Pace-setter of all Commercial Phonographs

WURLITZER alone offers -

HIGH-FIDELITY TONE BRILLIANCE

Less than 16 ounces pressure on the record! Less record surface noise than ever before — yet the Zenith Cobra Tone Arm picks up the finest modulations, produces tone quality never before heard from a record. Here’s music so real, so alive, so marvelous that people gladly pay again and again to hear the new Wurlitzer play.

SENSATIONAL SAVINGS IN RECORD-NEEDLE COSTS

With the Zenith Cobra Tone Arm, one record can be played from 1500 to 2000 times — actually longer than the life of the average popular tune — and still have 95% fidelity! Operate Wurlitzers and you not only make more money, you SAVE money through sensational reductions in record-needle costs. The Rudolph Wurlitzer Company, North Tonawanda, New York.
Low Cost... Large Net!

Switch to Coronet

Switch to Coronet

Join The
400 CLUB

495... That makes it easy to get the new Coronet... and a sensible payment plan makes profit a reality—right from the start! What's more—you get flawless performance—precision operation... and Aireon's P.A.* design... all for 495.

It's easy to see why leading operators are changing to the Aireon Coronet for 495... the lowest price ever paid for perfection.

The World's Finest Phonograph Equipment... at the World's Lowest Prices

Aireon MANUFACTURING CORP.

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"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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

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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 music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin operated machines industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

THE CASH BOX has been recognized by various associations of coin machine operators throughout the United States as their official weekly magazine.

The C.M.I. BLUE BOOK division of The Cash Box is an entirely separate medium, giving full 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."
NEW YORK—Just as was predicted some weeks ago, the entrance of Spring has boomed play on all types of coin operated equipment, with the result that ops are happier than they have been in many months, and now generally believe that the national averages for all types of machines will reach higher proportions than originally expected.

From one noted op came the following statement, "I guess, like almost everyone else here in the east, we suffered a very tough winter. People just wouldn't come out of their homes to visit around and this hurt play very much, in this territory anyway.

"Now, with the entrance of the warmer weather and the disappearance of the snow, which seemed like it would linger around until late summer", he continues, "we have had a marvelous increase in play all down the line. Even on our poorest locations," he says, "we have felt the effect of the increase. We can safely state now that our average has jumped better than 35%, and when we see a jump of that kind, there is no doubt that others, all over this area, are also enjoying increases."

It is now expected that the national average will show a very definite rise, far and beyond what was originally hoped for, and that ops all over the nation will soon be reporting that play is going ahead even better than what was forecast. As far as juke boxes are concerned, one well known music op stated, "We had an increase almost the very first day that the weather began to warm up. This increase has continued. We now realize it isn't just a momentary spurt. We know that it will continue. Our collection records prove that the people are again getting around and visiting at various locations we have. Even the storekeepers tell us that business has picked up."

A well known pin game factory sales manager reported, "Where we formerly considered one of our distributors a 100 game man for a new machine, he is today ordering 185 of each new game as his initial order. He tells us that the operators find play has jumped with the new machines, and the fact that the public are once again getting about, he foresees a much better play era ahead."

There is also no doubt that play increase will be continued right into the summer months and this year, it is believed, even the very warm weather won't hold it back. The average operator is arranging to switch machines from location to location much more rapidly than he has done in the past, and plans to continue a constant flow of new games for all of his spots to keep interest at fever pitch.

The juke box men are also reporting better sale all down the line. The merchandise machine and service machine men are much enthused. Optimism reigns higher now than at any time in the past months.

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

DOESN'T BUY

MACHINES

When Johnny Q. Public Walks Up to a Machine With a Coin in His Hand...He’s Not Going to Buy the Machine...He’s Only Buying the Entertainment, Service or Merchandise It Vends

NEW YORK—A great many coin-
men seem to have overlooked the very, very
important fact that Johnny Q. Public
doesn’t buy their machines.

Johnny and his Mrs. aren’t inter-
ested in buying the machine when they
walk up to it with a coin in their hand.
They are, instead, interested in
purchasing the amusement, service, entertain-
tment or merchandise, which the machine
vends.

Mr. and Mrs. Johnny Q. Public are
more interested in a new record by
some outstanding recording star they
like, than in the number of lights,
plastics, tubes, lumilines, etc. which
are contained in the automatic phono-
graph.

If they want to hear one of the stars
cringing a song they like—the coin they
deposit—is not being deposited to buy
that machine. It’s put in there to
listen to that star—whether he’s Bing
Crosby, Dinah Shore, Perry Como,
Frankie Laine, Guy Lombardo or any
of the many others who come to mind.

This has been proved by the fact
that wall and bar boxes and cabinets
have been successful.

The operator simply must remember
that he is not selling his machine to
the public. He is, instead, selling what-
ever that machine vends. Therefore,
to make his sale more successful, he
must meet with whatever conditions
Mr. and Mrs. Johnny Q. Public im-
pose on him, and, on his equipment.

Once the operator has definitely en-
graved on his mind that it is not his
machine Mr. and Mrs. Johnny Q. Pub-
lic are buying, he will move ahead
faster than he ever did before.

The answer, as leaders have seen it,
is for the operator to serve Mr. Public
in the way to which Mr. Public has
become accustomed, and with the mer-
chandise which Mr. Public desires.

That is the idea in merchandising—
whether it is merchandising entertain-
ment, music or any other product or
service.

Remember, then, that Mr. and Mrs.
Johnny Q. Public don’t walk up to
the machine with a coin in their hands
to buy the machine. They are, instead,
buying what that machine vends.

The product that is being vended
must be made just as attractive to
them as the leading merchandise
experts in the nation make it attractive
in all other fields. Among these can be
counted the noted department stores,
who continue to attract attention to
themselves and who continue to garner
the major portion of sales, for they
realize that Mr. and Mrs. Public
haven’t come in to buy their stores
but, instead, have come to buy the mer-
chandise which the stores feature.

How, then, can the operators best
obtain the lion’s share of what the
public want to spend for entertain-
ment, for music, for merchandise?

Simply by offering the public neat,
clean, sparkling, attractive, interest-
ing and completely better machines,
and making those machines actually
“talk out loud” to encourage the public
to use them.

The bad needles, bad records, dirty
and smeared coin operated phonos
aren’t going to get the business. The
neglected, too-long-on-location, unclean
pin games, aren’t going to get the
business. The old fashioned and dirty
merchandisers aren’t going to get the
business. The uncleaned, unserviced
machines of any kind aren’t going to
prove attractive to the public, and
aren’t going to make the public “want”
to patronize them.

As leaders have time and again
stated, Mr. and Mrs. Johnny Public
aren’t buying the machine when they
walk up to it with a coin in their hands
—they’re buying the service the machine
renders to them—the recording of the star they like—the entertaining
relaxation of a coin operated amuse-
ment machine—the merchandise which is right on their doorstep. It’s up to
the operator to continue to attract
the public’s patronage to his machines by
remembering that, “it’s what’s in the
machine that counts.”

There is no longer any need for the
average operator to get out there and
simply push machine after machine
at the public, if he isn’t going to make
that machine something that the pub-
lic most definitely wants.

There’s no use trying to pull wool
over the public’s eyes, for the public
today can buy competitively and al-
mast at their own price. Inflation is
gradually becoming deflation.

The operator must give the public
a bargain—a great, big, brand new
bargain with a gorgeous lot of flash
around it. That means he must simply
remember that he isn’t selling the
public his machine. He’s selling serv-
ice, entertainment, merchandise.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.
Coinmen Urged to Help Sponsor Charity Drives by Donating Percentage of Intake. Use Radio and Newspapers to Advertise to Public, Boost Locations, Equipment

NEW YORK—"To in with good showmanship", should become the slogan of the coin machine industry from now on.

Coinmen throughout the nation have learned that engaging their attention and their time with the "technicalities" of the coin machine business, such as the various features of machines, alone, isn't what brings in the money.

The real fact remains that the coin machine operator must be a showman in his own right to enjoy profits proportionate to what his equipment costs him, so that he can continue on in this industry profitably and successfully.

The time has arrived for the average operator as forget about technicalities and to, instead, remember more about showmanship. The willingness that will continue him in the trade profitably.

For years intelligent coinmen tied in with everything of importance in their communities. If there was a drive afoot to help some worthwhile charity, coinmen were first to offer their assistance.

Not only did they offer a percentage of the intake from their equipment, but, they even went to the extent of advertising and promoting that worthwhile charity at their own expense, thereby gaining the plaudits and commendation of the public.

The trade seems to have forgotten this all important fact. Seems to have neglected the great possibilities which coin machines offer to the average charitable institution. The time has again arrived when coinmen should tie in, to popularize their machines in a much better light, with their communities.

Yet, this is but one item, in the long role of what showmanship can do for them. For instance, there is the radio and the newspapers and the various other advertising media which they can use.

I last week an editorial appeared here advising what an operator in Daytona Beach, Fla, was doing to capture more locations as well as obtain fresh money from his present locations, by buying a full hour's time on his local radio station and playing the records the public would hear in his juke boxes while, at the same time, boosting his locations.

This is only one method which can be used to make showmanship click. For goods are equal in the coin machine business are in a showmanship business. Therefore, as showmen, they're got to keep ahead of the average businessman and actually become the "Barnums" of their communities.

This has to be brazy or bold—they must be discreet—and, at the same time, they must be wholeheartedly cooperative with all the charitable forces at work in their community—but, in such fashion that the community will realize that they are absolutely not taking advantage of the good which these charities provide for the multitude.

The way that the coinmen of the nation entered wholeheartedly into the Lamon Rwaney Memorial Cancer Fund drive is only an example of what this industry can really achieve—and this field could have doubled and trebled the amount it donated to this fund—if all the people of this business would have come forth to help.

Yet, it is the belief of the leaders of the industry, that because the average coinman is most interested in his local community—he should instantly give his all to such effort—for this will prove of great benefit to all the trade.

There is no longer any doubt in the minds of those engaged in the field that the trade should make use of its own great power to help all concerned in every community in the nation, whether large or small, for such effort is what will continue the industry as the most outstanding division of the nation's entertainment fields.

Coinmen have always been first to offer everything they have to help every cause of their community. During the war they not only loaned their trucks and cars but bought trucks and cars and donated these to their communities, as well as giving all they could in cash.

Prior to the war not a charitable effort passed by a coin machine man. He made it his business to be first to offer the services of himself, his employees and his equipment. He must again return to the promotion of his field, which caused him to be so outstanding among the nation's entertainment fields.

Whether it is just a small, local effort, or a great national or international charitable affair, coin machine men should again be first to offer their help.

Only by such action will they win to their side the authorities who have so long opposed them—just as these people opposed the movies and now oppose television.

Showmanship is the heartbeat and the blood of the coin machine field. It should be its leading light. It should be the one thing for which this field can be best regarded. This should be one field on which every community in the nation can depend when it drives for a new charitable cause. And, each one of these things should be done from the heart—most completely—by every coinman in the country.

This is, then, the time when the industry returns to the use of good, old fashioned showmanship to once again help lead its way to the top of the fields which have made entertainment their forte—for this field lends all the entertainment industries in the nation—because of economy, portability and because, further, it is a field composed of the grandest people in the nation.

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

One of the top leaders of small band combos, Roy Milton Specialty platters are shattering box office records in juke boxes throughout the nation. Rising to instant success with his first hit “B. M. Blues”, Roy has continually demonstrated his popularity via such records as “Thrill Me”, “True Blues”, “Roy Rides” and “Camille’s Boogie”. His current click tune “Keep A Dollar In Your Pocket” seems destined to surpass all his previous sales records. Art Rupe, prexy of Specialty Records just renewed Milton’s recording contract for a long period. Personal Manager: Ben Waller.

FEATuRES
★ The Nation’s Top Ten Juke Box Tunes
★ The Cash Box Record Reviews
★ Juke Box Regional Record Report
★ ‘Round The Wax Circle
★ Hot In Harlem
★ The Broadway Beat
★ Rollin’ ‘Round Randolph
★ Folk and Western Record Reviews
★ The Nation’s Big 5 Hillbilly, Folk & Western Juke Box Tunes
★ Hot On Chicago’s South Side
★ The Cash Box Disk Hits Box Score
THIS WEEK'S RCA VICTOR RELEASE

PERRY COMO
with Russ Case and his Orch.
Laroo Laroo Lilli Bolero
Perry puts plenty of caring Latin feeling in this heartwarming, catchy hit. Another "Chi Bado!"
When Your Hair Has Turned to Silver
(I Will Love You Just the Same)
Grand old favorite especially picked from Perry's new album.
RCA Victor 20-2734

VAUGHN MONROE
"Down Memory Lane" Album P-202
Memory Lane and Memories
RCA Victor 20-2717
Memories of You and Just a Memory
RCA Victor 20-2718
It's Easy to Remember and Roses for Remembrance
RCA Victor 20-2720

RAY MCKINLEY
and his Orchestra
Hailed as the best new band in years!
Airizay
This is a McKinley original... always a hit with Ray's fans, it'll win him many new ones.
Cincinnati
Novel number due for heavy plugging. Ray does the vocal.
RCA Victor 20-2736

JOHNNY BRADFORD
with Russ Case and his Orch.
If You'll Be Mine
Here's Manhattan's latest singing discovery doing that gay ditty from the B-way hit "Look, Ma, I'm Dancin'."
They Didn't Believe Me
Jerome Kern's famous oldie is a swell showcase for Johnny's rich, romantic voice.
RCA Victor 20-2729

BUCHANAN BROTHERS
and The Georgia Catamounts
Both sides will bring in the nickels for hillbilly local! "A" is a warning to hot-tempered gals; the flip is in fast jump tempo with the boys dusting off some neat vocalizing.
High Tempered Mama
and
Just Hangin' On
RCA Victor 20-2743

SPADE COOLEY
and his Band
Whistle Bait
The "King of Western Swing" has revamped his band. This is a terrific number for the jokes!
Blonde Fiddle Blues
They'll go for Spade's rustic fiddle... and it's backed by some flashy steel and electric guitar fill-ins.
RCA Victor 20-2742

BETTY RHODES
with Harry Zimmerman and his Orch.
Long After Tonight
It's the theme song by Irving Bergman in "Arch of Triumph." Betty's best to date!
I Remember Mama
It's going to be plugged to the skies, from the pick of the same name.
RCA Victor 20-2735

LESLEY SCOTT
with Coleman Hawkins and his Orch.
"A" is the title song from the new 20th Century-Fox film. It's an oldie that's coming back.
You Were Meant For Me
and
Under a Blanket of Blue
RCA Victor 20-2745

ROSALIE ALLEN
and The Black River Riders
Aha!
San Antone
It's another RCA Victor "First". A take-off on western artists who shout it out. Swell follow-up for her "Never Trust a Man."
If I'd Only Been True To You
Easy-going tempo shows off Rosalie at her best. Smooth for dancing, too!
RCA Victor 20-2744

HAL KEMP
Time On My Hands
RCA Victor 26300

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 Nation's Top Ten JukeBox Tunes


<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>In the Mood</td>
<td>Benny Goodman</td>
<td>CO-3805</td>
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<tr>
<td>2</td>
<td>Birthday Blues</td>
<td>Glenn Miller</td>
<td>CO-3807</td>
</tr>
<tr>
<td>3</td>
<td>Beale Street Blues</td>
<td>Artie Shaw</td>
<td>CO-3808</td>
</tr>
<tr>
<td>4</td>
<td>Bells of St. Mary</td>
<td>The Ink Spots</td>
<td>CO-3809</td>
</tr>
<tr>
<td>5</td>
<td>Sentimental Journey</td>
<td>Nat King</td>
<td>CO-3810</td>
</tr>
<tr>
<td>6</td>
<td>I'll Take an Aisle</td>
<td>Tommy Dorsey</td>
<td>CO-3811</td>
</tr>
<tr>
<td>7</td>
<td>All of Me</td>
<td>Benny Goodman</td>
<td>CO-3812</td>
</tr>
<tr>
<td>8</td>
<td>Purple Rose</td>
<td>The Ink Spots</td>
<td>CO-3813</td>
</tr>
<tr>
<td>9</td>
<td>In a Manger</td>
<td>Nat King</td>
<td>CO-3814</td>
</tr>
<tr>
<td>10</td>
<td>I'll Be Seeing You</td>
<td>Tommy Dorsey</td>
<td>CO-3815</td>
</tr>
</tbody>
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THANKS!... Ops—Distributors
Disk Jockeys & THE CASH BOX
For Your Selection Of
"BABY FACE"
AS

DISK O'THE WEEK

... IT'S ANOTHER LALAPALOOZA FOR MAESTRO ART MOONEY—AND A GOLD MINE FOR MUSIC OPERATORS!
... GRAB IT!

---

ART MOONEY
and his Orchestra's
SMASH RECORDING OF
"BABY FACE"

backed by
"ENCORE CHERIE"
M-G-M Record No. 10156

GOING STRONG:
"FOUR LEAF CLOVER"
and
"BIG BRASS BAND FROM BRAZIL"
featuring
THE GALLI SISTERS
M-G-M 510119

LIST PRICE
60¢
EXCLUSIVE OF TAXES

on M-G-M RECORDS

Record Exploitation by: HENRY OKUN
**THE CASH BOX**

**Pair of attractive sides by chipmunk Dinah Shore and the melody of "Little White Lies" and "Crying For Joy" spill here. Top deck gets smooth treatment by Dinah as the light bounce rhythm of this favorite oldie seeps through. This maestro's patch is offered in gay jangling with the rhythm accompanying lacking the last in a romantic fashion. On the next side, "Crying For Joy", Dinah comes back with more cute lyrical expressions on this mellow piece. Instrumental backing by maestro Sonny Burke offers Dinah a pleasant showcase. Both sides should meet with fair approval—especially so by Dinah's many fans.

**"You Turned The Tables On Me"** (2:49)  
**"My Guitar"** (2:36)  
**JIMMY DORSEY ORCH.** (MGM 10162)  
Maestro Jimmy Dorsey sets a pair here that might boost his crew into the phonograph spotlight once again. Titled "You Turned The Tables On Me" and "My Guitar", Jimmy renders a polished performance on the pair, with very little back of the neck falling off the limelight. Thrusl Carol Scott spoons the magic wordage here, with the orchestra's backgrounds moments that count. Vocal spot is effective and with it won't draw raves, the gal fills the bill. Flip is romance material, with paper Bill Lawrence offering sugar coated lyrics. Stuff is styled in the sweet Dorsey manner with loads of sax echoing throughout the wax. If you have an eye on your machine—this pair should suit your needs.

**"Baby Face"** (2:23)  
**"Down In Jungle Town"** (2:20)  
**PHILLY ALL STAR STRING BAND** (Apollo 1112)  
More string band music and the clinch to clinch, tunes of "Baby Face" and "Down In Jungle Town" seep thru on this bit of wax. Stuff rendered by the Philly All Star String Band shows as excellent material for the phonos with the top side ditty, "Baby Face" grabbing all the glory. Tune is highly favored by some wonderful banjo which keeps the melody of that hot and heavy phone play. It's the oldie that scored like mad many many moons ago, goes on to prove why it shouldn't go today. Flip parrots the top deck and makes for more pleasant listening. Get next to this duo—but pronto!

**"I Can't Give You Anything But Love"** (2:47)  
**"King For A Day"** (2:41)  
**SABB LEWIS ORCH.** (Crystal Tone 516)  
This thing is bound to go like sixty! One of the best interpretations of "I Can't Give You Anything But Love" is offered here by the excellent Sabb Lewis crew, with the rhythm running hot and wild throughout the wax. Harlem in folk novel wordage arrangement cops the lead, with some wonderful solo spots on the air with loads of bounce. Stuff should meet with high favor from the crowd that goes for this brand. Folks. titled "King For A Day" digs deep down with paper Ted Rogers warbling the mellow wording. Wax makes for pleasant listening and all this side won't stop traffic, it should garner its fair share of play. Top deck will really kick up a storm.

**"Keep Me In Mind"** (3:02)  
**"Scratch My Back"** (2:21)  
**BUDDY GRECO & THE SHARPS** (Musicraft 548)  
Here's one that's a shot in the dark. Following on the heels of their smash success with "Oooh, Lookin' Ain't She Pretty", Buddy Greco & The Sharps set a platter that appears as if it will repeat. Folks titled "Keep Me In Mind" Buddy grabs the vocal lead to spear some very, very nice writing. The flip with "Crying For Joy" Dinah comes back with more cute lyrical expressions on this mellow piece. Instrumental backing by maestro Sonny Burke offers Dinah a pleasant showcase. Both sides should meet with fair approval—especially so by Dinah's many fans.

**"It's Easy When You Know How"** (2:50)  
**"I Beg It In Havana"** (2:59)  
**XAVIER CUGAT ORCH.** (Columbia 38135)  
Delightful rhythmic offerings of maestro Xavier Cugat. This set comes as nostalgia vocal styling of balladeer Buddy Clark set the stage for some excellent cuts. "It's Easy When You Know How" has Buddy spooning the oldies wordage, while famed orch. out "I Beg It In Havana", which is a highly polished Latin-American rhythm. Wordage is used for the quiet spots and should have a swell of coin. On the flip with "I Beg It In Havana", Xavier shows paper Bob Graham to the mike to offer the lure romances here. Rendition is smooth and is pleasant throughout. Soft floating strings and loads of sweet make this another item for the up-dated kids. Wax for the top side—sewe're sure you will too.

**"Jumpin' At The Woodside"** (2:41)  
**"Music Hall Beat"** (2:41)  
**ILLINOIS JACQUET ALL STARS** (Musicraft 548)  
Pair of sides for the hep jazzyphile crowd and the full fashioned rhythm of swingster Illinois Jacquet spill here. Wax, titled "Jumpin' At The Woodside" and "Music Hall Beat" offers all the rif and holler you can stand, with the maestro's flaxing sax highlighting the pair. Top deck is the Basic favorite, and as offered here, should meet with wide approval. Tempo is merry through-out with the crew coming in for spots. Backup has heavy beat and should go big with the race fans. We like "Jumpin' At The Woodside"—whirl it!

**"I Want A Little Girl"** (2:42)  
**"T-Bone Jumps Again"** (2:38)  
**T-BONE WALKER** (Black & White 125)  
Riding hot and heavy in a million race spots, T-Bone Walker sets the stage for some fun playing. With the help of "I Want A Little Girl," Waxing moves in slow timing throughout with the maestro's flaxing sax helping out the story. Loads of mellow guitar are offered here, while the result of flip keeps the tone down low to round out the set. On the flip with "T-Bone Jumps Again", the gang display the excellent cut in high fashion, with T-Bone's guitar leading again. Both sides should come out well with play, with "I Want A Little Girl" hugging the limelight.

---

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

**DISK O'THE WEEK**

**"Laroo Laroo Lili Bolero" (2:41)**
**"Hold It Joe" (2:50)**

**SHEEP FIELDS**

(Musicraft 546)
The fact that diskers continue to lose cut on potential record sales is greatly evidenced by reports reaching The Cash Box of operators who are substituting old stand-by recordings for current hit platters. Operators, in these instances, numbers have made inquiries to The Cash Box to learn who their distributor is for a particular record line. The loss in sales volume arises when the operator, upon learning that he must travel long distances to purchase fifty or even more recordings, says, "The devil with it—I'll use this oldie." The simple fact is that the cost of that trip to purchase necessary recordings largely exceeds the total purchase price of those same recordings. Then again, operators as a group, do not know where their record distributors are located, because of the lack of published information. The state of Texas is the provoking ground. In order to adequately supply that large territory, many diskers have found that they need at least four distributors. To wit: The majority of record manufacturers throughout the nation have only two—and many one. As a matter of fact we know of several who don't even have a distrib in Texas—causing one and dealers to chase up to Oklahoma City or Denver to spend a few bucks. The situation certainly needs some drastic changes—the music ops deserve it.

The tremendous popularity of chimp Sarah Vaughn certainly isn't limited to music fans. Police of Atlantic City, N. J. are seeking a fan (7) of the singing monkey in connection with a robbery that took place at one of the resort city's largest music shops, Ben Holley's Music Center. Taking inventory following the burglarizing of his store, Holley reported that in addition to the one taken from his register, the thief took off with 200 of Sarah's Musickraft discing of "My Gentlemen Friend". Police are checking her fan mail we hear, in an effort to track down the means.

Aside to the gang from California: Loads of interesting stuff to be found in California Clippings—page 47. Believe it or not—Eliot Lawrence's discing of "Shauny O'Shay" got a boff of a sendoff this past March 17th. Perry Como, noted for the informality of his above, follows through with his casual dress backstage at NBC, where he reports for rehearsal in a sport shirt, changing to shirt and tie for his 7 P.M. broadcast, and then back to a sport shirt until his 11 P.M. broadcast. Buddy Moreno bows into the spotlight with his New York debut at the Hotel Commodore late in March.... Pudds Records over the 100,000 mark with their discing of "Heartbreaker"... Get a load of "Bye Bye Blackbird" on Crystal-Tone... Is everybody ga-ga about the latest King Cole platter?...

Peggy Lee hits New York this coming June... Paul Karp, proxy of General Music Publishing Co., off to the Coast for the Academy Award selections. Hain't Henry Olen a "Baby Face"?... Nellie Latchekin 'em dead at the Oriental in Chicago, Gordon Mackenzie causing more sighs 'n' screams than any- body in many a moon... Jack Lacy WINS, New York, getting offers by the ton... Rainbow Records' "The Things You Left In My Heart" is really starting up a storm... What New Jersey disk-jockey has the formula for acquiring a sun tan while passing the time of day in Miami's house-gove?...
THE CASH BOX

Review

“I Wish I Knew The Name” (3.21)

“Fair Lady” (3.03)

JACK EDWARDS ORCH. (MGM 10161)

• Pair of pleasing sides by newcomer Jack Edwards and the metro of “I Wish I Knew The Name” and “Fair Lady”.

“Loro Loro Lilli Bolero” (3.10)

“Someone Cares” (3.20)

FRANKIE CARACHE ORCH. (MGM 10180)

• Another potential coin winner by maestro Frankie Carache with this ditty brought up for the fashion sets in the phonos in the near future. Title, “Loro Loro Lilli Bolero”, piper Greg Lorazone steps to the deck to offer the simple flowing wondrous. His rendition is cast for the mood of the listener, ideal for pleasant listening. Little instrumental backing coupled with maestro Carache’s fine ivory fashions had the lad with smooth swing all the way. On the flip with more babble material, chimp Nan Wright grabs the lead to offer “Someone Cares.” Stuff parrots the top deck in mood and manner. It is a good placing that should go over well with the music date set. Both sides should boost your phonos play.

“We Just Couldn’t Say Goodbye” (3.05)

“Nothing Like You” (3.10)

FRANK SINATRA (Columbia 3129)

• Pair of bright and favorable sides by the widely popular vocal, Frank Sin-atra and the wax message of “We Just Couldn’t Say Goodbye” and “Nothing Like You”. Frank does an affair that gets a sparkling and enthusiastic sendoff by Frankie, while the instrumental trio be- horns chore a neat situation for mellow listening and should meet with the flop. On the flip he gets a much to the more gentle, sincere ballad that Frankie usually spoolms, it’s an air of dress that gets the listener for “Nothing Like You”. Waxing some polished brass by maestro Alex Stordahl, while Frankie spils the gilded lyrics. Dig the title and you’ve got the story on this one. Both sides for the soda spots where the kids love this stuff.

“Beyond The Sea” (3.07)

“All The Way” (3.08)

HARRY JAMES ORCH. (Columbia 38134)

• Pair of flashy Harry James sides and the theme tune of Songs From “Beyond The Sea” which are “All The Way” grind thru. Top deck should meet with wide favor—it’s a piece of deep, meaningful material that gets from a splendid sendoff by chip Marlon Morgan. The gal’s tasty pipes push this fervid piece in deep. Waxing some good that gets from a beautiful stringing; offset the back-end to spice the disk all the way. On the flip with an all instrumental affair titled “All The Way”, the James crew displays this versatile talent in pitch hook sound. Top deck, “Beyond The Sea” will draw the moos.

“Long After Tonight” (3.01)

“The Miracle Of The Bells” (3.06)

KATE SMITH (MGM 10157)

• This disk is by all means—a main item in your market. Establish- ing herself as a winner in the phonos, Kate Smith sets with a block that should be a gold strike for music ops. From the forthcoming Enterprise film production “Arch Of Triumph”, Kate renders the rapturous music to “Long After Tonight”, and does so in such strong powerful tones as to attract attention throughout the music world. Kate’s rendition of this bit is by far one of her best ever. The deep meaning found in her lyrical ex- pression draws close attention, and keeps the listener enthralled by a first rate performance. Musical background provided by maestro Jack Miller is superb—an aura of soft gilded strings floats throughout the entire waxing in excellent man- ner. On the backing with more flier music, Kate gives with Strauss other wonderful waxing in “The Miracle of the Bells”, from the pie of the same name. It’s another plush setting and more velvet on this side, with the wax resonating with buffalo all thru. Both sides should command a fast flip once their flier attachments are released—with “Long After Tonight” hogging the spotlight.

“It Was Written In The Stars” (2.40)

“What’s Good About Goodbye” (3.02)

AL BLANK TRIO (Rainbow 10053)

• There’s no doubt about this one nab- bing nickels for phonos ops! The Al Blank Trio step out in top notch fashion with this oldie that should have the tavern set on their ear—hitting home with the phrase “Wedding Bells Are Breaking Up That Old Gang Of Mine”, replete with high button is currently kicking up a storm on this thing into a ton of coin play. Fond harmonics tones in “What’s Good About Goodbye” and the trio come back for some bright patterns in harmonica styling. Disk always has appeal and a dilly, should win favor with many ops. Top deck will score like mad.

“Silly No—Silly Yes” (2.51)

“OK1 Babylon Doki”

CONNIE HAINES (Signature 15179)

• This one really is a silly ditty of a holder—wearing a Latin background to match. Chirp Connie Haines steps out in high gear to offer cute lyrics here which are well loaded with possibilities to score heavily in the phonos. “Silly No—Silly Yes”, weaving with a Latin background should grab it’s fair share of phonos play. On the backing with the rapidly rising “OK1 Babylon Doki”, with their fine pipes in we manner to sparkle radiantly throughout this cute novelty piece they are currently kicking up a storm down through out many sections of the nation—Connie’s rendition should play well. If your machines need some excellent filler material—this pair will do.

“Toolie Oolie Dooie” (2.39)

“Helicopter Polka” (2.50)

WALT DANA ORCH. (Cone 2015)

• Click tune kicking up a storm in oh so many spots gets a hypo with this ren- dition. Walt Dana rammed into high fashion to spell the catchy “Toolie Oolie Dooie”, the Swiss yodel polka. Echo ef- fects are in the mix, both charming and appreciable, while the instrumental backing spikers the cookie. On the flip with “Helicopter Polka” what with the entire music world going buggy over polkas, we are no reason why this one shouldn’t go as well. “Toolie Oolie Dooie” will boost your phonos take—get it.

“Wedding Bells Are Breaking Up That Old Gang Of Mine” (2.41)

“Written In The Stars” (2.24)

AL BLANK TRIO (Rainbow 10053)

• One more to the current crop that is releasing on high gear to meet the current demands. With the sax and gills to match, the trio is currently kicking up a story on this one. A very catchy phrase that is putting a story into your phonos set and should be a winner. The accordion may be a bit off key, but otherwise a great item. Click tune will score like mad.

“The Relaxation Disc — One More For The Road” (2.50)

MAYEDELL ORCH. (Cone 2015)

• The Relaxation Disc—a series of items that are all designed to be played in the background or at bedtime. The series features a variety of music styles, including jazz, classical, and easy listening. The disc is currently kicking up a storm in the phonos market, with high demand and strong sales.

“Sixteen Candles” (2.50)

“Maestro” (2.50)

MAYEDELL ORCH. (Cone 2015)

• Another Relaxation Disc item that is currently kicking up a storm in the phonos market. The disc features a variety of music styles, including jazz, classical, and easy listening. The disc is currently kicking up a storm in the phonos market, with high demand and strong sales.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
Playin’ Peek-A-Boo!

NEW YORK—That’s Helen Carroll, RCA-Victor records star playing peek-a-boo through the juke box with her vocal group The Satellites. The combo are heard along with Perry Como on the Chesterfield air-show twice weekly, NBC. The group recently showed an interest pertaining to the inner workings of the juke box—and look at the results!

Gem Disk Booms!

NEW YORK—Initial release by Nat Cohn’s Gem Records started to boom this past week, with the platterery having already surpassed initial orders. The platter “Sinhad The Samba” by Dolphy Traymon is said to have passed the 100,000 mark in sales already.

AMERICA’S LARGEST INDEPENDENT RECORD DISTRIBUTOR
Write, Wire or Phone
For Complete List and Prices
M.S. Distributing Co.
1350 E. 61st St. • CHICAGO 37
Milt Solstone

W. E. HARVEY CO., INC.
RECORD DISTRIBUTORS
Takes Pleasure In Announcing
THE OPENING OF A NEW BRANCH
AT
234 WALNUT STREET
CINCINNATI, OHIO
PHONE: DUNBAR 8215
TO SERVICE DEALERS AND OPERATORS
IN THE SURROUNDING AREA

Thanks—
Dealers, Operators, and Disc Jackeys, for your splendid cooperation, making possible our continued growth.

W. E. HARVEY COMPANY, INC.
CLEVELAND — DETROIT — CINCINNATI

Cleveland Phono Ops
Select “Toolie Oolie Doolie” April Hit Tune

CLEVELAND, O.—The Cleveland Phonograph Operators Association, at their monthly Hit Tune Party, selected the rapidly rising hit song “Toolie Oolie Doolie” as their Hit Tune Of The Month for April this past week.

The disk selected was the Vaughn Horson arrangement, featured on Continental Records.

The recording was first introduced by disk jockey Howie Lund, WMJO, with Lund receiving a flood of favorable comments via the mail. Lund’s requests plus the tremendous amount of calls operators received for the recording prompted the ops association to select the tune.

As Hit Tune of the Month for April, “Toolie Oolie Doolie” will be featured in the number one spot on the more than 3000 juke boxes in the Cleveland area, association president Jack Cohn disclosed.

Reports from the Continental diskery in New York indicate that the tune has already surpassed initial orders with the factory aligning additional pressings at the present time.

12—TWELVE—12* Records Available!

YOU WERE MEANT FOR ME
From 20th Century Fox’s “You Were Meant For Me”

W. E. HARVEY COMPANY, INC.
RECORD DISTRIBUTORS

The Ten Top Tunes Notting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City’s Harlem.

FINE BROWN FRAME
Nellie Lutcher
(Capitol 15032)
Still on top of the heap with the coin really rolling in.

35-30
Paul Williams Sextet
(Savoy 662)
Repeats in a flash. A real great coin winner for the ops.

ALL MY LOVE
BELONGS TO YOU
Buff Monroe Jackson
Ballroom Jackson keeps clicking along with ops going mad for more.

BUBBLES
Bill Moore
(Savoy 662)
In sixth place last week, this guy twice jumps into the fourth spot here.

TOMORROW NIGHT
Lonnie Johnson
(King 4213)
In the ninth spot a week ago—here it is in fifth place. Packing ‘em in.

I LOVE YOU
YES I DO
Buff Monroe Jackson
(King 4181)
Bounces around from seventh place it occupied a week ago to grab the sixth spot this week.

HONEY, HONEY,
HONEY
Hadda Brooks
(Modern 528)
In fifth place last week—into lucky seventh here. Still grabbing a slew of coin.

GONE AGAIN
Lionel Hampton O.
(Deco 24248)
Drops to eighth place this week albeit ops are still going for the stuff.

TOGETHER
The Ravens
(National 9042)
More hup Ravens material with this latest platter booming.

WHEN I GROW TOO
OLD TO DREAM
Arnett Cobb
(Apollo 775)
Really kippin’ up a storm through-out Harlem. Ops report peak play.

THE CASH BOX, AUTOMATIC MUSIC SECTION
Page 14
March 27, 1948

www.americanradiohistory.com
NEW YORK—The increased use of posters, designed by Hit Parade, Inc., with headquarters in this city, is resulting in an immense increase in automatic music play. The Cash Box learned this past week.

The posters, currently undergoing test campaigns by the New York Automatic Music Operators Association; the Philadelphia Music Operators Association; and many other trade groups, were recently distributed to a large group of music operators throughout the metropolitan New York area. Checks were made on those locations, determining the amount of play per phonograph prior to the use of the Hit Parade poster and the amount of play after the poster had been placed on the juke box.

Music operators were learned to be enthusiastically endorsing the poster. Results of spot tests in this area proved that play increases greatly and in addition, the amount of quarter and dime play had increased as much as 40% in some locations.

One well known music operator, when queried as to the promise the posters hold for other music ops, stated, "I’m sold completely on these Hit Parade posters. Not only do they satisfy myself but greatly increasing the total amount of play, but my locations find that it has increased their business as well. The posters dress up a machine and make it easier for the potential customer to select a tune by featuring the ‘top ten tunes’ of the month right on the poster. The inclusion of pictures of top name artists also has its effect upon the public, since everybody constantly is seeking an association with ‘glamour’.

Yeremy Stern, president of Hit Parade, Inc., disclosed the working details of the poster plan. "The cost to music operators is not significant to the amount of returns. The poster, issued monthly, costs the music op $0.70 per month. A frame, which fits the poster can be purchased by the music op at his local frame store. The poster fits right on the juke box and is easily attached. I’ve spoken to music operators and servicemen alike recently, and both agree that it will not only boost the total ‘take’ of the machine, but also boost their commissions."

"This poster campaign," Mr. Stern continued, "is nothing more than point of sale promotion. By vividly displaying the music operator’s merchandise, namely music, we have found that play has increased. At the same time, the bulk overhead operating costs of music operators have decreased. He buys less records by purchasing these tunes that are in great demand, and cuts down on scattered requests."

"The music operator, whose operating costs are certainly above his head today, needs this boost in ‘take’. We are certain that our ‘Hit Parade Posters’ can accomplish this."

Ballen Records Move To New Philly Headquarters

PHILADELPHIA, PA.—Ballen Record Co., this city, announced the opening of new offices and store at 1416 Wood Street, Philadelphia, this past week. The firm, manufacturers of the Ballen and Gotham record labels also distributes the Stemophone, Celtic, Staff and Staff Record lines. The new headquarters feature modern showrooms, up to the minute pressing facilities, and fast delivery to music operators and dealers alike. Ivan Ballen, president of the firm, also announced the appointment of Mr. Len Schwartz as national sales and sales promotion manager.
Jurgens Hosts To Visiting Orksters

NEW YORK—Bandleader Dick Jurgens (second from left) acts as host to a group of visiting maestros at the Cafe Rouge, Hotel Pennsylvania, as his recent first post-war engagement in New York following a successful tour of the west. Vaughn Monroe (left to right) is currently playing one-nighters, Eddie Howard holds forth at the Century Room, Hotel Commodore, and Buddy Moreno is packing 'em in at the Meadowbrook. Howard and Moreno were featured vocalists with the Jurgens band before they went out on their own.

Apollo Records Reopen Atlanta, Ga. Branch—Firm Will Distribute Three Labels

NEW YORK—Apollo Records announced the appointment of Martin Steinman, former executive in the Davega chain in New York City, as a branch manager for the diskery, to direct the management of the Apollo Atlanta, Ga., branch which reopens this week. The Atlanta branch handles the record sales of the plattery for the states of Georgia and Alabama.

Steinman left this past week with Hy Siegel. Apollo Records president, who will direct the opening of the branch before entraining for the West Coast to look into production facilities there.

Apollo's decision to resume direct distribution from its own branch in Atlanta accompanies the announcement that the diskery has entered into negotiations to distribute several other record lines, not more than three it was learned, from its branch offices in Los Angeles, Detroit, Chicago and New York. Heretofore all branches had adhered to the policy of carrying only the Apollo label. In addition to its own company-operated distributing office, the Apollo plattery has independent record distributors throughout the nation. The firm also announced the release of their first Charley Barnet album containing six of the maestro's most popular sides.

Roy Milton's Latest

"KEEP A DOLLAR IN YOUR POCKET"

backed by

"MY BLUE HEAVEN"

SP522

Standard Songs are MONEY MAKERS!

"BABY FACE"

Recorded by

ART MOONEY ............. MG-M
UPTOWN STRING BAND .... Krants
BENNY STRONG ........... Tower
BUTCH STONE ............ Modern

Published by REMICK MUSIC CORP.

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

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEW YORK—Independent record distributors, representing a large majority of the labels in the nation, met here this past week and formed a local trade group, the New York Record Distributors Association.

The meeting, primarily called to discuss existing credit conditions among dealers and operators was hailed by those present as immensely successful. Distributing firms present were Portem, Cosmat, Melody, Apollo, Malverne, Musica, Major, Milestone, Modern and Georgia.

Elected to temporary office were Jerry Blaine, Cosmat Dist. Co., as chairman, Al Hirach, Malverne Dist. Co., treasurer and Bill Shocket, counsel and secretary.

Widely discussed and of far-reaching importance to the distributors, was the lack of a central credit bureau for the industry.

Pointing out that every other large industry has some source of credit information, Gloria Friedman, representing the Modern Record Sales Company, stated, "The need for a central bureau for the dissemination of information vital to the best interests of all distributors has shown itself more so in recent weeks."

"As a record distributor, I know that we are always selling a large majority to establish better relations between our customers and ourselves. The frequent practice of giving music operators free title strips is a vivid example."

Other distributors pointed out that the percentage of failures among dealers has greatly increased in recent weeks. Were a central credit bureau established, all distributors could possibly help the potential loss by severally agreeing to extended credit terms or the like. All distributors represented at the meeting, emphatically agreed that dealings with automatic music operators were 100% financially secure.

Briefly discussed at this past meeting were the ideas of central buying and the organization of a code of standard practices. Central buying of corrigendums and like items would result in a bulk savings for all distributor members, whereas a code of standard practices, if agreed upon, would set a pattern for all distributors' operations.

The distributors contributed an undisclosed sum to be used in the formation of permanent office help, etc. Bill Shocket, legal eagle for the group, disclosed that they will incorporate.

Fox Pubbery Nabs "Hold It!" Production Score

NEW YORK—Sam Fox Publishing Co., this city, disclosed that they had landed the publishing and music exploitation contract to a new Broadway musical production with score by Gerald Marks and Sam Lerner.

The producer, who handled the exploitation of the smash Broadway hit "Brigadoon" have firmly made their showing in the musical production field. According to early reports, such songs as "Always Yours", "Nevermore", "It Was So Nice Having You", "Down The Well" and "Hold It!", are all tunes of hit calibre. To date nine songs are set for release and promotion.

Spokesmen for the Fox firm further disclosed that they are currently angling for two additional scores for 1948-49 season.

Whether or not recordings of the songs from the "Hold It" production were lined up for release could not be learned. Those concerned with this score feel that the current ban on recordings will have little or no effect when the show bows.

NEW YORK INDIE RECORD DISTRIBUTORS FORM TRADE ASSOCIATION AIM FOR BETTER DEALER-OPERATOR RELATIONS

Distributors To Set Credit Information Pool; Will Discuss Central Buying and Code of Practices

The Top Ten Tunes Notting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In Los Angeles, Cal.

WRITE ME A LETTER
The Ravens
(National 9038)

I LOVE YOU YES I DO
Bull Moose Jackson
(King 4181)

TOMORROW NIGHT
Lonnie Johnson
(King 4201)

DON'T MAKE ME LATE BABY
Felix Gross
(Downbeat)

BEAMS OF HEAVEN
Sister Rosetta Thorpe
(Decca 46070)

LEND ME YOUR LOVE
Memphis Slim
(Miracle)

BARNYARD BOOGIE
Louis Jordan
(Decca 24300)

ROBINS NEST
Illinois Jacquet
(Apollo)

HONEY, HONEY, HONEY
Hadda Brooks
(Modern 524)

KEEP A DOLLAR IN YOUR POCKET
Roy Milton
(Specialty 522)

The Commanders

Lonesome Road" 20-567

A SMASH JUKE BOX HIT!
"MY HAPPINESS"
featuring JON & SONDRA STEELE
on DAMON RECORD D-11338-B
5½ on Kansas City boxes and spreading rapidly!

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Bill Monroe plays Ohio dates during March and April, including a one-nighter in Akron... Grand Ole Opry Stars, Wally Fowler and the York Brothers, will team up to play personal appearance dates in April... Other Opry acts on the road in April include Grandpa Jones and Cowboy Copas, Lew Childre, Lonzo & Oscar and Robert Lunn... Roy Acuff takes his big show to Constitution Hall in Washington, D.C. on April 9th. Acuff’s world tour show for a coffee sponsorship is heard for a half hour every Saturday, 7:30. Show originates from WSM and is broadcast over the Universal Network... Cowboy Copas, who hit the jackpot with his King recording of “Signs, Seals & Delivered,” receives hundreds of requests for that tune every day... Grand Ole Opry air show will be featured in a spring issue of Seventeen... Harry Stone, who started with WSM over two decades ago as the only announcer on Grand Ole Opry was honored by members of the Opry and his staff at a party this past month... Sam Hollingsworth, who entered the folk music field with a sensational arrangement of “Turkey In The Straw” which he bowled on his bass fiddle, has organized a band of his own...* * *

Hank Thompson’s Capitol dicking of “Humphry Dumpty Heart” is racking up a stack of jack in the jukes... Kenny Roberts doing live shows on KNX, St. Louis. Kenny is one of the finest yodelers in the country... Zebo Carver and the Grand Baldies are leaving the Hofbrau, New York, to do a series of television shows... LuLa Belle & Scotty are still on the National Barn Dance after nearly twenty years. They are making their debut on WLS, Chicago and their current dicker, “Toole Oolie Dooloo” is really mounting... Jack Dumigan and Gertrude Miller are still airin’ from KWK, St. Louis. Jack was one of the original Georgia Wildcats with Clayton Mc-Michael. Slim Bryant was another of this famous group and is holding forth on KDKA, Pittsburgh, with an act of his own... T. Texas Tyler’s “Deck of Cards” continues to stack up high in the phones... Johnny Mack doing a wonderful job at KBOA, Kennewick, Misouri... T. Texas Jim Roberts opens at the Adams Theatre in Newark for one week beginning April 21st... Is it true that NBC has banned “Never Trust A Man”?... Cliffie Stone's Capitol winner..."Wahash Blues" is one of the most clever and unusual records to hit in months... Dick Todd is the latest addition to the cowboy and folk field. He opens in Jersey City soon with Larry Sunbrock's Rodeo as the star of the show. We predict Dick will go a long way. His voice is better than ever and he is a natural for pictures...* * *

Slim & Neal, The Bland Brothers, are doing a daily air stint from WTUX, Wilmington, Delaware. They also appear on the ABC Hayloft Hoedown on Saturday nights... Black Hawk Valley boys are on War in West Virginia... Stoney Cooper and his Clinch Mt. Boys are airing WWVA, Wheeling, W. Va... Elton Britt still on theater tour and is now appearing in Florida. His RCA-Victor waxing of “I'm Tying The Leaves” continues to kick up a storm... Suzie The Gal From The Bills, reports that "Teardrops In My Heart" is her biggest request tune on WMTY, East St. Louis... The Mccollum Sixteen have a terrific hunk of wax with DeLuxe, "Boogie Woogie Yodel"... Watch for Red Foley's Decca version of "Blue & Mighty Lonesome". It has great possibilities...* * *

---

**Current Releases by KING**

**MOON MULLICAN**

**SWEETER THAN THE FLOWERS**

backed by

(Left My Heart In Texas)

**KING 673**

THE CHOICE OF LEADING OPERATORS EVERYWHERE

THE PERMO POINT ROUND with a NEW PERMOMETAL (Osmium) ALLOY TIP

DEVELOPED AND PRODUCED IN OUR OWN METALLURGICAL LABORATORY

This new osmium alloy has the amazing characteristic of longer needle life even when used on badly worn or inferior quality records while retaining the extreme kindness to records for which Permo Points have always been famous.

OUR PROMISE TO YOU, MR. OPERATOR:

UNDER LIKE CONDITIONS (SAME INSTRUMENT AND RECORDS)

THIS PERMO POINT ROUND WITH THE NEW (OSMIUM) TIP

WILL OUTWEAR... WILL GIVE LONGER RECORD LIFE... WILL BE MORE DEPENDABLE... WILL BE MORE ECONOMICAL... THAN ANY OTHER CONVENTIONAL COIN PHONO NEEDLE MADE!

THE SAME PRICE ...

1 to 10 - 35c each, 11 to 20 - 32c each, 100 or more - 30c each

MORE PERMO NEEDLES SOLD THAN ALL Longline Needles Combined

PERMO, INCORPORATED

0415 N. Ravenswood

Chicago 26, Ill.

—Undisputable Leadership Since 1929—

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
SLAP 'ER DOWN AGIN, PAW
Esmereldy
(Musicraft 5241)

WALTZ OF THE WIND
Roy Acuff
(Columbia 38042)

NEVER TRUST A MAN
Rosalie Allen
(Victor 20-2608)

CLOSED FOR REPAIRS
Bob Wills
(MGM 10139)

SIGNED, SEALED AND DELIVERED
Cowboy Copas
(King 658)

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

I'M MY OWN GRANDPA
Lonzo & Oscar
(Victor 20-2563)

BUBBLES IN MY BEER
Bob Wills
(MGM 10116)

DON'T FLIRT WITH ME
Hank Thompson
(Capitol 40085)

PEEPIN' THRU THE KEYHOLE
Johnny Tyler
(Victor 20-2620)

ANYTIME
Eddy Arnold
(Victor 20-2700)

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

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.
IF IT'S HITS
YOU WANT...

APOLLO

APOLLO has them!

AND WE DO MEAN HITS!

HEARTBREAKER (the Original)
Bye Bye Blackbird #1111

BABY FACE (the Original)
Down in Jungle Town #1112

THAT OLD BLACK MAGIC
Love's a Lovely Thing #1101

ROBBINS NEST—Jacquet Mood #769... ILLINOIS JACQUET
(The Original version by the Jacquet band, featuring Sir Charles Thompson on Piano).

WHEN I GROW TOO OLD TO DREAM (Part I & II) #775
CARRITT COBB and Band (There's no doubt about this one... it's a smash hit).

YUK-A-PUK—No Money #1095... MOREY AMSTERDAM
(Funny man of the Air Waves doing a great comedy record, a money maker).

THese ARE YOUR LOCAL APOLLO DISTRIBUTORS
Write, Wire or Phone—They have them in stock:

Apollo Records, Inc.
100-02 E. Altwater St.
Detroit, Michigan

Apollo Records, Inc.
719 South State St.
Chicago, Illinois

Apollo Records, Inc.
7205 West Pica Boulevard
Los Angeles, Calif.

Apollo Records, Inc.
367 Edgewood Avenue
Atlanta, Georgia

Apollo Records, Inc.
342 Madison Avenue
New York 17, N. Y.

David Rosen, Inc.
855 No. Broad Street

United Record Sales
1287 Fulton Street
San Francisco, Calif.

Thorow Dist. Co.
1345 S. Tamapa Street
Tampa, Florida

Seaboard Dist.
110 Ann Street
Hartford, Conn.

Penn Midland Sales Co.
2211 Fifth Avenue
Pittsburgh, Pa.

F. & F. Enterprises
P.O. Box 129
Fayetteville, N. C.

Roberts Record Dist.
2224 Olive Street
St. Louis, Mo.

Downey Music Sales Co.
43 Dewey Avenue
Regoche, N. Y.

F. & M. Record Dist. Co.
7026 Lexington Avenue
Cleveland, Ohio

Dixie Record Suppliers
731 W. Cary Street
Richmond, Virginia

Barnett Dist. Co.
15 E. 21st Street
Baltimore, Maryland

H. B. Enterprises
619 Paydoras Street
New Orleans, La.

Ross & Co.
3939 W. Colfax Avenue
Denver, Colorado

Staff Dist. Co.
2214 Summer Avenue
Dallas, Texas

Staff Dist. Co.
City Auditorium
Oklahoma City, Okla.

Greene Music & Record
304 St. Paul West Street
Montreal, Canada

Iggo Brothers
35 Halsey Street
Newark, N. J.

Raines-Freeman
201 Jay Street
Albany 1, N. Y.

M. & M. Dist. Co.
559 South Monroe
Green Bay, Wisconsin

C. & C. Dist. Co.
902 4th Avenue
Seattle, Washington

Eddie's Record Dist. Co.
2816 Dowling
Houston, Texas

Allied Appliance Dist.
713 Linden Avenue
Memphis, Tennessee

Klayman Dist. Co.
521 W. 6th Street
Cincinnati, Ohio

Music Suppliers of New England
17 Chadwick Street, Boston, Mass. (Boxbury Dist.)

APOLLO RECORDS, INC.
EXECUTIVE OFFICES: 342 MADISON AVE., NEW YORK CITY
WRITE FOR COMPLETE CATALOG

Almost everyone in Chicago's music biz present Monday night at the Black- hawk to say "hello" to Art Kassel. . . . Maurice Wells eating cake and drinking coffee. . . . Irwin Barg with that ever present cigar. . . . Joe Whalen taking a short one. . . . Irving Berk gassing away enthusiastically . . . and all the other boys in action here, there and everywhere. . . . Jimmy Cairns of BMI calling one and then the other side to whisper this and that. . . . Jerry Abbott, now playing the Latin Quarter in Cin, in for a nice suprise when he learns that this mag's record reviewers picked his first disk for: Arsonat as a "Sleeper". . . . and for Jerry to hit right up to the top with his disking of "Just Friends". . . . And talking about records I . . . some of the boys here advise that Dick Haymes' writing of Walter Donaldson's "Little White Lies" looks like it'll go and go and go.

Change in booking plans puts Chuck Foster into the Boulevard Room of the Stovens the end of this month. Three floors of this Skitch will open at the Cafe Rouge in N. Y. C.'s Pennsylvania Hotel. . . . Del Courtney will be followed by Eddy Howard and with Eddy luck at his old side . . . the Aragon. . . . Joe Whalen of BVC tells me that the firm is very much enthralled over their Universal-International score of "Are You With It" . . . with the pie skedded for early Spring release . . . BVC looks to the tunes, "What I Have To Do", "And It Only Takes A Little Imagination" to bust loose in the nation's juke boxes in a big way.

News from the Bismarck Hotel is to the effect that the Walnut Room will be turned into a class entity at the termina- tion of Joe Sudy's engagement. . . . Eitel management plans to build up the Tavern Room as the entertainment spot . . . big lot of this town's music fraternity gazing sadly at that marquee on the Sherman advising that the College Inn will have eight lanes of bowling alleys . . . a real music landmark disappears . . . Ray Heeb and Wayne Greg are skedded to follow Gay Claridge into the Martinique. . . . Orrin Tucker is set for the Edgewater following George Olsen with George out into the one niter stand. . . . Teddy Phillips returns for a limited engagement at both the Triumon and the Aragon Ballrooms. . . . Ray Robbins doing capacity biz at the O'Henry Ballroom . . . Murray Nash from Nashville, Tenn, now handling all hillbilly records for Mercury Records formerly with Victor Records.

Ned Miller of Leo Feist, Inc, was telling me they are going to publish two of Irving Berlin's songs he wrote, from the picture Easter Parade. . . . "Better Luck Next Time" and "A Fellow With An Umbrella". . . . Friday the 12th everybody coming racing to the State-Lake Theater to receive their free record of "Mickey" by Tu-Tones. . . . The show opened with Mel Torone, Ella Fitzgerald, Harmonie Fields, Lee Monti's Tu-Tones and Henry Brandon plus four disc jockeys. . . . Things are really hot on Chic's south side this week with Louis (Satchmo) Armstrong opening at the Blue Note. . . . and Father Hines at the piano. . . . Judy Hoot can sure give out with the trouble at the Club Alaba. . . . Carl Schreiber ork playing at the Byrd Ballroom doing a sweet job with the music making. . . . Raymond Scott has the north side jumping with his jazz music at the Raspold.
Click Tune Party Clicks With Kids

PHILADELPHIA, PA—Recent Click Tune Party, a monthly affair co-sponsored by Philly notary operator Frank Palumbo and the Philadelphia Phonograph Operators Association, brought these beaming smiles to the youngsters pictured above. The juke box organization awards a new automatic phonograph, pictured above, to the representative of a local high school each month at the gala juke box contest. Pictured with the jubilant youngsters are (left to right) Jack Sheppard, president of the operators group; disc jockey Joe Grady, Charles Hannum, business manager of the association and disc jockey Ed Hurst.

Popcorn Vendors To Flack For Tower Wax

NEW YORK—New promotion venture in building up potential advance sales for a disk prior to its release was disclosed here this past week by Dick Bradley, president of Tower Records. Bradley, in New York to prepare promotion pieces and arrange for additional pressing facilities in the event that his forthcoming release, "Popcorn Polka" becomes a smash, announced that he will tie-up with the nation's pop corn manufacturers. Stickers hailing the recording will be literally plastered on pop corn vending machines throughout the nation to herald the disk release. Advance flack is also being turned up by the National Association of Popcorn Manufacturers.

Bradley clicked with his initial Tower release "How Soon" by Jack Owens to the tune of well over 260,000 platters.

Bullet Sets Foreign Pact

NEW YORK—Jim Bullet, proxy of Bullet Records, Inc., announced the conclusion of negotiations for the pressing and distribution of his Bullet label in England, Australia and other parts of the British empire, with Towers of London, international transcription distributor with headquarters in London.

Towers will press Bullet's click disk "Near You," which is currently in popular demand in England.

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

"STAR DUST" "SONG OF THE ISLANDS"
Columbia 37862 (C-148)
on COLUMBIA RECORDS

"MAMA'S GONE
GOOD-BYE" and
"SIDE BY SIDE"
COLUMBIA RECORD RELEASE
COLUMBIA RECORD #38107

OPERATORS, HERE IS 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!
**WANTED**

**LEADING MUSIC OPERATORS TO HANDLE THE MOST OUTSTANDING PLAY PROMOTION IDEA IN MUSIC HISTORY**

**PROVED**

**BY AMERICA'S OUTSTANDING PHONO OPERATORS!!**

INCREASES PLAY 10% TO 40% PER WEEK ON EVERY LOCATION!

READ FACTS!

NEWARK, N. J.

FORMER $5 PER WEEK LOCATIONS NOW AVERAGE OVER $13.00 EACH WEEK!

NEW YORK CITY

LEADING MUSIC OPS HERE REPORT BIG JUMP IN COLLECTIONS WITH ASSOCIATION NOW BACK OF THIS IDEA 100%.

PHILADELPHIA, PA.

MORE QUARTERS IN BOXES THAN EVER BEFORE IN HISTORY. TAKE AWAY UP.

YOUR LOCATIONS NEED IT!

IMPORTANT

If you believe that you can handle all sales and distribution of this tremendous "HIT PARADE" joke box play promotion idea in your territory—write—wire—phone—IMMEDIATELY—and a personal representative will arrange an appointment with you to explain and show you the greatest play booster in all automatic music kiosks. A proven money-maker. Backed 100% by every music operator who has already placed it on his machines. This is what you need now... don't waste another second—get in touch with us TODAY!

Hit Parade, Inc.
545 Fifth Ave., N. Y.
(Phone: Murray Hill 2-1635)

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**Phono Stars Guest With Aireon Distrib**

NEW YORK—Caught guesting with local Aireon distributor Nat Cohn, Modern Music Sales Corp., this city, are (left to right) Gem Records star Dolph Traynon, Signature Records crooner Alan Dale, and New York Music Ops Association counsel Sidney Levine. The trio paid a visit to here. Nat’s new showing of the new Aireon phone pictured above. Dolph’s recording of "Samba the Samba" is currently kicking up a storm, as is Dale’s “Nina Nana” and "Oh Marie."

**Joe Davis Offers “Own Label” To Music Ops**

NEW YORK—The novel idea of selling retailers, operators or distributors records bearing their own label was disclosed this past week by Joe Davis, who holds a large amount of masters of such names as Harry James, Sammy Kaye, The Red Caps, Don Bon and Jan Pierree, will press and bear the cost of the printing of labels. Only minimum orders of 1,000 will be accepted it was disclosed. Sales price of the disks will be 45c to retailers and 57 1/2c to distributors.

The disk idea is similar to sales pieces used in other industry’s and promotion pieces of chain store units. Retailers have had material or flyer’s imprinted with their name in many other forms of business.

Davis, a veteran in the disk biz acquired the masters throughout a number of past years. He also operates a pubbery, whose most noted hit was the famous "Jack, Jack, Jack." Davis also operates his own diskery under the Celebrity label.

**MGM Solid As First Disk Year Ends**

NEW YORK—MGM Records, who a year ago were considered by many to be "hitting up against a stone wall" in trying to crack the disk market, has finally firmly entrenched in the disk biz and is one of the platteries to show with a "million disk" in sales this past year. Peak success was reached with Art Lund’s "Mam’selle"; Lund’s "Peg O’ My Heart," current Art Mooney click, "I’m Looking Over A Four Leaf Clover" and Macklin Marrow’s "Saber Dance."

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**Phono Stars Guest With Aireon Distrib**

**King Records Add Three Distrib Branches**

CINCINNATI, O.—Phil Grogan, promotion manager of King Records, Inc., announced the opening of a new distributing branch in Washington, D.C., this week.

The opening of the Washington, D. C., branch, on March 19, was designed to raise the total amount of company owned distributing offices. Two other branches were opened this past month by A1 Miller, National Sales Manager for the firm. The other branches opened were in Detroit and Atlantic, Ga.

Mr. Gene Allison, Branch Supervisor attended the opening of the Detroit branch and will attend the opening of the Washington, D. C., branch.

Jack Pierce, formerly manager of the Los Angeles branch, was named to head the Atlanta, Ga., office and service a larger territory than any link in the King chain. District Manager Al Sherman is supervising the Los Angeles office until a new manager can be appointed. King has also increased its promotion department, resulting in naming Jack Roseborough, a former King salesman of San Marcos, Texas, as contact man between disc jockeys and supervising all personal appearances. Stan Barclay, former disc jockey of Washington, D. C., holds a similar position with the company.

**Majestic Names New Distrib: Reopens Plant**

ELGIN, Ill.—According to an announcement by Parker H. Erickson, Majestic Records has appointed Ace Distributing Co., Inc., as its exclusive record distributor for Southern California. The Parr-Wood Dist. Co., was granted the exclusive record distributing franchise for the Providence, R. I., territory.

The firm also announced that their pressing plant located at Newark, N. J., had reopened after a temporary shut down. Production is now at 88% of normal on a two shift basis, according to Mr. E. P. Barrie, Vice President in charge of production.

The pressing schedule, determined by distrib orders, required recordings of Ed Howard on 60% of the plants presses.

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Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
END OF RECORDING BAN HINTED AS MUSICIANS GO LIVE ON TELEVISION

NEW YORK—As James C. Petrillo, president of the American Federation of Musicians announced the lifting of the ban on the use of musicians on television networks late this past week, record manufacturers throughout the nation jointly expressed optimistic attitudes regarding the current recording ban.

Withstanding all talk and rumors to the effect that Petrillo had secretly come to agreement with the recording industry, the ban at this date was still very much in effect. Nevertheless there were those who believed that an announcement of the end of the ban would be forthcoming very shortly.

The use of musicians on television, an industry which is rapidly coming into its own, was viewed by many to be the crux of the recording dispute, since the AFM had no means of determining what manner it would benefit its membership. That television is here to stay is readily agreed upon by many. No fixed rate of pay or scale of wages has been set for the television industry as yet, the AFM announced.

The fact that television, known to have been affecting the phonograph record industry, will in time to come, have many more playing hours and distinctive televised shows was viewed by members of the Juke box industry as of little direct concern to them. While television in public places has made its mark to some degree, the novelty of the system is rapidly wearing off and is being accepted as readily as radio. Television sets are likewise coming down in price, and meeting the pocket of the average consumer.

Discjockers queried immediately following the Petrillo announcement held high hopes for the end of the recording ban. There also was that faction of the recording industry who expressed a desire to see the ban continue, since they would possibly lose a large investment made in building up a backlog.

THE MOST TALKED ABOUT RECORD IN THE COUNTRY!

“MORE THAN EVER BEFORE”

BACKED BY

“HEADIN’ HOME”

RECORDED BY

DON REID with CHET HOWARD Orchestra

on METROTONE RECORD No. 1011

ORDER NOW From Your Nearest Distributor

NEW YORK
Major Distributing Co.
563 West 42nd Street

PHILADELPHIA, PA.
Scott-Croese Company
1423 Spring Garden St.

SCRANTON, PA.
Scott-Croese Company
815 Katone Ave.

WASHINGTON, D. C.
Schwartz Bros.
2981-12th St., N.E.

PITTSBURGH, PA.
Triangle Record Distrb.
1901 Fifth Ave.

BOSTON, MASS.
1269-71 Tremont St.

ST. LOUIS, MO.
Millner Record Sales Co.
110-12 No. 18th St.

KANSAS CITY, KANS.
Millner Record Sales Co.
1749 Main St.

CHICAGO, ILL.
James H. Martin, Inc.
1407 Diversey Pkwy.

LOS ANGELES, CAL.
Vita Record Dist. Co.
2022 W. Pico Blvd.

DETROIT, MICH.
Pan-American Record Dist.
3747 Woodward Ave.

CLEVELAND, O.
Pan-American Record Dist.
633 Huron Rd.

NOTE: Territory Open for Distributors in South and Southwest—WIRE—PHONE—WRITE to

METROTONE RECORDS

712 CROWN ST., BROOKLYN, N. Y.

(Phone: PResident 4-5086)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
4—**I'm Looking Over a Four Leaf Clover** 83.4 158.9 145.2
CA-491—ALVINO REY ORCH. Spanish Cavalier
CO-38100—TINY HILL ORCH. Show Me The Way To Go Home
CO-38082—CODY FOX I Only Want A Buddy
CO-38081—ARTHUR GODfrey The Thousand Islands Song
DE-24219—RUSS MORGAN ORCH. Bye Bye Blackbird
ME-5100—UPTOWN STRING BAND
ME-5105—FRANKIE LAINE
MG-10119—ART MOONEY ORCH. The Big Brass Band From Brazil
MU-540—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
VI-20-2787—CURLY HICKS Limousine Blues

5—**Ballera** 88.1 56.6 79.5
CO-38040—BUDDY CLARK It Had To Be You
DE-24265—ENRIC MADERIGUERA O. Jungle Rhumba
DE-24278—BING CROSBY Golden Earrings
ME-5075—JERRY SHELTON ORCH. The Stars Will Remember
MG-10035—JIMMY DORSEY ORCH. MU-15116—MEL TORME What Are You Doing New Year Eve?
VI-20-2433—VAUGHN MONROE O. The Stars Will Remember

6—**Serenade of the Bells** 64.4 47.0 62.7
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 Zazou Zee
ME-5090—WIC DAMONE I'll Dance at Your Wedding
MG-10091—BOB HUSTON A Tune For Humming
VI-20-2372—SAMY KAYE ORCH. That's What Every Young Girl Should Know

7—**But Beautiful** 51.3 18.5 29.6
CA-15024—MARGARET WHITING But Beautiful
CO-38041—HORACE HEIDT ORCH. 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 Come Back To Sorrento
ME-5103—LES PAUL TRIO My Extraordinary Gal
MG-10126—KATE SMITH True
SI-15178—RAY BLOCH ORCH. I Wish I Knew The Name
MU-522—SHEP FIELDS O. Loon Star Moon
MA-1991—EDDY HOWARD O. Now Is The Hour
SI-15178—RAY BLOCH O. I'll Never Say I Love You
VI-20-2704—CHARLIE SPIVAK O. Who Are We To Say

2—**Manana** 92.2 82.5 92.7
CA-15022—PEGGY LEE All Dressed Up With A Broken Heart
DE-24333—THE MILLS BROS. I Wish I Knew The Name
LO-187—EDMUNDO ROSS The Coconut

3—**Reg Your Pardon** 87.0 87.6 80.1
BU-1700—FRANCIS CRAIG ORCH. The Dream Peddler
CA-490—DINAH SHORE All Dressed Up With A Broken Heart
CO-38026—FRANKIE CARLE O. Melancholy
DE-24339—RUSS MORGAN ORCH. All Dressed Up With A Broken Heart
ME-5109—SNOOKY LANSON ME-10140—ART MOONEY ORCH. The Coconut
VI-20-2647—LARRY GREEN O. Can It Ever Be The Same

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**The Cash Box, Automatic Music Section**

**Page 24** March 27, 1948

**Disc-Hits Box Score**

Compiled by
JACK "One Spot" TUNNIS

In Order of Popularity Based on Weekly National Survey

Box Score Tabulation Compiled on the Average Individual Purchase on the Basis of 1000 Records Listed in Order of Popularity, Including Name of Song, Record Number, Artists, and Recording on the Reverse Side.

**Code**

| AL—Aladdin | JD—Joe Davis | RA—Rainbow |
| AP—Apollo  | KC—King      | RE—Regent  |
| AR—Ariston | LI—Lissun   | SA—Savy    |
| BU—Bullet  | LO—London    | SI—Signature |
| CA—Capital | MA—Major    | SP—Specialty |
| CE—Celebrity| ME—Mercury  | SN—Standard Phone |
| CN—Continental| MG—M-G-M  | ST—Sterling |
| CO—Columbia| MI—Miracle  | TR—Trilion  |
| CS—Coast  | MH—Menor    | UN—Universal |
| DE—Deco    | MO—Modern   | V—Vic      |
| DEL—DeLuxe | MU—Musicraft | V—Victor |
| EX—Exclusive| NA—National | VT—Vitasonic |

**1—Now Is The Hour** 163.6 133.6 119.5
CA-15024—MARGARET WHITING But Beautiful
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VI-20-2647—LARRY GREEN O. Can It Ever Be The Same

[www.americanradiohistory.com](http://www.americanradiohistory.com)
BUSINESS REPLY CARD
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

4¢—POSTAGE WILL BE PAID BY—
THE CASH BOX
381 FOURTH AVENUE
NEW YORK (16), N. Y.
USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP TUNES FOR THIS WEEK

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STATE ...................................................

OPS WITH WESTERN AND FOLK TUNES—USE THIS SECTION TO LIST YOUR FIVE TOP WESTERN AND FOLK TUNES FOR THIS WEEK

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WHAT WESTERN AND FOLK TUNES NOT LISTED ABOVE ARE COMING UP

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NAME ....................................................
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ADDRESS .................................................
CITY ......................................................
STATE ...................................................
21. *Too Fat Polka* 12.3 15.6 29.2
22. *Thoughtless* 11.7 20.7 14.3
23. *St. Louis Blues* 10.4 — —
24. *Best Things In Life are Free* 7.8 5.8 4.9
25. *Lover* 6.5 2.7 —
26. *Worry Worry Worry* 6.4 — —
27. *Dickey Bird Song, The* 6.3 15.7 3.4
28. *Love Is So Terrific* 5.2 3.2 5.9
29. *Corahelle* 5.1 — —
30. *Teresa* 3.2 2.6 —
31. *Gonna Get a Girl* 2.6 8.3 2.3
32. *Little White Lies* 2.5 6.9 2.6
33. *Civilization* 2.4 6.8 11.7
34. *In a Little Book Shop* 1.9 5.5 5.8
35. *Humpty Dumpty Heart* 1.8 — —
37. *All Dressed Up With A Broken Heart* 1.4 4.6 10.2
38. *If I Only Had a Match* 1.3 4.5 4.8
39. *Barnyard Boogie* 1.2 — —
40. *Big Brass Band from Brazil* 1.0 5.9 —
### New York
1. **BECOUE (Perry Como)**
2. **FOUR LEAF CLOVER (Art Monae)**
3. **SHINE (Frohie Lee)**
4. **THOUGHTLESS (Guy Lombardo)**
5. **THE THOUSAND ISLANDS SONG (Louis Prima)**
6. **BUT BEAUTIFUL (Margaret Whiting)**
7. **TERRAS (Fry Demare)**
8. **BEG YOUR PARDON (Frankie Cole)**
9. **MANANA (Frye Lee)**
10. **SHINE (Frohie Lee)**

**St. Louis, Mo.**
1. **SHINE (Frohie Lee)**
2. **NOW IS THE HOUR (Big Crosby)**
3. **BALLEIRINA (Buddy Clark)**
4. **BEG YOUR PARDON (Frankie Cole)**
5. **SABER DANCE (Roy Heery)**
6. **ST. LOUIS BLUES MARCH (Tune Beare)**
7. **MANANA (Frye Lee)**
8. **BUT BEAUTIFUL (Margaret Whiting)**
9. **FIVE BLACK TRUMPET (Tuddle Luchner)**
10. **TERRAS (Fry Demare)**

**Salisbury, N. C.**
1. **NOW IS THE HOUR (Big Crosby)**
2. **FOUR LEAF CLOVER (Art Monae)**
3. **SLAP 'ER DOWN AGIN PAW (Arthur Godfrey)**
4. **BEG YOUR PARDON (Frankie Cole)**
5. **LITTLE WHITE LIES (Dick Haymes)**
6. **MANANA (Frye Lee)**
7. **BUT BEAUTIFUL (Margaret Whiting)**
8. **SHINE (Frohie Lee)**
9. **TOO FAKE POLKA (Arthur Godfrey)**
10. **PASS THAT PEACE PIPE (Kay Koer)**

**Manchester, N. H.**
1. **SHINE (Frohie Lee)**
2. **MANANA (Frye Lee)**
3. **FOUR LEAF CLOVER (Art Monae)**
4. **BEG YOUR PARDON (Frankie Cole)**
5. **BUT BEAUTIFUL (Margaret Whiting)**
6. **BALLEIRINA (Frye Lee)**
7. **BEG YOUR PARDON (Frankie Cole)**
8. **SABER DANCE (Roy Heery)**
9. **TERRAS (Fry Demare)**
10. **SHINE (Frohie Lee)**

**St. Albans, Vt.**
1. **FOUR LEAF CLOVER (Art Monae)**
2. **NOW IS THE HOUR (Big Crosby)**
3. **BEG YOUR PARDON (Frankie Cole)**
4. **BALLEIRINA (Frye Lee)**
5. **BEG YOUR PARDON (Frankie Cole)**
6. **SABER DANCE (Roy Heery)**
7. **TERRAS (Fry Demare)**
8. **SHINE (Frohie Lee)**
9. **TOO FAKE POLKA (Arthur Godfrey)**
10. **HOW NOW (Jack Owens)**

**Cheyenne, Wyo.**
1. **FOUR LEAF CLOVER (Art Monae)**
2. **NOW IS THE HOUR (Big Crosby)**
3. **I'M MY OWN GRANDPAW (Guy Lombardo)**
4. **BUBBLES IN MY BEAK (Bob Wills)**
5. **SLAP 'ER DOWN AGIN PAW (Arthur Godfrey)**
6. **TUCK ME TO SLEEP (Denner Belling)**
7. **GREEN EARRINGS (Peggy Lee)**
8. **GREEN EARRINGS (Peggy Lee)**
9. **HOW NOW (Jack Owens)**
10. **BALLEIRINA (Frye Lee)**

**Knoxville, Tenn.**
1. **FOUR LEAF CLOVER (Art Monae)**
2. **NOW IS THE HOUR (Big Crosby)**
3. **WHAT'LL I DO (Art Land)**
4. **MANANA (Frye Lee)**
5. **SERENADE OF THE BELLS (Sonny Keys)**
6. **I'LL DANCE AT YOUR WEDDING (Peggy Lee)**
7. **GREEN EARRINGS (Peggy Lee)**
8. **SLAP 'ER DOWN AGIN PAW (Emory!)**
9. **HOW NOW (Jack Owens)**
10. **BUT BEAUTIFUL (Margaret Whiting)**

**St. Paul, Minn.**
1. **FOUR LEAF CLOVER (Art Monae)**
2. **BEG YOUR PARDON (Frankie Cole)**
3. **TOOIE OOGLE DOOLIE (Peggy Horson)**
4. **SERENADE OF THE BELLS (Sonny Keys)**
5. **SLAP 'ER DOWN AGIN PAW (Emory!)**
6. **HOW NOW (Jack Owens)**
7. **BUT BEAUTIFUL (Margaret Whiting)**
8. **MANANA (Frye Lee)**
9. **GREEN EARRINGS (Peggy Lee)**
10. **WHAT'LL I DO (King Cole Trio)**

**Los Angeles**
1. **FOUR LEAF CLOVER (Art Monae)**
2. **NOW IS THE HOUR (Big Crosby)**
3. **BEG YOUR PARDON (Frankie Cole)**
4. **LOOKING FOR A SWEETHEART (Frankie Cole)**
5. **THOUSAND ISLANDS SONG (Johnny Monroe)**
6. **ST. LOUIS BLUES MARCH (Tune Beare)**
7. **SABER DANCE (Woody Herman)**
8. **MANANA (Frye Lee)**
9. **I LOVE YOU YES I DO (Ballinsoe Jackson)**
10. **BUT BEAUTIFUL (Margaret Whiting)**

**Stamford, Conn.**
1. **MANANA (Frye Lee)**
2. **NOW IS THE HOUR (Big Crosby)**
3. **TOOIE OOGLE DOOLIE (Peggy Horson)**
4. **BEG YOUR PARDON (Frankie Cole)**
5. **BEG YOUR PARDON (Frankie Cole)**
6. **SABER DANCE (Roy Heery)**
7. **LITTLE WHITE LIES (Dick Haymes)**
8. **SABER DANCE (Roy Heery)**
9. **SABER DANCE (Roy Heery)**
10. **THE BEST THINGS IN LIFE ARE FREE (In Stamford)**

**Logansport, Ind.**
1. **NOW IS THE HOUR (Big Crosby)**
2. **FOUR LEAF CLOVER (Art Monae)**
3. **MANANA (Peggy Lee)**
4. **FOUR LEAF CLOVER (Art Monae)**
5. **IF ONLY I HAD A MATCH (Al Jolson)**
6. **SERENADE OF THE BELLS (Roy Heery)**
7. **HOW LUCKY YOU ARE (Lee Utner Sisters)**
8. **PIANSISHI (Perry Como)**
9. **BUT BEAUTIFUL (Art Land)**
10. **THOUGHTLESS (Peggie Demare)**

**Des Moines, la.**
1. **BUT BEAUTIFUL (Margaret Whiting)**
2. **FOUR LEAF CLOVER (Art Monae)**
3. **BEG YOUR PARDON (Frankie Cole)**
4. **BECAUSE (Perry Como)**
5. **I'LL DANCE AT YOUR WEDDING (Peggy Lee)**
6. **BUBBLES IN MY BEAK (Bob Wills)**
7. **BALLEIRINA (Frye Lee)**
8. **HOW NOW (Jack Owens)**
9. **SABER DANCE (Woody Herman)**
10. **GREEN EARRINGS (Peggy Lee)**

**Omaha, Nebr.**
1. **FOUR LEAF CLOVER (Art Monae)**
2. **NOW IS THE HOUR (Big Crosby)**
3. **BEG YOUR PARDON (Frankie Cole)**
4. **MANANA (Peggy Lee)**
5. **BALLEIRINA (Frye Lee)**
6. **SABRE (Buddy Clark)**
7. **SABER DANCE (Roy Heery)**
8. **SLAP 'ER DOWN AGIN PAW (Arthur Godfrey)**
9. **HOW NOW (Jack Owens)**
10. **LEAF (Earring) (In Stamford)**

**American Radio History Report**
- Website: www.americanradiohistory.com
- Date: March 27, 1948
ATLANTIC CITY, N. J.—Automatic drink vending machines played a prominent part in the display at the national Coca-Cola Company Convention at Convention Hall, this city. The first such showing since before the war, the attendance of 6,000 Coca-Cola bottlers, parent company officials, and exhibitors broke all records.

Displaying machines during the show were: Lion Manufacturing Company; Mills Industries, Inc.; Westinghouse Electric Corporation; Vendo Company; F. L. Jacobs Company; and the Vendorlator Manufacturing Company. National Rejectors, Inc., also had a display.

Ray Moloney, Herb Jones and Tim Callahan of Lion Manufacturing Company, spent the week at the show, as did Gordon Mills and Jack Walsh of Mills Industries, Inc.

Representatives of both these firms report that their equipment received a great deal of attention and that consummated some very favorable sales.

Most of the time was spent by the bottlers at meetings and forums, but sufficient time was allowed for the study of the machines displayed.

Old Time Drink Vending Machine

CHICAGO—A far cry from the machines displayed at the national Coca-Cola Company Convention held at Atlantic City, is the machine shown above. It made its appearance in 1903 and was known as the "Mills Automatic Bar."

Grant Shay, advertising manager of Bell-O-Matic Corporation, and editor of its famous "Spinning Reels," reproduced this photo in the January-February issue, pointing out that "They say nothing is new under the sun."

The vendor sold soft drinks, and spirituous and vinous liquors too. The advertising circular claimed "The very sight of this bar makes one thirsty." Some of the selling copy pointed out the no-drip feature, glass rinser, large ice chest, the coin slot that suited any priced drink and showed the last coin deposited. Exterior of the cabinet was fine polished oak.

Auto-Vend in Full Production On New Triple Vendor Popcorn Machine

DALLAS, TX.—Auto-Vend, Inc., this city, announced it is now in production and shipping its new "Pop" Corn See triple-sized automatic popcorn vendor. Designed primarily for use in theatres and large arenas, it is called "Model TC-30."

Features of the triple-vendor include extra heating elements on each unit which are controlled by one external switch for peak loads; a large bright, plexiglass dome display; added popcorn capacity; visual loading to insure adequate supplies at all times; and large attractive signs which prevent clutter around the vendor.

The firm had the Model TC-30 out on test location at the Sports Show in Chicago for several weeks, prior to going into full scale production.

Auto-Vend plans an extensive national advertising program to tie in with the triple vendor.

Cup Vendor Mfrs. Are Organizing Division of NAMA

CHICAGO—A group of leading manufacturers of cup vending drink machines has formed the National Automatic Merchandising Association's cup vending division. Included in this separate division of NAMA are also manufacturers of parts and supplies.

C. S. Darling, executive director of NAMA, pointed out that the reason for the organization of this division is "to assure that adequate standards of sanitation are maintained, and to develop, thru research, additional safeguards for the public."

The groundwork for the establishment of the new division was laid at the NAMA convention last December. According to Darling, formal organization of this cup division will be completed within the next few months. He was unable to furnish names of the committee members at this time, but probably it will be composed of leaders in the manufacturing, parts and supplies industries. These committee leaders will be disclosed by NAMA.

Darling, commenting on the cup division, stated, "The program of research sponsored by this group may be one of the most important public relations projects ever undertaken within the automatic merchandising industry."
ATTENTION
OPERATORS ONLY!!
(WHO ARE SUBSCRIBERS TO THE CASH BOX)

NOW YOU CAN HAVE LISTED WHATEVER MACHINES OR MERCHANDISE YOU WANT TO BUY OR SELL IN EACH WEEK’S ISSUE OF

"THE CASH BOX"

FREE OF CHARGE

Read These Important Rules! As a subscriber to THE CASH BOX (The One and Only Operators' Magazine—IT IS NOT SOLD ON NEWSSTANDS) you are entitled to a FREE listing in each and every week’s issue of whatever machines and merchandise you may want to BUY or you may have for SALE. Your list must reach THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y., no later than Wednesday noon of each week. Your listing will be given a special code number and all inquiries will be sent directly to you for your consideration without any inquirer knowing who you are. YOUR NAME AND ADDRESS WILL BE KEPT CONFIDENTIAL. You can mail your list in each week on your own letterhead, or even on a penny postcard, but, your name, address and phone number MUST BE ENCLOSED or else your list will not be published. VERY IMPORTANT: Please do not list prices of any merchandise or machines you have for sale or want to buy.

TEAR OFF, FILL OUT, AND MAIL THIS PART IMMEDIATELY TO:
The Cash Box, 381 Fourth Ave., New York 16, N. Y.:

Please list the following in the next week’s issue at absolutely no charge to me:

____________________________________
NAME

____________________________________
FIRM

____________________________________
ADDRESS

____________________________________
CITY               ZONE   STATE
MANUFACTURERS' NEW EQUIPMENT

**MUSIC**

**A.M.L.**
- Model A w/ play meter $97.50
- Model A without play mtr $97.50
- Automatic Hostess Complete
  - 20 Station Unit $14,500.00

**HIDEAWAY CAB. W/Selective Play Mech.:**
- W/Amp & Remote Volume Control $515.00

**HIDEAWAY CAB. W/Continuous Play Mech.:**
- W/Amp & Remote Volume Control $482.50
- Complete—No Amp, No Volume Control $470.00
- 5c 3 wire 40 selection wall box $35.50
- 5-10-25c 3 wire 40 selection wall box $35.50
- Stepper for 10 wall boxes $39.75
- Stepper for 25 wall boxes $42.75

**AIREON**
- Coronet 400 $495.00
- Blonde Bossahell $585.00
- Fiesta DeLuxe $595.00
- Super DeLuxe $595.00
- 40 Model Hideaway $299.50
- 40 Model "trio" wall and bar box $39.50
- 40 Model X — Rotomatic receiver $29.50
- 40 Model — Universal 30 wire adapter $37.50
- 40 Carillon Speaker $37.50
- 40 Melodeon Speaker $27.50
- 40 Impressario Speaker $19.50

**FILBEN**
- Mirroco Cabinet $325.00
- 90 Selection Showaway Mech. $398.00

**BUCKLEY**
- Music Box $25.00

**MILLS INDUSTRIES**
- Constellation $795.00

**PACKARD MFG. CORP.**
- Manhattan Phonograph $695.00
- Hideaway Model 400 $495.00
- Model 1000 Spkr. — Paradise $129.50
- Butler Wall Box Hi- Chromo 5c $32.50
- Butler Wall Box Hi-Chromo 10c $39.95
- 950 Speaker $25.00
- 650 Speaker $16.50

**ROCK-OLA**
- Magic-glo Phonograph $750.00
- Model 1807 Moderne Corner Spkr. $107.50
- Model 1906 Remote Volume Control $69.00
- Model 1530 Wall Box $39.50
- Model 1603 Wall Speaker $42.50
- Model 1606 Tonette Wall Speaker $21.50
- Model 1608 Tone-O-Lier Speaker $65.00
- Model 1609 Tonette Wall Speaker $19.75
- Model 1531 DeLuxe Bar Bracket $8.25
- Model 1533 Universal Bar Bracket $3.90
- Model 1795 Wall Box Line Booster $16.35

**SCOTTO MUS. CO.**
- Music Master Cabinet $325.00
- Melody Master Cabinet $285.00
- Remote Master Cabinet $315.00

**SREEBURG**
- 148-M Symphonola $950.00
- 148-S Symphonola $950.00
- H-148-M RC Special $595.00
- Wireless Wallomatic $595.00
- Wired Wallomatic $40.75
- 5-10-25c Wireless Wallomatic $87.50
- 5-10-25c Wired Wallomatic $15.00
- Teardrop Speaker $19.95
- RS4 8 Reces Wall & Ceiling Speaker $18.00
- 1948 Door & Dome $102.50

**PINS**

**BALLY**
- Ballerina $289.50
- CHICAGO COIN
  - Catalina $275.00
- GENCO
  - Triple Action $289.50
  - EXHIBIT $275.00
  - Banjo No Price Set
- GOTTLIEB
  - Cinderella No Price Set
- MARVEL
  - Gold Mine $295.00
  - J. H. KEENEY CO.
    - Cover Girl $265.00
    - P & S MACH. CO. $275.00
    - Tom Tom $275.00
- UNITED MFG. CO.
  - Manhattan $275.00
  - WILLIAMS MFG. CO.
    - Tennessee $275.00

**COUNTER GAMES**
- A.B.T. MFG. CORP.
  - Challenger $65.00
- BALLY MFG. CO.
  - Heavy Hitter $184.50
  - w/stand $196.50
- GOTTLIEB
  - DeLuxe Grip Scale $39.50
  - GROETJEN MFG. CO.
    - Camera Chief $19.95

**ROLL DOWNS**
- BALLY
  - Hy-Roll $499.50
- CHICAGO COIN
  - Roll Down $395.00
- EDELMAN AMUSE.
  - Tin Pan Alley $275.00
- GENCO
  - Bing-A-Roll $499.50
- GEO. F. PONDER CO.
  - Pro-Score $495.00
- UNITED MFG. CO.
  - Tropicana Roll Down $395.00
- WILLIAMS MFG. CO.
  - Box Score $375.50

**ONE-BALLS**
- BALLY
  - Jockey Special $645.00
  - Jockey Club $645.00
  - Gold Cup F. $645.00
  - Trophy, P. O. $645.00
BELLS

BELL-O-MATIC CORP.
5c Jewel Bell ........................................ $245.00
10c Jewel Bell ........................................ 253.00
25c Jewel Bell ........................................ 251.00
50c Jewel Bell ........................................ 335.00
Spinning Reels ........................................ No Price Set
Black Gold Bell ....................................... No Price Set

GROETCHEN
Columbia Twin JP .................................... 145.00
Columbia Bell Club ................................ 209.50

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

O. D. JENNINGS
5c Standard Chiff .................................... 209.00
10c Standard Chiff ................................... 279.00
25c Standard Chiff ................................... 289.00
5c Bronze & Standard Chiff ......................... 299.00
5c Deluxe Club Chiff ................................ 269.00
10c Deluxe Club Chiff ................................ 319.00
15c Deluxe Club Chiff ................................ 429.00
5c Super Deluxe Club Chiff .......................... 324.00
15c Super Deluxe Club Chiff ......................... 334.00
15c Super Deluxe Club Chiff ......................... 344.00
5c Super Deluxe Club Chiff .......................... 454.00

PACE
5c DeLuxe Chrome Bell ................................ 245.00
10c DeLuxe Chrome Bell ................................ 255.00
25c DeLuxe Chrome Bell ................................ 265.00
50c DeLuxe Chrome Bell ............................... 375.00
$1.00 DeLuxe Chrome Bell .............................. 590.00
5c Rocket Slug Proof .................................. 245.00
10c Rocket Slug Proof ................................ 255.00
5c Rocket Slug Proof .................................. 265.00

CONSOLAS

BALLY
Wild Lemon ............................................. $342.50
Double-Up ............................................ 322.50
DeLuxe Draw Bell 5c .................................. 512.50
DeLuxe Draw Bell 25c ................................. 532.50
Hi-Ho .................................................. 324.00
Triple Bell 5-5-3 ..................................... 395.00
Triple Bell 5-10-15 .................................... 925.00

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

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

EVANS
Bangtags 5c Comb 7 Coin. ............................ No Price Set
Bangtags 25c Comb 7 Coin. ............................ No Price Set
Bangtag JP ............................................. No Price Set
Bangtag PP 100 ........................................ No Price Set
Evans Races ............................................ No Price Set
Casino Bell ............................................ No Price Set
1946 Galloping Dominos JP ........................ No Price Set
Winter Book ........................................... No Price Set

GROETCHEN TOOL & MFG. CO.
Columbia Twin Falls .................................. 485.00

O. D. JENNINGS
Challenger 5-25 ....................................... 595.00
Club Console ......................................... 499.00
DeLuxe Club Conv .................................... 329.00
Super Deluxe Club Console ......................... 545.00

J. H. KEENY CO.
Gold Nugget .......................................... 800.00

PACE
3-Way Bell Console 5c-10c-25c ....................... $690.00
5c Royal Console ..................................... 320.00
10c Royal Console ................................... 330.00
25c Royal Console ................................... 340.00
50c Royal Console ................................... 475.00
100 Royal Console ................................... 628.00

ARCADE TYPE

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

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

EDELMAN AMUSEMENT DEVICES
Flash Bowler ......................................... 13-8 $475.00
13-8 .................................................. 450.00
50c .................................................... 450.00
Belgian Pool ......................................... 319.50

ARCADE TYPE (continued)

INTERNATIONAL MUTOSCOPE CORP.
Deluxe Movie Console ................................ 150.00
Deluxe Movie Counter ................................ 140.00
Flasher Well .......................................... 375.00
Silver Gloves ........................................ 375.00

PARTS AND SUPPLIES

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

COILS — PIN GAMES
WILLIAMS:
10 Ohm Coils ......................................... W—7
125 Ohms .............................................. W—10
200 Ohms .............................................. W—15
10-100 Ohm ........................................... W—50
W—5 w/bracket ....................................... W—28

GOTTLIEB:
R-20-1 .................................................. A20-8
R-20-4 .................................................. A-580
R-20-5 .................................................. R-20-2
A-20-9 .................................................. R-20-3
SM-20-1 ................................................ C-20-1
SM-20-2 ................................................ C-20-3
A20-2 .................................................. C-20-2
A20-3 .................................................. 2 make relay
A20-6 .................................................. 3 make relay

BALLY:
A-25 .................................................. 150 ohm 46v
A-26 .................................................. 550 ohm 115v
A-30 .................................................. E-23
A-31 .................................................. E-28
H-27 .................................................. R-28
H-31 .................................................. E-31
H-32 .................................................. J-28
C-28 .................................................. C-1886
D-31 .................................................. C-27
W-21 .................................................. C-28
W-24 .................................................. C-29
90 ohm 50v ............................................ 5 ohm 6v

CHICAGO COIN:
1976 complete ........................................ R-237
1976 brackets ....................................... R-259
1976 coil ............................................. X-299
2876 brass sleeve .................................... X-298
P-273 .................................................. U-288
X-327 ................................................ O-273

UNITED:
6-23 .................................................. 2-24
6-28 .................................................. 2-23
6-29 .................................................. 4-24
12-23 .................................................. 5-25
12-24 .................................................. 5-25
123 .................................................... 1222

EXHIBIT:
123 .................................................... 638
125 .................................................... 525
225 .................................................... 520
124 .................................................... 1625
629 .................................................... 1222
629 .................................................... 1223
631 .................................................... 1224

GENCO:
24 Medium ............................................ No. 30
24 Plain ............................................... No. 29
J-102 .................................................. No. 26
J-99 .................................................... No. 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.

www.americanradiohistory.com
Buckley BUILDS THE Best

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:
Cherry, Diamond Ornaments,
Morion, Cougar, Gold, Green,
Aluminum Grey, Chocolate, Surf
Blue.
• Complete new precision-built
light wood Cabinets expertly
finished with perfect of new
aluminum castings.
• Cherry or Diamond Cabinet
Chrome plated.
• Heavy brass chrome plated
etched Reward Plates, 2/5 or
3/5.
• 5c-10e-25e chrome
Denominator Coin
Intake.
• Payout Cups with anti-speon
Cup.
• Drillproof Plates.

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

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

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

$50.00

$25.00

Buckley TRACk ODDS has long been recog-
nized as the only seven-cent race
horse assay that would stand up month
after month — and outs-
score all other coin machines.
Buckley operators know this to be a
fact. Experience has proved that no
other machine can even come in a
close second from the standpoint of
earnings. Every day new operators are
finding out that the new BUCKLEY
TRACk ODDS are even more profitably
to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.
4223 West Lake Street • • • Chicago 26, Illinois

(PHONE: VAN BUREN 6486-37-38-6532)

Please mention THE CASH BOX when answering ads— it proves you're a real coin machine man!
EVERYBODY’S HEADIN’ FOR TENNESSEE

Williams

TERRIFIC 5-BALL THRILLER with

- UNIQUE FLIPPER ACTION
- SEQUENCE • 3 SPOT ROLL-OVERs
- PREMIUM SCORE • DOUBLE
- PREMIUM SCORE • RESERVE SCORE
- HIGHEST HIGH SCORE plus
- WILLIAMS NEW PYLON LIGHTS!

HEAD FOR YOUR DISTRIBUTOR NOW FOR IMMEDIATE DELIVERY!

Wurlitzers On Way To West Virginia

NORTH TONAWANDA, N. Y.—Pictured above are two carloads of Wurlitzer’s new phonograph model 1100’s on the way to Carl C. Keesling, West Virginia Amusement Company. One carload of the 1100’s was destined for Welch, W. Va.; and the other for Bluefield, W. Va.

A Wurlitzer music merchant for over 12 years, and one of the largest operators in the country, Carl Keesling declared “We’re providing musical fun for everyone in the southern area of West Virginia. These new Wurlitzers with the Zenith Cobra tone arm are the best money-makers and play-getters I’ve ever seen in this business. I’m getting them out on all my locations as quickly as possible.”

Rex Coin Mach. Co. Opens In New Orleans

NEW ORLEANS, La.—Rex Coin Machine Company opened offices at 2629 Jefferson Highway, Jefferson Parish, this week, immediately across the highway from the Beverly Country Club.

The firm is under the management of Al Morgan, one of the foremost columnists in the state. All types of equipment will be on hand, and in addition an exceptionally fine service and parts department is available.

“Operators can come in or write us for anything they need” states Morgan, “and we shall give them the utmost in service.”

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Bally Announces Two New 1-Ball Multiple Games

CHICAGO—George Jenkins, vice president and general sales manager of Bally Manufacturing Company, this city, announced that deliveries of “Gold Cup” and “Trophy”, Bally’s two new one-ball multiples are now being made throughout the country.

“Gold Cup” is described as a one-ball free play multiple, and “Trophy” as a one-ball automatic multiple.

“Both games contain all the play-appeal features of previous Bally multiples” states Jenkins “starting odds at $3 instead of old style $2; popular spell-name feature; A-B-C-D feature; build-up feature award and the motor-driven shuffle that automatically shuffles the board.”

“Both games also include the popular Horseshoe Flash with the New Fan Flash feature which means player can light all 7 selections by depositing extra coins” continued George. “Every number on the board is then a winner. Location tests have proved that the New Fan Flash offers bigger play attraction than ever . . . holds repeat play longer . . . and takes in three to five extra coins per game in addition to normal multiple play.”

Gersh Goes To Work—

CHICAGO—They finally put Bill Gersh to work! United Manufacturing Company officials can take credit for that phenomena. While visiting Chicago a week ago, Lyn Durant, Betty DeSelm and Herb Oettinger of United took Gersh out to see the site of their plant, which will be constructed on practically the entire blocks of California and Roscoe. Pushing a wheelbarrow into his hands, the company officers had Gersh shoveling dirt against the tide.
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, N. Y.
Phones: NEni 8-0566, 7-8

Sensational
Prices
On
Used
Phonographs
and
Games!
Write
For
Price
List!
Scott-Crosse Co.
1423 Spring Garden Street
Rittenhouse 6-7712

There is no substitute
for Quality!

See Your
Distributor
Without Delay

You Won't Need a Magic Wand
When You Operate

Cinderella
Scintillating
Appeal!
Fascinating
Action!
Real Earning
Power!

Just put Cinderella on location.
Watch the dependably bigger earnings. You'll say, "It's like magic!"

The Original
Flipper Bumpers
Rotation Sequence
High Score • Kicker Pockets
Plus
Double Bonus
and Bonus Build-Up

N. Y. State Passes "Enabling Act"
Permitting Cities Power To Pass
Laws Taxing Coin Machines Up To $25

Atty Levine Optimistic N. Y. C. Juke Tax Will Not Exceed $10

Albany, N. Y.—Winding up its legislative session, the State Assembly passed a law called an "enabling act" (Chapter 278) giving the cities the power to enact a privilege tax on coin operated machines not to exceed $25 per annum.

The act reads "... permits cities the power to place a privilege tax on coin operated amusement devices, including but no limited to coin operated juke boxes, skill games, diggers and moving picture devices not to exceed $25 per annum." A 1947 act, which has been in existence during the past year permitted cities of less than 1,000,000 population the privilege of passing legislation taxing machines a maximum of $10 per year. This law was to provide funds for educational purposes.

Because of the pressure by communities throughout the State who are in need of funds, the present "enabling act" was put through, and it doesn't stipulate the funds to go for educational purposes, but is for a general fund.

The various cities throughout the State will decide for themselves whether or not to take advantage of this act, and if they do pass legislation, it will be up to each community to determine the annual fee.

Sidney Levine, attorney for the Automatic Music Operators Association, New York City, was on hand at Albany when the body voted this legislation. He is not pessimistic over the ruling, claiming that if the city decides to enact legislation taxing coin machines, it will be given a public hearing. "At this hearing" states Levine "I'm pretty confident that I can show the law makers that anything above a $10 per year tax on music machines will be exorbitant and confiscatory."

Levine points out that this is the first time juke boxes were ever mentioned specifically in any state legislation.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
HUNDREDS OF OPERATORS KNOW FROM ACTUAL EXPERIENCE THAT TRACK ODDS AND PARLAY LONG SHOT ARE THE GREATEST MONEY-MAKERS EVER OFFERED TO THE COIN MACHINE TRADE.

If you don't know it, here's your chance to find out—and it won't cost you a cent. Both Track Odds and Parlay are available in nickel or quarter play—for straight cash or check payout.

Order a sample today on our thirty days' free trial offer explained below.

SPECIAL OFFER!

Try it before you buy it! Pay no money down! Thirty days' free trial to established operators! We are making this special offer to prove to you that Track Odds and Parlay Long Shot will give you better mechanical performance and will make you more money than any other console.

Let us know the type of location in which Track Odds or Parlay Long Shot will be placed and we will recommend the model for your particular location.

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

ISSUE OF

THE CASH BOX

Dated

APRIL 17

Will reach the entire industry at the most active "buying" period of the year. Operators are busy preparing for the "lush" playing weeks on location—when favorable weather draws increased play to all equipment.

MANUFACTURERS
DISTRIBUTORS
JOBBERS

Be Sure To Get Your Share Of This Buying Activity!
Be Sure Your Ad Appears in the

SPRING SPECIAL

ALL ADS GO TO PRESS

THURSDAY

APRIL 8

PHONE - WIRE - WRITE US YOUR SPACE RESERVATION - TODAY!

MAIL YOUR AD EARLY FOR CHOICE POSITION

THE CASH BOX

381 FOURTH AVE., NEW YORK 16, N. Y. (PHONE: MU 4-7797)
BRANCH OFFICES: CHICAGO - LOS ANGELES
U. S. Government Asked To Mint Eight Cent Coin

ALBANY, N. Y.—Representatives of interests, such as bus companies, transit services, coin machine companies, and others affected, are planning a drive to have the Federal Government mint an eight-cent coin that would be larger than a dime and smaller than a nickel.

It is reported that representatives of the bus companies have had one conference with the Director of the Mint on the subject already, and another is planned for the very near future.

The matter was brought to the fore by the legislation at Albany to increase bus and transit fares to eight cents. It was pointed out that the City of New York had planned on using tokens for its turnstiles. These tokens so closely resemble dimes in weight and size that they will register as dimes in all automatic coin machines. However, the Board of Transportation claim they have tested the eight-cent token, and that they will not work in ten cent coin slots.

The coin machine industry has been advocating the minting of a 7½c coin in order to overcome an economical problem, and if the Director of the Mint is convinced of the practicability of the eight-cent coin, it would be one of the greatest boons to ever hit our industry.

Standard Music Holds Aireon Showing

HOUSTON, TEX. — Sam Ayo, Standard Music Distributors, this city, played host to a large gathering of music operators recently, at which time he introduced the new Aireon photograph "Coronet 400". Pictured above is the machine surrounded by a group of coinmen. Bill Roberts (with hand on mechanism) of Aireon Manufacturing Corporation, demonstrates the inner workings. Sam’s young son, Tommy, is seated on the platform, decked out as all good Texans should be—with fancy cowboy boots.

"The music operators who visited us'" stated Ayo "were enthusiastic over the new phono, particularly about the price and finance arrangements. We booked plenty of orders, and now it’s up to the factory to keep pace with us on their deliveries."

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

HAVE YOU MACHINES FOR SALE?
WHAT DO YOU WANT TO BUY?
READ PAGE 28

AS A SUBSCRIBER TO "The Cash Box" YOU ARE ENTITLED TO AN AD LISTING WHATEVER YOU WANT TO BUY OR HAVE FOR SALE FREE OF CHARGE

Houston Music Ops Meet To Form Ass'n.

HOUSTON, TEX. — More than twenty of the leading music operators in this city met on March 10 at a prominent downtown restaurant to discuss the formation of an association, with the main purpose of arranging for a better commission basis on their machines.

As a result of the gathering, another meeting was arranged for March 24, at which all music operators in the city have been invited to attend. Indications lead the group to announce that they expect that 90% of the city's music operators will be in attendance.

Among those present at the March 10 meeting were: Sam Lampassas, Morris Pinto, Cecil Robertson, Ernest Gates, Bill Peacock, Henry Cruse, Clyde Atkins, Fred McClure, Wayne Switzer, Adrian Ratliff, F. S. (Doc) Clancy, A. H. Shannon, Tony Arryward, J. R. Haslett, Cecil Harrington, Jack Taylor, and others.

Keep Cross Country Wires Hot

NEW YORK—Report from Sidney H. Levine, counsel for the Executive Committee of the nation's juke box operators, is to the effect that he has been in constant telephone conversation, as well as issued written and telegraphic reports to George A. Miller, Chairman of the Executive Committee.

After each trip to Washington, D. C., where attorney Levine has been keeping his fingers on the pulse of many bills which are still there, he has received immediate phone calls from George A. Miller as to the progress of these bills which might seriously harm the entire automatic music industry.

Counselor Levine reported this past week, "From all present indications, the preponderance of bills before the various committees in Washington regarding many emergency matters may keep any juke box bills from being heard during this session. "This tho", he reports, "should be taken for whatever it is worth. We must maintain constant vigilance so that no bills are introduced suddenly to catch us unprepared."

"Mr. Miller and myself", he said, "are, therefore, in constant touch with each other and are watching every move being made in Washington at this time to make certain that nothing is pushed up for hearing which may, in any fashion whatsoever, effect the nation's juke boxes."

George A. Miller, Levine said, is prepared to at any time fly to Washington to be present at any hearing which may hurt the nation's music ops. As Chairman of the Executive Committee he is keeping very close track of each and every move in the nation's capital.

All committee members are in touch with Miller, and he relays the information as it reaches him. Thus the entire country is aware of all that is happening in Washington regarding any legislation that may affect their industry.

GEORGE A. MILLER
THE LION BEVERAGE VENDER is now being manufactured to vend 9 oz. drinks of Pepsi-Cola. For complete details write for Bulletin X.

LION MANUFACTURING CORPORATION
MANUFACTURERS OF BALLY COIN-OPERATED GAMES
2640 BELMONT AVENUE CHICAGO 18, ILLINOIS

LYMO Industries, Inc., Exclusive Distributors
MERCHANDISE MART CHICAGO 54, ILLINOIS

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

ORDERS and RE-ORDERS for CATALINA HAVE BEEN OVERWHELMING... BUT STEPPED-UP PRODUCTION HAS INCREASED SHIPMENTS TO A NEW HIGH!

**NEW FLIPPER ACTION**
**DOUBLE BONUS**
**HIGH SCORE**

ORDER FROM YOUR DISTRIBUTOR TODAY!

CHICAGO COIN MACHINE CO.
1735 DIVERSEY BOULEVARD • CHICAGO, ILLINOIS

--30--

**NEW FLIPPER ACTION**
**DOUBLE BONUS**
**HIGH SCORE**

ORDER FROM YOUR DISTRIBUTOR TODAY!

--30--

R. F. Jones Dist. Co.
Bally Regional Distrib.

SAN FRANCISCO, CALIF.—R. F.
Jones Distributing Company, with offices
at 1265 Mission Street, this city, has been
appointed Bally regional distributor for
Northern California and Nevada, accord-
ing to an announcement by George Jen-
kens, vice president and general sales
manager of Bally Manufacturing Co.

R. F. Jones, who heads the distrib-
uting organization, is a well known and
well liked co-manufacturer, and has had
long experience with Bally 1-ball multi-
plies, 5-ball machines, consoles and arcade
equipment in other territories.

"Jones is the type of individual" states
Jenkins "who will go all out to give
the operators, jobbers and distributors the
custom of operation and service that
 assures each and everyone their maximum
profit from the great Bally line."

"Ballerina" New Bally Five-Ball

CHICAGO—George Jenkins, vice pres-
ident and general sales manager of Bally
Manufacturing Company, announced this
week that shipments are now being made
on their new five-ball game "Ballerina."

"The new 'Ballerina' game," Jenkins
said "has been released only after thor-
ough tests have proved the entire mech-
nism to operate virtually trouble-free."

"Ballerina" includes a new double-
bonus feature together with other proven
play-appearance features—high scores; se-
quence scoring; ball-in-all-occupied; five
kick-out holes; 3 saucer holes; kick-
back pocket at bottom of board to assure
fast ball suspension.

"Additional action and player skill-con-
rol is provided by kicker-bumpers" concl-
ed Jenkins "which player can operate
by pressing buttons on each side of cabi-
net. This feature is strongly merchand-
ised by an attractive display sign on the
backbox."

Lief Appointed
AMI Distributor
For Northern Ohio

CLEVELAND, O.—Harry Lief, Lief
Music Distributing Company, 1640 Payne
Avenue, this city, has been appointed dis-
tributors for AMI, Inc., according to an
announcement made by L. C. "Lindy"
Force, general sales manager of AMI.
The firm will cover the northern Ohio
territory.

Lief has been in the music machine
business since 1936 and was one of the
founders and office holders of the Ohio
Automatic Phonograph Owners Associa-
tion. The Lief Music Distributing Com-
pany will be located on the 2nd floor-
ly occupied by the Ohio Music Distributors
and will take over both the office and
service personnel of the Ohio Music

"Lief is one of the most aggressive
operators we have known" stated Force
and "we believe that his addition to the
ranks of AMI distributors will not only
round out our coverage of the United
States, but will also secure for us con-
siderable additional business."
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

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NAME..............................................................  ADDRESS..............................................................  PHONE No..............................................................

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

www.americanradiohistory.com
WANT

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 Balls; Bally Special Entries; Bally Entry; Draw Bells, etc.; Packard Boxes; 1015 Wurlitzers; Seeburgs. WESTERN DISTRIBUTORS, 5120 ELLIOTT AVE., SEATTLE 1, WASH. Tel: Garfield 3566.

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, ILL. Tel: Dickens 7060

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

WANT - Bally Draw Bells; Triple Bells; Keeney Super Bonus Bells for cash or will trade new pin games, new or used Roll Down games, Mills 3 or 4 Bells, Late Heads. SILENT SALES CO., SILENT SALES BLDG., 200 - 11TH AVE. 5O., MINNEAPOLIS 15, MINN.

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. Call, Wire, Write FIDELITY DIST., 1547 CROSBY 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 Wurlitzer w. stands. Also want Slots, any make or model. Quote us prices, quantity and condition in first letter. NODRO 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. VOGT DIST., MILNER HOTEL BLDG., SALT LAKE CITY, UTAH

WANT - Bally Triple Bells; Bally Draw Bells (Plastic Buttons); Deluxe Draw Bells; Bally Burekas; 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.: Orway 3-3089

WANT - 219 Steppers. Will pay $20. each if in working order. AUTOMATIC VENDING CORP., 525 PARKET ST., CHESTER, PENNA. Tel.: 3-9282.

WANT - Selector Slide Assemblies for Pre-war Rock-Ola Phonos. IDEA NOVELTY CO., 2823 LOCUST ST., ST. LOUIS 3, MO.

WANT - Erie Diggers. LAMAR BYRUM, SHELBYVILLE, MO.

WANT - Used Metal Seeburg Wall Box Covers for Type DS2-1Z or Model WS-2Z. INTERSTATE MUSIC COMPANY, 1196 COMMONWEALTH AVE., BOSTON 34, MASS. Tel.: ASpinwall 7-0517.

WANT - Wurlitzer 1015's and 750's. Small music routes in Manhattan and Bronx. ATLAS SALES CO., 460 - 10TH AVE., NEW YORK 18, N. Y.
FOR SALE - We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 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 us an offer on the following Consoles: 17 - $5 Lucky Lucres; 6 Galloping Dominos J.P.; 6 - 5 -$10 Face Twin Reels; 2 Evans Lucky Stars; 11 - $10 Big Games; 3 - $5-$5 Face Twin Reels; 2 - $5-$5 Face Twin Reels; 1 - $5-$10 Face Twin Reels; 1 - $5-$5 Face Twin Reels. NY-6 MUSIC CO., 1415 WASHINGTON AVE. S., MINNEAPOLIS 4, MINN. Tel: At. 8987

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 on guaranteed equipment. VIRGINIA NOVELTY CO., 400 WATER ST., PORTSMOUTH, VA. Tel: Portsmouth 1028


FOR SALE - Skyfighters $60. 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. $256. ea.; MARCUS KLEIN, 577 TENTH AVE., NEW YORK, N. Y.

FOR SALE - Mills Mills and stands. I also buy small. Send me your list. MILTON BRAUN, RT. 3, BOX 428, SAVANNAH, GA. (Tel: 8-5432)


FOR SALE - Mills Four Bells, perfect $50.; 1 Barrel Roll Skeeball $50.; Jennings Cigarolla $50.; Undersea Raider $50.; Loudspeaker $5. ; Seeburg Envoy $200.; Mills Empress $500.; Watling 10¢ Rol-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 Daival 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 S. 2nd St., LOUISVILLE 2, KY. Tel: Wabash 1501.

FOR SALE - This Week's Specials! Suspense $69.50; Surf Queens $39.50; Step Up $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: S-388

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

FOR SALE - All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4608 CASS AVE., DETROIT 1, MICH. Tel: Temple 1-7455.

FOR SALE - Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. William, NATHANSON, 2758-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

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

FOR SALE - 10 - 616 Wurl. $75. ea.; 2 - 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 N. 310A ST., PHILA. 40, PA. Tel: RA. 8-7005


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 POYDRAS ST., NEW ORLEANS, LA.

FOR SALE - 4 Panoramas, 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

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

FOR SALE- Used pin games: We have every machine in stock. You name it. We ship it same day. You can't beat our prices. We don't ship junk. Our 28th year in business. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.

FOR SALE - 15 Advance Rolls: 8 Total Rolls; 5 Sportsman's Rolls. All in perfect condition. WANT - Chicago Coin Basket Ball, Bingo Rolls and High Rolls. AMUSEMENT SALES, 577 TENTH AVENUE, NEW YORK CITY. LO. 5-8878.

FOR SALE - Williams All Stars latest model, $225.00. Chicago Coin Roll Down, $125.00. HERMAN DISTRIBUTING CO., 1506 CONEY ISLAND AVE., BROOKLYN, NEW YORK.


FOR SALE - 2 brand new Chicago Coin Goalees, still in original crates $250. ea.; 1 used Rally Deluxe Draw Bell $275.; 3 Rally Hi-Hand $45. ea. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH. Tel.: 2-0051.

FOR SALE - New A-F Coin Counter, $1. counts pennies, nickels and dimes. Lightweight, fits the pocket. Counts money in half the time. Send $1, with order. We prepay postage. A-F CORPORATION, 5729 W. JEFFERSON BLVD., Dept. 9, LOS ANGELES 16, CALIF.

FOR SALE - Losing warehouse. Prices slashed: Blue Fronts 5¢ $4.50; 10¢ $9.50; 25¢ $6.50; Brown Fronts 5¢ $9.50; 10¢ $14.50; 25¢ $26.90; Gold or Chrome 5¢ $9.50; 10¢ $16.50; 25¢ $37.50; Silver Chests 5¢ $44.50; 10¢ $94.50; Red Skins 5¢ $9.50; 10¢ $17.50. Box Stands $7.50. FOUL'S BETTER MUSIC, 533 MILL ST., WEST BEND, WIS. Tel.: 896.

FOR SALE - Late pin games, new and used. Get our list of used pin games at lowest prices. State your needs and we ship same day. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.

FOR SALE - Used machines have little cash value - so why not trade something you can use. Will trade Commandos; Arcade Equipment; Red Balls; Dice Boards, etc. Write for list. ABC NOVELTY CO., 2509 S. PRESA ST., SAN ANTONIO 4, TEX. Tel.: K 1152.

FOR SALE - Just off location, any combination of coins. 10 National 9-50 $40. ea.; 10 National 9-50 $55. ea.; 5 Monarch 8 column $75. ea. L & H VENDING, 4607 FOSTER AVE., BROOKLYN, N. Y.

FOR SALE - Used Pin Games; Amber $64.50; Bally $87.50; Bonanza $175.; Bronco $119.; Cyclone $87.50; Flamango $119.; Ginger $137.50; Gold Ball $120.50; Honey $99.50; Hawaii $139.50; Lightning $75.50; Marx $144.50; Mexico $129.50; Nevada $154.50; Play Boy $99.50; Rocket $99.50; Singapore $179.50; Sea Isle $149.50; Smart $59.50. Phonographs: Rock-Olas: 1426 $475.; 1422 $395.; Commando $85.; Premier $80.; $129.; Wurlitzer: 800 $180.; 750 $210.; 250 $50.50; 500 $95.; 280 $110.; 600 $135.; 700 $163. MISSOURI TAVERN SUPPLY CO., 219 EAST PERSHING, SPRINGFIELD, MO.

FOR SALE - Stock reducing; Bargain list free. Consoles, slots, phonographs, tubes, slot parts, 15 new master key locks $25.; 50 set new phono casters $45. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel.: 4-6512.

FOR SALE - Williams All Stars Baseball games, used less than 90 days $325. ea. Can give immediate quantity delivery. 1/3 deposit, balance C.O.D. GENERAL DISTRIBUTING CO., 1906 LEELAND AVE., HOUSTON 3, TEX. Tel.: 3-4100.

FOR SALE - Special A.B.T. Rifle Range in crate $850.; 25¢ cash pay Evans Racer like new $450.; Fantages Mirror Music, ready for location guaranteed in first class condition: Bowling League $125.; Bermuda $185.; Chloein Baseball $115. Cross Fire 75.; Good $120.; Double Barrel $25.; Stage Door Canteen $29.50; Flying Trapeze $110.; Gold Ball $110.; Honey $97.50; Killroy $89.50; Mam'selle $115.; Nevada $165.; Rocket $90.; Sea Breeze $49.50; Spellbound $39.50; Smart $60.; Show Girl $60.; Smokey $69.50; Sea Isle $185.; Step Up $49.50; East Ball $39.50. ROCK CITY AMUSEMENT CO., 125 SIXTH AVE., N. NASHVILLE, TENN. Tel.: 8-8371.
FOR SALE - Penny Scales various models. Ready for location. G. H. SCALE SERVICE, FARRELL, PA.

FOR SALE - Use us for prices on new and used games. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILADELPHIA 2, PA. Tel.: Pop 3299.

FOR SALE - Guaranteed to be perfect! Wurlitzer 800K $145.; 600R $125.; 500 $125.; Wurlitzer Model 125 Wall Boxes $12.50; Model 120 $5. 145 Impulse Stepper $22.50. Pin Games: South Seas $29.50; Step Up $47.50; Horsecrop $25.; Stage Door Canteen $39.50; Hi Hat $29.50; Gold Star $20.; Big Hit $45.; Sun Valley $24.50; Arizona $34.50.; Star Box; Big Hit $45; Sun Valley $24.50; Arizona $34.50.; Keep 'Em Flying $45.; Soft Ball Queens $27.50; Trade Winds $29.50; Spellbound $85.; Sea Breeze $52.50. 1/3 deposit, Balance C.O.D. JOHNSON AUTOMATIC MUSIC COMPANY, 700 IOWA STREET, SIoux CITY 19, IOWA. Tel.: 55474 - 87113.


FOR SALE - Portable Warner Brush Electroplaner. Complete with power unit, like new, very reasonable. D. L. SHIVER AMUSEMENT CO., BOX 71, RICHMOND, TEX.

FOR SALE - New pins for Strikes 'N Spares $1.35 ea. Limited amt. C. STUTZ, 1846 E. 23, CLEVELAND, OHIO.

FOR SALE - Slightly used Evans Races Comb. COLBERT COIN MACH. CO., 224 S0. 15th, NEBRASKA CITY, NEB.

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 $13. per month. Total rental may be applied against purchase price. When writing send in three references. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, N. Y.

NOTICE - Pin ball operators: Have your old model one-ball machines converted. Semi or fully automatic, with hold for favorite numbers. A.B.C.D. Unit and other new features. With complete new paint job. $125. to $175. Write or phone NORTHWEST COIN MACHINE EXCH., 6736 S.E. 62, PORTLAND, ORE. Tel.: IA 9555.

NOTICE - Music Ops: We re-grind your used phono needles scientifically and guarantee complete satisfaction. Lists over 1500 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.

PARTS AND SUPPLIES

FOR SALE - Tubes, 60% off list, standard brands. Specify 1st and 2nd choice of brands. All tubes boxed. Extra special: RCA-6C4 45V (Mention The Cash Box) Send for our latest tube list. ENGLISH SALES CO., 620 W. RANDOLPH ST., CHICAGO, ILL.

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 1000 different items from A to Z. If you operate coin machines you should be on our mailing list. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE - Radio Tubes, 80% off in quantities over 50. Popular brands! Can be assorted. All types in stock. Television Lens for 10" screen, $24. Mazda bulbs, No. 47, $40. per 1000. No. 40, 44, 46 & 47, $4.50 per 100. No. 51 or 55, $4. per 100. Bulbs can be assorted. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE - We have sale nets, matting, maple wooden balls for Skeel ball Alleys. Parts for Ten Strikes, Ray Guns and all othergames. RELIABLE PARTS CO., 2612 IRVING PK. RD., CHICAGO, ILL.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Clarence Bayne of U. S. Vend. Corp. just back from a long trip to the East to inspect the firm's new air conditioned candy vendor. ... about 400 to 500 already shipped ... and the firm's 15 distributes very much enthused over the reaction ... with orders starting to avalanche for the trade here. ... Milt is one progressive boy. ... From 1942 to 1943 Pat had a new 40 selection wall and bar box and is tremendously enthused over the swell returns. ... "In fact," Lindy tells me, "every scrap of this stuff in the back room of his all sold!" Other thing else out of the way for the orders started to flood the factory and Pat like a one armed painter with the itch. ... Ben Coven, it seems, has a little bit of an idea ... and when Ben gets an idea ... he usually puts it over ... so just watch this one. Coven is known to all the music machine ops for those records he sells 'em, tells me that he is being offered some very swell record lines right now, now that they've shipped it on location ... "and". Dave says, "the game takes in more the longer you keep it on location."

Wurtlizer's Ed Wurgler is in town and one of the busiest of the whole lot. ... Seems to me that the moment the boys heard that Ed was in they just jammed his suite ... and conferences went on all day long ... but all day—and nights too. ... Nate Gottlieb all excited, with the way the trade accepted their newest ... Cinderella ... which has some very unique features ... pumpkins on the back of the mop and gnomes with their little bags! ... McGuire's new Atlantic and they say it's going back on the job early Monday A.M. ... Eddie Hansen over at Groetheen Tool & Mfg. Co. doing a really marvelous job with the firm's "Catalina" jukebox. ... We were told that all the boys who asked for new ones are constantly coming into the plant. ... Say, that reminds me, ask Nate Gottlieb about that joke he has all about a waitress and anyone who can't pick up a fork at Bally are buying out those "Ballerina" records and playing 'em everytime someone mentions "Ballerina" which is their newest pinballickero.

Since we mentioned stories of some of the boys are telling these days ... just ask Ed Wurgler to tell you one about the "old C" of C in the Firm's office. ... That's quite a story of these days and was asked by Al Menace whether that had anything to do with the old "spinner" Larry used to talk about ... but Larry smiled that cute smile of his ... and Menace still doesn't know what Larry means by "spinner" so we'll have to tell all about that later for sure. ... One guy that simply won't let himself get disturbed—regardless of anything and everything ... George B. Dick of CMAC ... just rolls along in that calm, confident fashion of his that puts smilals into a meeting. ... Grant Shay of Bell-O, is a great one to tell me that his past months proved one of the best his months for the firm and Grant looks to this forthcoming month to be even a better one ... "we know that the weather is warming up and people getting out of their winter hibernation and all" ... he says. ... Not too many visitors around our town this past week ... seems like the boys are sticking closer to home base than ever ... we misses yose guys ... so c'mon into town ... where we c'n see you again. ... Harry Brown of American Amusement Bradford takes a trip to New York these days ... they tell me ... and you can depend on Harry to bring in the moolah ... if there's any around where he's at. ... Will fill you in later. ... Well, that's all for this week in our town this past week ... with that big smile of his ... excellent. ... That's right ... We sure are a good will, confidence and lots of faith in the juice business.

From what some of the boys here tell me there may be another meet of the national juice box ops' Executive Committee and that George A. Miller can be expected to fly into town this week. ... Our good friends up in the North are probably over by this time. ... Evans still down in Ft. Lauderdale enjoying Florida's sunshine with a smile on his face. ... and our boys downtown back in our city are probably fishing in those nice big, sunny orders the firm are getting for their equipment. ... Was that Mike Hamburger and Paul Paley who I saw on the train bound for the North this very day? ... Talk to about a busy junk ... brother, just visit George. ... We've had new orders do nothing but grow for the past two months ... and the way they turn out those machines is something to really marvel at ... Geno is sure worth a visit from us to town to see the way things are going. ... The first thing that gets to our town ... those Genco games just roll off that production line and right out on waiting trucks almost as fast as you can count.

Yoo ... hoo ... Art Weinand ... what was it? ... boy or girl? ... there's a whole bunch involved in this deal, Art, so make the report, make the report. ... Charity Schlacht ... one of the oldest days in the industry, just back from this East side and always helping somebody make a buck. ... Looks like the juice box ops are recovering fast in our town from any drop in take ... and that makes a lot of us guys and gals here really feel swell ... for the boys were just a little bit worried for a while back when the snow was piling up on the sidewalks and the people remained at home. ... President Truman's speech has caused some talk among the folks here ... that if they do adopt suggestion of selective service the younger guys get into those training camps ... there'll be lot of able-bodied men acting upon those orders and jobs in the factory during the war years ... who know ... if the whole program gets at all how many people may cash in on the business boom which this involves. ... We know that D. H. Boasberg of Orleans Novelty Co. was appointed regional distrub for Bally ... and that there were some real stories told at the meeting down in St. Pete ... and also at the one down in the South. ... Bill DeSelm was at the one down in St. Pete ... and he brings to the minds of his friends this St. Patrick's Day with a very swell Irish poem of his own creation. ... (thanks a lot for the card, Jim). ... By the way, Sam Stern of Williams Mfg. Co. has become a regular commuter between Philadelphia and Chicago, so you can count on a visit from him whenever you feel like getting a break. ...
The daily newspapers laid off the pin games this week, but buying of games by ops was decidedly slow. There weren't any reports of any police action this week, other than checking locations which created a jittery feeling. A survey by the police department showed that there were 4,894 pin games out in 4,298 locations. In a meeting on Thursday, March 11, Teddy Blatt, attorney for the games association, informed the membership that they should proceed as they have been, warning them, however, to cooperate with the officials and keep their equipment away from schools. It is hoped that with the publicity fading out of the newspapers, and the approach of more favorable weather, the wholesale business and the collections will show a much greater pickup.

With interest in background and commercial music showing up, Barney (Shugy) Sugarman, Bunyon Sales Company, reports that he has been receiving many requests for information on his "Tel-O-Matic" and "Robot" units. ... The Atlantic New York Corporation executives returned from the Seeburg meet this week all enthused. ... Marvin Heilman is opening a jobbing firm at 650 Tenth Avenue, under the name of King Amusement Company. Marvin is well known in the industry, his most recent connection being with the newest arcade on 42nd Street. He is now entirely out of this enterprise, devoting his entire time to the new company. At present the firm is handling games, but will expand into the music and vending field. ... Dave Stern's (Seacoast Distributors, Inc.) salesmen covering the New York music trade like a blanket with the "Magic-Glo" Rock-Ola photo.

Rudy Greenbaum, vice president and general sales manager of Airone, in town visiting Nat Cohn, Modern Music Sales Corporation, distributor here. Ben Palastraut, regional sales representative, at Modern's at the same time. Ben had just returned from the big showing at Al Bergman's Alfred Sales Company, Buffalo, N. Y. Maurice Popick, former operator, has been added to the Alfred sales staff, and will cover some additional territory allotted the firm in upper New York. Palastraut tells us that the Buffalo show brought out operators from all around, many coming in from Albany. Ben Becker, Ben Becker Sales Company, getting ready to join Art Garvey on the road now that Bally's new one-balls, "Gold Cup" and "Trophy" are being shipped. Meanwhile Ben reports that Bally's five-ball "Melody" has proven to be a great money-maker, and orders keep piling in.

Danny Subarsky, well known coinman and electronic expert, opens a jobbing firm at 460 Tenth Avenue, under the name of Atlas Sales Company. Danny will buy and sell games and music machines. ... Hymil Rosenberg, H. Rosenberg Company, tied up in his private office with a customer—probably making a big sized sale of Bally's "Melody Roll." ... Phil Mason, Dave Lowy & Company, back from his "short three week vacation" at Miami Beach. Phil raves about the climate. Lowy is now relaxing in "The Playground of the World." With Dave it's an old story of "sand in his shoes." Ever since he first spent some time there, he's been a hard man to keep North. Dave's supposed to vacation two weeks—anyone who wants to bet me that he isn't home in that time, can do so.

Willie Levey, Jack Semel and George Holzman, Supreme Automaties, Inc., Brooklyn, N. Y., report that while local conditions slowed up the sale of Williams' "Tennessee," the new five ball game, they sold practically every piece received. "We could have really gone to town and sold plenty if things were right" stated Levey "but we'll beat the sale of Williams' previous game anyway because it's a real money maker for the operators." ... Harry Brown and Lou Sokolove strolling leisurely down Tenth Avenue. Harry will be around until the end of the week, when he returns to Chicago. ... Joe Young and Dan Kipnis, Young Distributors (Wurlitzer distributors) get their photos taken with the popular orchestra leader Art Mooney along side the new model 1100 phonograph.

Al Bloom, Speedway Products, Inc., places his combination tele-juke machine on location this week for a test. ... Joe Munves, Economy Supply Company, so busy he can't spare a moment to tell us "what's new"? That kind of news is always "good news." ... Sidney Levine, the attorney for the music operators association, and George A. Miller, the president of the California Music Operators Association, in touch with each other by phone at least twice a week. "To keep abreast of the legislation in Washington that affects the music machine operators. Levine returned from a trip to Albany on the New York State tax legislation that could have a bearing on local operators. The State passed what is known as an "enabling act" which permits the city to tax machines $25 per year. Levine is not pessimistic over this ruling, stating that the city must enact legislation, and that a public hearing must be held previously. At that hearing he claims he can show that anything over $10 per year would be excessive. ... The Parisi Bill No. 471, which would tax machines $60 per year was not reported out of committee at this session.

Humbert Betti, H. Betti & Sons, Union City, N. J., in town buying some equipment. Betti, an old timer in the biz, describes a coinman as a fellow who "works 20 hours a day, 7 days a week." But they love it. ... Eddie Corriston, Palisade Specialties, Inc., Cliffside, N. J., made every effort to get to the National Invitation Basketball Tournament being held at Madison Square Garden this week, but as usual never did get to see a game. Business over at his Cliffside offices kept him tied up. ... Was that Mike Munves we saw dashing into a car on Tenth and 43rd Street this Tuesday? He really must be busy—we never saw him moving that quickly. ... Steve Quinn, Seaboard New York Corporation, shows us a reconversion of Genco's Advance Roll—now called "Auto Roll." Three kicker holes added, plus a new revolver button. The game gives the player plenty of action. Steve tells us the firm's awaiting delivery of Gottlieb's new five ball "Cinderella."
Things were quite active music wise, with several local record companies readying a whole batch of new and promising coins for the end of the month. ...Four Star's Bill McCaill hopes to have another novelty hit, equal to "The Hound of the Baskervilles," and his new coin, "Aladdin's Harem" will have that same sizzle. ...Meanwhile, Laymon's monopole of "Quizzor" now on tryout location in Long Beach and reportedly doing a fine job of business, will expect that mysterious new one-ball from Censored promised we wouldn't tell. ...The out-of-town boys seemed to be doing just that this week. ...Only two we ran across were Roy Smith from Lancaster and M. Silverman from Seattle.

As to presidential candidates, whoever coined the phrase that coin men talk about nothing but coin must have made the rounds with us this week. ...At least half of the distrbs and ops seemed to be postponing other efforts about presidential prospects. ...We heard a few kind and the other kind of words about Truman, Taft, Wallace and MacArthur. ...Re the General, you might quote this chuckle: "That's why Harry Truman is president of the country, because the people of the country had been instructed to query all prominent personalities being interviewed on how they felt about the Boss's Choice, one kidslapping cracked, "That's how, and in the future, it will never happen again." Saving time might be credited with saving confusion this week than either rollodowns or would be presidents. ...By the way, we note that a few folks in a bad way. ...About half of the people in and out of the Row forgot to move their watches up the hour. ...Most of the town's electric clocks on buildings hadn't been set up and there were a lot of characters who didn't know what time of day it was all day. ...Dropped in at Badger Sales, C. A. Robinson, Sicking Distrbs and Automatic Game Machines, to meet with the same old gang and get the latest news to take—the boys and girls just couldn't bear themselves away from their desks because it was so light outside. ..."Truth is, we came pretty close to getting mopped for barging in at that late . . . and then having the nerve to say we forgot to move our watch up."

Jack Ryan didn't seem to mind a little overtime as he showed the new Airzon boxes off to a couple of prospective buyers. ...Noticed a few Mills Black Gold bells on the Sicking Distrb, and reminded us to drop off all Mills man Charlie Fulcher just next door. ...Found him out but had a chat with one of Mills' enterprising freezer men. ...At Automatic Games George Warner gave us a capsule report on his trip to Las Vegas. ...In George's own imitable lingo, it ran thus: "I picked up some of what was there and left some more of the same for the other boys. ...For business it wasn't bad for me, it was an expensive trip. . . . Those guys up there don't know or care from budgets. ..."Judging from the reduced floor stock at the big Joe Jackson-Sammie Donin emporium, George must have made expenses. ...Bill Wolf still out of town, really making it a good one. ...His Nels Nelson patted the AMI 40 selector box and, like an overdue mother, said, '"Any day now" . . . Handsome new display at C. A. Rob- inson of pair Jennings Challengers alongside couple of Rock-o-las. ...Fred Gaunt of General Music dropped in for neighborly visit with Charlie Robinson. ...That one block on Coin Row will soon be known as Magic Glo Row. ...Besides General's full line of Rock-o-las, Sales also has a few of the big new tray down along with Wrulitzers, Seeburgs, AMIs and what have you. ...And they're all sitting peacefully, side by side, one looking in its way just as good as the other. ...Al Silberman, Adarame, and Carl Acheson from Copeland's talked all evening, and about the time we decided to do a junket with a nice report on biz prospects for the firm's nut machines and product.

Dropped in at E. T. Mapes and had a laugh with Lucy Garcia, who told us our Lucasa music box item of a few weeks back was a joke on us. ...Seems we figured it in a quick look to be the box name and it turns out to be loca- tion. Lane, or possibly Leno, was the telegraph operator we'd throw in for the new, sleek looking custom cabi- nets the Mapes outfit is building up from old hideaway units. ...But Laymon continues to receive novelties that look nice and fat to us. ...This time it's a little counter or table job called Penny Lag with appeal to every grown- up who ever was a kid and legged pennies on a sidewalk lining for a nickel. ..."Can't think too much to con- sider is its reasonable price and that it eliminates all ser- vice calls and federal tax. ...Mtrs. claim the house gets 20% of coins bagged through comeback hazards. ...We tried a few on it and that's about the way it went. ...Lay- mon's sample copy of "Quizzor" now on tryout location in Long Beach and reportedly doing a fine job of business, will expect that mysterious new one-ball from Censored promised we wouldn't tell. ...The out-of-town boys seemed to be doing just that this week. ...Only two we ran across were Roy Smith from Lancaster and M. Silverman from Seattle.

Mercury will have a new Frankie Laine platter, "That Ain't Right" backed by "May I Never Love Again." ...Spokesman Les Jarze has expect one new "Two Loves Have I" and "Shine." ...Vic Damone will give his all for dear old Mercury in "Haunted Heart" and "Tell Me a Story." ..."Heartbreaker" and "Bye Bye Blackbird" will be Aqua String Band's contribution. ...Albert Am- mons will be heard in "The Clipper" and "Ammons Stop." ...Mercury will also have new release of Clyde McCoy's "Rhythm Blues" and "What That Blues Got to Do to Me." ...Modern comes up with Gene Phillips' "Honky Tonk Train" and "Hey Ludy Mama" while little Willie Jackson will come out with "I Ain't Got Nobody" and "Sha Sha." ...Al Wichard Sextet will serve up "His Majesty's Boogie" and "Your Red Wagon." ...Rocky Morgan's "Hen Peckin' Mama" and "Turn That Gun Around." ...Aladdins Eddie Meuser conservatively predicts six hits for six releases. ...They're by Illinois Jacquet, Lester Young, Amos Milburn, the Soul Stirrers, Trumpeters and Bunky Redding Redding. ...Other releases are the big time "Don't Ever Forget," "I Was Eddie." ...Add personals: Rosi Bihari of the traveling Bihari will soon join brother Joe in New York for a visit. ...Barclay Andrews, who climbed the "Wall Street" ladders and opened the "American," is a busy man now, setting up his specialty's new Camille Howard disc. ...Art predicts double headed coiner in "You Don't Love Me" and "Ex- temporaneous Boogie" now seems KP B just doesn't want to be disappointed of spinning "You Don't Love Me" twice in a row.
MINNEAPOLIS

Twenty-six below zero weather in Minneapolis, Thursday, March 11th, caused some of the distributors in the Twin Cities, and to spend a few days in Minneapolis, vacationing. Earl Berkowit of the B & B Novelty Company, Superior, Wisconsin brought his young daughter to Minneapolis to have her tonsils removed. After three days, the little lady was released, and Earl went back to Superior. Tommy Matthews of the Osakis Novelty, Osakis, Minnesota, stopped off in Minneapolis enroute to Rochester where he visited his brother-in-law whose leg was amputated at the St. Mary's Hospital, Rochester, Minnesota, last week.

I. F. La Fleur, of Devils Lake, North Dakota, drove into Minneapolis to spend several days visiting relatives and calling on a few distributors. Mr. and Mrs. Lyle Kesting of Bellingham, Minnesota spent several days in Minneapolis last week visiting friends. Mr. and Mrs. Harry Johnson, for many years in the operating business at Mitchell, South Dakota, has just sold out his entire route and will retire from the Coin-Machine business for an indefinite time. Harry is a very well known figure throughout the country. Roy Foster of Sioux Falls, South Dakota is commuting quite regularly between the Twin Cities and Sioux Falls the past two months. Joe Topple of the Scott Novelty Company, Shokopee, Minnesota spent a few days in Davenport, Iowa visiting his brother-in-law.

Charlie Bohem of St. Cloud, Minnesota took the day off to come in to Minneapolis to call on a few distributors. Ted Bush of the Bush Distributing Company, in California on important business. Dick Unger, St. Paul operator, back on the job and looking pretty healthy after a long siege of illness. Archie La Beau of the La Beau Novelty Company, St. Paul, Minnesota entered the hospital this morning for a tonsilectomy. Con Kaluza of Browerville, Minnesota, in town with Mrs. Kaluza on a little shopping expedition.

Jonas H. Bensler, back in Minneapolis after spending five weeks in Miami, and looking as brown as a bear! Eddy Birkenmed of Litchfield, Minnesota spent the day in Minneapolis picking up supplies, and reports that Millie is getting along just fine. Al Eggermont of Marshall, Minnesota took time out to drive into Minneapolis for the day to call on some of the distributors. Bob Collins of Morris, Minnesota spent a few days in Minneapolis with his wife, sort of vacationing.

HOU STON, TEX.

Plenty of eats and drink, lots of fun and plenty of sales just about summed up the Standard Music Distributors showing of the new Aireon Phonographs in Houston on March 8th. The people, music operators, and their families, were from the city proper and from just about every other part of South Texas. In fact one outstanding feature of the showing was the big crowd of out of city operators on hand.

Sam A. Ayo, owner of Standard Music and Bill Roberts Aireon regional sales manager officiated at the showing. A. C. (Rusty) Ayer, Baytown, Texas, a long-time broth, did most of the work. Things were well under way before noon and continued in full swing until past midnight. After it was all over Sam Ayo complimented the "sometimes business and pleasure do mix right well!".

Houston Music Operators, long tired of working for someone else, mainly location owners, got around to doing something about it March 10th. On the evening of that date more than 20 leading music merchants met at a prominent downtown eating place and talked things over while enjoying a feed of spaghetti and meatballs. Another meeting is called for March 24th. When it was believed that more than 95% of the city's operators would be present. Those present included the following prominent music operators: Sam Lampeasas, Morris Pinto, Cecil Robertas, Ernest Gates, Bill Peacock, Henry Cruse, Clyde Atkins, Fred McClure, Waymaine Seitzer, Adrian Ratliff, F. S. (Doc) Clancy, A. H. Shannon, Tony Arwardy, J. R. Haslett, Cecil Harrington, Jack Taylor, and others.

A neat little music operating firm is the recently organized Dean Music Co. E. S. Dean is head man and Alfrems his chief book in trade. Gulf States Amusement Co., Inc. took on another big slice of high powered real estate with the purchase of a good business building on Harrisburg Blvd. Ernest Gates, owner of Gulf States also owns the corner two story brick building that was his home. He has moved to Houston and the record that Mills phonograph prices had been reduced was joyfully received by local music operators.

ST. LOUIS, MO.

By BERT MERRILL

Continued bad weather in the 49th State combined with income tax headaches during the past week to slow up collections and coin machine sales; say the top men in the field. "Most people are a bit shocked when they figure the income tax for last year, despite complaints of bad conditions" grinned Harry Armbruster, LeMay operator "So they cancel orders for new equipment until the bank account gets back on its feet." It was noticeable this year that few St. Louis coin machine shops had to go to professional advisers for income tax help—the costs and profits were too cut and dried for 1947.

Del Vestch of VP Distributing Company played host to a lot of out of town visitors this week; who braved unseasonal snows and cold weather to hunt up some new Williams equipment. Included were Jereett Cook of Cook Music Company, Centralia, Illinois, who doesn't get around St. Louis very often enough, and Mike Eidel, from Carlsdale, Illinois. Since Cash Box circulated the news of VP's ambitious "pre-testing program" whereby every new game gets an acid test on actual locations, Del's been flooded with demands for "whatever above the best payoff at the end of the week." Sometimes as much as 8 months is required to make up a fair analysis, according to Del, however.

Other Illinois visitors who made the rounds included Wayne Smith of Greer Smith Industries, Herrin, and Bill Keller from Keller Music Company, Anna, Illinois. Bill was laid up for a few days with a post-season cold but is back on his far-flung central-state routes.

News from Springfield, Mo. has it that Clarence Kyonio, erstwhile employe of Missouri Tavern Supply, is back on the job with the same firm. Clarence took a whirl at other occupations after his release from military service, but in the end coincidentally brought him back! Dale Riemer, Missouri Tavern head, made the announcement. Clarence will supervise routes from the firm.

A. P. Distributing Company, headed by Art Paulle, will transfer from the former location at 2220 Market Street to 2222 Locust Street next week. More intimate contact with operators who are building up slim juice connections is Art's reason for moving. Premiums and punch boards will be the feature.

One exception to the "scarred money" rule of the past two weeks was E. R. Summy, Rolla, Mo., who bought six new Rock-Ola's for his "wild woods country" routes. Curley Zitta of East St. Louis grabbed a few pin games for new locations opening up in St. Louis' bedroom across the river. Rex Axelrod and Al Haneski of Olive Novelty Company are revising plans for some improvements in the showroom. "Keeping up with the Joneses" has resulted in some handsome distributor buildings in the 49th State.
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Features famous EXTRA DRAW... plus new DOUBLE AWARD SPINNER which automatically doubles winners when spinner lights match reel combination. Nickel or Quarter play.

Triple Coin Chutes permit three players—or three coins every spin. 1000 SUPER SPECIAL Awards plus plenty of other big awards. Any coin combination—Nickel, Dime, Quarter.

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