Another Proof of

Wurlitzer Leadership

No Other Commercial Phonograph
Has The ZENITH Cobra Tone Arm

HIGH-FIDELITY TONE BRILLIANCE...

Think of it! Less than 3/4 ounce pressure at the “floating filament” stylus. Extremely low record surface noise, yet the Zenith Cobra Tone Arm picks up the finest modulations. Tone never before heard on a record. Music so marvelous that it sells itself to the listener—produces extra plays and added profits in every location.

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

Wurlitzer Music Merchants
Cash in on
Wurlitzer Leadership
Rhythmic ANITA O'DAY picks a double-winner... her best-selling Signature Record release, "Bootwhip"... played on the new Aireon CORONET!

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

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THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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

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CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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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 all prices of new and used machines of all kinds, continually reporting all market changes. The C.M.I. BLUE BOOK is officially recognized by many States as the "official price book of the coin machine industry."
MEET THE PRICE

Beer is 10c...A Cup of Coffee is 10c...Cigarettes 20c & 25c...Haircut $1.00...No 5c Cigars...2c Newspapers Now 5c...You Can't Even Buy the Kids 5c Ice Cream Cones.

YOU MUST GET MORE MONEY FROM ALL YOUR EQUIPMENT - JUST AS RETAILERS ARE GETTING MORE MONEY FOR THEIR MERCHANDISE. CHANGE YOUR COMMISSION ARRANGEMENT WITH YOUR LOCATIONS. GET FRONT MONEY. USE WHATEVER PLAN OR METHOD YOU LIKE BEST. BUT ASSURE YOURSELF A CONTINUED PROFITABLE OPERATING FUTURE. DO IT NOW.

NEW YORK - Little more than what is printed above need be said to any intelligent operator today. This last slump definitely indicated the path he must follow. It proved to him that the time had at long last arrived (as The Cash Box has been urging him to do for over 5 years now) when he simply must change his commission arrangement with his locations so that he can continue on in the operating business profitably.

Whether he decides to work on 70%-30% commission basis or whether he desires a front money guarantee; or whatever method or system he thinks best in his territory and to fit the individual requirements of his locations he must change his present commission arrangement so that he can continue to enjoy profits and also continue to purchase the new machines he needs to forestall competition and to offset whatever loss of play comes about in time with the over use of machines.

From every standpoint, then the average coin machine operator is faced with the same decision which the average retail merchant was forced to make. Retail merchants did not like to raise the price of the merchandise to their customers. Operators don't like to, either. But today it's a 'must'. There is no other alternative. Many have once again switched over to 10¢ play and have found that in certain locations this is profitable.

Others have adopted tactics which have proved that they can obtain more money from the equipment they have on location. These men, who made such decisions will continue in the operating business on a profitable basis. Those who haven't will simply be forced to drop out of the picture. There is no other answer.

The average amusement machine operator has been in a better position to continue on a profit basis in view of the fact that his initial buy is usually his last buy since purchase of parts and supplies for amusement equipment is at a minimum. The music machine ops is faced with continuous purchase of all types of supplies and parts.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS.
GAME FIELD IS FIRST TO THAW OUT

Enjoy Big Spring Biz Pickup. Now Foresee Great Year Ahead for Entire Amusement Games Field.

NEW YORK — Current reports from across the country indicate that the game field has been the first to thaw out of the winter ice and snow which blanketed the nation and was, in great measure, responsible for a severe dip in sales of all types of coin operated equipment.

Coinmen now report that the games business is now going ahead for them faster than any other division of the field.

They claim that this division of the industry not only recovered first, but, it also proved better able to withstand the poor business month which has just passed.

Now with the game field in good action once again...and the action growing speedier each week, there is a general belief that game sales will enjoy one of the best years.

Manufacturers of amusement machines have gone right ahead. Some interesting developments are in store for the trade. There is also a belief which, of course, isn't verified and is also reported to be rather far fetched...that prices, too, may come down as manufacturing efficiency goes up with volume production.

Distributors have been covering their territories with greater zeal than ever before. They report that averages are continuing to go up steadily, with the future sure to bring bigger play than ever before enjoyed.

This is interesting to all in the trade. It proves that the manufacturers are building equipment which is meeting with public approval and acceptance.

Operators are satisfied with the way machines have been taking hold. They are putting forth even greater effort to make sure that every one of their locations is well covered with equipment, and that they can be assured maximum play action.

The first noticeable indication of the return of better business to the game field was the rise in prices of all used equipment. This has always been the best barometer.

As used machines reach and maintain a higher price level the trade-in valuation goes up and new machines start going out faster than ever.

Of all the amusement machines, pinball remains "king" in per unit and dollar volume.
DISTRIBUTORS YELP HELP BOOTLEGGERS ARE AT IT AGAIN

Claim Sales Being Made at Only a Few Dollars Above Cost. Ask for Better Protection to Assure Solid Business.

CHICAGO - From leading distributors everywhere in the nation complaints are being received regarding the fact that the bootleggers are on a rampage again. This time they seem to be going all out - neglecting no territory whatever.

One leading distributor advises, "I'm just about all ready to throw in the sponge. "When the bootleggers first started down here we could still go ahead. But, this time", he reports, they have absolutely gone on a rampage. They are selling equipment at just a few dollars above cost. There's no use trying to continue on in business at this rate."

"And, what's more," he says, "they seem to be able to get the machines they want even before we do."

Not only in the amusement machine field, but, also in the music field, the same complaints are being heard from leading distributors throughout the nation.

One distrib says, "I don't know where they are getting our phonos, but, they are offering them here at varied prices."

Distribs, 'way back last fall, when they first felt the effect of bootleggers sales, were eager to get together into a national organization, with this point the big reason for the get-together.

Now, they are again eager to do something which will, once and for all time, remove the bootlegger from the national sales scene.

They believe that unless something drastic is done about him, they might as well forget about the distributing business.

One noted distrib stated, "Unless there is some means of stopping all these people from bootlegging machines throughout the country, the entire base on which distributing is built may as well fold up. We can't, he claims, "build a solid distributing business, carry stock, parts and supplies and service our customers, if we have no margin of profit to work with... the bootleggers", he continues, "just don't give a damn."

Their first sale is as good as their last sale and, from then on, they have nothing more to do with the operator with the machine he bought or with anything else in the territory they invaded.

Many manufacturers have taken stern and stringent steps to halt bootlegging of their products. Distribs were even cast aside by some of the manufacturers in an effort to halt this poor business practise.

Operators need distribs who are not only willing to carry stock and sell equipment, but, who will also maintain a parts and supplies department... and give them the proper service when necessary.

Operators realize that a local distrib will not service equipment which has been bootlegged into the territory. This hurts all concerned with the machines. Therefore, the industry must drive for some cue to halt these pests who will not listen to reason.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
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Art Mooney
Currently kicking up a storm in juke boxes throughout the nation, Art Mooney continues to mean money to music ops. Riding high with "Four Leaf Clover" and "Baby Face", Art set the stage for the current string-band music craze. Exclusively featured on MGM Records. Direction: Associated Booking Corp. Personal Manager: Joe Galkin. Record Exploitation: Henry Okun.

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 Disc-Hits Box Score
"Here's a nickel-nabber if there ever was one!...nates likes a spade flush!"
— FROM THE CASH BOX—MARCH 27

SHEP FIELDS
AND HIS RIPPLING RHYTHM ORCHESTRA
sparkling recording of
LAROO, LAROO, LILLI BOLERO
backed by
HOLD IT JOE

on
MUSICRAFT No. 546

THE CASH BOX
DISK O' THE WEEK

ORDER NOW from your nearest
MUSICRAFT Distributor

---

Here's a nickel-nabber if there ever was one! Long missing from the phonos as a name attraction, maestro Shep Fields is a clinch to score heavily with this Neapolitan ode. Titled "Laroo Laroo Lilli Bolero," Shep offers a ton of sparkling rhythm to set the stage for an avalanche of coin play. Balladeer Bob Johnstone to the mike to whisper the enchanting wordage which tells the tale of a magic phrase. The pipers soft blending resounds throughout the wax in exquisite tones that satisfy, while Shep and the boys provide some excellent background. Stuff is a natural for the quiet spots and should grab a slew of coin. On the flip with a bit of a novelty piece tagged "Hold It Joe," chirp Tony Arden joins with Bob Johnstone to render some favorable musical moments. Wax has a Latin kick to it and should meet with wide favor. "Laroo Laroo Lilli Bolero" rates like a spade flush—hop on the bandwagon.
The Nation's Top Ten Juke Box Tunes

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

1. **Now Is The Hour**
   - CA-15024—Margaret Whiting
   - MG-10125—Kate Smith

2. **I'm Looking Over A Four Leaf Clover**
   - CA-491—Alvino Rey O.
   - MG-10119—Art Mooney O.

3. **Shine**
   - DE-25354—Elle Fitzgerald
   - ME-5091—Frankie Laine

4. **But Beautiful**
   - CA-15024—Margaret Whiting
   - MG-10126—Art Lund

5. **Manana**
   - CA-15022—Peggy Lee
   - MG-10140—Art Mooney O.

6. **Beg Your Pardon**
   - BU-1812—Francis Craig
   - BU-1815—Gene Austin

7. **Sabre Dance**
   - CO-28102—Woody Herman
   - RE-11—Don Henry Trio

8. **Baby Face**
   - AP-1112—Phillie All Stars
   - MG-10156—Art Mooney O.

9. **Because**
   - VI-20-2655—Perry Como

10. **Golden Earrings**
    - CA-15009—Peggy Lee
    - ME-3072—Anita Ellis

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**Country.** The reports submitted weekly to The Cash Box by leading music operators throughout the country.
TEX BENEKE

Encore, Cherie

Another romantic ballad with the French flavor of "You're Too Dangerous, Cherie." Beneke's smooth reeds and brass back Garry Stevens on the vocal.

Saturday Date

Reminds you of "Juke Box Saturday Night"! Tex chants the catchy vocal as the whole band goes to town in bright bounce tempo.

RCA Victor 20-2770

SPIKE JONES

and his City Slickers

Down in Jungle Town

That typical Jones smooth intro . . . followed by crazy rhythm . . . then, Paul Judson, Freddy Morgan and the "Hood Hunters" slap "Peg o' My Heart" around.

Ugga Ugga Boo Ugga Boo Boo Ugga

Spike's wild ballad about a magic password. It's caught on big in California!

RCA Victor 20-2820

THE THREE SUNS

"Busy Fingers"

Album P-206

Dancing Tambourine and Stumbling

RCA Victor 20-2815

Dizzy Fingers and Eccentric

RCA Victor 20-2816

The Doll Dance and Nola

RCA Victor 20-2817

Canadian Capers and The Wedding of the Painted Doll

RCA Victor 20-2818

TEXAS JIM ROBERTSON

and The Panhandle Punters

Mountain Rosalie

and The Letter I'm Mailing To You

Topside ditty is the type that Texas Jim really puts over . . . about a gal who lives up in "them that hills." On the flip is a straight hillbilly tune flavored with rustic romance. Swell combo for country lans!

RCA Victor 20-2764

LONZO AND OSCAR

with The Winston County Poe Pickers

Poppin' Bubble Gum and Ole Mother Nature

"I'm My Own Grandpa" has boosted them to the hillbilly top rank. Here's a sassy ditty packed with lyrical twists and complications. "B" is in jump tempo, with appealing bayseed flavor.

RCA Victor 20-2765

JOE LOSS

and his Orchestra

Mainana and Teresa

RCA Victor 20-2819

ARBEE STIDHAM

(Blues) with accompaniment

I Don't Know How to Cry and In Love With You

RCA Victor 20-2767

MONTANA SLIM

and The Big Mule Bunch Busters

It Is Later Than You Think and There's A Love Knot in My Lariat

RCA Victor 20-2766

JESSE STONE

and his Orchestra

Who Killed Er (Who Killed the Black Widder?)

It's the promising hit Hoagy Carmichael sings in the pic "Night Song." Jesse does the vocal in his famous rugged style.

Mister Jelly Fingers

An effective "i/t" song that'll have Jesse's fans burning up the jukes. "Mr. Fingers" himself is at the piano while a group vocal keeps his fingers flying.

RCA Victor 20-2788

TEX BENEKE

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Another romantic ballad with the French flavor of "You're Too Dangerous, Cherie." Beneke's smooth reeds and brass back Garry Stevens on the vocal.

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RCA Victor 20-2788

NEW DISNEY HITS!

4 Top Songs from "Melody Time"

SAMMY KAYE

Little Toot and Pecos Bill

RCA Victor 20-2786

VAUGHN MONROE

Melody Time and Blue Shadows On the Trail

RCA Victor 20-2783

ROY ROGERS and THE SONS OF THE PIONEERS

Blue Shadows On the Trail and Pecos Bill

RCA Victor 20-2780

WATCH THESE CLIMBERS!

PERRY COMO

Laroo Laroo Lilli Bolero

RCA Victor 20-2724

ARTHUR "BIG BOY CRUDUP"

Dirt Road Blues

RCA Victor 20-2757

TOMMY DORSEY

My Gal Is Mine Once More

RCA Victor 20-2754

RAY MCKINLEY

Arizay

RCA Victor 20-2736

HENRI RENÉ

Helen-Polka

RCA Victor 20-1109

TEXAS JIM ROBERTSON

Deep In The Bottom of the Sea

RCA Victor 20-2651

ALL-TIME HITS RE-ISSUED!

TOMMY DORSEY

Boogie Woogie

RCA Victor 20-2664

VAUGHN MONROE

Matinee

RCA Victor 20-2671

LOUIS PRIMA

Oh Florence (The Thousand Islands Song)

RCA Victor 20-2619

SURE HITS!

VAUGHN MONROE

RCA Victor 20-2619
**The Cash Box, Music Section**

**Record Reviews**

**"MY BUDDY"**
"ANGEL CHILD"
Sammy Kaye Orch. (Celebrity 2014)

Pair of playful oldies by maestro Sammy Kaye spring up here on this disk dating back a number of odd years. Both sides should be familiar to ops since they scored heavily then. Both sides spill in slow fashion, with the refrain scholling smoothly through. Top side features Tommy Ryan in soft soothing strains. Flip shows as an adequate hunk of wax, with the Three Kaydets purring. Both sides deserve a spot in your machine.

**"SWEET LORRAINE"**
"I COVER THE WATERFRONT"
Martha Raye with Charlie Barnet Orch.
(Apollo 1110)

Bowing into the disk spotlight via this coolie, our gal Martha Raye purrs soft and sweet to come up with a pair of potential coin winners. Both sides show as effective material, with the top deck grabbing the glory. The gal’s pipes in nostalgic tones all the way make for pleasant listening while maestro Barnet rounds out the side in top fashion. The pair are well known and should meet with wide favor.

**"IARO IARO LILLI BORLO"**
"I STILL LOVE YOU"
Bob Houston
(HM 10166)

The impressive and well balanced singing of piper Bob Houston sets the stage for some heavy coin play here. Offering the strong meaningful refrain to the top deck, Bob comes thru for the ops. Setting is plush and intimate, while the air fills with light strains. Poetry will kick up a storm in the not too distant future. Flip shows as an adequate piece of romance material as the balladeer pitches pipes to come up with another grade A coolie. Top deck is hot!

**DISK O’ THE WEEK**

"SPRING IN DECEMBER"
"I WANNA"
Beryl Davis
(Victor 20-2782)

Beryl Davis Music ops are bound to make whoopee with this platter! By fare one of her best disks to date, chimp Beryl Davis sets the stage for a slam of coin play with "Spring In December", a torrid hunk of wax if there ever was one. Beryl chirps soft and elegantly thru as the wax weaves in tonned down setting. A plush carpet of velvet spikes the coolie, while loads of charming wordage make for rapurous moments of listening pleasure. Song has that extra measure of punch behind it, with Beryl’s pipes matching the brilliance of the wax like a glove. Flip is a bit of a novelty piece showing an adequate wax for the phones. Orchestral backing by maestro Tootie Camarata adds to the disks winning ways. "Spring In December" for coin in the phones!

**"WORRY, WORRY, WORRY"
"THE FEATHERY FEELING"
Vic "anone"
(Mercury 5107)

Top notch balladry of piper Vic "anone" on two top notch sides should meet with fair approval by music ops. Top deck is currently kicking up a storm in many a spot and as offered by young De Moan, should come in for some nice coin play. Wax has a cute bounce to it, with the lyrics blending throughout. On the backside, Vic keeps the meter gay and happy to serve up another potential winner. His wide popularity will add to disks potential—nab it.

**"POMPITO TURNPIKE"
"CHARLESTON ALLEY"
Charley Barnet 0.
(Apollo 1105)

Excellent flavor furnished here by maestro Barnet and a pair of favorites that should catch on. Both sides are bound to be remembered by ops as they went like wildfire several moons ago. Top side offers more, with Charlie knocking off a ton of kicks and tricks to satisfy. Wax aimed at the mellow crowd, is sure to boost your juice take. Climb on the band wagon — but pronto!

**"ISLE OF CAPRI"
"MY GUITAR"
Alan Dale
(Signature 15183)

Here’s one that will go like a ton of bricks. Crowding the ranks of the swoon and croon men Alan Dale steps with an oldie that spells phonograph. It’s the famed "Isle Of Capri", sung in smooth, fancy style all thru. Unique instrumental backing by Ray Bloch should cause many sighs and wows. Alan’s piping is rich and warm and puts the listener in a receptive mood.

*Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages*
The annual release of trade reports covering the 1947 business year...by a host of record manufacturers certainly looked good to many — before the score had been added...Interesting note that was most in the record biz showed excellent gross figures...at the same time showing net decreases than the former year. Record execs explain this by pointing to...the disk ban....Many went to tremendous expense just to establish a large back-log of masters....Nevertheless...most diskers did not start to stock up until the first of December, as these reports show. With everyone and his cousin...cashing in on "million hit disks"...we can't account for the supposed bad year.

* * *

Note to our many friends; please bear with us during the current typographers' strike....Conditions beyond our control prevent us from presenting....The Cash Box in its usual format. Thanx a zillion.

* * *

Sammy Kaye is the latest to set off on a nationwide concert junket....Tentative jumping off spot...for the tour is...Birmingham, Ala. ...Format of the orchestra's on-night sessions...will incorporate his..."Sunday Serenade" air show and his "So You Want To Lead A Band" stunt.

* * *

Don Henry of "Sabre Dance" fame goes into the Hipp in Baltimore.....Philly is really getting ready for...maestro Benny Goodman's Click Club date..."My Happiness" on Damon disks...kicking up a storm....Ben Lin...major domo at Regal Music, proud papa of twins....Illinois Jacquet group grossed a hefty $122,000....in 17 concert dates....Butch Stone rejoins the Les Brown ork., this week....Is Mr. Petrillo's intended jaunt to Arizona indicative?
"TEACH ME, TEACH ME, BABY" "WHY DOES IT HAVE TO RAIN ON SUNDAY"
Beale Street Boys (MG 10241)

Pair of sides by this top notch combo are served up here in light manner, with soft sparkling tones that satisfy seeping thru. Both sides are flavored with a ton of excellent harmony, with the material offered serving adequately. It's the top side that grabs glory with the cute wording bouncing throughout the wax. Ope that need wonderful filler material can do well with this pair.

"YELL FOR YOUR NAME!" "HO RO FA FA! HA M!" Beatrice Kay (Columbia 36143)

A heavy coin caller in a slew of boxes, Beatrice Kay shows her versatile styling here with this merry pair of sides. On the top deck for the refrain of "Tell For Your Name", Bea gives with a real sense of voice to come thru for ope. Ditty has loads of charm, and as such should go over. Flip is a repeat of the top deck, with the metron in the camp happy atmosphere throughout, the pair definitely rate a spot in your machine.

"NINA" "YOU CAN'T RUN AWAY FROM LOVE!"
Harry James Ordi. (Columbia 36210)

Paul of nostalgic sides by maestro Harry James with the pacing of "Nina" and "You Can't Run Away From Love" seeping thru. Top deck is a fine instrumental bit, with James and his horn shining bright. You'll likewise go for the flip with chimp Vanon Lorgan topside for the vocal spot. Ditty is from a flicker, and as such may get a typo. Where the fans flock for James, they will go for this.

"SLEEPER OF THE WEEK"
"THE LOVELINESS OF YOU"
"I'VE ONLY MYSELF TO BLAME"
George Paxton Ord. (MG 10169)

Long missing from the phones as a name attraction, maestro George Paxton sets a pair here to start the ball rolling. Bound to thrill the capid set, and thrill them in a big way at that is this bit labeled "The Loveliness of You". Balladeer Dick Merrick offers the reason for excitement. His pipes trill a fond and soothing refrain in meaningful tones that go along way towards boosting coin play. Mood is sweet and strong and sure to meet with wide approval from the noon-in-juke kids. Flip is an oldie that is currently making headway on the phones. Dick back again for more top notch piping, with the Paxton boys rounding out the wax. Topside for the heavy play.

"I'VE GOT A CRUSH ON YOU" "ITER HOMEBIRD"
Frank Sinatra (Columbia 36515)

Soft dulceet purring of Frank Sinatra and some wax that should add to the ope take. Top deck is the Creostain winner with Frank spooning the magic wording in fond tones that satisfy. On the backing with a pic tune, the Verco offers "Ever Homeward", with a chorus of Polish thrown in. Ditty is powerful in both the lyrical and orchestral expression. Both sides are hot!

"SPRING IN DECEMBER" "TALKING TO MYSELF ABOUT YOU"
Buddy Clark (Columbia 36155)

More fragrant melody by Buddy Clark, with a top ballad in the offering on this bit of wax. It's "Spring In December", a sure fire winner in the phones. Buddy's vocal offering is pleasing all thru, with light strings flashing under the haton of Dick Jones. Saz is tailor made for the sax spots and is also suited for the dance and listener crowd. Flip is more velvet material, with a ton of cute wording thru the wording. Where they go for Buddy Clark, they'll hold still for this.

"IAROO IAROO ILLI LILI POLERO" "WHEN YOUR HAIR HAS TWIRL-ED TO SILVER"
Perry Como (Victor 20-2754)

Rapide rising on phones throughout the nation is this bit offered here by piper Perry Como. Sure to win favor with the large bevy of fans he has Perry purrs like a cat in soft romantic voice, while the Russ Case ork fills the air with loads of sweet. Ditty is a Neapolitan ode, replete with intimacy and warm through. On the backing with an oldie, Bono the King comes thru again. Ditty is widely known - it always drew raves and should do so now.

"EIC LEGGED MAMA" "I'M A DOCTOR FOR WOMEN!"
Jack Dupree (Celebrity 2012)

Pair of sides for ops with race spots are these done up brown by Jack Dupree. Both sides are offered in stock race tempo, with a ton of howling throughout. Tempo is slow, with the vocal spot effective as it stands. Ope that need fillers - take note.
Modern Expands In Folk & Western Field

HOLLYWOOD, CAL. - Modern Records will expand their record catalog to include a complete new folk and western series, the disk- ery disclosed this past week.

The line will consist of authentic hillbilly music recorded prior to the ban in the southern states of Texas, Louisiana Kentucky and Tennessee.

Aside from Modern's top Western star, Jimmy Dolan, a complete lineup of new western and folk stars are on the roster. At least five new numbers will be released each month on a regular release schedule.

Also delving deep into the race market and coming up with some original recording of what is termed "Down Home Blues", Modern will likewise concentrate in this field. The wide popularity for this type of music accounts for the platter's decision.

"Shine" Hits Top Thru Promotion To Ops

NEW YORK: "The proof of the pudding is in the pie". That was the case with the click recording of the oldie "Shine" this past week.

Re-issuance of the oldie boosted tremendously the past few weeks, and the song's popularity has grown to such an extent, that it is currently included in the best-selling lists of all platteries with a disk.

Disk execs and promotion men were stymied recently when the bulk of the disk jockeys of the nation refused to play the record, claiming that some of the lyrics were intolerant.

Meanwhile, music operators were featuring the tune and constantly receiving heavy calls for it. Pluggers on the song, started concentrating on music operators and some expressed amazement at what the phonos did. Juke box promotion certainly seems to have paid off, since the heavy winner on the recording, Frankie Laine on Mercury, has already passed 300,000 sales.
ALL MY LOVE
BELONGS TO YOU
Bull Moose Jackson
(King 4189)

FINE BROWN FRAME
Nellie Lutcher
(Capitol 15032)

TOMORROW NIGHT
Lonnie Johnson
(King 4201)

35-30
Paul Williams Sextet
(Savoy)

BUBBLES
Bill Moore
(Savoy 662)

WHEN I GROW TOO OLD TO DREAM
Arnett Cobb
(Apollo 775)

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

INFLATION BLUES
Louis Jordan
(Decca 24361)

GOOD ROCKING TONIGHT
Wynonie Harris
(King 4210)

KING SIZE PAPA
Julia Lee
(Capitol 40082)

**GROW LIVING**
Made MEANS Operators
The DO
The

©
Operators
The
Heaviest
Cash
BELONGS
ALL
Bull
Nellie
TOMORROW
FINE
Lonnie
I

Paul
35-30
Arnett
(Decca
1947)

Capitol
Bill
(Savoy)
BUBBLES
Julia
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(Decca
1947)

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4201)

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King

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BROWN
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Lee
4210)

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In
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Best Record
of 1947

VITA

MEANS
"LIVING SOUND"

Philadelphia, Pa. - The Click Tune Party of the Eastern Pa music operators assn. here, was one of the most enjoyable ever yet held.

Not only did Frank Falumbo of the Click Theatre Cafe entertain all the kids who attended this affair in royal fashion, but, the disk jockeys, the operators and the association's execs reported that the party was one of the greatest successes in all of their history.

Surprisingly, the kids all voted unanimously for the new tune sensation, "Tookie Oolie Doolie" and this tune now leads off in the No. 1 position in all the automatic music machines in this area.

Jack Sheppard, proxy of the operators' assn. here, stated, "The kids picked one of the greatest moneymaking tunes in our history."

Apollo Records Buy
Hot String-Band Wax

NEW YORK - Ralph Berson, general salesman of Apollo Records, announced that the diskery had taken over the manufacture and distribution of 3 masters of songs that are climbing in the market at the present time.

Apollo purchased the disk "Raisins And Almonds" backed by "Ol Popa Zudick" featuring Hal Kipling with the Bell-Aires, from the Scott Record Co., this city, with production for the Apollo label already underway.

In a deal consummated last week, Apollo bought 2 masters from the Parade Record Co. of Philadelphia, specialists in banjo records, and will take over numbers currently skyrocketing on the market; "Baby Face", paired with "Down In Jungle Town" and "Heartbreaker" backed by "Bye Bye Blackbird".

**IF "OSCARs" WERE GIVEN FOR OUTSTANDING NEEDLE PERFORMANCE**

Permo Point Round and Permo Point Elliptical would top the list for:

- EXTREMELY LONG NEEDLE LIFE
- UNEQUALLED KINDNESS TO RECORDS
- DEPENDABILITY ON LOCATIONS
- ECONOMY — still at the same low price!

More Permo needles sold than all other longlife needles combined.

**PERMO POINTS**
Made by the original and world's largest manufacturer of longlife phonograph needles.
PERMO, Incorporated
Chicago 26

**A SMASH JUKE BOX HIT!**
"MY HAPPINESS"

featuring
JON & SONDRA STEELE

Damon Record D-11133-B
$1 on Kansas City boxes and spreading rapidly!

Damon Recording Studios, Inc.
1221 Baltimore
Kansas City, Missouri

Please mention THE CASH BOX when answering ads — it proves you're a real coin machine man!
Mooney Listens To "Baby" On New Wurlitzer Model 1100

NEW YORK - Art Mooney, now at the Roxy Theatre, took time out to call on Young Distributing Co., this city, Wurlitzer factory distribs, to listen to his latest sensation "Baby Face", as it sounds on the new Wurlitzer 1100.

From left to right: Dan Kipnis, Ben Epsy, Art Mooney, Jim Healey and Joe Young. All told Art "Baby Face" would be biggest juke box hit of the year.

Important:

ALL MY LOVE BELONGS TO YOU
Bull Moose Jackson (King 4169)

YOU DON'T LOVE ME
Camille Howard (Specialty 307)

HERE I SIT (I'M COMING YOUR WAY)
Hattie Lutcher (Capitol 15054)

TEAR DROP BLUES
Jimmy Liggins (Specialty 551)

BROADWAY BLUES
Louis Jordan (Decca 24361)

RECESS IN HEAVEN
Dan Grissom (Jencl 2006)

TOMORROW NIGHT
Lonnie Johnson (King 4201)

I LOVE YOU YES I DO
Bull Moose Jackson (King 4161)

I WANT A BEAUTY GIRL
T-Bone Walker (Black & White)

WRITE ME A LETTER
The Ravens (National 9042)
Majestic Newark Plant Continues
Disk Operation; OpsLaud Biscuit

NEWARK, N. J. — Contrary to existing trade rumors that Lajestic Records is not operating its Newark plant, The Cash Box learned this past week that the platter was quite active. Factory representatives disclosed that the plant is continuing to press and is experiencing a heavy demand for several platters.

General distributor reaction to the diskery in its present position was learned to be very enthusiastic. Meanwhile music operators contacted expressed very good reports concerning the Lajestic platter— and its durability. Ops continue to buy their recordings.

WATCH OUT FOR
“THE TWISTER”
IT’S COMING YOUR WAY!

MUSIC OPERATORS!!!
APRIL
“Hit Parade”
Poster
Now-Ready!!
Only $30
PER JUKE BOX PER MONTH

YOUR LOCATIONS NEED THEM! BIGGEST PLAY PROMOTION IDEA IN ALL MUSIC MACHINE HISTORY!! HAVE INCREASED PLAY AS MUCH AS 40% ON JUST “AVERAGE LOCATIONS”... HAVE BOOSTED EARNINGS OF $5 SPOTS TO AN AVERAGE OF $13.50 PER WEEK... YOU NEED “Hit Parade” POSTERS ON ALL OF YOUR JUKE BOXES, THEY WILL HELP YOU EARN REAL PROFITS AGAIN... YET ALL THEY COST IS BUT 30¢ PER POSTER PER MONTH!!! YOU CAN’T MISS... YOU MUST EARN MORE MONEY!! DON’T WASTE ANOTHER MINUTE... WRITE... PHONE... FOR “Hit Parade” POSTERS IMMEDIATELY TO:

HIT PARADE, Inc.
545 FIFTH AVE, NEW YORK (Tel: MU-2-1635)

Presented by
All-Time Standards by
DICK KUHN & ORK.

“HEART OF MY HEART” No. 1151
“PUT YOUR ARMS AROUND ME HONEY” No. 1150
“YOU TELL ME YOUR DREAM” No. 1148

CORN SHUCKS BLUES
Little Miss Corn Shucks
(Milton 241)

CHERIO MUSIC says...
Up Your Take With
“ROSALINDA”
Recorded By
DICK THOMAS ......... Decca 46174
RED BENSON ......... Rainbow 10033
AL STUART ............... Embassy 1005-P
RTYPCO recommends...
“I’M A LONELY LITTLE PETUNIA”
Recorded By
DICK ‘Two-Tone’ BAKER Mercury 5083
LAWRENCE WELX ......... Decca 24177
TOMMY TUCKER ......... Columbia 1001
HARMONIKES ......... Embassy 1001
THE HAPPY GANG
(Vic (Can.) 56-0022

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
We have acquired the ORIGINAL RECORDING OF GOSPEL BOOGIE.

There are many Gospel Boogie's on the market but this is the ORIGINAL, done only as the writer LEE ROY ABERNATHY can do it!

YES, THIS IS THE ORIGINAL RECORDING.

Lee Roy Abernathy's

"ORIGINAL JIVE SPIRITUAL!"

"GOSPEL BOOGIE"
LEE ROY ABERNATHY and his HOMELAND HARMONY QUARTET

BACKED BY another "Terrific" SPIRITUAL HIT

"YOU CAN'T BELIEVE EVERYTHING YOU HEAR!"

K SENSATIONAL!!
"Deck of Cards"
KING 712

"GOODNIGHT WALTZ"
by FIDDLIN' RED HERRON

BACKED BY

Nelson King's
THE KING 4223

B R A N C H E S

CHARLOTTE, N. C. Phone 4-8409
119 W. Morehead

CHICAGO, I1 Phone 7743
2007 S. Halsted

DETROIT Phone Temple 2-2560
19 Selden

LOS ANGELES, CALIF Phone Temple 2-2560
1255 S. Grandview

DALLAS, TEXAS Phone Fairplex 7572
2511 Camp Street

NEW YORK CITY Phone 2-2560
(Chess Records)
102 Tenth Ave.

ATLANTA Phone 5-7758
197 Edgewood Ave., S.E.

OKLAHOMA CITY Phone 3-9913
1317 N. Broadway

WASHINGTON D.C. Phone 3-9913
2600 Twelfth Street, N.E.

"WHEN MY BABY DOUBLE TALKS TO ME"
"KENTUCKY MEANS PARADISE"
Merle Travis
(Capitol 40100)

Pair of lively novelty sides by the rapidly rising Lonzo & Oscar — and a pair of potential winners. Both sides are loaded with laughter with the duo's rendition sparking all the way. Grab the titles offered here and you almost have the wax story. Gps will have to listen to it to fully appreciate it. Hop on the bandwagon — it's bound to prove worthy.

"POPPIN' BUBBLE GUM"
"OLE MOTHER NATURE"
Lonzo & Oscar
(Victor 20-2765)

Pair of lively novelty sides spill here by the capable Bobby Gregory and show as good filler material for the phonos. Top deck is some folk jazz with adequate vocal by Bobby. On the flip we find a nice spot of muted horn, ably rounding out the polka wax. Lend an ear in this direction and whirl it.
ALL MY LOVE BELONGS TO YOU
Bullmoose Jackson (King)

TOMORROW NIGHT
Lourie Johnson (King 4201)

KIM: SIZE: PAPA
Julia Lee (Capitol 40002)

FINE BROWN FRAME
Nellie Lutcher (Capitol 15082)

35-30
Paul Williams Sextet (Savoy 661)

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

HONEY, HONEY, HONEY
Hadda Brooks (Modern 157)

FARMARD BOOGIE
Louis Jordan (Decca 24300)

KEEP A DOLLAR IN YOUR POCKET
Roy 15,110 (Specialty)

WRITE ME A LETTER
The Ravens (National 9042)

Philly Ops to Boom Jurgens' Disk
PHILA., PA.—Ops here are going to make a very special feature of the new Dick Jurgens' disk, "Mama's Gone Good-Bye" backed by "Side by Side". Philly's ops caught Jurgens at the Cafe Rouge in New York and listened to the tune here for the first time. Since then they came together to feature it for Dick.

Moe Lorre Dies
NEW YORK - Maurice Lorre, head of the Band and Orchestra Department of Edward B. Marks Music Corp. died on Tuesday, March 23, at the Rockaway Beach Hospital.

Lorre, affectionately known as "Moe" to thousands of people in and out of the music business, had been ill for only a short time. He was born in England 59 years ago, and from an early age was associated with music.

Lorre leaves a widow, an 88 year old mother, a sister, a son, a daughter, and a grandson.

A JUKE BOX NATURAL!! "BUGLE POLKA" UNIQUE - SNAPPY - PEPPY "THE WEST IS MY HOME SWEET HOME" EDDIE MCMULLEN R-501 AND THE RAINBOW MOUNTAIN BOYS ALSO "WHISTLING IN THE CANYON" R-503 "DON'T WAIT FOR ME" R-907 "MISTER MOUSIE'S WEDDING" "I WANNA BE A COWBOY LIKE MY DADDY" TERRITORIES AVAILABLE TO RELIABLE DISTRIBUTORS PENGUIN RECORDING CORP. 123 WILLIAM ST. NEW YORK 7, N.Y. (Tel. RECtor 2-4550)

Just Released "MARY LOU" backed with "CHINATOWN AND HINDUSTAN" by The Aqua String Band Modern 20-578

Tell Me A Story
recorded by SAMMY KAYE and his Orchestra on RCA Victor 202761 Published by LAUREL MUSIC CO. 1419 BROADWAY, NEW YORK
HIT Tunes for April

On Records

ALL DRESSED UP WITH A BROKEN HEART  (Mills)
Peggy Lee—Cap. 15022. • Buddy Clark—Cap. 37985.
Bob Haufler—MGM 10121. • Jack Mort—Cap. 15019.
John Laurent—MGM 5093. • Alan Dale—Sig. 15174.
The Five Dollars—Bullet 1009. • Jack Owen—Tower 153.
The Vanguards—Universal 34. • Phil Reed—Dance-Tone 176.
Roly Morgan—Dec. 24539. • Eddy Howard—Maj. 1136.

DREAM PEDDLER, THE  (Poit)
Frankie Carle—Cap. 38036. • Sammy Kaye—Vic. 20-2652.
Hal David—Cap. 481. • Smoky Lanston—Morg. •
Del Courtney—Vitascoustic •

FOOL THAT I AM  (Hill & Range—Mutual)
Dinah Shore—Cap. 15020. • Sammy Kaye—Vic. 20-1601.
Billy Eckstein—MGM 10073. • Enkhine Hawkins—Vic. 20-2470.
George Clinton—Maj. 12014. • Brooks Brothers—Dec. 48049.
The Ravens—Nati. 9040.

I WANT TO CRY  (Excelsior)
Chris Cross—Sterling 4004. • Savannah Churchill—Notti 1729.
Dinah Washington—Morg. •

IT’S EASY WHEN YOU KNOW HOW  (Pomora)
Jean Edwards—Vita. 932. • John Paris—Vic. 36-3037.
Buddy Clark—Vicki Caget—Cap. 38135. • Blue Baron—Morg. •
Edie Ballantine—Tower •

WOULDN’T BE SURPRISED  (Republic)
Harry Cool—Morg. 5080. • Sammy Kaye—Vic. 20-2761.

LET’S BE SWEETHEARTS AGAIN  (Mollin)
Marjorie Whiting—Cap. 15014. • Victor Lombardo—Maj. 7293.
Blue Baron—MGM 10121. • Shemp Fields—Muscot 525.

LOVE IS SO TERRIFIC  (Mollin)
Les Brown—Cap. 38060. • Art Lund—MGM 10126.
Helen Carroll—Satterfield—Vic. 20-2452.
Ennie Felce Quartet—Cap. 486. • Vic Damone—Morg. 5104.

PASSING FANCY  (BMI)
Vaughn Monroe—Vic. 20-2573. • Ray Doney—Maj. 1186.
Johnny Johnston—MGM 10127. • Frances Langford—Morg. 5095.

TERESA  (Duchess)
Jack Smith—Morg. 1172. • Alan Giana—Maj. 7297.
Do-Re-Mi-Lo Trio—Com. 7504. • Jan Carber—Tower 1145.
Three Blazers—Exclusive 161. • Joe Los—Vic. 20-2819.

WHO PUT THAT DREAM IN YOUR EYES
(Don Carter—Rep. 1188)
Jack McLean—Coast 8015.

WHY DOES IT HAVE TO RAIN ON SUNDAY  (Melody Time)
Freddy Martin—Vic. 20-2557. • Smoky Lanston—Morg. 5082.
Dennis Day—Vic. 20-2577. • Mitt Weir Trio—Dec. 24488.

YOU’RE GONNA GET MY LETTER
IN THE MORNING
(Shubert)
Mary Osborne—Dec. 24308. • Guy Lombardo—Dec. •
Adrian Rollini—Bud. 1023.

YOU’VE CHANGED  (Melody Lane)
Harry James—Dick Haymes—Cap. 15012. •
Anne Shelton—London 113. • Adele Clark—Dec. 24529.
Frankie Carle—Morg. 123. • King Cole Trio—Cap. •
Jean Edwards—Vita. •
Mary Osborne—Aladdin 3010.

soon to be released.

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

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

CHICAGO — Nellie Lutcher at the Oriental aligning 'em at the crowd and gettin' big applause for her "Fine Brown Frame" which is clickin' in the jukes everywhere in the country. And Tito Guizar who's a terrific favorite of the ops in Mexico City with his disks tops in their juke boxes pleasing plenty at the Oriental, too. Evelyn Aron of Aristocrat Records advises that they will soon become distribs of their own races disks... Lots of interest in the forthcoming Peggy Lee stay at the State—Lake... with juke box ops all set to barge down on that grand Lee gal to say "thanks" for her great platters.

Leboabin of Tower advises that they'll be sellin' popcorn to the tune of his "Pop Corn Folks" at Wrigley Field this summer... Paul Williams who's clickin' and clickin' in the race spots round this town will open with his sextet at Savoy Ballroom soon... Seymour Heller of Gabby Cutz & Heller, flown to town this past week... he's gonna travel with the Mercury Caravan for a few days, just to listen to Frankie Laine... Big party this past Satddy at'nnoon at the Boulevard Rd to welcome Chuck Foster and his ork... the entire Mercury gang was present.

Burl Adams around town with his vocalokey Harry Starr who is now with vocalists at the College Inn... Gyu Lombardo & his Canadians will soon make an appearance at the Trianon... Eddy Howard wowed 'em this Easter Sunday... when he opened at the Aragon... his favorite stampin' grounds... what a welcome... What a welcome... the Aragoners gave the Juke Box King... Little Miss Corn Shucks, who's clickin' but big on the south side... opens in the Beige Room of... Pershing Hotel here... Joe Sudy does a grand job at the Bismarck Walnut Room and lookin' forward to the time when his disks will click... Leo Monetti of the Tu-Tones advises the boys are on the way to Noo Yawk to show the Broadway Beat how it's done.
**Week After Week...**

**Coming Up Strong!**

**New York**
- FOUR LEAF CLOVER (Art Mooney)

**Chicago**
- FOUR LEAF CLOVER (Art Mooney)

**Los Angeles**
- NOW IS THE HOUR (Eddy Howard)
- MANANA (Page Lee)
- GOLDEN EARRINGS (Page Lee)
- BECAUSE (Page Lee)

**Phoenix, Ariz.**
- NOW IS THE HOUR (Eddy Howard)
- MANANA (Page Lee)
- GOLDEN EARRINGS (Page Lee)
- BECAUSE (Page Lee)

**Omaha, Nebr.**
- NOW IS THE HOUR (Eddy Howard)
- MANANA (Page Lee)
- GOLDEN EARRINGS (Page Lee)
- BECAUSE (Page Lee)

**Charlotte, N.C.**
- NOW IS THE HOUR (Eddy Howard)
- MANANA (Page Lee)
- GOLDEN EARRINGS (Page Lee)
- BECAUSE (Page Lee)

**Butte, Mont.**
- NOW IS THE HOUR (Eddy Howard)
- MANANA (Page Lee)
- GOLDEN EARRINGS (Page Lee)
- BECAUSE (Page Lee)

**Stamford, Conn.**
- NOW IS THE HOUR (Ring Crosby)
- MANANA (Page Lee)
- GOLDEN EARRINGS (Page Lee)
- BECAUSE (Page Lee)

**Miami, Fla.**
- NOW IS THE HOUR (Eddy Howard)
- MANANA (Page Lee)
- GOLDEN EARRINGS (Page Lee)
- BECAUSE (Page Lee)

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**IN THE CASH BOX**

**TEN TOP RECORDS**

**CITY BY CITY**

**(JUKE BOX REGIONAL RECORD REPORT)**

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**Art Mooney's Super Smash Hit**

"BABY FACE"

M-G-M Record No. 10156

---

**Rochester, N.Y.**
- NOW IS THE HOUR (Eddy Howard)
- MANANA (Page Lee)
- GOLDEN EARRINGS (Page Lee)

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**Going Strong** "FOUR LEAF CLOVER" and "BIG BRASS BAND FROM BRAZIL" featuring THE GALLI SISTERS

Record Exploitation by: HENRY OKUN

M-G-M 31019
MGM STUDYING PRICE HIKE

NEW YORK — MGM Records are expected to boost the list prices of their recordings in the near future, from the current 60¢ price to the standard 75¢ list, now being charged by the other major recording companies, Decca, Capitol, Columbia, and RCA-Victor price their label at 75¢ in the popular field.

MGM execs were learned to be studying the price hike this past week, and although no statement was issued by the platter, many in the Dick Tis took the attitude that the increase in price would be forthcoming very shortly.

By keeping the list price at the present 60¢, MGM has more or less made established good will for the operator and distributors. Their distribution channels have increased, and sales and longs in the past year, with the company's ability to spread out more. Their distributors benefited vastly by the 60¢ label, with MGM's certainly taking this very important factor into account during their present studies.

Meanwhile, the platter continued to experience tremendous sales volume thus their click hits by Arthur Mowen, "Four Leaf Clover" and "Baby Face" seemed certain to run into a total sales of more than one million.

THE WRANGLER

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

www.americanradiohistory.com
Specialty Names Davis
National Sales Mgr.

HOLLYWOOD, CAL. — Art Rupe, president of Specialty Records Co., this week announced the appointment of John W. Davis as National Sales & Promotion Manager. Davis, who was with the Musicraft Record Co., prior to his heading the Central Record Dist. Co. in this city, will leave shortly on a national tour to coordinate Specialty activities and appoint new distributors wherever territories are open.

Rupe, who plans to meet his new sales chief in New Orleans in a few weeks, expressed great confidence in Davis' future with the firm and stated: "We are sure that Mr. Davis will prove himself to be very valuable to the firm. During ten years as an operator and a distributor and promotion expert, Davis has shown qualities which will prove him to be an asset for Specialty Records."

Victor Issues "You Can't Be True" - Hit Tune

NEW YORK — Climbing on the bandwagon of the current click ditty "You Can't Be True, Dear", by Ken Griffen in on Rondo Records, RCA-Victor this past week was learned to be readying the disk for early release. Victor will take their German version, recently found in their catalog, and dub in the vocal chorus. They plan on using a background of harmonics for the instrumental chorus. The original disk, by Will Glahe, who scored on the RCA Internation disking of "Beer Barrel Polka" is titled, "Du Kenst Nicht Treu Sein".

Standard Songs are MONEY MAKERS!

"BABY FACE" Recorded by

ART MOONEY M-G-M
UPTOWN STRING BAND Krantz
BENNY STRONG Tower
BUTCH STONE Modern

Published by REMICK MUSIC CORP.

MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N.Y.
BUSINESS REPLY CARD
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

4c—POSTAGE WILL BE PAID BY—
THE CASH BOX
381 FOURTH AVENUE
NEW YORK (16), N. Y.
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OPS WITH WESTERN AND FOLK TUNES

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

<table>
<thead>
<tr>
<th>NAME</th>
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</table>
Apr 3 Mar 27 Mar 20

16—I'm My Own Grandpa

25.9 17.9 24.1

CO-38069—TONY PASTOR O.
The Secretary Song
DE-24288—GUY LOMBARDO O.
Frankie & Johnny
KI-694—GRANDPA JONES
ME-4087—TINY HILL O.
The Eyes of Texas
MG-10136—THE KORN KOBBLERS
MU-526—ESMERILDA
TC-20—33—THE JESTERS
VI-20-2560—LONZO & OSCAR

17-But Beautiful

24.4 39.8 51.3

CA-15024—MARGARET WHITING
Now Is The Hour
CO-38053—FRANK SINATRA
DE-24283—BING CROSBY
The One I Love
DE-24294—BING CROSBY
Experience
LO-142—DENNY DENNIS
A Bed of Roses
ME-5096—FRANKIE LANE
I've Only Myself To Blame
MG-10126—ART LUND
Love Is So Terrific
MU-538—MEL TORME
Night and Day
SI-15117—RAY BLOCH
Four Leaf Clover
VI-20-2616—TEX RIKER ORCHESTRA
You Don't Have To Know The Language

17-Serenade of the Bells

24.3 31.5 64.4

CA-75007—JO STAFFORD
The Gentleman Is A Dope
CO-37956—KAY KYSER ORCHESTRA
Pass That Peace Pipe
CO 38076—Gene Autry
DE-24258—GUY LOMBARDO ORCHESTRA
Sipping Cider By The Zephyr Sea
ME-5090—VIC DAMONE
I'll Dance At Your Wedding
MG-10091—BOB HUSTON
A Tune For Humming
VI-20-2372—SAMMY KAYE ORCHESTRA
That's What Every Young Girl Should Know

18—Ballinena

24.2 28.4 83.1

CO-38040—BUDDY CLARK
It Had To Be You
DE-24265—ENRIQUE MADRIGUERA O.
Jungle Rhumba
DE-24278—BING CROSBY
Golden Earrings
ME-5075—JERRY SHELTON TRIO
The Stars Will Remember
MG-10035—JIMMY DORSEY O.
MU-75116—MEL TORME
What Are You Doing New Year's Eve?
VI-20-2433—VAUGHN MONROE O.
The Stars Will Remember

18—Slap 'Er Down

Agla, Paw

24.0 18.4 12.4

CO-38006—ARTHUR GODFREY
ME-6095—RED ALLEN
MU-524—ESMERILDA
VI-20-2686—PATSY MONTANA

18—Shine

17.8 19.4 19.3

DE 25534 — Ella Fitzgerald
DE 25535 — Guy Lombardo O.
DE 24382 — Mills Bros.
ME 5091 — Frankie Laine
VI 20-2760 — Het Quintette

18—Malatine

17.4 15.4 17.8

CA-15041—GORDON MACRAE
Feathery Feelin'
CO-38083—BUDDY CLARK
Haunted Heart
DE-24375—BOB EBERLY
It's All Over But The Crying
VI-20-2671—VAUGHN MONROE O.
If Someone Cares

Apr 3 Mar 27 Mar 20

17—TELL ME A STORY

16.0

CO 38050 — Frankie Carle O.
DE 24529 — Ames Bros.
DE 5120 — Vic Damone
DE 10144 — Bob Houston
VI 20-2762 — Sammy Kaye O.

18—LITTLE WHITE LIES

15.4 15.9 2.5

CO 38114 — Dinah Shore
DE 24230 — Dick Haymes

19—The Thousand Islands Song

14.7 15.3 16.3

CA-15028—JOHNNY MERCER
Hooray For Love
CO-38081—ARTHUR GODFREY
If I Only Had A Match
MG-10136—THE KORN KOBBLERS
VI-20-2619—LOUIS PRIMA O.
I'm Living A Lie

20—ST. LOUIS BLUES

10.4 10.9 10.4

MARCH
VI 20-2772 — Tex Beneke O.

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21 — Sierra Madre

13.3 7.9 18.2

22 — Baby Face

10.7 12.9

23 — How Soon

9.8 9.9 27.3

24 — I'll Dance At Your Wedding

9.7 5.9 24.0

25 — The Best Things In Life Are Free

8.9 7.5 7.8

26 — Pianissimo

8.7 19.5 16.9

27 — TooLle Oolie

Doolie

8.5

28 — Too Fat Polka

8.5 7.4 12.3

29 — If I Only Had A Match

5.4 1.0 1.3

30 — All Dressed Up With A Broken Heart

5.5 1.0 1.4

31 — The Dickey Bird Song

4.9 1.0 6.3

32 — Lover

2.7 5.8 6.5

33 — Deck Of Cards

2.6 7.8

34 — Feathery Feeling

2.5

35 — Cigarettes, Whiskey & Wild Women

2.4

36 — Laroc Laroc Lilli

Bolero

2.3

37 — Ok! Baby Dok! I

1.8 7.0

38 — Love Is So Terrific

1.7 1.7 5.2

39 — Worry, Worry, Worry

1.2 1.9 6.4

40 — There Ought To Be A Society

1.1 1.6
**NEW YORK**
1. "BECAUSE" (Perry Como)
2. BUT BEAUTIFUL (Margaret Whiting)
3. "BABY FACE" (Art Monroe)
4. NOW IS THE HOUR (Ring Crosby)
5. TOOTIE OOLIE DOOLIE (V. Horton)
6. SHINE (Frankie Laine)
7. SABER DANCE (Don Henry Trio)
8. "BABY" (Elnor)
9. "FOUR LEAF CLOVER" (Art Monroe)
10. "BABY DANCE" (Francis Craig)

**SOUTH HAVEN, MICH.**
1. "BABY DANCE" (Francis Craig)
2. "PAPA" (Peggy Lee)
3. "FOUR LEAF CLOVER" (Art Monroe)
4. "BABY DANCE" (Francis Craig)
5. "FOUR LEAF CLOVER" (Art Monroe)
6. "BABY DANCE" (Francis Craig)
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8. "BABY DANCE" (Francis Craig)
9. "BABY DANCE" (Francis Craig)
10. "BABY DANCE" (Frankie Laine)

**STAMFORD, CONN.**
1. TOOTIE OOLIE DOOLIE (V. Horton)
2. "PAPA" (Peggy Lee)
3. "BABY DANCE" (Frankie Laine)
4. "BABY DANCE" (Frankie Laine)
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10. "BABY DANCE" (Frankie Laine)

**SALISBURY, N. C.**
1. NOW IS THE HOUR (Ring Crosby)
2. "BABY DANCE" (Peggy Lee)
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**SAN ANTONIO, TEXAS**
1. "BABY DANCE" (V. Horton)
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8. "BABY DANCE" (V. Horton)
9. "BABY DANCE" (V. Horton)
10. "BABY DANCE" (V. Horton)

**BUFFALO, N. Y.**
1. "SHINE" (Frankie Laine)
2. "BABY DANCE" (Ring Crosby)
3. "BABY DANCE" (Don Henry Trio)
4. "BABY DANCE" (Elnor)
5. "BABY DANCE" (Frankie Laine)
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**BURLINGTON, Vt.**
1. NOW IS THE HOUR (Ring Crosby)
2. "BABY DANCE" (V. Horton)
3. "BABY DANCE" (V. Horton)
4. "BABY DANCE" (V. Horton)
5. "BABY DANCE" (V. Horton)
6. "BABY DANCE" (V. Horton)
7. "BABY DANCE" (V. Horton)
8. "BABY DANCE" (V. Horton)
9. "BABY DANCE" (V. Horton)
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**BUFFALO, N. Y.**
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10. "BABY DANCE" (Peggy Lee)
The Cash Box

April 1948

MANUFACTURERS' NEW EQUIPMENT

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

MUSIC

A.M.I.
Model A w/play meter ........................................ 897.50
Model A without play meter .................................. 887.50
Automatic Hostess Complete 20 Station Unit ............. 14,800.00
HIDEAWAY CAB. W/Selective Play Mech.: W/Amplifier and Remote Volume Control ... 515.00
HIDEAWAY CAB. W/Continuous Play Mech.: W/Amplifier and Remote Volume Control ... 482.50
W/Amplifier—No Remote Volume Control ............... 470.00
Complete—No Amp. No Volume Control ................... 410.00
5c 3 wire 40 selection wall box .......................... 53.50
5-10-25c 3 wire 40 selection wall box ................... 59.50
Stepper for 10 wall boxes ................................. 39.75
Stepper for 25 wall boxes ................................. 42.75

AIREON
Coronet 400 .................................................. $405.00
Blonde Delux ................................................ 555.00
Fiesta Delux ................................................ 595.00
Super Delux ................................................ 595.00
48" Model Hideaway ........................................... 299.50
48" Model "Pro" w/ wall and bar box ....................... 59.50
48" Model X — Rotomatic receiver ......................... 20.50
48" Model — Universal 30 wire adapter ................. 29.50
48" Carillon Speaker ....................................... 37.50
48" Melodion Speaker ..................................... 27.50
48" Impressario Speaker ................................. 52.50

FILBEN
Mirrocle Cabinet ........................................... $35.00
30 Selection Stowaway Mech. ................................ 395.00

BUCKLEY
Music Box ..................................................... 25.00

MILLS INDUSTRIES
Constellation .................................................. 795.00

PACKARD MFG. CORP.
Manchester Phonograph ......................................... 695.00
Hideaway Model 400 .......................................... 383.00
Model 1000 Spkr. — Paradise ................................ 129.50
Butler Wall Box Hi-Chrome 5c .............................. 32.50
Butler Wall Box Hi-Chrome 10c .............................. 32.50
990 Speaker .................................................. 25.00
650 Speaker .................................................. 16.50

ROCK-OLA
Magic-glo Phonograph ......................................... No Price Set
Model 1807 Moderne Corner Spkr. .......................... 167.50
Model 1906 Remote Volume Control ......................... 6.50
Model 1530 Wall Box ........................................ 39.50
Model 1603 Wall Speaker ................................... 42.50
Model 1606 Tomette Wall Speaker ......................... 21.50
Model 1608 Tone-O-Lier Speaker ........................... 65.00
Model 1607 Tomette Wall Speaker ......................... 32.50
Model 1531 Delux Bar Bracket ............................. 8.25
Model 1533 Universal Bar Bracket ......................... 3.90
Model 1795 Wall Box Line Booster ......................... 16.35

SCOTTO MUSIC CO.
Music Master Cabinet ........................................ 325.00
Melody Master Cabinet ....................................... 285.00
Remote Master Cabinet ...................................... 315.00

SBEUBURG
148-M Symphonola ........................................... 965.00
148-S Symphonola ........................................... 895.00
H-148-M RC Special ......................................... 544.00
Wireless Wallomatic ......................................... 58.50
Wired Wallomatic .............................................. 49.75
5-10-25c Wireless Wallomatic ............................ 87.50
5-10-25c Wired Wallomatic .................................. 75.00
Teardrop Speaker ............................................. 10.95
RS-8 Recrea Wall & Ceiling Speaker ...................... 18.00
1948 Door & Deme ............................................ 102.50

MUSIC

WURLITZER
Model 1100 Standard ........................................ $999.50
Model 1880A Colonial ........................................ 899.50
Model 1017A Concelaed chngr. w/ stepper ............... 529.50
Model 1015 Standard ......................................... 914.50
Model 1060 Colonial ......................................... 875.00
Model 1017 Concelaed chngr. w/ stepper .................. 499.50
Model 2160 5-10'6 Wireless ................................ 50.00
Model 2120 5-10'6 Wireless ................................ 49.50
Model 3045 Wireless ......................................... 59.50
Model 3030 5-10-25c 3-wire ............................... 69.50
Model 3031 5c 30-wire ...................................... 39.50
Model 212 Master Unit ....................................... 70.00
Model 2123 Wireless Transmitter ........................... 17.50
Model 216 Wireless Impulse Receiver ...................... 22.50
Model 217 Auxiliary Amplifier ............................. 35.00
Model 218 30-wire Adapter Terraplex ...................... 15.00
Model 219 Stepper ........................................... 46.50
Model 4800 8" Metal Star Speaker ......................... 45.00
Model 4902 8" Plastic Star Speaker ....................... 45.00
Model 4004 A 9" Metal Musical Note Speaker .......... 30.00
Model 4006 8" Walnut Round Speaker ...................... 22.50
Model 4005 A 8" Walnut Round Speaker ................... 25.00
Model 4006 A 8" Deluxe, "Walnut Round Mirror .......... 35.00
Model 4007 15" Intermediate Deluxe Speaker ........... 135.00
Model 4008 15" Deluxe Speaker ............................. 155.50

PINS

BALLY
Ballerina ....................................................... 289.50

CHICAGO COIN
Catalina ....................................................... 275.00

GENCO
Triple Action .................................................. 289.50

EXIT
Banjo .......................................................... No Price Set

GOTTIEB
Cinderella ...................................................... No Price Set

MARVEL
Gold Mine ...................................................... 289.50
Gold Mine w/4 play chute .................................... 295.00
J. H. KEENBY CO.
Cover Girl ...................................................... 265.00

P & S MACH.
Tom Tom ....................................................... 296.00

UNITED MFG. CO.
Manhattan ...................................................... 275.00
WILLIAMS MFG. CO.
Tennessee ..................................................... 299.50

COUNTER GAMES

A.B.T. MFG. CORP.
Challenger .................................................... 65.00

BALLY MFG. CO.
Heavy Ritter ................................................. 154.50

GOTTIEB
DeLuxue Grip Scale ........................................... 39.50

GROECHEN 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. PONNER CO.
Pro-Score ...................................................... 495.00

UNITED MFG. CO.
Tropicana Roll Down ........................................ 395.00
WILLIAMS MFG. CO.
Box Score ..................................................... 375.00

ONE-BALLS

BALLY
Jockey Special ................................................ 645.00
Jockey Club ................................................... 645.00
Gold Cup P. P. ................................................. 645.00
Trophy, P. O. .................................................. 645.00

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<table>
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<th>Manufacturers' New Equipment</th>
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### BUCKLEY Bells
- Cross Glass Bells
- 10c Bell Bell...
- 25c Bell Bell...
- 50c Bell Bell...
- Spinning Reels...
- Black Gold Bell...

### GROETCHEN
- Columbia Twin JP...
- Columbia Deluxe...

### MILLS SELLING CO., LTD.
- Dollar Bell...

### O. D. JENNINGS
- Standard & Deluxe Singles
- Deluxe Club Singles
- Deluxe Club Single

### PACE
- 5c Deluxe Chrome Bell...
- 10c Deluxe Chrome Bell...
- 25c Deluxe Chrome Bell...
- 50c Deluxe Chrome Bell...
- Deluxe Chrome Single...
- Deluxe Chrome Single...
- Deluxe Chrome Single...
- Deluxe Chrome Single...
- Deluxe Chrome Single...

### CONSOLES
- BALLY
  - Wild Lemon...
  - Double Up...
  - DeLuxe Draw Bell...
  - DeLuxe Draw Bell...
  - Hi-Boy...
  - Triples...
  - Triples...

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

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

- EVANS
  - Bangtals...
  - Bangtals...
  - Bangtals...
  - Evans...
  - Casino Bell...
  - 1946 Galloping Dimes...
  - Winter Book JP...

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

- J. B. KEENEY CO.
  - Gold Nugget...

### ARCADE TYPE (continued)

#### INTERNATIONAL Mutoscope Corp.
- Deluxe Movie Console...
- Deluxe Movie Counter...
- Flat Screen Wall...
- Silver Gloves...

#### PARTS AND SUPPLIES

### GLASS SIZES — PIN GAMES
- Bally...
- Chicago Coin...
- Exhibit...
- Gottlieb...
- Keesey...
- Marvel...
- United...
- Williams...

### COILS — PIN GAMES
- WILMERS:
  - 10 Ohms...
  - 125 Ohms...
  - 200 Ohms...
  - 10-100 Ohms...
  - W-5 w/Bracket...

- GOTTLEIB:
  - R-20-1...
  - R-20-4...
  - A-20-5...
  - A-20-4...
  - SM-20-1...
  - SM-20-2...
  - A20-2...

- BALLY:
  - A-25...
  - B-26...
  - E-27...
  - A-31...
  - H-27...
  - H-31...
  - 1-28...

- UNITED:
  - 6-23...
  - 6-28...
  - 6-29...
  - 12-23...

- EXHIBIT:
  - 827...
  - 125...
  - 629...
  - 123...

- GENCO:
  - No. 24 Medium...
  - No. 25 Medium...
  - J-102...

### EDELMAN AMUSEMENT DEVICES
- Flash Ball...
- Big Inning...
- Bally Bar...

### ARCADE TYPE
- Bat-A-Score...

### PRICE LIST

- The Cash Box

### MFG.
- No Price Set

### COSTS
- $24.00
- $25.00
- $25.00
- $26.00
- $27.00

### POWER AND EQUIPMENT
- 115v...
- 125v...
- 110v...
- 110v...

### SUPPLIES
- 1000v...
- 750v...
- 500v...
- 250v...
- 100v...

### MFG.
- No Price Set

### SIZES AND LENGTHS
- 11.5"...
- 11.5...
- 11.5...
- 11.5...
- 11.5...

### MFG.
- No Price Set

### CORP.
- No Price Set

### SIZES
- 150 ohm 45v...
- 550 ohm 118v...
- 350 ohm 4v...
- C-1886...
- C-28...
- C-28...
- C-28...

### MFG.
- No Price Set

### RACER AND RACER
- Design...
Buckley Manufacturing Co.

6223 West Lake Street • • • Chicago 24, Illinois

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

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

www.americanradiohistory.com
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!

VOLUME SHIPMENTS GET UNDER WAY

R. R. (Rudy) Greenbaum

KANSAS CITY, KANS.- Returning from a short and much needed rest at Hot Springs, Ark., R. R. (Rudy) Greenbaum, vice president and executive salesmanager of Aireon Mfg. Corp., this city, was happy to report that volume shipments of their new Aireon "Coronet 400" phono were now getting under way.

Rudy also stated that the factory was working on a full time production shift and that orders were continuing to pour in with ops thruout the nation taking to their time payment plan with great alacrity.

"It has been one of the happiest moments of my life to be able to give the nation's music operators the sort of finance payment deal which would help them to continue in business on a real profit basis", stated Rudy.

"This is the first time", he continued, "operators inform me, when they can actually pay for their new phonographs right from the income of the machine itself. We have been highly pleased with the many letters, wires and phone calls we have received from music operators and can only promise them that we intend to continue along the lines we are now pioneering to bring them a grand phone with a time payment plan which fits right in with present day operations."

MOUNTAIN MANUFACTURING COMPANY

161 W. HURON STREET
CHICAGO 10, ILLINOIS

ACTIVE Reconditioned GAMES 'NUFF SAID! For A Complete List of Specials Drop a Line to Any One of Our 3 Offices

JOE ASH
Active Amusement Machines Co.
446 NORTH BROAD ST., PHILA. 30, PA.
Phone: Fremont 4-4605
98 CLINTON AVE., NEWARK 8, N. J.
Phone: Mitchell 2-6277
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-1770

IT'S HOT!
Williams' New 5-BALL TENNESSEE

- HOLD BONUS SCORE • JACKPOT BONUS • FLIPPER ACTION • HIGHEST HIGH SCORE ORDER NOW!

King Pin

EQUIPMENT COMPANY
926 Main Street
Phone: 3-6221
DISTRIBUTING COMPANY
DIETRO & MICH
3004 Grand River
Phone: Temple 2-7783

THE CASHE BOX
Page 31
April 10, 1948
www.americanradiohistory.com
YOU'VE TRIED THE REST...  NOW BUY THE BEST!

NEW PROSCORE

NOW AT NEW LOW PRICE!

NOT JUST ANOTHER ROLLDOWN GAME - BUT THE GREATEST - STEADIEST, BIGGEST MONEY-MAKER IN ALL ROLLDOWN GAMES' HISTORY - THE OTHERS ARE GONE - BUT "PRO-SCORE" IS STILL SELLING - AND SELLING BIGGER THAN EVER - THAT'S WHY, BECAUSE OF VOLUME PRODUCTION, WE ARE NOW IN A POSITION TO OFFER YOU - A NEW LOW PRICE - GET OVER ON "THE RIGHT SIDE OF THE FENCE" - WRITE FOR NEW, LOW PRICE TODAY!!!

GEORGE PONSER CO.
158 EAST GRAND AVE., CHICAGO II, ILL.
(ALL PHONES: SUPERIOR 4427)
Try it BEFORE YOU BUY IT!

BUCKLEY TRACK ODDS AND PARLAY LONG SHOT

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.

TRACK ODDS

Illustration at the left shows the TRACK ODDS top glass. From one to seven coins may be played at one time. Winner is indicated by the spinner and odds changer shows odds. Players like the TRACK ODDS because it is easy to understand and gives them ACTION and THRILLS.

PARLAY LONG SHOT

Illustration on the right shows Buckley PARLAY top glass. Notice the big odds—10-15-20-25-30 to 1 plus Jackpot as high as 500 to 1. Naturally the PARLAY is a real favorite with long shot players. It’s an ideal companion console for the TRACK ODDS.

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 Parley 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 Parley Long Shot will be placed and we will recommend the model for your particular location.

Buckley Manufacturing Co.
4223 West Lake Street • • • Chicago 24, Illinois

PHONES: VAN BUREN 6636-6637-6638-6533
this is IT!

LÅST CALL FOR

THE CASH BOX

'SPRING SPECIAL'

All ads go to press on April 8... PHONE OR WIRE YOUR AD IMMEDIATELY TO...

THE CASH BOX

381 FOURTH AVE., NEW YORK 16, N. Y. (PHONE: MU 4-7797)

BRANCH OFFICES: CHICAGO — LOS ANGELES
WILL BLOW GREATER PROFITS YOUR WAY

- Extra Special Adjustable Free Game Feature.
- More Ways To Advance Bonus Scores.
- Speedier Flipper Action to The Top of Board.
- The Player Action Is Exciting and Fast.
- SIX Original FRB Features. (FLOATING ROLL-OVER BUTTONS)

ORDER FROM YOUR NEAREST DISTRIBUTOR

Genco MANUFACTURING and SALES CO.
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.
**Circular FREE! Send for it**

**AMI 40 SELECTION WALL BOX**

127 NORTH DEARBORN, CHICAGO 2, ILL.

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**SACRIFICE!**

Must sell following equipment at way-below current market prices. This is an outstanding opportunity for you to buy at your own price!! Get in touch with us immediately. All Equipment Guaranteed!

**NAME YOUR OWN PRICE FOR**

- **SOLOTONE BOXES**
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**WURLITZER — SEEBURG — ROCK-OLA UNIVERSAL AMPLIFIERS**

**PHONO PLASTICS — All Types For All Phonos — Tell Us What You Need**

**PIN GAMES AND ROLLDOWNS — BIG SELECTION — ALL KINDS ON HAND**

**WIRE — WRITE**

BOX No. 123, % THE CASH BOX
381 FOURTH AVENUE, NEW YORK 16, N. Y.

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**“Camera Chief” Available In Battery Model**

CHICAGO - Eddie Hanson of Groetchen Tool & Mfg. Company, this city, announced that their popular “Camera Chief” is now available in battery model, in addition to the electric model.

“The battery model gives the operator a great opportunity to cash in on the money-making “Camera Chief” in locations where the electric model is not practical or possible”, stated Ed.

Hanson also released the information that a new $5 model of the machine is being prepared and that the trade will be informed when it is ready.

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**GENCO’S NEW FIVE-BALL**

CHICAGO — Genco Manufacturing and Sales Company, this city, announced the introduction of its new five-ball pin game, “Trade Winds”.

The new game features many special money-making features which have proved out on location. In addition “Trade Winds” has incorporated many original features.

“’Trade Winds’ will bring operators greater profits”, states Myer Ginsburg. “The game has many action features, players won’t be able to leave it once they start playing. The game has a special adjustable free ball feature, more ways to advance bonus scores, speedier flipper action to the top of the board, and 6 original floating rollover buttons.”

Ginsburg also stated that all the distributors will have the game ready for the operators immediately.
NEW YORK - George Ponsen, of George Ponsen Co., Chicago, Ill., arrived here this past week with very welcome news for ops of rolldown games in this area.

Ponsen advised, "Because of the fact that our 'Pro-Score' rolldown game has now past the mark which we set for it when we first arranged for production schedule, and further, in view of the fact that our sales are continuing right along without halt, we are now in a position to bring down the cost price."

Ops here who have purchased at the new price from Ponsen report that this makes the new 'Pro-Score' rolldown one of the best buys in the amusement machines field.

Ponsen also stated that this price will hold for all the areas throughout the nation.

He said, "We are informing all operators of rolldown games that they can now buy our 'Pro-Score' at a new low price which was only made possible by the hit which the game made and further because of the fact our production schedule is going on right ahead without any halt."

"There is no substitute for Quality!"

SEE YOUR DISTRIBUTOR WITHOUT DELAY

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

GEORGE PONSER

PONSER REDUCES PRICE

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

"AS IS" SALE!

ALL PARTS INTACT

AMI Hi Boy, 40

Record ... $79.00

Singing Tower ... 90.00

Wurlitzer 42

C.M. ... 50.00

Wurlitzer Twin 12

12 ... 65.00

Wurlitzer 71

C.M. ... 65.00

Wurlitzer 646

65.00

Wurlitzer 320

85.00

Wurlitzer 580

175.00

Wurlitzer 800

175.00

We carry the largest stock of used equipment in the nation!

Complete List

Wurlitzer 800 $175.00

Wurlitzer 12

Record ... 90.00

Singing Tower ... 90.00

Seeburg 12 ... 75.00

Seeburg Classic ... 125.00

Singing Tower 12

Record ... 90.00

Rock-Ola Bar ... 5.00

Rock-Ola Bases ... 5.00

Boxes ... 5.00

Packard Bases ... 2.50

We carry the largest stock of used equipment in the nation!

WRITE TONRY FOR COMPLETE LIST.

ALL PARTS INTACT

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EXCLUSIVE AMI DISTRIBUTOR

573 Eversgreen Ave.
Baltimore 21, MD.

855 N. Broad St.

N. 3322

Evanston 2-2903

SENSATIONAL PRICES ON USED PHONOGRAPHS AND GAMES! WRITE FOR PRICE LIST!

SCOTT-CROSSE CO.

1423 Spring Garden Street

Kittenthal 6-7712
CMI COUNSEL ADDRESSES OPS MEET

DUDLEY C. RUTTENBERG
PORTLAND, ORE.—Dudley Rutt-
enberg, general counsel for Coin
Machine Industries, Inc.
was the principal speaker at a
meeting of the new Oregon
Mechanical Amusement
Association, here, on March
23.

Ruttenberg told the
 gathering of more than 60
operators of the need for
cooperation among coinmen
in the fight for public re-
 cognition of the coin mach-
ine industry.

Curtis Ferguson of Salem
is the president of the Ore-
gon association. Budge Wri-
ght of Western Distributors
this city, acted as master
of ceremonies, and introduc-
ed the speakers. Orin Cam-
bell of Tavern Owners Asso-
ciation of Oregon, also ad-
dressed the ops.

Among the members of the
Oregon group who joined the
CMI during the meeting was
the Mayor of Boardman, Ore.
Royal B. Hands

NEW YORK—The Association
of American Railroads have
advised that with their
present freight haulage cut
25% by the ICC, and the
warning that the coal stri-
ake may cut even more deep-
ly into all railroad fre-
ght, all users should now
begin to plan for in ad-
ance to have the railroads
carry their equipment.

It would be wise on the
part of dealers to look in-
to the trucking end in the
event it is necessary to
use truck transport.
CAMERA CHIEF
NOW AVAILABLE IN
BATTERY MODEL

2 Models to choose from—ELECTRIC OR BATTERY

PERMITS YOU TO OPERATE IN EVERY TYPE OF LOCATION

The new Camera Chief now supplied in the battery model for $22.95 or the electric model at $19.95 permits a wide range of operation. All Camera Chief models are equipped with new type Bell positive action timers.

Additional film can be secured at the operators' price of 45¢ per foot. Over 100 subjects to choose from.

Watch for THE NEW LOOK 5¢ PLAY MODEL

GROETCHEN TOOL & MFG. CORPORATION
126 North Union Avenue, Chicago 6, Illinois • Phone RANDolph 2807

ORIGINAL DuGRENIER OWNERS
BUY IT BACK FROM AMI

HAVERHILL, MASS. — Francis C. DuGrenier and Blanche Bouchard, announced this week that they had purchased the physical assets of the cigarette machine manufacturing company, which had been purchased from the Arthur H. DuGrenier, Inc. by AMI a few years ago.

A new corporation is being set up, and will be operated under the original name of Arthur H. DuGrenier but production will not start for several months as a survey will be undertaken to determine the types of merchandise machines desired by the operators today. We will follow the policies and standards of production practiced by our original company from 1926 until we sold out to AMI stated DuGrenier.

Officers of the new Arthur H. DuGrenier, Inc. are Francis C. DuGrenier, president; Blanche Bouchard, treasurer; and Huber C. Compton, secretary and director.

The money received from the sale, it was announced will be set aside to go toward satisfying the claims of creditors. Under the terms of the sale, the new owners are not responsible for any liabilities incurred by AMI during the operation DuGrenier, Inc.

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: NEvins 8-0566, 7-8

Distributor in LOUISIANA
TEXAS — ALA. — ARK. and MISS.
for
THE NEW 1948 BUCKLEY LINE
CONSOLE DIST. CO.
1006 Poydras St., New Orleans, La.
Phone: RA 3811
SAM TRIDICO • BOB BUCKLEY
“CRISS-CROSS” BELLS DAILY DOUBLE TRACK ODDS: 1948 WALL & BAR BOX.

MOTORS REPAIRED WURFLITZER — AMI
OLLA—MILLS. Rewound to Factory Specifications. Rapid service—repaired or exchanged within 24 hours after arrival.
Complete No Excess $6.00
M. LUBER
503 W. 41st (LoCrego 1-8019) New York
OPS’ FREE LISTINGS

NEW YORK — Beginning with the next, April 17, Spring Special issue of The Cash Box, operators’ free ad listings will appear regularly in each week’s issue.

The Cash Box offers all operators who are subscribers free ads listing whatever machines and merchandise they may have for sale or may want to buy.

Names of the operator advertisers are kept strictly confidential. Only a code number appears in each ad. No prices are allowed.

Those operator subscribers who haven’t as yet sent their free ad in can do so immediately. Ad must reach The Cash Box, 381 Fourth Ave., New York 16, N.Y., by Wednesday noon of each and every week.

NOW IN PRODUCTION

Delivery SOON

“LEAP YEAR”

By MARVEL

MARVEL MFG. CO.

2845 FULLERTON AVE.

CHICAGO 47, ILL.

Phone: DICKENS 2424

PRICED FOR QUICK SALE

RECONDITIONED FIVE BALLS

Clown—Mechanically A-1

Bally—Havana 891; Noble 815; Silver Screen 819.

Gottlieb—Roller Card 146; Lucky Star.

EXHIBIT: Cross Fire 515; Fiesta 955.

Mystery 825; Sunday 415; Quick Draw 855.

WILLIAMS—Cyclone 755; Show Girl 855; Skooter 715.

CHICAGO: Gold Ball 100; Playboy 100.

UNITED: Havana 955; Rio 855.

1/3 Deposit required. Balance C.O.D.

CROWN NOVELTY CO., INC.

920 HOWARD AVE., NEW ORLEANS 13, LA.

(PHONE) 7-7890

NICE CAREAJAL, Gen.

COIN MACHINE MOVIES

FOR REGULAR PANORAMAS AND SOLO-RUSS REELS OF 8 & 6 SUBJECTS

Our Films Get The Dimes

PRICE $12.50 TO $18.50 PER REEL

PHONOFILM

3311 NO. KNOLL DR., HOLLYWOOD 38, CAL.
CLEAR ACROSS THE LINE — ONLY $1.00

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

ALL ADS — CASH WITH ORDER

1. ____________________________________________________________

2. ____________________________________________________________

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381 FOURTH AVENUE
NEW YORK (16), N. Y.
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 — 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 Balls; Triple Balls; Keesey Super Bonus Balls 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. SO., 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., 2909 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 — Seeburg Stop Selectors No. 5920-1 and Seeburg Consoles. JOY AUTOMATICS, 108 EAST CHURCH STREET, SIMIRA. N. Y. Tel: 2-7462

WANT — Bally Eurekas, clean and in A-1 condition. State lowest prices and quantity in first letter. NOBRO NOVELTY CO., 889 ELLIS ST., SAN FRANCISCO 2, CALIF. Tel: 5-4976

WANT — Bally Triple Bells; Bally Draw Bells; Deluxe Draw Bells; Bally Eurekas; Mutoscope Fan Front & Red Top Diggers; ' 47 Rock-Ola, Wurlitzer & Seeburg phonos; Packard & Aircoin Hideaways. Will buy over-stocks of late new or used Pin Games for re-sale. Quote best prices, quantity & condition in first letter. N. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO, CALIF. Tel: Ordway 3-3069

WANT — New and used Wall Boxes, Adaptors & Speakers; Twin 16 Adaptors for Rock-Ola; Mills, Face, Jennings F.P. Mint Vendors; any 25 cycle equipment. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CANADA.

WANT — Some Mills Puritan Bells Counter games. State lowest price in first letter. MILTON BRAIN, ROUTE 3, BOX 428, SAVANNAH, GA. Tel: 3-5432

WANT — Post-war Bally Jockey Clubs, Victory Darbys, Entries, Gottlieb Bally Races, all pay-out models. TWIN CITY NOVELTY CO., 1124 HERMOSA AVE., MINNEAPOLIS, MINN.

WANT — 219 Steppers. Will pay $20. each if in working order. AUTOMATIC VENDING CORP., 285 PARKET ST., CHESTER, PENNA. Tel: 3-9282.
FOR SALE - We have these in stock. Contact us for your Hirsch Red Balls for state of Florida. Best moneysaver 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., 200 11th AVE. S., MINNEAPOLIS, MINN. Tel: Genoa 3645

FOR SALE - 5-Balls: Baffle Cards, Kilroy's $65. ea.; Play Boys $70. ea.; Streamliners $20. ea.; Sky Blasters $15. ea. All above are in top condition. Terms: 1/3 deposit. C&M SPECIALTY CO., 832 CAMP STREET, NEW ORLEANS 15, LA.

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 1025


FOR SALE - Mills Four Balls, perfect $50.; 1 Barrel Roll Skeeball $50.; Jennings Cigarolla $30.; Undersea Raider $50.; Leoudsspeker $5.; Seeburg Envoy $200.; Mills Empress $200.; Waiting 10q A-A-Top $50. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: 750 S.

FOR SALE - Brand new Columbus 14-5# Peanut Vendors; 1 Ball Gum Vendors in Stock. Brand new Dowall 5# Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 518 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501.

FOR SALE - This Week's Specials! Suspense $59.50; Surf Queens $39.50; Step Up $85.; Double Barrel $44.50; Big League $49.50; Undersea Raider $75. An exceptional buy on slightly used AMI Phonographs. Write or Call. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UPTICO 4, N. Y. Tel: 6-535.

FOR SALE - 10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance $500. ea. Terms: 1/3 Deposit, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE - All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: 1Empire 1-7455.

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


FOR SALE - Guaranteed Used Machines - Bells; Consoles; One-Ball: Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 1000 POYDRAS ST., NEW ORLEANS, LA.

FOR SALE - Selling Out! Brand new and used Steel Ball rolldown Games and Wood Ball Roll- down Games. Tell us what you need. Make offer. Box 133, % The Cash Box, 361 Fourth Avenue, New York 15, N.Y.

FOR SALE - Draw Bells. Territory closed. Sell at close-out prices; DeLuxo $290. Standard $230. ADVANCE MUSIC CO., 1606 GRAND AVE., KANSAS CITY, MO. Tel: RA 1043

FOR SALE - 1 Keeney Air Raider $50.; 1 Multoscope Striking Bag, complete in working order $75.; 1 Scientific Batting Practice $50.; 2 Bally Undersea Raiders (like new) $50. ea. All Machines guaranteed in working order and complete. 1/3 Deposit, balance C.O.D.

FOR SALE - Personal Music Boxes model "W" and also few location amplifiers model "P" location amplifier and a few model "P" Boxes. Just right for that location where loud music is objectionable. Priced right. INDIVIDUAL MUSIC CORP., 411 OLD FELTONS BLDG., RALEIGH, N. C.

WESTERN DISTRIBUTORS, 1226 S. W. 16TH AVENUE, PORTLAND 5, OREGON. Tel: ATwater 7565


FOR SALE - Caribbean, Trade Winds, Banjo, Trinidad. LERIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILADELPHIA 21, PA. (Tel: POP. 3299)

FOR SALE - These machines have recently been taken off the route and guaranteed to be perfect working condition: 30 Advance Rolls $125.; 20 Total Rolls $50.; 5 Sportsman Rolls $50.; Used Hawaii and Singaport Rollsdowns $175. WANT - Chicago Coin Basketball; Hy-Rolls and Bing-Rolls. Write or call. AMUSEMENT SALES CO., 377 TENTH AVE., NEW YORK, N.Y. Tel: Longsore 5-5879

FOR SALE - Make offer Fiblen 24 Unit Hideaway & Seeburg 24 Unit Boxes & Speaker.
MILLARD BRUDER, 1518 EAST 7TH STREET, ST. PAUL, MINN. (Tel: VI 3264)

FOR SALE - Five-Ball Pin Games; Your choice $19.50; Marines At Play; Yankee Doodle; Girls Ahoy; Yacht Club; Miami Beach; Sunbeam; Midway; Strip Tease. ADVANCE MUSIC CO., 1606 GRAND AVE., KANSAS CITY, MO.

FOR SALE - Established distribution, also phono routes: Special 20 new Columbia G-Award cigarette or fruit reels 1-5-10-25c/ pl. Write. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: 46512

FOR SALE - Used games, completely reconditioned, rails furnished: Arizona, Hollywood; Santa Fe $15.95; Big Hit, Stage Door, Surf Queens $24.50; Big League $34.50; Fast Ball, Step Up $35.50; Carousel, Kirby, Lightning, Sea Breeze, Smarty, Spellbound, State Fair, Suspense, Vanities $49.50; Cross Fire, Fiesta, Mystery $50.50; Ranger, Rio $69.50; Havana (motor), Hum-Donelle $79.50; Broncho $110.; Mexico $125.; Hawaii $135.; Dolly (flipper) $140.50; Nevada $169.50; Singapore, Humpty-Dumpty $169.50. MID-STATE DISTRIBUTORS, 712 LOCUST AVENUE, FAIRMONT, W. VA. Tel: 1619

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 - 2 brand new Chicago Coin Goalees, still in original crates $250. ea.; 1 used Bally Deluxe Draw Bell $275.; 3 Bally Hi-Hand $45. ea. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH. Tel: 2-0021

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 - New Black Cherry and Golden Falls Case Assemblies for $40. ea. Each Assembly consists of Castings, Wood Case, Club Handle, Drill Proofing, Award Card, Jack Pot Glass, etc., completely assembled and packed in individual carton. Write us for list of prices on new, used and rebuilt slots. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1312
FOR SALE - 10 $5 and 9 10¢ Watling Big Games, best console built. Owing to closed territory, will take $25 ea. First come, first served. 1/3 down, C.O.D. BY-G MUSIC COMPANY, 1415 WASHINGTON AVE, SOUTH, MINNEAPOLIS 4, MINN. Tel: Atlantic 6587

FOR SALE - Singapore roll downs $175; Hawaii roll downs $175; Chicago roll down $100. These machines are as good as new. 1/3 deposit with order. WANT - Wurlitzer 1100 and AMI 1946 or later model. HERMAN DISTRIBUTING CO., 1506 CONEY ISLAND AVE., BROOKLYN, N.Y.

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 6192

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

NOTICE - Mailing list. 8,239 coin machine operators in the U.S. $80. Write for list by States. WHIPPLE NOVELTY CO., P.O. BOX 107, N. CHARLESTON, S.C.

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. 82, PORTLAND, ORE. Tel.: 3A 9955

NOTICE - Music Ops: We re-grind your used phono needles scientifically and guarantee complete satisfaction. Hundreds of operators use the service constantly. It's a big saving. Write for complete details and free shipping containers. RE-SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

PARTS AND SUPPLIES

FOR SALE - Tubes, 60% off list, standard brands. All tubes boxed. Extra special: RCA 6C4 45¢; N-46, M-47, M-48 Bulbs $4.50 per 100. Send for our latest tube list. ENGLISH SALES CO., 620 W. RANDOLPH ST., CHICAGO, ILL.

FOR SALE - Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1,200 different items from A to Z. If you operate coin machines you should be on our mailing list. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE - Radio Tubes, 60% 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 - Guaranteed Brand new individually boxed Kenrad 20S1 Tubes 59¢ ea., 100 for only $49. H. J. LEWIS, 548 BROMPTON ST., CHICAGO 13, ILL.

FOR SALE - Skee Ball & Ray Gun Operators, Attention: #1489 Chilco Gun Lamps 45¢ ea.; #2A4G Tubes $1.41 ea.; #32S All Directional - Photo Tubes - $3.21 ea.; ABT new Coin Chutes $2.50; slides 75¢ ea.; Resistors for Wurlitzer Skee Ball $1.20. Send for our new Skee Ball, Ten Strike, Ray Gun parts list. RELIABLE PARTS CO., 2512 IRVING PARK RD., CHICAGO 16, ILL. Tel: Irving 4600

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Congrats, congrats and still more congratulations to the newest Papa of this past week - Art Weinand of Rock-Ola Mfg. Corp. - who became the Daddy of a 6 lbs., 1/2 oz. boy...mother's doin' swell...and we hear Papa's okay now, too.....and, by the way, we won a buck from Art having guessed correctly.....Dave Wallach of Marvel Mfg. Co. all hepped up over his first plane trip.....Have flew east this past week......and now says that "there's nothin' like this way of travelin'".....he intends usin' planes from now on in.....Quite a gang of callers around the big Bally plant this past week.....saw Herman Paster of St. Paul...and heard him yowlin' away for more, and still more of those new Bally clickeracs.....also bumpted smack into Virgil (Chris) Christopher from Ballinois who was smiling his smile-igest (and winkin')......looks like Chris knocked off a handsome deal with Jimmie M. Holder of Williamsport, Pa., was also there as well as the one man in these U. S. who loses regularly in gin to big Art Garvey.....no other than our friend...Ben Becker of Noo Yawk.....Ben Coven was absolutely thrilled to little teeney weeny pieces this past week by the sales which his grand salesman Paul Burke came in with....on Bally's Ballerina.....and all over the entire state of Illinois.....so Ben said to Paul, 'Make the week off.....so Paul said to Ben, 'The hell I will.....not when my luck's goin' so good'.

Skeet Moore over at Williams Mfg. Co. was one of the most pleased salesmanager execs in the coinbizz this past week....a big rush of orders on Tennessee did it.....and now Skeet is rushin' in and out of the factory beggin' 'n pleadin' for more and still more games...."Brother, it's one grand deal....."Take a look at me, when you are over-ordered", Skeet claims (just as if we don't know it)......Ed Lavendar at the George Ponser Co. offices pleased to bits with the business his boss, Georgie, is sending in from the road.....Georgie is on his way East and has been sending orders in from every town he's visited.....with the firm now offering the trade a new low price because of the grand business they've done on "Pro-Score" and have been able to meet and beat production schedules originally planned for this machine.....Ray Riehl of United has become one of the super camera enthusiasts of our town...he's the guy who's responsible for all those pics taken over at the United factory.....and some very, very good ones, too.....We hear that United's music critique.....Herb Gettinger....visits all over the place singing his favorite tune....."Baby Face".....to the complete and absolute and murderous.....of everyone in the place.....one of the guys in the plant says,"A hammer's gonna fall on him any day now."

Ed Levin of Chicago Coin all set for a big rush at the factory of all the many distribs now that the firm have announced their new five-ball "Trinidad" which, Ed claims, is the greatest of the bestest of all ever produced, it's a single flipper action high score game.....Jim and Mrs. Gilmore returned from that 11 day cruise and both reported to be lookin' absolutely swell and feelin' like a million, it's the life, Jim tells me.....as he assumes his duties at CMF once again.....Eddie Hanson over at Groetchen Tool all pipped up over his new battery model "Camera Chief"......so many requests received for a battery model that Eddie went right to work and created it.....In speedy time.....take it from me.....Freddie Mann, that Aireon man, never home these days anym0...seems that Freddie is doin' a swell job with the new "Coronet L00" and just won't stop havin' to get all inform ed about its money-gettin' powers.....Myer Gensburg over at Cenco, getting all set for general announcement of their new 5-ball game and, from what we hear, it's a honey.....They tell me that everyone over at Bell-O-Matic was lugg ing home five pound chocolate easter eggs.....seems like Bill Warmer of Cinci sent them to one and all at this plant.....Lindy Force of AMI hurried himself on down to Grand Rapids this past week to see whether he couldn't hurry up the factory on those L0 selection wall boxes which Lindy reports are goin' over with a terrific bang.

What's happened to Billy DeSelm? Ain't seen him around the town lately.....From what the boys at United tell me he's so busy at the factory he just can't get away anym0.....Pat Buckley and Jerry Hall are still at it.....Pat is in town these days.....it seems that the boys just can't complete the orders for their Criss Cross Belle and Track Odds before another batch bunch in on 'em.....Harry Brown of American Amusement still on the road and still goin' great guns with new trailers to drag the merchandise along.....it's an idea.....door to door service.....Gordon Sutton of Illinois Simplex flyin' everywhere and in almost every weather.....he's that good a pilot, they tell me.....Looks like there'll be a surprise comin' soon for the music ops who want a system to combat television.....couple guys from the east in town showin' it around here and there.....or at least talkin' about it anyway, as we get the news.....Lotsa guys callin' round at the Evans' plant to get those "Bat-A-Score" machines.....and plenty of interest in Evans' consoles, too, we hear.....Jean Bates over at Pace has some thing of real interest for Belloperators who wanna see somethin' new.....and Jean is one guys who knows what's needed by the Bellops t'day.....see him.
Ops busy this week due to the Easter vacation period, which brought in many visitors to the city. Amusement places filled to capacity with out-of-towners looking for some fun. With Lent gone, neighborhood locations also show a decided increase in collections. The pin game situation is status quo - no newspaper publicity. Coinmen are hoping conditions will right themselves in a week or so. Plenty of action in the roll down field.

Tenth Avenue saw plenty of out-of-town coinmen - some in for business, others taking a short vacation in the big city...Sol Gottlieb, D. Gottlieb & Company, visiting around. Sol is breaking in his new car, and putting miles on the clock, covering this area. He tells us that the factory is loaded down with orders on their new five-ball "Cinderella"...Sol Silverstein, Hub Enterprises, Baltimore, Md., in town for the day visiting his many friends, some of whom he hasn’t seen in from five to eight years. He reports he’s doing very well, jobbing, distributing and operating. His firm has just taken on the Aireon phone line...R.J. McGlynn, the American coinman, back on the street after a week’s visit to the coin center of Chicago...Dave Lowy, Dave Lowy & Co., due to return from Miami this week-end. Willie Blatt (Little Napoleon) writes us from "the Garden Spot Of The World" that Dave visited with him and remarked "Miami’s climate and New York’s business would be an ideal arrangement"...Wonder who phoned Phil Mason and tried to disturb his equilibrium with that fantastic story?

Ben Becker, Ben Becker Sales Company, (Bally regional representative) away from the office this week - we hear he’s at the factory...All the coinmen passing by Hymie Rosenberg’s office stop off to admire the new Oldsmobile convertible parked in front of his door. It’s Hymie’s new plaything...Net Cohn, Modern Music Sales Corp., busy shipping out those "Coronet 400’s" to music ops as quickly as they arrive. Pete Leonard, newly appointed sales promotion for Gem Records (one of Cohn’s enterprises) goes on the road for the firm and will hit Chicago, Pittsburgh, St. Louis, Detroit, and Buffalo...A. Blendow, well known coinman, is the latest to open distributing and jobbing offices oncolored. Philip Rosenberg, located on the corner of 48th Street & Tenth Avenue. A is the active member of the firm, which will specialize in arcade equipment, also handling all types of machines...Bert Lane, Myer Pankoff, Harry Rosen, and the entire staff of Atlantic New York Corporation, busy as the Savoy-Plaza Hotel, displaying the new Seeburg industrial music unit.

George Posner, George Posner Co., of Chicago, in town for the week. George left at the end of the week, and will make stopoffs at Cleveland and Detroit before returning to the factory...Marvin Heisman, King Amusement Company, one of the new firms on coincrow, coming along in fine shape. Marvin originally was operating in Philadelphi...Steve Gutman, Seaboard New York Corporation, always happy and smiling. Which has a lot to do with the fine sales record being made by this firm...Which reminds us we miss the ever smiling kisser of Dave Stern of Seacoast Distributors. However, Dave is busy over at Newark, N.J. where with Irv Orenstein, they keep in action with the phonos of Rock-Ola.

Mike Munves gets a chance to leave the office these days, now that Max is back from his Florida vacation. But not for too long, as they’re all busy getting their arcade equipment into the hands of the coinmen for the opening of the season...Joe Munves, over at Economy Supply Company, making great progress. As he explains, it is quite a job learning all about the thousands of parts demanded by operators...It was thrilling news to hear that Blanche Bouchard and Frank DuGrenier, original owners of Arthur H. DuGrenier, are returning to the business, having purchased the physical assets of DuGrenier, Inc.
FLASH!—The Municipal Court ruled that a rolldown game is same as pinball machine...thereby illegal....and reversing a three year old decision of a higher court ...ops here will appeal case in 35 days...and that makes lots of the guys and gals out here feel verra, verra low...but let's all hope the appeal wins......Bill Happel too happy about arrival of long awaited....Keeney electric cig vendor to be talking or thinking about anything else....And another newcomer to town was Billy's new Ballerina...as beautiful as its name and a lot faster and more exciting than some ballet hoofers we've known....tried our hand at several games in Paul Laymon's and turned out so good, decided to give United's Manhattan a test run....won several "free ones" on this lively baby, too.....one of Paul's boys kibitzed that we were just lucky, which moved us on to Bill Williams' Tennessee for a few rounds ....hitting high score on that beauty, we went out looking for a crap game.....and were we lucky.....lucky we couldn't find one.....Bill's son, and Williams Mfg. Co. headman, Harry Williams, left town this past week in his flying Bonanza for Chgo but not until Pop had told him to keep those Tennessees rollin' thisaway.

Charlie Robinson busy on phone.....so swapped hellos real naborly-like with Al Better, fellow from Tallah's new Ballerina.....(no offense, Mr. F.) compared a few wartime reminiscences with us and learned we'd both been fighting on the same side. .....Unanimous in agreement we'd like to see the guys whipping up the next one do some of the scraping....all that conversation doesn't mean Mills man-to-the-core Charlie didn't say, "You ought to see the new Mills Melon and Bonus bells we just got in".....Aubrey Stealer back in town from San Francisco and points north.....and busy as usual a'reatin' in a'shippin'....Finally learned why Elky Ray is never on coinrow: Elky's changed his center of operations to the Playland Arcade on Main St. and Mac Saunders has taken over Pico Blvd. spot as headquarters for his routes in distrib business.

Jack Simon of Sicking taking a turn at Vegas and Jack Ryan ready to tear off to Bakersfield....the Jack of Ryan's pointed a proud finger for our benefit at Bally's Gold Cup....as handsome a one-ball as ever had a finger pointed at it.....The whole tribe was in at Automatic Games.....Dannie, Sammie, Georgie and their very sharp secretary....who's better lookin' than all 3 of them combined.....Got to hand it to Geo. Warner, tho....he had a customer in tow and when that boy is thru selling 'em.....they wind up thanking him just like he'd donated to their favorite charity.

At General Music, Fred Gaunt was in and busy...Bud Parr was down to San Diego and probably busy, too...but not too busy for a fast sket shoot with favorite sket-shooting partner, Gus Fox...The Solitone people are still waiting patiently and planning soundly for release of their new combination radio and record selectorbox reports from its downtown test run assure a fine reception for this F.E.Willsonprodu..duct....Bill (W.S.) Wolf took to the road again...this time to Seattle...while genial Nels Nelson awaits "any day" delivery of the new AMU 40 selector box....Another expectant lad is Lyn Brown.....on the watch for Scientific's "Pitch 'Em And Bat 'Em"....Len Micon and family were on the job at Pacific Coast Distibs, taking orders for quick delivery of Genco Trade Winds. Plenty of music notes this week with first call going to Bill McCall, L. Star Records who got a real rise out of local music circles this week....Bill sought to have Musicians Local 47 do something to stop Victor's Phil Harris release on "Deck Of Cards"...charge was that Phil, a member of the union, and Dinning Sisters, Capitol, for selection.....Another one they like is Artie Wayne's Majestic platter...."Let's Spend A Quiet Evening At Home". Capitol's fiscal year statement, issued by proxy Glenn Wallichs...attributes the $225,292 reduction in their 1942 operating loss to extra recordings...to beat the ban,inventory markdown and cost of new electrical transcription equipment.....but don't let that worry ya.....Capitol's business is but verra verra good these days, what with Peggy Lee's "Manana" and the likes. Note to Philly music ops: Benny Goodman should have those coin chutes clicking like never before when he opens May 21 at the Click Theatre Cafe in your town with his new hot combo....Have you heard Easy Morales' "Take It Easy" on the Rainbow label?...Recommended here for either rum-ba or novelty spots...Another than promises to make with the nickels is a "Little Learnin' Is A Dangerous Thing".....a Columbia disk, it's a natural with Frank Sinatra and Pearl Bailey sharing the vocal...Interesting to note the rise of Tex Beneke's "St. Louis Blues March", in that number remake of T-disk by Glenn Miller, who heard it overseas, exclusively Victor and reintroduced on demand of ex-G.I.s...Aladdin's Leo Messner due home from...last stop, Dallas, brother Eddie report is advance orders on 7 new releases this month makes it biggest in history of the magic, moneymakin' company...Tip No.2...and for free...to music ops: Try Jewel: "Recess In Heaven" on your general locations as well as your race spots...you'll find it teriff!
MINNEAPOLIS

Signs of Spring.......the Sportsman's Show at the Minneapolis Auditorium.......starting March 27 thru April 3....and many ops thruout the entire Northwest terri-tory are coming in with their families..to spend a day or so to see it.......It's quite an event.

Here they are.....Ray and Don Thraen...of Tracy, Minn., spent a day calling on distrits here and then went over to visit the Sportsman's Show.....Louis Kaiser of Crookston, Minn., also in town for a few days looking things over.....Ed Kubes of New Prague, Minn., drove all down to Sportsman's Show....and went about to say hello to the coinmen here.......J. Allan Redding of Hoiston, Minn., drove all the way down here to get a look at the...big Sportsman's Show....and told us he liked it, but swell.

Mr. and Mrs. John Kalasardo of Lady-smith, Wis., drove here to spend Easter Sunday with relatives..Mr. and Mrs. Eddy Birkemeyer of Litchfield, Minn., in town and doing some shopping.....Frank Kral of Chippewa Falls, also in town calling on various distrits here.....Noel Heife of Grand Forks, N.D. in town for several days.......he's a member of the Grand Fork Bowling Team in tournament here.

The Pleasen of Bridgewater, S. D., in town for a few days.......Walt Schmidt who is a successful garage man....as well as an operator in Red Wing, Minn., has the inside track to be nominated for the Red Wing Council.......Walt is giving odds he's going to win.......Joe Atol of Arrowhead, spent a few days around town, bumped into Morris Berger and drove him home.

Art Berg of Fairmont, Minn. spent several days here.......sort of hchanger...Fred Kirschman of St. Cloud, Minn., who sold his route....and was out of the biz for one solid month.......bought it back again and is with us once more.......Don Ehrman of Winona, Minn., taking time out to drive here on some very fast business...Mr. and Mrs. C. T. Treveer, also of Winona around our town for a few days.

NEW ORLEANS

Louis Boasberg advises that all pins now display a sticker.....which tells the public that part of the proceeds go to the Red Cross.......Bernard Elias from New Iberia, La....still incapacitated....from that auto accident he had last summer....but seems to be getting around pretty well on those crutches.....also all Nola ops are pulling for Bernard to get well and visit around here once again.....Ben Robinson.....all dressed up in his brand new Spring attire.....doing some buying from Dave Martin....Dave Martin is sure keeping the roads hot...had to buy a new set of tires for his Ford truck.......Saw Bob Buckley gazing with fond eyes....at the brand new Chevy truck....which the firm just bought.......Bob visualizing how a fleet of about 50 would look in front of his place.

The coinmen here really enjoying Beatrice Kay at the Beverly.....Saw Mr. and Mrs. Henry Fox.....Louis Boasberg.....and lots of others one night this past week.....Alfred Scivicque of White Hall, La.....buying equipment.....Console Distrib. Co have moved their large repairing.....and overhauling work to Good Hope, La.....10 minute ride from their present quarters.......Roy Monica around town buying parts.....drove in from Luther, La.....Larry Copeland's expecting the stork.....any day now....O. C. Marshall out again traveling thruout the territory.....Al Morgan of Rex Coin Mach. Co.....getting plenty of nice compliments from visitors for their beautiful display.....They tell me that Nick Calzadila's li mo. old daughter may one day be "Miss New Orleans" she's that gorgeous.

ST. LOUIS

Maynard Todd, Rock-Ola's here-again, gone-again rep.....has departed St. Louis for a last look at winter up in Minne-apolis.......Todd made lots of friends among the nickel gentry this past month and will be back in St. Louis ever and anon...he reports.

Bill Betz of W. B. surprised everybody with a call around some of the suburban routes.......Bills hard at work on plans to help ops cut their operating costs.....but......so far hasn't made much headway.....he says....."Closed competition, and identical offers to location owners is about the only solution to our problems", he opined.....It's noticeable that wherever Betz has been.....business picked up.

Ben Axelrod and Al Haneklau of Olive Novelty report themselves flushed with joy over two new Gottlieb games which spent record sojourn in the warehouse last Friday...25 games came in at 11:30 and were all gone at 3 P.M.....as long patient ops snatched them up......."And we have 30 more games on the list", Haneklau beamed.....After early March drop the quick sale was pleasant business.

The Missouri Amusement Machine Assn. has scheduled an important meeting for the first of April.....The closed competition plans which have been operating in half-way style the past few weeks will probably be ironclad after this session.....It is reported.

March 18th...fiscal year....brought no less than 6 auditors and bookkeepers in to Ideal Novelty to help wrangle the figures straight for the season.
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*Play Appeal
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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.

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Atoll Distributing Company
120 7th, Jefferson St., Canonsburg, Pa.

Brandt Distributing Co., Inc.
1809-11 Olive St., St. Louis 5, Mo.

Central Music Distributing Co., Inc.
1523 Grand Ave., Kansas City 8, Mo.

Clark Distributing
415 Bremen St., San Francisco 7, Calif.

Commercia! Music Co., Inc.
728 N. France St., Dallas 1, Texas

Cruze Distributing Co., Inc.
105 Virginia St. W., Charleston, West Va.

F.A.B. Distributing Co., Inc.
615 South St., Des Moines 1, Iowa

Harvey Distributing Co., Inc.
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Harvey Distributing Co., Inc.
415 Fourth Ave., S., Nashville 4, Tenn.

Harvey Distributing Co., Inc.
407 N. Central Ave., Knoxville 17, Tenn.

Sutton Distributing Co., Inc.
600 S. First St., Louisville 1, Ky.

Sterling Service
2850 N. Seventh Ave., Akron 37, Ohio

Tennessee Distributing, Inc.
520 N. Seventh Ave., Knoxville 37, Ohio

Williams Distributing Co., Inc.
1082 Union Ave., Memphis 3, Tenn.

Wolf Sales Company
1923 S. Broadway, Denver 2, Colo.

Young Distributing Co., Inc.
1327 S. Brand St., Columbus 2, Ohio

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NEW YORK—Just as the song goes, "Spring is busting out all over"—so it seems is the coin machine field—busting out all over with greater demand for used equipment than it has enjoyed in many, many months.

Of course, with the sudden, April price calling everything more expensive, the search for used machines seems to be consuming as much effort as ever, but the operator has been searching 'round and about to obtain more of the later model used machines.

And, as long distance wire buzzed, the news spread that the used machine market was once again in action, with the result that prices started crawling upward—to new peaks, which haven't been seen for sometime.

There is no longer any doubt that the demand will far exceed the supply. Operators are intent on testing new spots, especially roadside stands and resorts, with used machines first.

"So we-ell known operator said, "I'm not going to invest heavy money in new equipment until I get some idea what these spots can do for me. In the way of earning me some money."

This seems to be the universal plan and the demand continues to grow.

For example, late model pinball games are now in such demand that jobbers and distributors are turning them down if they have been used, and are holding them back at a decent profit on the trade-in price.

In the pinball field the same is also apparent. Formerly, even such outstanding machines as the Wurlitzer 760E could almost be commanded at a price by the juke box opa. Now those who have these machines are holding off, and the price continues upward.

The curb stone brokers seem to have been curbed, because of the fact that the larger dealers are not any longer interested in offering the merchandise on a percentage sales basis.

The operators are, regardless of this fact, still finding used machines their best buy for testing out the new resort and roadside spots.

One op put it this way, "We don't know whether there will be crowds in the resort spots as there were last year and the year before that. We also don't know, regardless of all the optimism, whether there will be as much traveling, so that the roadside places will prove profitable locations. We want to wait and see. And used machines are our best bet in this case."

So as the ops hesitate—the prices continue to go up.

The trade feels the action and all realize that before long many good territories will be calling for equipment. These territories, as many have pointed out, have been quiet all during the past harsh winter months.

Whatever will happen within the next few weeks will be most noticeable to all in the field. By using the older equipment for test purposes and, thereby, cleaning out inventories, there is no doubt that new equipment will start moving faster than before and the entire field is bound to see better action in all categories, both new and used, than it has all during the past winter.

First to feel the effect of the rising tide in used equipment were the juke box men. These jumped up some weeks ago and have held up and, according to experts, will continue to go even higher.

The games market has held to a price, but, with many selling new equipment on a small profit margin, there is some doubt as to whether the used games will hold the gains they have made.

In the pinball machine field, the demand for used equipment continued steady, right through the past, tough winter months and, according to all reports, has increased, since the manufacturers in this field seem to be stymied about getting into heavy production, as was promised for this time of the year. Therefore in this field the used machines will go up, rather than tend downward as production gets going.

Whatever other action is visible, there are also sales in very good quantity in the bells, consoles, pinballs and allied fields. These machines have taken the first place attention of many operators who are finding that there is a good demand from locations for them at this time.

In fact, it has been noted, and this is also apparent, that phone calls have been going the rounds asking for these machines. To this has been rather quietly done these past weeks, it is now coming into the open as offers to operators for trades become frequently greater.

The fact that prices are tending upward has stimulated many operators to buy what they can as fast as they can to insure themselves sufficient equipment for the forthcoming Spring and Summer season which give promise of better profits.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.
NEW YORK—The entire industry awakened with the first signs of Spring weather.

It is now generally believed that a boom is bound to result if the members of the field will continue hitting as hard as they have started to and will also continue on with the proper exploitation which, as in former years, won such a great following for this business.

New equipment being presented by the manufacturers is clicking with all in the trade.

There is now a general belief that collection averages, which have already started to show a definite upswing, will go much higher and that this, in itself, will result in awakening the industry to its own great importance in the entertainment fields.

Almost every division of the business has caught this fighting fever—to get the trade over the top, beginning with the Spring season.

What is also very heartening is the fact that the ops are now concentrating all of their energies on building up their routes to the highest possible degree.

Tho there are as yet many of the nation’s coinmen who are not completely set up on their locations with better machines, as well as with a new commission basis, the average operator already has all these factors under control, and is getting himself into position to assure himself the highest possible profits.

Leaders in the field look to the Spring season for big play. They all believed that the warm weather would once again bring people out of their homes and that this sort of circulation would result in a gain all around.

These past weeks have proved this true. As the weather grew warmer, more and more ops reported that they found play getting better.

Taverns and restaurants throughout the country report that there’s been a definite increase in their business these past weeks and that, as business gets better, they, too, look forth to one of the best Spring and Summer seasons.

Operators, therefore, are of the opinion that this Spring will start the ball rolling and that, with the new products which are being presented, they are assured every opportunity of recapturing the big play which has always been the outstanding feature of the Spring and Summer seasons.

Reports from arcade owners are to the effect that they look to the forthcoming season with greater optimism than ever before.

They believe that should Congress vote a draft there will once again arise a large number of new arcades in the vicinity of camps and that the entire penny arcade field will get a “shot in the arm”.

What is most thrilling to many in the field is that the entire industry is pushing forth its greatest effort to make this the beginning of a boom which will carry all thru to the end of 1948.

And, with the further fact, that the public is accepting only economical entertainment there’s no earthly doubt that the field has every possible opportunity before it to boom on ahead.

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