicking, way up there. Metro is slow and meaningful, while the orchestral arrangement backs the lass splendidly. On the flip with the ever-lovin' "Night and Day," Billie now again shows her brilliant pipes on this featured spot.

"To Be Continued" (2:40)
"That's The Kind Of Gal I Dream Of" (2:37)
THE SOFT WINDS
(Majestic 1182)

• The soft, dulcet tones of harmony that this crew spill with are sure to clinch with those phone fans that go for the light treatment. Wafting the cute wordage to the top deck, "To Be Continued," the combo display an ear candy style, smooth as a whistle. Wax message weaves around our entertainment cut short with the title words in to fill. On the flip with "That's The Kind Of Gal I Dream Of," the crew show in happy tone once again to sparkle a happy waxing. Both sides for the crowd that really love good music.

"Bubbles" (2:52)
"Swingin' For Pappy" (2:43)
BILL MOORE ORCH.
(Series 24563)

• Pair of hep instrumental sides for the crowd that loves to let loose are offered here on this duo of wax. Bill Moore. Top deck features a slow winding sax, with a heavy bounce beat that makes for mellow listening time. On the flip with "Swingin' For Pappy," the combo one thru again with the best offered picked up. The crew show with loads of riff spots that add up to a merry chain of coin play.

"If You Care For Me" (2:40)
"Rosies of Picardy" (2:37)
JIMMY SAUNDERS
(Rainbow 10058)

• More teeming tones by Jimmy Saun- ders spill here with the music resounding with the magic sound of coin play. Jimmy grabs the lead on the top deck titled "If You Care For Me," to come thru with some beautiful rhythmical splendor. The pipes pleasing tones bounce along behind some wonderful instrumental, ac- companyment by Joe Syro and his man- dolin ork. On the flip with the ever-lovin' "Rosies of Picardy," Jimmy shows his tonsils in top notch styleing once again. Both sides are suitable for the dance and listener crowds — whirl'em.

"Easy Does It" (2:30)
"Jungle Fantasy" (2:42)
ESY Morales
(Rainbow 10058)

• Lots and lots of gay music for the flip would be featured here by ESY Morales and his boys. Top deck labeled "Easy Does It" offers loads of kicks, while the tempo is slow in any radiating spot. On the flip with some top notch instrument- al flavoring, ESYOrches offer "Jungle Fantasy." Wax spins at terrific tempo, bound to make the dance crowd step lively. Both sides show in ear candy fashion. If you have the spots, this pair will do it.

FIGURES SHOWN FOLLOWING SONG TITLES, INDICATE PLAYING TIME OF RECORD.
"Is It Too Late" (2:43)  
"Mickey" (2:50)  
THE BROOKS BROTHERS  
(Deco 24287)

- Currently riding the boxes in a big way, "Mickey" is a delirious swirl of sugar and spice with this rendition by the Brooks Brothers. Wax spills in slow, perfect riffs, while in the combo's pitch way down low in just the right mood. The stuff makes for mellow listening moments; we're sure you'll like it. On the flip with another complete favorite, the combo display their first rate tones on "Mickey". Add this one to the long list of charm platters already out on this deck.

"Loaded Pistols & Loaded Dice" (2:59)  
"In A Little Book Shop" (3:00)  
FRANKIE MASTERS ORCH.  
(MGM 10115)

- The whiz bang phonograph fans will get from this piece should put orkster Frankie Masters back into the limelight as a featured aural artist, and to the boxload of the nation. "Loaded Pistols & Loaded Dice", with orchestral backing complete with the piano, make this novelty a comer, shows as an item ops will want to get next to. On the flip with some slow stuff, Phil Gray tosses the sugar coated lyrics to "In A Little Book Shop." Vocal treatment is effective with Frankie's work flavoring the cookie. The pair are there for the asking.

"Two Loves Have I" (3:00)  
"Sierra Madre" (3:01)  
BUDDY CLARK with RAY NOBLE ORCHESTRA.  
(Columbia 38076)

- Vocal styling of Buddy Clark, teamed with orkster Ray Noble sets this platter as one for the boxes. Walling the powerful wordage to "Two Loves Have I" and "Sierra Madre", Buddy comes thru for music ops in pleasing manner to set this cookie right from the start. You'll go for "Sierra Madre" by Buddy displaying his tonails in grade A fashion this the Noble crew furnish the Spanish heat. Both sides are there for the asking — you take it from here.

"Why Does It Have To Rain On Sunday" (3:02)  
"Beginner's Boogie" (2:40)  
FREDDY MARTIN ORCH.  
(RCA-Victor 20-2557)

- Music styled by maestro Freddy Martin and his boys rocks here to the bounce metro of "Why Does It Have To Rain On Sunday" coming thru. With the Martin Men to the yips to spill the cute lyrics, the deck stacks up as one — the many Martin fans should take a liking to. On the flip we find pianist Barclay Allen of "Two Loves" fame in his adaptation of "Chopsticks" set to music. Titled "Beginner's Boogie", Barclay takes the 88's in brilliant manner while the Martin Boys furnish the Melody backing all the while. Altho both sides won't stop traffic, they are nevertheless, items that may fill that extra spot.

"Fancy Spot"  
(2:35)  
DOUGLAS WARD ORCH.  
(MGM 10113)  
"For Jumpers Only" (2:39)  
"Cat's Boogie" (2:46)  
CAT ANDERSON  
(Apollo 774)

- Pair of instrumental sides for the gang that likes to jump are up in high gear by the Cat Anderson crew. Cat and his boys show with loads of brass on the fast deck labeled "For Jumpers Only". The flip, in boogie tempo matches the top quality of the fast deck with the hand giving out with loads of spots that add up to coin play. Especially suited for ops with race spots this pair should make the phonos bounce.

FIGURES SHOWN: FOLLOWING SONG TITLES, INDICATE PLAYING TIME OF RECORD.

"Little Small Town Girl" (2:30)  
"Ain't Gonna Worry 'Bout A Soul" (2:46)  
DELTAL RHYTHM BOYS  
(RCA-Victor 20-2558)

- More mellow tones of harmony, this time by Delta Rhythm Boys. The stuff they spew with makes you want to set aside — if that good a mood "Little Small Town Girl", the group spill their warm melodies in first-rate modern musical splendor to rate heavily. Title gives off the lead here with the background music blending ace high. On the flip with "Ain't Gonna Worry 'Bout A Soul", the crew comes back again to turn in another grade A performance. Ops with spots that go for real clever work, are sure to want to get this duo.

"I'll Make Up For Everything" (3:04)  
"My Cousin Louella" (2:59)  
ANDY RUSSELL  
(Capitol 15021)

- Here's a cookie that should have pho- fans flying high. The stuff is spilling with Andy Russell on their tongues all day long. The record title of Andy on "I'll Make Up For Everything" and "My Cousin Louella" should have his "I'll Make Up" beat a yard wide. With the wardrobe of the top deck matching the balladier's needing pipes, and some exceptional string backing by the Paul Weston orch, the wax shines for a bright future. On the flip with a bit of a novelty, Andy gives with "My Cousin Louella". The wax moves along gayly, giving Andy plenty of room to move about in. You'll go for the pair in a big — big way; hop to it!

"But What Are These" (2:47)  
"I Need Ya Like I Need A Hole In The Head" (2:46)  
PEARL BAILEY  
(Columbia 38025)

- Always a name in every phonograph spot, chip Pearl Bailey sends a pair here tinted with buffalo all the way, top deck, in soothing tones up in coin play. It's got Pearl asking "But What Are These". The stuff makes a half harm of gaility, with Pearl's deep throated tones adding to the waxing. On the flip for some more kicks, our gal gives with a "I Need Ya Like I Need A Hole In The Head", with the title acting very efficien- tly for the log story. You know your spots better than we do take it from here.

"I'll Lose A Friend Tomorrow" (2:59)  
"When You Come To The End Of The Day" (2:47)  
THE INK SPOTS  
(Decca 24261)

- Popular combo of the day step up to the mike to offer a pair music ops will want to get next to. It's the Ink Spots to wall "I'll Lose A Friend Tomorrow" and "When You Come To The End Of The Day". Both sides spool in swing fashion, with Billy Kenny's pipes floating up in coin play. Their top notch harmony the crew give out with — adding to that their strong follow- ing and we've got a latter your phonograph fans will want to hear.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
Illinois Jacquet Pacts with RCA-Victor

NEW YORK — Illinois Jacquet, often hailed the "youthful dynamo of the saxophone" signed a long term recording contract with RCA-Victor Records this past week. The Cash Box learned this past week.

In addition, Jacquet is to team with Mercury chimp Ella Fitzgerald on a nationwide tour covering 23 cities. The tour, under the direction of Ernest Anderson is to get under way early in January.

Jacquet skyrocketed to fame via his recording of "Jazz At The Philharmonic" and since has come up with several smash platters for the phonograph trade. The tour will mark the first concert appearance for Miss Fitzgerald. The pair are scheduled to hit every major city in the nation, with advance box office figures reported to be phenomenal.

More Power to Savannah Churchill

NEW YORK—The sensational attraction and nickel-nabbing name of Savannah Churchill took on unusual proportions this past week, when The Cash Box learned of her many fans going as far as signing a petition to get her smash disk of "I Want To Be Loved" back into the juke boxes.

Well over two hundred signatures appeared on a petition drawn by a location owner at the request of her patrons who vehemently demanded Miss Churchill's record back into the boxes.

Operators point out that very frequently, a location is neglected only as a means of stimulating play for a particular recording. In this case it most certainly did.

(Editors Note — Manor Records star Savannah Churchill capped The Cash Box "Oscar" for "I Want To Be Loved" as the Best Race Record of 1947.)

To All The Operators:

Best Wishes for a Happy and Prosperous New Year.

MALVERNE DISTRIBUTORS, Inc.

424 W. 49th St., New York City
Tel: COlumbus 5-1872-3-4
★ VISIT US AT OUR NEW HOME!!

Distributors for . . .

MERCURY • DELUXE • DISC • KEYNOTE

JIMMY LIGGINS

"I CAN'T STOP IT"
Backed by
"TROUBLES GOODBYE"

The Cash Box, Automatic Music Section
Page 17
January 3, 1948
NEW YORK — After the seven hectic public hearings held in Washington in 1947, and the further fact that certain provisions in the music protective associations have already stated that they intend to present bills to the Congress of the United States at this session in an effort to revise certain clauses in the Copyright Act of 1909, so that everyone of the nation's 100,000 juke boxes will have to pay a license fee to these various and many organizations, the time has arrived when the automatic music industry of America must arrange to protect itself from such Federal legislation.

It is well known that the music protective associations will not halt in their effort to make every juke box in the nation pay them tribute. And just as has happened in such countries as South Africa, Australia and New Zealand, where these organizations in agreement with the juke box operators started with a very nominal fee which they have since boosted to almost prohibitive figures, they will do exactly the same here and attempt, at all costs (because they are driving for a revenue which may equal or exceed $50,000,000 per year from the juke box industry) to railroad thru legislation in their favor against the juke boxes of America.

Such legislation would, of a certainty, wipe out a great many operators. At the same time, such legislation would cause so much confusion that the average location owner would almost be forced to give up his juke box. He could and would be sued from a dozen different directions at once and the same time. Everyone who ever wrote a song, or who even intends to write a song and have it recorded, could sue and sue and sue. And, as is well known to the juke box industry, it takes only a few such actions to force location owners to dodge any further complications.

Therefore, it is up to the juke box industry to prepare to defend itself. This is the time to prepare for the bitter battle ahead. This is the time to name the men who the members of the juke box business feel will capably protect it from whatever legislation is presented this year in Washington.

NAME THE MEN IN THE JUKE BOX INDUSTRY YOU THINK SHOULD BE ON A NATIONAL COMMITTEE TO HELP DEFEND IT AGAINST FORTHCOMING FEDERAL LEGISLATION . . .

Remarks

Signed

FIRM

ADDRESS

CITY ZONE STATE

TEAR OFF AND MAIL TO: The Cash Box 381 Fourth Ave New York 16, N. Y. TODAY!

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

Wayne Chirps For Phono Distrib

NEW YORK—The candid camera clicks away, with Exclusive Records chirp Francis Wayne and Harry Pearl of Seacoast Distributors, caught in the lens. Francis points to her click Exclusive platter of "Happiness Is Just A Thing Called Joe", while phono-man Harry eagerly listens.

...The Tennessee Plowboy

wishes you and yours

"A HAPPY NEW YEAR"

Let me take this opportunity to thank all you Juke Box Operators, Distributors, and Dealers, for your wonderful support of my RCA-VICTOR Records. I'll do my best in 1948 to deserve it.

EXCLUSIVE MANAGEMENT

THOMAS A. PARKER
PERSONAL MANAGER

4218 SAN PEDRO
TAMPA 6, FLORIDA

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
JUKE BOX OPS SAY:
2 MINUTE DISKS WILL HELP STOP CHISELERS


One of the major points about the two minute records, as proposed by The Cash Box on the suggestion of juke box op, E. J. Pepper of Hereford, Tex., that all juke box ops are gleeful about, is the fact that the commission chiseler can’t chisel the two minute recording.

As one noted op stated, “Everytime we have tried to cut down on our commission percentage to the locations, some chiseler would come along and offer them 50% all over again. This not only put us in hot water with that particular location that was approached by the chiseler, but it also hurt us with all the other locations.

“For”, as this op reported, “you just can’t cut commissions on one spot only. The location owners know each other and talk these things over. Therefore, we usually send out a general letter to all of them at one time. In the better spots, we simply neglect to mention anything. But at least they all got the same letter. Therefore, when a chiseler starts his work, we are hurt all down the line, and it sometimes takes weeks to get all matters straightened out again.

“On the two minute recordings”, this operator reports, “those chislers can chisel all they want to, but, they can’t chisel the time of the record, and that’s a very important thing to every juke box operator.

“In short”, he says, “we can still give them the same commission and earn more money. And the chiseler can’t give them anymore. He has to take a beating everytime he walks into a spot and tries to chisel. The two minute record”, he concludes, “is the best answer to the chiseler and is the one and only answer for the operators. Once again The Cash Box has proved to the entire music machine business that it is on its toes and knows exactly what the operators need to earn money so that they can continue to buy machines and keep the business going at top speed.”

There is also no doubt that operator after operator around the nation realized that one of the most important facts backing up the two minute records is that chislers are pushed aside.

The average operator can afford to continue on a set commission basis and still earn approximately 20% more than he is earning at present.

"THE CASH BOX" IS THE OPERATOR’S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS.
Arthur "Guitar Boogie" Smith cut a load of snappy wax for Super-Disc this past week, with first reports received indicating the wax to be headed for a storm if coin play ... New York audiences were treated to a load of kicks when Lonzo and Oscar guested at several New York radio stations. Their recording of "I'm My Own Grandpa" is really kicking up a storm we hear ... Texas Jim Robertson's Victor platter of "The Miner's Song" is a dandy ... Arthur Godfrey recorded "Slap Her Down Again Paw" — what next! ... Eddie Dean has a ditto in "It's A Boy" ... Paul Cohen of Decca Records out in Nashville cutting a slew of wax ... .

Dave Miller, WAAT has a load of folk music surprises for the large following of fans in the east ... Bobby Gregory cutting more hot MGM platters ... Billy Williams ranin' to go again after visiting with his family n Arkansas ... Crown Records cuts the first two-minute folk platters, with Eddie McMullen leading off. Eddie, in recent weeks has become an important figure as far as phono fans are concerned ... Sally Clark, hillbilly singer on station WALL, Middletown, New York sketched for a wave of moola. Keep your eyes peeled on this gal — she really is good! ... .

Rex Allen has a smash with "Teardrops In My Heart" ... Tony Gottuso, one of the world's finest guitarists, is one of the busiest fellows we know these days. He's recording day and night. Tony's terrific string ticking is a big factor in a lot of hit records in the folk field today ... Red Foley's "Never Trust A Woman" really hitting on all eight ... It's What's In "The Cash Box" That Counts

A Runaway in Philly

Western Union

Eddie Hellew

Rainbow Records

156 West 44th Street

New York, N. Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEVER TRUST A WOMAN
Red Foley (Decca 46074)

SIGNED, SEALED AND DELIVERED
Cowboy Copas (King 658)

B-ONE BABY
Cliffie Stone (Capitol 40061)

TO MY SORROW
Eddy Arnold (Victor 20-2481)

I'LL HOLD YOU IN MY HEART
Eddy Arnold (Victor 20-2332)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

AFTER YESTERDAY
Hawkshaw Hawkins (King 667)

KENTUCKY
Jimmy & Leon Short (Decca 46077)

EASY ROCKIN' CHAIR
Roy Acuff (Columbia 37961)

DIXIE CANNONBALL
Gene Autry (Columbia 37763)

GO ON
Ted Daffan (Columbia 37959)

"I'M A-COMIN' A-COURTIN' CORABELLE"
"I'LL BE THERE"
MAJESTIC No. 1170

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

"LASSUS TROMBONE"
"LOVE TALES"
MAJESTIC No. 1178

"MISS YOU"
"IT HAPPENED IN HAWAII"

Cash in on America's Number 1 Juke Box Attraction—
READ WHAT
THE CASH BOX SAYS
ABOUT A GREAT RECORD

"Mention My Name In Sheboygan"
"Hooray, Hooray I'm Goin' Away"
Beatrice Kay
(Columbia 37922)

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

Beatrice Kay
in her sensational recording of
"MENTION MY NAME IN SHEBOYGAN"
backed by
"HOORAY, HOORAY I'M GOING AWAY"
ON COLUMBIA RECORD No. 37922
GET IN ON THIS MONEYMAKER—
ORDER AT LEAST ONE FOR EACH
OF YOUR MACHINES

How right THE CASH BOX was, is indicated by VARIETY'S listing of "MENTION MY NAME IN SHEBOYGAN", as among the most played by the Nation's leading Disk Jockeys.

ON COLUMBIA RECORD No. 37922
GET IN ON THIS MONEYMAKER—
ORDER AT LEAST ONE FOR EACH
OF YOUR MACHINES

1. BELL BOY BOOGIE
Todd Rhodes (Vitacoustics)
Sensational coin caller in the top coin spot again.

2. HASTINGS ST. BOUNCE
Paul Williams Sextet (Savoy 659)
Here it is in the second spot—with ops raving about it.

3. MERRY CHRISTMAS, BABY
Johnny Moore (Exclusive 251)
In sixth place last week into the third spot with ops going wild about this one.

4. I LOVE YOU YES, I DO
Ball Moose Jackson (King 4181)
A truly great recording and an even greater money maker. In fourth place this week.

5. DON'T TAKE YOUR LOVE FROM ME
Hadda Brooks (Modern 153)
Chirp Hadda still rides the boxes hot and heavy with this one.

6. 845 STOMP
Earl Bostic (Gotham 154)
Breaks into the big time, with ops calling this one a real big one.

7. WRITE ME A LETTER
The Ravens (National 90381)
The Ravens and another smash cookie. In the seventh spot here—watch it boom.

8. EARLY IN THE MORNING
Louis Jordan (Decca 24155)
Here's heavy Jordan keeps his spot on the phonos with this attraction. In eighth place this week.

9. SINCE I Fell FOR YOU
Annie Laurie (DeLuxe 1082)
Appearing on this page for well over two months now, with heavy play still reported.

10. CHANGEABLE WOMAN
Johnny Moore (Exclusive 2511)
On the bottom, a lark coin continues to roll in for this wonderful platter.

- BELL BOY BOOGIE
Todd Rhodes (Vitacoustics)
Sensational coin caller in the top coin spot again.
SIGNATURE RECORDS SETS NEW DISTRIB POLICY; EARL WINTERS NAMED SALESMANAGER; NEW PLANT OPERATES

Diskery Ends Distribution Contract With General Electric, Large Backlog Insures Firm’s Stability

cially and they now find themselves in the position of having to set up new distribution. Thiele estimated, would take between two to three months. In the meantime, to continue activities, additional money would be needed, and, he pointed out, that while this money was obtainable in sufficient quantity, it would not be put up unless those people making the loan were satisfied that the creditors would grant a moratorium until the company was operating on a profitable basis. The great majority of Signature’s creditors were agreeable to this plan, it was learned.

Thiele further stated that the component plant which is now ready to pump plant which is now ready to operate would reduce the cost of compound from 50% to 40%. Thus far, Signature has had no difficulty in obtaining distributors. Thiele disclosed that the plant would first investigate all distributors to be assured that they could “do the job.”

Thiele also disclosed that Earl Winters, formerly vice-president in charge of sales at Modern Music Sales Corp., New York, had been appointed National Sales Manager. Winters, long known to coinmen, music operators, and distributors throughout the nation has a wealth of experience in the record business. He formerly handled many record sales promotion set-ups with Modern Music, who at one time had Capitol Records, Rainbow Records and at present distribute Signature and Coast Records.

Larry Shelton, formerly Record Sales Manager of the Milwaukee Gesco organization had been appointed Assistant Sales Manager, Gerry Ross has been named to the post of promotion manager, while Don Priest is to continue in the post of press relations.

Thiele stated that the plattery had also built up a tremendous backlog of records, thus assuring the firm’s stability in the impending recording ban.

**E A R L W I N T E R S**

NEW YORK — Signature Records, Inc., in an official statement of policy to their stockholders, disclosed this past week that the firm had decided to discontinue relations with the General Electric Supply Corporation.

General Electric, for two years, had been the exclusive record distributor for Signature. Their vast chain of branch distribution offices extended throughout the nation.

Robert Thiele, president of the plattery, pointed out that the General Electric Supplier Corp., had been unable to sell records in sufficient quantity for Signature to maintain its list of artists and operate its plants efficiently. Both Thiele had been geared to produce approximately ten million records per year. Secondly, considerable amounts of money had been spent in advertising and sales promotion in order to assist Gesco in obtaining sales. When it became apparent that Gesco’s channels were not suited for record distribution; it was mutually agreed that the yearly contract would not be renewed, and that Signature would appoint independent distributors throughout the nation.

Thiele stated that the Shelton, Conn. plant, which was to be ready in August had just been completed due to the fact that the building itself lagged in production schedules.

The combination of low sales and lack of compound plant, manufacturing basic raw material, drained Signature financials...
Cleveland Ops Select "Pass That Peace Pipe" As January Hit Tune

CLEVELAND, O.—Well over 3000 enthusiastic record fans selected "Pass That Peace Pipe" as the Hit Tune of the Month selection for January, at the Cleveland Phonograph Merchants Hit Tune Party, Sunday, December 21, in the Victory Room of Chin's Golden Dragon Restaurant.

The program was broadcast from the Victory Room over Station WJMO by disc jockey Howie Lund. Lund introduced the eight new record releases from which the selection was made. After the records were played, ballots were marked and collected. Record albums were then distributed as prizes to lucky balloters whose names were drawn from the ballot box.

Lund's special guest of the program was vocalist Eugenie Baird, currently appearing at the Victory Room.

"Pass That Peace Pipe" will be placed in the number one spot of the 3000 Juke boxes throughout the Greater Cleveland area during the month of January.

The other tunes played in the order of their popularity were:

- "You Were Meant For Me";
- "I Feel So Smoochie";
- "Now Is The Hour";
- "Please Don't Play Number Six Tonight";
- "We'll Be Together Again";
- "Peraps, Perhaps, Perhaps" and Sophisticated Swing.

A recent statement released by GMI Publicity Director James T. Mangan lauded the Cleveland Operators trade group and Jimmie Ross, vice president of the association, for the extremely wonderful work the organization has done in the past year, to better public relations.

"Ross, aggressive and promotion-minded, conceived the idea of a Hit Tune Party for teen-agers, and in March of 1947, the Cleveland Public Music Hall was the scene of a tremendous turnout."

"Mr. Ross has advised me", he continued, "that he will continue with this work throughout 1948, confident that this sure-fire program has done more to further the interests of the industry, more than any other plan."

The first year of operation of the monthly Hit Tune Party's has proved that thru spirited public cooperation, can the industry attain and reach many of our visionary goals. The enthusiastic reaction of thousands of youngsters and their parents conclusively proves that the Cleveland phono ops associations have demonstrated sincere progressive standards for other trade groups to follow.

---

20th CENTURY Has the Original Hit Recording of "I'M MY OWN GRANDPAW" by THE JESTERS

(Red Latham, Guy Bonham, and Wamp Carlson)

ORDER FROM

BARRETT D.S.T., 236 East 21st St., Baltimore, Md.
ALLEN D.ST., 212 W. Nola St., Richmond, Va.
RECORD SALES, 1179, W. Trade St., Charlotte, N. C.
RECORD SELLERS, 1750, 21st Avenue Ave., Monroe, N. C.
SOUTHERN D.R.T.V., 1717 Bull St., Savannah, Ga.
CHERRY D.S.T., 1541, 10th and 25th Ave., Atlanta, Ga.
RECORD SELLERS, 1174, Blackhawk, Bismarck, N. Dak.
MONARCH D.R.T.V., 1250, 4th Street Ave., Seattle, Wash.
ALLEN D.R.T.V., 1317, Ontario, Cleveland, O.

The second year of "20th Century's" Hi-Hats, a popular concept, will begin January 21st. The new series "Tribute To The Greats," will feature one of the greatest records of the 20th Century every week.

Manufactured by

BALLEN RECORD CO.
1516 Jefferson St., Phila. 21, Pa.

---

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

Exclusive MERCURY Recording Artist

UNIVERSAL ATTRACTIONS • 371 MADISON AVE., N. Y.

Current Hit "RAILROAD PORTER'S BLUES
"KING FOR A DAY BLUES"

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

---

Rollin' Round Randolph

By the time you read this Christmas will be past with New Years well in the offering. But right now as we get ready to go to press we find ourselves right in the midst of the last minute Christmas rush. Randolph street is in a turmoil with busy people rushing here and there, last minute shoppers, early celebraters, etc. From every juke box we hear, "I'm Dreaming Of A White Christmas".

Several new openings around town for the holiday season, Murray Arnold and his ork at the Empire Room of the Palmer House . Nellie Latcher has taken over the piano at the Sherman's Colonnade Inn and gives out with the vocals on such successful ditties as "He's A Real Gone Guy" and "Watch Yourself, Baby" . Jose Melia, the Latin band leader, Jeanie Williams, lovely songstress, will stay over at the Sherman thru the New Year . Ray Morton and his ork continue at the Blackstone's Mayfair Room, with Victor Borge and his piano nonsense headlining the show .

Phil Levant, is a busy band leader these days, making transcriptions, holding down the bandstand at the Blackhawk and attending to his booking duties at Mus-Art . Dorothy Shay, the "Park Avenue Hillbilly", back from New York where she cut some sides for Columbia Records. Dottie opens at the Boulevard Room of The Stevens starting December 31st .

Jimmy Palmer, had one of the finest openings that Chicago has seen in a long time, when he opened at the Club Martinique this last week. It is predicted that due to his unusually fine band and excellent show he puts on, the crowds will demand that Jimmy stay on at the Martinique for a long time .

Tony Di Pardos, currently at the Bismarck, are now turning the tables by giving a Xmas cocktail party for the music boys Christmas Eve . Bob Miller, Contact Mens head, arrived in town to give the boys a pop-up for their coming tin pan alley show .

Harvey Crawford, formerly with Eddie Fens at the Bismarck Tavern Room, opens with Art Kassel at the blackhawk on January 9th .

Bregman, Vocco & Conn pubbery have just secured the rights on the oldie "I'd Like To Live In Loveland" from Will Rossetter. The boys tell us that this number has tremendous possibilities of becoming another "Sweet Sixteen" .

Congrats to Kitty Kallen, pretty singing star of records, radio and television, who is now appearing at the Chez Paris. Kitty will soon become the wife of Bud Graffoff, New York publicist .

Jane Easton, lovely thrush with Jerry Glidden's ork, now at the Glass Hat of the Congress Hotel, continues to pack in the crowds with the patrons very pleased over her rendition of songs .
### The Cash Box, Automatic Music Section

Dec. 22

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<th>Title</th>
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<td>Too Far   Packed</td>
<td>Ca. 3972</td>
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<td>I'll Dance at Your Wedding</td>
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<td>Wish I Didn't Love You So</td>
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Dec. 25

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<td>Ca. 3575</td>
<td>T-130</td>
</tr>
<tr>
<td>Another Place</td>
<td>Ca. 3576</td>
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Dec. 26

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<thead>
<tr>
<th>Title</th>
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<tbody>
<tr>
<td>You're Coming Back</td>
<td>Ca. 3577</td>
<td>T-150</td>
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<tr>
<td>I'm in Love</td>
<td>Ca. 3578</td>
<td>T-160</td>
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Dec. 27

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<td>A Hundred Miles</td>
<td>Ca. 3579</td>
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<tr>
<td>I'll Never Marry</td>
<td>Ca. 3580</td>
<td>T-180</td>
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Dec. 28

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<td>Rockaby Lane</td>
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<td>I'm a Fool</td>
<td>Ca. 3582</td>
<td>T-200</td>
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Dec. 29

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<td>Ca. 3583</td>
<td>T-210</td>
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<tr>
<td>I'll Never Love You</td>
<td>Ca. 3584</td>
<td>T-220</td>
</tr>
</tbody>
</table>

### Disc Hits Box Score

**Compiled by Jack "One Spot" Tunnis**

**In Order of Popularity Based on National Weekly Survey**

**Code**

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

**Additional Tunes Listed Below in Order of Popularity**

1. Sugar Blues
   - Dec. 22
   - 4.7
   - 1.4
   - 3.4

2. Kate
   - Dec. 22
   - 3.8
   - 4.3
   - 4.8

3. Gonna Get a Girl
   - Dec. 22
   - 3.7

4. The Whistler
   - Dec. 22
   - 2.8
   - 18.8
   - 1.5

5. Peppin' and Fightin'
   - Dec. 22
   - 2.4
   - 5.1
   - 11.1

6. You're My Girl
   - Dec. 22
   - 1.9

7. I'll Still Get Jealous
   - Dec. 22
   - 1.6
   - 1.0
   - 4.9

8. Don't You Love Me Anymore?
   - Dec. 22
   - 1.5

9. Head In Hand
   - Dec. 22
   - 1.4

10. A Girl That I Remember
    - Dec. 22
    - 1.3

11. The Gentleman is a Dope
    - Dec. 22
    - 1.2
    - 1.7
    - 3.2

12. Surprise Symphony
    - Dec. 22
    - 1.0
    - 5.0

13. The Dam Dot Song
    - Dec. 22
    - 1.0
    - 1.5
    - 8.5

14. Those Things Money Can't Buy
    - Dec. 22
    - 1.0
    - 1.3

15. Curiosity
    - Dec. 22
    - 1.0
    - 2.4
    - 1.2

16. Harmony
    - Dec. 22
    - 1.0
    - 3.4

17. Kokomo, Indiana
    - Dec. 22
    - 1.0
    - 4.1
    - 1.0
Elmer F. Pierson New President of NAMA

Greene Establishes Memorial Fund For Heart Disease Research

The fund was contributed to the Heart Association in tribute to two members of the National Automatic Merchandising Association who died of heart disease during the past year. The deceased NAMA members were Ernest Morava of Long Island City, N. Y. and Paul Kimball of Boston, Massachusetts.

Green, who recently retired as President of the NAMA, is a member of the Assembly of the American Heart Association. The announcement of the memorial fund described heart disease as "the leading cause of death in the United States, taking the greatest toll among our nation's business leaders."

The fund is being applied toward the Heart Association's activities for funds to carry forward its program of research, public and professional education, and development of local heart associations throughout the United States. The drive will be climaxd during National Heart Week, February 8-14.

The American Heart Association is the only national organization devoted exclusively to fighting heart diseases through organised scientific and educational work. It is composed of leading specialists in heart diseases as well as prominent laymen.

Canned Fruit And Health Juices Find New And Increased Market in Vendors

CHICAGO, ILL. — A new and steadily growing market for the sale of canned fruit and health juices through automatic merchandising was foreseen today by Jack M. Cross, of Telecoin Corporation, in an address on the automatic merchandising of fruit and vegetable juices given at the opening business session of the National Automatic Merchandising Association convention at the Palmer House.

Cross, manager of Telecoin's Tele-Juice division, told operators that introduction of coin-operated vendors will provide an expanding field for fruit growers, whose constantly-increasing production cannot be handled through present grocery store channels.

He pointed out that Florida fruit growers alone produced 80 million boxes of citrus fruits last year, and that the figure is expected to reach 150 million within five years. Texas and California can be viewed in like proportion. Supplies of other juices will also increase, he asserted.

Growers and juice producers see in the automatic vendor a vehicle and a program which will open to them additional outlets for their packs, and are already lending enthusiastic cooperation to the development of the new operation.

Cross described the three fruit juice vending machines which have just been introduced to the market, all of which he said will be in full production early in 1948. The Tele-Juice machine offers the customer his choice of six flavors. A dime in the coin chute delivers the can to his hand automatically. A knife-type can opener built into the Tele-Juice is protected in a dust-proof chamber, and is kept at a constant temperature of 180°F. to prevent rust and bacterial growth. The machine operates on a gravity principle, dispensing 300 cans of electrically-refrigerated canned juices.

The Snively "Dispens-so-lator" offers one flavor, vending the drink in a sanitary paper cup. The National Vending Corp. will shortly introduce its "Automatic Store" or "Pik-Ups", to vend either fresh or canned fruit juices.

Cross pointed out the "wealth of health" in vitamin resources which the automatic vending will provide, and which widespread utilization of the machines will supply in offices and industrial plants, theater lobbies, recreation centers, transport waiting rooms, schools, and countless other locations.
GREENE PREDICTS TWO BILLION DOLLAR MERCHANDISE MACHINE BUSINESS WITHIN NEXT 5 YEARS

Operators Will Have Half Billion Invested In Equip.

CHICAGO—In his farewell address as president of the National Automatic Merchandising Association, before approximately 125 manufacturers and suppliers attending the 1947 NAMA Convention at Palmer House, this city, Robert Z. Greene envisioned a two-billion-dollar vending machine business by 1952. The machines in railroad cars and cross-country buses, coin-operated gas pumps and food machines along America's highways, all-night drug stores and coin-operated soda fountains will be sold thru vending machines.

Greene said that within five years, approximately 60,000 people will be directly engaged in the operation of merchandising and service machines.

"The manufacturers of automatic merchandising and service equipment employ many thousands of people directly in their factories" continued Greene and indirectly many thousands in fabricating parts in other plants. At the present rate of production, operators will have invested over half a billion dollars in new equipment within the next five years. We have created a new, important method of distribution for America!" said Greene.

The following figures were obtained, he said, with the aid of operators and manufacturers of automatic merchandising equipment and representatives of trade associations, company officials of large merchandising suppliers and statistical departments of the government.

There are now in use 200,000 carbonated-bottle and soft beverage machines; 280,000 five-cent candy machines; 250,000 cigarette machines; 750,000 penny guns and peanut machines; and 350,000 service machines such as scales, coin changers, coin boxes and parcel lockers.

Within five years, Greene predicted, there will be 750,000 carbonated beverage machines; 400,000 candy machines; 450,000 cigarette machines; 1,500,000 penny guns and peanut machines; and 700,000 service machines of the present type now in use—a combined total of 1,800,000 vending machines.

"Other salesmen are beginning to make their appearance selling milk, ice cream, fruit, hot sandwiches, insurance and groceries," Greene said.

They also sell such items as comb and shoe-shine machines, biscuit and popcorn machines, and 1-cent hard and soft drinks, whose accumulated volume of sales would represent a substantial figure.

"New machines in the service field are also making great strides. Coin operated washing machines are already doing an annual business of more than $50,000,000. More than 1,000 automatic service laundry stores, the majority of which are coin-operated, have been opened in the past year and a half. In addition, more than 40,000 coin operated laundry machines have been installed in apartments and factories.

"Tomorrow America may expect machines selling such products as dried groceries, canned goods, frozen foods, bread, cheese, soap, cosmetics, gasoline and countless other products produced on American farms and in American factories."

"Right now there are machines in the minds of men that stagger the imagination. Through automatic control of heat, cold and moisture, amazing developments are ahead in vending machines."

One of America's best known industrial designers plans the design for the money device of tomorrow, Greene stated, battery of automatic merchandising machines along the store's front side wall. These would be used during the day to supplement other-counter sales of standard products in greatest demand. The store front would be so constructed that at night the machines would be swung into position to replace part of the window. The public then could purchase emergency items such as tooth brushes and shaving cream after store hours without entering the store. This same idea could be applied to other types of retailing.

Concluding his talk, Greene pointed out that a great deal of misconception about automatic merchandising still exists. Every machine with a coin chute is not a gold mine, the speaker said.

"This new method of retail selling is made up of small business. Outside of the penny field, there are less than 100 operators throughout the United States who operate more than 500 machine or service machines. When automatic merchandising is universally adopted as an aid to self-service, we will become so entrenched in the American scene that our method of selling will no longer be singled out for special taxes. We shall be treated just as any other retailer— a condition we have a right to expect," he concluded.

Look Over Vendor Made In 1907

CHICAGO—One of the machines achieving a great deal of attention at the recent NAMA convention was a straight vendor made for Diamond Match Company in 1907.


Developes Water Vendor

ROSETOWN, CANADA—Here's a vendor that the greatest minds in the industry probably never thought of—a water vending machine.

James C. Malone supplies drinking water to the townpeople, a west central Saskatchewan town. He became tired of getting up at all hours of the night to sell the water, and worked out a plan that would keep him in bed, and at the same time conduct a profitable water business... he developed a coin-operated water vendor to sell two buckets of water for five cents.
BELLS

BELL-O-MATIC CORP.
- 5c Jewel Bell ................................... 218.00
- 10c Jewel Bell ................................ 253.00
- 25c Jewel Bell ................................ 258.00
- 50c Jewel Bell ................................ 538.00

GROETCHEN

Columbia Twin JP .................................. 145.00
Columbia DeLuxe Club ................................ 290.50

MILLS SALES CO. LTD.

Dollar Bell ........................................ No Price Set

O. D. JENNINGS

- 5c Std Chiefs .................................. 260.00
- 10c Std Chiefs ................................ 270.00
- 25c Std Chiefs ................................ 280.00
- 5c Bronze & Std Chiefs ....................... 390.00
- 5c Deluxe Club Chiefs ......................... 290.00
- 10c Deluxe Club Chiefs ....................... 300.00
- 25c Deluxe Club Chief ......................... 310.00
- 25c Deluxe Club Chief ......................... 429.00
- 5c Super Deluxe Club Chief ................... 334.00
- 10c Super Deluxe Club Chief .................. 341.00
- 50c Super Deluxe Club Chief .................. 454.00

PACE

- 5c Deluxe Chrome Bell ......................... 245.00
- 10c Deluxe Chrome Bell ....................... 255.00
- 25c Deluxe Chrome Bell ....................... 265.00
- 50c Deluxe Chrome Bell ....................... 375.00
- $1.00 Deluxe Chrome Bell ..................... 550.00
- 5c Rocket Slug Proof ......................... 215.00
- 10c Rocket Slug Proof ......................... 253.00
- 25c Rocket Slug Proof ......................... 263.00

BALLY

Wild Lemon ........................................ $342.50
Double-Up ........................................ 524.50
Deluxe Draw Bell 25c .......................... 512.50
Hi-Boy ........................................... 424.00
Triple Bell 5-5-5 ................................ 855.00
Triple Bell 5-5-25 ............................. 910.00
Triple Bell 5-10-25 ........................... 925.00

BELL-O-MATIC

Three Bells, 1947 ................................ 735.00

BUCKLEY

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

EVANS

Bangtalls 5c Comb 7 Coin. ...................... No Price Set
Bangtalls 25c Comb 7 Coin. .................... No Price Set
Bangtall JP ....................................... No Price Set
Bangtall FP PO JP ............................... No Price Set
Blues Rama ....................................... No Price Set
Casino Bell ...................................... No Price Set
1946 Galloping Dominoes JP .................. No Price Set
Winter Book JP ................................... No Price Set

GROETCHEN TOOL & MFG. CO.

Columbia Twin Falls ................................ 485.00

O. D. JENNINGS

Challenger 5-25 .................................. 555.00
Club Console .................................... 499.00
Deluxe Club Copper Vendor .................... 529.00
Super Deluxe Club Console .................... 545.00

J. H. KEENEOY CO.

Gold Nugget ..................................... 800.00

PACE

3-Way Bell Console 5c-10c-25c .................. $690.00
5c Royal Console ................................ 320.00
25c Royal Console ............................. 340.00
25c Royal Console ............................. 475.00
$1.00 Royal Console ............................ 650.00

ARCADE TYPE

BALLY MFG. CO.

Big inning ...................................... 539.50
Bally Bowler ................................... 539.50

EDELMAN AMUSEMENT DEVICES

- Flash Bowler ................................. Big inning
- 10-8 ........................................ 475.00
- 11-8 ......................................... 450.00
- 10-8 ......................................... 422.00

INTERNATIONAL MUTOSCOPE CORP.

Atomic Bomber (Model B) ...................... 375.00
Deluxe Movie Console ......................... 150.00
Deluxe Movie Counter ......................... 140.00
P. & S. .......................................... 299.00

MERCHANDISE MACHINES

CIGARETTE MACHINES

C. EIGHT, LABORATORIES

"Electro" ........................................ 222.50

NATIONAL VENDOR

Model 9E (Electric) ............................ 321.70

ROWE

Crusader ( 8 Col ) w. Stand ..................... 145.75
"Champion" w. Stand .......................... 162.25

U-NEED-A VENDOR

Monarch 6 Col. w. Stand ...................... 149.50
Monarch 8 Col. w. Stand ...................... 159.50

MERCHANDISE VENDORS

A. R. T. MFG. CORP.

"Auto Clerk"—(Gen'l Mfrs.) ....................

ADAMS-FAIRFAX CORP.

Cash Tray Vendor ............................... 150.00

ASCO VENDING MACH. CO.

Nut Vendor ......................................

ATLAS MFG. & SALES CO.

Bulk Vendor ....................................

AUTOMATIC BOOK MACH. CO.

"Book-O-Mat" ...................................

DRINK-O-MAT IND.

"Drink-O-Mat" ..................................

BALLY MFG. CO.

Drink Vendor ..................................

BETT MILLS CORP.

"Hot Coffee Vendor" ............................ 540.00

COAN MFG. CO.

U-Select-1-74 Model .......................... 85.50
U-Select-1-74 Model Deluxe .................. 95.50
U-Select-1-126 Bar Deluxe ................... 127.50

DAYAL PRODUCTS CORP.

Stamp Vendor "Postmaster" ......................

HOSPITAL SPECIALTY CO.

Sanitary Napkin Vendor .......................

INTERNATIONAL MUTOSCOPE CORP.

Photomatic ....................................... 1495.00
Voice-O-Graph .................................. 1495.00

KAYEM PRODUCTS

Vit-O-Mins Vendor ..............................

Dental Kit Vendor .............................

Cheewing Gum Vendor .........................

LEHIGH FOUNDRIES, INC.

PX Vendor ....................................... No Price Set

MALTHAN-IIJON CO.

Burr Warden ................................. No Price Set

NORTHWESTERN CORP.

"Bulk Vendor" ..................................

REVCO, INC.

Ice Cream Vendor ..............................

RUDD-MELIKIAN, INC.

"Drink-Cafe" Coffee Vendor ..................

SHIPMAN MFG. CO.

Stamp Vendor ..................................

TELECOIN CORP.

Tec-He-Phone .................................

THIRST—AID, INC.

Drink Vendor ..................................

U. S. VENDING CORP.

Drink and Merchandise Vendor ...............

VENDALL CORP.

Candy Vendor ..................................

VENDIT CORP.

Candy Vendor ..................................

VING TIL & MACH. CORP.

Popcorn Vendor ............................... 119.50
1947 PRE-INVENTORY CLOSE-OUTS
REAL LOW PRICES!!

USED PIN GAMES
ALL GAMES READY FOR LOCATION

<table>
<thead>
<tr>
<th>Spellbound</th>
<th>Idaho</th>
<th>Play Boy</th>
<th>Kilroy</th>
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<td>Laura</td>
<td>Double Barrel</td>
<td>Midget Racer</td>
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<td>Oklahoma</td>
<td>Dynamite</td>
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<td>Battle Call</td>
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<td>Step Up</td>
<td>Fast Ball</td>
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NEW FIVE BALLS
Keeney HI-RIDE
Marvel DOLLY
Bally NUDGY
Gottlieb
HUMPTY DUMPTY
Williams BONANZA
United SINGAPORE
Chicago Coin SEA ISLE

PAGE SLOTS
KEENEY SUPER BONUS BELLS
AND GOLD NUGGET

Solotone Boxes, Brand New ..................$15.00
Personal Music Boxes ....................... 15.00
Solotone Location Amplifiers ............ 79.50
Personal Location Amplifiers .......... 89.50
Personal Studio Amplifiers .............. 335.00

BALLY ONE-BALLS & CONSOLES

PARTS
Wurlitzer 412 Amplifiers ..................$14.50
Wurlitzer 616 Amplifiers ................ 19.50
Wurlitzer 24 Amplifiers ................. 27.50
Wurlitzer Tone Arms ....................... 15.50
Wurlitzer AC Motors (1140) ............. 19.50
Speakers for 24 or 616 .................. 15.50
Coin Chutes for 24's ..................... 14.50

ALL TYPES OF MUSIC MACHINES
ANY AMOUNT YOU NEED!
READY FOR LOCATION!
WRITE FOR REAL LOW PRICES!

WRITE US FOR SENSATIONALLY LOW PRICES ON ABOVE
TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.

IF YOU NEED ANYTHING IN GAMES OR MUSIC NOT LISTED
ABOVE — WRITE US! WE CAN SUPPLY YOUR NEEDS!

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!
January 3, 1948

EMPIRE COINS

WORLD'S LARGEST DISTRIBUTING HOUSE

1012-14 MILWAUKEE AVE.

PHONE: EVERGLADE 2600 • CHICAGO 22, ILL.

Empire Coin Machine Exchange

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

NEW COUNTER GAS

SLOTS

Bally Jockey Club, S.C....$400.63
Bally Jockey Special, F.P. $45.80
Gott, Daily Racer, P.O. ...$10.00

NEW CONSOLES

SLOTS, SAFES, STANDS

Chicago Metal Revolver—De luxe
Stars: $2.50.
Bally, $4.60.

E-V-o-M-o-b-i-l-e

RECONDITIONED 5 BALLS

Lucky Star, 165.00
Ding Dong, 165.00
Sky King, 165.00
Cigarette坳, 165.00
Evan's Lucky Star, 165.00

NEW VENDORS

VISION WALKER

OFFER $200 REWARD FOR RETURN OF GOLD BURLINGTON FROM MICHIGAN CITY, INDIANA.

ONE-HALF DEPOSIT WITH ORDER. BALANCE C.O.D. OR NIGHT DEPART.
UNITED’S SINGAPORE
Greatest of Them All!

FIVE-BALL NOVELTY REPLAY

Also Built As a Five-Ball Straight Novelty Roll-Down Game... Console Cabinet

SEE YOUR DISTRIBUTOR NOW!

UNITED MANUFACTURING COMPANY
5737 NORTH BROADWAY CHICAGO 40, ILLINOIS

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
PUEBLO, COLO.—In a feature story titled “Automatic Push-Button Pinball Anyone?” Exponents of Games Have Some Misgivings,” the Pueblo Chieftain of December 11 treated the “Jiggling” game with understanding and humor. In order to fully appreciate the game, the writer apparent it in full.

“Science is wonderful. For people who want to fight wars, it produced the atomic bomb. For people who want to blow those bombs, it produced non-breakable, technicolour plastic bubbles. And that’s about as scientific as last science has made a contribution to overworked pinball machine players.

“Automatic push-bottom jiggling has arrived in Pueblo!

“Since the dawn of pinballing, jiggling has been a manual operation and adroit players were frequently bathed in sweat, their hands a bloody mass of bruises from banging the machines about after a strenuous session. Well, almost, at least.

“Jiggling is that part of pinballing which permits a player to exercise a certain amount of control over his ball and increase his score by deftly letting the ball from one scoring bumper to another. To the uninitiated, jiggling appears to be a chore, but well-trained pinball players know that a correctly timed rap will cause the ball to roll through the five thousand hole — with a little luck.

“Jiggers generally fall into three classifications:

1. The body, or the player who watches the ball in fascination as it comes down the scoring area, wiggling and weaving his body all the while, but transferring little or nothing of his motion to the machine itself. The object of this type of jiggling is to control the ball by the psychological power of suggestion, and a few well-turned phrases such as “Get in there you son-of-a!” are frequently employed.

2. The pusher. This is the fellow who gives the machine delicate shakes at opportune moments, each shake sending the ball over to another scoring bumper or sending it racing home, depending on the spin of it.

3. The banger. This is the one who slaps some portion of the machine, usually the top edge, making a great deal of noise. The principal object of banging is to make everyone aware that you are playing the machine, if that is what you happen to do at a high score, everyone will notice it.

“But now things are going to be different. The hard labor of jiggling, which has sent many an enthusiastic player staggering into his chair and gasping for breath (a condition for which an after drink is the only known cure), is over. With the dual-control, pushbutton jiggler — known in the trade as a flipper — it is only necessary to push a button at opportune moments, and the ball goes scamping around the scoring area like a frightened gazelle.

“Also on the way as a labor-saving device, this mechanismizing of the pinballing sport produced varied reaction among ranking Puebloans.

“LAW-SAVING DEVICE MAY DEVELOP WEAKINGS.

“Willis Saunders, a charter member of the Bessemer Improvement and Pinball Society, predicted the popular game of the nation would become weak and flabby as a result. “Just think of all the people whose only exercise is jiggling,” he said. “Take the work out of it and is there any fun left?” Saunders says he has no fear of weaklings. What will happen to my athletic figure?”

“But Betty Jensen, sponsor of a proposal to rank pinballing along with baseball and football as a major sport, hailed the invention as something which will at least make it possible for women to be successful players. “Hundreds of women right here in Pueblo would like to be pinballers,” she said. “With manual jiggling, it was just too strenuous a game for a woman. But with these push-bottom jiggers, I can’t see any reason why we shouldn’t become just as expert as the men.”

“Hillery Marsalis, holder of three state titles as jiggling champion, said he was against it because jiggling might become a lost art. “There’s a feeling of pride and accomplishment in a good job of jiggling, and mechanism would spoil it . . ., oops, I’d have that five-thousand bumper but my timing was off.”

“Charles F. Keen, an attorney, said he would want to check with the Colorado athletic commission before making any comment. “It is possible with a mechanical jiggler that it would be necessary to bill pinball tournaments as ‘exhibitions’ rather than ‘contests!’” he warned.

“Marion Keating, a leader of the pushing school, was enthusiastic and suggested an enlargement upon the idea. “Why not devise a remote control gadget, such as used on automatic phonographs, making it possible to insert a mechanical right in your booth and have a couple of fast games without ever getting up from your seat,” he asked.

“Why not, indeed?”

The NEW Scintillating MUSIC MASTER

Modernize your present equipment by converting your mechanism in our distinctive mirror cabinets.

Tailor Music for your locations by giving them a mirror scene that fits his particular type of atmosphere.

OUTSTANDING FEATURES

1. Our electric selector is cheat-proof, and will operate on any mechanism with adapter.

2. Our selector is equipped with Guardian Indicator, multiple push button slide switches, 5-10-25c National slug rejector.

3. Thirty mirror designs to choose from.

SOME EXCLUSIVE TERRITORIES STILL OPEN — WRITE, WIRE, PHONE

SCOTTO MUSIC CO.

1000 EAST EL CAMINO AVENUE, NORTH SACRAMENTO, CALIF.

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

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 capacity finished with perfect fit new aluminum casings.
- Club Handle and Handle Covers chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 5/5,
- 3d-Buckley chrome Denomination or Coin Intake.
- Pay-out Cups with anti-spoon DCap.
- Drillproof Plates.

Music Box

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

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

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity coin box. Complete program selection, and exclusive construction. Buckley’s exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box... equally popular for wall or bar installation.

Music Box

BUCKLEY TRACK ODDS has long been recognized as the only seventeen race horse cabinets that are easy to handle, easy to handle, year after year—and outscore all other coin machines.
Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

Music Box

(Phone: Van Buren 6626-37-38-6533)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
The True Amusement Machine Situation in New York City

By THEODORE BLATT

(Editor's Note: Theodore Blatt, the author of this article is the attorney for the jobbers and distributors association, (Coin Machine Distributors of New York City) as well as the operators association, (Associated Amusement Machine Operators of New York) in the City of New York. He has represented the coin machine industry since 1927 and has specialized in coin machine law. He has not only helped frame legislation, but he has also conducted several test cases. He is therefore well qualified to talk on this subject.

What is the true picture here in New York? There has been so much conjecture, misinformation and wishful thinking by New York Law. Unfortunately, the amusement machine field, that neither the manufacturers, local distributors, or operators know from day to day whether they are in or out of business. In order to clarify the situation so that the industry can play a fair game, I have decided to give this brief resume of the local legal situation.

In December of 1941 a pin ball case was tried in a local Magistrate's Court. The game had a free game unit, an infinite number of free games won, and a meter showing the number of free games won. The case resulted in a conviction and before an appeal could be taken, the Police made a wholesale clean-up and put the pin balls out of business.

Our Slot Machine law as it reads today does not prohibit the operation of amusement games. An amusement game which does not give a free game, a free ball or any kind of token, and must be construed that it cannot readily be adapted or converted into an illegal game.

The question of adaptability has been kicked around quite a bit and while there is no clear-cut rule on this subject. It is pretty definite that if the game cannot be converted without the introduction of extraneous parts, it is a legal game.

During the War years we operated skee-ball alleys and some locally manufactured roll-downs without any Police interference but since the War ended, and Chicago has gone into production, there has been a very substantial increase in number of machines operated. The Roll-downs of course are quite large and the number of available locations are limited. The question therefore arises about pinball machines.

Let us take it as an accepted fact that a pin ball without the objectionable features hereinabove mentioned is not prohibited by Law. Unfortunately we in New York do not suffer from hostile laws but from a hostile press, and it is well known that a hostile press has always guided the thinking of the public officials. The organized operators know the temper of the local press has tried to obtain the passage of a license law which would license amusement games and leave the question as to type of games open. Such a law is now pending in the City Council and if passed the City will license machines that come within the following category:

"Whenever used in this article, the term "amusement device" shall mean and include any machine, apparatus, contrivance, appliance or device whether manually, mechanically or electrically operated, in or upon which a game of amusement may be played, upon the payment of a fee, charge or other consideration imposed directly or indirectly, but shall not include any machine, apparatus, contrivance, appliance or device for which a license is required under any other article of this title."

I will not give my interpretation to the above definition as to whether or not it includes pinball machines. Let the reader decide for himself.

The organized operators at the present time operate roll downs exclusively and in order not to stir up any adverse publicity, they decided to limit the local operation to roll downs. Unfortunately, we have a rebel in our midst who, not content to work along with the Association, started putting out pinball machines stripped down to comply with the Law. He also attempted to induce others to do likewise. As soon as the pin balls hit the streets, there were a number of arrests with attendant unfavorable publicity which has caused us quite a set back.

The City Officials who were formerly friendly to the Bill, were put on the defensive by the newspaper reporters, and fearful lest they antagonize civic and religious groups, they made public statements that the Bill is not intended for pin ball machines but only amusement games.

It is difficult at this time to state what our future course will be, but we are perfectly certain to accept a license Bill in spite of these statements.

To further clarify the situation, let me say that the present Laws and decisions do not prohibit the operation of any type of amusement game. A license does not add to the legality of the game and by the same token, failure to issue a license does not make the game any less legal; but this is a big City with a Police force numbering approximatley 17,000. A license costing a reasonable fee provides a certain amount of insurance against unnecessary annoyance.

It is also felt by the organized operators that a quickly drawn license Law would make it possible for the Association to police the industry, keep out undesirable elements as well as illegal machines. That is why the Association is backing the present license Law. There are an estimated 5000 roll downs now in operation in the City of New York, and unless the present Laws are changed, they will be permitted to continue in operation indefinitely.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Flint Ops Place Nearly Twice As Many Games In 1947

FLINT, MICH.—Amusement machines in this city have nearly doubled since the start of licensing in May of this year. City Clerk Albert C. Hull reported that he has licensed 309 games since May 1, compared to 164 in 1946-47.

In 1945-46 the City licensed 754 machines, and its licenses earned nearly $10,000 a year. The following year a Supreme Court decision outlawed the “free play” and other prizes, and the games dwindled to 44.

The increase in licenses is attributed to the current popularity for skee ball and roll down machines.

It was disclosed that the city also licensed 42 penny games, and 226 music machines. The music licenses showed an increase of 4 during the last year.

Presents Juke Box And Records To High School

ELIZABETH CITY, N. C.—The students of Elizabeth City High School, this city, were jubilant over the presentation of a music machine and records for use at their social functions at the school. Russell Box of the Carolina Novelty Company, who operates locally, presented the equipment to the school.

The local press acclaimed Box, calling him “a friend in deed.”

The first showing of the phone was at a dance to honor the football team, and the new machine was one of the big attractions of the evening.
Baltimore Cancer Fund Dinner Success

BALTIMORE, MD.—The Damon Runyon Cancer Fund Dinner held recently by Baltimore coinmen was acclaimed a tremendous financial success when a total of $3,925.40 was collected.

Irv Blumenfeld, member of the Baltimore Distributors Sponsoring Committee reported that $3,925 had been collected in his territory previous to the dinner, and that contributions have been received in the weeks following.

Largest individual contribution made at the dinner was for $250 by the Silent Sales System of Washington, D. C. and Baltimore.

Donations of $50 each were made by the Washington Coin Machine Association and Horace Biederman, business manager of the association. Still another $50 came from the photographer, Irvin Pushkin of the Beaux Arts Studio, who took pictures of the dinner guests and donated the profits from their sale to the Cancer Fund.

The Walter Winchell Cancer Fund Movie was shown, and the principal speaker of the evening was Dr. Edward F. Lewison, Cancer Specialist from John Hopkins and Sinai Hospitals in Baltimore.

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

A high score of 285,000 can be obtained by skillful playing of balls.
Each ball played scores from 1,000 to 24,000.
PLUS a bonus score of 50,000 when a line is completed VERTICALLY—
HORIZONTALLY or DIAGONALLY.

All balls can be played at once, yet the ingenious automatic scoring device will register the score of each ball ACCURATELY!
Score lights up rapidly as thrown balls fall into pockets.
No waiting for balls to register.

A high score of 285,000 can be obtained by skillful playing of balls.
Each ball played scores from 1,000 to 24,000.
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HORIZONTALLY or DIAGONALLY.

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Score lights up rapidly as thrown balls fall into pockets.
No waiting for balls to register.

Indiana Op Does Big Job For Runyon Fund

TERRE HAUTE, IND.—Marvin Bland, of the Indiana Music Company, this city, has an enviable record of collections for the Damon Runyon Cancer Fund to his credit. Bland, from the inception of the Drive, has devoted his time and energy to contacting clubs and fraternal organizations in Indiana and his record of achievement is an outstanding one.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
NEW YORK—Barnet (Shug) Sugarman of Runyon Sales Company, this city and Newark, N. J., reported that the firm plan to expand their present large music operating business to this city where they intend to place at least 500 machines during 1948.

Sugarman reported, "For some months now we have been debating whether we should, or should not, expand our music operating business which today is the largest in Northern New Jersey. After much discussion we arrived at the conclusion that the best job we could do during 1948 would be to place machines throughout New York. We hope", he stated, "to place at least 600 more phonographs in this city."

Jack Mitnick, general manager of the firm's offices in this city, will head the organization to place the 500 machines here. He will have 12 men working for him who will be on the job constantly arranging for placement of machines in top spots throughout this city.

Jack stated, "The best job which anyone can do at this time, to assure himself a better future in the coin machine industry, is to operate automatic phonographs. We are intent on placing 500 units in New York. We believe that with the force of 12 men which we now have working for us that we shall be able to place this number of machines in good time."

**Wurlitzer Names Redd Distrib in N.C.**

NORTH TONAWANDA, N. Y.—Appointment of Redd Distributing Co., Inc. as authorized distributors of Wurlitzer commercial phonographs and auxiliary equipment for the North Carolina territory has just been announced by E. R. Wurgler, General Sales Manager of The Rudolph Wurlitzer Company, North Tonawanda, New York.

The established Wurlitzer distributing headquarters for this territory at 620 West Morehead Street, Charlotte, N. C. will be continued by Redd Distributing Co., Inc. Offices and showrooms together with a completely stocked parts and service department, staffed by factory-trained experts, will be maintained at this address. Hugh McGarrity will be manager of the Charlotte office.

W. S. "Si" Redd, President of Redd Distributing Co., Inc. is well-known in the phonograph trade. For the past several years, he has held Wurlitzer distributorships for New England and Western New York State. Redd Distributing Co., Inc. will continue to distribute Wurlitzer phonograph equipment in these territories in addition to the North Carolina territory.

Mr. Wurgler, in announcing details of this appointment, urged all Music Merchants in the North Carolina territory to make full use of the Wurlitzer facilities available to them at Redd Distributing Co., Inc.

---

**Invitation from...**

**Carl Trippe**

"YOUR FACTORY DISTRIBUTOR"

You and your Lady are cordially invited to attend the PREMIER SHOWING at the new 1948 ROCK-OLA "MAGIC GLOW"

of IDEAL NOVELTY COMPANY

2823 Locust Street
St. Louis Mo.

SUNDAY and MONDAY
January 4th and 5th, 1948

TEN A. M. to TEN P. M.

REFRESHMENTS

---

Mr. Operator—

This is an UNDENIABLE TRUTH!

That every manufacturer, large or small, is dependent upon you to the extent that each and every one is creating great strides and expanding maximum efforts to PLEASE YOU.

It is for YOUR approval of the new gadgets and to protect YOUR business that every manufacturer is trying to suits himself. At this GREATEST SHOW OF THEM ALL, given in Chicago by the Coin Machine Industry, you will find the latest and newest in MONEY-MAKING MACHINES for your customers. YOUR LOCATION OWNERS CRY U ptO YOU in great measure to bring them the best. Your favorite manufacturer depends upon your advice and your reaction to his products so that he can, with renewed zeal, prepare for next year's show.

So do make plans to come and bring your Distributors and Jobbers along to the show at the HOTEL SHERMAN, CHICAGO, JANUARY 19-22, and while there look us up and see us.

FLASH BOWLER—Bowling Game, and EDELCO'S TIN PAN ALLEY—Rolldown BOOTHES 15 AND 16

EDELMAN AMUSEMENT DEVICES

2459 GRAND RIVER (Phone Randolph 8547) DETROIT 1, MICH.

---

More of Everything you want with

TOM TOM

It's Different in Every Way

Write for Photograph

P and S Machine Co.
3017 N. SHEFFIELD AVE.
CHICAGO, ILL.

Phone: DiVerse 2414

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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
JUKE BOX OPS ACCOUNTANT’S STATEMENT SHOWS LOSS OF $6.38 ON EVERY $100 TAKEN IN BY HIS PHONOGRAPHS DURING 1947

Sends This Statement to Prove to Ops Why The Cash Box Plan of a Better Commish Basis Plus 2 Minute Records is a Must for All Juke Box Ops Today. "And," He Reports, "These figures are Too Low, in Our Opinion, Considering Today's Phono Prices."

NEW YORK—What is probably one of the most revealing and authentic statements ever yet received from any music machine operator arrived at The Cash Box offices this past week from one of the nation's most outstanding Southwestern juke box ops.

In this statement, which is supplied by this operator's firm of very well known accountants from a Southwestern city, there is revealed a loss of $6.38 for every $100 which this operator took in from his phonos during 1947.

This operator, considered one of the trade's leaders, has constantly urged that The Cash Box' suggestion of a better commission basis (and the new' proposal of two minute records) be immediately adopted by all the field, to insure the juke box operator some profit for the huge investment which the average phonop has in his business today.

He has stated time and time again, "The Cash Box is the one and only voice in the industry plugging for the operator, and trying with all might and main to show him the way to better business methods and, thereby, greater profits. To at least obtain a decent return on his investment. I feel therefore," he writes, "that this is the time to bring into the open the actual costs with which the average operator of only 244 phonographs is faced and what he has to do these days to even remain in business."

There are dozens of ops throughout the nation, just as prominent and in exactly the same position in which this juke box operator finds himself today. These men must come to the conclusion that they cannot long continue in the industry if they do not arrange for a better commission basis as well as urge the record manufacturers to produce two minute recordings for them so that they can at least show a better percentage for the work which they are doing at this time and realize, at the same time, a decent profit on the huge investment which they now have in the juke box business.

These facts and figures, revealed in the opposite two columns, should cause every juke box operator in the nation to think hard and long on the fact that he must immediately arrange for a better commission basis for himself.

FROM EVERY $100 TAKEN IN BY HIS MUSIC ROUTE THIS NOTED JUKE BOX OP LOST $6.38 BECAUSE OF THE FOLLOWING EXPENSES...

During the above period, for each $100 of revenue taken in by our approximately 244 phonographs, the following amounts were expended for the purposes listed below:

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commission to “Location” (50%)</td>
<td>$50.00</td>
</tr>
<tr>
<td>Salaries &amp; Wages and payroll taxes</td>
<td>19.30</td>
</tr>
<tr>
<td>Automobile and travel expense on routes and transporting machines</td>
<td>2.57</td>
</tr>
<tr>
<td>Parts, Supplies &amp; Repairs for machines</td>
<td>3.23</td>
</tr>
<tr>
<td>Phonograph Records bought</td>
<td>4.10</td>
</tr>
<tr>
<td>Advertising &amp; Procuring “Locations”</td>
<td>1.11</td>
</tr>
<tr>
<td>Office expense, Utilities &amp; Telephone</td>
<td>.88</td>
</tr>
<tr>
<td>Legal &amp; Miscellaneous expenses</td>
<td>.14</td>
</tr>
<tr>
<td>Insurance: PL&amp;PD, WC, Fire, Theft, Auto Employee Group Life, etc.</td>
<td>.94</td>
</tr>
<tr>
<td>Rent on Shop, office and warehouse</td>
<td>.52</td>
</tr>
<tr>
<td>State Licenses &amp; Advalorem Taxes</td>
<td>.50</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td><strong>$83.19</strong></td>
</tr>
</tbody>
</table>

Estimated Reserve to replace equipment which consists of:

- 7 Automobiles & trucks
- 382 Wallboxes
- 244 Phonographs
- and usual auxiliary and spare equipment and office & shop eq.

Estimated amount to be lost on loans made to “Location” owners in order to hold “Locations” | .81
4% interest on borrowed and invested funds | 2.38

Total costs and expenses per $100 of revenue | $106.38

*This is thought to be too low, in our opinion at today's phonograph prices approximating $1000 per unit.
Rudy Greenbaum, Aireon Mfg. Corp., Holds New York Meeting

Factory Representatives Present Reported Enthusiastic Over Firm's New Plans And Policies. Promise Many Surprises For 1948

These men were tremendously enthused, it is reported, over the plans outlined for them by Greenbaum, and are preparing to launch an outstanding program, "Which" as one of these representatives claimed, "will absolutely meet the complete and whole-hearted approval of every single juke box operator in America.

"In addition to the new ideas and new plans that Aireon will present," he continued "there will also be a great many surprises which are bound to change the present merchandising course of the automatic music industry."

Greenbaum reported that he was well satisfied with the results of this meeting, and assured the trade an early announcement of the firm's new policies. He left for his offices in Kansas City immediately after the meet to complete all preliminary work.

say, "I SAW IT IN THE CASH BOX."

THE BIG MONEY IS . . .
THE BIG NEWS
THIS BIG GAME
Is Making Everywhere!

GEORGE PONSER'S
Pro-Score

The Roll Down With Bumper Game Action
Your Money Buys More
When You Buy Pro-Score

MORE ACTION! MORE PLAYER APPEAL! MORE PROFITS FOR YOU

order today from your nearest distributor

Distributors! Act Fast for Available Territories!

GEORGE PONSER CO.
158 EAST GRAND AVE., CHICAGO 11, ILLINOIS • SUPERIOR 4427

"The Cash Box" Is The Operator's Magazine

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

WE WISH YOU ALL A VERY

HAPPY NEW YEAR

SCOTT-CROSSE CO.
1423 SPRING GARDEN STREET
PHILA., PA. — Rittenhouse 6-7712

AS IS
REAL CHRISTMAS GIVE-AWAYS
$35.00 EA.

BALLY CLUB BELL
JENNINGS SILVER MOON
MILLS JUMBO PARADE
BALLY BIG TOP
PACES REELS
MILLS VEST POCKET (Like New)
WRITE FOR COMPLETE LIST
1/3 Dep.; Bal. C.O.D.

DAVID ROSEN, INC.
855 N. Broad St. | 503 Evergreen Ave.
Swarms 3-2903 | Edmondson 3322
UTICA N.Y.—Joe Hanna, head of Hanna Distributing Company, this city, was selected this week as the "outstanding young man of 1947" by unanimous vote of nine leading citizens of Utica. This outstanding honor was the result of distinguished services in his town, which reflects greatly to the credit of the coin machine industry.

Hanna's name is associated mainly with the Junior Chamber of Commerce. He was its president last year, and this year is state vice president in charge of Region Three, which includes 17 Central New York counties. He is also a member of the local board of directors. Joining the organization in 1943, Hanna's enthusiasm for public service lead to a rapid rise in the executive branch. In 1944 he was elected secretary. In 1945 he was voted in as vice president, and in 1946 became its president.

Hanna considers his outstanding accomplishment for 1947 the establishment of the Toy Loan Library in the YMCA, under the auspices of the Junior Chamber. He is assistant state chairman of the American Cancer Society. As chairman of the fact-finding committee of the Mayor's Housing Committee, he directed the work of locating vacancies and finding families who needed housing. He also was state committeeman from this district for the recent funds campaign put on by the Disabled American Veterans.

Early in 1947, Hanna served as commercial industrial committee chairman for the St. Elizabeth Hospital fund drive, which brought in a total of $850,000 to increase hospital facilities in Utica. In 1945 Hanna lead the drive which sold a half million dollars in bonds in his city, and received the treasury citation and a plaque "for patriotic services."

The many activities almost brought Joe the award for 1946, but he was runneup in what the judges declared was "a difficult selection."

This year, Hanna was without a rival, and was selected unanimously for the honor of being "the outstanding young man of 1947." The awarding committee was composed of Mayor Golder, James G. Capps, William Murray, Harry T. Dor- rance, Rev. James Gordon Gilkey, Jr., Samuel J. Abend, Alan Stevenson and Charles W. Hall.

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CMI Banquet Tickets Must Be Ordered Now

CHICAGO—James A. Gilmore, secretary-manager of Coin Machine Industries, reports that orders for banquet tickets at $10 per plate will be accepted up and including January 8th. He has informed the exhibitors that they will be entitled to one ticket for every booth they have in the convention.

"All orders must be in our hands with check for the full amount on or before January 8th" stated Gilmore "as our Allocation Committee meets that evening. We are hopeful that many exhibits will not order all the banquet tickets they are entitled to because we have hundreds of members that cannot obtain them unless they are not demanded by our Exhibitors."

There will be 122 tables in the Grand Ball Room, 21 tables in the Grand Ball Room balcony, 21 tables in the Foyer and 35 tables in the Normandie Lounge. Everyone will be moved into the Grand Ball Room for the show. There will be no dancing.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
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The Rudolph Wurster Co., No. Tonawanda, N. Y. Front Cover

USE FIVE BALL GAMES
Gene Henny, 1000 Olhausen Bally
Rio 55.00 Beauty 40.00
Supreme Giant 200 44.50 Big League 44.00
Superliner 18.00 Superjoke 40.00
Gold Star 15.00 Super Fast 100.00
Silver Star 15.00 Silver Coin 40.00
Silver Bullet 25.00 Fast Ball 45.00
Super Ringer 50.50 Dynamo 45.00
He-Anna 95.50 Staple Dr. Cast. 30.00

With this purchase list of 50 at-employees.
Terms: one-thirds Dec. Balance C.O.D.

Magnificent Manhattan

Mokes Much More Money!

The

Manhattan

Created by Homer E. Capen

Lack Of Coin Demand Puzzles U. S. Mint

WASHINGTON, D. C. — Officials of the United States mint report that there has been a tremendous dip in the demands on them for new pennies, nickels, dimes, quarters and even half dollars, and they are greatly puzzled by this strange condition.

Usually, they report, the call has been for more and more coins in periods of booming business, and let-ups in the demand have come only when sales were sliding. They point out that this year has shown unprecedented employment and business ringing up new records all over the country, but the mints have been having such a coin making slack they have laid off more than half the 2,900 employees they had a year ago.

In the last five months, the mint has sent out only 706,000,000 coins of various denominations, or about one-third less than in the same months of a year ago. For the first eleven months, this year's mint deliveries were only half of last year's.

Pennies and nickels together make up $338,000,000 of the $1,384,000,000 circulating in coin form, with dimes, quarters and half dollars accounting for $894,000,000 and silver dollars $122,000,000.
The Yule season has fully descended upon us, and the air is filled with good cheer and lots of that good old holiday spirit, its a swell time of the year because practically everyone gets into the spirit of the thing which makes it especially tough to believe it will be swell if that Christmas spirit lasted all year, huh?

Lots of the boys that attended the recent N.A.M.A. show are still talking about it, with more and more coin men showing greater interest in the vending biz. Still running into some of the out of town vending exhibitors trying to get train reservations out of town its puh-lenty tough, a few words of advice to coin men planning to attend the forthcoming C.M.I. convention according to all indications this coming show will be the biggest ever held with the greatest attendance of coinmen ever gathered at one time. So be sure that you have a place to lay your weary head as you will be having your good and sleeping in Gran Park this time of the year is not recommended believe me. Also and we quote a railroad official be sure of your return train or plane reservations before you leave home hitchhiking is hard on the feet.

Rambling around the windy city a few days before the Yule season sets in, everybody busy wrapping packages, decorating trees, addressing Christmas Cards and doing last minute shopping. Seems as though work stops this week . . . Louis (De Preem) Prima put on a terrific mostly improptu act after he received his “Cash Box” award on the stage of the Oriental Theatre this past week. It was Louis closing show and he went to town doing a solo jitterbug dance and generally brought down the house. The tire people are begging Prima to come back soon . . .

Dropped in over at Coven Distrib. Co., found “Bally” Sally (Goldstein) in the midst of Xmas cards and presents (shows what a popular gal she is), Sally thinks Christmas is just wonderful, and she is and is anxiously awaiting the coming of 1948 and the big celebration that the New Year always brings. Ben Coven is busier than ever these days, Ben says their place is filling up with orders. Besides, with lots of them stopping in to see his miniature model railroad. . . . Ran into Evelyn Aron of Aristocrat Records, who was dashing around the town, dropping off packages and playing Santa Claus to her many friends . . . Larry Freund of Franklin Distrib. Co. hit the big town this past week to do some last minute Xmas shopping . . . Vince Murphy of Globe Distrib. Co. very pleased over the results their showing at the N.A.M.A. show and now busy making plans for the forthcoming convention . . . Carl Morris of MicroMaster Co. all thrilled over the wonderful Christmas present he received from his partner Don Anderson, a brand new 1948 Cadillac. Carl may not realize what a wonderful gift he received in Santa Claus all over again . . . Dick Hood busy as the proverbial bee these days, tending to his duties over at H. C. Evans & Co. and lining up talent for the Coin Machine Convention banquet dinner. Dick tells us that this will be the biggest and best convention we’ve ever had and promises that the entertainment will be the best also . . . Dumped into Mill Salstone of M. S. Distrib. Co., huddling with several other boys with whom Mill really gets around this town, in and out of different coin machine circles . . . Sam Genshur of Chicago Coin back from Florida, looking fit, hale and hearty while Sam was out in the sun he was ready to visit the sunny spots over the holiday.

We hear from Gwen Desplenter of CMI Public Relations Bureau that their offices have been as busy as Grand Central Station these past few weeks. Gwen says many of the out of town coinmen that were here to attend the N.A.M.A. show dropped in to say “hello,” and also to offer their donation for the Cancer Drive . . . Spoke with Chili Galgan of the Used Record Exchange. Chili tells us business is very good, with a definite pick-up over the holiday season . . . Howie Freer of Empire Coin still talking about the N.A.M.A. show and the marvelous opportunities that the vending field offers, Gil Kilt, another fast talking coinman, who bought a “Coffin” series of best deals we’ve ever seen — more credit to you Gil . . . J. R. Bacon and Bill Lipscomb of O. D. Jennings & Co. settling down to a normal routine after all the turmoil of the N.A.M.A. show. This will last for a few days then we’ll be getting in the Christmas spirit and the convention say the boys . . . “Perk” Perkins of American Amusement Co., on the run and going at twice his normal pace, trying to make up for the time lost due to the holidays.

Talked with Art Weinand of Rock-Ola Mfg. Corp., who is just about the busiest coinman in this town. With National Rock-Ola Days but a short time away, things at the Rock-Ola plant are a whirlwind of activity. Art told us that the Rock-Ola distris are anxiously waiting the big three days, January 3, 4, 5, when they will unveil the new phono, and from all reports the ops are really in for a treat. This one is a honey, say the distris . . . Art treated us to a very unusual tour of the Rock-Ola plant, which started in the lower basement and ended at the top floor of the factory. After seeing these things it is easy to understand why such a success is being made. The new Rock-Ola was in the phono field . . . Bernie Schutz of Coin Amusement Games, Inc. looking very pleased over the tremendous pick-up in biz. Bernie says if things keep up as they have been going of late 1947 could be a very prosperous year for all . . . Found Lindy Force and Joe Caldron in a huddle at their offices of AMI talking over plans for the distribution of the new AMI 40 selector wall box which we hear is in volume production now. With a few weeks to go, the boys at AMI are quietly making plans for the forthcoming coin show. Lee is keeping his plans under wraps and will blast when the time is ripe. . . . Herb Jones of Bally Mfg. Co. is putting out a finishing touch on the quarter million dollars that the coin machine industry expect to raise by show time. Herb says, “we’ll do or die” . . . The boys over at United Mfg. Co. are not in too much of a mood for work this week and are getting an early start in celebrating the holidays . . . Sol Gottlieb of D. Gottlieb & Co. still traveling thru the south calling on distris and spreading good cheer but expected back shortly. Meanwhile brother Nate keeps busy answering all the phone calls coming in from distris for Gottlieb games . . . Gene Bates over at Pace Mfg. tells us that Ed Pace is feeling much better after his recent illness and is back at the office on the job again . . . Art Freed, now associated with Chicago Simplex, busy taking over his new duties here, while Gordon Sutton gets into the swing of things back in New York. Looks like everyone broke even, has more money than ever.

Well it looks like another year has past as we are about to enter the year of 1948, the Chicago representative of “The Cash Box” recently removed from sunny California takes this opportunity to thank the many swell coinmen and record firms who have been so swell and cooperative in helping me make this transition. The last year has been an interesting one and I look forward to the year of 1948 with bright hopes for a happy and prosperous one for all coinmen everywhere and I take this opportunity to wish you, one and all, a happy, healthy and very prosperous 1948.
Altho this week was short due to the Christmas holidays, with firms starting to celebrate from Monday on, there was quite a bit of work done. The jobbers and distributors association (Distributors Association of New York City) held a board of directors meeting that lasted practically all Tuesday afternoon. While the sale of equipment was off, quite a few operators bought amusement games to fill in on locations for the coming holidays.

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Ben Becker, Ben Becker Sales Company (Bally regional sales representative) spends most of the week in Chicago, but hurries home for the Christmas holidays. He's got two boys to take care of, and they're looking for those presents . . . With Hymie Rosenberg, H. Rosenberg Company, handling the business end of the company this week, Sid Wertheimer took charge of the social activities, handing out the liquid refreshments . . . Jack Ehrlich, who recently formed the Hart Distributing Company to job amusement games in Brooklyn, selling plenty of equipment . . . Bill Ferber, Ferber Automatic Music Company, bedded with a bad case of the flu . . . Abe Stept, Stept Sales Company, Johnstown, Pa., visits the city, and spends considerable time with Murray and Bill Weiner of U-Need-A Vendors. Leo Wil lens also seen with the cigarette manufacturing boys. Murray tells how thrilled he was at the tremendous reception given the U-Need-A electric cigarette machine which was displayed at the recent NAMA convention in Chicago.

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Due to the snow storm that hit the city on Tuesday, Jack Rubin of Esso Manufacturing Company, Hoboken, N. J., traveled from Brooklyn to the factory by subway, train and bus. This was the first time in years that Rubin failed to take his car out, and he not only froze half to death on the way, but complained about the length of the many rides. "I could have gone to San Francisco" cried Rubin . . . Steve Quinn, sales manager for Al Schlesinger's Cole Enterprises, Poughkeepsie, N. Y., seen at the Tenth Avenue offices of Seaboard New York Corporation, where a number of the company's converted pinballs were on display. Steve reports that Cole is reconverting these pinballs for New York City use . . . Quinn reports that Cole will have a new game to exhibit at the coming CMI convention in January.

R. R. (Rudy) Greenbaum, vice president and general sales manager of Aireon Manufacturing Corporation, Kansas City, Kansas, visits the city for a few days and meets with many of the company's representatives. Rudy reports that his firm will be making a tremendously important announcement for all music operators very shortly . . . Irv Feneschel, Milrose Music Company, and International Distributing Corporation, Brooklyn, back on the job after a siege of the flu . . . We understand that Jack Fitzgibbons is very ill and that there is little hope for his recovery . . . Nat Cohn, Modern Music Sales Corporation, getting ready for a startling announcement to the trade.

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Who was the local big shot (?) distributor whose filthy language in Hymie Rosenberg's office embarrassed Hymie and caused his wife to blush crimson . . . Art Herman, Herman Distributing Company, Brooklyn, doing a big jobbing trade along Coney Island Avenue (Brooklyn's coinrow) . . . Lou Hirsh, Silvertone Music Company, back from a few week's vacation in Miami Beach. Lou reports that he saw quite a few coinmen, a few of those being Morris Marder, Murray Blaine, Willie Blatt, Bob Jacobson, Lee Rubinow and Herman Gross . . . Robert Mishelow, Reliance Music Company, Long Island music op, in the hospital with a heart ailment . . . Plenty of activity at Seacoast Distributors, what with everyone getting the offices ready to receive the new Rock-Ola phono, and prepare for the big party they're running on January 3, 4 and 5.

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Barney (Shug) Sugarman, Runyon Sales Company, reports that his firm is expanding his Jersey music operations into New York City . . . Mike Munves refuses to do any business this week at all, celebrating the arrival of Christmas and New Years days ahead of time . . . Coinmen are having trouble booking railroad passage to the Coin Machine Show. Especially those who wish to leave a few days ahead of time. Frank McAuliffe of the New York Central has set up a few cars for his coin machine friends to leave New York City at 4:45 P.M. on Saturday, January 17. It's the Commodore Vanderbilt, and you had better hurry and make your reservations now.

H-a-a-a-p-y NEW YEAR!!!
Although the southland's Xmas wasn't white as many of the country's holiday hamlets were, it was less festive. Hollywood's Christmas Tree Lane and the beysoutiful California sunshine more than made up for whatever lack of Yuletide snow we might have had. One of record row's most gala events was a yuletide party given by the family Bihari of Modern Records. The party served a two-fold purpose, that of having all of their many friends together for a bit of Xmas cheer, and as a good luck send-off to Modern chip Hadda Brooks, who leaves this fair city for a personal appearance tour in the east. Prexy Jules Bihari leaves this week for a much needed vacation up around Death Valley.

Capitol Records western star Tex Williams has three of the big motion picture studios vying for his terrific talent—Warners, Universal, and Republic all want his signature on the dotted line. As if Tex made a short some months back, and box office figures really made the producers sit up and take more than passing notice—Gordon MacRae, the "Bogart of the Baritones" is due out here next month for some picture work at Warners—how that lad can sing too!!! That wonderful gal at Capitol, Eve Stanley gives out with the following information about Capitol's latest releases, all due out this week, vis: Binny Goodman and orchestra with "Oooh, Look-A There, Ain't She Pretty?" and "Sweet and Lovely"... The Philharmonica Trio with two oldies in brand new style "Charmaine" backed by "Lullaby of Broadway", and the King Cole Trio in their inimitable style, rendering "What'll I do" and "I Feel So Smoochie"... Grab A listen you ops, they're nickel nabbers...

Art Rupe, presy of Specialty Records held up all of his releases until after this week, in order to get in all of the sessions before the Petrillo edict takes effect. Rupe has really been pressing some terrific juke box stuff with Roy Milton and Jimmy Liggins heading the list of recording artists—Mercury Records L.A. distribution center on Pico Blvd., has been doing a land office bizniz, with all the gals rushing in to get those fine platters by Frankie Laine and Vic Damone... The brothers Mosner, (Leo and Eddie) of Aladdin Records have been very busy waxing all kinds of records.

Things along coin machine row continue to hum right along in spite of the Xmas holidays... many of the folks along the row are amazed that there has been no appreciable slackening of biz as is usually the case when the end of the year rolls around... Elky Ray of Gold Coast Coin Machine Exchange is still rubbing his hands gleefully over the tremendous success Gottlieb's new five-ball "Humpty-Dumpty" continues to enjoy all over the southland... Elky tells us that wherever one of the games is put on location, the take for that spot has averaged a thirty percent increase.

Jay Bullock's One Stop Record Service seems to be the answer for many an out of town op who wants to pick up all of his records in one place rather than taking a whole day to visit a number of independent distris all over town... Jay is in a position now to supply practically anything needed for juke boxes insofar as records, needles, bulbs, etc. If you're in the market for a good used juke box, he has those too... Jack Simon and partner Jack Ryan of Sickickers Distributors are both beaming over the tremendous play being given all of the roll-downs by ops... Paul Laymon really has his hands full showing ops all of the new Bally Games, "Hy-Roll", "Big-Inning", "Wild Lemon" "Double-Up" etc... Paul has asked this correspondent to remind all of you that the Runyon Cancer Drive is still very much active, and that the finest Xmas present you can give, for a very great cause, would be a check made out to the RUNYON CANCER FUND... Laymon will see that your check reaches Dave Gottlieb in Chicago by convention time... Fred Counts of General Music has been handling some really nice orders for Buckley bells as well as making some fine sales of "Pokerino" roll-downs... Danny Jackson of Automatic Games received a wonderful Xmas present... A couple of very juicy orders for bells from a few of the Reno and Las Vegas Clubs... Charlie Robinson's general manager Al Bettelman is back in town after some extensive travelling around the southland seeing ops. Al made a fast circuit this time so as to be back in Los Angeles for the Holidays... M. C. "Bill" Williams of the Williams Distributing Company, and a rabid baseball fan too, tells us he can't wait for the baseball season to start, so he hides his time playing the new Williams roll-down "Box-Score"... His only comment, "I only hope the Dodgers can run up scores like I can!!!"

Bill Wolf and Nels Nelson are back in town after both making trips up to Fresno, San Bernardino and vicinity... Bill tells us that some very nice sales have been made in California of late, on AMI equipment... Lyn Brown has shipped two plane loads of Advance Rolls to the east... we're informed that these games were brought in on trade for Posner's Pro-Score... Len Micon of Pacific Coast Distrbts held open house for all of his many friends and customers in the coin machine business last week... drinks flowed freely, sandwiches and the like were devoured, and a very good time was had by all... Micon left us this bit of startling information to ponder over, quote: "Genco's Bing-A-Roll is taking in more money on location than any other roll-down on the market!!!"

The fly bug seems to have caught just about everyone in town... Now Prexy Leon Rene of Exclusive Records has done gone and caught it... Speaking of Exclusive reminds us that last week wound up their final recording sessions, and Mr. Rene hastens to assure you ops that a star-studded three year supply of records is on tap, and three years of such talent as Herb Jeffries, Johnny Moore's Three Blazers, Frances Wayne, and Buddy Baker is three years of money making records for the juke boxes... Exclusive held their annual Xmas party last week for all of the Exclusive talent, disk jocks, and loads and loads of friends and well-wishers... Before closing the cover this week, we want to say once again to all... The best of business success to everyone, and a prosperous New Year...
ST. LOUIS

By BERT MERRILL

Yule parties flourished in all coin machine digs this week, with bonuses for employees, gifts for everybody, and many a turkey-slicing. VP Distributing Company, W. B. Novelty, Olive Novelty, Ideal Novelty, J. S. Morris & Sons, Star Novelty and AMI Distributing, were among those who Santa'd their employees on Christmas Eve.

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Dan Baum, who closed up Baum Distributing Company a week or so ago, checked in to inform "The Cash Box" that he's going to take a "three or four month rest" from coin machine cares. While Walter Gummersheimer will carry on at Universal, Dan figures he's earned a little relaxation. Dan and Walter parted up with Barney Frricks to attending the vending machine show in Chicago last week, where they were guests of Diamond Match Company and Universal Match Company at parties described as mild "lulus".

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Dripping with Christmas cheer were Fred Weale of Farina, Illinois; Freddie Voucher from Festus, Mo.; Bill Keller of Anna, Ill., and "Jolly Joe" from Bemil Novelty Co., Bemid, Ill. They churused a few bars of popular carols here and there around the circuit.

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All eyes are on Ideal Novelty Company's January 4th unveiling of the 1948 Rock-Ola. Prexy Carl Tripe promises the affair to be one of the traditionally peppy Ideal events, and a long list of people from Rock-Ola will be on hand to mitt the guests. Ideal wiped off the last Rock-Ola for this year and delivered it to Andy McCall of McCall Novelty, along with nine others as we went to press.

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Incidentally, Andy had a lot to weep about the day we called at his office. With bookkeeper Charley Hahle and telephone gal Rose Hamm both hors de combat with colds, Andy was doing all of the honors for McCall Novelty himself.

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Prize Christmas gift of the year was the new Plymouth which Carl Tripe delivered to wife Margaret on Christmas Eve. And Carl calls it a tough year!

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Bill Sadler, prominent op took his family on a long holiday trip, destination unknown. Lee Turner, another, won't enjoy Christmas much until he gets rid of nasty cold which has hung on for weeks.

* * *

Phonograph rentals hit an all time holiday high this month, when every rusty turntable which could be refurbished went out on rental. Something like 340 of them will be in service for New Year's Eve parties, according to a survey among those who got on the rental bandwagon.

NEW ORLEANS, LA.

Bill Hollified returned from Chicago where he visited at the NAMA show and was reported to have been very much impressed with all the new vending machines he saw there. But, Bill didn't light in Nola very long. He decided to take off for Virginia with his wife and daughter to visit the home folks. This is the first time in seven years that Bill went home. (And there's no doubt, from the storm reports we've read about here, that the Hollified family must have been playing around in the snow.)

* * *

One of the meanest guys in the world was that thief who robbed the Pace home while the family was burying beloved Julius (Papa) Pace. We're told that the robber or robbers took safe and all, and that the loss amounted to over $5,000. We hope they sure catch these crooks . . . Mr. Matranga, who was acting manager for Dixie Coin Machine Co. while all excess were gone, reported a great big birthday party for his son right during the Holiday festivities. Looks like the Matranga family must have had one grand time of it.

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Ben Robinson, I'm told, is plenty satisfied with those Mills Coca-Cola cup vendors, especially since he heard from the show that so many, many operators were crowding this booth to also get some of them. (Hey, Ben, what's that expression you use every hour on the hour about this industry?) . . . Dan Cohen returned from his visit to Chicago quite impressed with what he saw while there and wondering just what lines would be the best for him.

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Sam Tridico and Bob Buckley of Console Distributing Co. are tearing up the roads since their showing at Tregle's Dreamland Ballroom delivering all those new Buckley machines they sold at this exhibit. Seems like both Sam and Bob are on their way for a big, big year, with more and more of the boys calling around to ask for more and more of those new machines . . . Haven't been able to get in touch with Nick Carbajal of Crown Novelty Co. Seems that Nick hasn't been in his office these past few days.

* * *

Well, well and well — Dave Martin became a Daddy — after all that nervous waiting and, from what I hear, daddy's doing alright — he came thru with flying colors . . . By the way, hear that Lupe Buckley wants to see some snow this winter for the first time in her life. She may fly north . . . The holidays have sort of kept things quiet and given some of the men here a chance to relax again. But, all are now looking forward to the big convention in Chicago with most of the men here planning to just see the last few days of the show for they want to be present during election time.
WANT — FOR Cash. Post-war Rolldown Games; Advance Rolls; Total Rolls; Tally Rolls; Sportsman Rolls, etc. KEOKUK APPLIANCE CO., 420 MAIN, KEOKUK, IOWA. Tel: 2497.

WANT - The used records from your boxes. We buy steadily all year round. Top prices paid. SELL to Chicago's Largest Distributor of Used Records. We pay the freight. Write, Call or Ship to: USED RECORD EXCHANGE, 1756 N. KEELER AVE., CHICAGO 39, ILL. Tel: Cap. 7852.

WANT — To Purchase for export shipments — Model 1015 Wurlitzer, 1946 AMI's 146 and 147 Seeburgs. State quantity and your lowest price in first letter. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — New & used Wall Boxes, Adaptors & Speakers; Twin 16 Adaptors for Rock-Ola; Mills, Jennings F.P. Mint Vendors; Solotons, Personal Music Boxes, Amplifiers, etc. Any 25 cycle equipment. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT — Keeney Bonus Super Bells 2-Way 5¢ & 25¢; Bally Triple Bells; ExhibitRotaries; Mutoscope Fan Front & Red Top Diggers; Wurlitzer 1015 Phonos; 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: Ordway 3070.


WANT — Will buy any quantity used Slot Machines, all makes & models. Also Columbias, Gooseneck Mills Q.T's, Vest Pockets. Quote your lowest prices in first letter. All machines must be in first class condition. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — Mutoscope Fan Front and Red Top Diggers; Keeney Three Way Bonus Super Bells; Bally Special Entries; Bally Entry; Draw Bells, etc.; Packard Boxes; 1015 Wurlitzers; Seeburgs. WESTERN DISTRIBUTORS, 3128 ELLIOT AVE., SEATTLE 1, WASH. Tel: Garfield 3565.


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

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


WANT — Panorama Projectors only. Need not be in working condition. All parts must be there. Quote lowest price in first letter. AMUSEMENT ARCADE, 419 — 9th ST. N.W., WASHINGTON, D.C.


FOR SALE — 30 Advance Rolls, nearly new $245. ; 3 Total Rolls $110.; 2 — 1946 Seeburg $495. L. MARTINO, 7933 SANTA MONICA BLVD., LOS ANGELES, CALIF. Tel: Hemstead 6815.

FOR SALE — Wurlitzer 24 $75.; Seeburg Envoy $125.; Wurlitzer 580 Speaker $50. All these machines in perfect order with good looking cabinets. VEMCO MUSIC CO., 218 FRANKLIN ST., PAYETTEVILLE, N. C. Tel: 2123.

FOR SALE — We have them in stock. Contact us for your Hirsh Red Bells 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., 1056 S. FLORIDA AVE., LAKELAND, FLA.

Please mention THE CASH BOX when answering; c's—it proves you're a real coin machine man!
FOR SALE - Total Rolls with buttons $165.; Advance Rolls $275. WANT - Wurlitzer 1015's, Dynamite & Show Girl. Wire Price. ACTIVE DIST. CO., 486 - 10th AVE., N. Y. C. Tel: LO. 4-5126
FOR SALE - Premier Barrel Rolls, almost new, 4 - 12' models, 1 - 7' model. Best offer. Write, wire. AMUSEMENT SERVICE, 20 S. W. TEMPLE, SALT LAKE CITY 1, UTAH. Tel: 3-2324

FOR SALE - Mills Four Bells 5-5-5-5g $50.; Glitter Gold Mills 5g play $50.; Jumbo Free Play $50.; Jitter Slot Ted Q. T. $20.; Wurlitzer Mod. 500 $100.; Wurlitzer Mod. 300 $200.; Seeb. 900 $200. Nat'l, 10c, 9 cols. $50. Goalie $75.; Undersea Raider $30. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO Tel: 750

FOR SALE - Four Aces; ABC Bowler, Hi Dive; Horoscope; Leader; Seven Up; Ten Spot; Arizona; Argentine; Beljava; Capt. Kidd; Four Roses; Gobs; Slugger; Metro; Bandwagon; Star Attraction & any other pre-war games $29.50 ea. Amber; Dynamite; Fiesta; Spellbound $89.50 ea. State Fair; Step Up $79.50 ea. Cyclone $124.50; Playboy $149.50; Fast Ball $85.; Kilroy $110. $2. Additional Mills Reels. Call to see in good single line amplifier. 1 double-line 10 turntable board, 1 single line 10 turntable board. 4 record racks - 3,000 capacity. WILL TAKE BEST OFFER. MITCHELL NOVELTY CO., 1629 W. MITCHELL ST., MILWAUKEE 4, WIS. Tel: Mitchell 3254

FOR SALE - 53 Brand new Solotone Boxes $9.75 ea.; 10 brand new Location Amplifiers $55. ea. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE - New Equipment: Genco Advance Rolls & Bally Nudyge (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 2-5728.

FOR SALE - 100 Rollodown Games - Playballs, Tally Rolls, Total Rolls, Advance Rolls, etc. All machines in good condition. Write or phone for price. Ted Seidel, general manager. AMUSEMENT SALES, 577 TENTH AVE., NEW YORK CITY. Tel: LONgacre 6-8879

FOR SALE - Mills 1947 "Three Bell", like new $425.; Set 5g-10g-25g Club Bells, new cabinets, guaranteed equipment $575.; 5g & 10g Orig. Mills Bonus Bells, rebuilt - Silver Hammerloid (write); 26 Slot Machine Packing Boxes $45.; 25 Pin Game Boxes, wire bound $50.; Mills Slot Locks $16. doz.; new Cash Boxes $10. doz. Bargain List Free. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: 4-6162.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE - We have a large quantity of pre-war games, United Conversion games, and post-war games for immediate delivery. X. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel: Market 7-4641

FOR SALE - DuPrenier W $75., WD $85., completely reconditioned, equipped with double dime mechanism, choice of new beautiful two-toned blue and grey or maroon and grey. Terms: 1/3 down, balance C.O.D. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th ST., MINNEAPOLIS 11, MINN.

FOR SALE - Extra Savings on our famous used games: Exhibitor's Smoky $80.; Vanities $85.; Rangers $115.; United's Rio $80.; Havana $90.; Mexico $135.; Nevada $150.; Williams' Tornado $100. Cyclone $120.; Tornado $135.; Chicago's Kilroy $90. 1/5 deposit required. CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS, LA. Tel: CA. 7137

FOR SALE - Strikes 'N Scores — Greatest money making games ever put on location. Latest model with new type pin, table machines, etc. Mechanically perfect. Original cost $1100., now $600. Total Rolls, converted to "Champions", new type Advance Odds. New Scoring Glass. Rollover Button playing field. As good as any and better than most new rolldown games on the market $225. 3-Way 5-10-25$ Keeney Super Bonus Bell, floor sample, like new. New $800.; Keeney Super Bonus Bell $375. PARAMOUNT DISTRIBUTORS, 520 MAIN ST., BEACON, N. Y. Tel: Beacon 900.

FOR SALE - One Balls: 3 Victory Specials $175. ea.; Longsacres & Dust Whirls & Thorobred $55. ea. Five Balls: Big League, Surf Queen, Big Hit, Streamliner, South Seas, Grand Canyon $35. ea. Buffalo Cards & Kilroys $90. ea. C & M SPECIALTY CO., 832 CAM ST., NEW ORLEANS, LA.

FOR SALE - All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4806 CASS AVE., DETROIT 1, MICH. Tel: Temple 1-7485.

FOR SALE - 30 Advance Rolls, nearly new $245.; 3 Total Rolls $110.; 2 - 1946 Seeburg $495. L. MARTINO, 7353 SANTA MONICA BLVD., LOS ANGELES, CALIF. Tel: Hemstead 6815


FOR SALE - 6 ft. Bowl-O-Bowl, electric scoop (bowling game) Fl. sample $99.50; 14 ft. Bowl-O-Bowl, fl. sample $139.50; Mutoscope Voice-O-Graph $48; or $65 slot, like new $850.; Cliff-Coin Baseball, new $150. SILENT SALES SYSTEM, 653 D ST., N.W. WASHINGTON 4, D. C. Tel: District 0500

FOR SALE - Contact Taran Dist., Inc. for the lowest prices on used phonographs. Also delivering the latest Pingames by United, Chicago Coin, Williams, Exhibit, Marvel & Genco. TARAN DIST., INC., 90 RIVERSIDE AVE., JACKSONVILLE, Fla.

FOR SALE - AMI Telephone Hostess Music — Units of ten or more. Like new, reconditioned. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J. Tel: Bigelow 3-6777.

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FOR SALE - Stainless Steel Automatic SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE - 10 - 616 Wurl. $75. ea.; 2 - 600F Wurl. $150. ea.; 1 - 1940 Rock-Ola C.M. $90.; 3 Seeburg Mayfairs $150. ea.; 2 Seeburg Regals $175. ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1929 W. TIoga ST., PHILADELPHIA, PA. Tel: RA 5-8705

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FOR SALE - Brand new Columbus 14-5$ Peanut Vendors: 1 Ball Gum Vendors in Stock. Brand new Daval 5$ Free Play Cigarette or Fruit Rolls. Write: H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501.

FOR SALE - 30 Advance Rolls, nearly new $245.; 3 Total Rolls $110.; 2 - 1946 Seeburg $495. L. MARTIN, 7533 SANTA MONICA BLVD., L.A.; ANGELES, CALIF. Tel: Hemstead 6815


FOR SALE - Pilot Trainee, 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, 2736-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

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FOR SALE - 30 Advance Rolls, nearly new $245.; 3 Total Rolls $110.; 2 - 1946 Seeburg $495. L. MARTINO, 7933 SANTA MONICA BLVD., LOS ANGELES, CALIF. Tel: Hemstead 6815

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