...Another Proof of
Wurlitzer Leadership

No Other Commercial Phonograph Has The ZENITH Cobra Tone Arm

HIGH-FIDELITY TONE BRILLIANCE...

Think of it! Less than ½ ounce pressure at the "floating filament" stylus. Extremely low record surface noise, yet the Zenith Cobra Tone Arm picks up the finest modulations. Tone never before heard on a record. Music so marvelous that it sells itself to the listener—produces extra plays and added profits in every location.

UNEQUALED SAVINGS IN RECORD-NEEDLE COSTS...

IMPORTANT: The average popular number on your phonographs is played from 1500 to 2500 times. With conventional pickups record fidelity starts to fall off at from 50 to 300 plays—and falls off FAST. 3 to 4 record replacements are necessary during the life of that tune. With the Zenith Cobra Tone Arm one record plays the entire run, will still have 95% fidelity after 2000 plays. A substantial reduction in record and needle costs. A clear gain that can total hundreds of dollars in extra profits from every Wurlitzer Model 1100 or Model 1080A Phonograph. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

Wurlitzer Music Merchants
Cash in on
Wurlitzer Leadership
I had good locations. The machines were getting a good play but... 

I wasn't getting anywhere. The location owners were happy with THEIR share of the take... but after splitting with them...

I still had to make payments to the Finance Company which left me strapped.

**HOWEVER**

**THAT WAS WAY BACK IN 1947 "B. C." - BEFORE MODEL "400"**

However, that was way back in 1947 "B. C." - BEFORE MODEL "400"

Aireon Coronet

CHANGED MY WHOLE OPERATION AND INCREASED MY PROFITS!

**With the new CORONETS and a membership in the "400 CLUB"...**

My locations are happier than ever... The take is greater and it all adds up to...

No more "Payment Day Blues" for me. I'm in business to stay and I'm saltin' some away.

JOIN THE Aireon 400 CLUB TODAY

CALL, WIRE OR WRITE

Aireon

**MANUFACTURING CORP.**

General Office: 1401 Fairfax Trafficway, Kansas City, Kansas

In Canada: Mafco Corp. Ltd., 4001 St. Antoine St., Montreal, Que.
THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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

BILL GERSH, Publisher
JOE ORLECK, Editorial and Advertising Director
J. FRIEDMAN, Music Editor
G. BREWER, Business Manager
G. BLOOM, Circulation
HERB OLSOW, General Mgr., Automatic Merchandising
BERT MERRILL, St. Louis, Mo.
O. S. SIBLEY, Art Director

IN THIS ISSUE
March 13, 1948 Vol. 9, No. 24

PENNIES FROM HEAVEN .............................................. Page 4
TRADE ACCLAIMS IDEA OF PUBLIC PLAY PROMOTION ................................. Page 5
AUTOMATIC MUSIC SECTION .......................................... Page 7
NATION'S TOP TEN TUNES ............................................ Page 9
RECORD REVIEWS ........................................................... Pages 11 and 13
AUTOMATIC MERCHANT'S SECTION .................................. Page 25
THE ALPHABET OF A SUCCESSFUL AUTOMATIC MERCHANDISER ............... Page 26
MANUFACTURERS' NEW EQUIPMENT .................................. Pages 29 and 30
GENERAL COIN MACHINE SECTION ................................ Page 31
CHICAGO CHATTER ...................................................... Page 47
EASTERN FLASHES ........................................................ Page 48
CALIFORNIA CLIPPINGS ............................................... Page 49
MINNEAPOLIS—ST. LOUIS—NEW ORLEANS .......................... Page 50

ADVERTISER'S INDEX Page 42

PUBLISHED WEEKLY by The Cash Box Publishing Co., Inc., 301 Fourth Avenue, New York 10, N. Y. Telephone: MURray Hill 4-7797. Branch Offices: 32 West Randolph St., Chicago 1, Illinois, Telephone: D'Earborn 0045 and 422 West 11th Street, Los Angeles 15, California, Telephone: RAsperry 2607.

CONTENTS COMPLETELY COPYRIGHTED 1948. All rights reserved. No publication of any material contained herein is allowed without written permission from the publisher.

ADVERTISING RATES on request. All advertising closes Friday at 5 P.M. preceding week of issue.

SUBSCRIPTION RATE $5 per year anywhere in the U.S.A. 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 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."
CHICAGO—The old, old song, "Pennies From Heaven", applies very aptly to the coin machine industry today.

There is no longer any doubt in the minds of everyone connected with the trade that the most important factor in the continued prosperity and further success of this field is for its base, the operator, to be prosperous.

Without the operator enjoying profitable success the rest of the field is compromised. And to such an extent, that all business slows down. Yet, today the operator, himself, is at fault.

For years now this publication has continually pointed out that the operator must change his present commission arrangement with his locations if he is to assure himself a continued profitable future in this industry.

The very fact that he has standardized the selling price of his equipment, has harsly affected his future. In short, the public have come to accept his price and his amusement at the 5c price. And, he simply cannot, at this late date, make too radical a change in the coin chutes he is using.

The machine machine's positions saw fit to change from 5c to 10c chutes, to meet the new and higher prices of the merchandise being vended. There are no longer 15c coin chutes on cigarette machines. The lastest is the 20c chute with the greater majority featuring the 25c chutes.

But the operator of music, regardless of the fact that his overhead has jumped from 150 to 200 per cent, still continues blithely on his way with his 5c coin chute. And the very fact that he hasn't changed his system of commission arrangements with his locations, in the greater majority of cases, has pushed him hard against the wall in his attempt to make his equipment pay.

What does the operator have left from each nickel which is inserted into his machine? First of all, 2½c immediately goes to the location, 1½c (and better in many cases) goes to cover his present overhead expenses; therefore he is left with 1c to amortize his equipment, for financial reserve, to pay for new machines and to show him some salary for his labor as well as profit for his investment.

"Pennies from heaven" is what each and every operator can sing today—because that is exactly what he is dealing in, unless he changes over entirely to meet the present inflationary market conditions with which he has to contend.

As far as the trade is concerned, and many business men everywhere in the nation have also taken up the cry, a 7½c coin would probably be a lifesaver for the music and amusement and even the merchandise machine divisions of the industry.

This 50% additional to the present 5c coin would probably solve a large number of problems. But, as yet, the 7½c coin is a long way off and, all things considered, may never be minted by this Government.

The one and only answer to the "Pennies from heaven" situation, then, if for the operator to change his present commission arrangement so that he at least has one penny for profit—completely and solely profit—and not for division into a great many segments so that no profit is visible when the division is completed.

As fast as the music machine operator is concerned, speeded records of approximately 2 minutes playing time would help. But, what would be of even greater aid to him, would be a commission of 70%-30% or a front money guarantee, so that he is at least assured covering his overhead expense and obtaining some profit on his capital investment.

There is no longer any doubt that in many of the larger cities where television has cut inroads into collections, the music operators and even the amusement machine operators, will be faced with less play action because of night baseball and other evening sporting events this summer.

This means that the operator must protect himself now—while he still can, and not when the evening sporting events, plus the spread of television receivers, has become such that he simply cannot convince his location owner he needs more money to exist.

Locations aren't too considerable of the operator. He must make his change now, while there is yet time, and assure himself, thereby assuring all the industry, that he will continue to remain in a profitable business.

If this "Pennies from Heaven" era is going to continue—for the nickel today is worth the penny of yesterday—then the operators must arrange to keep at least one penny all to themselves.

They simply must, on a national scale, so that it is nationally accepted, change their present commission arrangements to make this penny profit possible.

It shouldn't be too difficult to convince the location owner, who is actually the operator's partner, that partners should share on an equal 50-50 basis.

That being the case, the operator can show what his overhead expense is, and also cut off whatever overhead expense is endurred by the location owner, and then equally divide the remainder. Certainly that is the one and only fair method for partners to use.

Those operators who have already arranged for front money guarantees, for a better commission percentage basis, are the operators who are today enjoying profit, and who are continuing to go ahead.

It is up to everyone in the field to help bring about a more equitable commission basis for the operator—for he can't longer endure this "Pennies from Heaven" situation.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.
TRADE ACCLAIMS
IDEA OF PUBLIC
PLAY PROMOTION

Agree Public Wants to Relax and Have Fun
Playing Games and Juke Boxes. Urge All
Out Program to Bring Back Big Play.

CHICAGO — The many compliments received by The Cash Box
for the editorial which appeared in its February 14, 1948 issue,
definitely link all in the field with the solid fact that many have ne-
glected to exploit the entertainment qualities of their products
and have become "technicians of machinery" instead of sellers of
fun, relaxation and economical enter-
tainment.

From operators, jobbers, dis-

tributors and manufacturers all
over the nation have come fine com-
ment on this editorial. All feel that
the trade should go all out to bring
back the public to its equipment
from the standpoint that the public
will be able to relax while having
fun and being entertained.

As one noted manufacturer
stated, "The success of the moving
picture industry can be condensed
into but one word—exploitation.
And that", he said, "is just what
this industry needs today.

He agreed that more showman-
ship, more exploitation of the
amusement branch of the field
is most necessary today. He also said,
"There is no doubt that if the oper-
ators, and everyone else in the busi-
ness, will go all out to get the public
interested in the relaxing and en-
joyment qualities of the amusement
machines and juke boxes that the
play will increase and that all will
profit."

One well known operator writes,
"You are absolutely right in your
editorial in the February 14 issue.
That's just what the boys in this
business seem to have forgotten.
That they are sellers of fun, relaxa-
tion and really fine and economical
entertainment.

"Every coin machine man should
make it his business", he says, "to
get people interested in his equip-
ment from the standpoint that they
are going to relax and have a lot of
fun playing the games and lis-
tening to the juke box. We are, and
always have been, purveyors of
economical entertainment to the
public. Let's tell the public what
fun there is in playing amusement
machines and listening to jube
boxes."

"This is not the time", another
operator writes, "for the members
of this industry to go high class.
Let's", he continues, "go right back
to the good, old fashioned ways
we used years ago when we en-
couraged play by telling people how
much fun it was to play machines,
how they could relax while playing
them and listening to the phones,
and also to tell their friends that
this is the business that brings
them fun and pleasure everyday
for only a nickel.

There is complete acclaim thru-
out the trade for this editorial be-
cause of the fact that it asks the
operators to promote play for
their equipment. The one and only
way all can be assured of better
profits in the entire industry is by
more play action. And the public
want machines that will allow them
to relax—that will make them
laugh and feel at ease—that will
give them simple and entertaining
pleasure.

The old time operators were
among the greatest entertainment
exploiters. They always made it
their business to get play started.

They always saw to it that once
play started everyone would have
fun. The plan was not to see how
much could be won on the game,
but, instead, how much fun every-
one could have playing the new
game or listening to the latest rec-
CORDings.

And laughter is one essential
soley needed today by all the pub-
lc, there is no doubt that if the
nation's coinmen will start a cam-
paign to have people play their
amusement and music machines
from the single, simple fact that
they will have fun and be enter-
tained, that there will be an en-
tirely new attitude on the part of
the average man and woman who
enjoy coin machines. This attitude,
it is believed by the majority of
coinmen, is what will bring back
more and better play action.

There are a great many angles
which can be used by the average
one to gain proper attention from
the public for his equipment. Pub-
licity of all kind is needed. Charita-
tible institution hook-ups, Competi-
tive play contests. And dozens of
other ideas which have been used
in the past and which many have
neglected for years.

All these welded together to
bring about a new and more appre-
ciative understanding of the relax-
ing and enjoyable entertainment
offered by coin machines are sure
to revive a great many locations
and also bring to this trade the
boom which should rightfully be its
due at this time.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.
ALL FOR $5
Full Year

52 WEEKS SUBSCRIPTION TO
THE CASH BOX

The greatest BUY in all coin machine history... and here's why...

★ EDITORIALS . . . that dig analytically deep into the very heart of every problem confronting the industry and point the way out. The editorials which have appeared in The Cash Box have won acclaim and have been read into the minutes of many of the nation's coin machine organizations. Many a bulletin board features them regularly. And thousands of reprints have been made for leading coin machine firms.

★ NEWS . . . regarding all the coin machine business appears on the pages of The Cash Box in each week's issue as, and many times, even before, it actually happens. News is illustrated, carefully edited, digested and made easily readable. As a special feature, right with the news, also appear the views and predictions of the nation's leaders.

★ AUTOMATIC MUSIC SECTION . . . unequalled in all the history of the juke box industry. The most complete section of its kind. Contains each week: "The Nation's Top Ten Juke Box Tunes"; "Record Reviews"; "Round The Wax Circle" and "Rollin' Round Randolph" two intimate, newsworthy columns of New York's and Chicago's music industries; "Cash Box and Record Reports" giving the top ten tunes in the nation's leading cities; "Hot In Harlem", "Hot On Chicago's South Side", "Hot In New Orleans" and "Hot On Central Ave. In Los Angeles" featuring the top ten race tunes in the nation's four leading race music centers; "The Nation's Big 5 Hillbilly, Folk and Western Juke Box Tunes"; "Folk & Western Record Reviews"; The famous Tunnis' "Disc-Rite Record Score" listing the 40 best selling records throughout the country; plus pictures, news, special stories and many, many other features.

★ MANUFACTURERS' NEW EQUIPMENT . . . a complete section devoted to the new products of the nation's leading coin machine manufacturers. Not only listing the latest models just as the factory announces them, but, also featuring the prices of all machines.

★ AUTOMATIC MERCHANT'S SECTION . . . an entirely new, different and better approach to the "new era in automatic selling". This section features the "A. M. Blue Book" containing the names and products (as well as the prices) of every manufacturer of vending machines in special categories. A service, as many have stated, worth its weight in gold. And, in addition, complete news and technical information regarding the entire automatic merchandising machine industry with one of its leaders featured each week on a special two color cover.

★ AMUSEMENT MACHINE SECTION . . . featuring the news and advertisement of the nation's leading manufacturers, distributors, jobbers and suppliers to the coin machine trade. Loaded with pictures. Bringing rapid fire, intensive, truthful coverage of the entire amusement machine industry with pithy, analytical and exact material to help all in the field.

★ INTIMATE NEWS COLUMNS . . . "Chicago Chatter", "Eastern Flashes", "California Clippings", as well as columns from St. Louis, New Orleans, Houston, Dallas, Minneapolis-St. Paul, Denver, Philadelphia and other cities, week after week, bringing intimate personal information in a breezy, newsworthy style to all the trade.

★ COIN MACHINE MART . . . the greatest, most complete, most outstanding, best read classified advertising pages in all the history of the coin machine industry. Truly the trading mart of the business. Buds galore. Sales each week. One of the most widely read classified sections in any publication in the nation, many have stated.

"C.M.I. BLUE BOOK"

Without any doubt the most outstanding guide to the prices of all types of machines featured by the industry. Accepted by many states. Looked up to as the one and only "official price guide" in the industry. The "C.M.I. Blue Book" is mailed entirely separate of The Cash Box. Special subscription to those who qualify for the "C.M.I. Blue Book" $10 per year. Must be taken in conjunction with a subscription to The Cash Box.

Rush That $5 Bill Immediately to...

THE CASH BOX, 381 FOURTH AVE., NEW YORK (16)
Ever since a little song titled "That's My Desire" hit the juke boxes, Frankie Laine has meant continuous phono success to music operators throughout the nation. Often termed "the modern Al Jolson", Frankie's recordings of "Mam'selle", "A Sunday Kind Of Love", "Two Loves Have I" and "By The River St. Marie" have clicked with phono fans everywhere. Current disk hits are "Shine" and "Black & Blue." Exclusively featured on Mercury Records. Personal Management: Gabbe, Lutz & Heller.
VAUGHN MONROE
The Loveliness of You
Completely Yours
Mellow kind of ballad that Monroe fans go for. The Moon Melodyeis blend with the mesto on the lyrics.
RCA Victor 20-2712

PERRY COMO
Haunted Heart
Smooth ballad from the coming Perry medley "Inside U.S.A." With Russ Case and his Orchestra.
Carolina Moon
Famous Folks get a extra-mellow treatment from Perry. With Orchestra, Lloyd Shaffler, Director.
RCA Victor 20-2713

LOUIS PRIMA
The Bee Song
(Ho-Be and She-Be)
A jitterbug bounce that packs a wallop! Louis pipes the ignore words with plenty of ricks and rhythm in his lungs.
Tutti Tutti Pizzicato
Looks like an overnight hit...Phil Cavin Craft and 1000 teen-agers' pick "Click Tune of the Month"!
RCA Victor 20-2711

BETTY DAVIS
Album P-201
"Beryl By Candlelight"!
Auld Lang Syne
and Mad About the Boy
RCA Victor 20-2705
Alone Together and All Alone
RCA Victor 20-2706
Please Be Kind and They Didn't Believe Me
RCA Victor 20-2707
The Touch of Your Lips and Tea for Two
RCA Victor 20-2708

DAVE DENNEY
with String Orchestra
I'm Waltzing with a Broken Heart
and
Part of My Heart
Is Missing
Denney's popularity, hyped by the coast-to-coast radio show "Oklahoma Round-ups," will grab coins for these heartbroken love ditties. Dave sings in a smooth hill-billy style that appeals everywhere.
RCA Victor 20-2726

HELEN CARROLL
AND THE SATISFIERS
Big Brass Band From Brazil and The Secretary Song
RCA Victor 20-2710
SONS OF THE PIONEERS
Happy Birthday Polka
Calico Apron and a Gingham Gown
RCA Victor 20-2715
GOLDEN WEST QUARTET
Gospel Boogie and Gonna Climb Those Golden Stairs
RCA Victor 20-2727

THE HALL SISTERS
They're back again on RCA Victor... smoother, sharper than ever! "14" is a catchy, Calypso tune with clever lyrics. On the flip, they blend appealingly in low-down "bluesy" style.
Money, Money, Money
and
Teach Me, Teach Me, Baby
RCA Victor 20-2728

TEX BENEKE
Dream Girl
"Sleepers of the Week" by The Cash Box
RCA Victor 20-2667

SAMMY KAYE
Hand in Hand
Has the appeal of "Serenade of the Ball"!
RCA Victor 20-2679

TONY MARTIN
For Every Man
There's a Woman
Theme of Tony's new pic "Casbah!"
RCA Victor 20-2689

VAUGHN MONROE
Matinee
Heeded for heavy play!
RCA Victor 20-2671

MICKEY KATZ
Yiddish Square Dance
Novelty hit that's zooming!
RCA Victor 25-3001

THE STARS WHO MAKE THE HITS ARE ON
RCA VICTOR RECORDS

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

I'M LOOKING OVER A
FOUR LEAF CLOVER

Reports its position of last week with coin play continuing to boom.

1. CA-491—Alvino Rey O.
   CO-38010—Tony Hill O.
   DE-24279—Bing Crosby
   MA-1191—Eddy Howard O.
   ME-5103—Les Paul Trio

MANANA

Moves up another notch to take over the second spot this week.

2. CA-15024—Margaret Whiting
   CO-38061—Horne Hunt O.
   DE-24279—Bing Crosby
   MA-1191—Eddy Howard O.
   ME-5103—Les Paul Trio

NOW IS THE HOUR

In fourth place last week—into the third spot here.

3. CO-38811—Reddy Clark
   DE-24265—Emric Madriguera
   DE-24276—Bing Crosby
   ME-5075—Jerry Shalton Trio

BALLERINA

Drops a pair to garner the fourth spot this week. Still ranking up heavy play in the puffs.

4. BU-1012—Francis Craig
   CA-490—The Dinning Sisters
   CO-38936—Frankie Carle O.

BEG YOUR PARDON

Moves up from sixth place to grab the fifth slot this week. No mistakes with this one.

5. CA-15009—Peggy Lee
   CO-37932—Dinah Shore
   DE-24270—Guy Lombardo O.
   DE-24276—Bing Crosby

GOLDEN EARRINGS

Bounces around the board to turn up in sixth place this week. Ops report play continuing heavily.

6. CA-15007—Jo Stafford
   CO-37952—Kay Kyser O.
   DE-24258—Guy Lombardo O.

SERENADE OF THE BELLS

Moves up from the bottom to grab onto seventh place.

7. CA-15007—Jo Stafford
   CO-37952—Kay Kyser O.
   DE-24258—Guy Lombardo O.

HOW SOON

Repeats its position of last week, after a sensational ride across the boards.

8. CO-37952—Dinah Shore
   DE-24260—Bing Crosby
   Caravella O.
   CON-11006—Jimmy Atkins

I'M MY OWN GRANDPAW

Drops to the ninth spot. Still calling coin tho.

9. CA-15033—Jo Stafford
   CO-38046—Tony Pastor O.
   DE-24268—Guy Lombardo O.
   KL-694—Grandpa Jones

I'LL DANCE AT YOUR WEDDING

On the bottom this week. Ops still buying with play holding tight.

10. CA-15009—Peggy Lee
    CO-37965—Ray Noble O.
    DE-24266—Jeanie Leith

The Cash Box, Automatic Music Section
IN FIRST 3 DAYS OF RELEASE
BREAKS ALL SALES RECORDS
Bigger than "FOUR LEAF CLOVER"

Art Mooney
and his Orchestra's
SMASH RECORDING OF

"BABY FACE"
backed by

"ENCORE CHERIE"

M-G-M Record No. 10156

THANKS OPERATORS, DISK JOCKEYS
AND DEALERS FOR MAKING OUR
"FOUR LEAF CLOVER"
THE NO. 1 RECORD IN THE COUNTRY
Art Mooney

Opening!
MARCH 10th
ROXY THEATRE, NEW YORK

on M-G-M RECORDS

Record Exploitation by: HENRY OKUN
“It Was Written In The Stars” (3.02)  
JO STAFFORD  
(Capitol 14040)  
- The storm bound to rise once this cookie gets around will hit every city, village and hamlet in the nation—but big! Chirp Jo Staff- ford goes all out on this ultra sweet piece of “It Was Written In The Stars”, to turn out one of her best performances ever. From the forthcoming Universal - Interna- tional flier “Casshah”, the ditty is bound to come in for some extra heavy plugging once the pie breaks. It’s Stafford at her best—purring in strong, sweet and tender tones that rate like a spade flush. Mood of the song is set way up high with the depth and feeling lying in her vocal strings building to a beautiful crescendo. On the flip with another excellent rendition, Jo displays her vocal charm in a shower of splen- dor around “It’s Monday Every Day”. Actually there are no A or B sides to this platter—they both are exceptional phono material. This side shows Jo wailing this blue piece in soft, harmolous teasing tones that should go a long way towards hyping phono song. Or- chestral backing by maestro Paul Weston and his boys rates an orchid. A band with the canary in a phono manner throughout the waxing. Don’t hesitate one instant with this drop—it’s a coin natural!

JO STAFFORD  
- "It Was Written In The Stars", for high meat and mellow worderage to "There Ought To Be A Society" on the top deck, Janette Davis' latest release comes to us in a con- trary way. This vocal and musical performance right outside of the "Thrill Of A Lifetime" box, it’s that kind of song that the stocky gal can bring out to suit the gilded mood. Flip is more kick wax titled "They Can't Make A Living Out Of Me" and is the same phono material. "It was a gilded weaves around the title with effective tolling throughout the wax. Top side is the one that will grab off the headlines.

“Gal My Is Once More” (3.52)  
"Starlight Rendezvous" (3.01)  
JOHN DICK GUGAT ORCH. (Columbia 38095)  
- More music from the much heralded musical production "Inside USA", with the rhythm of "My Gal My Is Once More" offering the cause for excitement. It’s one of the most enjoyable musical spots that have come out of bet- ter disks in many a moon. Enlcing vocal treatment by a vocal ensemble set the stage for this heavy phono piece of sugar and spice. Wax drifts like a cloud with the backdrop furnished by maestro Donald Stone keeping a steady, joyous financial performance. Flip is more material for the star gazers with a galaxy of pipes coupled on "Starlight Rendezvous", Pipes Harry Prime, Audry Young, The Clark Sisters and The Town Criers join hands for the sweet stigmas of this ditty. Both sides are tailor made for those quiet spots—especially so with the top deck.

“Jungle Rhumba” (2.49)  
"Ok’I Baby Dok” (2.51)  
XAVIER CUGAT ORCH. (Columbia 38095)  
- The metro of this one should have the hip phono wires hopping like mad. Xavier with this ditty that’ll stir the heart and soul of every rhumba fan. Titled "Jungle Rhumba", Charlie gives out with a ton of lavish Latin rhythm that sparkles all the way. Stuff is made for dancing—what’s more it’s a two-fer. On the flip with "Ok’I Baby Dok!" the maestro showers piano Aladdin as he trade to the floor to appling the charming novelty wordage. Wax rings true with the vocal spot effective as it stands. Top side for the mools.
**A Smash Hit!**

"**TOOLIE OOLIE DOOLIE**"  
(The Yodel Polka)  
Recorded by  
VAUGHN HORTON • ANDREWS SISTERS  
on CONTINENTAL #1233  
DECCA #24380  
HENRI RENE • DICK HAYMAN  
on RCA VICTOR #23-1114  
STELLAR #1013A  
(More Records to Follow)

The Critics Rave!

- "I am using this record on 400 Mutual Stations"  
  MARTIN BLOCK
- "Andrews have one of the best recordings in long time, Ditto Continental,"  
  THE BILLBOARD
- "It's on top of my Hit Parade," says:  
  DAVE "WAAT" MILLER

Chosen "SLEEPER OF THE WEEK"  
THE CASH BOX, Feb. 21

Selected "TOOLIE OOLIE DOOLIE" as Record of the Week  
EDDY GALLAHER  
Station WTOP, Wash. D.C.

Published by  
CHARLES K. HARRIS  
MUSIC PUBLISHING CO., INC.  
1619 BROADWAY • NEW YORK 19, N. Y.

Reports have it that the West Coast is fairly sizzling after an alleged blast was leveled at James C. Petriello and the American Federation of Musicians by a transcription studio. The studio is supposed to have ordered too many Ike Carpenter to cut, and later getting a negative reply from both Carpenter and Local 47, West Coast AFM representative. Spokesman for the transcription unit alleged that it could threaten a court order citing the Taft-Hartley Law. Local 17 is reported to have notified AFM national headquarters with diskers, music publishers and the entire music industry avidly awaiting word. As the recording ban wears on, it is rapidly becoming evident that the industry as a unit is becoming irked and more than a bit perturbed. Many major diskers are beginning to feel the bite of losing out on potential sales via solo song hits. Witness the fact that the current hit recording "Manana" has only two labels out with it, Capital and Decca. Platters are known to be toying with the idea of using their English affiliates to record such songs and then in turn have them sold and distributed here. This in itself will allow music publishers to place more songs and possibly "open up things". We still maintain that the ban will blow off when the boys on Capitol Hill get down to business.

Songsmith-orientee Buddy Kaye dropped around to visit this past week and came up with a hatful of interesting dots and dashes. Buddy, who had a hand in such name hits as "Till the End of Time"; "This Is No Laughing Matter!"; "I'll Close My Eyes"; and "Full Moon and Empty Arms" has recently come up with another pair that are currently breathing hot and heavy; "Sierra Madre" and "Thoughtless." Buddy’s inspiration for "Sierra Madre" came about while he was tracing the adventures of that famous Louisiana pirate, Jean Lafitte. A little reading and pop—a smash song success. Incidentally Buddy recently cut another original piece on MGM wax which we believe will just blow the roof off. Look for "Jewel Belt!"

Talk about hard luck, Les Paul seems to have his share of it. Les was involved in an automobile accident several weeks ago and wound up in the hospital for two weeks. While his first Capitol recording is already in the "sensation" class, Les was supposed to have been coming out this week. Reports just reached tell us that Les has just been stricken with pneumonia and is now being held at the Oklahoma City hospital for some time longer. In addition, doctors are battling the infection in his arm. A hearty get well card addressed to Les would certainly do this grand performer a world of good.

Barclay Allen, formerly featured with maestro Freddy Martin, pulls out to start his own band this week with his initial engagement scheduled for Ciro’s in Hollywood. In the meantime, his Van Es recordings are rapidly gaining ground...

Continental Records” "Toolie Coolie Doolie" clipped the 80,000 mark in sales this first week... Top Records names the Jim Martin Co. as distributor in Chicago and the William E. Harvey Co. for the Cleveland area... Hats off to DeLuxe Records, Pal Tennis, Zippy Lane, and Ruth Wallis. They’re running benefit shows for spastic kids. Loads of others in the music biz can follow suit... Operators will be happy to know that the long awaited Nat Cole Capitol dinkering of "Nature’s Boy" will be cut in early April. It was a concert gem on the trio’s recent tour. Nat and the boys are currently being held over at the Oriental Theatre in Chicago... And songwriter Charles Tobias, who gave operators such hits as "The Old Lamplighter", "When Your Hair Has Turned To Silver", and a zillion others has a Latin piece coming up that looks like a smash. Keep your eyes peeled.
"Dream Girl" (3:01)  
"Haunted Heart" (2.51)  
GEORGE PAXTON ORCH.  
Barclay (2424)  
• It's a sure fire musical bet from the forthcoming Paramount flicker of the same name, "Dream Girl" that grabs the top notch pair to which its many fans can latch onto. "Haunted Heart," a duet in same boat, is furnished by maestro George Paxton, the deck takes on an air of splendor. Piper Don Rodney, with its brilliant rhythm, makes the phrasing vowel are in soft dulce tones that satisfy. "Haunted Heart," a duet rendered withlogistical perfection, while the Paxton boys back the balladeer excellently. On the flip with "Haunted Heart," comes "My Irish Colleen" furnished by maestro George Winterhalter. In side USA, it's choir boy Dick to spill the vocal refrain once more. Tune is bound to reach the top and should come in for some heavy flank once the show breaks. Both sides make for favorable listening pleasure — Paxton's rapidly growing clan should go for this duo.

"I'm Out To Forget Tonight" (3:03)  
"Intrigue" (2.58)  
BILLY ECKSTINE  
MGM (10154)  
• Graceful vocal styling of balladeer Billy Eckstone and another top notch pair to which his many fans can latch onto. The voice is beautiful, filled with emotion. "I'm Out To Forget Tonight," the duet with which Billy purrs with on the pair aptly prove the sincerity, fineness of his voice. "Intrigue," Billy displays his vocal chords in brilliant form, while maestro Hugo Winterhalter furnishes behind a load of singing strings. On the back with "Intrigue," Billy once again renders an immaculate performance with the powerful wardrobe here filling the air with a ton of sincerity. Both sides should meet with excellent approval from his many fans—latch on!

"I've Only Myself To Blame" (3:00)  
"But Beautiful" (2.53)  
FRANKIE LAINE  
(Mercy 599)  
• More throbbing tunes by the great Frankie Laine and the tempo of "I've Only Myself To Blame" and "But Beautiful" seeming them. Frankie's stylish tone silts weave a charm about the listener, putting you in a very receptive mood. "But Beautiful" with its renditions of Frankie's musicals accomplishments. Its sone as only Frankie Laine can sing it, with loads of tricks and quips therein to polish the platter. Flips is currently kicking up a storm— Frankie's rendition should boost it higher. The man is hot—get next to this pair.

"Moonlight Bay" (2:37)  
"Let The Rest Of The World Go By" (2.42)  
BRAD REYNOLDS  
(Sing-A-Tune 305)  
• Something new in the way of platters for many of the message. Bow to the disk spotlight with this release, Brad Reynolds offers participation singing to one with tavern cooperation of two of old favorites titled "Moonlight Bay" and "Let The Rest Of The World Go By." Both sides should be familiar to one as much as music lovers everywhere. Rudy Carroll's production and Brad's rendition of both standards make for pleasant listening. Second chorus of each side allows the listener to join in—a new twist which might hypo phono play. Instrumental backing provided by the Irvin Miller orch flavors the vocals, alto the spotlight shines brightly on the piper. The pair deserve a spot in your machine if only to see the results.

"My Irish Colleen" (2:41)  
"Evening Bells" (2:37)  
DON ROONEY  
(Dana 2003)  
• First click platter for the coming Easter season and a hunk of very musical. "My Irish Colleen" features the virtuoso piper Don Rodney to the mike with an original piece titled "My Irish Colleen" sets the stage for an avalanche of coin playing bound to break about the tune. Don's pipes pitch in low soft mood, surrounded by an aura of musical splendor provided by the rapturous refrain of singing strings throughout the waxing. The melody of the tune is gay and dreamy, and should satisfy the pleasure of the most ardent music fan. Lyrics of the song are wrapped around the title, with Don's scintillating vocal performance dazzling all thru. On the back with "Evening Bells", the choir boy once again displays his delicate tone to another effective side. It's more slow dancing music to which the caddie kids can get next to. "My Irish Colleen" should please the fancy of a zillion kids—it's a bonny bell ringer, it is.

"Pin Up Polka" (2.20)  
"What Do You Want To Make Those Eyes At Me For?" (2:47)  
LE MONTIS TU-TONES  
(Aristocrat 308)  
• What with the nation polls happy these days, we can't possibly go wrong with this highly published "Pin Up Polka" with Le Monti's Tu-Tones charting the wave of sorts and the gang do the ditzy u p mellow, replete with lavish rhythm throughout. Vocal spot by Marie London suffice in the tune, setting it up for some heavy needling. On the flip side we have "What Do You Want To Make Those Eyes At Me For?" Wax is an immaculate performance for the combo and should win wide favor. Buy all massive gram —we're sure it will hypo your phone play.

"Robbins Nest" (2:47)  
"Tacos, Enchilados & Beans" (2:49)  
SAM DONAHUE ORCH.  
(Capitol 493)  
• The flavor of this cookie is bound to send phonio fans on the rampage again. Following their smash success of "It's Never Knew," maestro Sam Donahue sends a pair that are bound to sort up coin play through the hail. Top deck, title, "Robbins Nest," is the now familiar click ope to a disc jock. This one is a one two combination. The rhythm is brimming with brilliant rhythm throughout, out with maestro Sam grabbing a spot here and there. Flips is a bit of a novelty theme, with chill Shirley Lloyd to offer the vocal treatment. "Tacos, Enchilados & Beans" shows as its fair lick to which the many Donahue fans can latch onto. Wardrobe of the ditty is cute all thru, with the thirteenth special spot rounding out the side. Get next to "Robbins Nest" pronto.

"I'm Not So Bright" (2:58)  
"That's Gratitude" (2.49)  
MARTHA TILTON  
(Capitol 1014)  
• Back into the Capitol fold, chirp Martha Tilton spoils her first release here with a pair of brightly fashioned sides which are sure to grab off a load of attention in the phonios. Titled "I'm Not So Bright" and "That's Gratitude," the lady's pipes shine upon the same noisome material. Top deck weaves in slow metro with the wardrobe of the tune that fans. It's a beautiful ballad and bound to snare sights from the capital set. Flips shows as a fair piece with Martha mixing loads of tricks into her rendition. Orchestral support by maestro Dean Lisibach splices the disk all the way. Both sides are well loaded with possibilites—spin em.

"Matinee" (3:01)  
"That Feathery Feelin'" (2:57)  
GORDON MACRAE  
(Capitol 1304)  
• Nostalgic tones of pipes Gordon MacRae has been a pair that might click heavily with phonio fans. It's the mood and pattern of "Matinee" and "That Feathery Feelin'" that set the stage here, with Gordon's heavy tone blending through throughout. Top deck, currently undergoing heavy plugging might get in on some of this attention and the "Ballroom" style of balladeer's pipes fill the air with loads of sweet romance for the younger sets. Flips is with a tone that might or might not attract the star gazers too. Backing shows just as adequately as the top deck, with the Saint Scottish air blending smoothly all thru. Both sides for the light spots.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

The Cash Box, Automatic Music Section  Page 13  March 13, 1948
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.

1. Paul Williams Sextet (Savoy) *HOT*
   - Rises to the top of the heap with ops going mad about this one.

2. Hadda Brooks (Modern 524)
   - In fourth place a week ago—this sensational culler by chip Brooks nets her second place this week.

3. Bull Moose Jackson (King 41811)
   - Hep Bull Moose Jackson with this smash dishing in third place.

4. Lionel Hampton O. (Decca 24481)
   - Still catching heavy coin in a million boxes.

5. Billy Eckstine (MGM 10123)
   - More moola for Billy Eckstine with his rendition of a "true" coin winner.

6. Nellie Lutcher (Capitol 15032)
   - The first of a host of new tunes bouncing into the disk spotlight.

7. Lonnie Johnson (King 42017)
   - Hep King plattery with another dilly for music ops.

8. Bill Johnson O. (Victor 26-2618)
   - Ops peg this one for a long and healthy stay. Play zooming throughout Harlem.

9. Bull Moose Jackson (King)
   - Another Bull Moose Jackson sensation! Keep your eyes peeled on this one.

10. Bill Moore (Savoy 662)
    - "Bubbles" bouncing around like mad. Going like sixty say the ops.

*Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!*
Title Strip Firm Skeds Indie Diskery Plan

PITTSBURGH, PA—Dal E. Haun, general manager of the Star Title Strip Co., Inc., this city, announced the availability of a title strip distribution plan to independent record manufacturers this past week. Star, handling the bulk of title strip manufacture in the nation, and catering to thousands of juke box operators plans on expanding their service to all independent diskeries at a "flat initial run" basis.

In an announcement of the plan to indie platters, Mr. Haun pointed out that the aim of their firm was to "make our service to operators as complete as possible."

"If your records were among those that we printed title strips for, then these strips helped your sales in two ways," he stated.

"First, they helped you sell more records to the operators that use of service regularly. Second, they helped you sell more records to the retail stores, because every time a juke box fan played their favorite recording on a juke box, the printed title strip informed the player that that was your record, and not one of a dozen others on the market."

"Every one of the title strips printed contained not only the title of the song, the name of the artist, but also the name of the record company and the number of that record."

Title strips it is to be pointed out are valuable to the juke box operator since they dress up his machines.

Godfrey Beams With Gold Polka Platter

NEW YORK—The broad beaming smiles from Edward Wallerstein, (left) chairman of the board of directors of Columbia Records Inc., and Arthur Godfrey, are evidence of mutual satisfaction. Between they held the millionth copy of the Columbia recording of Godfrey's "Toe Egg Polka", which rose to the top of the nation's song charts in phenomenal time. Mr. Wallerstein presented the gold award to Godfrey on his Chesterfield air show recently. Meanwhile, Godfrey's disking of "Slap Ey' Down Agin, Paw" continues to draw wide attention.

WRITE ME A LETTER

The Ravens
(National 9010)

KEEP A DOLLAR IN YOUR POCKET

Roy Milton
(Specialty 522)

I LOVE YOU YES I DO

Bull Moose Jackson
(King 4101)

HONEY, HONEY, HONEY

Hadda Brooks
(Modern 524)

BARNYARD BOOGIE

Louis Jordan
(Decca 24300)

RECESS IN HEAVEN

Dan Grissom
(Jewel 2004)

TOMORROW NIGHT

Lonnie Johnson
(King 4201)

TRAIN TIME BLUES

Amos Milburn
(Aladdin 206)

LONG SKIRT BABY BLUES

T-Bone Walker
(Black & White 122)

FINE BROWN FRAME

Nellie Lutcher
(Capitol 15032)

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators In Los Angeles, Cal.
Philly Phono Ops Select “Shine” As Click Tune

PHILADELPHIA, PA—More than two thousand howling, happy teen-agers gathered at the Click Club, this city on Saturday, February 26 to participate in the March Click Tune Party, co-sponsored by the Philadelphia Photograph Operators Association and Frank Palumbo, prominent niterly owner.

The tune selected as the Click Tune of the Month was "Shine." Recordings of the song will be placed in the number one spot on the more than 3000 juke boxes in the Philadelphia area.

Feature of the party, the Harry James "Wanna Blow A Horn" contest, met with enthusiastic reception on the part of the many youngsters. In addition, the phono ops monthly award of a new automatic phonograph to a local high school was widely applauded.

Palumbo, whose immense charitable efforts on behalf of Philadelphia's youngsters have won him recognition throughout the nation, provided tiers of food, candy, soda and ice cream for the party.

The record that won the Click award, was Frankie Laine's Mercury recording of "Shine." Running second in a closely contested race was Art Mooney's MGM version of "Big Brass Band From Brazil."

Awarded for the Best Record of 1947

VITA MEANS "LIVING SOUND"

All Time Standard NICKEL NABBERS by AMERICA'S OUTSTANDING WHISTLING VIRTUOSO FRED LOWERY and Lovely DOROTHY RAE THE GIRL WITH A SMILE IN HER VOICE "TREES" "SONG OF INDIA" Columbia 37864 (C-148) on COLUMBIA RECORDS

Personal Manager WILL JURGENS
Press Relations WAYNE VARNUM ASSOCIATES

HERE'S THAT 'Money-Makin' Hit' You've Been Asking For—Order Now From Your Columbia Distributor.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
A whole batch of entertaining records were recorded just before the recording ban became effective by Andy Parker and his Plainsmen. Capitol Records announced this past week. Parker's first release will couple "Toy Red Lips" with "Texas Belle," which was introduced for the first time on Cottonseed Clark's KTLA television program in Hollywood last month. Parker and the Plainsmen also engraved a couple of sides with Tex Ritter, slated for early release.

We hear Eddy Arnold gets a $1,000 guarantee per night. Eddy is currently touring California auditoriums and really packing 'em in. . . . Spade Cooley dropping his trumpets and saxes in favor of an authentic Western combo . . . Tex Williams hired Joaquín, ace steel guitar man in the biz. . . . Hal Horton really doing a wonderful job at KRLD promoting folk artists. . . . Kitty Carson hitched to Smiley Wilson. The pair are featured daily over WGAJ, Cadum, Ga. Hank Penny, King Records star, made his debut over television recently at WFW, Gince TV unit. . . Song Jokes of Grandpa Jones and Cowboy Copas, pair of King artists riding hot and heavy, have just been pubbed by Lois Music Co., a King affiliate . . .

Merle Travis playing a series of dates for the Veterans of Foreign Wars. Milo Twins appearing with Merle. . . . Tex Ritter's disk of "Dallas Darling" started a whirlwind of activity down in Dallas recently. A contest was started to find a beautiful girl who would be "Dallas Darling." The entire thing is being tied into an Army recruiting program. . . . Veteran folk in the music biz sorrowed at the passing of J. Keirn Brennan, ace songwriter. Brennan authored such song hits as "Empty Saddles," "A Little Bit of Heaven" and "Boy of Mine." Brennan died at his Hollywood home early in February. He is survived by a brother and daughter. . . . Tex Williams, we learn, recorded maestro Stan Kenton's theme "Artistry In Jazz" with a Western twang. Using no saxes or trumpets, Tex cut the piece tagging it "Artistry In Western Swing." Tex used four fiddles, a harp, accordion and three guitars. . . . Stan Kenton, presently on tour, was not available for comment. . . . Dave Miller continues to break it up in Newark, via his WAAT show. . . . Vaughn Horton skedded for a nation wide tour with his latest click tune "Tooole Oogle Doolie." That ditty really is a smash and is bound to be gobbled up by one and all.

The Cash Box—Feb. 21

 Dish O' the Week

To

Elliot Lawrence and his Orchestra

For the Sensational Columbia Recording of

"Shauny O'Shay"

and

"Sugar Beat"

Columbia 38084

Shauny OS'Hay

a natural for St. Patrick's Day

Columbia Records

Short Shots

From the Hills and Plains

SLAP 'ER DOWN AGAIN, PAW

Esmereldy

(Musicraft 524)

I'M MY OWN GRANDPA

Lonzio & Oscar

(Victor 20-2563)

NEVER TRUST A MAN

Rosalie Allen

(Victor 20-2608)

WALTZ OF THE WIND

Roy Acuff

(Columbia 38042)

SIGNED, SEALED AND DELIVERED

Cowboy Copas

(King 658)

Additional Tunes Listed Below in Order of Popularity

BUBBLES IN MY BEER

Bob Wills

(MGM 10116)

DON'T FLIRT WITH ME

Hank Thompson

(Capitol 40085)

ROSES HAVE THORNS

Jerry Irby

(MGM 10177)

THE KIND OF LOVE I CAN'T FORGET

Bob Wills

(Columbia 37926)

I'LL HOLD YOU IN MY HEART

Eddy Arnold

(Victor 20-2332)
CARSON CAPTURES COIN
2 RECORDS HIT AND RUN WILD

PIANISSIMO
backed by WHAT DID YOU WANT TO MAKE THOSE EYES AT ME FOR MUSICRAFT # 527
MINDY CARSON

THE FEATHERY FEELIN'
backed by I HATE TO LOSE YOU MUSICRAFT # 541

A Must For Juke Box Ops!

"THE PIG LATIN WAY"
Backed by When I'm With You" Meena 3148
CHOICE TERRITORIES STILL AVAILABLE
Order from MAJOR DIST. CO., 563 W. 42nd St., New York

MECCA RECORDS 545 Gorge Rd., Cliffside Pk., N. J.

EDDIE "Mr. Cleanhead" VINSON
World's greatest blues singer and his orchestra
Exclusive MERCURY Recording Artist
UNIVERSAL ATTRACTIONS 39 MADISON AVE., N. Y.

Current Hit! “OIL MAN BLUES” “WANDERING MIND BLUES” Mercury No. 8047

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
CHRISTINE—We restrictly said they’re and which Murray from and on Charlie &% WONDER, GREAT Aired BttUi’基本的にHITS AGAIN! 2 Great Records BY 2 Great Stars!

BOB CROSBY
Star of Campbell Soup’s Club 15 Aired Monday, Friday on CBS, sings...

IT’S GOT TO BE A great new tune . . . that’s “Got To Be” . . . on every Juke Box — and

YOU’RE MY EVERYTHING A great old standard Both on Record Number 1020

FRANCIS CRAIG plays

BEG YOUR PARDON OVER 500,000 ALREADY SOLD

Today’s tune sensation Backed by the nation’s next No. 1 HIT . . . (Turn it over and see)

I’M LOOKING FOR A SWEETHEART A great tune written! by Daryle Hutchins, writer of WONDER, I WONDER

Record Number 1012

CHICAGO—Gene Austin who is recording for the Universal label, visited with Jimmy Martin, local record distrih, at his home, and Gene played “way into the night entertaining all present . . . Jimmy Martin also reports that Lee Monti . . . of the Tin Tones . . . frequently calls around his headquarters . . . Listening to disk purchasers and grabbing ideas on what to record next . . . We hear that Jack Owens has a sweet platter in “Melancholy” which he made for Dick Bradley’s Tower label . . . Dick Bradley’s trip to the west coast, it is reported, was to set up his new offices there under George Bowie . . . from there Dick went to Detroit, Cleveland and then the east coast to visit with distrihs . . . Dick also reports that Marie Shaw has just cut eight sides for him . . . her first release to be good, old “St. Louis Blues”...

Tony Valerio of Melody Sales Co., San Francisco (Mercury distrih) pulled into town last week and was hosted about by Sy Stern and Jackie Smith of Mercury . . . from what Sy reports they started at the Shangri-La, then on to the College Inn, the London House, “and then” remarks Sy, “we digressed” . . . Jerry Abbott’s first platter for Aristocrat, “Just Friends”, backed by “My Sweetie Went Away”, is being released now . . . and Evelyn Avon of Aristocrat tells me they believe it will be a clicker . . . by the way, Jerry opened last week at the Latin Quarter in Cincinnati . . . Murray Arnold at the Palmer House will be replaced by Skinny Ennis March 18 . . .

Randolph Street’s cumbus musicians talking about the very fine music being purveyed by Tommy Carlin, currently at the Trianon . . . and claiming Tommy’s gonna go places . . . Warner’s will plug “Bye Bye Blackbird” as soon as they feel “Four Leaf Clover” has done its duty to the firm . . . George Olson’s recording of this oldie is skedded for early release . . . Adams, Vee & Abbott publicity better than a $10 pistol over that Victor platter of their new tune, “Hawaiian Cowboy” recorded by Roy Rogers . . . the firm believes that it’ll hit the peak in sales . . . and then some . . . That reminds me . . . saw Fred Porter and some of the guys he does his shootin’ with walking down Wabash with two guns in his hands . . . the other boys had come here for the Sports Show . . . said Fred, “Looks like we’ll need these in this music business very soon” . . . maybe he’s got something there...

Jerry Glidden’s second option was just picked up by the Congress . . . so it looks like they’ll be dancin’ to his dancin’ tunes at the Glass Hat for something to come . . . And that, I’m told, is another instance of how a local boy makes good! . . . Charlie Ventura has just revamped his sextet . . . the outfit now includes three of his brothers, and, from all reports, looks very, very good . . . they’re being featured at the Blue Note . . . Christine Randall, one of Vitavonic’s platter stars, is currently appearing at the Tin Pan Alley . . . and Vitavonic believes she’ll popularize may a tune she dished at this well known spot . . . Raymond Scott is packin’ ‘em in at the Rag Doll . . . which is one spot that features the features . . . and Raymond’s reported to be headin’ away up the with his tuned-up tunes.

“Doc” Evans and his five piece combo gave out with a three hour Dixieland jazz session . . . strictly for the “under 21” set . . . who don’t get a chance to catch him at the Bee Hive where he’s featured . . . for a half hour the session was broadcast from the stage of the 5th St. Theatre by WJJD . . . and the consensus was that it was a “true jazz music” . . . which ain’t bad boys and girls . . . that ain’t bad . . . Nat (King) Cole and his trio still standin’ . . . then on the ear at the National here with the King gettin’ plenty of applause for his grand efforts . . . his last radio show shovin’ him off to true advantage.
West Coast Plattery Blasts Disk Ban

LOS ANGELES, CALIF. — Standard Radio Transcriptions, this city, reportedly issued notice to James C. Petillo and the American Federation of Musicians, that unless union representatives met with them to negotiate differences in the current recording ban, they would take action with the National Labor Relations Board.

This is the first reported case in which a segment of the industry, diskery or transcription, halted from cutting by the ban, has taken action. Recently, Capitol Records issued a recording order to one of their artists. At present, nothing has developed since their order. The transcription service will allegedly cite the provisions of the Taft-Hartley Law, in the event that the union does not meet with them.

Grogan Rejoins King

CINCINNATI, O.—King Records Co., this city, announced the re-appointment of Phil Grogan as manager of the advertising and sales promotion departments for the firm.

Grogan disclosed that the plattery plans on expanding their sales promotion department, by adding additional men to cover juke box operators and disk jockeys throughout the nation.

Mr. Grogan temporarily left the King firm three months ago. Prior to that he was associated with several recording companies, and has a wide knowledge of the recording business.

Lutcher Visits With Wash. D. C. Music Op

WASHINGTON, D. C.—Visiting with local music operator Hirsch DeLaVieez and disk jockey Eddie Gallaher, WTOP, click Capitol Records champ Nellie Lutcher eyes her latest recordings on the Packard phonograph on display.

Nellie’s “Fine Brown Frame” is currently reported to be kicking up a storm throughout the nation.

DeLaVieez and Gallaher sponsor a weekly juke box “record of the week” show in Washington, D. C.
MUSIC OPERATORS PUZZLED BY WASH., D. C., HEARING; FIRST HEARING DELAYED UNTIL MARCH 22

WASHINGTON, D. C.—Music operators throughout the nation expressed bewildered opinions as to the cause of scheduled hearings in Washington, D. C., by the House Judiciary Committee this past week. Avidly watching developments vitally affecting every music operator in the country, Sidney H. Levine, attorney for the Executive Committee of the nation's automatic machine operators, Jack Sheppard, president of the Philadelphia phonograph Operators Association, and Hirsch De LaVie, chairman of the public relations committee of the national group, appeared in Washington this past week to obtain first hand information concerning these hearings.

The hearing, called by the House Judiciary Committee for March lst, was reportedly scheduled to tackle possible legislation pertaining to amendments or changes to existing copyright statutes.

Levine, Sheppard and De LaVie, representing the National Committee formed in Chicago recently to combat legislation deemed detrimental to the industry, were informed by Judiciary Committee members that hearings on copyright amendments would be postponed until March 22. Cause for the difference of opinion among music leaders throughout the nation seemed to be that no definite statement was issued by the House Judiciary Committee explaining just which piece of legislation would be dealt with.

It is known that proponents of the measures being eyed in Congressional chambers at present have been active throughout the past several months.

Representative Earl Lewis, (Rep. Ohio) Chairman of the Committee on the Judiciary is reported to be working out final details of his bill H. R. 5014, introduced in the House of Representatives on January 19, 1949. Also this piece of legislation does not pertain itself to the automatic music industry, it is easily seen that amendment thereto, specifically referring to the automatic music machine, could be appended. The bill in its present form states, that H. R. 5014 is “An act to amend and consolidate the Acts respecting copyrights...” H. R. 5014 deals with the disposition of copyrighted dialogue, sound effects or music in motion pictures.

Representatives of the national committee for music operators are cognizant of the possibility of H. R. 2570, reappearing in committee or discussion. H. R. 2570 is the measure introduced by representatives of the American Society of Composers, Authors and Publishers (ASCAP) last summer, and was subsequently left in committee at the close of hearings in Washington. Advocates of the measure, in addition to ASCAP, have been actively watching developments these past few weeks. H. R. 2570 specifically dealt with amending the copyright laws to extract some mode of royalty payment from the music machine industry.

Mr. Sidney Levine disclosed that he and other members of the executive committee will appear in Washington on March 22 to attend the hearing called by the Judiciary Committee.
Bullet Records Open Nashville Factory

NASHVILLE, TENN.—Jim Bullet, secretary of the Bullet Record Co., Inc., announced the official opening of the firm's new record pressing plant in Nashville, Tenn., this past week.

Bullet disclosed that the factory will be capable of pressing approximately 15,000 records a day, with full scale production planned to be underway by midsummer.

"Situated in buildings at Berry Field, which formerly housed Air Transport Command Offices, the record pressing shops have been equipped with the latest machinery," he stated.

"Leonard Matson, Los Angeles, has been employed to supervise the local plant and has been installing equipment for the past two weeks. Offices of the company have been moved to the new location."

This week marks the first anniversary of the release of Francis Craig's smash hit recording of "Near You." Bullet's sequel to "Near You," the Craig disc of "Beg Your Pardon," was issued in the interim and the two have established record history. The smash success of both "Near You" and "Beg Your Pardon" took Craig out of comparative obscurity and cast him into the national entertainment limelight. "Near You's" total sales is said to be the largest of any record in a single year. It is also one of the few times that a sequel hit, "Beg Your Pardon" soared into the top song category.

Craig, after a successful theater tour of the nation, returns to Nashville this week to discuss future recording plans with Bullet.

In addition to Craig, Bullet's artist lineup includes Bob Creasy, Bobby Breon, Patti Clayton, Jimmy Payne, Ray Herbeck, Ray Pearl, Cecil Gant and others.

A SMASH JUKE BOX HIT!
"MY HAPPINESS"
featuring
JON & SONDRA STEELE
on
DAMON RECORD D-11133-B
7½ on Kansas City boxes and spreading rapidly!

Damon
Recording
Studies
Inc.
1225 Baltimore
Kansas City, Missouri

All-Time Standards by
DICK KUHN & ORK.
HEART OF MY HEART No. 1151
PUT YOUR ARMS AROUND ME MONEY No. 1150
I WANT A GIRL No. 1162
Write for Catalogue
Dist.: Some Territories Available

SLEEPER OF THE WEEK
"NOW IS THE HOUR"
"TRUE"
MAJESTIC No. 1190
"BEG YOUR PARDON"
"AN OLD SOMBRERO"
MAJESTIC No. 1220
"BUT BEAUTIFUL"
"MY COUSIN LOUELLA"
MAJESTIC No. 1214

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

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
### Disc-Hits Box Score

**Compiled by**

**Jack “One Spot” Tunnis**

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Individual Purchase on the Basis of 1000 Records Listed in the Order of Popularity, Including Name of Song, Record Number, Artists, and Recording on the Reverse Side</th>
</tr>
</thead>
<tbody>
<tr>
<td>AL-</td>
<td>Aladdin</td>
<td>JO-Joe Davis</td>
</tr>
<tr>
<td>AP-</td>
<td>Apollo</td>
<td>KO-King</td>
</tr>
<tr>
<td>AR-</td>
<td>Aristocrat</td>
<td>LI-Love</td>
</tr>
<tr>
<td>BU-</td>
<td>Bullet</td>
<td>LO-London</td>
</tr>
<tr>
<td>CA-</td>
<td>Capital</td>
<td>MA-Majestic</td>
</tr>
<tr>
<td>CE-</td>
<td>Celebrity</td>
<td>ME-Mercury</td>
</tr>
<tr>
<td>CN-</td>
<td>Continental</td>
<td>MG-M-G-M</td>
</tr>
<tr>
<td>CO-</td>
<td>Columbia</td>
<td>MI-Miracle</td>
</tr>
<tr>
<td>CS-</td>
<td>Coast</td>
<td>MN-Monarch</td>
</tr>
<tr>
<td>DE-</td>
<td>Decca</td>
<td>MO-Modern</td>
</tr>
<tr>
<td>DEL</td>
<td>Del</td>
<td>MU-Musicafe</td>
</tr>
<tr>
<td>EX-</td>
<td>Exclusive</td>
<td>NA-National</td>
</tr>
<tr>
<td>RS-</td>
<td>Rainbow</td>
<td>VT-Viticoustic</td>
</tr>
</tbody>
</table>

1—**I’m Looking Over a Four Leaf Clover**

- CA-491—ALYING REV ORCH.
- Spanish Cavalier
- CO-38100—TINY HILL ORCH.
- Show Me The Way To Go Home
- CO-38082—COODY FOX
- I Only Want A Buddy
- CO-38081—ARTHUR GODFREY
- The Thousand Islands Song
- DE-24319—RUSS MORGAN ORCH.
- Bye Bye Blackbird
- ME-5100—UPTOWN STRING BAND
- ME-5105—FRANKIE LANE
- MG-10119—ART MOONEY ORCH.
- The Big Brass Band From Brazil
- MU-543—THE POLKA DOTS
- RA-10043—JIMMY SAUNDERS
- Heart Breaker
- SI-15117—RAY BLOCH ORCH.
- But Beautiful
- TR-220—ALEXANDER ORCH.
- VI-20-2668—THE THREE SUNS
- Eccentric

2—**Now Is the Hour**

- CA-15024—MARGARET WHITING
- But Beautiful
- CO-38061—HORACE HEDST. O.
- I’ll Never Say I Love You
- CO-38115—BUDDY CLARK
- Peculiar
- DE-24279—BING CROSBY
- Silver Threads Among The Gold
- LO-110—GRACIE FIELDS
- ME-5103—LES PAUL TRIO
- MG-10125—KATE SMITH
- I’ll Never Say I Love You
- MU-532—SHEP FIELDS O.
- Lone Star Moon

3—**Manana**

- CA-15022—PEGGY LEE
- All Dressed Up With A Broken Heart
- DE-24333—THE MILLER BROS.
- I Wish I Knew The Name

4—**Beg Your Pardon**

- BU-1700—FRANCIS CRAIG O.
- CA-490—DINNING SISTERS
- Melanieh
- CO-38036—FRANKIE CARLE O.
- The Dream Paddler
- DE-24339—RUSS MORGAN O.
- All Dressed Up With A Broken Heart
- ME-5109—SNOOKY LANSON
- MG-10140—ART MOONEY ORCH.
- VI-20-2677—LARRY GREEN O.
- Can It Ever Be The Same

5—**Balladina**

- CO-38400—BUD CLARK
- It Had To Be You
- DE-24265—ENRIC MADIAGUERA O.
- Jungle Rhumba
- DE-24278—BING CROSBY
- Golden Earrings
- ME-5075—JERRY SHELTON TRIO
- The Stars Will Remember
- MG-10035—JIMMY DORSEY O.
- MU-15116—MEL TORME
- What Are You Doing This New Year Eve?
- VI-20-2423—VAUGHN MONROE O.
- The Stars Will Remember

6—**Serenade of the Bells**

- CA-75007—JO STAFFORD
- The Gentleman Is A Dope
- CO-37956—KAY KYSER ORCH.
- Pass That Peace Pipe
- DE-24258—GUY LOMBARDO ORCH.
- Sipping Cider By The Zephyr Ze
- ME-5090—VIC DAMONE
- I’ll Dance At Your Wedding
- MG-10091—ROB HUSTON
- A Time For Dumming
- VI-20-2372—SAMY KAYE ORCH.
- That’s What Every Young Girl Should Know

7—**Golden Earrings**

- CA-15009—PEGGY LEE
- I’ll Dance At Your Wedding
- CO-37932—DIANA SHORE
- The Gentleman Is A Dope
- DE-24278—BING CROSBY
- Ballerina
- DE-24277—VICTOR YOUNG ORCH.
- All Through the Night
- DE-24270—GUY LOMBARDO ORCH.
- You Are Never Away
- ME-3072—KITA ELIS
- Love For Love
- MG-10085—JACK FINA ORCH.
- VI-20-2585—CHARLIE SPIVAK ORCH.
- Tenderly

8—**How Soon**

- CA-37952—DIANA SHORE
- Fool That I Am
- DE-24101—CARMEN CAVALIERO—BING CROSBY
- You Do
- MA-1179—DICK FARNEY
- ME-5065—JOHN LAURENZ
- You Call It Madness
- TO-1258—JACK OWENS
- Begin The Beguine
- TR-195—GUY CHERNEY
- Peggy O’Neil
- VI-20-2523—VAUGHN MONROE ORCH.
- True

9—**I’ll Dance At Your Wedding**

- CA-15009—PEGGY LEE
- Golden Earrings
- CO-37967—RAY NOBLE ORCH.
- Those Things Money Can’t Buy
- DE-24218—GUY LOMBARDO O.
- Thoughtless
- DE-24266—JANIE LEITT
- Please Don’t Play Number Six Tonight
- ME-5090—VIC DAMONE
- Serenade of the Bells
- MG-10095—HELEN FOREST
- VI-20-2512—TONY MARTIN
- Carolina in the Morning
10—But Beautiful 29.6 10.0 17.9
CA-15024—MARGARET WHITING Now Is The Hour
CO-38035—FRANK SINATRA If I Only Had a Match
DE-24280—BING CROSBY The One I Love
DE-24294—BING CROSBY Experience
ME-5096—FRANKIE LAINE I've Only Myself To Blame
MG-10136—THE KORN KOBBLERS VI-20-2619—LOUIS PRIMA O.
11—Too Fat Polka 29.2 35.3 37.8
CA-4505—THE STARLIGHTERS Your Red Wagon
CO-37971—ARTHUR GODFREY For Me and My Gal
DE-24268—ANDREWS SISTERS Your Red Wagon
MA-6025—SLIM BRYANT ME-5079—TWO TON BAKER ORCH. With a Hug and a Hi
MG-10106—BLUE BARKON ORCH. Mickey
VI-20-2609—LOUIS PRIMA ORCH. If I Only Had a Match
12—I'm My Own Grandpa 22.3 25.3 20.7
CO-38068—TONY PASTOR O. The Secretary Song
DE-24288—GUY LOMBARDO O. Frankie & Johnny
KI-694—GRANDPA JONES ME-6087—TINY HILL O. The Eyes of Texas
MG-10136—THE KORN KOBBLERS
MU-536—ESMERELDY TC-20-33—THE JESTERS
VI-20-2563—LONZO & OSCAR
13—Stap 'Er Down 16.5 9.9 11.5
AGIN, Paw 8.1 8.1 8.1
CO-38006—ARTHUR GODFREY ME-6095—REX ALLEN
MU-524—ESMERELDY VI-20-2666—FATSY MONTANA
14—Pianissimo 14.7 35.4 25.6
CO-38051—BUDDY CLARK You're Too Dangerous, Cherie
DE-24309—BOB CARROLL One Raindrop Doesn't Make A Shower
ME-5089—SNICKY LASON
MG-10118—BOB HOUSTON I'm All Dressed Up With A Broken Heart
MU-527—MINDY CARSON What Do You Want To Make Those Eyes At Me For
VI-20-2593—PEPER COMO I've Got A Feeling I'm Falling
15—Thoughtless 14.3
CA-15077—GORDON MacRae You Were Meant For Me
CO-38079—DORIS DAY I've Only Myself To Blame
CS-8039—CURT MASSEY DE-24318—GUY LOMBARDO O. I'll Dance At Your Wedding
MA-1234—GEORGE OLSON O. The Dickey Bird Song
MG-5104—VIC DAMONE Love Is So Terrific
MG-10127—BUDDY KAYE QUINTET I'm At The Candlelight Cafe
LO-143—SAM BROWNE SI-1515—ALAN DALE At The Candlelight Cafe
VI-20-2714—LARRY GREEN O. Wishing
16—Sierra Madre 13.6 23.6 18.1
CO-38026—RAY NOBLE ORCHESTRA Two Loves Have I
DE-24280—DICK HAYMES Little White Lies
ME-5086—JOHN LAURENZ I Understand
VI-20-2590—FREDDY MARTIN ORCHESTRA Don't Call It Love
17—The Thousand Islands Song 13.1 2.1 5.3
CA-15028—JOHNNY MERCER Hurry For Love
CO-38081—ARTHUR GODFREY Four Leaf Clover
MG-10136—THE KORN KOBBLERS VI-20-2619—LOUIS PRIMA O.
18—Civilization 11.7 9.1 36.2
CA-465—JACK SMITH Don't You Love Me Anymore
CO-37956—RAY KYES S. Serenade of the Bells
DE-24269—BING CROSBY Suspiro
MA-1176—MARTHA TILTON A Fellow Needs A Girl
ME-5080—HARRY COOL O. I Wouldn't Be Surprised
MG-10112—ART MOONEY O. I'm Waiting For Ships That Never Came In
VI-20-2483—BRYLL DAVIS
19—Pass the Peace Pipe 10.7 9.2 24.7
CA-15010—MARGARET WHITING Let's Be Sweethearts Again
CO-37956—RAY KYES S. Serenade of the Bells
DE-24239—RUSS MORGAN O. Bag Your Pardon
ME-5093—JOHN LAURENZ The Things You Left In My Heart
MG-10118—BOB HOUSTON Pianissimo
SI-15174—ALAN DALE My Cousin Louella
VI-20-2745—BILLY JOHNSON My Baby Likes To Be-Bob

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY
21—Saber Dance 8.8
22—Shine 7.9 8.8 6.3
23—Because 7.4 21.1 8.6
24—At the Candlelight Cafe 7.3 1.3 2.3
25—My Old Flame 6.8 9.0 3.5
26—Love Is So Terrific 5.9 1.9
27—In a Little Book Shop 5.8 20.7
28—Best Things in Life Are Free, The 4.9 3.9
29—If I Only Had a Match 4.8 5.9 1.7
30—Papa Won't You Dance With Me? 4.4 5.7 3.0
31—Dixie Bird Song, The 3.4
32—Saturday Date 2.9
33—Your Red Wagon 2.8 1.0 6.9
34—Matinee 2.7 10.1 5.6
35—Little White Lies 2.6
36—Two Loves Have I 2.4 1.1 1.9
37—Gonna Get a Girl 2.3 2.8 4.3
38—Ooh! Look-A There Ain't She Pretty? 1.9 5.8 5.1
39—Dream peddler 1.5
40—Near You 1.2 8.9 15.5
USE THESE CARDS – FOR YOUR CONVENIENCE – WE PAY POSTAGE

<table>
<thead>
<tr>
<th>USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP TUNES FOR THE WEEK</th>
<th>WHAT RECORDS NOT LISTED ABOVE ARE “COMING UP” IN YOUR AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME OF RECORD HERE</td>
<td>NAME</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

DISPLAY ADVERTISING — $7.00 Per Column Inch

Above Space — 2 Inches — 2 Columns — Rate $28.00
WRITE IN YOUR COPY AND MAIL

If You Desire Larger Space, Check Off Below, Send Us Your Copy, We’ll Prepare an Attractive Ad.

- COLUMN INCH (2¼" Wide by 1" High) $7.00
- QUARTER PAGE (3½" High by 7½" Wide)
- (4½" High by 4½" Wide) 60.25
- ONE-THIRD PAGE (6½" High by 4½" Wide) 91.00
- HALF PAGE (6½" High by 7½" Wide) 136.50
- TWO-THIRDS PAGE (13" High by 4½" Wide) 182.00
- FULL PAGE (13" High by 7½" Wide) 273.00

CLEAR ACROSS THE LINE — ONLY $1.00

EACH LINE IS 7½ INCHES LONG — ALL YOU CAN TYPE OR WRITE ON THIS CARD ON ONE LINE — ONLY $1.00. WHATEVER YOU HAVE FOR SALE — OR WANT TO BUY — WILL APPEAR IN NEXT WEEK’S ISSUE — CLASSIFIED SECTION, NAME, ADDRESS, AND PHONE NUMBER FIGURES AS ONE LINE. ADS CLOSE WEDNESDAY 5 P.M. EACH WEEK. WRITE YOUR AD ON THIS CARD AND MAIL.

ALL ADS — CASH WITH ORDER

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 

NAME
ADDRESS
PHONE No.
CITY
ZONE
STATE

www.americanradiohistory.com
WALTER MANN

For many years one of the leading exponents of automatic merchandising. His interest in the field dates back to his position with American Chicle Co. as director of vending sales. From there he purchased the Adams Gum franchise and the machine that went with it to create the G. V. Corp. At the same time he held the position of sales manager with DuGrenier, Inc. He is now president of G. V. Corp. as well as of Wilbur Suchard Chocolate Co. He is also a director in LaLance & Grossjean Mfg. Co. and continues energetically to work for the best interests of automatic merchandising in all its divisions.
### The Alphabet of a Successful Automatic Merchandiser

**Editor's Note:** In 1930, eighteen years ago, this feature story was written by the publisher of The Cash Box magazine, and recently published at that time. It is extremely interesting for all now engaged in the automatic merchandising machine industry to once again read this story, for although it ties in with the present era, it happened in the past.

A through F appeared in the February 28 issue. G through P appeared in March 6 issue.

#### (Q) Quantity contracts.

Of late years another important fact has arisen. That the merchandise the machine sells, must not only be nationally advertised but of such character that the operator can contract in large quantity so that he can effect a savings in this direction, which naturally means a greater profit margin. Many cigarette machine operators are today purchasing direct in large quantity. The savings gained in this fashion tremendously help to boost profits. Candy operators learned this a long time ago. All down the line of merchandise machines this is becoming more and more apparent.

#### (R) Novelty appeal.

Every merchandiser must also have that certain something known to the trade as novelty appeal. In short, when a purchaser exclaiams, “What a novel way to sell this merchandise”, then the operator knows he has attracted the right sort of attention to his machine. Almost every merchandiser that has ever proven to be successful has this novelty feature. It is especially true in the case of the new Coca-Cola machines. Some even state that the novelty feature is more predominant in this machine than in any other. It is a feature which means a great deal toward gaining the good will and good humored attention of the purchaser.

#### (S) Make non-profit merchandise profitable.

The greatest accomplishment of the automatic merchandiser is to be able to replace non-profit merchandise investment for the retailer and to make it profitable. This is a great field open today for the machine that will replace the 3 for 10c candy bars being carried by so many retailers because of chain store competition. The being sold at a loss to themselves, these stores must continue to carry this merchandise to drive away their customers to the chain store. The machine that will make this profitable just as the cigarette machine eliminated retailer investment and made cigarette sales profitable for thousands upon thousands of merchants throughout the country will have accomplished another great advance for general merchandising machine equipment. It is this outstanding quality which has placed the modern vending machine in the limelight of American sales promotion.

#### (T) Take advantage of advertising.

Every merchandiser must be so constructed that it will be able to accept and take advantage of the national and local advertising for the product it vends. In this fashion the merchandising machine popularizes itself without cost to itself. It certainly would be a shame to sell a product as greatly advertised as Wrigley’s Gum and force the public to search for the name on the machine. The machine must feature the product that it sells as prominently as possible so that it takes advantage of the thousands of dollars being spent on the product. In the very near future this will become even more important than it is today as more national manufacturers recognize the automatic merchandiser. It may not be long before these same manufacturers will be glad to pay for space on machines by advertising direct.

And now the third and most important principle. The Operating Principle. Here both the mechanical and merchandising principles are covered from the standpoint of profitable operating, and therefore tagged, Operating Principles:

#### (U) Reasonably priced.

The automatic merchandiser must be priced within its earning possibilities. In short, it should be possible to amortize the cost within a reasonable time. This is one great necessity where both the territory, the type of purchasers, the construction of the machine, its price and the profit possibilities all add to an equation which makes for careful study. In short, the price must be reasonable, in comparison to the profit possibilities.

#### (V) Capacity important.

The machine must have sufficient capacity so as to hold down servicing overhead. This feature is considered one of the mechanical features, it is placed under the operating principles because it is so much involved with the general profit possibilities of the merchandiser. Efficiency of operation and employment of modern business methods is one of the most important necessities for profitable automatic merchandiser operation and therefore sufficient capacity which aids these features enters under the operating principle.

#### (W) Gradual growth.

Every merchandiser must allow the operator to build his business on a gradual and steady basis. It must not force too big a route on him at once to earn a decent profit on his investment. Only by gradually developing with the machine does he learn the necessities of his business and grow with it. That feature is one that should receive much more consideration than it does at the present time.

#### (X) Market price sales.

The machine must sell its merchandise at market price and yet bring profit to the operator. In short, where cigarettes have been forced down in price and retailers have demanded reduction to meet this cut from the cigarette machine operator he has been able to meet this condition and yet earn profit. All machines should be constructed along this line. As stated formerly there is a tremendous market for a machine that will vend the popular cut price candy bars at 3 for 10c, but, at the same time earn profit for the operator.

#### (Y) Speed servicing.

One of the most important features for better operating profits is that the machine must lend itself to speedy servicing. This improvement on the part of most of the merchandisers today has resulted in many operators thru-the-country being able to increase their routes without having to increase their servicing personnel. And as far as profits is concerned, has been responsible for a distinct and pleasant rise in most instances.

#### (Z) Withhold new models.

No manufacturer should outmode his machine too rapidly. This may seem like holding back manufacturing progress, but, is not really so. The manufacturer that seemingly is continuously introducing a new model is putting himself out of business just as fast as he is his own operators. The cost of the average machine should be carefully and employment of modern business methods is one of the most important necessities for profitable automatic merchandiser operation and therefore sufficient capacity which aids these features enters under the operating principle.

www.americanradiohistory.com
Markepp Gets First U. S. Vend Machine
Holds Showing for Ohio Operators. Foresees New Candy Vending Era With Air Conditioned Unit

CLEVELAND, O.—Meyer M. Markepp, president of the Markepp Sales Co., this city, is showing U. S. Vending Corporation’s new patented air-conditioned candy vender to Ohio’s operators.

Markepp takes great pride, it is reported, in securing the very first of these machines off the production line. “Air conditioning of candy”, Markepp said, “distinguishes seven different brands at a constant cool temperature, twelve months of the year, is the natural answer to the candy vending business, which heretofore”, he continued, “has been seasonal and limited to sales during the short summer months.”

This model, Markepp stated, is the first of a series of refrigerated venders to be made available nationally on a complete “Fik-Ups Service” for Industrial plants, schools, department stores, and similar type locations.

Candy venders are air-conditioned candy vending machine is 400 candy bars. The firm claim they have “a one a second delivery chute”.

Reaction of operators to this new air-conditioned vender, Markepp also says, has been very good with many claiming it was the way to go pointing the way to an entirely new merchandise sales era.

Markepp said in the many years of vending machine sales and operating experience and stated, “In all my years in the industry this is the very first vender I can safely say leads into way into new and better and more profitable sales era.

Ex-Cell Shows New Vendor on Location

LOS ANGELES, CAL.—Ex-Cell Products Corp., Chicago, III., will hold their first showing here of their new dual flavor cup drink dispenser in one of the leading theaters in this city.

This unique method has won much comment and is among the very first to show a new machine on actual location. The machine will be exhibited by West Automatic Candy Co. of this city. One of Ex-Cell’s engineers will also be present.

Joe Goldberg heads Ex-Cell and reports that the machine took over four years to develop. The machine has a capacity of 800 six ounce drinks.

Will Show Coffee-Donut Combo Vender

CHICAGO—Much interest here in the showing expected very soon of the new combination coffee and doughnut vending machine which is being made ready by Coffee Vendors of America, headed by Paul Levitt. The exact date of the showing hasn’t as yet been announced but is expected within a very short time.

The machine, it is reported, will sell around the $800 mark. The coffee can be served in one ounce cups and there is a choice of a six or twelve dozen doughnut dispenser which can be operated for nickel or dimes.

Coffee and doughnuts are dispensed thru two separate openings in the machine, the coffee operators expected to make their own local deal for the donuts to be individually packed in cellulophane.

Coffee used in the vender is brewed ahead of time and will remain fresh for 48 hours, it is stated. A special patented process is used.

Berco Ice Cream Bar Vender Produced

CHICAGO—Henry Hildebrand of Berco, this city, whose Borden’s ice cream venders are being handled at the CAF convention here this past January, reports that quantity production of this machine will start sometime in March. At the coin machine show, Walter Gummersheimer and Barney Freericks of St. Louis, Mo., showed the machine.

Hildebrand stated, the, that since February 11, Universal Distributing Co. are no longer national distrubtes for the vender.

No plans for national distribution are as yet reported.

Plan To Hike Ciggy Machines to 25c

PHILADELPHIA, PA.—Many well known cigarette machine ops here are discussing changing over to straight 25c machines soon. Claim is that present 20c operation is barely allowing them to break even. Some state that under present method they are creating a loss and will be forced to change to 25c chute operation.

Wilbur-Suchard Takes Over “Juke Box Jury” Air Show

BOSTON, MASS.—The Wilbur-Suchard Chocolate Company, Inc. of Lititz, Pa., will sponsor the popular air program, “Juke Box Jury”, staged in this city over WHDH on Saturday afternoon.

It will be a weekly feature for the youngster who like the latest popular tunes played in this show.

The broadcast is composed of teenagers who act as the jury for the latest recordings.

This program is one of the most popular on the air for the youngsters and will tie in with the juke box latest records and Wilbur-Suchard chocolate bars.

Each week a promising band leader or vocalist is the guest star on “Juke Box Jury” broadcasts. Similar programs are also conducted in other eastern cities.

N. J. Governor Urges 3c Tax on Cigarettes

TRENTON, N. J.—Governor Driscoll of the State of New Jersey has in- tended the bill to the legislature here urging that each pack of cigarettes be taxed 3c to raise the revenue needed by the state.

It is reported that millions of cartons of cigarettes are shipped from New Jersey to states where taxes are high and this will be one of the most profitable mail order businesses here.

MAMI, FLA.—Reports current here are to the effect that the Cobbs for 5c Florida Orange Drink Dispenser, proved a very popular attraction when demonstrated at the 24th annual Florida Citrus Exposition in Winter Haven, Fla. recently.

Executives of the firm claim that the vendor scored a hit with thousands of exposition visitors and also with several prospective franchisers from various parts of the country who were present at the exposition.

Negotiations are reported to already be under way for franchises with Henry Cobbs, well known Miami gift fruit packer and shipper, who recently launched this new non-carbonated beverage at his $500,000 Little River, Miami plant.

The Cobbs vendor is reported to serve approximately 1,000 orange drinks at a single filling at 5c per cup. The machine also features a change-making unit. Complete operation from deposit of nickel into coin chute (or any other larger size coin) into six ounce cup is reported to take less than seven seconds.

The firm is featuring two slogans for this machine, “An Orange In Every Cup”, and also, “Sip Some Sunshine.” The orange drink, it is said, being already rich in natural Vitamin C content, is also fortified with 153 units of the “sunshine” Vitamin D.

Cobbs stated that The Cobb Bever- age Company, Little River, Miami, is already planning a very extensive advertising and promotion campaign for the popularization of this new drink dispenser.

Franchises are being given at this time and prospective franchise holders are already contacting the firm for various territories throughout the nation.

NAMA Meet in Nola on April 30 and May 1

NEW ORLEANS, LA. — NAMA (National Automatic Merchandising Assn.) will hold its Southwest regional meeting April 30 and May 1 at the St. Charles Hotel, this city.

This meeting will include vender operators from Louisiana, Texas, Oklahoma, and Arkansas.

A large turnout is expected for this meeting with many of the vending ma- chine operators in this four state area eagerly looking forward to this re- gional meeting.
IMPORTANT
FULL YEAR
(52 WEEKS) SUBSCRIPTION TO
THE CASH BOX

ONLY $5

TELL YOUR FELLOW OPERATORS THAT THEY CAN NOW
OBTAIN A FULL YEAR’S SUBSCRIPTION (52 ISSUES JAM PACKED
FULL OF NEWS, VIEWS, PREDICTIONS OF THINGS TO COME AND
ABSOLUTELY VITAL INFORMATION) FOR ONLY A $5 BILL! HELP
YOUR FELLOW OPERATORS! SEND $5 TODAY TO . . .

THE CASH BOX
381 FOURTH AVENUE
NEW YORK 16, N. Y.

PLEASE ENTER MY SUBSCRIPTION FOR ONE YEAR.ENCLOSED IS CHECK FOR $5.00.

NAME..........................................................................................................................

FIRM............................................................................................................................... 

STREET ...........................................................................................................................

CITY................................. ZONE........... STATE ...

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.M.L.</td>
<td>Model A w/play meter</td>
<td>$897.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model A without play meter</td>
<td>$887.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Automatic Hostess Complete</td>
<td>$14,800.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20 Station Unit</td>
<td>$14,800.00</td>
<td></td>
</tr>
<tr>
<td>Hideaway Cab. W/Select. Play Mech.</td>
<td>W/Amplifier and Remote Volume Control</td>
<td>$515.00</td>
<td></td>
</tr>
<tr>
<td>Hideaway Cab. W/Continuous Play Mech.</td>
<td>W/Amplifier and Remote Volume Control</td>
<td>$482.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Complete—No Amp., No Volume Control</td>
<td>$470.00</td>
<td></td>
</tr>
<tr>
<td>AIREON</td>
<td>Coronet 400</td>
<td>$495.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Blonde Bombshell</td>
<td>$595.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fiesta DeLuxe</td>
<td>$595.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Super DeLuxe</td>
<td>$595.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>48 Model Hideaway Blaine</td>
<td>$299.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>48 Model “trio” wall and bar box</td>
<td>$59.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>48 Model X—Rotomatic receiver</td>
<td>$29.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>48 Model—Universal 30 wire adapter</td>
<td>$29.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>48 Carillon Speaker</td>
<td>$37.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>48 Melodeon Speaker</td>
<td>$27.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>48 Impressario Speaker</td>
<td>$19.50</td>
<td></td>
</tr>
<tr>
<td>FILBEN</td>
<td>Mirrocle Cabinet</td>
<td>$325.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>30 Selection Stowaway Mech.</td>
<td>$399.00</td>
<td></td>
</tr>
<tr>
<td>BUCKLEY</td>
<td>Music Box</td>
<td>$25.00</td>
<td></td>
</tr>
<tr>
<td>MILLS INDUSTRIES</td>
<td>Constellation</td>
<td>$795.00</td>
<td></td>
</tr>
<tr>
<td>PACKARD MFG. CORP.</td>
<td>Manhattan Phonograph</td>
<td>$695.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hideaway Model 400</td>
<td>$383.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model 1000 Sprk. — Paradise</td>
<td>$129.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Butler Wall Box Hi-Chrome 5c</td>
<td>$32.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Butler Wall Box Hi-Chrome 1be</td>
<td>$33.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>950 Speaker</td>
<td>$35.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>650 Speaker</td>
<td>$16.50</td>
<td></td>
</tr>
<tr>
<td>ROCK-OLA</td>
<td>Magic-glo Phonograph</td>
<td>No Price Set</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model 1897 Modern Corner Sprk.</td>
<td>$107.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model 1995 Remote Volume Control</td>
<td>$8.90</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model 1530 Wall Box</td>
<td>$35.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model 1603 Wall Speaker</td>
<td>$42.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model 1666 Tonette Wall Speaker</td>
<td>$21.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model 1605 Tone-O-Lier Speaker</td>
<td>$65.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model 1607 Tonette Wall Speaker</td>
<td>$19.75</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model 1531 Deluxe Bar Bracket</td>
<td>$6.25</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model 1533 Universal Bar Bracket</td>
<td>$3.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model 1795 Wall Box Line Booster</td>
<td>$16.35</td>
<td></td>
</tr>
<tr>
<td>SCOTTO MUSIC CO.</td>
<td>Music Master Cabinet</td>
<td>$399.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Melody Master Cabinet</td>
<td>$355.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Remote Master Cabinet</td>
<td>$389.50</td>
<td></td>
</tr>
<tr>
<td>SIEGBURG</td>
<td>148-S Symphonola</td>
<td>$965.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>148-S Symphonola</td>
<td>$965.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>H-148-M RC Special</td>
<td>$564.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wireless Wallomatic</td>
<td>$58.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wired Wallomatic</td>
<td>$49.75</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-10-25c Wireless Wallomatic</td>
<td>$87.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-10-25e Wireless Wallomatic</td>
<td>$75.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Teardrop Speaker</td>
<td>$19.95</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RS4-8 Recess Wall &amp; Ceiling Speaker</td>
<td>$18.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1948 Door &amp; Dome</td>
<td>$102.50</td>
<td></td>
</tr>
</tbody>
</table>

**MUSIC**

| WURLITZER | Model 1100 Standard | $999.50 |
|           | Model 1080A Colonial | $899.50 |
|           | Model 1017A Concealed chng. w/ stepper | $335.50 |
|           | Model 1015 Standard | $914.50 |
|           | Model 1000 Colonial | $875.00 |
|           | Model 1017 Concealed chng. w/ stepper | $499.50 |
|           | Model 2140 5-10-6 Wireless | $50.00 |
|           | Model 3025 5c 3-wire | $45.50 |
|           | Model 3045 Wireless | $56.50 |
|           | Model 3020 5-10-25c 3-wire | $69.50 |
|           | Model 3011 5c 30-wire | $35.50 |
|           | Model 212 Master Unit | $70.00 |
|           | Model 216 Wireless Transmitter | $17.50 |
|           | Model 216 Wireless Impulse Receiver | $22.50 |
|           | Model 217 Auxiliary Amplifier | $35.00 |
|           | Model 218 30-wire Adapter Terminal Box | $15.00 |
|           | Model 219 Stepper | $46.50 |
|           | Model 4000 8" Metal Star Speaker | $45.00 |
|           | Model 4002 8" Plastic Star Speaker | $45.00 |
|           | Model 4004A 8" Metal Musical Note Speaker | $30.00 |
|           | Model 4005 8" Walnut Round Speaker | $22.50 |
|           | Model 4005A 8" Walnut Round Speaker | $25.00 |
|           | Model 4006A 8" Deluxe, Walnut Round Mirror | $35.00 |
|           | Model 4007 12" Intermediate Deluxe Speaker | $35.00 |
|           | Model 4008 15" Deluxe Speaker | $185.50 |

**PINS**

| BALLY | Melody | $289.50 |
|       | CHICAGO COIN | $275.00 |
| GENCO | Triple Action | $289.50 |
|       | EXHIBIT | $299.50 |
| GOTTLIER | Lady Robin Hood | $294.00 |
| MARVEL | Gilt Mine | $289.50 |
| J. H. KEENLY CO. | Gilt Mine w/play chute | $299.50 |
|       | COVER GIRL | $265.00 |
| P & MACH. CO. | Tim Tom | $199.90 |
| UNITED MFG. CO. | Manhattan | $275.00 |
| WILLIAMS MFG. CO. | Stormy | $279.50 |

**COUNTER GAMES**

| A.B.T. MFG. CORP. | Challenge | $65.00 |
| BALLY MFG. CO. | Heavy Hitter | $184.50 |
|                 | w/stand | $196.50 |
| GOTTLIER | Deluxe Grip Scale | $39.50 |

**ROLL DOWNS**

| BALLY | Hy-Roll | $499.50 |
|       | CHICAGO COIN | Roll Down | $399.50 |
| EDISON MUSE | Tin Pan Alley | No Price Set |
| GENCO | Bing-A-Roll | $499.50 |
| GEO. PONSIER CO. | Pro-Score | $495.00 |
| UNITED MFG. CO. | Tropicana Roll Down | $399.00 |
| WILLIAMS MFG. CO. | Box Score | $375.50 |

**ONE-BALLS**

| BALLY | Jockey Special | $645.00 |
|       | Jockey Club | $645.00 |
B E L L S

BELL-O-MATIC CORP.
5e Jewel Bell ........................................ 245.00
10e Jewel Bell ....................................... 258.00
25e Jewel Bell ....................................... 258.00
50e Jewel Bell ....................................... 335.00
Spinning Ball Bell ................................... No Price Set
Black Gold Bell ..................................... No Price Set

GROETCHEN
Columbia Twin JP ...................................... 145.00
Columbia Deluxe Club ................................ 209.30

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

O. D. JENNINGS
5e Std Chiefs ......................................... 209.00
10e Std Chiefs ........................................ 279.00
25e Std Chiefs ........................................ 289.00
50e Bronze & Std Chiefs ......................... 395.00
5e DeLuxe Club Chiefs ............................. 299.00
10e DeLuxe Club Chiefs ............................ 309.00
25e DeLuxe Club Chiefs ............................ 319.00
50e DeLuxe Club Chiefs ............................ 329.00
5e Super DeLuxe Club Chief ..................... 324.00
10e DeLuxe Club Chief .............................. 334.00
25e Super DeLuxe Club Chief ..................... 344.00
50e DeLuxe Club Chief .............................. 340.00

P A C E
5e DeLuxe Chrome Bell ............................... 245.00
10e DeLuxe Chrome Bell ............................. 255.00
25e DeLuxe Chrome Bell ............................. 265.00
50e DeLuxe Chrome Bell ............................. 375.00
$1.00 DeLuxe Chrome Bell ......................... 550.00
5e Rocket Slug Proof ............................... 255.00
10e Rocket Slug Proof .............................. 255.00
25e Rocket Slug Proof .............................. 265.00

C O N S O L E S

BALLY
Wild Lemon ........................................... $542.50
Double-Up ........................................... $425.50
DeLuxe Draw Bell ................................. 312.50
DeLuxe Draw Bell 25e ............................. 325.50
Hi-Boy ................................................ 424.00
Triple Bell ........................................... 515.00
Triple Bell 5-5-25 ................................. 910.00
Triple Bell 5-10-25 ................................. 925.00

BELL-O-MATIC
Three Bells, 1947 .................................. 735.90

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

EVANS
Bangtles 5e Comb 7 Coin .......................... No Price Set
Bangtles 25e Comb 7 Coin ......................... No Price Set
Bangtles JP ........................................... No Price Set
Bangtles FP JP ....................................... No Price Set
Evans Races .......................................... No Price Set
Casino Bell .......................................... No Price Set
1940 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 5-23 .................................... 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

P A C E
2-Way Bell Console 5e-10e-25e ..................... $600.00
5e Royal Console .................................. 320.00
10e Royal Console ................................ 330.00
25e Royal Console ................................ 340.00
50e Royal Console ................................ 475.00
$1.00 Royal Console ................................ 650.00

A R C A D E T Y P E

BALLY MFG. CO.
Big Inning ........................................... 539.50
Bally Bowler ........................................ 539.50

H. C. EVANS CO.
Bat-A-Store .......................................... No Price Set

EDELMAN AMUSEMENT DEVICES
Flash Bearer
10-8' .................................................. 455.00
11-8' .................................................. 455.00
10-8' .................................................. 420.00

A R C A D E T Y P E (continued)

GROETCHEN MFG. CORP.
Camera Chief ......................................... 19.95
INTERNATIONAL MUTOSCOPE CORP.
Atomic Bomber (Model D) ......................... 375.00
Deluxe Movie Console .............................. 150.00
Deluxe Movie Counter ................................ 140.00

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

P A R T S A N D S U P P L I E S

GLASS SIZES — PIN GAMES
Bally ................................................... 21 x 41
Chicago Coin ........................................ 21 x 41
Exhibit ............................................... 21 x 41
Gottlieb .............................................. 21 x 43
Keeney ............................................... 21 x 41
Mint .................................................... 21 x 41
United ................................................. 21 x 41
Williams .............................................. 21 x 43

C O I L S — PIN GAMES

WILLIAMS:
10-100 Ohms W— 7
125 Ohms W—10
250 Ohms W—15
10-100 Ohms W—20
W—5 w/bracket W—28
W—30

GOTTLIEB:
R-20-1 A20-8
R-20-4 A-580
R-20-5 R-50-2
R-20-4 R-20-3
SM20-1 C-20-7
SM20-2 C-20-8
A20-2 C-20-9
A20-5 2 make relay
A20-6 3 make relay

BALLY:
A-25 150 ohm 45v
A-26 550 ohm 115v
A-30 C-23
A-31 E-28
H-24 R-28
H-27 E-31
H-31 J-29
G-26 C-1896
G-27 C-27
W-21 C-28
W-24 C-29
90 ohm 50v
5 ohm 6v

CHICAGO COIN:
2576 complete R-227
2576 brackets R-229
2576 coil X-299
2576 brass sleeve X-396
P-273 U-298
X-327 O-273

UNITED:
6-28 3-24
6-28 3-22
6-29 3-24
12-23 5-22
12-24 5-28
12-25

EXHIBIT:
827 628
123 525
124 525
624 1225
629 1223
631 1224

GENCO:
24 Medium No. 39
24 Plain No. 29
J-102 No. 26
J-26

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.
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, Saff Blue.
- Complete new precision-built oak wood cabinets expertly finished with new aluminum coatings.
- Club Handle and Handle Colar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25e chrome denominators, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Saff Blue.
- Complete new precision-built light wood cabinets expertly finished with perfect fit new aluminum eastings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25e chrome denominators.
- Payout Cups with anti-spoon Cups.
- Drillproof Plates.

The new Buckley Music Box

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

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

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

Track Odds

BUCKLEY TRACK ODDS has long been recognized at the only seven-color race horse console that would stand up month after month—year after year—and survive all other coin machines. Buckley’s exclusive construction to be a fact. Experience has proved that no machine can ever seem to be a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.
4220 West Lake Street • • • Chicago 24, Illinois

(phone: yan burn 643-37-38-6332)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES

RECOGNIZED BY THE COIN MACHINE INDUSTRY AS THE LEADER IN EXPERIENCE AND RESOURCES

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS
717 MARKET ST. SAN FRANCISCO, CALIF.
208 DELTA BLDG. 348 BARONNE ST.
NEW ORLEANS, LA.
761 PEACHTREE ST., N.E.
ATLANTA, GEORGIA
710 CONSTRUCTION BLDG. WOOD & AKARD STS.
DALLAS, TEXAS
C. M. A. C. CORPORATION, 50 CHURCH STREET, NEW YORK, N. Y.


The writer advised that he called a "technician" in the juke box field to give him information about the music machine industry. "We found him dolorous," he wrote.

"The Juke box 'racket,' it seems, isn't what it used to be," he continued, "and unless Mr. Truman does something about juke boxes in the Marshall Plan, the whole industry may disappear."

"The trouble right now," he writes, "is that the jukeboxes don't provide bread and butter. It used to be that you could buy a new shiny jukebox...for $300. Now, with taxes, and everything, a new one costs a thousand. Records, which used to be 32 cents apiece wholesale, are now 49 cents. Furthermore, it used to be possible to play a record as many as 500 times. Nowadays a record isn't good for more than 50 to 50 plays.

"The nickel won't stretch to cover expenses as it used to," he writes, "operators who tried charging a dime, or three plays for a quarter, found that the store down the street was still offering nickel boogy woogy.

"The result is that the juke box operators are trying to get along with their old machines. Several juke box manufacturers have gone broke. Others are shifting their plants down. One company that specialized in financing juke box purchases isn't taking on any new contracts."

While some of these statements by the Chicago Trib writer are stark facts, the outlook is far from being as black as painted. None of the phonograph manufacturers, as is well known, have "gone broke."

Several phonograph manufacturers reported some very nice profits for the past year. However, a condition of adjustment does exist in the music machine industry, from the operator to the manufacturer. Steps are being taken to overcome this situation. In some instances the price of equipment has already been lowered. The operator is trying to work out various plans to increase his income.

The fact that a lot of the boys are clocking hasn't hurt the industry one bit. Usually the clockers have been found to be the non-progressive operators. The answer, according to leaders in the trade, is for a better adjustment of the present commission arrangements so that the juke box operator can once again realize a decent percentage of profit on his investment.

But, all things considered, the editorial which appeared in the Chicago Tribune was not harmful to the industry. In fact, it was extremely beneficial, for it showed all location owners that the juke box operator had his headaches, too, and that, believe it or not, Mr. Starcheeky, he wasn't making that "fifion dollars," you thought he was.
Television Survey At Bars And Taverns Made By Beer Company Discusses Advantages And Disadvantages

NEW YORK—Television is the major subject of discussion in a digest called "Beer Facts" turned out by Piel Bros. (local view). The question placed under the microscope of this survey is whether a television set in a bar or tavern as a sales stimulator pays off.

The digest points out that of every ten television sets in use today, one is in a tavern, and the proprietors are either very enthusiastic or slightly disappointed. It says many bars and grills have seen their sales jump after installing a television receiver. On the other hand, "Beer Facts" points out the pitfalls, such as the great amount of non-senders and "one glass of beer" buyers who crowd into the location to view the program. In addition, there is the regular spender, who becomes so engrossed in the program that he fails to buy. Another point is brought out—that some regular good spenders stay away when a big fight or ball game is on view, as they don't want to become involved with a large crush of other patrons.

"Beer Facts" advises the tavern owners "Television receivers in taverns will continue to draw extra trade only so long as this medium of entertainment is available to a limited degree in certain communities. As soon as every tavern has a television receiver, the value of this selling aid is reduced."

Production of video receivers is expected to reach around 16,000,000 sets by 1953, which will average about one to every three families. The industry estimates that the output for 1948 will be 750,000 sets. During the coming years, many additional cities will fall into the range of television broadcasting stations, and the programs will be more attractive. Most of the programs put on the air today are sports events, which are the main attraction in commercial locations.

Meanwhile, the trade is showing great interest in the coin operated combination television-music machine. Videograph, Inc., and Speedway Products, Inc., showed their units at the recent Coin Machine Industries convention, and both report that operators thrustout the entire country indicated their intention of buying this type of equipment.
Oettinger Becomes Music Critic

Chicago Coin Has Done It Again

* NEW FLIPPER ACTION
* DOUBLE BONUS
* HIGH SCORE
* SUPER-BONUS BUILD-UP POCKETS
* FREE PLAY LANES

Catalina
5 BALL NOVELTY
NEW FLIPPER ACTION Give Player Greater Playing Action!

PLACE YOUR ORDER NOW!

Chicago Coin Machine Company
1725 Diversey Boulevard, Chicago 14, Illinois

Jack Moore Org. To Run AMI Service School

Spring Is in the Air

Scientific on Pokerino
Is Like Sterling on Silver
WRITE FOR DETAILS ABOUT A POKERINO CONCESSION

Scientific Machine Corp.
79 Clifton Place, Brooklyn 5, N.Y.
Phones: NErins 8-0566, 7-8

MOTORS REPAIRED
Wurlitzer — AMI
-SEEDERS—ROCK-OLA—MILLS—Rewound to Factory Specifications—Rapid service—repaired or exchanged within 24 hours after arrival.
Complete No Extras $6.00
M. Luber
503 W. 41st St. (Olzheimer 3-9191) New York

The territory covered by the J. R. Moore Co., for AMI consists of Oregon, Washington, Northern California, Western Nevada, Northern Idaho and Western Montana.

It is believed that at a later date service schools will be set up in all main centers of these states where mechanics of the firm, as well as Monte West, will travel and arrange for complete instruction of all machine operators regarding the new AMI phonos.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Suggests Stickers For Pin Ball Games Reading “Entertainment For Sale—Only 5¢”

CHICAGO—Sam Wolberg, President of Chicago Coin Machine Company, well known throughout the nation for his many marvelous pinball games, suggests that the nation’s amusement machine operators feature stickers on all of their pinballs advising the public, “Entertainment For Sale—Only 5¢.”

The idea has clicked with all those who have heard about it and the suggestion that the operators tie in with a campaign to tell the public as well as all pinball players that they are actually buying entertainment, when they invest a nickel in a pin game, has met with great approval.

Operators who have been questioned stated that they believed this to be one of the best suggestions yet made.

One well known operator said, “This is in keeping with the slogan which was adopted some years back, ‘Relax—Play Pinball,’ but, in my personal estimation, is even better than that slogan, for people are seeking economical entertainment and they will spend a nickel anytime to be entertained, especially by a pinball machine.”

It is also believed that this suggestion can be greatly amplified and that it should eventually take the form of a public relations advertising campaign to boost the economical entertainment being offered the general public by pinball amusement.

So. Dakota State Ops Association Meet Mar. 7, 8 & 9

HURON, S. D.—The South Dakota State Operators Association will meet in this city on March 7, 8 and 9, 1948.

Many problems of great importance, it is believed, will be thrashed out at this three day meet.

There will also be present many out of town distributors, jobbers and operators, who are expected to bring those meeting here some extremely interesting news.

One of the most important items which will be brought up for discussion, it is reported, will be a new and better commission percentage arrangement for the state’s ops and, the belief is, this may show the way to the best profits ever yet earned.

It is also hoped that representatives of the trade press will be present at this meeting and will deliver speeches to the members of the organization.
30 Day Guarantee Clicks With Ops

PHILADELPHIA, PA. — Morris Gross, general manager of the Scott-Crosse Co., this city, has reported that he has been lucky enough to obtain one complete set for the background music some operator will want to feature in his area.

Gross stated, "Music ops everywhere in the country have come to realize that wired single channel music has clicked with professional, industrial and retail locations and that this is one of the best money-makers there in the music industry."

"We are offering a complete set-up for some lucky music operator," he continues, "at less than half the original cost price and believe that with the guarantee which we furnish this is one of the most outstanding bargains we have ever yet presented to the trade."

Offers Background Music Deal

they have always wanted in a machine of this kind.

"We are putting everything we have back of the Criss-Cross Belle," he continued, "for, from tests already made, this machine has outshone anything ever before used in locations by experienced bell operators."

Altho the firm is concentrating on the Criss-Cross Belle at this time, they report that the demand for their famous "Buckley 1948 Track Odds" continues unabated, as does the sale of the 1948 Buckley Wall Box.

Report Irby Sells Interest In Walbox To Wrenn & Barber

DALLAS, TEX.—Collis Irby closed a deal on February 23 in which he sold his interest in the Walbox Sales Company to George Wrenn and Fred Barber, it is reported.

The firm and all three members are well known throughout the nation. Walbox Sales Company is one of the foremost distributors of all types of coin machine equipment in the Southwest. Wrenn and Barber have been associated with Irby for many years, and have a big following in the state.

Wrenn and Barber will continue to serve the trade as has been their practice all these years, offering the foremost equipment to the operators and giving them the usual top service.

IN EVERYBODY'S BOOK IT'S

COMPLETE SEQUENCE!
FLASHING STEP-UP TARGET BUMPER!
COMBINATION HIGH SCORE
AND FREE PLAY POCKET!

YOUR DISTRIBUTOR IS MAKING
IMMEDIATE DELIVERY!

D.Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 31, Illinois

IN EVERYBODY'S BOOK IT'S

Lady

ROBIN HOOD!
The ORIGINAL FLIPPER BUMPERS!

30 Day Guarantee
Clicks With Ops

CHICAGO—The 30 day guarantee offered to the nation's bell operators by Buckley Mfg. Co., this city, has clicked with tremendous force, according to Pat Buckley, president of the firm and Gerry Haley, general sales manager.

Haley had the following to say, "Our offer of a 30 day guarantee for the operators to try our Criss-Cross Belle met with such fine acclaim that we were almost swamped here with requests to ship immediately."

He also said, "We believe that the Buckley Criss-Cross Belle is going to open an entirely new era in the bell operation field and is going to give the players that extra something which

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEW YORK PIN GAME SITUATION FEATURED IN N. Y. TIMES STORY

NEW YORK—As reported in previous issues of The Cash Box, the pin game situation here has been unsettled to the extent that operation can proceed with a free rein, and without the mental strain of wondering just what the local officials may decide.

In a feature full length column story, the New York Times of Thursday, March 4, the pin game is given outstanding prominence. Joe Hirsh, former manager of the Amusement Machine Operators Association of New York City is quoted as saying that since October, after a test case, the machines had been brought here and that the operators had not been bothered by the police in any way.

Police Commissioner, Arthur W. Wallander, when questioned by the Times reporter, stated "We know that there are some in the city. But we are not sanctioning them because we have made twenty-five or thirty arrests, but we haven't been too successful in the prosecution. In fact, it has been practically nil." Wallander continued that it was difficult to obtain convictions because the magistrates refused to say that the machines are illegal. "The arrests," he said "were made after the discovery that the pin games had been tampered with, and the elements of skill removed. Some of the machines have 'free plays', which the storekeeper may acknowledge with payments of money to the player."

Hirsch strongly refuted the statement that the machines were "illegal". "There are no free games," he stated "and we've cautioned the storekeepers against giving away any prizes whatsoever. They are adhering to the law religiously."

Hirsch referred to a report in 1941 in which the then Commissioner of Investigation, William B. Hewland said that "pinball machines which are not equipped with a free play feature and are not readily converted into free play machines are not gambling devices in and of themselves."

Commissioner Wallander asserted however "We'll have to watch the situation very closely. The action is in the hands of our legal department."

Council Vice Chairman Joseph T. Sharkey, who introduced a bill to the City Council last December to license the equipment, operators, distributors, manufacturers and storekeepers, reported that the bill had been filed but "thrown out the window" when Mayor O'Dwyer said the city might be accused of putting illegitimate operators in the business. Commissioner Wallander also told Sharkey that "we're handicapped by the courts."

Commissioner Patrick Mehan, head of the Department of Licenses, told the Times reporter "They're placing things all around the city, from what I hear. I don't like it. However, I have no licensing power at all on these machines. As far as I know, the problem is still up to the Police Department."

Coinmen familiar with the New York situation are confident that the city will continue to permit the operation of games if the legal conditions are met. However, they would be greatly pleased if at some time in the near future, a licensing ordinance would be considered.

"Manhattan" For Manhattan

CHICAGO—C. B. (Billy) DeSelm, general sales manager of United Manufacturing Co., this city, reported this past week that, "It looks like our Manhattan was made for Manhattan from reports we are receiving from the nation's largest metropolis."

Billy remarked, "When our Manhattan was originally shown to the trade we were absolutely swamped with orders and we have been buying day and night here in an effort to fill them just as speedily as possible."

"We did not", he continued, "expect any swamp of business from New York. But", he says, "almost immediately after the announcement of 'Manhattan', Manhattan itself seemed to jam right down on us and it looks now like we're going to have to grab all full trying to satisfy the demand from the nation's largest city."

De Selm points to the features which are causing a commotion everywhere for the "Manhattan" pinball they have just introduced. "It's the most popular and the most overnight smash hit which this game has made."

He stated, "There is no longer any doubt that the nation's pinball operators want games that have just the player element. Our licensee on the market—lots of thrills and suspense—but, above all, a real nickel's worth of entertainment."

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

WICO FLIPPERS FIt ALL MANUFACTURERS GAMES KNOW YOUR FLIPPERS!!

IN WICO "SKILL THRILL" REVAMP KIT YOU GET ALL THESE FEATURES:
- COMPLETE PARTS AND INSTRUCTIONS (NO EXTRA PARTS TO BUY)
- SIMPLE, PERMANENT INSTALLATION
- QUALITY MERCHANDISE

Order A Sample Kit Today. If Not Satisfied Within 10 Days Your Money Refunded.

COMPLETE KIT $5.95 Distributors Please Write

WHEN ORDERING Specify name of game and manufacturer to be assured that you get proper voltage coils operating from transformer.

OPTIONAL . . . WHEN ORDERING Kites can also be supplied to operate on 110 volt A.C. circuit DIRECT if desired. Please specify.

WICO CORPORATION
2913 NO. PULASKI RD.
CHICAGO 41. ILL.
PHONE MULberry 3000

PALISADES IS NOW DELIVERING! SENSATIONAL NEW MELODY

ALSO READY FOR DELIVERY
- SALLY'S S BALL GAME
- BILLY'S S BALL GAME
- S NICKEL'S S BALL GAME

ALSO READY FOR DELIVERY
- BUILD-UP; United—Manhattan; Gottlieb—Ladie Robi Hood; Bally—Ereka;
- GENE—Triple Action; Complete Line of Evans Equipment.

For complete list of pre-war and post-war used equipment for New York Operators.

PALS ADE SPECIALTIES COMPANY
418 ANDERSON AVENUE
CLERMONT, N. J.
25 Minutes from New York City via Lincoln Tunnel or Washington Bridge

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Visits Mid-West Aireon Showings

Fred Mann, regional sales representative for Aireon Manufacturing Corporation, announced that showings of the new “Coronet” 400 phone continues at the various mid-west distributors.

Mulligan Distributing Company, Pittsburgh, Pa., have set March 9 and 10 as their showing dates, and operators in that territory have been invited to view the Aireon line in their showrooms.

The Detroit showing at the Wolverine Sales Company takes place March 6, 7, and 8 instead of the February date originally announced.

Operators in Cleveland, O., have been invited to view the Aireon machines at the newly organized Erb-West Distributing Company on March 5, 6, and 7. Fred reports that he will be on hand at all three showings. Extremely active, Mac is visiting the Aireon distributors in Milwaukee, Minneapolis and St. Paul before the above showings.

Seacoast Distrib. Biz Handled At Newark Offices Keeps Orenstein Busy
MARVEL LEADS AGAIN!

GOLD MINE

WITH ONE COIN CHUTE—PLAYER CAN PLAY FOR

$0.05  $0.10  $0.15 OR $0.20

A GAME

WHICH MEANS: LOADED CASH BOXES!

"PLUS 4" COIN FEATURE COSTS ONLY

$10.00 MORE than regular price of single coin "Gold Mine"

FEATUREING

• FOUR FLIPPERS
• SIMPLIFIED BONUS
• SCORING
• SIMPLIFIED OUT-HOLE SCORING
• KNOCKOUT POCKETS
• FOOL-PROOF BALL LIFT

FEATURING

• UNITED 5¢—10¢—15¢—20¢

EACH ADDITIONAL COIN INSERTED AUTOMATICALLY GIVES PLAYER A BETTER CHANCE TO WIN. HERE IS A 5 BALL GAME THAT CAN TAKE IN 5¢ INSTEAD OF 5¢ PER GAME!

SEE YOUR DISTRIBUTOR AT ONCE OR WRITE TO MARVEL MANUFACTURING CO.

2845 Fullerton Ave., Chicago 47, Ill.

PHONE: Dickens 2424

DISTRIBUTORS!
WIRE PHONE OR WRITE

COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VEYS
REELS OF 8 & 6 SUBJECTS
Our Films Get The Dimes
Price $3.50 TO $8.50 Per Reel
PHONOFILM
3331 NO. KNOXL DR., HOLLYWOOD 34, CAL.

Munves Prepares For Big Arcade Season

NEW YORK—Regardless of the unusually snowy weather that's been tormenting the entire country, "Spring" is definitely on its way. We are absolutely sure—because Mike Munves, the country's leading supplier of arcade machines, is the busiest man in town.

Munves tells us that even during the winter months, and at the Coin Machine Industries show in January, he was accepting substantial orders for the opening of the arcade season. Now the firm is busy getting the equipment ready for shipment throughout the country. Some arcades have been pressing him for immediate delivery so that they can operate during the coming months on weekend.

Things are humming so briskly, that Max Munves, who spent the winter in Florida, is now back at the Munves' offices to see that all shipments go forth as rapidly as possible.

Parts & Service Dept. Brought To Op's Door

CHICAGO—Gordon Sutton, president of Illinois Simplex Distributing Company, Wurlitzer phone distributors here, pictured above shaking hands with Lee Taylor, head of the service department, and M. A. Bertsels, general service manager of The Rudolph Wurlitzer Company, looking on.

Reason for all the ceremonies is the installation of a new service by Illinois for its music operator customers. The new truck is now bringing a Wurlitzer service and parts department right to the door of the operator.

"I don't claim that this special service is anything new" states Sutton, "but this is the first time it's been used in this territory."

The back of the truck opens up, showing the interior with a complete display of parts filed orderly on both sides. A work bench and all the necessary tools are part of the traveling service stock in trade. Taylor, who will handle the truck in calling on the operators, expressed his enthusiasm over the great possibilities of this type of service. "No matter what the trouble may be, and best of all no matter in what isolated part of the territory it may develop, I can drive to it within a short time, and with the facilities on board the truck, all trouble can be serviced immediately."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WASHINGTON, D. C.—Ben Rodins, president of Marlin Amusement Company, heading a committee of 30 other coin machine companies of this city, presented a check for $1,649 this week to two young boys representing the Metropolitan Police Boys’ Club, as their contribution of District coin machine operators to the club’s fund-raising drive.

The presentation was made by the local press with feature stories and photographs of Rodins, two boys and Sergeant Abel Mann of Precinct 1, Washington Police Department.

The money was obtained by the operators from receipts of their music machines, cigarette and amusement machines, who devoted several days’ collections to the fund. Rodins informed the police club that the complete returns weren’t tabulated, and that there would be additional monies to be added to the figure disclosed.

“We agree with the suggestions printed in The Cash Box over the period of many years, that we in this industry should show aggressiveness in maintaining a top public relations program” stated Rodins “and this wonderful publicity given this contribution, plus the inherent goodwill obtained is invaluable. The operators who participated in our ‘Police Boys’ Club drive are to be commended highly.”

Rodins is active in many other public relations programs, one of which is taking a flock of underprivileged children on an airplane excursion on his cruiser during the summer months. His cash contributions to many fund-raising drives are not made public, but we know they are many.

Atlantic City, N. J.

Arcade Association
Schedules Meeting

ATLANTIC CITY, N. J. — F. McKim Smith, president of the Atlantic City Arcade Association, announced that an important meeting of the association has been called for Wednesday, March 10 at 2 P. M. The meeting will take place at Central Pier, Atlantic City.

Arcade owners here are looking forward to the coming season with great optimism, and expect to have a record year.

RENO, Nev.—Harold’s Club, this city, has just completed the remodeling and furnishing of an addition to the club, which doubles the present floor space. It is reported that the cost of the remodeling job is terrific, everything being done in the grand manner.

The carpeting alone has set the club back some $90,000.

There are 200 Pace Bell machines operating at Harold’s at this time and the report this past week showed the heaviest play in the history of the club. With the new addition, J. O. Bates, general manager of Pace Manufacturing Company, Inc., Chicago, reports that the club has ordered an additional 100 bell machines, which are being shipped post-haste.

“The total of 300 bell machines gives this club a bell machine layout that probably has never had an equal anywhere in the world,” stated Bates. “The demand for the Pace Bell machine is brisk not only from this location, but we are busy continually shipping the machines to our many customers throughout the country.”

The firm is now featuring its 1948 Deluxe Chrome Bell, in denominations of 1c, 5c, 10c, 25c, 50c and $1. One of the major features of the bell is the 'hugh giant jackpots, hand up to 12 coins, and “adjustable” automatic load upon request. ‘We guarantee all Pace bells’ stated Bates “and will refund the operators money if after ten days trial they are not completely satisfied.”
**Recuperes From Heart Attack**

**HAHOLD KLEIN**

MILWAUKEE, WIS. — The trade was shocked to hear that Harold Klein, popular Milwaukee coinman, was the victim of a heart attack this past week, and will have to take it easy for a while.

Klein and Frank Roelke of Great Games are manfacturing a roll down game "Tele-Roll" which they introduced at the recent Coin Machine Industries show in Chicago, and which they report was very well received.

While Klein is recuperating, Roelke will take full charge of the business.

**Paul Laymon Looks For Biz Pickup**

**PAUL LAYMON**

LOS ANGELES, CALIF. — Paul Laymon, genial head of Paul A. Laymon, Inc., Bally distributors here, reports that the past few weeks show a decided improvement in the buying activities of his customers, and every indication points to a big spring and summer.

"We are in a wonderful position, as far as variety of equipment is concerned" stated Laymon. "Bally machines run from standard type arcade equipment thru the entire roster of machines, such as rolldowns, pins, consoles, 1 balls, etc. With the welcome news that St. Paul is permitting the Bally Digger 'Hollycrane' to operate in that city, we are hopeful that we may be able to get similar licenses. Even so, our business is going great at this time, and looks like it'll get better and better from now on."

**David Rosen Co. Baltimore Office Adds Frank Crowley To Sales Staff**

BALTIMORE, Md.—The Baltimore office of the David Rosen Company announced this week that they had added Frank Crowley, formerly of the Marlin Amusement Corporation, Washington, D.C., to their sales staff.

Crowley will cover the territory, visiting each operator, to acquaint them with the AMI phonograph and accessories. In addition to phones, Crowley will have his order book ready to take orders for all types of equipment, new or used.

"The firm carries a complete line of all new pin games and consoles, in addition to the AMI line" states Crowley. "We have in stock at all times a large selection of used equipment, such as games, arcade machines, cigarette vendors, and music machines. We can supply the operators' needs in parts of all kinds, and our fully equipped shop can handle repair problems. And, I don't want to overlook the wonderful record department we have."

**Ponser Travels The Country On Sale Of "Pro-Score" Game**

**GEORGE PONSER**

CHICAGO—George Ponser, George Ponser Company, this city, is planning a tour of the country to visit those territories where roll down games are being operated. Returning from a trip to New York City, Ponser immediately set up an itinerary which will take him to Cleveland, Detroit, and then to the west coast.

"These territories have shown that 'Pro-Score' is a big attraction and high earning game" states Ponser. "Once the operator places these games out on location, I find that the orders come in to us in steady streams. On my trip, I want to point out to many operators and arcade owners that 'Pro-Score' can earn good money during the coming spring and summer seasons."

While in the East, Ponser went out on locations with Irving Kaye, one of the big "Pro-Score" operators, and watched collections being made. He reports that he was bored over when he saw the money that was played on the machine.
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 - 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, 3126 ELLIOTT AVE., SEATTLE 1, WASH. Tel: Garfield 3595.

WANT - The used records from your boxes. We buy steadily all year around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write, Call or ship to: USED RECORD EXCHANGE, 4142 W. ARMITAGE AVE., CHICAGO 39, I.L. Tel: Dickens 7060.

WANT - New & used Wall Boxes, Adaptors & Speakers; Twin 16 Adaptors for Rock-Ole; Mills, Jennings F.P. Mint Vendors; Solotone, Personal Music Boxes, Amplifiers, etc. Any 26 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, new or used Roll Down games, Mills 3 or 4 Bells, Late Heads. SILENT SALES Bldg., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT - Watling, Pace, Rock-Ola and Mills Scales. Highest prices paid for established scale routes. Write full details. FOX SCALE CO., 247 BELEDEN PL., HAMMOND, IND. Tel: MU 1064-J.

WANT - Used Juke Box Records. Unlimited quantities. Top prices paid. We pick up within a radius of 150 miles. Write or wire. HARMEL MUSIC CO., 2809 OCEAN AVE., BROOKLYN 29, N. Y.

WANT - Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year 'round. Compare our prices before selling your records. We pay freight.

Cal: Wire, Write FIDELITY DIST., 1547 CROSSY AVE., BRONX 61, N. Y. Tel: Underhill 3-5761.

WANT - New late pin games, close-out bargains. Keeney Bonus Super Bells; Bally Triple Bells. Will pay $75, for Seeburg Vogues and Classics; $50, for 71 and 81 War. w. stands. Also want Slots, any make or model. Quote us prices, quantity and condition in first letter. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF.

WANT - Bally one-ball Entry's (Pay-outs) and 1948 Jockey Clubs. Wire, airmail or phone (5-0461) quantity and price. THE R. F. VOOGT DIST., MILNER HOTEL BLDG., SALT LAKE CITY, UTAH.

WANT - Bally Triple Bells; Bally Draw Bells (Plastic Buttons); DeLuxe Draw Bells; Bally Eurekas; Keeney Bonus Super Bells 5¢ and 25¢; Mutoscope Fan Front and Red Top Diggers; '47 Rock-Ola, Wurlitzer and Seeburg Phonos. Will buy over-stocks of late new or used pin games, for resale. Quote best prices, quantity and condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO, CALIF. Tel: Ordway 3-3069.

WANT - A few Watling Scales, fortune or Junior models, good condition, ready for location. PENNY WEIGHERS, 1003 EAST 54TH ST., SAVANNAH, GA.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE - We have them in stock. Contact us for your Hirsch 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., 105 S. FLORIDA AVE., LAKELAND, FLA.


FOR SALE - What have you to trade us for the following: 1 Photomatic, like new, latest model; 2 Packard Basement Units; 1 Tally Roll; several Bank Ball Super Rolls & Premier Ten Grand Bowling Alleys. SILENT SALES CO., 208 11TH AVE. S., MINNEAPOLIS, MINN. Tel: Geneva 3645

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

FOR SALE - Operators! We have a large number of Pay Off Consoles - various makes - from $20. 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 and service.

VIRGINIA NOVELTY CO., 400 WATER ST., PORTSMOUTH, VA. Tel: Portsmouth 1025

FOR SALE - Five Balls: Play Boy $90. ea.; Kilroys, Raffle Cards $75. ea.; Surf Queens, Big Hits, Big League $25. ea.; South Seas, Streamliners $20. ea.; Sky Blasters $15. ea. All in top shape. C & W SPECIALTY CO., 852 CAMP ST., NEW ORLEANS 15, LA. Tel: Magnolia 5588

FOR SALE - New 5-Ball Pin Games: Lady Robin Hood; Humpty-Dumpty; Triple Threat; Cover Girl; Melody; Bonanza; Sea Isle; Nudgy; Star-Lite; Dolly; Singapore; Bermuda; Broncho; Hi-Ride; Treasure Chest; Tropican; Heavy Hitter and the Vendee Coin Changer. You can't beat our prices and service. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON, D. C. Tel: Hobart 3170

FOR SALE - 2 Skyfighters $65. ea.; 1 Bally Defender $50.; 1 Bally Rapid Fire $50.; 2 Air Raiders $49.50 ea.; 1 Victory Pool $49.50; 1 Red Ball $49.50; 2 Anti-Aircraft, Br. $25. ea.; MARCUS KLEIN, 577 TENTH AVE., NEW YORK, N. Y.

FOR SALE - Mills slots and stands. I also buy same. Send me your list. MILTON BRAUN, RT. 3, BOX 428, SAVANNAH, GA. (Tel: 3-5432)


FOR SALE - Mills Four Bells, perfect $50.; 1 Barrel Roll Skeeball $50.; Jennings Cigarolla $30.; 1 Undersea Raider $50.; Loudspeaker $5.; Searsburg Envoy $200.; Mills Empress $200.; Watling 10¢ Roll-A-Top $50. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: 750

FOR SALE - Brand new Columbus 1¢-5¢ Peanut Vendors; 1¢ Ball Gum Vendors in Stock. Brand new Daval 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1561

FOR SALE - This Week's Specials! Suspense $69.50; Surf Queens $39.50; Step Up $65.; Double Barrel $44.50; Big League $49.50; Undersea Raider $75. An exceptional buy on slightly used AMI Phonographs. Write or Call. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel: 6-366

FOR SALE - 10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance $900. 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., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEMple 1-7455.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE - Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire l.o.s. deposit. WM. NATHANSON, 2738-281 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE - DuGrenier $750, WD $854, 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 - 618 Wurl. $75 ea.; 2 - 600R 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., PHILLA. 40, PA. Tel: RA. 5-9705


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 FOYDRAS ST., NEW ORLEANS, LA.


FOR SALE - 4 Panorams, like new. Splicer, film, $200. ea. F.O.B. Lewistown. 1/3 deposit with order. LEWISTOWN DIST. MART, INC., 27 VALLEY ST., LEWISTOWN, PA. Tel.: 2584


FOR SALE - Write for list of special prices on new machines of all kinds. Also list of used post-war games at special prices. It will pay you to call Market 7-6391 or Market 7-4641. K. C. NOVELTY CO., 419 MARKET ST., PHILDA. 6, PA.

FOR SALE - Big Parade, Knockout, Victory, etc. $10. ea. LEHIGH SPECIALITY CO., 1407 W. MONTGOMERY AVE., PHILADELPHIA 21, PA. Tel.: POP. 3299

FOR SALE - Deluxe Draw Bells, Draw Bells, Bonus Bells. Best offer takes. VALLEY DIST. CO., 105 BRADDON AVE., TURTLE CREEK, PA. Tel.: Valley 9946.

FOR SALE - Almost new Strikes 'N Spares Bowling Game $525. Will trade. G. MILLER, W. 2003 JACKSON, SPOKANE 12, WASH.

FOR SALE - 60 Wurl. 1947 3020 Wall Boxes, 6/10/25; Slightly used. ACE AUTOMATIC MUSIC CO., 127 NO. JEFFERSON AVE., SAGINAW, MICH. Tel.: 23725

FOR SALE - Advance Rolls $125. BAY RIDGE AMUSEMENT, 5903 7th AVE., BROOKLYN 32, N. Y.

FOR SALE - 25 Electro-Serv Popcorn Vendors, 10 stands and 25 wall brackets, like new, cost $5,541.91. Will sell for $1200. REX COIN MACHINE DST. CORP., 821 S. SALINA ST., SYRACUSE, N. Y. Tel.: 2-8205

FOR SALE - Look at this. Baffle Cards, Mysteries, Rios $65. ea.; Crossfires, Havanias, Kilroys, Vanities $75. ea.; Cyclones, Gold Balls, Maisies, Play Boys, Bally Hoos $100. ea.; Baseballs, Nuggets, Torches, $120. ea.; Hawaii Nevada $130. ea. 1/3 deposit. CROWN NOVELTY CO., INC., 930 Howard Ave., New Orleans, LA. Tel.: Canal 7137

FOR SALE - or trade. Several used 5 ball pin games and some arcade equipment. WANT - Clean Roll downs. FRANCIS G. FLANDERS, OSCODA, MICH. Tel.: 139-3-2

FOR SALE - Humpty Dumpty; Chicoin Baseball; Tornado; Fly Boy; slightly used, excellent condition. Also Brand new Treasure Chest; Bally Big inning. Also large assortment of Roll Down Games: Brand new Bally Hy-Roll; Williams Box Score; Tele-Roll. Like new: Genco Total Roll; Advance Roll and Genco new conversion Champion; 1 Roll-A-Score. Prices are right - write. KING-FIN DISTRIBUTING CO., 3004 GRAND RIVER, DETROIT 1, MICH. Tel.: Temple 2-5785.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE – We need room. Your choice $17.50: Four Roses, Marines At Play, Yankee Doodle, Girls Ahoy, Mintkicker, Miami Beach, Sun Beams, Yacht Club, Midway. All in playing condition. ADVANCE MUSIC CO., 1808 GRAND AVE., KANSAS CITY, MO.

FOR SALE – 25 5¢ Mills Jumbo Parade like new, reconditioned, painted, late heads $75. ea.; 1 5-10-25¢ Keeney Bonus Super Bells,$850. like new; 5 Mills Slots, Black i Cherry Pay 2 - 25¢, 2 - 10¢, 1 - 5¢, $175. ea., used 8 weeks, like new. CENTRAL COIN MACHINE CO., 482 CENTRAL AVE., ROCHESTER, N. Y. Tel.: Main 5973

FOR SALE – Total Rolls $30.; Total Rolls Converted, with buttons, $50.; Rola Scores $30.; Esso Arrows $100.; Eight Ball $100.; 7 ft. Premier Barrel Roll $50. Bay Ridge, 3903 7th Ave., Brooklyn 32, N. Y.

FOR SALE – Scales, Kirks Horoscope, lots of ten $500., single $55. ea. Crating extra FOR Philadelphia. QUAKER VENDING CO., 5359 OXFORD AVE., PHILA. 24, PA. Tel.: DE 62518

FOR SALE – 3 Bally Hi-Hands, clean $45. ea.; 1 Bally Deluxe Draw Bell $295.; 6 Photomatics $275. ea. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE – Tubes, 60% off list, standard brands. Specify 1st and 2nd choice of brands. All tubes boxed. Extra special: RCA-604 45¢. Mention The Cash Box) Send for our latest tube list. ENGLISH SALES CO., 820 W. RANDOLPH ST., CHICAGO, ILL.

**MISCELLANEOUS**

NOTICE – Music Operators. Motors rewound $5.50; Wurlitzer counter model trays refinished and rebushed $6.50. BILL'S PHONO MOTOR REPAIR, 5947 EMERALD AVE., CHICAGO 21, ILL. Tel: Englewood 8192

FOR RENT – Roll Downs – to established operators: Advance Rolls $40. per month; Esso Arrows $40. per month; Total Rolls $18. per month; Lite Leagues $16 per month. Total rental may be applied against purchase price. When writing send in three references. NATIONAL NOVELTY CO., 165 E. MERRICK RD., MERRICK, N. Y.

MUSIC OPERATORS – Our service is over six years old. If you have not yet used this service, you are losing a great deal on your operating costs. What Service?? Re-Sharpining your used phonograph needles. It is Dependable and Guaranteed in every way. Do not Delay; send a card and we will send complete details and free shipping containers. RE-SHARP NEEDLE SERVICE, BOX 770, FORT DODGE, IOWA.

Engineer will design, develop and experiment on old or new coin operated machines.


**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. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE – Pin Game Cartons. Heads Separate, leg wrappers and proper fillings. Best pin game cartons made, 310 lb. test cardboard, $3. ea. on order of 10, $2.95 ea. on order of 25, $2.75 ea. on orders of 100. Let us know your needs. We also carry a complete list of Bally & Evans games & parts. PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-8992.

FOR SALE – Radio Tubes, 60% off in quantities over 50. Can be assorted. All types in stock. Pilot lites Special! No. 47 - $40 per 1000; No. 51 or 55 - 10 for 48¢, 100 for $4.40, 300 - 42¢ ea.; Nos. 40, 46, 44, 47 - 10 for 58¢, 100 for $5.30, 300 5¢ ea.

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

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Jim Gilmore, CMP's secretary, tells me that from now on he will take his leave immediately after the big convention. Jim leaves for New Orleans with Mrs. Gilmore ... and from there on a West Indies cruise ... a nice vacation, even tho Jim had to wait for it. ... Herb Jones of Bally getting production under way while planning new campaigns and working on one and dozens other ideas. ... Lew Ginsburg of Genco to California where brother Dave is also spending the winter ... leaving Myer Ginsburg all to himself to take care of getting those children in the op's all over the nation, and that keeps Myer plenty busy these days. ... English Nathan who opened his own parts and supplies firm a few months ago, and who just moved into new and larger quarters on West Randolph Street, is a very busy man these days as more and more columnist learn his whereabouts and start calling around to say "hello" and wish him well.

John Chrest of Exhibit down with Virus X for over a week and too weak to come down to the office ... the boys down at Exhibit report that they knew John was really sick when he at last called for a doctor. ... Nate Gottlieb who simply can't believe that he isn't being visited at all hours of the day by out of town columnists reported this past week, "Everything is quiet on the Western Front—so far." ... Ed Levin, General Salesmanager of Chicago Colloq, keeping plenty busy talking with columnists from everywhere calling around to grasp as many of the "Colitina" as they possibly can. ... Sam Wolberg of Chicago Discounting the logistics of economical coin machine entertainment and makes a very well proposal regarding featuring stickers on each and every game telling about the fact that the op is actually selling entertainment. ... George Bonner flies home to spend a few days with his family before starting out on a long trip to take him all over the country... George has been doing a very fine job with Pro-Score ... we hear that he will visit with many of the firm's distributors on this long jaunt.

Edwin Johnson, of Chicago, Illinois Simplex who is constantly traveling between the firm's three offices ... Louisville, Indianapolis and Chicago ... has just purchased his own plane ... a Beechcraft Bonanza ... and being one of those expert fliers it's reported that he's covering the three cities in speedy time these days. ... Lots of changes over at Filben ... Sam D. Dreamer is now vice-president and assistant salesman ... Bill Raben is sales manager to the new Prepared Play 4 play chute and, with their new model coming out on April 1 both Bill and Sam report that they are working like beavers to get set for the rush. ... Billy DeSolin near at United Mfg. Co. also busier than ever since the announcement of "Manhattan" ... its new features grabbing the spotlight and keeping him answering thousands of questions daily long over the phone. ... that gang of guys were down at United when the boys unveiled this new one went absolutely gaga over it ... it acclaimed it one of the most outstanding yet built by the firm.

Gordon Sutton of Illinois Simplex who is constantly traveling between the firm's three offices ... Louisville, Indianapolis and Chicago ... has just purchased his own plane ... a Beechcraft Bonanza ... and being one of those expert fliers it's reported that he's covering the three cities in speedy time these days. ... Lots of changes over at Filben ... Sam D. Dreamer is now vice-president and assistant salesman ... Bill Raben is sales manager to the new Prepared Play 4 play chute and, with their new model coming out on April 1 both Bill and Sam report that they are working like beavers to get set for the rush. ... Billy DeSolin near at United Mfg. Co. also busier than ever since the announcement of "Manhattan" ... its new features grabbing the spotlight and keeping him answering thousands of questions daily long over the phone. ... that gang of guys were down at United when the boys unveiled this new one went absolutely gaga over it ... it acclaimed it one of the most outstanding yet built by the firm.

Dave Wallach of Marvel Mfg. Co. actually knocking himself out in his tremendous enthusiasm over the swell reception given their new "plus-4" coin chute which allows the player to insert 20c into the same 5c chute. ... Dave reports that the reception to this new 4 play chute was really gratifying with many predicting it may open the way to a new era in pinball play. ... Ben Coven who is keeping himself busy these days with taking care of the "S" and "S" and "S" etc. and that "S" is looking for that new idea" ... and that isn't too easy to find, Ben ... but, it may be just around the corner. ... The two Storns, Sam of Williams Mfg. Co. and Al of World Wide Distrib, arm in arm it up Randolph Street in animated conversation. ... Ed Vanders, young listmaker for the firm, who is so busy these days he just hasn't the time even to look up from his work. ... Gary Hale and all the gang over at Buckley Mfg. Co. are very pleased with the reception given their new bell, they report.

Ted Rubenstein, who heads Marvel Mfg. Co., has been operating since he was 19 years old ... that's over 30 years now ... and the angles about operating Ted doesn't know, I'm told, aren't you known. ... Vic Comfort over at Distrib. Corp. reports that the Alron 400 Coronet is moving right along ... and also advises that Lou Kaslin is still down in Hollywood but he should be back very soon. ... Those boys from Memphis, ... Clarence Camp, ... Buster Williams, ... even when not in town are well represented by their distributors and when they send up here to pick up machines for them. ... Nice pick up in conditions generally thruout the country, according to reports manufacturers here have received. ... Sam Stern is making a real party out of a visit to New York. ... taking along six couples ... doing the shows and the nitespots. ... Charley Schlicting of Mills Industries advises about the new sales and price policy on Mills Constellation and attracts plenty of attention from music ops. ... Rex Shryver of H. C. Evans & Co., busy as a bee now that deliveries have started on the firm's "Bat-A-Score" and orders are being filled just as rapidly as possible. ... Rex also reports that orders for all of their line have shown swell pickup.

Eddie Hanson of Groethen Tool very, very thrilled over the reports of the "S". ... he also on the S" has that sort of thing, on locations here to check collection returns on "Camera Chief." ... This little three dimensional viewer features famous syndicated comic strips. ... the Boys is doing quite well. ... they report that "Camera Chief" has been taking in an average of about $15 per week and that is considered good. ... Dick Ray, who heads the Salesmanager of this firm, says that "Camera Chief" has been taken in an average of about $15 per week and that is considered good. ... Dick Ray, who heads the Salesmanager of this firm, says that "Camera Chief" has been...
Interesting to music ops here is the digest turned out by Piel Bros., local brewers. Called “Beer Facts”, the booklet releases information after a survey on whether a television set in bars and taverns increases the business of the location. Both advantages and disadvantages are listed. Some of the locations are very enthusiastic, and others slightly disappointed. Most taverns show a spurt in sales upon the installation. Others find out that it attracts non-spenders, and slows up the “regular” spenders. When feature sporting events are scheduled, it is found that the location draws many additional “customers”. One comment worth remembering is “Television receivers will continue to draw extra trade only so long as this medium of entertainment is available to a limited degree in certain communities. As soon as every tavern has a television receiver, the value of this selling aid is reduced.”

** E. J. McGlynn and his wife in from Sydney, Australia for a combination business pleasure visit. McGlynn and A. C. Jordan of Modern Music Company, Cape Town, South Africa, are the biggest operators in those cities. The firm has additional branch offices in Port Elizabeth and Johannesburg, South Africa; and Auckland, New Zealand. McGlynn is doing considerable buying here, which is his first visit to the station. One most important problem they have to overcome is the price situation. By the time equipment arrives back home, the cost is increased by 50% over the purchase price, due to import taxes and shipping charges. McGlynn tells us that business is off about 30% from the peak war days. However, music machines are doing quite well, being operated on a 10c, 3 for 25c basis. Games run for 5c. Records are very costly as they must be purchased from England. It seems that these English companies have deals with the American companies that covers all purchases in Sterling coinage. McGlynn will remain in the United States for about four to five months, and will be visiting Chicago very shortly.

** Joe Munves, who announced the purchase of Economy Supply Company, parts and supplies business, last week, entertaining many of his friends who are visiting him to wish him the best of luck. Joe’s many years of experience in the various phases of the coin machine business is invaluable to him in securing items for the trade. In addition, his friendships in the business run into the thousands. . . . Remember Al Sherry, the Brooklyn pin game operator and jobber of some years back. Al tried his hand at jobbing in Cincinnati when the town went down, and then during the war ran an arcade in Norfolk, Va. At this time, Sherry is completely out of the business, owning two Army & Navy stores in Norfolk. He was in town this week, and spent some of his time visiting along coinrow with his friends. . . . Willie Levey and Jack Semel, Supreme Automatics, Inc., Brooklyn, in Chicago this week visiting the Williams’ plant. George Holman, the other member of the Supreme trio, remains at the office. The boys are being complimented by Williams for the wonderful selling job they are doing with “Stormy”.

**

There’s quite a difference in the atmosphere at the offices of Modern Music Sales Corporation over that of a half dozen months ago. Today, the many offices are filled with executive personnel, stenographers, bookkeepers, et al. And Nat Cohn, the boss, on hand at all times, busy, busy, busy. The firm’s activity caused by the recently acquired Aireon Phonograph line, distributing Signature records, Dave’s stamp machine, and its interests in Gem Records as a manufacturer. With all these business activities on his hands, Nat is spending some time seeing that everything is going ahead on schedule with those plans for the opening of his newly built home in Belle Harbor. . . . Al Simon, Chicago Coin Machine Company’s representative in the east, getting ready to move into those sumptuous new offices on West 42nd Street.

**

The terrible snow and sleet storm that hit the city on Tuesday kept Barney (Shugy) Sugerman, Runyon Sales Company, away from the New York offices. Usually Shugy braves all kinds of weather, but this one was too tough. Jack Mitnick of the New York office, wasn’t lucky either. Despite the storm, he had to go out to see some customers. . . . Phil Mason, Dave Lowy & Company, who was expected back from Florida this week, phones he’ll stay another week. Another victim of “sand in his shoes” Dave Lowy grins at the news, but threatens “He better come back soon! I’m next, and I want to get away now!”. Lowy’s getting fatter by the minute, and is back to the weight he dragged around before the army trimmed him down to a normal size. . . . Max Munves, Mike Munves Corporation, who spent the entire winter in Miami, met up with F. McKim Smith, president of the National Association of Automatic Machine Owners, Smitty was getting ready to return to Atlantic City. Which reminds us—Al Schwarz, NAAO public relations director, was in town on association business.

**

Phil Gould getting ready to open a new tremendous arcade at Coney Island. Named “Pleasure Land”, the arcade is 50 x 200 feet, extending the entire block from Surf Avenue to the Bowery, and is located between Stillwell Avenue and 12th Street. The arcade will feature Poker tables, skee ball, and all the latest arcade machines. Many separate concessions, such as frankfurters, drinks, photograph, etc. have been let out. . . . Harry Schneider and Steve Quinn, Seaboard New York Corporation (10th Avenue) two of the busiest guys on the street. Harry reports that the operators have gone for Genco’s “Bubbles” in a big way, since two roll over contacts have been added to the top of the playing board, and two flippers at the center on both sides of the game. These additional features make the game extremely attractive on location states Harry. . . . Ben Becker, Ben Becker Sales Company (Bally sales representative) home most of last week nursing the flu, returns for a day, but couldn’t quite take it. He had to return home almost immediately. . . . Hynde Rosenberg, H. Rosenberg Company, distributor for Bally here, reports that “Melody” going so big, he can’t keep a sample on the floor. . . . Steve Delwin, experienced local game operator, back in action with pins . . . The many friends of Jack Fitzgibbons elated to hear he’s recovered sensationally, and is now off the “danger” list. . . . Teddy (Horizontal) Seidel, in conversation with the visiting coinman from Australia, R. McGlynn, discovers that they have mutual friends in “Kangaroo” land. Teddy recalls some of his best bouts took place there.
Music distrib and ops watched the local sheets this week with concern. The SAJ has announced that it plans to cannibalize John J. Public, as Mr. Petritto once again made the front pages. . . . Small local outfit by name of Standard Radio Transcription Services has demanded via letter to Petritto headquarters in Chi to and to Los Angeles Local 47 that ban be lifted . . . or else. . . . Legal alternative threatened by firm was a Federal court order for Musicians Union to bargain collectively “in good faith.” . . . Beef was set off when Ike Carpenter’s ork aforesaid from Transcription. Local 47 radio rep disavows the matter by saying “We don’t negotiate such contracts here—that’s a national matter.” . . . Standard’s mouthpiece quoted from the Taft-Hartley Act and said, “Bargain by March 22—or else.”

As to the music ban, it’s time a bubble was burst for the benefit of coin machine people. “Mills” is consuming public. . . . The legend about recording in Mexico, pool-pools to you, Mr. Petritto, has turned out to be little more than legend. . . . Eddie figures musicians, disc polishes and Talent Poynters will payroll. . . . "We’ve compromised solution before Mexico lifts its ban, . . . Confirning this policy of our Latin neighbor is Holiday Records’ Lou Chid, who reports that he’s kept all the time the boys were just whistling Dixie when they promised to take their business to Mexico. That’s why they should know as his outfit has produced setup operating there long before the bans were posted. . . . Holiday, by the way, will soon depart from their almost exclusively Mexican music and go in for a racy and big-time line. . . . Speaking of exclusive, here’s one from Exclusive that isn’t. . . . That doubletalk translates into ad man Charlie Craig’s answer to the old “What’s new?” . . . Charlie’s response was “Nothing’s new” and we’ve promised to reward the next guy who does it. . . . There’s a chance we might even print, here it is. . . . Come to think of it, that might be the Craig man’s sly way of getting in print.

There’s something new with Charlie’s Exclusive boys, Leon René, whose Publication co. bearing his name is expecting a windfall from the bill Anson-Todd Mossman “When I Write My Song.” . . . Disc jockey Anson should know good time when he writes one and composer Mossman is so sure of its success he’s already bought a new house on the expected royalties. . . . Pacific Music Sales’ record is plugging the tune, will launch an all-out drive next week. . . . Juke men have a wide choice in the platter . . . recorded by Decca’s Eddie Heywood, Exclusives Herb Jeffries, Columbia’s Cutty with Buddy Clark, Mercury’s John Laurens and Victor’s Freddy Martin. . . . Traveling Billboard lists show 35 stations. . . . NBC’s new "T-Bone" is playing in the Hills home office from N.Y. . . . Mercury’s Mike Kurlan comes up with promise of a coiner in Frankie Laine’s new “Four Leaf Clover.” . . . Must remember that when they release a banjo, says Mike. . . . Other Mercury platters awhile a healthy play are “Cira-Cira Bim” with whistling Elmo Tanner and Ted Weem’s outfit. . . . Steve Gibson and his Red Caps carrying a nostalgic torch in Those Wedding Bells Are Breaking Up That Old Gang of Mine” . . . Dinah, Washington’s “No Lonely Gal Blues” and Ain’t Missin’ You.

Art Rupe of Specialty announces new releases set for Camille Howard, Roy Milton pianist, who will solo via ivories and vocal with “You Don’t Love Me.” Rupe has picked up options on Milton, Camille, Jimmy Liggins, the Pilgrim Travelers and the Nelson Alexander Trio. . . . He plans publicity and promo program for these artists covering three to five year con- tracts. . . . Delson and Stoken Distributors are blossoming out with new record line in Mary Howard label. . . . Included will be Ethel Waters album and sides by Walter “Fopts” Thomas. . . . Their Rainbow platter of Ruttay Epsy Morales’ Jungle Fantasy coupling is the kind to make the critic smile. . . . Bum’s, for This Record in the Dark.” . . . It doesn’t say what will happen if you do. . . . Over at Charles Washburn’s music is in the music this day with a promotion tie-in planned by his Coast Rec- ord Co., via Paramount studio to Brooks Lamanna and Prom of “Queen of the Hollywood Islands.” . . . Ed man Ralph Bass says all he needs is an enterprising jukebox manufacturer to round out the deal. . . . “Who Put the Dream in Your Eyes,” the Coast tune by Mark Warrnow ork and singer Lorcy Raines, has its eye on the Hit Parade . . . and it isn’t dreaming, quotes Bass.

Ops who favor wired music should be glad to hear that the Pantages-Maestro Corp. will be ready to ship new equipment by next week. . . . Lunch with Paul Reiner of Black and White was well interspersed with raves for Maggie Hathaway’s “Here Goes a Pool” and her brand new disc, “Nobody’s Business What I Do.” . . . Paul, in between his pastrami on rye, said something like this: “Versatile, that girl . . . ranges between Billie Holiday and Red Norvo. But she’s got the Benge tone.” . . . After lunch he also managed to squeeze in mention of T-Bone Walker’s new release, just hitting the disc stands “I’ll Get Little Girl” with “T-Bone Shuffle on reverse. . . . Reiner promised some news of major interest to record distrib in near future.

Ben Pollack, headman of Jewel Records and music maestro for Black and White, joined us for cheesecake and gave out with a nice takeoff on Mahlon Yost’s version of the “no-Pollack” takeoff on a Santa Anita racestrack announcer. . . . The record, which is backed by “Danflag der Shiang, Mr. Butcher,” is getting a nice play not only in Dallas but also the race spots. . . . You don’t have to understand the dialogue to get the humor. . . . Ex-orchestra leader Pollack wouldn’t confirm it but we’ve heard a rumble that Herstav is now in the running for Harry Ritsciginc . . . A natural for the jukes for sure now is Tex Williams’ “Cigarets, Whiskey and Wiekly Winin.” (right spelling). . . . The major networks barred it but defi- nitely this week. . . . Capitol has two coiners ready for release in the King Cole Trio. . . . Forrest Ziebell is now recording for Warnow, and Nelson is releasing a set calling本身 November and title “The Geek,” a wild-eyed novelty on the other side.

Bernie Shapiro, our old school chum who now answers to Mr. President at the Adams and Fairfax Corp., tells us Non- real deal that he’s in for a new one at the firm. . . . Along with Sales manager Al Silberman is off again, this time to Florida. . . . Also along with the trio is Victor’s Al Little and the previously mentioned R.虏wen. . . . Salesman Al Hamburgh is now head of the Ohio branch in Chicago. . . . The rest of the crew is still in the office with him. . . . Each one traveling man we found in on Coin Row was C.A. Robinson, whose Al Bettlemann took a turn at the wide open places. . . . Back from a long trip down to the bottom of the world is G. T. Mapes, visiting the local offices before heading for home and San Francisco. . . . Ad man Ray Powers busy with buyers so right hand gal Lucy Gordon is running things over at the office and for the third time in a row wheels a Pismo rye, via Bill Davis. . . . Sales manager Al Silberman is on his way to San Francisco while we were around. . . . Found Bill Williams weathering a calm while waiting for more copies of "Stormy" to arrive. . . . The Williams’ Box Score still on tap and still scoring, says Bill. . . . Ops trivialized by his Red Caps calling might drop in at Pacific Coast Diritburs, where mechanic Powell Mark is supposed to be able to fix anything with a coin chute.

Badger Sales, W. L. Happel Jr. is still waiting eagerly for Keeney’s new cigarette machine. . . . Paul Laymon excited about Ruffy’s new game to be unwrapped this weekend but still strictly on the hush. . . . Caught Charlie Fulcher in a compara- tively quiet moment and he proudly showed us the new Mills Constellation 40 selection and bonus feature . . . six records for two-bit. . . . The box’s unique appearance might be rated as another asset. . . . On subject of handsome boxes, the new Air- cones really rated high praise from the local gentry last week. . . . Rudy Greenbaum and Ed Whiser came in from the factory to help regional rep Aubrey Stenmr and Sicking Distributors’ pair of Jacky Jessel and his George Codd. . . . Also on the scene for the first time was the man of “Queen of the Hollywood Hills.” . . . Ed man Ralph Bass says all he needs is an enterprising jukebox manufacturer to round out the deal. . . . “Who Put the Dream in Your Eyes,” the Coast tune by Mark Warrnow ork and singer Lorcy Raines, has its eye on the Hit Parade . . . and it isn’t dreaming, quotes Bass.
MINNEAPOLIS

Brother, ever see a snow storm? ... a Minneapolis-St. Paul snow storm? ... well, if you haven't here's some idea of what one is like ... ever since that snow storm of February 27 ... well, you could almost dig the talk out ... maybe this is what they mean about March coming in like a lion and going out like a lamb ... let's hope for the lamb to stay in until spring and that the highways leading from the Twin Cities to the northern part of our state and all the highways leading to the north have been as bad as that 28 inch fall they had in New York ... but ... believe me you ... it was a darn good fiascule and a lot of it will be gone, it will be several days before the snow plows get thru ... so, if you don't get too much news here of the guys and gals from all over Minnesota ... blame it on ole man Winter ... he's still around.

Gordon and Mrs. Rowe of Onamia, Minn, stopped off here in Minneapolis before going to a very pleasant vacation, they tell me, in Denver, Colo, and also visiting in New Hampton, IA, ... Bob Aberin of Lamoure, N.D., last week ended his vacation here. His family are of our well known distributors and jobbers ... seems like Bob was plenty well satisfied with what he saw, heard and bought. ... Floyd that it if Sioux Falls, S.D., like called on our named past week, ... on business ... says he ... and, from what we can gather ... Floyd did the business.

Another visitor from Sioux Falls, S. D. this past week ... none other than Don Schmidt, ... who drove in Friday ... just ahead of the storm ... and, from what I can gather, the speed of that car of his that beat the storm into our town ... Don, this one, was able to spend the time that we were impossible to drive back ... but, I guess he enjoyed it anyway. ... Say, I'm gonna get the prescription on how to do this "two minute business" from Hank Sands of the American Sales Co. of our town. ... Hank and his missus just returned from a very, very pleasant trip to Bermuda. ... and what happens ... if they stopped right there? ... on this trip they had many days of visiting under Southern California's warm sunshine in Los Angeles ... yosee gus and gals from L.A. who read this'll meet two very swell people in Mr. and Mrs. Sobes.

Oscar Winter of LaCrosse, Wis. drove into our town and spent a few days visiting among our noted distributors here. ... Oscar is one man who simply steps into his car—steps on the gas—and away he goes. ... Wesley and Mrs. Smith also dented this town and left the reft for a very pleasant vacation in Los Angeles. ... Say, what's coming off here ... is everybody going to Los Angeles? ... so what 'm I doin' in town? ... By golly, getting a real big hunk out of town. ... And that always reminds me ... one guy in our town who takes over his son ... and, by the way, his son is supposed to know the kid's service here. Mississippi U. ... is Willie (The Sphynx) Cohen ... Willie just never loves to that grand boy of his and has become one of the best sports of our community.

THE Cash Box

Page 50

March 13, 1948

HOUSton, TEx.

Sunland Supply Company, Inc, a large distributing firm, opened a Mercury record wholesale distributing branch here on March 1st. One of the outstanding features of the firm's new quarters is their large parking lot for customers, which adjoins the building. Personnel at present includes Larry Salzman, sales manager, J. M. Kahl, traveling representative, and glamorous Flo Nicholson, counter sales. ... A new coin machine distributing firm opened offices under the name of Empire Sales Company, Lon L. Allbritton and Mrs. Allbritton head the firm. Lon conducted a coin machine business in San Antonio for over fourteen years before coming to Houston last fall. Allbritton was formerly with Mrs. Clines in "It has to be to meet the high cost of living in this neck of the woods."

Crowe-Martin Distributing Company, which recently acquired the phonograph line of Aireon Manufacturing Company, announced that it will conduct its business from one location which is San Antonio. That means the firm is discontinuing its quarters in this city, altho Crowe announced that traveling representatives would take care of his record and other lines thru the Houston territory. ... A. H. Shannon, Coin Machine Sales Company, Houston's oldest coin machine distributing firm, waxed eloquent talking about "Gold Cup", Bally's new one-ball game. ... Norman Atkinson Jr., formerly connected with Crowe-Martin, and Bob Boberman announced that they have formed a partnership under the firm name of "The Cleft". They opened their retail record store on Travis Street.

Fred Barber and George Wrenn closed a big deal with Collis Irby when they purchased the Wallbox Sales Company. Wallbox Sales Company is one of the largest and best known coin machine firms in the state. ... Cecil Robertson, owner of the Automatic Coin Machine Company, announced that he was fiddling with his hobby of photography. It's reported that Cecil's pictures look far better than the average professional jobs—probably due to the fact that he is severely painstaking and spares no expense as equipment and supplies. ... Roy Switzer, prominent young Seaburg operator seen enjoying himself at a Bi-district basketball game, ... Harold Long of the Dallas office of Commercial Music Company (Wurlitzer distributors) in town on a business trip to the Houston office of Commercial. ... Macy's wholesale record store recently added the Savoy line.

The Bing Crosby record of "Now Is The Hour" is the top tune in most of the spots here. ... Columnmen attribute the good weather this week to the fact that the Crosby record recently has spent some time here—Gracie Allen, the radio star, and Gracie Fields, the movie star, have been here past week, representing the newly formed Gracie Country Club, and is reported to be drawing record crowds. ... Bob Buckley and Sam Tridico, Console Distributing Company report that their special delivery service is responsible for quite a good deal of business. They also state that Ward Petes flew to Dallas, Texas, this week on business for them. Ward flies in his own four thousand plane. He was a baseball instructor during the war. ... Henry Fox, the "Peydras Street Trucker" in the city, hasn't had any snow or cold this week. He laid up with the flu, his young son had his appendix removed and his little daughter was sent to bed ill. Mrs. Fox had to be the strong one, and nurse her brood.

Johnny Bertucci, somewhere in the Florida waters fishing from his new boat, which is described as terrific by those who've seen it.... Ed Holyfield, another fishing bug, went looking for a good place to drop his lines this past week. ... Jerry Thompson and Buster Diebraux of T. & D. Novelty Company, Biloxi, Miss, are reported to be doing a nice repair and maintenance business on the coast. It's stated that they had a great deal to do with getting many of the operators back in business after the September storm. ... Nobody had to wonder who Dan Cohen was rooting for in the election. ... Pete Nastasi, who lost his camp in the September storm, has completed his repairs and is coming to town for a commemorative dinner given to him in visit to visit with Lupe Buckley of Console Distributing Company this week. Lupe claims it's the first time she has seen Larry since his trip to Montana and Nevada. She had a good time expecting the stork in July. ... Mary Rose Trocule, secretary for the newly opened Coin Machine Company, nursing her father, who is on the sick list.
UNITED'S

MANHATTAN

with New

"DOUBLE-DOUBLE"
BONUS FEATURE

✓ Terrific Last Second
Cross-Action Suspense

✓ New
Automatic Shuffle

✓ To Play Replays
Press Button

FIVE-BALL
NOVELTY
REPLAY

SEE YOUR
DISTRIBUTOR

UNITED MANUFACTURING COMPANY
5737 NORTH BROADWAY
CHICAGO 40, ILLINOIS
Bally HY-ROLL

THE 'ROLL-DOWN' GAME WITH 'KICK-UP' ACTION

SENSATIONAL NEW
BASKET SHOT

Balls actually jump up off the board... plop into basket. Then the Super-Score bell rings a merry tune while the Super-Score is automatically transferred to player's total score.

PLUS

New SUPERSCORE Feature

Player builds up Super-Score by skill, then rolls for a basket-shot to transfer Super-Score to total score. HY-ROLL Super-Score is a tantalizing teaser that keeps players HY-ROLLing by the hour.

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY

Bally

BIG INNING

Automatic "pitcher" hurls ball from mound in realistic baseball diamond. Flip finger-lever to swing bat... hitting singles, doubles, triples, home-runs or outs. Players "run bases" on back-glass and playfield. Runs and outs register on score-board. Play ends after 3 outs or 4 exciting minutes of play. Order today.

THE BIGGEST HIT IN BASEBALL GAMES

A Bally GAME FOR EVERY SPOT

JOCKEY SPECIAL • JOCKEY CLUB • EUREKA • HEAVY HITTER
HI-BOY • TRIPLE BELL • WILD LEMON • DOUBLE UP • MELODY

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

www.americanradiohistory.com