There are REASONS FOR

Wurlitzer Leadership

- Over the years more Wurlitzer Phonographs have been built and sold to win and hold more locations than all other makes combined.

Leadership like that is no child of chance. There are real reasons for it.

Wurlitzer has consistently designed and constructed the top quality phonographs with the most eye and ear appeal.

That means the most earning power.

- Today Wurlitzer operates the largest, most modern plant in the industry...is the only commercial phonograph manufacturer to promote play on and profits from its juke boxes through National Magazine and Point-of-Purchase advertising.

Its factory personnel, service facilities and its distributing organization have no equal in the field.

Its current merchandise combines sensational money-making features with a revolutionary money-saving service set-up.

- You can't be a Wurlitzer Music Merchant without feeling the effects and sharing the rewards of Wurlitzer leadership. And those factors all help you attain a position of leadership in your own right in your community.

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Wurlitzer Music Merchants
Cash in on Wurlitzer Leadership
"More for your money" is the most successful merchandising approach in the world. When you put a phonograph on location, you're merchandising music. You try to give more tone, more beauty, more convenience. You will with a Mills Constellation.

But you'll also give more for the player's money because the Constellation offers six plays for the price of five. It's the greatest bargain in the coin field—and it sells more music.

THE MILLS CONSTELLATION

Mills Industries, Incorporated
4100 Fullerton Avenue • Chicago 39, Illinois
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SPECIAL

In addition to all the news and pictures taken at the CMI Fifteenth Annual Convention at the Hotel Sherman, Chicago, January 19, 20, 21, 22, 1948, and the various reports of all the meetings held at this exhibit, including many special news events and highlights of this big affair which, because of its last minute nature, made listing of special pages impossible.

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SUBSCRIPTION RATE $15 per year anywhere in the U.S.A. and Canada. Special subscription allowing free classified advertisement 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 music 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.I. 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.I. BLUE BOOK is officially recognized by many States as the “official price book of the coin machine industry.”
IT WAS A GREAT SHOW

Coinmen From All Over Nation Are Impressed With Enthusiasm As Well As Ingenuity of Manufacturers.

CHICAGO—As the doors of the 15th Annual Convention of Coin Machine Industries, Inc. closed its doors this past Thursday (January 22, 1948) there were sighs of regret, as well as of relief on the part of the many exhibitors who had toiled like Trojans to show and explain their wares to the thousands of coin machine operators, jobbers and distributors from all over the nation.

But, most prominent of all remarks which were made, as the exhibit closed was, "It was a great show". Probably never before was there as much enthusiasm shown by the various merchandising factors for the new equipment which was displayed by the manufacturers. And the manufacturers themselves were among the most enthusiastic and optimistic at the convention.

They pointed out the many new and better features which had been incorporated into their products and also the fact that every unit had been built for durability as well as for money-making power.

The ingenuity which the manufacturers demonstrated in the presentation and production of their new machines received a great many compliments from coinmen at the convention.

It was noteworthy that many operators, who had for sometime complained about intricate mechanical details, could find little or, in the majority of cases, absolutely nothing, which even indicated intricacies of mechanism. All were simple, easy to understand, easy to repair, and much easier to operate.

Ranging from the many vending machines to service equipment, automatic music, amusement games, arcade machines and all the various other merchandise, including supplies and parts, which were shown at the "Big Show", there was outstanding ingenuity of manufacture and definite skill in construction demonstrated by everyone of the factories.

Just as the average coinman remarked, "It was a great show", it was even greater, from the standpoint that it seems to have opened a new era for the operator.

This show took place at a time when most coinmen were extremely weary of buying. It also took place at a time when many were upset over general economic conditions. Yet, it overcame these obstacles, and it proved that this industry would go right on ahead with full steam as long as its members continued to have enthusiasm and leadership.

Regardless of whatever else will ever be said of the 1948 convention at the Hotel Sherman this past January 19, 20, 21 and 22, it will always be remembered for the fact that it brought back to many the enthusiasm, the spirit, and the will to keep on going and, to even go on ahead faster, than ever before.

This was a convention that brought out all the many problems and ills of the trade and yet, at the same time, it produced greater enthusiasm and also greater ingenuity and more definite desire for leadership than any convention has for a great many years.

Many were extremely cynical when they entered the exhibit floor. But, within a short time, they had changed their attitude and had come forward again to boast of one product or another and gleefully explain that they believed the industry "was on the right road" and further "that now things looked a lot better".

This convention proved that there should always be a meeting of the members of this industry, even from the standpoint that the men "can talk themselves out", as one noted coin machine leader put it.

He said, "When we get together and sit down, we have a chance to talk things out. We get to know exactly what our problems are and we also eventually come to a better understanding of each other."

"This always results in a much better mutual feeling between us and we find that we can go on ahead with greater confidence in the future. And, what is most important to all of us, in the months that follow, we correspond—and talk with each other long distance in a much more friendly spirit and with a closer relationship than ever before existed between us."

"Therefore", he concluded, "if there is any one thing which the coin machine show does do, it brings about a more fraternal and better understanding between all the members of this industry. And that's what makes it a great show."
MANY NEW FACES SEEN AT SHOW

Number of New Mfrs., Distribrs, Ops and Jobbers are one of Show's Biggest Surprises to Oldtimers.

CHICAGO—One of the biggest surprises to the oldtimers in the coin machine industry were the many new faces seen through the exhibit floors and in the many meetings which were held during the past convention.

For sometime there had been rumors that more and more new men were entering into the industry, but, it didn't actually seem so from observations of many leaders in the field.

Traveling representatives of the various companies in this business advised that they were still doing business with their "regular old line accounts" and that they hadn't met with many "new men" during their travels.

This convention disproved all such statements.

Hundreds of new coin machine operators, jobbers and distributors were seen throughout the convention.

Coinmen met with them and were somewhat surprised to learn that they had been in this industry for some months and that as operators, they had also taken over some of the larger, well known routes in the nation.

This has caused much comment since the show. The belief, on the part of a great many in the industry, is that it is of value to this business to see new blood entering the field;

"For", as one coinman stated, "this means that we will get more pep and action into the business and, especially, fresh capital, which means much to all of us."

There is no doubt that for some months there has been an upheaval of sorts in the field which has brought about many changes in some territories. Some coinmen have left the business. Others have taken over routes in their areas which belonged to the smaller ops many of whom seem to have fallen by the wayside.

This has best been noted by the salesmen throughout the field. It has also, as can be expected, been noted by The Cash Box in its surveys of the trade.

Yet, from every standpoint, there is a belief current throughout the industry that this new blood is going to bring about new operating methods and will, if trained right, also assure better profit returns on all present investments in equipment.

It was also noticeable that the new blood who appeared at this convention for the first time, brought about much enthusiasm on the part of jobbers and distributors.

One of these men said, "The best business we did during the convention was with men who had only been in the business a short time. They definitely showed more enthusiasm for the industry than did most of the oldtimers. They also wanted to expand and to go ahead with equipment of all sorts. We also noted that there was a better class of men than what formerly had ever entered into the business."

One most noticeable factor in regard to new blood was that they were mostly operators of diversified routes. They did not specialize in any one type of equipment.

This is impressive to the average coinman. It opens a better sales path and also assures more steady operating on the part of the newcomer.

The many ops have greatly diversified their routes, even in those centers where only a few types of amusement machines can operate, and others are now adding vending machines to their present routes, this is believed to be the one and only way by which the average operator can assure himself steady and continued operation at all times.

The entrance of new blood, the purchases which they made, the fact that the majority are operating diversified routes, and the further fact that they are enthusiastic and optimistic over the business, is sure to bring about good resultant action throughout the field. This will react with good profit for all the trade.

There are some who hope that the new men will not overstep their bounds and will continue along on a steady, and even conservative basis, and that they will work closely with all the other ops in their areas, so that by such cooperation all will be better able to profit and also assure each other continued success.
LEADERS CLAIM: MUSIC OPS MUST TAKE AT LEAST $5 OFF THE TOP TO STAY IN BUSINESS

Should be Sponsored as Nationwide Program With All in Music Biz Cooperating to Put it Over, They State

THIS IS PRACTICALLY THE SAME AS THE ORIGINAL 70% - 30% COMMISH PROPOSAL OF The Cash Box FIRST URGED ON THE TRADE FIVE YEARS AGO

NEW YORK—From thwart the nation have come reports from music leaders that the operators must have a minimum of $5 per week front money guarantee on even an "average location" to be able "to stay in business".

These men point out that these are the $12 and $10 and $15 gross income locations, "Which", they claim, "are in the majority thwart the nation."

As an example one noted music leader presented the following figures to substantiate his claim as to the need of "$5 off the top" from the average $12 per week (gross) location:

$12.00 Gross Collection
5.00 Front Money to Operator
7.00 Gross Balance
3.50 Or 50% of Gross Bal. to Location

Operator Gets...
$5.00 (Front Money)
3.50 (50% of $7)
$8.50 Gross to Operator
from $12

"But", he writes, "from the operator’s share of $8.50 (which is his gross collection on the location) he only has $4.25 actual net gross profit left, because he must figure at the very minimum 50 per cent operating overhead."

He also says, "To put a brand new machine, at the present price of new equipment plus the cost of installation of wall boxes, and so forth, into a location, the place must bring a minimum of $30 per week gross collection.

"Even then", he writes, "this does not completely pay for overhead expense, amortization, and the dozens of other expenses the operator has."

By these same figures (where the operator winds up with $8.50 gross from a $12 location) The Cash Box suggestion of over five years ago, 70% to the operator and 30% to the location owner, would practically arrive at these very same figures.

$12.00 Gross Collection
3.60 To Location (30%)
$ 8.40 To Operator (70%)

This, it then seems, is a much more simplified way of arranging for a more equitable share of the gross intake from the average collection in the average location. Certainly the location owner understands this method better than he does the front money basis.

But, as has been proved in the past, these arrangements must be made to meet with the whims and fancies of the individual location owners. And, it further seems, each location owner is today a "rugged individual" in his own right.

Operators of music equipment thwart the nation also decry the fact that tavern business has fallen off tremendously (better than 40% on a national average according to press reports).

"This", they state, "has had much to do with lowered collections and will continue to affect income until some more equitable commission arrangement is made with the location owners."

The average operator claims that wherever he installs a new machine he simply must realize at least $15 per week front money for himself. Yet, many are disproving this by claiming that, "this isn't enough."

In short, the operator is, regardless of new or old machines, up against the problem of arranging for a more equitable share of the intake from his equipment.

The two minute record suggestion met with national and unanimous approval. Now, with the further production of new records banned, this idea is left hanging in the air, and so the operator is again faced with the problem of overcoming short collections to make it possible for him to meet his notes, take care of general overhead and expenses, and amortize his equipment within the usual period of time, and still earn a living and, if at all possible, realize a decent return on his investment.

Whichever method, then, is produced by the music business — it always boils down to the point where the first and original proposal of The Cash Box (made over five years ago) seems to still be the best.

That is the operator obtain, thru a legal and binding contract, 70% of the gross intake and return to the location owner 30%.

There is no doubt that as time goes on — the operators will simply have to get together to make arrangements to better operate their locations.

The average phonopho cannot long continue under present methods. He must modernize, he must meet inflated overhead and higher costs conditions. He must also arrange to be more financially liquid to survive.

It would be, so speaking, "Utopian" to ever believe that the operators can arrange for a 70% - 30% commission basis, for two minute records, for front service money, and for many other streamlined, efficient business methods which would carry them thru this present adjustment into the new business era and, at the same time, set them up to be able to retain their present operations on a solid financial basis which would mean greater prosperity for the industry as a whole.

The operator must either work out such a method — or else.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.
Established throughout the years as a forerunner among orch pilots, Guy Lombardo and his Royal Canadians maintained their top position in the Second Annual Music Poll of the Automatic Music Industry of America. Guy's current "I'm My Own Grandpaw", "Oh What I Know About You" and "Serenade of the Bells" are featured items in juke boxes across the land, Exclusively featured on Decca Records, Direction: Music Corporation of America.

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to Vitacoustic to You...

JOAN EDWARDS
Playing the piano and singing
in her original style

"THERE OUGHT TO BE A SOCIETY"
"IT'S EASY WHEN YOU KNOW HOW"
"PIANISSIMO"
"THE FEATHERY FEELIN'"

YVETTE
In her SULTRY WAY
imparts her extraordinary
style of feminine persuasion
that makes you want to
listen and dream

"BIDIBI-BOT-BOT,
THE SECRETARY SONG"
"LONG AFTER TO-NIGHT"
From ENTERPRISE STUDIOS Picture
"ARCH OF TRIUMPH"

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The Nation's TOP TEN Juke Box Tunes

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

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<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
<th>Code</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BALLERINA</td>
<td>Buddy Clark</td>
<td>CO-3838</td>
<td>Continues to maintain this first place position for oh so long.</td>
</tr>
<tr>
<td>2</td>
<td>GOLDEN EARRINGS</td>
<td>Peggy Lee</td>
<td>CO-3793</td>
<td>Maintains this featured spot as a hot item among the nation's coin pullers.</td>
</tr>
<tr>
<td>3</td>
<td>HOW SOON</td>
<td>Jo Stafford</td>
<td>CO-3795</td>
<td>In sixth place last week, into the fourth slot here. Really racking rain.</td>
</tr>
<tr>
<td>4</td>
<td>SERENADE OF THE BELLS</td>
<td>Guy Lombardo O.</td>
<td>CO-3796</td>
<td>In sixth place last week, into the fourth slot here. Finally racking rain.</td>
</tr>
<tr>
<td>5</td>
<td>YOU DO</td>
<td>Margaret Whiting</td>
<td>CA-15009</td>
<td>Rises from seventh place to grab this fifth spot this week. Coin continues to fill the boxes.</td>
</tr>
<tr>
<td>6</td>
<td>I'LL DANCE AT YOUR WEDDING</td>
<td>Tony Martin</td>
<td>CA-15009</td>
<td>In tenth place last week — into sixth place here.</td>
</tr>
<tr>
<td>7</td>
<td>CIVILIZATION</td>
<td>Sammy Kaye</td>
<td>AP-1059</td>
<td>Drops a few from its fourth place position to land on seventh place this week.</td>
</tr>
<tr>
<td>8</td>
<td>TOO FAT POLKA</td>
<td>Jimmy Dorsey O.</td>
<td>CA-15009</td>
<td>In fifth place last week and into eighth place here. Still going strong.</td>
</tr>
<tr>
<td>9</td>
<td>TWO LOVES HAVE I</td>
<td>Dick Baker O.</td>
<td>CA-15009</td>
<td>Moves down one notch this week to garner the ninth spot this week.</td>
</tr>
<tr>
<td>10</td>
<td>NEAR YOU</td>
<td>Sammy Kaye</td>
<td>CA-15009</td>
<td>On the bottom here and still catching coins. Still going heavy in many spots throughout the nation.</td>
</tr>
</tbody>
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THIS WEEK’S RCA VICTOR RELEASE

PERRY COMO
with Russ Case and his Orchestra
Because
and
If You Had All the World and Its Gold
A pair of Como revivals headed for heavy play. Song Magazine's pick for "Record of the Month"
RCA Victor 20-2653

SAMMY KAYE
The Last Polka
Brightest new ten-topper in months. The Kaydets and Chorus.
I Love You, Yes I Do
Don Cornell and The Kaydets blend mellow voices on a foot-climbing hit.
RCA Victor 20-2674

WAYNE KING
and his Orchestra
Sleep, My Love
and
When the Organ Played at Twilight
Smooth new tune from the United Artists pic of the same name. A famous oldie on the flip, Vocals by Ken Stevens.
RCA Victor 20-2654

RUSS CASE
his Orchestra, and Chorus
Saturday Night In Central Park
and
I Fell In Love With You
That original Case swing-symphonic style ... both from the new musical "Make Mine Manhattan."
RCA Victor 20-2655

JOHNNY TYLER
and the Riders of the Rio Grande
Tell A Woman
Tricky number with a ringing phal.
Can't Get My Foot Off the Rail
Boys-in-the-back-room story that'll really jingle the nickels.
RCA Victor 20-2656

"GIRLS IN JAZZ"—Musical Smart Set MJ-11
VIVIEN GARRY QUINNET
A Woman's Place Is in the Groove and Body and Soul
RCA Victor 40-0144

MARY LOU WILLIAMS
Boogie Mistruesto (Girl Star) and Hesitation Boogie (Trio)
RCA Victor 40-0145

THE SWEETHEARTS OF RHYTHM
VI Vigor and Don't Get It Twisted
RCA Victor 40-0146

BERYL BOOKER TRIO
Low Ceiling and Don't Blame Me
RCA Victor 40-0147

CHARLIE MONROE
and his Kentucky Partners
Shenandoah Waltz
Has that old "Missouri Waltz" flavor, with a backwoods bounce and
Walking With You In My Dreams
Country-style fiddles and rural sentiment.
RCA Victor 20-2657

ROOSEVELT SYKES
and his Original Hoagy Drippets, I'm Her Honey Dripper and BVD Blues
RCA Victor 20-2658

ARTHUR "BIG BOY" CRUDUP
Mean Old 'Frisco Blues and I'm In the Mood
RCA Victor 20-2659

HENRI RENÉ and his Rapture Orchestra
Helen—Polka and Barbara—Polka
RCA Victor 23-1109

EDO LUBICH with Mikla's Tamburitzas Orch.
Jos Nijenhof—Zapater—Kaj—Holja Branda and Sarajevka—Kale (Yugoslav Folk Dance)
RCA Victor 20-2659

JOHN PARIS with the “3 Bears” and a PEEP
It's Easy When You Know How and See If I Care
RCA Victor 26-9027

IRVING Field's at the Piano, with Campus Trio
Far Into the Night and La Ola Mariana
RCA Victor 26-9026

BIG NEW ONES ... BIG OLD ONES:

One More Time PHIL HARRIS RCA Victor 20-2614
If I Only Had a Match LOUIS PRIMA RCA Victor 20-2609
I'm My Own Grandpa LONZO & OSCAR RCA Victor 20-2656

Boogie Woogie* TOMMY DORSEY RCA Victor 20-2005
Body and Soul* COLEMAN HAWKINS RCA Victor 20-2539
Gloomy Sunday* ARTIE SHAW RCA Victor 26563

*All-time hits re-issued by request
"A Bed Of Roses" (3:00)  
"Fool That I Am" (3:02)  
**SAMMY KAYE ORCHESTRA.**  
(Victor 20-2601)

- Pair of bright sides by the ever popular Sammy Kaye orchestra and the light flurry of "A Bed of Roses" and "Fool That I Am" needling thru. Top deck in the soft patterned mood has Don Cornell and the Kaydets warbling in delicate tones and made of stuff to which the star gazers can cuddle close to. On the backing with the current popular "Fool That I Am", Don and the group gather again for this brilliant piece offered in subdued manner. The deck should go a long way towardboosting phonio play — it is that good. We like "Fool That I Am" for some healthy coin play.

"Just Around The Corner" (3:00)  
"Put Yourself In My Place Baby" (2:56)  
**BETTY RHODES.**  
(Victor 20-2597)

- The dulcet tones of chippy Betty Rhodes and the oldie motto of "Just Around The Corner" show as a deck that can grab onto a ton of coin. The girl's pipes spill in light airy tones of beautifulTel that flavor the coin all the way. You'll likewise go for the instrumental backing as provided for by the Charles Dart orch. On the flip with some bounce material, Betty gives with "Put Yourself In My Place Baby" and comes up with another potential coin caller. Both sides are suitable for the dance and listener crowd — we're sure you'll like 'em.

"Tell Me A Story" (3:04)  
"My Promise To You" (3:00)  
**FRANKIE LAINE ORCHESTRA.**  
(Columbia 30500)

- Light piano patter coupled with some fragrant wordage sets the stage for this Frankie Laite cookie. Offering the pleasing fashioned lyric to "Tell Me A Story", Frankie ushers ballader Gregg Lawrenee to the fore for the top deck. Mood is light and made to order for the quiet spots. The flip with "My Promise To You", an adaptation of Chopin Nocturne set to music and wordage, with the maestro tickling the ivory's and balladader Gregg Lawrence at the mike again. It's more romance material with the vocal treatment offered coming thru in effective fashion. The many Carle fans are bound to eat this stuff up.

"Shine" (2:58)  
"We'll Be Together Again" (2:46)  
**FRANKIE LAINE.**  
(Mercury 5091)

- This laddy can sing for me any day in the week. Utilizing some gusto and flavor, and a vocal style that truly is sincere, Frankie Laite takes the lead to offer this fragrant oldie labeled "Shine". It's value alone as the song stands should be enough to make it a featured item in the juke boxes. Frankie displays loads of vibrance coupled with a ton of nostalgia and sentimentality for the older folks who love to reminisce. Then again remember that the younger set, who incidentally are wild about Laine, didn't have too much time to hear this stuff. The Carl Fisher orch adds loads to make this number one to grab coin. On the flip with some ballad material, Frankie grabs the lead to set off for "We'll Be Together Again". Your phono will not only shine — but gleam once you get next to "Shine."

"Let Me Sing and I'm Happy" (3:00)  
"If I Only Had A Match" (2:59)  
**AL JOLSON.**  
(Decca 24266)

- It's gravy with this platter! Al Jolson at it again, and believe me, there's no stopping the "youngster", Al and that mellor voice on the gay Berlin tune "Let Me Sing And I'm Happy" shows as gold in the machines for a host of ops. The best offered here is splended, with Jolson headlining throughout. On the backing for the effective mouthing of "If I Only Had A Match", he comes back again with more nostalgie tones that spell coin action. The duo is hot — get next to them.

- Figures shown following song titles, indicate playing time of record.

"Don't You Want A Man Like Me" (2:51)  
"Blue & Sentimental" (2:54)  
**COUNT BASIE ORCHESTRA.**  
(Victor 20-5926)

- It's Count Basie and a cookie that can really move. With piper Jimmy Rushing on the top deck howlin' in deep blues mood, the top deck in labeled "Don't You Want A Man Like Me" shows as an attractive possibility. The stuff is really bluesy and might suit those ops with race spots. On the flip with "Blue and Sentimental", piper Bob Bailey grabs the lead for the slow and haunting metro. The ditty, always a possible attraction, should come in for some fair coin play. Both sides are there for the asking — you take it from here.

"Sorry For You" (2:49)  
"Tell Tale" (2:53)  
**LARRY FOTINE ORCHESTRA.**  
(Flip)

- Soft easy going fashions in music by Larry Fotine and his crew echo here with the metro of "Sorry For You" and "Tell Tale" coming thru. With ballader Bob Bruce to spell the enchanting wordage on the pair, they stach the items well loaded with possibilities. Top deck in soft sentimental with short coin action, the flip purring effectively, while the maestro and his men offer pleasing rhythm. The flip is more on the novelty side, with a band vocal and hand clap coming thru. Bob offers a trick here also, and shows adequately all thru. Both sides deserve your ear.

"Beg Your Pardon" (2:58)  
"Melancholy" (2:49)  
**THE DINNING SISTERS.**  
(Capitol 490)

- Vocal charm by The Dinning Sisters and a pair you're sure to be using on your phonos in the very near future. Rapidly framing, growths in spots throughout the nation, "Beg Your Pardon" has the girls singing with loads of mellow tones that sparkle. Ditty gives the gala pahlenity of room to move about it, with the wardrobe heavy all the way. You'll likewise go for the mood "Melancholy" bound to put you in, as the girl combine again to give with more bright patter. It's soft stuff for the lovey kids and makes for pleasant listening. Grab 'em.

"You Can't Make Money Dreamin'" (2:59)  
"My Baby Likes To Be-Bop" (3:00)  
**JOHNNY MERCER with THE KING COLE TRIO.**  
(Capitol 15026)

- The charm and splendor of this cookie show for the stage of a load of coin play. It's Johnny Mercer and The King Cole Trio on a duo tailed with the loads of kicks and tricks. Spilling the cute wordage in slow time to "You Can't Make Money Dreamin'", the group combine for some light material that glows. Dig the title here and you've got a side that can do the trick. The flip shows just as effective and features King Cole and Mercer again for the candy "My Baby Likes To Be-Bop". The wide popularity of the group should account for a ton of phono action.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
CHICAGO—The largest attendance in the history of past Coin Machine conventions, held forth this past week at the Fifteenth Annual Coin Machine Convention.

With Chicago open to the multitude of coinmen, artists, music publishers, and record manufacturers, the group convened this past Monday, Jan. 19.

Many of those in the music industry expressed amazement at the detail involved in the automatic music business.

Publishers especially were on hand in greater numbers than ever before. Many were attending their first coin machine convention and stated that this show had “everything beat”.

Paul Cunningham, vee poe of Broadway Music, Inc., gazed in amazement at the tremendous turn-out. Operators huddled with the record manufacturers, diskers with artists, and the publishers likewise with the music operators.

Many expressed a great praise for the music operator and his vast knowledge of music.


Music operators gathered in the many suites to listen to new recordings and take part in the general air of gaiety which prevailed throughout the entire show. Many artists personally greeted the ops and thanked them for buying and playink their records.

Music operators from every part of the nation were assembled, and many gathered with the representatives of the recording companies for conferences. Many music operators stated that they would make it a point of concern to the diskery heads in requesting better service and quality in records.

Music publishers on the whole agreed that the automatic music industry certainly represented a major portion of their business, and without them; and the cooperation necessary, they and other segments of the industry would lose a tremendous portion of their business.

All agreed that music operators throughout the country are currently engaged in a highly competitive business and a business which represents a tremendous investment. Many publicly stated that they would certainly see to it that the automatic music industry would get their utmost in cooperation from here on in.

Getting Big Play! T. TEXAS TYLER great recording of "REMEMBER ME" "OKLAHOMA HILLS" on FOUR STAR RECORD No. 1008 Distributors of 20th CENTURY - GOTHAM PALDA-SPECIALTY RECORDS GEORGIA MUSIC CORP. 479 - 10th AVE., N. Y. (E3uynt 9-4517)

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS
“What’ll I Do” (3:00)  
“Your Kiss” (2:59)  
DICK HAYMES  
(Decca 24297)  

- More top notch ballard material by piper Dick Haymes set to magic music by the Earl Hagen and Gorden Jenkins orchestra’s skill here with the odor of coin moving around this duo labeled “What’ll I Do” and “Your Kiss”. Top deck is the favorite Berlin oldie and has Dick piping the fragrant woddage in soft tones that count. Plush setting gives the deck an added lift all thru. On the flip for “Your Kiss”, Dick takes the lead here to come up with more mellow tones bound to make the younger set bow, Both sides are attractive and make for pleasant listening.

“Pianissimo” (3:01)  
“My Cousin Louella” (3:00)  
SAM BROWNE  
(London 144)  

- Velvet setting of this piece gives it an added dose of spice and sugar as balladier Sam Browne steps forth to give with the highly fouted worlage of the above mentioned. The piper’s vocal work is effective and set in slow easy going phrases that build up to a beautiful crescendo. Vocal backing by the Bert Thompson gang shines brilliantly. On the flip for the novelty, catchy lyrics of “My Cousin Louella”, Sam displays light tones of vocal splender that may catch the music fans eye. Peerless is there for the asking — give it awhirl.

“At The Candelight Cafe” (2:59) “I’ll Make Up For Everything” (3:02)  
VERA LYNN  
(Leader 199)  

- More London splendor and the light silvery phrases of thrush Vera Lynn with this pair labeled “At The Candelight Cafe” coming thru. Vera’s renditions makes for easy listening and sets you off in a dreamy atmosphere. The gypsy strains provided by maestro Bob Farnon build the deck all the way and make it a must for your listening list. On the backside for the strains of “I’ll Make Up For Everything”, the canary once more displays her toning tones to send another potential coin winner at the ops. It’s plush ballard material with the title offering the wax story.

“Mad About You” (2:56) “In A Deep Dream” (2:40)  
RONNIE DEAVAUlle  
(Super Disc 1049)  

- Here’s a kid you’re going to be hearing plenty of in the near future. Bowing into the disk spotlight in a big way, balladier Ronnie Deauville shows his vocal charm with this piece labeled “Mad About You”. The mood of the song, set way down low and in the deep blue gives the balladader loads of room to move about in, while his fragrant tones spill in high glory all thru. It’s plush ballard material and of the sort that can hype phono play any day in the week. Ronnie’s intimate styling sets the pace here while the instramental backing provided shows effectivly. You’ll also go for the flip “Deep In A Dream”, a ditto of the top deck in styling with the woddage filling the air with loads of finery. This disk is a must for your music list — it spills coin play all the way.

“Honey, Honey, Honey” (2:42) “The Unfinished Boogie” (2:26)  
VIVIANE GREENE  
(Trillon 190)  

- Pair of flavorful and colorful sides for race locations are these offered in subtle tones by the capable Viviane Greene. Weaving in slow setting to the magic worlage of “Honey, Honey, Honey”, the thrush picks up the lead to come thru with some soft stuff that shines. The beat here plus the gal’s tricks worm their way into you and make you wanna come back for more. The flip shows Viviane at the ivory’s with “The Unfinished Boogie” spilling out. Where they go for this brand of stuff, and that cover lots of territory, they’ll hold still for this.

“Trouble Is A Man” (3:00) “I Feel So Smoochie” (3:01)  
SARAH VAUGHN  
(Maitr 1912)  

- The scintillating tones of chirp Sarah Vaughn and a deck that is bound to go like sixty. “Trouble Is A Man” shows Sarah spilling the heavy material all wrapped up around the title, with the Ted Dale orch blending smoothly throughout. The gal’s high pitch here should make for lots of coin play. On the backside with the current “I Feel So Smoochie” Sarah once again shows her top notch vocal style with this teasing piece. Dig the name value here and you’ve got something that can really move.

“I Evol Usey” (2:02) “Tonight’s My Night With Baby” (2:00)  
THE MURPHY SISTERS  
(Apollo 1090)  

- Pair of possibilities by The Murphy Sisters springing up here with the novelty touch of “I Evol Usey” and “Tonight’s My Night With Baby” grinds thru the wax. Top deck (I Love You spelled backwards) shows promise, with the trio’s rendition offered in fair fashion. Flip has more meat behind it, with the title giving off the lead. Altho the pair won’t stop traffic, they nevertheless make for pleasant listening time.

“Deep Purple” (2:56) “Jubilee Jump” (2:47)  
CHARLIE BARNET  
(Apollo 1092)  

- Pair of sides by the capable and popular Charlie Barnet orchestra schedule here with the instrumental tones of “Deep Purple” and “Jubilee Jump” offered. It’s the sax styling and arrangement of the pair that grab off all the glory with maestro Charlie grabbing a spot and running throughout. Top deck has long been a favorite with many phono fans and should come in for some healthy play. The flip has the Barnet orch giving with their all and displaying their waves in bright, brilliant fashion. Both sides are easily suitable for the dance and listener crowd alike — latch on.

“I Still Have That First Picture Of You” (2:54) “Who’s Got All The Dough” (2:50)  
LEO PIEPER ORCH.  
(Alvin 5700)  

- Here’s a duo that might be the hit phono ops need to boost their play. It’s the highly touted and publicized Leo Pieper crew offering “I Still Have That First Picture Of You”. With thrush Alecia Wallace to spill the sugar coated woddage, the deck may have the stuff to come thru for that super phono play. The gal’s pipes are in there all the way, with the metro offered in subdued manner. On the flip with a gag routine, the gang offer “Who’s Got All The Dough”. Hand local and an all around good item, with the title giving off the wax story. Top deck is the one for the phono.
NEW YORK
1. BALLERINA (Vaughn Monroe) 2. GOLDEN EARRINGS (Peggy Lee) 3. I'LL DANCE AT YOUR WEDDING (Buddy Clark) 4. OH Ballerina Laura There Ain't She Pretty (Buddy Greco) 5. TOO FAT POLKA (Arthur Godfrey) 6. PLANETSHO (Buddy Clark Perry Como) 7. TWO LOVES HAVE I (Frankie Laine) 8. BENNY BOND (Frankie Crigo) 9. HOW SOON (Jack Owens) 10. AND MINI (Charlie Splichal)

WASHINGTON, D.C.
1. GOLDEN EARRINGS (Peggy Lee) 2. BALLERINA (Vaughn Monroe) 3. TWO LOVES HAVE I (Frankie Laine) 4. HOW SOON (Jack Owens) 5. CIVILIZATION (Louis Prima) 6. SERENADE OF THE BELLS (Sunny Kaye) 7. I CAN'T GIVE YOU ANYTHING BUT LOVE (Rose Murphy) 8. DON'T YOU LOVE ME ANYMORE (Joe Melly) 9. SERENADE OF THE BELLS (Sunny Kaye) 10. SHINE (Frankie Laine)

UNIONTOWN, PA.
1. CIVILIZATION (Louis Prima) 2. BALLERINA (Vaughn Monroe) 3. HOW SOON (Jack Owens) 4. I'LL DANCE AT YOUR WEDDING (Buddy Clark) 5. TOO FAT POLKA (Arthur Godfrey) 6. You Do (Ringo Crooki) 7. MADE FOR EACH OTHER (Dust Anns) 8. MICKEY (Ted Weems) 9. AN APPLE BLOSSOM WEDDING (Eddy Howard) 10. AND MINI (Frankie Carle)

NEW HAVEN, CONN.
1. BALLERINA (Vaughn Monroe) 2. GOLDEN EARRINGS (Peggy Lee) 3. MICKEY (Ted Weems) 4. You Do (Vic Damone) 5. FOUR LEAF CLOVER (Art Monroe) 6. BENNY BOND (Frankie Crigo) 7. CIVILIZATION (Louis Prima) 8. I'LL DANCE AT YOUR WEDDING (Buddy Clark) 9. TOO FAT POLKA (Arthur Godfrey) 10. SERENADE OF THE BELLS (Sunny Kaye)

INDIANAPOLIS, IND.
1. GOLDEN EARRINGS (Peggy Lee) 2. BALLERINA (Vaughn Monroe) 3. HOW SOON (Jack Owens) 4. I'M MY OWN GRANDPAW (Guy Lombardo) 5. SERENADE OF THE BELLS (Sunny Kaye) 6. I CAN'T GIVE YOU ANYTHING BUT LOVE (Rose Murphy) 7. DON'T YOU LOVE ME ANYMORE (Joe Melly) 8. SERENADE OF THE BELLS (Sunny Kaye) 9. THE STARS WILL REMEMBER (Vaughn Monroe)

AKRON, O.
1. BALLERINA (Vaughn Monroe) 2. I'LL DANCE AT YOUR WEDDING (Buddy Clark) 3. CORABELLE (Eddy Howard) 4. PASS THAT PEACE PIPE (Motha Tilton) 5. MICKEY (Ted Weems) 6. SERENADE OF THE BELLS (Sunny Kaye) 7. I CAN'T GIVE YOU ANYTHING BUT LOVE (Rose Murphy) 8. AN APPLE BLOSSOM WEDDING (Eddy Howard) 9. You Do (Vic Damone) 10. SERENADE OF THE BELLS (Sunny Kaye)

MILWAUKEE, WISC.
1. GOLDEN EARRINGS (Peggy Lee) 2. MUCHEEFLY (Bob Fannes) 3. PEANUMISSI (Perry Como) 4. I'M MY OWN GRANDPAW (Guy Lombardo) 5. SERENADE OF THE BELLS (Sunny Kaye) 6. PASS THAT PEACE PIPE (Motha Tilton) 7. CORABELLE (Eddy Howard) 8. NO FAR (Frans Sources) 9. NEAR YOU (Frank Crigo) 10. YOU DO (Vaughn Monroe)

MIAMI, FLA.
1. BALLERINA (Vaughn Monroe) 2. GOLDEN EARRINGS (Peggy Lee) 3. DON'T YOU LOVE ME ANYMORE (Joe Melly) 4. REG YOUR PARSON (Frankie Crigo) 5. KEEP THE PEACE PIPE (Motha Tilton) 6. SERENADE OF THE BELLS (Sunny Kaye) 7. I'M MY OWN GRANDPAW (Guy Lombardo) 8. How Soon (Jack Owens) 9. OOFI! LOOKA THERE AIN'T SHE PRETTY (Buddy Greco) 10. SERENADE OF THE BELLS (Sunny Kaye)

LOS ANGELES
1. GOLDEN EARRINGS (Peggy Lee) 2. BALLERINA (Vaughn Monroe) 3. SHINE (Frankie Laine) 4. PLANEMISSO (Perry Como) 5. YOU CAN'T GIVE ME ANYTHING BUT LOVE (Rose Murphy) 6. SERENADE OF THE BELLS (Sunny Kaye) 7. YOU DO (Vic Damone) 8. AN APPLE BLOSSOM WEDDING (Eddy Howard) 9. SERENADE OF THE BELLS (Sunny Kaye) 10. REG YOUR PARSON (Frankie Crigo)

COVINGTON, KY.
1. I'LL HOLD YOU IN MY HEART (Edith Ann) 2. HOW SOON (Jack Owens) 3. GOLDEN EARRINGS (Peggy Lee) 4. CIVILIZATION (Danny Kaye-and-Harry Sisters) 5. OOH! LOOKA THERE AIN'T SHE PRETTY (Buddy Greco) 6. I'LL DANCE AT YOUR WEDDING (Buddy Clark) 7. DON'T YOU LOVE ME ANYMORE (Joe Melly) 8. YOU CAN'T GIVE ME ANYTHING BUT LOVE (Rose Murphy) 9. THE STARS WILL REMEMBER (Vaughn Monroe) 10. MICKEY (Ted Weems)

HEREFORD, TEXAS
1. GOLDEN EARRINGS (Peggy Lee) 2. BALLERINA (Vaughn Monroe) 3. CIVILIZATION (Danny Kaye-and-Harry Sisters) 4. OOH! LOOKA THERE AIN'T SHE PRETTY (Buddy Greco) 5. I'LL DANCE AT YOUR WEDDING (Buddy Clark) 6. DON'T YOU LOVE ME ANYMORE (Joe Melly) 7. I'LL HOLD YOU IN MY HEART (Edith Ann) 8. THE STARS WILL REMEMBER (Vaughn Monroe) 9. THE STARS WILL REMEMBER (Vaughn Monroe) 10. YOU DO (Vic Damone)

JACKSON, MISS.
1. BALLERINA (Vaughn Monroe) 2. TOO FAT POLKA (Arthur Godfrey) 3. I LOVE YOU, YES I DO (Bill Monroe) 4. I CAN'T GIVE YOU ANYTHING BUT LOVE (Rosie Monreal) 5. I CAN'T GIVE YOU ANYTHING BUT LOVE (Joe Melly) 6. 15' L'HFELS (George Formby) 7. DON'T YOU LOVE ME ANYMORE (Vic Damone) 8. CORABELLE (Eddy Howard) 9. HOW SOON (Jack Owens) 10. THE STARS WILL REMEMBER (Vaughn Monroe)

BUTTE, MONT.
1. I'LL HOLD YOU IN MY HEART (Edith Ann) 2. CORABELLE (Eddy Howard) 3. YOU DO (Vaughn Monroe) 4. SERENADE OF THE BELLS (Sunny Kaye) 5. PASS THAT PEACE PIPE (Motha Tilton) 6. AN APPLE BLOSSOM WEDDING (Eddy Howard) 7. I CAN'T GIVE YOU ANYTHING BUT LOVE (Rose Murphy) 8. MICKEY (Ted Weems) 9. NEAR YOU (Frank Crigo) 10. PLANEMISSO (Perry Como)

DES MOINES, IA.
1. GOLDEN EARRINGS (Peggy Lee) 2. BALLERINA (Vaughn Monroe) 3. HOW SOON (Jack Owens) 4. SHINE (Frankie Laine) 5. I'M MY OWN GRANDPAW (Guy Lombardo) 6. CIVILIZATION (Louis Prima) 7. I'LL DANCE AT YOUR WEDDING (Buddy Clark) 8. YOU CAN'T GIVE ME ANYTHING BUT LOVE (Rose Murphy) 9. SERENADE OF THE BELLS (Sunny Kaye) 10. REG YOUR PARSON (Frankie Crigo)
Byrne's Eye View
ROUND THE WAX CIRCLE
by Byrne Greene

CHICAGO — Yeasirw, is's Chicago and
the Fifteenth Annual Coin Machine Con-
vention, with the largest galaxy of music
publishers, artists, diskers and music
operators ever, around for the show.
Phonograph manufacturers have been
kept busy displaying their new equip-
ment — diskers have been entertaining
music ops by the hundreds — artists are
greeting the ops and the pubbers are
really getting an insight of this great
and glorious coin machine industry.
Never before in the history of the in-
dustry has the many allied forms of
business pertaining to this industry
gathered together. Altho the attendance
at this writing is somewhat lower than
expected, well over 10,000 operators have
jammed the floors of the Hotel Sherman
for the convention. Many music pub-
lishers have stated that they never had
imagined the importance and interest
displayed here in Chicago. Altho the
weather in the Windy City had been a
bit brisk for the vast entourage gathered
from across the entire nation, the music
crowd nevertheless braved the ferocious
cold to storm Henrici's and the many
Chicago nite spots.

We managed to get a glimpse of Bob
Stabler and George Oliver doing a bang-
up job at the Capitol Records booth.
Ed Levy and Herb Zehly hawking their
several terrific major hits all over the
convention floors. Irv Katz, Apollo
Records vee pee and that gorgeous dis-
play... mmmm... the tremendous spread
RCA-Victor had in the penthouse
of the Sherman. Charley Hanson and
the boys up at MGM Records avidly
boasting about "Four Leaf Clover" ...
The crowd at Decca, and the friendly
atmosphere very well received by leads
of coinmen... Charles and Evelyn
Aron of Aristocrat Records rate a great
big hug 'n kiss... Columbia Records
and their nothing short of sensational
display booth... Syd Nathan busy as a
bee at the King Records booth...
Standard Phone doing a bang-up job;
Miracle Records proud as a peacock with
their Gladys Palmer rendition of "If I
Didn't Have You".

Bob Thiele, Nat Cohn and Earl Winters
captured huddling in the Celtic Cafe... Ralph Emmett and Al Middleton, Ster-
ling Records, peaking with more than
interest... Dick Bradley walking around
the convention floor singing "How Soon"
... Red Evans, publisher of "Ballerina"
wearying a "Ballerina" skirt as a means
of promotion (?)... Harry Link and
Ned Miller of Leo Feist, Inc., not
"Thoughtless" one bit... Joe Whalen
of the BVC unit beamimg as "How Soon"
rolls right along... Fred and Wesley
Rose up from Nashville, Tenn... John
Laurenz, Mercury Records star a diller
with the gang... Paul Cunningham of
Broadway Music says the boom is "Just
Around The Corner"... Eddy Arnold
holding forth with Al Dexter... Manie
Sacks, artist and rep chief at Columbia
Records beammg at The Cash Box front
cover — the hit of the show.

Please mention THE CASH BOX when answering ads — it proves you're a real coin machine man!
The Ten Top Tunes Netting
Heaviest Play Compiled From
Reports Submitted Weekly To
The Cash Box By Leading Music
Operators in New York City's Harlem.

I LOVE YOU
YES I DO
1 Bull Moose Jackson
(King 4181)
Still on top of the heap. Coin in
there by the ton.

I CAN'T GIVE YOU
ANYTHING BUT LOVE
2 Roso Murphy
(Majestic 1204)
Repore its position of last week,
with aps going mad about our gal Rose.

THE LORD'S PRAYER
3 Sarah Vaughn
(Muslcraft 525)
A classic cookie if there ever was
one.

IS IT TOO LATE
4 Savannah Churchill
(Manor 1092)
Maintains its top notch position for
the second straight week.

WHAT'LL I DO
5 King Cole Trio
(Capitol 15119)
In fifth place again, with aps
pegging this one higher.

HASTINGS ST.
6 BOUNCE
Paul Williams Sextet
(Savoy 659)
Still taching coin in a big way.
Ops praise this ditty to the skies.

845 STOMP
7 Earl Boszic
(Gotham 154)
W'hat a dilly. Coin continues to
roll in with aps going mad for
disks.

MAD LAD
8 Sir Charles
(Apollo 777)
Still going strong in a million spots.
Play continues to boom.

35-30
9 Paul Williams Sextet
(Savoy)
Bounces into the limelight with aps
vising peak play.

IT ALL DEPENDS
10 ON YOU
Hadda Brooks
(Modern 156)
(King 4198)
Bounces into the coveted spot as
another Brooks coin caller. Watch it
rise!

SLEEPER
TRUE
OF THE WEEK
"NOW IS THE HOUR"
MAJESTIC No. 1190

- King of 'em all and there's no doubt about it.
Eddy Howard with another clicker for the nations
phone ops; this time with this delicate piece tagged
"True". Eddy's delicate tonalies spill the plush
wordage around a backdrop of elegant music by
the band boys. The slow meter of the coin labels
it must material and sets the stage for loads of
howling by the millions of Howard fans. Especially
suited for the quiet spots where the star gazers
gather, the deck is easily taken to by the listener
and dance crowd alike. On the flip for the highly
touted "Now Is The Hour", it's Eddy wailing some
more soft stuff ably backed by a vocal combo.
Ops should remember the familiar note this side
rings — given an earing on this Howard
rendition and they are sure to remember it as a coin
caller. Both sides for some heavy Howard coin
we're sure you'll agree.

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

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

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

ON CHICAGO’S SOUTHERN SIDE!

1. I LOVE YOU
YES I DO
Bull Moose Jackson (King 4181)
On top of the heap again. Smash-
ing a zillion phone records for her
play.

35-30
Paul Williams Sextet
(Savoy)
The rise of this one points to con-
tinued play say the ops.

IF I DIDN’T HAVE YOU
Gladys Palmer
(Miracle 123)
Click chick Gladys Palmer with
another coin attraction.

UNION MAN BLUES
Andrew Tidds
(Aristocrat)
Oh whatta dilly. Ops peg this one
for the top mighty soon.

IT ALL DEPENDS
ON YOU
Hadda Brooks
(Modern 156)
Hadda Brooks continues to ride
the phonos heavily. Here she is in
the six spot this week.

WRITE ME A LETTER
The Ravens
(National 9038)
The Ravens roll and so does “Write
Me A Letter”. Ops still cashing in
with this one.

HASTINGS ST.
BOUNCE
Paul Williams Sextet
(Savoy 659)
Bounce beat of this ditty has it
bouncing coin into many a machine
say the ops.

WHAT’S THE USE
Roy Milton
(Specialty)
Catching coin galore report the ops.
with Roy riding hot’n heavy.

I CAN’T GIVE YOU
ANYTHING BUT LOVE
Rose Murphy
(Majestic 1204)
On the bottom, but still a hot item.

ROY MILTON
and his Solid Senders
- SP522 “KEEP A DOLLAR IN YOUR
POCKET”
- “MY BLUE HEAVEN”
- SP519 “ROY RIDES”
- “WHAT’S THE USE”
- SP518 “WILL ME "BIG FAT NANA"
- SP510 “TRUE BLUES”
- CAMILLE’S BOOGIE

JIMMY LIGGINS
and his Drops of Joy
- SP521 “CADILLAC BOOGIE”
- “TEARDROP BLUES”

PILGRIM TRAVELERS
and their “Walkin’ Rhythm” Spirituals
- SP306 “GOSPEL BOOGIE”
- “STRETCH OUT”
- SP305 "I’LL TELL IT"
- "I'M STANDING ON THE HIGHWAY"

Watch for Releases by These Artists on Specialty Records
- CAMILLE HOWARD
- NELSON ALEXANDER TRIO
- JIM WYNN & HIS GROOVE MASTERS

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
CHICAGO—The Fifteenth Annual Coin Machine Convention, held in Chicago this past week found the many music operators who convened here, literally raving at current conditions existing between themselves and the many recording companies.

Most vehement complaint of the operator was the quality of platters on the market today.

Mr. E. J. Pepper of Hereford, Texas stated to The Cash Box: "There isn't another magazine in the country who would dare print the operators story but The Cash Box. Altho their recent story pertaining to the South Dakota Operators Association report on the quality of records, perhaps in all cases does not coincide with other sections of the nation, the one glaring point made is that music ops, regardless of where they might be, are hard hit when it comes to quality in a recording."

"Needle costs are still high," he continued, "and when a music operator gets a poor recording, he also finds that he must change the needle in the machine also. A poor recording will wear the grooves of a record deeper, thus necessitating the change of the needle."

"Do the record manufacturers realize that music operators throughout the entire nation are 'loaded' with recordings? We have to continue to supply our machines with the latest songs, and in many instances, when we request a purchase of possibly fifty, the local distributor forces a greater amount of records upon us. Investments in automatic phonographs run quite high today, and since the automatic phonograph business represents a wide percentage of any disc jockey's sales, I firmly believe that the record manufacturer should bear with the music operator a bit more."

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JUKE BOX OPs HIT DISKERS—DEMAND BETTER QUALITY AND COOPERATION

Convention Finds Ops Hot; Tired Of Present Music

**STORMY MONDAY BLUES**

1. T-Bone Walker (Black & White 122)

2. Bull Moose Jackson (King 418"

3. Lucky Millinder (Decca 24182)

4. I CAN'T STOP IT

Jimmy Liggins (Specialty 520)

5. MY LOVE IS LIMITED

Amos Milburn (Aliada 201)

6. DOWN HOME BLUES

Joe Liggins (Exclusive 250)

7. BELL BOY BOOGIE

Todd Rhodes (Vitacoustic 1001)

8. ROCKING BOOGIE

Joe Lutcher (Specialty 301)

9. I CAN'T GIVE YOU ANYTHING BUT LOVE

Rose Murphy (Majestic 1204)

10. MONEY'S GETTING CHEAPER

Johnny Moore (Exclusive 257)

**TURNPIKE POLKA**

By The DON HENRY HARMONICA TRIO

REGENT RECORD No. 111

**Going Strong! "MY GUARDIAN IS MY SWEETHEART"**

by JOHNNY LANE

REGENT No. 107

REGENT RECORDS
1184 Elizabeth Ave., Elizabeth, N. J.

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

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators In New Orleans, La.
DeLuxe Increases Disk Releases To Insure Ops Of Platters

LINDEN, N. J. — Jules Braun, president of DeLuxe Record Co., this city, this past week announced that the platter had increased its release schedule of records, to insure music operators of a sufficient quantity of records for their machines.

In a memo to musical director Joe Liebowitz, Mr. Braun disclosed that the bi-monthly record release had been increased to five records.

According to our plan of supplying each operator with the type of music in his own territory, each release has been divided to contain music in the popular, hillbilly, race, western and foreign field. Masters are stacked up on such favorites as Ruth Wallis, Annie Laurie, Paul Gayten, Roy Brown, the Air Lane Trio, Ted Martin, Borah Minnevitch, and Emil Coleman. Some of the newcomers who will be heard on records for the first time are, Sylvia Sims, Ce Ce Kay, Whitey & Hogan, Pop Eley, Lost John Miller, Ziggy Lane and Vince Manning.

"We have also recognized the operator’s demand for two minute records", he continued, "and are releasing quite a number of them. In addition we are presently concentrating on giving the operator a better wearing quality recording."

Higgins Resumes West Coast Columbia Post

HOLLYWOOD, CAL. — Joe Higgins returned this past week to the west coast offices of Columbia Records, Inc., where he will resume his duties in charge of Artists and Repertoire activities in the Hollywood division of that company. Mr. Higgins has been in New York for the past several weeks, discussing various aspects of the California operation with Manie Sacks and other officers of the platter.

Columbia recently completed a new west coast plant which includes recording facilities, executive offices and record pressing machinery. The greatly increased recording activity necessitated the full time supervision of an experienced Columbia executive in the artist and rep field.

Consequently, Mr. Higgins, who had been serving in New York as assistant to Manie Sacks, was sent to the coast to direct the recording activity there.

Mr. Higgins will make his permanent home in California, and will continue to direct recordings on the coast for the Columbia plattery.

Thank You
FOR YOUR WONDERFUL SUPPORT IN 1947—
WE PROMISE YOU BIGGER MONEY MAKING RECORDS FOR 1948

500 E. 63rd STREET
CHICAGO 37, ILL.

OPERATORS — We are the exclusive distributors in the No. California-Wash.-Oregon Territory for DISC RECORDS (The Original Bop Label) Featuring DIZZY GILLESPIE—CHARLIE PARKER DODO MARMAROSA—ERROL GARNER Latest Release THE CHASE (Part One and Two) with DEXTER GORDON—GWARDELL GRAY SYD HELLER

MIRACLE RECORDS

Standard Songs are MONEY MAKERS!

Too-Ra-Loo-Ra-Loo-Ral "THAT'S AN IRISH LULLABY"
Recorded by BING CROSBY—Decca VANNY ROSS—Decca DENNIS DAY—RCA-Victor KATE SMITH—Columbia Published by: M. WITMARK & SONS

MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.
Big news of the week in folk and western music is the sensational attention focused on Snooky Lanson, who does a half hour show on WSM, Nashville, Monday thru Friday. Cause for all the excitement is none other than Paul Schubert, Mutual radio exec. Paul pressed a slew of disc jockeys recently thru an article appearing in the Saturday Evening Post, with particular emphasis on a host of big names. In the center of his barrage, we found this particular paragraph.

“One wet morning while driving thru Tennessee, I heard a good disc jockey on a Nashville station. His show was grand entertainment because he sounded alive and he knew his stuff. As far as I am concerned he was the only one in the whole United States that I really enjoyed listening to. The other, especially the name operators, sound so tired and jaded, speaking in suavely rotecd voices that used to be crisp when the old boys and girls were yesterday’s celebrities. They sound burned out and dull now . . .”

Bill Graham, head chief at WSM checked with Schubert and sent him an acetate of Snooky Lanson’s show. Ten minutes later, Graham informs us, Schubert called to tell Graham that Lanson was the jockey he was referring to.

We’re especially glad to see Snooky get this high rating. It is well to note the angle here, in that Lanson’s show is not as glamorized as many of the current jocks today. Keep going Snooky—we’re for ya.

Eec Hankins back from a p.a. tour thru Alabama and Georgia. We hear his song album is due for short release . . . Al Clauer doing an air show over KFIZ, Fort Worth . . . Bullet Records prepping a host of hot folk and western platters. Tommy Scott and Hollywood Hillbilly Jamboree cut eight sides for the Nashville discery. And speaking of Bullet and Nashville, Francis Craig’s “Near You” certainly put the spotlight on that city . . . The Franklin Brothers on WROM, Rome, Ga. . . . Grand Ole Opry Air Show really had a treat for the veterans at the Thayer General Hospital during this past Xmas. Many of the stars appearing toured the wards after appearing at an auditorium show . . . Hank Thompson has a great many Capitol platters all set for release we hear.

**Grateful Acknowledgment to THE NATION’S MUSIC MACHINE OPERATORS FOR THEIR SELECTION OF ROSALIE ALLEN as "No. 1 Girl Folk Recording Artist during 1947" — according to the Annual Automatic Music Poll conducted by "THE CASH BOX".**

**Just Released—**
- 1948 Money-Maker
  - "TAKE IT BACK and CHANGE IT FOR A BOY"
  - "NEVER TRUST A MAN"
  on RCA Victor 20-2608

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

Chicago was literally a beehive of activity this past week when the 15th annual coin machine convention was held at the Sherman Hotel with coinmen from all over the country pouring into town to attend this gala event. Juke box manufacturers were busy displaying their latest machines and believe us some of them are really eye-catchers. Many of the record companies were on handplugging their newest releases, discussing this and that about the record biz with other record manufacturers, operators, distros, music publishers, etc. Yes, convention time is the time for coinmen, record men, and music men to get together to greet their many friends and meet new people, a time to promote and stimulate business.

Many of the recording stars now in town visited the coin machine show, stopping over to The Cash Box booth to say hello. Just to mention a few: Freddy Nagel, Al Dexter, Fred Lowery, and Dorothy Rae, John Lawrence of Mercury, Dean Martin, and Eddy Arnold, winner of The Cash Box's Music Poll for his recording of the best Folk song ... Dropped up to the Aristocrat suite, spoke with Evelyn Aron who is very pleased over the sudden rise in popularity of their latest disk, “Union Man Blues” by Andrew Tidds. This tune is really going places on the south side jukes.

Saw Bob Thiele of Signature Records huddling with several well known music men ... Dick Bradley of Tower Records...plugging their latest hit “Melancholy” with Jack Owens ... Anne Perry and Hal Cook of Vitavoc's Public Relations office running around the convention hall spreading good cheer ... Maurie Hartman of Rytvoe Music pubbery visited The Cash Box suite to discuss their latest pop tunes with the music boys who dropped up there for a bit of gab fest ... Also, had a nice chat with Harry Link of the Leo Pelat pubbery ... George Olsen, band leader seen with Jim Bullett of Bullett Records, both very deep in conversation ... Ran into Milt Salstone of M. S. Distrib. Co., dashing here and there trying to do six different things at one time, busy guy this Milt.

Dorothy Shay, now appearing at the Boulevard Room of the Stevens being greeted by her many coinmen friends who stop in to say hello and thank her for a job well done on wax ... Wee Bonnie Baker now at the College Inn of the Sherman delights her audience with her rendition of pop tunes in her typical baby voiced manner ... Art Kassel and his orch make easy listening over at the Blackhawk, with Gloria Hart doing the vocals on the new Kassel creation, “Oh, What I Know About You”. Incidentally, be sure and give this number a listen, ope peg it for the top.

Well, another convention has rolled around and made up in the annals of the coin machine industry. People from all over the country have gathered here in Chicago to discuss their plans for the future. Next year’s show will find many changes in the record business with new recording stars, new methods and new ideas.

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

**DISC-HITS BOX SCORE**

**IN ORDER OF POPULARITY BASED ON WEEKLY NATIONAL SURVEY**

**COMPILED BY JACK "One Spot" TUNNIS**

**BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS—LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE.**

**CODE**

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<td>V-Teenage</td>
<td>TA-Vigor</td>
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**1-Ballerina**

Jan. 24 153.6 151.6 143.9

Jan. 17

Jan. 10

**How Soon**

Jan. 24 105.7 72.9 82.6

Jan. 17

Jan. 10

**3-Too Fat Polka**

Jan. 24 103.3 88.3 108.3

Jan. 17

Jan. 10

**4-Civilization**

Jan. 24 98.1 106.5 107.9

Jan. 17

Jan. 10

**5-Golden Earrings**

Jan. 24 75.4 68.1 55.3

Jan. 17

Jan. 10

**6-Serenade of the Bells**

Jan. 24 71.6 95.2 63.7

Jan. 17

Jan. 10

**7-I'll Dance Cake at Your Wedding**

Jan. 24 60.7 50.7 48.5

Jan. 17

Jan. 10

**8-Near You**

Jan. 24 45.9 54.2 72.8

Jan. 17

Jan. 10

**9-Do You**

Jan. 24 39.8 41.5 71.9

Jan. 17

Jan. 10

**10-Pass That Peace Pipe**

Jan. 24 29.9 33.5 35.6

Jan. 17

Jan. 10

**January 31, 1948**

- **Box Score Tabulation**
- **Top 10 Songs**
- **Music Industry News**

*Image source: www.americanradiohistory.com*
11—And Mimi
CA-466—THE DINNING SISTERS
Fun and Fancy Free
CO-37919—FRANKIE CARLE OR.
For Once In Your Life
DE-24172—DICK HAYMES
When I'm Not Near The Girl I Love
MA-7262—RAY DOREY
Freedom Train
M-01002—ART LUND
Jealous

12—Sierra Madre
CO-38024—RAY NOBLE ORCH.
Two Loves Have I
DE-24380—DICK HAYMES
Little White Lies
ME-5085—JOHN LAURENZ
I Understand
VI-20-2590—FREDY MARTIN ORCH.
Don't Call It Love

13—Whiffenpoof Song
CA-20131—THE PIED PIPERS
I Get The Blues When It Rains
DE-23981—LAWRENCE WEK ORCH.
Don't You Know
DE-23990—BING CROSBY
Kentucky Babe
DE-29121—WINGED VICTORY CHORUS
Army Air Corps
MA-7224—GEORGE PAXTON ORCH.
Streamliner
ME-5068—ART KASSEL ORCH.
SI-15013—MONICA LEWIS
The House I Live In
VI-10-1313—ROBERT HERRILL
Sweetheart Of Sigma Chi

14—Your Red Wagon
CA-450—THE STARLIGHTERS
Too Fat Polka
CO-37973—TONY PASTOR ORCH.
CO-23248—ANDREWS SISTERS
Too Fat Polka
MA-7275—RAY MCKINLEY
MG-10114—JACKIE PARIS TRIO
Skyline

15—Two Loves Have I
CO-38026—RAY NOBLE—BUDDY CLARK
Sierra Madre
DE-24623—GUY LOMBARDO ORCH.
They're Mine, They're Mine, They're Mine
ME-5064—FRANKIE LAINE
Put Yourself In My Place Baby
MG-10097—BILLY ECKSTINE
Feel That I Am
VI-20-2545—PERRY COMO
I Never Loved Anyone

16—Papa Won't You Dance With Me?
CA-471—SKITCH HENDERSON OR.
Put Yourself In My Place, Baby
CO-37931—DORIS DAY
Say Something Nice About Me
DE-24226—GUY LOMBARDO ORCH.
I Still Get Jealous
MG-10092—ART MOONEY ORCH.
SI-13166—ALAN DALE
I'll Hold You In My Heart
VI-20-2469—THE THREE SUNS

17—Corabelle
CO-37972—FRANKIE CARLE ORCH.
Who Were You Kissing
MA-1170—EDDIE HOWARD ORCH.
I'll Be There
MG-10130—THE KORN KOBBERS
The Dum Dot Song

18—Gonna Get a Girl
CA-15008—BENNY GOODMAN Sextet
Nagasaki
CO-37973—TONY PASTOR ORCH.
Your Red Wagon
MA-1184—RAY DOREY
I Never Loved Anyone
VI-20-2560—LARRY GREEN ORCH.
Song of New Orleans

19—So Far
CA-461—MARGARET WHITING
Lazy Countryside
CO-37883—FRANK SINATRA
A Fellow Needs A Girl
DE-24194—GUY LOMBARDO ORCH.
A Fellow Needs A Girl
ME-50796—THE SHELTON TRIO
Sentimental Rhapsody
MG-10085—JACK FINA ORCH.
Golden Earrings
SI-13106—ALAN DALE
Oh Marie
VI-20-2402—PERRY COMO
A Fellow Needs A Girl

20—My Old Flame
VI-20-2592—SPIRE JONES ORCH.
People Are Funnier Than Anybody

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21—Pianissimo

22—Ooh! Look-a There Ain't She Pretty

23—The Gentleman Is A Dope

24—I Wish I Didn't Love You So

25—I'm My Own Grandpa

26—Beg Your Pardon

27—A Fellow Needs A Girl

28—The Dum Dot Song

29—Loaded Pistols, Loaded Dice

30—Those Things Money Can't Buy

31—The Whistler

32—I Can't Give You Anything But Love

33—I Told Ya' I Love Ya'

34—I Have But One Heart

35—I Still Get Jealous

36—You're My Girl

37—At the Candlelight Cafe

38—Now Is The Hour

39—I'm Looking Over a Four Leaf Clover

40—in a Little Book Shop
Atlantic Platters
Bow Into Disk Field

Four new records by artists including top-ranking bass player Eddie Bafranski, leading all-star sextet of poll winners from Stan Kenton’s band; jive-stir, Bob Howard; vocalist Melrose Colbert; and the Tiny Grimes Quintet are announced as the initial releases of Atlantic Records, new platter firm with headquarters in New York.

Herb Abramson, who recently left National Records after four years as Artists and Repertoire chief for that platter, is President of the new firm.

Vice-President of Atlantic Records is Ahmet Ertegun, son of the late Turkish Ambassador to the United States. Nat Shapiro, formerly of Keynote Records, will handle the firm’s publicity.

Atlantic has set January 26th as the release date, for its first four records. Distribution has been set thus far mainly in east and mid-west key cities and the company is now seeking additional distribution in the South and western territories.

NEW YORK — Rosalie Allen’s latest RCA-Victor platter, “Take It Back And Change It For A Boy”, will have a novel promotion tie-up. Major domo Steve Scholes at Victor, discloses that the platter will pass out a plastic baby doll to disc jockeys, distributors and key operators as a promotion gimmick.

Angle here is that Rosalie Allen will be giving birth this coming May. Miss Allen has given permission to have the event publicized in conjunction with the release of the record.

More power is added when you flip the platter and come up with “Never Trust A Man”—her hubby Malcolm McGlasson is such a nice guy.

RCA-Victor, highly regarded by many in music circles as a more conservative platter when it comes to promotion gimmicks, is scheduled to release the platter early next month.

Miss Allen, who was scheduled to appear at the RCA-Victor display booth during the recent Coin Machine Convention, failed to appear due to other commitments. Eddy Arnold, winner of The Cash Box music “oscars” planed in on Wednesday.

Greetings:

To CMI’s MUSIC OPERATORS (The Hit Makers)
You’re Starting the New Year Right for Us with These HITS —
"I’M A LONELY LITTLE PETUNIA"
(IN AN ONION PATCH)

Recorded by
DICK "Two-Ton" BAKER on Mercury Record No. 5083
LAWRENCE WELK on Decca No. 24197
TOMMY TUCKER on Columbia (soon to be released)
THE HAPPY GANG on Embassy No. 1001
and
"GIN RUMMY POLKA"
Recorded by AL STUART on Embasy No. 1004
Also on TOWER RECORDS (soon to be released) Watch for Announcement from the House that gave you "CHOO CHOO CH” BOOGIE"

RYTVOC, Inc.
1585 BROADWAY
NEW YORK, N. Y.
DEANNA BARTLETT

ARKADIA RECORDS
The Operators Friend "Our SPECIALS"
AP1795—THAT OLD SWISS Chalet in THE ROCKIES
AP1797—IN MY HEART THERE'S Part OF THE PRAIRIES
AP400—JUST TO MAKE A LITTLE JEEP GO
1782—HONEY, YOU CAN'T FOOL ME ANYMORE
1783—KENTUCKY GAG
JUST RELEASED on small emphasis Irish Songs
ARKADIA RECORDS
4622 CASS AVE. DETROIT 2, MICHIGAN
ARKADIA QUALITY and Accuracy Start-
ing and Cut-Off Guarantees The Operator Un interrupted Service.

I'M MY OWN
GRANDPA
Lonz & Oscar
(Victor 20-2561)

BUBBLES IN MY BEER
Bob Wills
(MGM 10116)

THE KIND OF LOVE I CAN'T FORGET
Bob Wills
(Columbia 37926)

SIGNED, SEALED AND DELIVERED
Cowboy Copas
(King 6581)

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

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

NEVER TRUST A WOMAN
Red Foley
(Decca 46074)

DIXIE CANNONBALL
Gene Autrey
(Columbia 37963)

B-ONE BABY
Cliffie Stone
(Capitol 40061)

HUMPTY DUMPTY HEART
Hank Thompson
(Capitol 40065)

EASY ROCKIN' CHAIR
Roy Acuff
(Columbia 37961)

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

and these other juke box favorites...

WHERE THE MOUNTAINS MEET THE MOON

Bob Hannon Apollo No. 1100
Eddie Duchin Columbia
Artzy Fudget Crown No. 149
Red Foley Decca No. 46110
Tommy Tucker Okeh No. 6236
King Sisters RCA-Victor No. B11099

IF I HAD MY LIFE TO LIVE OVER

YOUR HEART AND MINE
Bob Hannon Apollo No. 1097
Vic Damone Mercury (To Be Released)

THE THINGS YOU WANT THE MOST OF ALL
Brooks Bros. Decca No. 24287

BREAD AND GRAVY I WON'T MARRY YOU NO MORE
The Jesters Apollo No. 1096 A & B

YOUR HEART AND MINE
Bob Hannon Apollo No. 1097
Vic Damone Mercury (To Be Released)

THE THINGS YOU WANT THE MOST OF ALL
Brooks Bros. Decca No. 24287

BREAD AND GRAVY I WON'T MARRY YOU NO MORE
The Jesters Apollo No. 1096 A & B

THE YUK-A-PUK SONG NO MONEY
Mersey Amsterdam Apollo No. 1095 A & B

LITTLE SMALL TOWN GIRL

Buddy Weed Trio MGM (To Be Released)
Larry Vincent Pearl (To Be Released)
Delta Rhythm Boys RCA-Victor No. 20-2588

I'M SO LONESOME I COULD CRY

Johnny Stone Apollo No. 1099
Clark Dennis Capitol (To Be Released)
Andy Kirk-Jubilaires Decca No. 18916
Buddy Weed Trio MGM No. 10849
Gordon MacRae Walter Gross Musicraft No. 15084

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Mersey Amsterdam Apollo No. 1095 A & B

* GENERAL MUSIC PUBLISHING CO., INC.

100 MADISON AVENUE, NEW YORK, N.Y.

* * * * * It's A Five Star General Song * * * * *
REP. KEARNS URGES ROYALTY BE PAID ON “CANNED MUSIC”

House Move Begun To End Recording Ban; Rep. Kearns To Propose Distinction Of Records Made For Home & Commercial Use

WASHINGTON, D. C. — Representative Carroll D. Kearns, Republican of Pennsylvania, proposed this past week that James C. Petrillo, president of the American Federation of Musicians, be permitted to collect a special royalty on “commercial phonograph records” as a solution to his dispute with the recording and radio industries.

Mr. Kearns, a member of the AFM, said during House Labor Committee hearings that he would introduce a bill this coming week which would do the following:

Amend the copyright laws to make a distinction for the first time between records made for home use and for commercial purposes. The use in “juke boxes” or in “canned” radio programs of any record stamped “for home use only” would be prohibited.

Permit payment of a royalty to musicians who make commercial records. The royalty would be used in whole or in part to finance a welfare fund for unemployed musicians. The royalty provision would bypass the Taft-Hartley Law’s ban on use of royalties for the benefit of any person other than those who actually made the recording.

The royalties would not go to Mr. Petrillo directly. They would be paid by the recording companies to the musicians making the records. It would be up to Mr. Petrillo to arrange with these members to turn over enough of the funds to the union to finance the welfare plan.

Mr. Petrillo’s lawyer, Milton Diamond, testified today that musicians had been put in the position of “sowing the seeds of destruction of musicians”. For example, he said, “canned music” produced by a few thousand musicians was being used by radio, television and even the movies to throw thousands more out of their jobs.”

He was particularly bitter about the radio industry. He said that its officials had promised musicians a “share in the feasts”. In the early days of radio, but that musicians in the last ten years have had to “fight for scraps”.

Earlier this past week, Mr. James W. Murray testified before the committee on behalf of six phonograph record manufacturers. In speaking of the Taft-Hartley law, Mr. Murray stated that his company was prepared to continue royalty payments, if the new law did not specifically prevent it.

The committee has heard testimony this past week from a great many associated with the music and radio industries, including television and frequency modulation operators, broadcasting associations, record manufacturers and their representatives and electrical transcription companies.

Altogether the proposal by Rep. Kearns calls for the payment of the royalties mentioned to be paid by the recording companies, many in the industry firmly believe that another proposal calling for the payment of royalties by the juke box industry would be raised.
Vitacoustic Tests To Hypo Disk Sales

CHICAGO—That "new look" in music for 1948 will be translated in terms of new sound for record fans in spite of the Petrillo ban on new recordings, it was revealed today.

The announcement was made in connection with the conclusion of the $50,000 contract by Vitacoustic Records, Inc. of Chicago to do nation-wide research on 100 numbers it will release in the coming months. Research Services, Inc. of Denver has been retained to do the research.

Techniques used for years in market research will be employed in the new music studies which are being adapted in the interest of better records for record fans for the first time. Vitacoustic and Research Services have been testing the techniques which would "reveal record buyers' tastes in tunes" for the past six months under the direction of William McPhee, vice-president in charge of research.

"This is the time, in our judgment, to make friends among the record buyers," Lloyd G. Garrett, President of Vitacoustic, stated, in announcing that his firm would be the first to find out what record fans want to hear and when they want to hear it. "The tendency to let down on quality and selections of recorded numbers during the Petrillo ban is likely to be strong. We feel that this is the greatest mistake which record manufacturers could make and in order that record buyers continue to get better rather than poorer numbers during this time, we have decided to test every number before it is released."

Pilot studies have been made in the Denver market area during the past six months with good success, according to Edward D. Whittlesey, official of Research Services who was present in Chicago for the conclusion of arrangements with Vitacoustic. Some of the preliminary problems of selecting the proper cross section of true record fans, of correlating test results with sales, and of framing test procedures and questions have been partially solved through the use of the local pilot studies, Whittlesey said. No fine accuracy of sales forecasts is expected for some time, both Vitacoustic and research Services agreed, but the procedure has definitely advanced to the stage of practical usefulness.

"No tricks involved" Whittlesey emphasized to reporters present at the Chicago meeting, explaining that in the last analysis, decisions will be made simply on the majority reaction of record fans across the nation to the tune, arrangement, and artists of each record side tested. A number of supplementary studies, however, are planned to get the reaction of disc jockeys, wholesalers and retailers to individual sides, and also a great deal of experimental work both to learn more about record tastes and to improve the consumer testing operation.

Among the biggest problems anticipated, according to the discussions at the Chicago office of Vitacoustic, were ones of determining "repeated-hearing" or "plugging" effect on different tunes and arrangements and also problems of determining where, how, and among what types of people a potential hit gets its first impetus.
Greetings to the C.M.I.
"THE HIT MAKERS"
You’re Starting the New Year off Right for us with these HITS
"ROSALINDA"
RECORDED BY
DICK THOMAS on Decca No. 46114
RED BENSON on Rainbow No. 10033
AL STUART on Embassy No. 1005-P
"IF I DIDN’T HAVE YOU"
Recorded by ALAN GERARD on National No. 7019
"I DON’T WANT TO SET THE WORLD ON FIRE"
Recorded by THE RED CAPS on MERCURY No. 6052

CHICAGO—The Cash Box roving photographer caught the many diskers, artists, distributors and music publishers pictured above, during the Fifteenth Annual Coin Machine Convention, held in Chicago this past week.

Pictured above, reading from top left down:
Irving Katz, Lorraine Reagen of Apollo Records, Inc.

Reading from top right down:
Nat Cohn, Earl Winters, Bob Thiele, Larry Shelton, Clarence Cock at the Signature Records suite.
George Olsen, John Haddock and Harry Link.

The Decca record distributing group all huddled at the Decca suite.

Jim Bullett, “Nat” Cohn and George Olsen on the convention floor.

GREATERTHANEVER!
FRANKIE L AINE
SINGS TWO WONDERFUL TUNES
"TWO LOVES HAVE I"
AND
"PUT YOURSELF IN MY PLACE BABY"
Mercury Celebrity Series No. 5064

EDDIE “Mr. Cleanhead” VINSON
World’s greatest blues
singer and his orchestra
Exclusive MERCURY Recording Artist

CURRENT HIT!!
"OIL MAN BLUES"
"WANDERING MIND BLUES"
Mercury No. 5067

Universal Attractions • 341 Madison Ave., N. Y.
www.americanradiohistory.com
Electric Cigarette, Cold and Hot Drink, Popcorn, Candy, Ice Cream, Gum, Sanitary Supplies, Medicinal Vendors shown. Manufacturers Display Scales, Shoe Shine Machines.

CHICAGO—Automatic merchandise machines played a large part in the success of the CMI Convention at the Hotel Sherman Jan. 19 to 22. The original reservations for vendors for cockpit and floor space were sold up to the opening day of the show, and then after the show got under way, several more vendors of various types were put on view.

The merchandise machines on display ranged from ice peanut and gum vendors to cigarette machines, cigars machines, popcorn machines, drink vendors, ice cream vendors, hot coffee machines, and aspirin machines. Many service machines were exhibited, including scales, coin changers, sanitary napkin machines, stamp vendors, and shoe shining machines. In addition the suppliers of merchandise had attractive booths for the operators to look at.

It was estimated that approximately 30% of the display booths were occupied by these manufacturers and suppliers. Executives of these firms expressed their satisfaction with the reception of their equipment, and stated that they received many substantial orders for immediate and future deliveries.

The merchandise machine exhibitors took advantage of the situation and used it as a means of sampling their merchandise. Visitors were walking around the floors munching on popcorn, candy and ice cream bars, and were stopping off at the soda and coffee booths for either a cold or hot drink.

While many of the merchandise manufacturers were exhibiting their particular type of machine, other manufacturers of varied lines, such as Bally, Watling, Jennings, Gretchen, and Mills Industries had their automatic merchandise and service equipment on display. Other manufacturers of varied lines invited their operators out to visit their factories in town, where they ran open houses.

Operators from all the country who have been operating other types of machines were greatly interested in the merchandise machines, as they stated that it was their intention to implement their present routes with these machines. Many others who have already set up diversified operations featuring every type of machine operation, were ready to purchase several of the vendors which was brought to their attention for the first time at the convention.
BISCUIT VENDORS

Carnwood Metal Co.
5c Biscuit

5c Biscuit

Stalter Distrib., Inc.
5c Nils, 9 Col., 125 Cap. — 115.00

BOTTLE VENDORS

American Vendors, Inc.
Bottle Dispenser

Autorenk Co.
Bottle Dispenser

Bastian-Blessing Co.
Bottle Vendor

Bernits Mfg. Co.
Bottle Vendor

California Aircraft Eng. Co.
Bottle Vendor

Carton Cooler Co., Inc.
Bottle Vendor

Dispensers, Inc.
Bottle Dispenser

General Vend. Mach. Corp.
Bottle Vendor

Bottle Vendor

Ideal Dispenser Co., Inc.
Model 300B Beverage Vendor, 6 oz. to 12 oz., 5c or 10c coin unit — $285.00
Model 300B with 6c, 7c, 11c or 12c coin unit — $294.00

F. L. Jacobs Co.
Bottle Vendor

Kalvo Vendors, Inc.
Kalvo Quad (144 Bottle Cap)

Mills Industries, Inc.
Bottle Vendor

Portable Elevator Mfg. Co.
Bottle Vendor

Selectivend Corp.
Bottle Vendor

Stewart Products Corp.
Bottle Vendor

Tip Corp of America
Bottle Vendor

U. S. Vend. Corp.
Bottle Dispenser

Hydro Silica Corp. (Vendall Div.)
Bottle Vendor

Vendo Co.
Bottle Vendor

Vendolator Mfg. Co.
Bottle Vendor

Westinghouse Electric Corp.
Bottle Vendor

BULK VENDORS

Adams-Feley Corp.
"Cash-Tray" 5c Bulk Nut Vendor, Cap. 1½ lbs. — "Cash-Tray" 1c-5c Bulk Nut Vendor, 3 on Stand

Advance Machine Co.
1c Bulk Nut & Candy
5c Bulk Nut & Candy

ALBANO & CO., INC.
"Vikinen" 5c Bulk Candy

ANDREW & CO.
Bulk Nut & Candy

ASEO VEND. MACH. EXCH.
Bulk Nut & Candy

ATLAS MFG. & SALES CO.
Bulk Nut & Candy

COLUMBUS VENDING CO.
Mod. 46, 1c Bulk Nut & Candy
Mod. 46G, 1c Ball Gum
Mod. 46Z, Bulk Nut, Candy, Charms

FIELDING MFG. CO.
Bulk Nut & Candy

FORD GUM & MACH. CO.
Ball Gum

U. C. GRANDBOIS CO.
Bulk Nut & Candy

HANCOCK MFG. CO.
Bulk Nut & Candy

HAWKINS MFG. CO.
Bulk Nut & Candy

HOLL-WARE MFG. CO.
Bulk Nut & Candy

MILLS AUT. MFG. CORP.
1c Boxed Nut & Candy, 4 Col.

MUNRO-MATLOCK CO.
Bulk Nut & Candy

NORRIS MFG. CO.
1c Master Nut, Candy
5c Master Nut, Candy

NORTHEASTERN CORP.
Mod. 40, 1c Bulk Nut, Candy & Ball Gum
Mod. 33, 1c Bulk Nut, Candy & Ball Gum
Mod. 39, 1c Bulk Nut, Candy & Ball Gum
"28 Ball Gum"
"Deluxe" 1c/5c Bulk Nut
"Deluxe" 1c Bulk Nut
"Deluxe" 6c Bulk Nut

ROYAL MFG. CO.
Bulk Nut & Candy

SILVER KING CORP.
"Prize King" 2 for 5c, 2 for 1c, Bulk Gum Vendor

R. D. SIMPSON CO.
Bulk Nut & Candy

VICTOR VEND. MACH. CO.
Mod. V, Nut, Charms, Ball Gum
Mod. K, Nut, Charms, Ball Gum

CANDY BAR VENDORS

Advance Mach. Co.
1c-5c Candy Bar

ALBANO & CO., INC.
5c Charms without Base
5c Charms with Base
5c Life Saver without Base
5c Life Saver with Base
5c Gum, Charms, Life Saver Combination

AMERICAN VEND. CO.
"Vendit" Candy Bar

ANDREWS & CO.
Candy Bar

AUTOMATIC CANTEEN CORP.
5c Candy Bar

COAN MFG. CO.
5c Candy Bar

KAYEM PROD. CO., INC.
5c Candy Bar

SHIPMAN MFG. CO.
5c Candy Bar

STEWART PROD. CORP.
5c Candy Bar

U-SELECT-IT standard 74 (74 Bar Cap.) — 94.00

"Candy Salesman" 5 Col., 105 Cap.

National Vendors, Inc.
Mod. 8CE, 8 Col., Elect., Console Type

Rose Mfg. Co., Inc.
5c Candy Bar

Shipman Mfg. Co.
5c Candy Bar

Stewart Vendors of Cal., Inc.
5c Candy Bar

Stewart Prod. Corp.
"Kandy-King" 9 Col., Candy & Gum, 240 Cap.

Stoner Mfg. Corp.
Junior Wall Mod., 6 Col., 102 Cap.
Junior Fl. Mod., 6 Col., 102 Cap.
Senior Fl. Mod., 6 Col., 102 Cap.
Deluxe Theatre Mod., 8 Col., 160 Cap.
Dual Deluxe Theatre Mod., 16 Col., 320 Cap.
Triple Deluxe Theatre Mod., 24 Col., 480 Cap.

U. S. VEND. CORP.
5c Bulk Refrigerated Candy Vendor

Vendall Co.
Vendall 8 Col., 129-248 Cap.
Vendall 5 Col., 75-156 Cap.

Vendors, Inc.
5c Candy Bar

CHEWING GUM - 1c

Albano & Co.
1c Gum Vendor

G. Y. Corp.
1c Adams Tab Gum Vendor

Kayem Prod. Co.
1c Tab Gum

1c Adams Tab Gum, 6 Col.

Pulever Co.
1c Pulever Tab Gum

Stewart Prod. Corp.
1c Tab Gum

CHEWING GUM - 5c

Automatic Canteen Co.
5c Pack Gum

Bill Fryer Advanced
5c Pack Gum

Coan Mfg. Co.
5c Pack Gum

Kayem Prod. Co., Inc.
5c Pack Gum

Shipman Mfg. Co.
5c Pack Gum

Stewart Prod. Corp.
5c Pack Gum

www.americanradiohistory.com
CIGARETTE MACHINES

Compton Co.
Cigarette

C-8 "Elector" 8 Col. Console Electric 222.50

Front Vend. Mach. Corp.
Cigarette

General Coin Prod. Co.
Cigarette

Lehigh Foundries
PX-8 Col., 340 Cap., Mechanical PX-10 Col., Mechanical

J. H. Kenney & Co.
DeLuxe Electric 9 Col.

National Vendors, Inc.
Mod. 9E, Electric 321.70
Mod. 9M, 9 Col., Manual Mod. 9EC, 9 Col., Elect, Console Type

Rose Mfg. Co., Inc.
"Crusader" 8 Col. 145.75
"Crusader" 10 Col. 162.25
"Diplomat", Electric with Coin Changer

Stewart Prod. Corp.
"Dominator" 8 Col., Elec. with Change Maker

U-Need-A Vendors, Inc.
"Monarch" 6 Col., Mech. 149.00
"Monarch" 6 Col., Mech. 169.80
7 Col., Elec. 476 Cap.
9 Col., Elec. 612 Cap.

CIGARETTE CHANGERS

A.B.T. Mfg. Corp.
Coin Changer

Bell Prod. Co.
Beacon Coin Changer
Beacon Jr. Coin Changer

Coin-A-Matic Cashier, Inc.
Coin Changer

Douglass Mfg. Co., Inc.
Elec. Coin Changer
Mech. Coin Changer

Front Vend. Mach. Corp.
Coin Changer

Johnson Fast Box Co.
Coin Changer

Mills Industries, Inc.
Coin Changer

National Rejectors, Inc.
Elec. Coin Changer

Universal Coin Changer Corp.
Coin Changer

Vendo Co.
Mech. Coin Changer (400 Cap)

COFFEE VENDORS

Automatic Canteen Co.
5c Hot Coffee

Bert Mills Corp.
Hot Coffee 540.00

Coffee Vendors of America
Hot Coffee

Knapsey Devices
Hot Coffee

Lyneman Mfg. Co., Inc.
Hot Coffee

Manning & Lewis
Hot Coffee

Rudd-Melkian, Inc.
"Kwik-Kafe"

CUP DRINK VENDORS

American Vend. Corp.
Cup Dispenser

American Vendors, Inc.
Cup Dispenser

Automatic Canteen Co.
3 Drink Disp.

Automatic Syrup Corp.
Mills Beverage Disp., 400 Cup Cap.

C. C. Bradley & Son
2 Drink Disp., 800 Cup Cap.

Cup Dispenser

Dispensers, Inc.
"Vicdor" 2 Drink Disp., 1000 Cup Cap.

Drink-O-Mat Inds., Inc.
2 Drink Disp., 1000 Cup Cap.

Ex-Cell Prod. Corp.
2 Drink Disp., 800 Cup Cap., 1,595.00

Interstate Eng. Corp.
Cup Dispenser

Lion Mfg. Corp.
Pepsi-Cola Disp., 1,200 Cup Cap.

Natl' Aut. Disp., Inc.
Cup Dispenser

HOT NUT VENDORS

Alkuno & Co., Inc.
"Viknor" 5c Hot Nut

Aseo Vend. Mach. Exch.
5c Hot Nut

Manro-Matlock
5c Hot Nut

Silver King Corp.
5c Hot Nut

Tropical Trad. Co.
5c Hot Nut

White Mach. Co.
5c Hot Nut

Dairy Dispensers

Ex-Cell Corp.
Dairy Disp.

Ideal Dispenser Co., Inc.
Mod. 300, Milk Bottle, 5c or 10c
Coin Unit $25.00
Mod. 300, Milk Bottle, 6c, 7c, 11c or 12c coin unit 294.00
Model 300, Milk Container, 5c or 10c Coin Unit 295.00
Mod. 300, Milk Container, 6c, 7c, 11c or 12c Coin Unit 304.00

O. D. Jennings & Co.
Dairy Drink Disp.

Kalva Vendors, Inc.
Kalva "Quad"

Milk-O-Mat Corp.
Dairy Drink Disp.

Selector Prod. Co.
Dairy Drink Disp.

RAILWAY RESOLVED

"A.M. (Automatic Merchant's) BLUE BOOK" LISTS ALL MANUFACTURERS OF AUTOMATIC MERCHANDISE MACHINES; THE PRODUCTS THEY PRODUCE; A SHORT TRADE DESCRIPTION OF THOSE PRODUCTS WHICH ARE LISTED IN THEIR OWN SPECIAL CATEGORIES; AS WELL AS THE PRICE OF EACH INDIVIDUAL MACHINE. ADDRESSES OF ALL MANUFACTURERS LISTED CAN BE OBTAINED BY ADDRESSING: The Cash Box, 318 Fourth Avenue, New York (16) N. Y.
VENDORS VIEWED IN PICS

The Cash Box Page 32 January 31, 1948

MORE SHOW PICS IN NEXT ISSUE OF THE CASH BOX

EARN 100 to 600% Per Year for the Next 20 Years (or longer) with IDEAL SCALES

Forget about service calls and repairs. Ideal Scales are built to last. This is why...

• Cash Box holds $50.00 in pennies.
• 5-Year factory guarantee.
• Porcelain finish (not paint).
• Approved by Dept. of Weights and Measures.
• Only one weight for each penny.
• Screw-type Cash Box.
• Jam-proof Coin Mechanism.

Write today for full details.

The Machine With a Heart

THE LANDIS "Aristocrat"

The World's Finest Automatic Popcorn Vendor

Acclaimed The "HIT POPCORN MACHINE"
At The CMI Show

Exclusive State and Territorial Franchises Still Open FOR QUALIFIED DISTRIBUTORS

LOCAL OPERATING CONTRACTS are open in States not covered by Distributors. Contact us direct for a contract or for the name of the nearest Distributor in your territory.

Call for One of Our TRAVELING REPRESENTATIVES NEXT WEEK MAY BE TOO LATE IN YOUR TERRITORY

PHONE—WIRE—WRITE TODAY


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

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>A.M.I.</td>
<td>$897.50</td>
</tr>
<tr>
<td>Automatic Hostess Complete</td>
<td></td>
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<tr>
<td>20 Station Unit</td>
<td>$14,800.00</td>
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<table>
<thead>
<tr>
<th>HIDEAWAY CAB. W/Select Play Mech.:</th>
<th>Price</th>
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<tbody>
<tr>
<td>W/Amplifier &amp; Remote Volume Control</td>
<td>$515.00</td>
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<table>
<thead>
<tr>
<th>HIDEAWAY CAB. W/Continuous Play Mech.:</th>
<th>Price</th>
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<tbody>
<tr>
<td>W/Amplifier and Remote Volume Control</td>
<td>$482.50</td>
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<tr>
<td>W/Amplifier—No Remote Volume Control</td>
<td>$470.00</td>
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<tr>
<td>Complete—No Amp, No Volume Control</td>
<td>$410.00</td>
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### AIRCON

<table>
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<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Coronet 400</td>
<td>$495.00</td>
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<tr>
<td>Rouncedetshell</td>
<td>699.50</td>
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<tr>
<td>Super DeLuxe</td>
<td>699.50</td>
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<tr>
<td>Fiesta DeLuxe</td>
<td>699.50</td>
</tr>
<tr>
<td>Trio (Wall Box)</td>
<td>68.50</td>
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<tr>
<td>Sole (Wall Box)</td>
<td>46.50</td>
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<tr>
<td>Impresario (Speaker)</td>
<td>$42.27</td>
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<tr>
<td>Melodeon (Speaker)</td>
<td>52.97</td>
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<tr>
<td>Carillean (Speaker)</td>
<td>56.18</td>
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### FILBEN

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>Mirrolo Cabinet</td>
<td>$25.00</td>
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<tr>
<td>30 Selection Slowaway Mech.</td>
<td>280.00</td>
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### BUCKLEY

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>Music Box</td>
<td>25.00</td>
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### MILLS INDUSTRIES

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<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Constellation</td>
<td>795.00</td>
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### PACKARD MFG. CORP.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>Manhattan Phonograph</td>
<td>$1,000.00</td>
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<td>Pla Mor Phonograph</td>
<td>775.00</td>
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<tr>
<td>Hideaway (Model 400)</td>
<td>450.00</td>
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<tr>
<td>Wall Box (Butler)</td>
<td>39.95</td>
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<tr>
<td>1900 Spring (Paradise)</td>
<td>195.00</td>
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<tr>
<td>Wall Box (Butler 10c)</td>
<td>41.95</td>
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<tr>
<td>950 Speaker</td>
<td>57.50</td>
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<tr>
<td>650 Speaker</td>
<td>15.00</td>
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<tr>
<td>Spot Reflector</td>
<td>8.50</td>
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### PERSONAL MUSIC CORP.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>Measured Music Boxes, 5c-10c</td>
<td>35.00</td>
</tr>
<tr>
<td>Studio Amplifiers</td>
<td>569.00</td>
</tr>
<tr>
<td>Studio Timing Control Unit</td>
<td>235.00</td>
</tr>
<tr>
<td>Master Power Supply Units</td>
<td>148.00</td>
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### ROCKOLA

<table>
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<tr>
<th>Model</th>
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<tbody>
<tr>
<td>1422 Phonograph (Net)</td>
<td>728.00</td>
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<tr>
<td>1424 Playmaster</td>
<td>440.00</td>
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<tr>
<td>Model 1807 Modern Carver Sprk.</td>
<td>107.50</td>
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<tr>
<td>Model 1906 Remote Volume Control</td>
<td>85.00</td>
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<tr>
<td>Model 1530 Wall Box</td>
<td>39.50</td>
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<tr>
<td>Model 1603 Wall Speaker</td>
<td>42.50</td>
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<tr>
<td>Model 1606 Tonette Wall Speaker</td>
<td>21.50</td>
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<tr>
<td>Model 1608 Tone-D-Lier Speaker</td>
<td>65.00</td>
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<td>Model 1677 Tonette Wall Speaker</td>
<td>19.75</td>
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<tr>
<td>Model 1531 Deluxe Bar Bracket</td>
<td>$8.25</td>
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<tr>
<td>Model 1533 Universal Box Bracket</td>
<td>3.00</td>
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<tr>
<td>Model 1795 Wall Box Line Booster</td>
<td>16.35</td>
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### SCOTTO MUSIC CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>Music Master Cabinet</td>
<td>399.50</td>
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<tr>
<td>Melody Master Cabinet</td>
<td>399.50</td>
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<tr>
<td>Remote Master Cabinet</td>
<td>389.50</td>
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### SEEBURG

<table>
<thead>
<tr>
<th>Model</th>
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<tr>
<td>147-M Symphonola w/remote control</td>
<td>875.00</td>
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<td>147-S Symphonola</td>
<td>805.00</td>
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<tr>
<td>H-147-M RC Special</td>
<td>525.00</td>
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<tr>
<td>Wireless Wallomatic</td>
<td>28.50</td>
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<tr>
<td>Wired Wallomatic</td>
<td>46.50</td>
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<tr>
<td>5-10-25c Wireless Volume</td>
<td>75.00</td>
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<tr>
<td>5-10-25c Wired Wallomatic</td>
<td>62.50</td>
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<tr>
<td>Teardrop Speaker</td>
<td>19.55</td>
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<tr>
<td>Teardrop Speaker w/volume control</td>
<td>22.50</td>
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<tr>
<td>Recess Wall &amp; Ceiling Speaker</td>
<td>18.00</td>
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<tr>
<td>Mirror Speaker</td>
<td>49.50</td>
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<tr>
<td>Duo Volume 7 Control</td>
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<tr>
<td>Power Supply</td>
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<tr>
<td>Master Amplifier</td>
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<tr>
<td>Master Selection Receiver</td>
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<td>Wired Master Selection Receiver</td>
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<tr>
<td>Electric Selector Volume Control</td>
<td>38.00</td>
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<tr>
<td>Remote Speaker Amplifier</td>
<td>44.20</td>
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<tr>
<td>Tone Control Drum for 147-S</td>
<td>60.50</td>
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### SOLITONE CORP.

<table>
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<tr>
<th>Model</th>
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<tr>
<td>Leveling Pre-Amplifier</td>
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### PINS

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<th>Model</th>
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<tbody>
<tr>
<td>BALLY NO. 77</td>
<td>$289.50</td>
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<tr>
<td>CHICAGO COIN</td>
<td>65.00</td>
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<tr>
<td>EDELMAN AMUSE.</td>
<td>148.50</td>
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<tr>
<td>Tin Pan Alley</td>
<td>196.50</td>
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<tr>
<td>GREAT GAMES, INC</td>
<td>499.50</td>
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<tr>
<td>Teleroll</td>
<td>499.50</td>
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<tr>
<td>GEO. PONSER CO.</td>
<td>495.00</td>
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<tr>
<td>Hawaii Roll-Down</td>
<td>395.00</td>
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<tr>
<td>ONE-BALLS</td>
<td>375.50</td>
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<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>BALLY Jockey Special</td>
<td>645.00</td>
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<tr>
<td>Jockey Club</td>
<td>645.00</td>
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### COUNTER GAMES

<table>
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<th>Model</th>
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<tbody>
<tr>
<td>Bally Hit Down</td>
<td>499.50</td>
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<tr>
<td>Edelemen Amuse.</td>
<td>395.00</td>
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<tr>
<td>Tin Pan Alley</td>
<td>196.50</td>
</tr>
<tr>
<td>Great Games, Inc</td>
<td>499.50</td>
</tr>
<tr>
<td>Teleroll</td>
<td>499.50</td>
</tr>
<tr>
<td>Geo. Ponsen Co.</td>
<td>495.00</td>
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<tr>
<td>Hawaii Roll-Down</td>
<td>395.00</td>
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<tr>
<td>Williams Mfg. Co.</td>
<td>375.50</td>
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### ROLL DOWNS

<table>
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<th>Model</th>
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<tbody>
<tr>
<td>Bally Hit-Down</td>
<td>499.50</td>
</tr>
<tr>
<td>Bally Jockey Special</td>
<td>645.00</td>
</tr>
<tr>
<td>Bally Jockey Club</td>
<td>645.00</td>
</tr>
<tr>
<td>Great Games, Inc</td>
<td>499.50</td>
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<tr>
<td>Teleroll</td>
<td>499.50</td>
</tr>
<tr>
<td>Geo. Ponsen Co.</td>
<td>495.00</td>
</tr>
<tr>
<td>Hawaii Roll-Down</td>
<td>395.00</td>
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<tr>
<td>Williams Mfg. Co.</td>
<td>375.50</td>
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<table>
<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Bally Hit-Down</td>
<td>499.50</td>
</tr>
<tr>
<td>Bally Jockey Special</td>
<td>645.00</td>
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<tr>
<td>Bally Jockey Club</td>
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### MANUFACTURERS NEW EQUIPMENT

- ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

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www.americanradiohistory.com
BELLS

BELL-O-MATIC CORP.
5c Jewel Bell ........................................... 248.00
10c Jewel Bell ........................................... 253.00
25c Jewel Bell ........................................... 253.00
50c Jewel Bell ........................................... 338.00

GROETCHEN
Columbia Twin JP ....................................... 145.00
Columbia DeLuxe Club ................................ 299.50

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

O. D. JENNINGS
5c Std Chiefs ............................................ 269.00
10c Std Chiefs ........................................... 279.00
25c Std Chiefs ........................................... 289.00
5c Bronze & Std Chiefs ................................ 399.00
5c DeLuxe Club Chiefs ................................ 299.00
10c DeLuxe Club Chiefs ................................ 399.00
25c DeLuxe Club Chiefs ................................ 319.00
25c DeLuxe Club Chief ................................ 429.00
5c Super DeLuxe Club Chief ............................ 324.00
10c Super DeLuxe Club Chief ......................... 334.00
25c Super DeLuxe Club Chief ......................... 344.00
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 ................................... 245.00
10c Rocket Slug Proof ................................... 255.00
25c Rocket Slug Proof ................................... 265.00

CONSOL ES

BALLY
Wild Lemon ............................................. $542.50
Double-Up ............................................. 1425.00
DeLuxe Draw Bell 5c .................................... 512.50
DeLuxe Draw Bell 25c ................................... 532.50
Hi-Boy ................................................... 424.00
Triple Bell 5-5-5 ....................................... 395.00
Triple Bell 5-5-25 ....................................... 910.00
Triple Bell 2-10-25 ..................................... 925.00

BELL-O-MATIC
Three Bells, 1947 ....................................... 735.00

BUCKLEY
Track Odds DD JP ........................................ 1250.00
Partay Long Shot ...................................... 1250.00

EVANS
Bangtalls 5c Comb 7 Coin. ............................... No Price Set
Bangtalls 25c Comb 7 Coin. ............................... No Price Set
Bangtail JP ............................................... No Price Set
Bangtail FP PG JP ....................................... No Price Set
Evans Races ............................................ 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 ......................................... 595.00
Club Console ........................................... 499.00
DeLuxe Club Console .................................. 529.00
Super DeLuxe Club Console ......................... 545.00

J. H. KEENEY CO.
Gold Nugget ............................................ 800.00

PACE
2-Way Bell Console 5c-10c-25c ......................... $600.00
5c Royal Console ....................................... 520.00
10c Royal Console ..................................... 530.00
25c Royal Console ..................................... 340.00
50c 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 ........................................... 475.00
13"-8" ................................................... 450.00
17"-8" ................................................... 245.00
10"-8" ................................................... 245.00

INTRODUCTION (continued)

INTERNATIONAL MUTOSCOPE CORP.
Atomic Bomber (Model B) ............................ 375.00
Deluxe Movie Console ................................ 150.00
Deluxe Movie Counter ................................ 169.00

P. & S.
Tom Tom ............................................... 299.00

PARTS AND SUPPLIES

GLASS SIZES — PIN GAMES

Bally .................................................. 21 x 41
Chicago Coin .......................................... 21 x 41
Exhibit ............................................... 21 x 41
Gottlieb .............................................. 21 x 43
Keenev ............................................... 21 x 41
Marvel ............................................... 21 x 41
United ............................................... 21 x 41
Williams ............................................. 21 x 43

As a service to repair and servicemen in the coin machine industry, The Cash Box herewith lists parts and supplies information. Additional information concerning standard parts and supplies will be listed in the future. Manufacturers desiring such listing are requested to contact The Cash Box immediately.
BEFORE YOU BUY WRITE FOR OUR REAL LOW PRICES!!

USED PIN GAMES
ALL GAMES READY FOR LOCATION

Spellbound Idaho
Baffle Card Laura
Ballyhoo Oklahoma
Mystery Smoky
Ranger Stage Door
Vanity Canteen
Lucky Star Surf Queens
Rio Sea Breeze
Siesta Step Up
Honey Suspense

PLAY BOY
Double Barrel
Rocket
Battle Call
Big Hit
Big League
Cyclone
Fast Ball
Kilroy
Midget Racer
Gold Ball
Super Score
Tornado
Havana
Maisy

NEW FIVE BALLS
Keeney HI-RIDE
Marvel DOLLY
Bally NUDGY
Gottlieb HUMPITY DUMPTY
Williams BONANZA
United SINGAPORE
Chicago Coin SEA ISLE

PACE 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

SELLING OUT! PHONO PLASTICS
WURLITZER:

Each
24 TOP CORNERS, Amber or Red.............5.10
24 LOWER SIDES, Amber or Red.............4.00
500 TOP CORNERS..........................4.00
600 TOP CORNERS, Right or Left..........4.00
800 LOWER SIDES..........................13.50
800 TOP CENTERS, Right or Left, Red....8.00
800 BACK SIDES, Green.....................9.50
750 LOWER SIDES, Right or Left..........8.75
750 TOP CENTERS, Red.....................4.25
750 MIDDLE SIDES..........................2.00
950 LOWER SIDES..........................10.50

SEEBUG:
HI-TONE MODELS 9800, 8800, 8200
Lower Sides................................4.00
HI-TONE MODELS 9800, 8800, 8200 Domes,
Yellow, Red or Green......................8.00

ROCK-OLA:
STANDARD, MASTER, DeLUXE or SUPER
Top Corners................................12.50

MILLS:
TOP DOOR, Yellow or Blue..................5.50

40% DISCOUNT ON ORDERS PLACED IMMEDIATELY!

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: ½ 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 3-6777

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
CHICAGO—Dave Gottlieb of D. Gottlieb & Company and President of Coin Machine Industries, was signally honored at a testimonial dinner on Saturday, January 17, in the Louis XVI Room of the Hotel Sherman.

Gottlieb completed his eighth year as President of CMI, and announced that he was retiring from the post. His associates and friends arranged the dinner in appreciation of the great work he accomplished while serving as head of CMI. Approximately 400 guests attended the dinner, with common from every part of the country on hand to applaud the many fine things said about him by the speakers. Herb Jones, Vice President and advertising manager of Bally Manufacturing Company, acted as toastmaster and briefly introduced the various speakers who eulogized Gottlieb for his wonderful work in the coin machine field, and praised him as a man of the highest character and integrity. The speakers included Jim Gilmore, secretary and manager of CMI; James Mangan, Public Relations Director of CMI; Warren Brown, sports writer for the Herald American; Senator Homer E. Capehart;

and Lou Wolcher of San Francisco. Wolcher presented a personal gift to Mrs. Gottlieb, a solid gold pinball game and a solid gold slot machine, which, altho miniature, performed the functions of regular machines.

Both Jones and Capehart made impassioned pleas with Gottlieb to change his decision and reserve his resignation until a later date.

A very attractive clock was presented to Dave as a token of appreciation by the association. In a short talk to the guests, Dave thanked his many friends for the honor bestowed upon him and reviewed some of the accomplishments achieved during his tenure of office, and explained his reasons for deciding to retire from the post of president.

(Ed Note: Gottlieb consented later to accept the Presidency of CMI for one more year and was re-elected. See story on another page.)
SINGAPORE ROLL-DOWN
Greatest of Them All!

NEW!
Different!

FIVE-BALL
Straight Novelty Game

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
5737 NORTH BROADWAY
CHICAGO 40, ILLINOIS
Photos are identified reading from top pic down. (1st column) (1) Roy Moloney in deep conversation with Eddie Gaylord in Sherman Lobby. (2) Harry Williams in front of the Williams Manufacturing Corp. booth. (3) R. W. Hood, Jr.; R. W. (Dick) Hood, Sr.; Carl Hoelzel, Kansas City, Mo.; Bill Gersh; and Paul Joch, Indianapolis. (4) A table at Bell-O-Matic full of Pittsburghers: Mickey Shappy; Shappy; Gust George; Harry Jasek; Joe Vinski; George Sopitz; Tommy Harrison; Johnny Peters. (5) Harry and Morrie Wieser entertain Harold Lee and J. S. Hoan from Grange Nutley Co., Canada, at the Wico booth. (6) The Genco booth in action — identifiable at the booth are Meyer Parkoff; Joe Fishman; Ernie Kruter; and Mr. & Mrs. Martin Shirer. (7) Del B. Scatto and Art Foster of Scatto Music Company, No. Sacramento, Cal.

(2nd column) (1) Walter Trutsch, AFT Manufacturing Corp. and Ken F. Wilkinson at the Control booth. (2) The man that never rests — Herb Jones, Bally Manufacturing Co. (3) Charles Cade, Bill Doyle and Morton Rudenizer taking things over. (4) George Posser telling L. W. Rice, Rice Music Co., Oklahoma City, Okla. all about "Pro-Score". (5) Harry Levent and Dave Rosen with Shirley Jones, the model who worked at their booth. (6) Eddie Hanson of Groetheen Tool and Mfg. Co. with his new bride. They'll be on their honeymoon when you read this.


(4th column) (1) John Haddock, president of AMI; Paul Jock and Lindy Force, Sales Manager of AMI looking happy. (2) R. E. Gilbert and Bill Gersh surrounding Max Levine of Scientific Machine Co. at his booth. (3) F. Edelman and his nephew Henry Edelman in front of their "Flash Boulevard" game. (4) Bert Davidson, Sam Mannesino; Judge Mar- giotti; Elbert Bango and Ed Mapes pic- tured with the "Fibben" phone displayed at the Morrison. (5) Joe Darrin and Birs de la Vizc show their new speaker. (6) Charles Schlicht, Mills Industries, vis- iting with Phil Burgan of O. D. Jennings and William Welch at the Jennings booth. (7) Bill Rubkin, International Mutoscope Corp., talking things over with a customer.
TRIPLE ACTION by Genco

FLIPPER ACTION TO THE TOP OF THE BOARD

ADVANCING BONUS SCORES
SPECIAL "BONUS FEATURE"
TRIPLE BONUS FEATURE

Triple Action
Triple Profit!

ORDER FROM YOUR NEAREST DISTRIBUTOR

Genco BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

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

BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:
Cherry or Diamond Ornaments;
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surf Blue.
• Complete new precision-built
light wood Cabinets expertly
finished with perfect fit new
aluminum castings.
• Club Handle and Handle Col-
tor chrome plated.
• Heavy brass chrome plated
Reward Plates, 1/5 or 3/5.
• 5c-10c-25c chrome Denomin-
tor Coin Intake.
• Payout Cups with anti-spill
Cups.
• Drillproof Plates.

THE NEW Music Box

Buckley gave Music Operators the FIRST prac-
tical and profitable music box at the LOWEST
PRICE. Today, Buckley leads the field by offer-
ing a NEW music box of advanced design and
perfection at a NEW LOW PRICE.

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

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

BUCKLEY TRACK ODDS has long been
regarded as the on-
yly removably rate
box that would stand up month after month—year after year—and out-
com 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 earn-
ings. Every day new operators are
finding out that the new BUCKLEY
TRACK ODDS are even more profitable
to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.

4222 West Lake Street • • • Chicago 24, Illinois

(PHONE: VAN BUREN 6636-37-38-6533)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
BIGGEST NEWS AT THE SHOW!
Sensational LADY

ROBIN HOOD!
GOTTLIEB'S ORIGINAL FLIPPER BUMPERS!
• COMPLETE T-A-R-G-E-T SEQUENCE!
• COMBINATION HIGH SCORE AND FREE PLAY POCKET!
• FLASHING STEP-UP TARGET NUMBER!
BE SURE! ORDER FROM YOUR DISTRIBUTOR NOW FOR EARLY DELIVERY!
"There is No Substitute for Quality!"

D. Gotlleiib E. Co.
1140 N. Kostner Ave.
Chicago 51, Illinois

AIREON PRESENTS NEW PHONO Representatives Hear Of Low Priced '48 Model At Luncheon. Phono Displayed At Morrison

CHICAGO — The executives of Aireon Manufacturing Corporation, Kansas City, Kans., addressed approximately a group of 75 keenly interested regional and district representatives of the firm at a luncheon, held at the Chicago Room of the La Salle Hotel, Sunday, January 18, outlining the various plans set up for the presentation of the new 1948 phonograph, which has been named the "Coronet".

Immediately following the meal, R. R. (Red) Greenbaum, vice president and general sales manager, acting as toastmaster, introduced the Aireon officials sitting at the head table, some of whom were meeting the music men for the first time. Hugh Bromfield, trustee attorney; Harry Miller, Jr., trustee; Larry L. (Pete) Pearson, trustee; and William Hahn of Baltimore, Md. were at the table with Greenbaum.

As the first speaker, Pearson outlined the firm's condition when the trustees came into the picture. He talked about the firm in an overall view, explaining how they sharply scaled down the cost of overhead, and completed his talk with the statement that the firm at this time is operating on a sound basis.

Greenbaum then took over, speaking on the operator's problems and how the sales program of the firm was organized to meet their demands. He stated that their study showed that the average national gross returns to the music operator is approximately $8.50, and after the heavy cost of operating overhead, the payment of notes, and other expenses, the net left for the operator is very small. "We must make the operator successful" stated Greenbaum "and our plan is to give the operator a phonograph for $4.50. Operators will pay 20% down, and make $4 weekly payments for 26 months."

Robert M. (Bob) Waggener, representing CAC (Credit-America Corporation) as assistant to the president, then spoke briefly on the mechanical part of the finance plan. "The operator pays out his notes in 111 weeks at 6% per year (one-half of one per cent per month) after a down payment of 20%.

Aireon's representatives greeted the announcement of the new "Coronet" phonograph and the accompanying finance plan with a great show of enthusiasm. Upon the termination of the meeting, the group walked over to the Morrison Hotel to view the machine.

Among the representatives noted were: Lou Koren, Nat Cohn, Leo Dixon, Myron Erb, Jack Mulligan, R. D. Rose, Ted Neadly, Hy Branson, Jules Porre, Ted Bush, Ben Palastrant, Fred Mann, Del Veitch, E. J. Pepper, Ed Winter, and many others.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
New York — Thirteen jobbers located in greater New York City joined forces and formed a cooperative buying group this past week. The jobbers, formally elected officers and formed a stock corporation under a New York State Charter.

Acting as spokesman for the newly formed Eastern Coin Machine Co-operative, Charles Lichtman stated, "The members will purchase games from all the local distributing firms in a group plan. We will obligate ourselves to accept a certain quantity of machines, and shall work out the details with the distributing firms. We believe, under this plan, that more equipment will be sold in our territory than ever before."

The thirteen firms listed as members are Supreme Automatics, Brooklyn, N. Y.; Dave Lowy Company; New York Distributing Company; Empire Distributing Company, Brooklyn, N. Y.; American Distributing Company, Brooklyn, N. Y.; West Side Distributing Company; New Deal Distributing; Marcus Klein; Abbott Specialties; Amusement Enterprises, Brooklyn, N. Y.; Pancoast Company; Hart Distributing Company, Brooklyn, N. Y.; Herman Distributing Company, Brooklyn, N. Y.; Jack Semel and Jack Rubin.

Officers elected are: Willie Levy, President; Dave Lowy, Vice President; Charles Lichtman, Treasurer; Lucky Skolnick, Secretary; and Milton Green, Director.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
10,000 COIN MEN CHEERED THE SHOW SENSATION...

EVANS' BAT-A-SCORE

10 BALLS! 5c!

ANIMATED MANIKIN-ACTION HIGH SCORE BASEBALL GAME!

LIFE-LIKE Player Controlled Baseball Action Revitalizes Earning Capacity of Every Location!

TERRIFIC BACKBOARD FLASH!
Big, colorful, brilliantly illuminated backboard. Players run bases in lights! Flashing scores!

HIGH SCORE SKILL CHALLENGE
HOME RUN scores 20,000 — TRIPLE scores 15,000 — DOUBLE scores 10,000 — SINGLE scores 5,000!

MODERN DESIGN!
Husky, console style cabinet, with removable legs. Gleaming curved glass front. Vividly colored and decorated.

EVANS' QUALITY!
Famous Evans Precision Engineering and Quality Construction insure trouble-free operation!

ACCLAIMED PENNANT WINNER AT THE SHOW!
BAT-A-SCORE performs like a World's Champion on location! Play that has that "nine-inning-bases-loaded" thrill! Watch the players step up to the coin chute, insert their nickels, grab that big fist-sized control handle and start swinging for Home Runs and High Scores! It's right down the middle for a clean location hit that pays off in top collections all year 'round!

SIGN UP THIS "PENNANT WINNER" FOR YOUR ROUTES NOW! ORDER FROM YOUR DISTRIBUTOR OR DIRECT

H. C. EVANS & CO. 1528 W. ADAMS ST., CHICAGO 7, ILLINOIS

George Miller Awarded Public Relations Prize

Receives $1,000 Check — Joe Hanna, Second Prize Of $750 — Bill Rabin, Third Prize — Budde, Fourth

YES, SIR! YOU BET! WE'VE GOT THAT NEW LOOK! WE'RE DELIVERING GOTTLIEB'S LADY ROBIN HOOD!

GET YOUR NEW LOOK AT PROFITS — ORDER NOW FROM H. Z. VENDING & SALES CO. 1205 DOUGLAS, OMAHA 2, NEB.

LO-TONE (CONVERTED SEEBURG HI-TONE)
SEEN AT THE SHOW! LIKED! BOUGHT!
Those of you who couldn't get to Chicago will want this "Answer" to your prayers.
WRITE — WIRE — PHONE YOUR ORDERS Immediate Delivery!
$335.00

DAVID ROSEN, Inc. EXCLUSIVE AMI DISTRIBUTOR
503 EVERGREEN AV. BOSTON 23, MD., PHILA. 23, PA., EDMONSON 5323

Williams' "SUNNY" PREMIUM SCORE—RESERVE SCORE HIGH SCORE TO 5 MILLION Plus — FLIPPER ACTION PLACE YOUR ORDER NOW! EXCLUSIVE DISTRIBUTORS WACHTS & BROTHER 631-2 N. BROAD ST. (PHILA) 2-2903

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

"TOM TOM"

Changes the scoring entirely! NOW up to 1,000,000.

Every game GUARANTEED!

Price competitive and still LOWER than most anything displayed at the SHOW!

BE SURE TO WRITE FOR PHOTOGRAPH!

P & S MACHINE COMPANY
3017 N. SHEFFIELD AVE. - Phone Diversey 2414 - CHICAGO, ILL.

Reading from top to bottom (1) Willie Cohen and Frank Lorden at the Bell-O-Matic Suite at the Morrison Hotel (2) Al Cohen of Asco Vending Machine, Newark, N. J. and Eddie Hansen, Groetchen Tool & Mfg. Co., talk over the sales possibilities of their new 1e "Camera Chief" (3) Frank Calland, IBEW, New York; Mike Dee, Staten Island, N.Y.; Jack Rubin of Esso Manufacturing Corp., Hoboken, N. J., and Frank Ellis of Jacksonville, Fla. (4) Mr. and Mrs. Leo Lewis walk down the exhibit floor with a friend (5) Bill Gersh with Kelly Mannarino at the Filben display at the Morrison (6) Chris Christopher, Baltimore Bally distributor and George Jenkins, Bally general sales manager, talk things over.

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

Appointed Wurlitzer Distributor For Iowa

NORTH TONAWANDA, N. Y.—Appointment of Eaton Distributing Company, Inc., Des Moines, la., as newly authorized distributor for Wurlitzer commercial phonographs and auxiliary equipment in Iowa territory was announced by E. R. Wurzler, General Sales Manager of The Rudolph Wurlitzer Company.

"Richard F. (Dick) Eaton, president of Eaton Distributing Company has a broad knowledge of all aspects of the automatic phonograph," reports Wurzler. "He first joined the Wurlitzer organization as a sales representative for Wurlitzer's Philadelphia district and at one time managed a large phonograph route in that area. For the past year he has held the position of assistant to the general sales manager of the Rudolph Wurlitzer Company's North Tonawanda, New York Division."

Although born in St. Louis, Eaton has been a resident of Cedar Rapids, la., for more than thirty years. He was vice-president of the Haegy Roofing Company in that city prior to joining the Wurlitzer organization.

Eaton Distributing Company will maintain offices, showrooms and parts and service departments at the established Wurlitzer headquarters, 615 Tenth Street, Des Moines, Iowa. Wurzler, in announcing the details of this new appointment, urged all music merchants in the Iowa territory to make full use of the facilities available to them at this firm.

COIN MACHINE MANIACS—

FOR DELIVERY: 125 VARIOUS SIZES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE $1.50 TO $2.50 Per Reel
PHONOFILM
3311 NO. KNOll DR., HOLLYWOOD 28, CAL.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
MUSIC LEADERS ISSUE STATEMENT
Meeting Of 68 Leaders Elect George A. Miller Of SCAMOA And Albert A. Denver Of AMOA As National Executive Chairmen

CHICAGO—After a meeting of 68 leaders, representing the Nation's Automatic Music Associations, held in this city on Wednesday, January 21, 1948, the following statement was issued by George A. Miller of the California Music Operators Association, Oakland, California, and Albert S. Denver of the Automatic Music Operators Association of New York City.

"A committee of 14 representatives was elected by the nation's automatic music leaders present at this meeting. This committee was authorized by this body to take whatever steps it deemed necessary to oppose such legislation as is now pending in Congress, which, in the opinion of the nation's music operators is detrimental to the Automatic Music Industry of America.

"Those elected were: George A. Miller of SCAMOA, Oakland, California, as National Executive Chairman; Albert S. Denver, AMOA, New York City, National Vice Chairman; Jack Sheppard of the Eastern Pennsylvania Phonograph Owners Association, Philadelphia, Pennsylvania, as an Executive Member; C. S. Pierce, Wisconsin Phonograph Operators Association, Milwaukee, as an Executive Member; and B. L. Bever, Business Manager of the Utah Phonograph Operators Association, Salt Lake City, Utah, as Executive Member; and two alternate members who are: Ray Cuniff, President of the Illinois Phonograph Operators Association, Chicago, Illinois; and Jack Cohen, President of both the Ohio State Phonograph Owners Association and the Cleveland Phonograph Merchants Association, Cleveland, Ohio.

"This Executive Committee appointed Sidney H. Levine, Attorney for the Automatic Music Operators of New York, as their National Council and Representative.

"Glen Stetson, Executive Secretary of the California Music Operators Association, Oakland, California, acting as Sergeant at Arms over all meetings held by the Automatic Music Industry."

"The committee discussed a great many matters of national importance during the meeting which may be released in the near future."

Gottlieb Accepts Presidency Of CMI
For One More Year
Wolberg, V. P.; Chrest, Treas. And Gilmore, Secy-Mgr.

CHICAGO—It took a great deal of persuading, but Dave Gottlieb finally consented to accept the office of President of CMI for another year at the meeting of the manufacturers division on Jan. 21. Gottlieb accepted the office after the Directors had given him their absolute guarantee that they would raise at once, the necessary amount needed to bring CMI's total donation to the Damon Runyon Memorial Fund for Cancer Research up to the quarter million dollars originally promised.

R. W. (Dick) Hood was retired from the Board at his own request, and was succeeded by the election of George Pons- er of George Ponsner Company. John Tratsch and John Chrest were re-elected Directors.

The new Board then elected Officers for the ensuing year as follows: Dave Gottlieb, President; Sam Wolberg, Vice President; John Chrest, Treasurer; James A., Gilmore, Secretary-Manager.

The Board of Directors released the information that the 1948 CMI Convention played host to over 5,000 coinmen from all over the country, and many foreign countries.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
The favorite name Comic Book Characters of the Children: Flash Gordon, Tarzan, Captain Marvel, cartoons, travelogues — a wide variety of beautiful pictures, fascinating cartoons. And all in 3 dimensions! For the first time!

This NEW amazing counter game, CAMERA CHIEF is 100% legal. Can be operated anywhere, anytime — earning consistently 365 days of the year.

Electrically illuminated, mechanically operated. Simply and durably constructed, fool proof, cheat proof . . . designed for years of service. Beautifully styled, streamlined cabinet with the colorful appeal to Children. Packed one to a carton.

Simply push the lever for each picture. See nine colored 3-dimensional pictures for a penny.

**OPERATOR'S PRICE $19.95**

Look into the **NEW CAMERA CHIEF** today

GROETCHEN TOOL & MFG. CORPORATION
126 N. Union Ave., Chicago 6, Ill., Phone Randolph 2807

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
WANT - Will pay $5, each for inclosed bases for Rowe Aristocrat cigarette machines.
REMOND TOBACCO CO., ARKVILLE, NEW YORK.


WANT - The used records from your boxes. We buy stereophonic & mono also. Bally, Jennings & others. Write, Call or ship to: USED RECORD EXCHANGE, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel: Dickens 7060.

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

WANT - Will buy any quantity used Slot Machines, all makes & models. Also Columbia, Gossoonke Mills Q.T.'s, Vest Pockets. Quote your lowest prices in first letter. All machines must be in first class condition. AUTOMATIC GAMES CO., 2565 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, 3120 ELLIOTT AVE., SEATTLE 1, WASH. Tel: Garfield 3565.

WANT - Evans Bangtalis, Dominos and Winterbooks; Keeney Bonus Bells and Bally Deluxe Draw Bells. Cash waiting. No junk please. Also Jennings Challenger 5-5¢, ARUNDEL AMUSEMENT CO., 416 THIRD ST., EASTPORT, MD. Tel: Annapolis 3491.

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

WANT - DuGrenier '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, now or used Roll Down games, Mills 3 or 4 Bells, Late Heads. SILENT SALES CO., SILENT SALES BLG., 200 - 11TH AVE. 30., MINNEAPOLIS 15, MINN.

WANT - Used Juke Box Records. Unlimited quantities. Top prices paid. We pick up within a radius of 160 miles. Write or Wire. HARMEL MUSIC CO., 2609 OCEAN AVE., BROLYN, 29, N. Y.

WANT - At once! Keeney Super-Tracktimes. Write giving full details, condition, where located, price wanted for same. Must be in good condition - No junk please! Only interested in Keeney Super-Tracktimes. RICHMOND AMUSEMENT-SALES CO., 803-05 WEST BROAD STREET, RICHMOND, VA. Tel: 5-0942.

WANT - First class machine. Must be thoroughly experienced. Reply by mail only, stating your qualifications. PARAMOUNT DISTRIBUTORS, 528 MAIN STREET, BEACON, NEW YORK.

WANT - New 5 Ball Pins in cases any model or make. Wire, write or phone quantity and best price. DAVE LOWY & CO., 594 TENTH AVE., N.Y., N.Y. Tel.: Bryant 9-0817.

WANT - Used or new Packard Wall Boxes. MONROE COIN MACHINE DISTRIBUTORS, 2323 CHESTER AVENUE, CLEVELAND 14, OHIO. Tel: Superior 4600.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WANT - To buy backboard glass for old style Bally Jockey Club. TWIN CITY NOVELTY CO., 1124 HENNEPIN AVE., MINNEAPOLIS, MINNESOTA. Tel.: Geneva 6666.

FOR SALE - While they last. Guaranteed perfect used five balls: Canteens, Surf Queens, Big Hits, Big Leagues, Spellbounds @ $45. each. Superscores, Suspense & $60. each. Fast Balls, Sea breeze, Superliners & $70. each. Rio, Smoky, Vanities @ $80.each. Crossfires, Kilroy's, Havana's @ $90. each. 1/3 deposit, Balance C.O.D. CROWN NOVELTY COMPANY, INC., 92O HOWARD AVENUE, NEW ORLEANS, LOUISIANA. Tel.: Canal 7137.

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


WANT - Last Model Williams All Stars, convertible free play or novelty, guaranteed like new $375.; 3 way 5-10-25¢ Keeney Super Bonus Bell, floor sample $1,000.; Keeney singles, 14 ft. Wurlitzer Seven-Ball, $225.; Late Model Strikes And Spares with all new type parts $500. PARAMOUNT DISTRIBUTORS, 526 MAIN STREET, BEACON, NEW YORK. Tel.: BEACON 900.

FOR SALE - Have an offer for the following Consolos: 17 - 5¢ Lucky Lucres; 6 Galloping Dominoes J.P.; 6 - 5 -10¢ Pace Twin Reels; 2 Evans LuckyStars; 11 -10¢ Big Game; 3 - 5¢-5¢ Pace Twin Reels; 2 - 10¢ Pace Reels Jr. 18 - 5¢ Big Game. WY-G MUSIC CO., 1415 WASHINGTON AVE. S., MINNEAPOLIS 4, MInn. Tel.: At. 8597.

FOR SALE - Auction. Make us an offer on the following Consolos: 17 - 5¢ Lucky Lucres; 6 Galloping Dominoes J.P.; 6 - 5 -10¢ Pace Twin Reels; 2 Evans LuckyStars; 11 -10¢ Big Game; 3 - 5¢-5¢ Pace Twin Reels; 2 - 10¢ Pace Reels Jr. 18 - 5¢ Big Game. WY-G MUSIC CO., 1415 WASHINGTON AVE. S., MINNEAPOLIS 4, MInn. Tel.: At. 8597.

FOR SALE - Special used games beautifully reconditioned by New Orleans Novelty Company, Havana's $155.; Mexico's $125.90.; Special Entries $340.; Havana's (absolutely perfect) $89.50.; Fastens $65.; Spellbounds $47.50.; Exhibit Smokeys $75. and Mysteries $75. NEW NOVELTY COMPANY, 115 MAGAZINE STREET, NEW ORLEANS, LA. Tel.: Canal 5306.

FOR SALE - WILL trade 2-5¢, 2-10¢, 2-25¢ Jennings One Cherry Pay Machines or 1 Mills Brown Front for one Jennings 50¢ Club Bell. CLUB DISTRIBUTING CO., INC., CORNER OF K. C. NOVELTY CO., 160 MARKET ST., PHILA. 6, PA. Tel: Market 7-4641.

FOR SALE - We have a large quantity of pre-war games, United Conversion games, and post-war games for immediate delivery. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel: Market 7-4641.

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

FOR SALE - Operators! We have a large number of Pay Off Consoles - various makes - from $200. up; all in good working condition. Also Slots, Pin Balls and Music. We will not be undersold. Tell us what you need and be sure to get our prices on guaranteed equipment. VIRGINIA NOVELTY CO., 400 WATER ST., FORTSMOUTH, VA. Tel: Portsmouth 1025.

FOR SALE - 100 Rolldown 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 5-8879.

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

FOR SALE - Brand new Cleveland 15-5¢ Peanut Vendors; 1¢ Ball Gum Vendors in Stock. Brand new Dual 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 S. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501.

FOR SALE - This Week's Specials! Suspense $69.50; Surf Queens $39.50; Step Up $85.; Double Barrel $44.50; Big League $49.50; Undersea Raider $75. An exceptional buy on slightly used used and one-time monographs. Write or Call. HANNA DISTRIBUTING CO., 189 CAMPBELL AVE., UTICA 4, N. Y. Tel: 6-2866.

FOR SALE - Or Will Trade Five Red Ball Machines and Five Commandos and 32 Volt Equipment for late Five Balls or Columbus 46 Slots or what have you. ARC NOVELTY CO., 2509 50. FRESA ST., SAN ANTONIO, TEXAS.

FOR SALE - 15 Watt Masco Public Address System & Record Changer: plays 10 & 12 records; mike and speaker in walnut cabinet; trade for 46 Columbus Slots or Late Five Balls; Equal $150. W. H. CRANE, 2509 50. FRESA ST., SAN ANTONIO, TEXAS.

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

FOR SALE - One Balls; 3 Victory Specials $175. ea.; Long Aces & Dust Whirls & Thorobreds $55. ea. Five Balls; Big League, Surf Queen, Big Hit, Streamliner, South Seas, Grand Canyon $35. ea. Baffle Cards & Kilroys $90. ea. C & M SPECIALTY CO., 532 CAMP ST., NEW ORLEANS, LA.

FOR SALE - Total Rolls, Bank Balls, Advance Rolls. Write for prices. All on location working. SIRIANNI AMUSEMENT CO., 102 N. 7th ST., EAU CLAIRE, WISC. Tel: 8684.

FOR SALE - 10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance $800. ea. Terms: 1/3 Deposit, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE - All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4906 CASS AVE., DETROIT 1, MICH. Tel: Temple 1-7455.

FOR SALE - Pilot Trainer, used only four months. Cannot be told from new. I am closing my arnold. $500. F.O.B. Los Angeles. Add $25. for crating. Send or wire 10¢ deposit. WM. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

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

FOR SALE - 10 - 616 Wurl. $75. ea.; 2 - 600 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., PHILA. 40, PA. Tel: RA. 5-6706

FOR SALE - AMI Telephone Hostess Music - Units of ten or more. Like new, reconditioned. Wire, phone or write for real low prices. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J. Tel: Rigby 1-7455.

FOR SALE - 1 new Packard Hideaway floor sample $335.; 2 Packard #1200 Speakers $95. ea.; 1 new 25¢ Face Chrome Bell $155.; 1 Fully Double Barrel, like new $95.; 2 Eight Rockets, A-1 $95. ea.; 2 Chocin Spellbound $85. ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., Evansville 10, IND.

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FOR SALE - New 150 Solotone Wall Boxes! 21 Location Amplifiers; 20 Leveling Pre-Amplifiers; 2 Demonstrating Units: 1 Studio Unit for connecting telephone lines. Make us an offer on all or any part of this inventory. This is a Close-Out! GLENN EARL, INC., 157 WEST 2nd SOUTH, SALT LAKE CITY 1, UTAH. Tel: 37601


FOR SALE - Guaranteed Used Machines - Bells; Consoles; One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 1006 FORDST ST., NEW ORLEANS, LA.

FOR SALE - 6 Mutos. Photomatics, last pre-war models, all still on location $275. ea. crated; 3 Bali Hl-Hands, clean $49.50 ea.; Bali Deluxe Draw Bell, like new $395. KINO-FIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.


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

FOR SALE - Wurlitzer 600 $100.; 750E $295.; 500 - $100.; Rock-Ola 1940 Super $100. Write for complete list. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK, N. Y. Tel: Bryant 9-0617

FOR SALE - Big Savings on our reputable used games. All in perfect condition. Bally Victory Derby $185.; Victory Special $195.; Special Entry $325.; Gottlieb's Daily Races $225.; Refinished Mills Slots, perfect condition: Blue Fronts $75., $250 $85.; Cherry Bells or Brown Fronts $50 $100., $25 $110.; Original Black Cherry Bells $140., $25 $150. 1/3 deposit, bal. C.O.D. CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS 13, LA. Tel: Canal 7173

FOR SALE - 15 Advance Rolls, nearly new $215.; Sportsmen $100. L. MARTINO, 7953 SANTA MONICA BOULEVARD, LOS ANGELES, CALIFORNIA. Tel: HE-6615.

PARTS AND SUPPLIES

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

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

FOR SALE - Wholesale Radios-Parts, etc.; Pilot lites Special! No. 47 $40. per 1000; No. 51 or 55 - 10 for 45¢, 100 for $4.40, 300 $1.02 ea.; Nos. 40, 46, 44, 47 - 10 for 59¢, 100 for $5.50, 300 $6.50 ea.; Tube cartoons for GT tubes (1-3/4" x 1-3/4" x 3-1/2") Bundles of Fifty 50¢; Radio Tubes: 1LC6-99¢ ea. (6SK7G $5.50 ea. Center pins broken but tubes good).

BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE - Handy Dandy Pistol Grip Soldering Iron. Quick Heating, saves time & labor. Can be operated directly from a 110 AC or DC line. Limited Number. While they last. $3.95 ea. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE., 30., MINNEAPOLIS 15, MN.

FOR SALE - Pin Game Cartons. Heads Separate, leg wrappers and proper fillings. Best pin game cartons made, 310 lb. test cardboard, $.05 ea. on order of 10, $.055 ea. on order of 25, $.075 ea. on order of 100. Let us know your needs. We also carry a complete list of Bally & Evans games & parts. PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-2892.

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

NOTICE - Rent A Machine. Keep that location Hot! Established Operators - Save money by renting games & phonographs. 2/3 Rental fee may be applied against purchase. Send us your name & address. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, L. I., N. Y.

NOTICE - Music Operators: You cannot afford to pass up the Saving & Service we offer; you take no chances because we Guarantee every Needle we Re-Sharp. Drop a card for Details & Shipping Containers. Give it a Try. RE-SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

NOTICE - To Pin Game Operators: If you have a location where they are cheating your game through the coin chute, then send for a sample of one of our special Monarch Cheat-Proof Coin Chutes. This particular chute has all kinds of guards and devices that prevent wiring and manipulation in any way. Also special guard that prevents the slide being bent. Your price is $3.90 on these chutes, which is no more than the price of the regular coin chute. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel: Canal 5306.

NOTICE - Free Booklet "Dollars From Pennies" gives the "know-how" of bulk vending. State whether you now operate bulk vendors or are interested in beginning. BECKER VENDORS, 105-7 DEWEY, BRILLION, WIS.

PASS THIS SUBSCRIPTION ON TO A FRIEND!!

"THE CASH BOX"

"The Confidential Weekly of The Coin Machine Industry"

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

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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Most hectic week in all the year is convention week for all the distrub, jobbers and manufacturers here. And everyone of the local coinmen from miles around come in to see the show. Not to talk about the thousands of coinmen from all over the nation who wend their way to Chi for this one big week. The miros were in a dither here this past week — with important coinmen calling around to talk things over, and so many, many customers in town that they simply had to ration their time to get around to see as many as they possibly could.

Bumped smack into Harry and Mrs. Williams the night before this convention. But, alas, Willi's.<br>Also — Harry and Jimmy. Harry and Charley. And Harry. And Al. And this for the first time I have seen Al. And, of course, we must talk about that grand and gorgeous affair which the industry gave to Dave Gottlieb, and which the beautiful and girl-attended will be talking about for many, many years to come. . . .<br>Harry, Jones, by the way, is still being complimented for the very terrific job he did as toastmaster of this affair. . . . And all agree that Lou Wolcher of San Francisco is one of the best after dinner speakers in the field. This was a real surprise to all present. With Mrs. Gottlieb thoroughly thrilled by those solid gold miniature — a pinball game and a bell Lou gave her — and, as tiny as they are, they both work.

Al Stern simply can't get over talking about that airplane ride. He was a Harry Wolcher plane. Al explains that never in his life he was up in a "small plane" until Harry took him along. Then, after flying up to about 7,000 feet, Harry suddenly turned the controls over to Al and, with a chatter and a chatter, he shifted that little ship from on the wheel when he handed it to me, but", he continues, "after a few minutes I was soaring about just as easy as you please". He even wanted to land the ship all by himself. But, since Harry has had those planes out, he held back this one mistake for the time being.

Al Sebring popped into the new idea this past week. Al is looking for 40 distrub with $40,000 each to form the first "distributor's distributor" organization. (From what we hear — he's gonna have a long, long search for those 40 men.) Always like to see Ray Moloney around. And, for a while this past week, it looked like the real old timers again with Ray entertaining a gang in the old Celtic Cafe. Any minute we expected to hear the whole bunch burst out with, "What'll we do in '32?". . . . Say, that Earl Moloney is looking more spruce than he really is. Tom Callaghan of Bally better look to his laurels. We're gonna start betting on Earl to walk away with the "Chicago's best dressed man" award in '48 . . . Sam Wolber walking thru the Sherman looking marvelous with a fine Florida tan and all full of pep.

Morrie Ginsberg of Atlas and Myer Gensburg of Genco were up on the display floor on Sunday evening and were actually guarding the way . . . Harry Brown of American Amusement was one of the busiest guys in town this past week. Not only in one all day long at his booth — but all night long, too. . . . Saw Red Zogg with a piece of paper sticking out of his pocket at the Bismarck. The piece of paper was a parking ticket. . . . Bert Davison and Helene Roberts got together during the show with Bert showing Helene his new Fiblen units. . . . Harry Salt of Bell Products standing around, saying very little, and watching the action at the show . . . Vince Shay, Midge Ryan and a great gang down in the Celtic and, instead of beer, all eating French fries and drinking coffee. Whatta change from the old days, whatta change.

Milt Salstone of M-S Distrib. Co. and his very gorgeous Missus seen parading thru the lobby of the Sherman and having tea (?) in the Celtic . . . Chuck Aron and Mrs. Astrid, Al, and Mr. and Mrs. All of Aristoc Records, giving the music boys a very gay time in their nice suite at the Sherman to celebrate their new releases . . . Billy DeSelm of United buying the boys lunches in the Sherman Coffee Shop . . . Lindy Force of AMI claims that she's his very Ace, and her opinion is "it's terrific . . . . Mike Hammgren and the Wurlitzer distrub in town holding a distrub meeting during showtime . . . And that goes ditto for Art Weinand of Rock-Ola who not only handled the factory tours in beautiful fashion, but, had a very interesting and gorgeous display at the Morisson and, in addition, ran an entire series of regional distrub meets during the late afternoons.

Johnny and Pat Buckley were around here and there saying "hello" to their many, many friends . . . And lots compliments to Grant Shay for the swell condition of the Bell (this big show) at the Morrison Hotel . . . And, also at the Morrison, Al Bloom of Speedway Products, Inc., who showed a combo juke box-television machine and got lots of attention . . . Also at the Morrison — Rudy Greenbaum. Pete Penal had a called-in show from the two Lees, Fred Mann and Ben Palastraunt showing their new '48 Coronet phono . . . George Posner, with the aid of the very efficient Claire Grant, showing his Pro-Score to the ops who attended. Glass showed in cabinets back was extremely fine . . . Homer E. Capehart, who spoke beautifully at the Gottlieb dinner, meeting with old friends everywhere in the Sherman and talking things over, reports that, "Our new merchandising method is winning tremendous applause. It's the answer" . . . Jimmy (Globe) Johnson and Jimmy Johnson of San Antonio standing next to each other in the lobby presented quite a picture.

Jean Bates of Pace Mfg. Co. hustles into the show to look over the exhibit and then shoots right back to the factory where many of the firms are all around the world. And that reminds me, O. D. Jenning held a very beautiful open house at their huge factory which brought them many a coinman. They had a new station wagon taking the boys and girls around. . . . Gil Kitt and his very, very gorgeous Missus, seen about the hotel with Gil busier than the proverbial one-armed paper hanger trying to take care of his boots.

Harry and Morrie Wieder of Wico Corp. doing a land office business at their monstrous display of parts and supplies . . . And Dan Gould also doing a very great job. (Seemed like parts and supply boys had been busy all week.) . . . John McIlveen and John Coven doing a fine job . . . Duane Willey of Pro-Score in the past week. . . . Gil Kitt and his very, very gorgeous Missus, seen about the hotel with Gil busier than the proverbial one-armed paper hanger trying to take care of his boots.

Ben Coven looked like a million bucks during the show. This guy seems to recover faster than greased lightning from any tough night. So he simply gets his hour or two of sleep, a shower and a shave, and drinks coffee. Whatta change from the old days, whatta change.
This is one week when it's plenty tough to write a column. But this week we are at the biggest coin show of the year and we have to halt right in the midst to pound these keys and get this info to you — all about what the guys and gals from our part of the world were doing and thinking at the Big Show.

Here's the kind of a little news item I like to report. Bill Rabkin just learned that his son, Norman, who is a student at Illinois U., holds the honor of having attained the highest T.Q. rating at the school. And that, furthermore, his marks, especially in languages, leads the class parade. ... Saw Bill Donlon of Utica with Bill Donlon, Jr., looking over all the equip's being shown. It's always a thrill to watch a father and son team in action ... Jack Rubin, Mike Dee and Frank Calland took time off from seeing the show and went over to Marshall Field's to bring home the kids. Jack Semel was showing his rolldown at the Munves' booths because of the fact that his own booth was down in the cellar.

And Max Levine had a great hit in his new game, with distribs. ops and jobbers from all over everywhere calling around and placing orders. It seemed that all Max was doing was sitting at his desk and filling out sheets and sheets of order blank for — Mike Nalbone's booths with the Munves in charge drew a great crowd all during the show. The boys had some fine merchandise on display ... Babe Kaufman, her son, Norman, and Sammy Robbins seen here and there about the show and looking things over ... Nat Cohn telling all about the new Aireon "Coronet" phono to eastern music ops who were gathered around him ... Sam Strahl and Angy Cangelier of Pittsburgh were visiting the booths of a held open house in their suite with Sam getting "the works" from Hirsh de La Viez of Washington. ... And that reminds me I saw Ben Rodins of Marlin rushing right thru the show.

Charley Aronson and Bill Alberg around and about and thrilled over one of the features in that Damon Runyon CMI booklet which leads off with their names ... Al Schlesinger and Nat Cohn's booths with the Nalbones' new games at the Cole Enterprise booths were pulling ... Harry Pearl introduced his two kid brothers to their first convention and insisted on having a picture taken for "posterity." ... Of U-I's big play, "Back to the Good Old Days" starring Paschal Postel, who considers himself one of the greatest gin players, bowed, but low, to Chicago's Barbara Taylor — one gal as knows how to play gin, which Mack learned after investing 5.75 to his skill.

Joe Fishman tells me that he and Molly (that's Mrs. Fishman) will hire themselves down to Miami for a week or two immediately after the show. And Joe says that this is one vacation he's really looking forward to. ... Al Denver and Sidney Levine were among the leaders in meetings with other music association heads. ... And Jack Sheppard and Charley Hannum of Polly also did a grand job getting together with the boys ... Jack Mitnick was one of the busiest, as well as one of the angriest, guys we had at this show. Jack did a grand job getting the Tel-O-Matic display set up, but, the rooms promised him at the hotel never did come thru ... Ben Becker was demonstrating that "these are muscles" in that stomach of his, and not fat, when he hit some of the guys with it — and simply blew them five feet away.

Tony Rex was one of the plane travelers who had a grand time. ... Rex, who claims that he's a bad boy and believes that he'll simply have to do something about it. ... Dave Rosen and Marty Levitt of Philly had themselves pictured with that tall gorgeous gal — but, gorgeous. ... Irving Morris of Newark beaming when he hears one of our boys tell him that he's on the way to becoming a daddy for the third time. ... Saw Danny Kipnis of Emby Distrib as around the meeting at the Bismarck Hotel.

Dave Stern all hopped over Videograph and telling all and sundry that, "It's the hit of the show..." Henry Seiden of Albany, the not in the coinbash for sometime now, showed up at the Big Show to say "hello" to the many coinmen he knows. ... Doc Eaton, well known to the eastern music boys, was the dressed up guy at this convention. ... Hirsh de La Viez of Washington and Joe Darwin of East Orange showed how to avoid the cold-Chicago feeling in salesmanship with a sweet business. ... Bob Stabler of Capitol Records enjoyed meeting many of his customers. ... And over at the Apollo Records booth, Irving Katz had himself a time talking to the guys who called around to say "hello," especially with the attraction in the booth across the way.

Saw a great bunch of the N.Y. music ops over at Rock-Ola's showing at the Morrison Hotel and all very pleased with what they were seeing there. ... Al Groves was in town with Nat Cohn in a huddle over many, many ideas and plans on the new Aireon Coronet phons ... Saw Joe Ash here and there and everywhere. ... Some of our New Yorkers were up on the big meat with the swell steaks they enjoyed in this big meat world of the world.

Jack Rubin jumped into two old pals of his here at the show who are now heading the Pepsi-Cola Metropolitan Bottling Co., Inc. in Long Island City. They are Edward Baruch who is manager and Phillip Druhl, his assistant. The men are handling two types of Pepsi-Cola vendors and represent the most of the greatest gin games of all time occurred on the 20th Century from N.Y. to Chgo. Players were Art Garvey of Bally, Ben Becker, Lou Wolcher of San Francisco and Ed Raverey of Boston. Garvey claims that Ben paid off "in cold cash this time." In fact, Art went further to say, "When the chips are down I'll take Becker everytime."

Willie Blatt came in from Florida and the very first guy he bumps smack into is his old pal, old pal, Willie Levey. Both boys hadn't seen each other in a long, long time. Soooooo — bingo — a gin game — with boys Willie sitting up all night ... Al Bloom and his Speedway Products doing a very grand business with the biggest show at the Morisson ... Irv Kemper of Runyon Sales was one of the major attractions at the AMI display booths. Irv wore a striking hand painted tie featuring an AMI Model "A" phon in full colors which attracted much attention at the show. (Shugy) Sugarman didn't get into town until late Monday afternoon when he immediately was pushed right into one deal right after another for Tel-O-Matic. ... Eddie Corrison of Palsades get with walking around the exhibits and sat himself down in The Cash Box booth for a rest and a kibitz.

And this ain't the hair of it — so many, many things happened to so many, many people the boys that we're just jammed as to what to put in. If we've left out any of you guys and gals, please don't blame us, for we were working against time here in our Chicago offices to get this column out just as fast as we could with the composers and printers and linotypers actually breathing right down our neck yelling for "copy."

So — here it is — and, after all is said and done, it was a grand show — just seeing you and you and all you over again.
The boys from the sunny shores of California landed here in 20 below zero weather and the great majority of them immediately rushed out to buy warm clothing. But, after the second day of the show opened, the weather warmed up. It is said that back home they have been hearing here and there, the boys from our state sort of became accustomed to Chicago's below zero temperatures and howling winds.

Charley Robinson, who was in town a few days before most of the boys landed, tells us that he received a very nice brief case from O. D. Jennings & Co. as a business gift and was very happy over it. Charley is always full of optimism and smiles ... And just along the lane, right down there in the middle aisle of the exhibits, comes Bill Happend and brother Carl Happend of Milwaukee. Both men interested in the machines on display and studying them carefully.

Harry Sorenson and Eddie Mape of San Francisco were two of the many boys of Bell-O-Matic who met them at the Morrison with their room keys right in his hand. And Harry claimed it was "cold", and meant it ... Eddie Mape told us that he now had over 8,100 acres of ranch with about 2,500 cattle roaming around. He had just purchased an additional 1,800 acres which made for the aforementioned impressive total of California soil. Eddie's ranch has been well written up in many a rancher's magazine. Now with all that acreage and the Fiblen line — looks like Eddie is going to be a very busy little man.

Paul and Lucille Laymon, two of my very favorite people, and, from what | saw at the Big Show, two of the favorite people of dozens on dozens of other coinmen and their friends, they were their smiling, nice, natural selves with all shaking hands with them and wanting to be with them all of the time ... Lou Wolcher of Advance Automatic, San Francisco, was all over the show. Lou came to Chi from N.Y.C. where he had spent a week or so and was very much interested in the exhibits. Everyone in Chicago still talking about that humorous, marvelous speech which Lou made at the Dave Gottlieb banquet. He won the laurels as an after-dinner speaker from what we hear ... Al Armos and some of the boys from San Francisco also seen around the convention and looking the machines over very carefully. Seems that Al and a few more of our Bay City boys decided to take a 4 or 5 block walk the first night they landed here — and made about a half block — before the below zero cold winds forced them back to the Hotel Sherman — but quick.

Morrie Pollard, also of the Bay City, came into town and was seen dashing here and there among the many booths at the big show ... Saw Aubrey Stemler visiting over at the Morrison and looking over some of the new equipment being displayed there ... M. S. (Bill) Wolf again proved himself to be a host extraordinary. His suite was one of the most patronized during the show with coinmen from all over the country dropping in to say "hello" to Bill. Walt Huber proved himself to be the "refreshment king" in his suite of Boys' "Party" Portal from Seattle was also a great and helping hand for Bill ... Hank Maser of San Francisco walked into the exhibition hall on Tuesday morning, and rushed right around the whole floor looking to left and to right ... Plenty of coinmen asking for Bud Parr and why he didn't come to the Big Show this year ... Jules Bihari of Modern Records with his light California-weight top coat was looked upon as a polarizer by all the boys here ...

Frederick Kert, national sales mgr for Exclusive Records, around the show and saying "thanks" to many of the men, he was out and seen at the various booth recordings the firm are turning out ... Floyd Bittaker and Geo. Oliver of Capitol Records listening to all the stories the boys are telling them in their very attractive booth with the pictures of their many, many stars decorating the walls ... Don Clark of Wurlitzer's offices out here also seen here and there about the show ... And George A. Miller of Oakland, Cal. (CAMO) was greeted heartily by all the well known music ops' assays from coast to coast who attended this Big Show ... Jack Simon of Sicking here and there and everywhere ... Phil Robinson mighty, mighty pleased and very, very happy over the reception given Chicago Coin's grand display of machines at the show ... Jack Moore of Portland, Ore. around and about the Big Show.

Mr. and Mrs. Al Sleight, Bally's man, were host to many of our California boys ... Dave Borin, assistant to "Curley" Robinson of AOLAC, is in town seeing the show and listening to what is worth listening to and much that isn't, but, Dave as usual, has himself a grand time ... J. W. Coleman of Crystallette Radio of Long Beach, Cal. drifting about the halls and seeing many machines of Pantages Maestro spending time at their swell booths and meeting with many, many friends from all over the country ... Shipman Mfg. Co. of Los Angeles clicked with the many nice items they had at the Big Show. George Klor, Herman Segal, J. Olin Greenfield and Jack Greenfield of Interstate Associates being complimented on their very fine beverage dispenser which clicked with all who saw it at this show.

We missed Elky Ray at the D. Gottlieb & Co. booths, but, we understand that he was all tied up right at home ... Johnny Ruggiero of San Francisco was also much missed by many coinmen who know him from all around the nation. Len Moos was expected, they tell me, and many of the boys looked forward to seeing him this year ... Didn't see anyone from Mills Sales Co. Ltd. around the show and was hoping that we just didn't miss up on this grand firm's ... Jack Butcher, too, was missed this year, with many of his friends from everywhere in the country asking for him. Seems like Jack should certainly have shown up ... Mr. and Mrs. Del B. Scotto and Art Foster of No. Sacramento did a grand, bang up job with their very beautiful cabinets at this show and many a music op kept crowding into their booth to see and listen ... They tell us that Budge Wright of Portland was in town — but he must have been hibernating — couldn't find him.

Ed Wieler up and around the Morrison and the Sherman all day long with the new Aireon '48 Coronet phono his big topic of conversation ... Bill Simmons of Hollywood in deep conversation with Senator Capelah and all the boys at the Packard booths ... We were hoping that M. C. (Bill) Williams would pop into town this year and see that gorgeous display that Williams Mfg. Co. featured with plenty of ops, jobbers and distris from all over the nation crowding this spot all day long ... Wright Carter we thought would surely show up, since Nick was in for the NAMA show ... Danny Jackson, too, was missed at this show.

All the music ops' associations were eagerly awaiting the arrival of E. Jay Bullock and I seem to think that something held up Jay from getting out here much to the disappointment of all concerned ... Lyn Brown was here and was telling us what a grand machine he would have on the coast with the new Scientific game clicking at the show ... Lots of the boys wished that "Curley" Robinson would have showed up for this big convention for they wanted to talk with him ... Al Dexter, Columbia's cowboy star, from our own native California, was around autographing his Western records for all the coinmen.

Well, that about cleans us up — for the boys here in our Chicago office are yelling "copy" — and that means we've got to finish this column on 8 ½ by 11 size. We'll get it on to New York where the linotypers are anxiously awaiting it. So, if we didn't mention your name, please blame it on some of that Chicago firewater—on the hustle and bustle and turmoil of the big show ... We'll just lower the zero temperatures which almost froze my two typing fingers — and on a million and one more things which just made things get hazy after a while.
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