Build up your average collection and net profit per location by turning in on Wurlitzer 1100s your old phonographs that are costing you too much to service—taking in too little money. We will make you a generous allowance for your old equipment—arrange easy terms that will get you off to a flying start.

With new 1100s you will have the outstanding profit producer of all time—a phonograph with such amazing eye, play and ear appeal that there is just no comparison. With its Zenith Cobra Tone Arm, records played a thousand times sound just as they did the first time they were played.

This means BETTER MUSIC—MORE PHONOGRAPH PLAY—BIGGER PROFITS.

Records last up to ten times longer. Mechanical and electrical parts, combined into compact assemblies, can be removed from two to one hundred times faster—replaced with spares when shop servicing is required. These savings in records and service should exceed $300 in four years.

Let us tell you how easy it is to increase your profits—pull down your service costs. Put new Wurlitzer 1100s in your top spots. Give a new lease on life to ALL your locations by moving in a better paying phonograph that will cost less to service.

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Brandt Distributing Co., Inc. 1809-11 Olive St., St. Louis 3, Mo.
Central Music Distributing Co., Inc. 1323 Grand Ave., Kansas City 8, Mo.
Clark Distributing 415 S. Broadway St., San Francisco 7, Calif.
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Cruza Distributing Co., Inc. 1083 Virginia St., W., Nashville, Tenn.
Eaton Distributing Co., Inc. 415 Techt St., Des Moines, 14, Iowa

G. S. Distributing Co., Inc. 409 South St., Columbus 2, O.
Harvey Distributing Co., Inc. 521 S. Paul Place, Baltimore 3, Md.
The Arthur Henneman Co., Inc. 782 Central Ave., Albany, N. Y.
Indiana Simplex Distributing Co. 801 S. Washington Ave., Chicago 8, Ill.
Iowa Distributing Co., Inc. 2118 University Ave., St. Paul 4, Minn.
Porter Distributing Co., Inc. 17 E. Jefferson St., Detroit, Mich.
Redd Distributing Co. 1100 Lincoln St., Allensville 34, N. Y.
Siegel Distributing Co., Ltd. 477 Yonge St., Toronto, Ont., Can.

Model 1100

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THE COIN MACHINE OPERATORS OF AMERICA, INC.
1309 NEW JERSEY AVE., N. W.
WASHINGTON 1, D. C.
(All Phones: HOBART 3170)
THE CASH BOX

“THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY”

THE CASH BOX IS THE OPERATOR’S MAGAZINE—
IT IS NOT SOLD ON NEWSPRINTS

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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, $4.94 per year. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

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 machine 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.”

Talking It Over

One of the things most complained about by many in the juke box business is that the phrase found on the average location can only be described as, “dirty.” Many advise the operators to repaint these signs, which they have seen on locations, “Should never even think of receiving any commission at these locations or anywhere. They not only offend all the members of this business in any particular area,” they report, “but, they tend to degrade the entire industry.”

Cabinets are often branched and scratched. Title strips are illegibly pencilled in without listing name of artist or record firm. Many strips are broken and usually patched with adhesive or scotch tape. Tone quality is absolutely atrocious. All auxiliary speakers are to be found in the location and, in most cases, no wall or back-boom or other coverings are ever used. Records are completely jumbled. Picking number 19 may bring about number 5 instead.

In short, there’s a lot of work yet to be done by many ops before they can ever talk about picking commissions or changing over to 10c play. They must first make the public want to play their music machines by making these fine instruments attractive, clean and inviting. And feature tone quality at least equal to the sets in the average home. Title strips should be neatly typed (if not purchased) with the name of the tune, artist and make record. Every machine should sparkle on location, regardless of collections from the spot, before 10c play is attempted.

The television field grows more optimistic. Members of this infant industry claim there will be 750,000 sets in use by the end of ’48. They also expect 200 stations in 75 cities by the end of ’49. And an audience of 5,000,000 in the next two years.

Most optimistic of all statements is that video will be among nation’s top ten industries in 5 years. There are now 250,000 sets in use in U. S. About 150,000 of these are reported to be in New York City. Of the 250,000 sets, 33,400 are in public places throughout the nation. In New York City there are 10,000 sets reportedly to be in bars and other public spots.

There are 23 stations now on the air. Three each in New York, Washington and Philadelphia. Two each in Chicago and Baltimore. One each in Boston, Newark, Schenectady, Chicago, Detroit, Cleveland, Milwaukee, St. Louis and Los Angeles.

There are 20 mfrs., making sets ranging in price from $150 to $2,500. Two-thirds are table models. Where there were only 40 advertisers on video programs last year, there are now over 200 advertising, and more asking for time. The average station is on the air for about two to three hours a day, with the exception of Paramount Pictures’ Hollywood station which broadcasts 7 hours a day. Programs consist of 50% sports, 30% films and the balance in live studio entertainment.

Perhaps the above may give those coin men who have been discussing combination video-phone-radio instruments a chance to analyze advantages and disadvantages.

Noticeable trend, and which was openly predicted in this publication last quarter, is that, while coin men from coin men advising them are being faced with competition from coinless wholesalers, who have, in a way, discovered it’s time to operate.

Perhaps this will convince many coin men and complaining ops that they certainly aren’t in the worst business. One coin man asked, “Who could the average operator expect to earn, as a weekly salary, if he could kick up his route and enter into another business?"

Most important, of course, is the fact that what is now happening is an upsurge in zinc, aluminum, copper, lead, and other critical materials go into effect, operating will probably make it impossible for the majority who wish to remain in this field. Used machines and parts are expected to reach wartime boom levels.
AMUSE, GAME OPE

Pinballs, Rolldowns, Bowling Games, With Opinion of Leading Amusement Game

NEW YORK—In answer to the statements which were made in the article which appeared this past week (Pages 4 and 5, May 1, 1948 issue) amusement game ops immediately rallied to the idea of 10c play.

As one noted op reported, "I'm in full agreement with the operator who advised you he had changed over many of his games to 10c play and found that he was earning 75 per cent more than he ever did before.

"With the same amount of playing time and increased awards", he continued, "there is every reason to believe he would average at least 75 per cent more income. That being the case", he said, "I'm going to try 10c play for my games in many of my locations. I don't think it will work in every single spot I have, but, generally, it should work out okay."

There is nothing different in using a 10c play chute than there is in featuring a 5c chute on any amusement game made. It is agreed then there are locations which may only patronize 5c games. But, should such locations receive brand new games?

The 5c locations can always be the second run spots for any game. New machines should first appear in the 10c locations. Players will invest a dime just as quickly as they will a nickel, if the game is interesting and appealing to them and, especially, if it offers them greater awards.

Dime play for amusement games is not new. From the earliest days of the old bells, up to the modern one-balls and consoles, as well as many types of arcade machines, the investment of one or more nickels has always been based on the awards and the interest which the game held for the players.

The average pinball operator has been complaining that the higher cost of games, plus his much increased overhead expense, have kept him from earning the profit he should, as compared to his investment.

With the amusement game operator more prosperous, there is no earthly doubt that all business, right up the line in the amusement games field, will also prosper. But first, the base (the operator) must be solid, financially liquid and enjoying profits, so that all can then build their future on this solid base.

Even the counter games of yesteryear featured coin chutes which would accept pennies, nickels, dimes and quarters. And award quantity (usually packs of cigarettes) was based on the coin used by the player. All these machines featured a "window" which showed the last coin played. And many an operator of those times will admit he received a good share of larger denomination coins, even tho the entire play of the game was arranged for pennies.

In short, people will invest more if they can win more.

Furthermore, to meet present inflationary conditions the public today finds it has more dimes in its pocket than ever before in history. This is much due to the fact that the majority of street cars, buses, subways, elevators, and all transit systems are now charging 10c. And also due to the fact that almost all former 5c merchandise items have been boosted in price to 10c.

The operator has a 10c customer in today's public and because he uses more dimes than he does nickels. There's no reason, then, why the operator shouldn't play up to the most popular coin in the public's pockets—the dime—and change the cost of playing his equipment to 10c.

Remember, too, people are used to handling dimes today. A change in play and 10c won't, therefore, be as startling as it would have been a few years back.

This is only logic. The reason counter games were so popular some years back was due to the fact sales taxes were just coming into being in city after city throughout the country. Intelligent promoters instantly foresaw that the public would be jingling more pennies in its big, collective pocket than ever before. The tremendous success of the counter game proved the logic of this reasoning.
The same was true of the nickel—in its day—when it reigned as the most popular coin in the public’s pocket. But, today, it’s the dime. The dime has superseded in need (and, therefore, in popularity) the nickel.

And since the dime’s popularity grows greater each day, every operator must immediately arrange to adopt this great popularity of the 10c coin to his equipment. His machines should always be geared to the most popular coin in the public’s pocket. And the public is today in the habit of using dimes—constantly—ever growing—ever spreading—with more and still more dimes being minted to take care of this need.

What better test than amusement products? The pinball, rolldown, bowling alley, and all other types of coin operated amusement machines, properly arranged to accept the new “king of coins”—the dime—will renew the lifeblood of the entire amusement games industry.

Reports from operators who have been quietly conducting tests are filled with enthusiasm. Every single one of these men has agreed, “the dime is king”. They are, once again, enjoying a real profit return on their investment. What is more important—the public approves. That’s the final answer.

The average operator, with his mind’s eye (as he reads this) can already visualize the locations where he can, with the next new game he brings them, start dime play. And, if he gets complaints from other spots, where he has 5c play still in effect, he can easily overcome any such argument by advising that when the game is new—it’s 10c play—when “used”—5c play.

There’s no reason why all amusement play action, on every location, shouldn’t be at 10c. The increased awards to the players are all the incentive that’s necessary.

Furthermore, for long years the amusement games operator has always been plagued with complaints about minors playing his machines. Almost every operator in the nation has posted cards, signs, stickers, pasters and what not, on or near his equipment advising that minors are not allowed to play. Many operators have had to warn their location owners time and time again to escape police action.

What better argument for officialdom than the dime play? The cop on the beat knows that the average kid won’t invest a dime to play a game. In the first place few, if any, kids have dimes to invest, especially these days. Here, then, is something of great value to all in the amusement games field to once, and for all time, remove the plague of the “minor” from the neck of the men engaged in the industry.

Dime play can also revive manufacturing. New, different, better ideas can come into being. Greatly enlarged vistas present themselves. A great future for the ingenious, inventive minds is here. Something radically new can be offered to the public to once again stimulate interest and increase play action.

Dime play brings better and bigger profits and allows the operator to spend more money for new products.

The idea of 10c play is logical. It’s sound. It’s solid. Inflation has made the dime the “king of coins.” Nickel merchandise was long ago likened to 10c by all intelligent merchants.

Transit fares are 10c. Nickel cigars are now 10c. Five cent shoe shines are 10c. Ice cream cones are 10c. Here, there, everywhere, in every walk of modern American living—the dime presents itself as the new, popular “king of coins.”

It is, therefore, up to everyone engaged in the coin operated amusement field to change to dime play. To greet the new “king of coins” with open arms. To change to 10c play with the very next new game introduced to any location. To gracially, even eagerly, accept the new coin king—the dime.

Long live the “king”—the dime.
Click chick Sarah Vaughan, the gal with the haunting tresses, has been tearing down house after house and likewise boomed phonograph play for a zillion music ops with her smash Musitronics platters. Sarah recently copped first place in the music polls of the Pittsburgh Courier, Downbeat and Metronome. Her renditions of "Everything I Have Is Yours", "I've Got A Crush On You", "Trouble Is A Man", "Gentleman Friend" and "The Lord's Prayer" caused wide comment in disk circles. Latest platters are "Nature Boy", "It's You Or No One" and "It's Magic". Direction: The Gale Agency, Personal Manager: George Treadwell. Press: Jim McCarthy.
The Nation's TOP TEN Juke Box Tunes


1. **SABRE DANCE**
   - Jumps from the fourth spot to nab top position. Going like mad say the ops.
   - CO-38102—Woody Herman O.
   - DE-24388—Vic Young O.
   - MG-30048—Macklin Marrow
   - SI-15180—Roy Bloch O.
   - RE-111—Don Henry Trio
   - VI-20-2721—Freddy Martin O.

2. **NOW IS THE HOUR**
   - Drops one this week, with ops reporting play holding up.
   - CA-15034—Margaret Whiting
   - CO-38061—Horace Heidt O.
   - CO-38113—Buddy Clark
   - CM-7202—Jerry Wold O.
   - DE-24378—Bob Carroll
   - DE-24279—Bing Crosby
   - LO-110—Gracie Fields
   - MA-1191—Eddy Howard O.
   - ME-5103—Les Paul Trio
   - MG-10125—Kate Smith
   - MU-532—Shep Fields O.
   - SI-21758—Roy Bloch O.
   - VI-20-2704—Charlie Spivak O.

3. **BECAUSE**
   - In second place a week ago—here it is in the third spot.
   - AP-1068—Hal Winters
   - VI-20-2653—Perry Como

4. **TOOLIE OOLIE DOODLE**
   - Moves up one notch to grab fourth place. Ops going wild about this one.
   - CA-15059—The Sportsmen
   - CN-1223—Vaughn Horton
   - DA-2015—Dena Serenaders
   - DE-24390—Andrews Sisters
   - FL-5005—Alpine Belles
   - LO-201—Johnny Dennis
   - SP-5505—Larkin Sisters
   - ST-1013—Dick Hayman
   - VI-25-1114—Hemi Rea O.

5. **BABY FACE**
   - In seventh place a week ago this plug tune jumps this week to latch onto fifth place.
   - AP-1114—Phillie All Stars
   - CO-30014—Jerry Wayne
   - DE-25536—Horni King O.
   - KR-216—Uptown String Band
   - ME-2120—Aqua String Band
   - MG-10156—Art Mooney O.
   - ST-294—Hum & Strum
   - TO-294—Benny Strong O.
   - PA-1105—Fotus String Band
   - UN-627—Milt Scott O.
   - VI-22879—Sammy Kaye O.

6. **MANANA**
   - Still going wild like. Ops continually rerouting.
   - CA-15022—Peggy Lee
   - DE-24333—Mills Bros.
   - LO-187—Edmundo Ross
   - VI-20-2819—Joe Loss O.

7. **SHINE**
   - Drops to the seventh spot this week after a transatlantic ride across the board.
   - DE-48074—Slim Green
   - DE-25354—Ella Fitzgerald
   - DE-25353—Guy Lombardo O.
   - DE-24382—The Mills Bros.
   - ME-5091—Frankie Laine
   - VI-20-2760—Hot Qintette

8. **BUT BEAUTIFUL**
   - In sixth place a week ago—into the eighth spot this week. Play still zooming on the phonos.
   - CA-15024—Margaret Whiting
   - CO-38033—Frank Sinatra
   - DE-24283—Bing Crosby
   - DE-24294—Bing Crosby
   - LO-142—Donny Dennis
   - ME-5096—Frankie Laine
   - MG-10126—Art Land
   - MU-538—Mel Torme
   - SI-15177—Roy Bloch O.
   - VI-20-2616—Tex Beneke O.

9. **YOU CAN'T BE TRUE, DEAR**
   - Bounces into the limelight with ops painting to a long and steady run for this tune.
   - AP-1121—N. Emmett
   - CA-15077—The Sportsmen
   - BU-1032—R. Deaurville
   - LO-202—Vera Lynne
   - DEL-1171—Ziggy Lane
   - RO-128—Ken Griffin
   - VI-25-1117—Will Gele

10. **NATURE BOY**
    - Ops throughout the nation know about this one. A real winner if there ever was one.
    - CA-15054—King Cole
    - CO-38210—Frank Sinatra
    - DE-24439—Dick Haymes
    - MU-567—Sarah Vaughan
    - RA-Rainbow
    - VT—Vitacoustic

**CODE**

AL—Alladin
AP—Apollo
AR—Aristicrat
BU—Bullet
CA—Capital
DA—Davis
CN—Continental
CD—Columbia
CS—Coast
CE—Celebrity
DE—Decca
DEL—Deluxe
EX—Exclusivc
KL—King
MI—Miracle
MA—Majoritic
ME—Mercury
MG—M-G-M
LO—London
MN—Meran
MO—Modern
MU—Musicraft
NA—National
RA—Rainbow
RE—Rogent
SA—Seavy
SD—Super Disc
SI—Signature
SP—Specialty
ST—Sterling
TC—Top
TC—Twentyth Century
UN—Universal
VI—Victor
VT—Vitacoustic

**Section**

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www.americanradiohistory.com
SAMMY KAYE
The Tune on the Tip of My Heart
Bright and bouncy... a typical Kaye coin-catcher with lifting lyrics by Don Cornell and The Three Kaydets.
I'll Always Be in Love With You
Slow, dreamy oldie that's coming back. Don Cornell and The Three Kaydets blend mellow voices.
RCA Victor 20-2746

FREDDY MARTIN
On the Little Village Green
Zingy strings and that typical Martin piano-fingering will make this a big "soft lights and sweet music" favorite!
A Little Street Where Old Friends Meet
This one has that lazy, nostalgic feeling. Humming background, with Clyde Regan's vocal adds a back-room flavor to this disk.
RCA Victor 20-2826

LARRY GREEN
Concerto to the Moon
(Concierto En La Luna)
Light and lifting all-instrumental... swell follow-up to Larry's "Reg Your Pardon."
Get next to this sparkling piano waxing, but fast!
Mother Nature's Lullaby
Has the appeal of "Oh, What It Seemed To Be!" The Trio and the maestro's toe-tapping piano-work make this platter a real-doubie-feature!
RCA Victor 20-2822

DESI ARNAZ
and his Orchestra
Rumba Rumbero
Desi's cross-country tour is building his popularity. Desi delivers this one with his terrific, original vocal styling. Reminds you of "Cuban Pete."
In Santiago, Chile
(Te'n Chim At All)
Sounds like... same idea as "Montana," only it's about a Chilean who was a hot sarchita. Cash in on this calypso click!
RCA Victor 20-2827

BILL BOYD and his Cowboy Ramblers
Closed for Repairs
Swell rustic piano-fingering, as Bill chants the vocal.
American Patrol
Glenn Miller's oldie, up-to-date "country style."
RCA Victor 20-2832

CHARLIE MONROE and his Kentucky Pardners
I Know You'll Understand
\% hillbillly ballad with plenty of guitar and mandolin.
End of Memory Lane
Ear-catching duet by Charlie and one of his "Pardners."
RCA Victor 20-2834

HANK, "THE SINGING RANGER" and his Rainbow Ranch Boys
Here Canada's great singing cowboy, Hank, sings in the Ernest Tubb style in these two proven winners. "A" is a slow waltz and "B" is a ballad. Clear the hillbillly docks for plenty of play on Hank---"The Singing Ranger!"
My Mother and My Sweet Texas Blue Bonnet Queen
RCA Victor 20-2835

NEW INTERNATIONAL HITS!
JOE BIVIANO with RCA Victor Australian Orch.
Bowling Alley Polka and Village Band
RCA Victor 25-1116

JOSE MORAND and his Orchestra
Sunday in Old Santa Fe and Con Maracas
RCA Victor 26-9204

JEAN SABLON
French
Le Doux Caboulot and J'ai To Main
RCA Victor 26-7009

WALTER DOMBKOWSKI
and his Orch.
Whose Treat and Warszawianka
RCA Victor 25-9184

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"Blue Shadows On The Trail" (3:08)
"Melody Time" (3:06)
VAUGHN MONROE ORCHESTRA
(Victor 20-2785)
- That man Disney again and more wax from his much flacked flicker. Vaughn Monroe in the spotlight to give with "Blue Shadows On The Trail" and "Melody Time." Top deck is sure to be a featured item on the phones. Vaughn's soothoing pipes, coupled with a fond vocal background by the Moon Maid's fill the air with a ton of beautiful serenity. Flip should meet with equal favor from the many Monroe fans. Face is picked up a bit and spills in light nostalgic melody. Both sides will boom Monroe's stock even higher.

"Melody Time" (3:00)
"Always" (2:56)
HAL DERWIN ORCHESTRA
(Capitol 15071)
- Mucho ballyhoo and huck behind the title song from the Disney flicker of the same name, "Melody Time," with orchestra-balladeer Hal Derwin in the driver's seat. Wax as different here is adequate, and alto it won't kick up a storm, it may serve ops well enough. Song is there tho, and will attract loads as it stands. Derwin's vocal spot is pleasant enough, with adequate backing from the Hi-Liters and the band. Flip is the Irving Berlin ditty "Always," with the Derwin orch setting up in fair instrumental fashion through-out. Both sides may be featured as excellent filler material.

"Pecos Bill" 2:59
"Little Toot" (3:01)
SAMMY KAYE ORCHESTRA
(Victor 20-2786)
- More flicker music from the Disney flick "Melody Time" with maestro Sammy Kaye twirling the baton. Top deck, titled "Pecos Bill" features piper Don Cornell in the vocal spotlight spooning the cute novelty wording. Ditty is one that is sure to meet with wide approval—Don's vocal trick inspires its potential all the more. Flip is another waxing in the novelty vein, with Don and the Three Kay-dets in spotlight. Tune is the story of a tugboat replete with happy waggery that glows favorably. Sammy Kaye fans and a host of others are bound to start calling for the pair. Ops take note.

"What Is This Thing Called Love?" (2:47)
"Hip-Billy Boogie" (2:41)
LES PAUL
(Capitol 15070)
- Kicking up a storm with his new rendition of "Lover!" Les Paul gives with more new "lovin'" music here on "What Is This Thing Called Love?" and "Hip-Billy Boogie." Natch the wax is unusually amusing as if there were five guitars going at once, while actually only Les is doing the work. Stuff is ably suited for the crowd that can appreciate music as fine as this. Altho it won't create an avalanche of coin play—the wax will boost phono action.

"It's Magic" (3:22)
"Put 'Em In A Box—Tie 'Em With A Ribbon" (3:03)
DORIS DAY
(Columbia 38188)
- "It's Magic," from the flicker "Romance On The High Seas" shows as a soulful ballad loaded with possibilities to score. The gal's pipes pitch pleasantly and dramatically throughout. Wax weaves in slow manner, with the George Siravo orch blending smoothly. Doris' vocal pitch is flavored immensely by the sugar-coated wardrobe. Stuff is of the intimate variety and should go over well with the dance crowd. Flip, titled "Put 'Em In A Box—Tie 'Em With A Ribbon" is a light novelty ditty with Doris displaying her fine set of tonsils in elegant fashion. The gal's pipes are attractive—no doubt about it. Lyrics are as cute as a bug in a rug and draw the listener back for another earing. "It's Magic" will put magic coin into your phono—grab it.

"The World Is Waiting For The Sunrise" (2:56)
"Shirley Steps Out" (2:59)
BENNY GOODMAN SEXTET
(Columbia 15069)
- There's no denying the brand of music that Benny Goodman puts out. Big and the sextet and music that stays sweet forever. Top deck is no exception—this band is Benny classic, with Benny and the gang making mellow rhythms that shines and glitters. Mel Powell, Red Norvo et al. glow brilliantly throughout—not to mention Benny's forte is a joy spot. Flip is more subdued instrumental music that shows the group up in high fashion. Both sides for a dependable coin caller.

"The Mexican Shuffle" (2:45)
"Cugat's Nugat" (2:50)
XAVIER CUGAT ORCHESTRA
(Columbia 38185)
- The kids that go frantic when listening to Cugat's music are bound to turn hand-springs with this pair of Latin lovelies. Both sides are delightful music from the pen of the maestro himself, with the fond refrain of "The Mexican Shuffle" and "Cugat's Nugat" seeping thru. Top side is a Mexican folk dance sure to meet with your approval. Music is catchy and makes for neat listening pleasure. Flip has Cugat and the crew spilling light Latin rhythms that satisfy. Both sides of wax are well suited to the dance crowd, especially those that go in for subdued lighting with their music. Nab 'em.

"Sunrise Boogie" (2:59)
"Moondust Rhapsody" (3:12)
FRANKIE CARLE ORCHESTRA
(Columbia 38175)
- Light ivory fashions by maestro Frankie Carle and some wax to which ops with wired music stops might well attract themselves. "Sunrise Boogie" and "Moondust Rhapsody," both instrumental works featuring Frankie at the '98 show as adequate music for the crowd that goes for this brand. Top is a boogie as the title indicates, with the band flourishing in brass and reed throughout. Flip is toned down a bit and is aimed at the romance kids a bit more. The wax is there for the asking.

"Crying For Joy" (3:06)
"The Flower Seller" (3:03)
EDDY HOWARD ORCHESTRA
(Majestic 1256)
- Soft, purring tones of vocal magic by Eddy Howard and a pair that might come in for some home play. Eddy gives with the popular "Crying For Joy" on the top deck, with the refrain echoing delicately throughout the wax. Flip is another soft tone number with the ultra-plush mood. Both sides feature the maestro on deck in the vocal slot giving with loads of velvet in his tonsils. Eddy's wide following should account for fair play for ops with this duo.
HIT Tunes for May

(On Records)

**A BED OF ROSES** (Johnstone-Montevi)
Sammy Kaye—Vic. 19301 • Danny Dennis—London 142

**A FEW MORE KISSES** (Patmar)
Dennis Day—Vic. 19377

**DREAM PEDDLER, THE** (Pearl)
Frankie Carle—Col. 19340 • Sammy Kaye—Vic. 19382

**FOOL THAT I AM** (Hill & Range—Mutual)
Buddy Clark—Col. 19502 • Sammy Kaye—Vic. 19382

**IF I WOULDN'T BE SURPRISED** (Republic)
Harry Cool—Merc. 1900 • Sammy Kaye—Vic. 19371

**LONG AFTER TONIGHT** (Bali)
Kate Smith—MGM 19501 • Andy Russell—Cap. 19145

**LOVE IS SO TERRIFIC** (Mellin)
Les Brown—Col. 19340 • Art Lund—MGM 19136

**SOMEONE CARES** (Campbell-Porgie)
Vaugn Monroe—Vic. 19277 • Art Lund—MGM 19179

**TROUBLE IS A MAN** (Regent)
Sarah Vaughan—Music 522 • Hall Sisters—Vic. 20-2364

**WHO PUT THAT DREAM IN YOUR EYES** (Stuart)

Music ops may obtain title strips in New York thru Abe Levine's American Music Co., 478 Tenth Ave. All hall "Popside," who gets congrats, felicitations etc. on the grand opening of his own ultra swank photo studio...Ed Manning, advertising director of Decca Records, resigned his post this past week. Ed's former assistant, Lester Krugman, upped to A & R director...Art Satherley, father of the western chief at Columbia just returned from a nationwide tour promoting Johnny Bond's discing of "Johny's Other Wife"...The new tune "A Girl From Peru," written by Charlie Tobias, and recorded by Freddy Martin on Victor and Guy Lombardo on Decca will be promoted via a disking-wise contest, the prize of which is, in all things, a two-week vacation to Peru...Francis Craig, currently playing in capacity audiences in Anchorage's "700 Club," Syracuse, N. Y., gave us a preview of his latest Ballet platter, "The White Bird," and tells us that there are only three copies of the waxing above the Mason-Dixon line at the present time...the ditty is titled "Do Me A Favor, Will Ya?"..."More Than Ever Before" continues to boom in Syracuse.

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**WEST COAST JABBER:** It was still bootlegging and disk counterfeiting that remained on the tip of everyone's tongue this past week...Paul Reiner of Black & White, Art Kupe of Speciality and Aladdin's Mooney Bros. report some progress in their investigations, but all of them, and a few others in the disk biz still complain that sale of their hit recordings are busily haunted by the bootleggers...St. Louis distrib Millner Sales Co., is reported to have "picked up"...And that other rumor of L.A.'s biggy who was reported shipping tins with a bundle of greenbacks in the back of a bundle...Local jocks and jokers throw ing bouquets to Sarah Vaughan, who adds another feather in her cap as she con tinues garnering heaps of plaudits with her rendition of "Nature Boy."...MGM pic execs will be viewing the Beryl Davis screen test this month with more than usual interest since it will also be Frank Sinatra's debut as a director. If the test pans out successfully, Frank has been promised a musical short for his first official assignment.

Manor Distrib. Iriving Berman and Sam Lehrer, took over the metropolitan New York distribution of Landler washing machines recently...Firm will distribute under the banner of Broad way Appliance Dist. Co., "Mike" Waldman named to head the flack department for DeLuxe Records, Linden, N. J. Dear Harley Link: Wait'll you hear about the idea we have!...Jack McCoy, famed plugger for Music Publishers Holding Corp., off to the coast for his usual spring jaunt...Irv Katz, Apollo Records promi nent exec will be on a camping trip with Bob Hannon's smash disco of "If I Live To Be A Hundred"...Art Mooney discharged from the hospital and ready to swing again.
“Pin Up Girl” (2:56)
“Boston Baked Boogie” (2:49)
SNUB MOSELY ORCH.
(Super Disc 1060)

-piece of wax kicking up a mild storm in many sections of the nation is rendered here by the Snub Mosely orch, with the maestro himself on vocals, and a pleasant vocal refrain. It’s the top deck, “Pin Up Girl” that might grab off the phono play. Snub’s enchanting vocal spot makes for adequate listening pleasure, and also it won’t stop traffic, it will come in for some heavy play. Flip is a boogie as the title indicates, with Snub purring the lyrics once again. Wax weaves in jump tempo and should be attractive to the crowd that goes for this brand. Lend an ear in this direction.

“If I Should Lose You” (2:58)
“If You Believed In Me” (2:58)
EMILE JONES
(Staff 606)

-kicking up a storm on a host of ops machines in the middle-west, this pair of sides by balladier Emile Jones show as wax well loaded to score throughout the nation. Both sides spill in slow measure, with Emile offering a ton of fine vocal pleasure. Wax is of the intimate sort, and also it is limited to race locations, we believe it should account for loads of coin play. Backing is favorable throughout, with the piper’s voice in the spotlight. The disk rates your whirling it.

“Melody Time” (3:07)
“If You Were The Last Man in Omaha” (3:00)
LAWRENCE WELK ORCH.
(Deco 24416)

-light delightful melody from the Lawrence Welk orch and the set up of “Melody Time” and “If You Were The Last Man In Omaha.” Top deck should be well known by this time. It’s the Disney flicker’s plug tune “Melody Time.” Vocal refrain by Bobby Beens is smooth and fashioned throughout with the soft and yet light woggie filling the ether with nostalgic notes that satisfy. Flip is the melody vein, with Dean Mowery and Bob “Tex” Cremer in the vocal spotlight. Ditty has cute bounce rhythm to it and is pleasant enough as it stands. Welk’s many fans should go for the pair.

“Someone Cares” (3:01)
“Confess” (3:00)
THE MILLS BROS.
(Deco 24409)

-the vocal harmony that this combo give with points the way for top phono play with this platter. The Mills Brothers display their vocal wares in excellent fashion with “Someone Cares,” a slow, tuned piece that is literally filled with nostalgia and sentimentality. Wax is soothing and refreshing as a soft moleat breath spills the cookie. Flip, titled “Confess” adds laurels to the group as they spew more light, delightful tidbits in melody that shine brilliantly. Both sides will boost ops phono take.

“Till We Meet Again” (3:03)
“It Must Be True” (3:06)
ARTIE WAYNE
(Majestic 1263)

-fashionable, dulcet warbling of piper Artie Wayne and some stuff that can be used to boost phono play. Top deck is the old familiar “Till We Meet Again,” an Artie sang free version of all over the place. Wax is enticing and makes for rapturous moments of musical pleasure. Flip is another top notch performance for Artie and puts the smooth melody of “It Must Be True.” Orchestral backing by the Andy Phillips orch, and the vocal splendor of The Crescent Chords both go a long way toward hyping the discs’ potential. Ops won’t go wrong by featuring this cookie.

“I’d Love To Make Love To You” (2:59)
“Gabriel’s Heater” (2:49)
ERSKINE HAWKINS ORCH.
(Victor 20-2836)

-bound to break into the national spotlight again is this pair of attractive sides, maestro Erskine Hawkins sets with “I’d Love To Make Love To You” and an instrumental hit, “Gabriel’s Heater” as meat for phono ops. Top deck, with chrip Laura Washington vocal, that the vocal refrain shows as an item that can catch on. Laura’s purring combo with some mellow background music plape the platter to label it a potential coin winner. Flip shows the gang displaying their instrumental wares in top fashion with solo spots flashing throughout. Both sides for the race spots.

“Do It Again” (2:15)
“Teach Me, Teach Me, Baby” (2:12)
BONNIE BAKER
(Universal 6599)

-making a break for phono fame again, Bonnie Baker, the little lady of the wee voice shows with a pair that have possibilities. It’s “Do It Again” and “Teach Me, Teach Me, Baby” that offer the ears here. Top deck is well known by music ops and may ride hot and heavy with music ops. Flip, a bit of a novelty ditty shows Bonnie at her best, wailing the flowery woggie. All though both sides won’t draw shrieks and the like, ops might find the wax useful as filler material.

“Time Out For Tears” (3:02)
“All My Dreams” (2:58)
SAVANNAH CHURCHILL
(Mono 1116)

-here’s a pair that can’t possibly miss! Savannah Churchill, coupled with The Four Tunes blend phono to come up with a double decker that spells coin play all over the lot. “Time Out For Tears” with Savannah to the mike, has the fair lady purring the heavy woggie in top fashion. Wax makes for delightful listening pleasure, and a Canary listener in any most receptive mood. Flip, “All My Dreams” is the gem of this pair, it is geared near the best voice ever. Disk is smooth throughout with the harmony work weaving excellently. You can hardly expect this disk wields—then run out and latch on.
VAUGHN HORTON

extends
Sincere
Thanks to...

CLEVELAND PHONO OPERATORS ASS'N
for their selection of
"TOOLIE OOLIE DOOLIE" as
HIT TUNE OF THE MONTH

PHONO OPERATORS OF EASTERN PA.
for their
selection of "TOOLIE OOLIE DOOLIE" as
CLICK TUNE OF THE MONTH

THE TRADE PRESS & NEWSPAPERS
for their Rave Notices

THE NATION'S OPERATORS
who are featuring
"TOOLIE OOLIE DOOLIE"
in the No. 1 Spot

THE DISK JOCKEYS OF AMERICA
for their
cooperation and consistent play

DISTRIBUTORS AND DEALERS
for their
re-orders of "TOOLIE OOLIE DOOLIE"
making possible its HIT rating

VAUGHN HORTON'S
Original Recording of His Own Composition

"TOOLIE OOLIE DOOLIE"

CONTINENTAL RECORD No. 1223

Just Concluded
Smash Engagement
STATE THEATRE, Hartford, Conn.

For Personal Appearances: CHARLES YATES
ASSOCIATED BOOKING CORP.
745 Fifth Ave., N. Y.
Hint Decca-Majestic Pact

CHICAGO—Rumors here are to the effect that an agreement has been concluded between Decca and Majestic Records. According to reports, all masters now accepted as assets in the Federal bankruptcy action of Majestic will remain the property of the trustees.

But, all those masters which haven’t as yet been pressed, will be taken over by Decca. Decca is rumored to be planning to press and distribute these masters through their organization under the Majestic label or possibly another name.

Reliable sources here indicate that negotiations may be completed within the next ten to fourteen days.

Standard Songs are MONEY MAKERS!

“I’VE GOT A CRUSH ON YOU”

Recorded by
FRANK SINATRA—Columbia 38151
SARAH VAUGHAN—Musicraft 505
MARY MARTIN—Decca 24227

Published by: NEW WORLD MUSIC PUB. CO.

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

DON’T MISS THIS MUST!
FRANKIE LAINE’S
“THAT AIN’T RIGHT”
MERCURY #5114

ART MOONEY
AT A SIDEWALK PENNY ARCADE
M-G-M RECORDS

Awarded for the Best Record of 1947
VITA MEANS “LIVING SOUND”

The Records You Need!
Write, Wire or Phone For Complete List and Prices
M.S. Distributing Co. 1130 E. 61st St. * CHICAGO 37

Thank You Operators...
FOR YOUR PART IN MAKING OUR FIRST SMASH HIT!!

LOWE GROOVIN’

* Dedicated to Jackson Lowe, Radio Station WWDC, Washington, D. C.

ATLANTIC 855
JOE MORRIS and his orchestra
Featuring the Torrid Tenor Sax of Johnny Griffin

ATLANTIC RECORDS
208 West 56th St. • New York 19, N. Y.

A TWO MINUTE NICKLE GRABBER
BE SURE TO HEAR
JACK OWENS’
“THE HUKILAU SONG”
Backed By
“I’LL WEAVE A LEI OF STARS FOR YOU”
Just Recorded On
TOWER RECORD No. 1436

No Money Trouble Here!

TRouble IS A MAN
Recorded by
GINNIE POWELL with
BOYD RAEURN ORK
on
ATLANTIC No. 860

REGENT MUSIC CORP., 1619 BROADWAY, NEW YORK, N. Y.
JOE DAVIS BREAKS
WITH 50c PLATTER!

NEW YORK—Joe Davis, veteran figure in the music industry, this past week announced the formation of Beacon Records, who will issue a new platter to market for a wholesale price of 50c.

In the face of rising costs and increased overhead, Davis' announcement is certain to prove of import to music operators throughout the nation.

In disclosing the details of the new low-cost platter, Davis declared, "I fully realize that I am attempting to overcome many obstacles. Nevertheless, I also realize that by issuing this 50c record, I am paving the way for greater and increased sales to the automatic machine industry. Music operators today are faced with a serious problem—one that definitely stems from the high cost of records."

"Beacon Records are made of the finest materials. The tone quality is superb and compares favorably with that of other companies. I am endeavoring to bring out new artists and most of all, I am trying to issue songs that are different and have not been recorded for any other company."

"Knowing talent and material makes me feel certain that I can supply coin machine operators and dealers with records that will sell."

Davis further disclosed that the records will be sold directly through his offices, with no territorial distributors involved. The platter will wholesale for 35c, and records will be distributed among juke box associations and disk jockeys on vinylite to facilitate operators and consumers needs. Title strips will also be issued free to music operators. In addition, Davis stated that all orders will be delivered at the expense of the platter. The first release for Beacon are two sides by the Red Caps, "Words Can't Explain" and "Strictly On The Safety Side."

BEST BET for the BOXES

TELL ME A STORY
recorded by
SAMMY KAYE
and his Orchestra on
RCA Victor 20-2761

Published by
LAUREL MUSIC CO.
177 BROADWAY, NEW YORK

FLASH!! ACCEPT NO SUBSTITUTES!
The SMASH HIT ORIGINAL is by DON and SANDRA STEELE

"MY HAPPINESS"

BEING WIDELY IMITATED—OUR UNEQUALLED SMASH RECORD HAS VOCAL DUET WITH INSTRUMENTAL BACKGROUND

DEMAND DAMON D-11133
SEE NEAREST DISTRIBUTOR LISTED APRIL 24 ISSUE of "THE CASH BOX" or WRITE

DAMON RECORDING STUDIOS, INC.
1221 BALTIMORE AVENUE
KANSAS CITY, MO.

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

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In New Orleans.

1. **NATURE BOY**
   - King Cole
   - (Capitol 15054)

2. **GOOD ROCKING TONIGHT**
   - Wynonie Harris
   - (King 4210)

3. **REET PETITE & GONE**
   - Louis Jordan
   - (Decca 35481)

4. **NATURE BOY**
   - King Cole
   - (Capitol 15054)

5. **TOMORROW NIGHT**
   - Lonnie Johnson
   - (King 4201)

6. **GOOD ROCKING TONIGHT**
   - Wynonie Harris
   - (King 4210)

7. **THAT'S WHAT I LIKE**
   - Julia Lee
   - (Capitol 15060)

8. **KING SIZE PAPA**
   - Julia Lee
   - (Capitol 40082)

9. **I'M SO GLAD**
   - Lonnie Johnson
   - (King)

10. **FINE BROWN FRAME**
    - Nellie Lutcher
    - (Capitol 15032)

11. **YOU DON'T LOVE ME**
    - Camille Howard
    - (Specialty 307)

12. **ALL MY LOVE BELONGS TO YOU**
    - Bull Moose Jackson
    - (King 4189)

13. **TOMORROW NIGHT**
    - Lonnie Johnson
    - (King 4201)

14. **LONG GONE**
    - Bull Moose Jackson
    - (King 4189)

15. **ALL MY LOVE BELONGS TO YOU**
    - Bull Moose Jackson
    - (King 4189)

16. **FINE BROWN FRAME**
    - Nellie Lutcher
    - (Capitol 15032)

17. **TEAR DROP BLUES**
    - Jimmy Liggins
    - (Specialty 521)

18. **LONG GONE**
    - Sonny Thompson
    - (Miracle)

19. **YOU DON'T LOVE ME**
    - Camille Howard
    - (Specialty 307)

20. **THE MOJO**
    - Sax Mallard
    - (Aristocrat 2001)

21. **NATURE BOY**
    - King Cole
    - (Capitol 15054)

22. **IF I SHOULD LOSE YOU**
    - Emile Jones
    - (Staff 606)

23. **RECESS IN HEAVEN**
    - Dan Grissom
    - (Jewel 2004)

24. **BUBBLES**
    - Bill Moore
    - (Savoy 662)

25. **ALL MY LOVE BELONGS TO YOU**
    - Bull Moose Jackson
    - (King 4189)

26. **MILKY WHITE WAY**
    - Trumpeteers
    - (Score 5001)

27. **LONG GONE**
    - Sonny Thompson
    - (Miracle)

28. **BUBBLES**
    - Bill Moore
    - (Savoy 662)

29. **TIME OUT FOR TEARS**
    - Savannah Churchill
    - (Manor)

30. **RECESS IN HEAVEN**
    - Dan Grissom
    - (Jewel 4004)

31. **LONG GONE**
    - Sonny Thompson
    - (Miracle)

32. **YOU DON'T LOVE ME**
    - Camille Howard
    - (Specialty 307)

33. **THERE'S NO YOU**
    - The Ravens
    - (National 9042)

34. **NATURE BOY**
    - King Cole
    - (Capitol 15054)

35. **RECESS IN HEAVEN**
    - Dan Grissom
    - (Jewel 4004)

36. **LONG GONE**
    - Sonny Thompson
    - (Miracle)

37. **BUBBLES**
    - Bill Moore
    - (Savoy 662)

38. **THE MOJO**
    - Sax Mallard
    - (Aristocrat 2001)

39. **NATURE BOY**
    - King Cole
    - (Capitol 15054)

40. **RECESS IN HEAVEN**
    - Dan Grissom
    - (Jewel 4004)
WE HAVE IT!
THE ORIGINAL!
T. TEXAS
TYLER'S
Amazing Recording
“DECK OF CARDS”
FOUR STAR 21228
Other Records Available by T. Texas Tyler
(THE MAN WITH A MILLION FRIENDS)
# 1008 Remember Me—Oklahoma Hills (Tex’s Famous Theme Song)
# 1167 Follow Through
# 1149 You Doggone Son of a Gun
# 1131 Fairweather Baby
# 1140 Tell Your Lies to the Man in the Moon
# 1114 Guitar Boogie Woogie
# 1062 You Nearly Lose Your Mind
# 1002 I Hung My Head and Cried
# 1021 Home in San Antonio

For the Best in Folk Music
210 NORTH LARCHMONT AVE.
HOLLYWOOD 4, CALIF.

4 hits scoring BULLSEYES wherever played
“I’M A LONELY LITTLE PETUNIA”
(IN AN ONION PATCH)
Recorded By
DICK (TWO TON) BAKER
LAWRENCE WELK
THE HAPPY GANG
TOMMY TUCKER
HARMONIERS

MERCURY
DECCA
R.C.A. VICTOR (CAN)
COLUMBIA
EMBASSY

THE LITTLE WHITE HOUSE
(WITH THE LITTLE GREEN BLINDS)
Recorded By
MILT HERTH TRIO and LARRY DOUGLAS

DECCA

“GIN RUMMY POLKA”
Recorded By
THE TEMPT-TONES
AL STUART

TOWER
EMBASSY

SCORES as the...
...surefire...sensational
...novelty...excellent

THE CASH BOX—APRIL 24
JOHNNY BOND’S sock Columbia Recording No. 38160

“JOHN’S OTHER WIFE”
Another “Jukie” version by JOHNNY MORRIS on ORPHEUS RECORDS

Standards: “BROTHER BILL”—“CHOO CHOO CH’ BOOGIE”

RYTVOG, INC. MUSIC PUBS. 1585 BROADWAY, NEW YORK 19, N. Y.
DEANNA BARTLETT
MAURIE HARTMANN

"Suspicion"
"Flo, From St. Joe, Mo."
TEX WILLIAMS
(Capitol 40109)

• Novel ditty presented in the grand manner of Ted Williams and his Western Caravan is one that is sure to become a boffo for music ops. Wailing the cute lyrics to "Suspicion," Tex shows his excellent vocal timing in top fashion while his group backs him in adequate fashion. It’s the lyrics that will hypo phonoplay, with Tex spooning them in brilliant styling. Flip is another cutie with title to match. This single undoubtedly have the folks from St. Joe, Mo., going helter skelter wild for the platter. Wax offered in top notch mood with Tex rendering another sparkling performance. Both sides will prove to be grade A coin pullers to music ops.

"Texarkana Baby"
"Bouquet Of Roses"
EDDY ARNOLD
(Victor 20-2806)

• Ops are bound to see this tune among their best played records in nothing flat! With Eddy Arnold in the saddle for the pleasant melody of "Texarkana Baby" we see no reason for this ditty not clicking. Eddy’s foot pipes offer this easy piece in bright styling with effective background music throughout. Flip is another potential winner with Eddy lending the deck loads of pleasantness. Get next to "Texarkana Baby"— pronto!

"Letter To Mother"
"Deck Of Cards"
LINN BURTON
(Universal 114)

• Pair of favorable-flavorful sides by Linn Burton and some wax that should boost ops take. Top deck, titled "Letter To Mother" is a dramatic piece with Linn’s narrative showing effectively. Flip, "Deck Of Cards" is the religious piece kicking up a storm throughout the nation. Linn’s rendition makes for pleasant listening and should meet with fair approval. Ops who have the spots would do well to use this duo.

"Don’t Make Me Go To Bed"
"I’m Waltzing With A Broken Heart"
RED FOLEY
(Decca 46126)

• Pair of sides bound to evoke tears and the like are rendered here by the very popular Red Foley and show as meat for music ops. Top deck steals a march as Red shows a “Don’t Make Me Go To Bed” in effective vocal style. Stuff is really low and moody—folks that go for this will go hot and heavy. Flip is an adequate waltz piece that may be used as excellent filler material. Take note of Red’s wide popularity, then run out and grab a handful of this bunk of wax.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
1. DECK OF CARDS
   "T" Texas Tyler
   (4-Star 1228)

2. ANYTIME
   Eddy Arnold
   (Victor 20-2700)

3. WAITING FOR THE TRAIN
   Ernest Tubb
   (Decca 46119)

4. WALTZ OF THE WIND
   Roy Acuff

5. WHAT A FOOL I WAS
   Eddy Arnold
   (Victor 20-2700)

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

SIGNED, SEALED AND DELIVERED
Cowboy Copas
(King 658)

TENNESSEE WALTZ
Jimmie & Leon Short
(Decca 46122)

PEPPIN' THRU THE KEYHOLE
Johnny Tyler
(Victor 20-2520)

SLAP 'ER DOWN AGIN, PAW
Esmerelda
(Musicraft 524)

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

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

M-G-M Records

ART MOONEY and his Orchestra
BRIDE AND GROOM POLKA Vocal by The Galli Siers
M-G-M 10183

ART LUND
Orchestrated by Johnny Thompson
IT ONLY HAPPENS WHEN I DANCE WITH YOU
(From the M-G-M Picture "Tailor Paradise")
M-G-M 10184

ZAGGIN’ WITH ZIG MY REVERIE
Based on Claude Debsky’s "Reverie"
M-G-M 10179

THE JACKIE PARIS TRIO
I’VE GOT A WAY WITH WOMEN
I’VE GOT A CRUSH ON YOU
(From "Strike Up The Band") Both vocals by Jackie Paris
M-G-M 10186

BUDDY KAYE QUINTET
and the TUNE TIMERS
DONNA BELLA
IT’S MAGIC
(from Warner Bros. Film "Romance On The High Seas")
Both vocals by Artie Malvin
M-G-M 10187

THE KING’S MEN
with Instrumental Accompaniment
PECOS BILL LITTLE TOOT
(Bath from Walt Disney’s "Melody Time")
M-G-M 10178

ROME JOHNSON
with his Saddle Pals
IT’S FUNNY NOW
(But It’s wasn’t Funny Then)
NO ONE WILL EVER KNOW
M-G-M 10181

DENVER DARLING
with his Czech Playboys
LITTLE STRANDS OF SILVER
(Shining Through The Gold)
M-G-M 10182

M-G-M Coin Catchers

HELEN FORREST’S
Worry, Worry, Worry
M-G-M 10169

BOB HOUSTON’S
Laroo, Laroo, Lilli Bolero
M-G-M 10166

JACK FINA’S
Piano Portraits Boogie
M-G-M 10135

M-G-M Records
The Greatest Name in Entertainment

CHICAGO—They’re betting along the street here that the recording ban will be all over within the next 60 days... due to the fact that both sponsors of the Taft-Hartley Act are eager to push thru an amendment whereby Jimmy Petrillo will once again be able to get that 2 million bucks for the boys of the AFM... The Cash Box published news in this regard some sixty days ago, but was told at the time by record leaders that this couldn’t and wouldn’t happen.

They’re still talkin’ about this past Sunday night when the dancers at the Aragon heard both Eddy Howard and Russ Morgan on the bandstand... this may open a new era of double names on stands, some say... Tony Martin is workin’ ‘em at the Orpheum and, since he’s also appearing in the pie ("Cashah") featured at this theatre, Tony’s name gets double bits... The Chicago Theatre, rumor has it, will take over stage shows from the State & Lake. Stage shows were always one of the outstanding features of the Chicago and one of the reasons for making this theatre nationally reknown... By the way, lest we forget, Raymond Scott is doing a bazazzin’ job at the Oriental, too, and should be given loads of applause for the way he’s shot himself into favor with all audiences... Whatever else can be said for Stan Kenton’s "progressive jazz"... it sure has won him his first gig at the Chester Conn of BVC in town this past week hustling around as per usual.

Mayor Kennelly has declared week of May 2 to 8 "Music Week" here and all disk jocks are going "way out of their way to give with the best music programs they can think up... whereas disk jock box men everywhere in town are planning to make "Music Week" their own feature with signs, posters, streamers, etc., calling attention to the fine music which can be had so economically from the juke boxes... it may bring about bigger collections according to leading operators here... Stan Kenton and the lovely June Christy along with the King Cole Trio, now sharing the spotlite in Minneapolis where they entertained juke box ops from four states, Minnesota, Wisconsin, North and South Dakota who held their annual convention at the Hotel Radisson, will be moving into the Windy City next... Hal McIntyre also in Minneapolis this past week and also entertained the music box men there... the Modernaires with Paula Kelly playing the Flame Room at the Radisson were applauded every eve by the juke box people who came down to see them in person.

Jerry Abbott, singing star for Aristocrat platters, and one of the sweetest voiced guys, will be opening at the College Inn on May 7. His recording of "Just Friends" having grabbed a "Jumper" here some weeks back... Rumor around the street has it that Kay Starr will step into the Spike Jones show and lead Dorothy Shay leave... and the ops here who have heard Kay believe she’ll more than make good... her latest release for Capitol being featured by this platter to all the juke box ops in town... Dick Bradley of Tower has been around visiting the disc jockeys in our town with those Hawaiian gals who helped make "The Hula-Hau Song" featuring Jack Owens... Dick expecting this disc to be one of Tower’s biggest clicks... Lynn Burton, disc jock here, has a Universal release, "Deck Of Cards" backed with "Letter To Mother" and the firm feel here’s one all the juke box ops will go for... Nat (King) Cole in for a grand reception from the ops because of his "Nature Boy" platter which incidentally, is tearin’ em’ to bits here.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Cleveland-Philly Ops Select
Record of Month Tunes

NEW YORK—The Cleveland Phonograph Merchant's Association, and the Philadelphia Music Operators Association this past week disclosed the selection of their monthly "Disk's Of the Month."

The Cleveland group selected "The Sentimental Thing To Do" as the Hit Tune for the Month of May. Advance response by music ops in Cleveland prompted the selection, Jack Cohen, president of the association declared.

Selected as the Click Tune of the Month in Philadelphia was "We Just Couldn't Say Goodbye" which received top balloting by a wide majority.

Both songs will be placed in the number one position in a total of more than 7500 juke boxes in both Cleveland and Philadelphia.
19—THE THOUSAND ISLANDS SONG 14.2 6.9
CA-15008—JOHNNY MERCER
Honeymoon For Love
CO-38091—ARThUR GODFREY
I'm Looking Over a Four Leaf Clover
MG-10136—KORN KOBBLERS
VI-20-2619—LOUIS PRIMA O.
I'm Living A Life

20—THOUGHTLESS 11.9 13.1
CA-15027—GORDON MacRAE
You Were Meant For Me
CO-38079—DORIS DAY
I've Only Myself To Blame
CS-8039—GORDON MACRAE
You Were Meant For Me

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

21—BUT BEAUTIFUL 11.0 26.0
22—LOVER 7.9 11.1
23—JUST BECAUSE 7.8 3.7
24—PIANISSIMO 6.7 11.9
25—PEANUT VENDOR 6.6 4.8
26—SLAP 'ER DOWN AGIN' PAW 6.5 11.4
27—CIGAREETES WHISKEY & WILD WOMEN 5.7 3.1
28—I'VE GOT A CRUSH ON YOU 4.4 3.8
29—HEARTBREAKER 4.3 —
30—AIRIZAY 3.9 4.4
31—GOLDEN EARRINGS 3.8 8.4
32—BEST THINGS IN LIFE ARE FREE, THE 3.5 2.2
33—KING SIZE PAPA 3.4 —
34—SERENADE OF THE BELLS 3.1 4.6
35—BEYOND THE SEA 2.9 3.6
36—DECK OF CARDS 2.8 9.9
37—LOVE IS SO TERRIFIC 2.7 3.5
38—GOOFUS 1.4 3.9
39—WORRY WORRY WORRY 1.3 4.7
40—MELODY TIME 1.1 —

© "FOUR LEAF CLOVER"
© "BABY FACE"

and now—

ART MOONEY

does it again—
WITH THE 2 SIDER SMASH

"AT THE SIDEWALK PENNY ARCADE"

Featuring BUD BREES & DOLLY GALLI

and

"BRIDE AND GROOM POLKA"

Featuring THE 3 GALLI SISTERS

ON M-G-M RECORD No. 10183

here's the proof

FROM THE CASH BOX DISK O'THE WEEK—MAY 1

© "THREE'S NO STOPPING
THIS LAD!"

THE CASH BOX
"DISK O'THE WEEK"

Δ "FOUR LEAF CLOVER"
Δ "BABY FACE"

© "FOUR LEAF CLOVER"
© "BABY FACE"
## MUSICAL INSTRUMENTS

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>4005A 8&quot; Walnut Round Sprk.</td>
<td>$25.00</td>
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<tr>
<td>4006 8&quot; Walnut Round</td>
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<tr>
<td>4007 12&quot; Inter. Deluxe Sprk.</td>
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<tr>
<td>4008 15&quot; Deluxe Speaker</td>
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## MUSICAL INSTRUMENTS (Cont.)

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<tr>
<td>5005A 8&quot; Horn</td>
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## BANDS

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<tr>
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<td>GOTTLEIB</td>
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<td>MARVEL</td>
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<tr>
<td>J. H. KEENEY CO.</td>
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<tr>
<td>WILLIAMS MFG. CO.</td>
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## COUNTER GAMES

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<td>1600 25c Speaker</td>
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<td>1606 Tone Wall Sprk.</td>
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<td>1608 Tone/OLier Sprk.</td>
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<td>1607 Tone Wall Sprk.</td>
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<td>1511 Deluxe Bar Bracket</td>
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<td>1533 Universal Bar Bracket</td>
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<td>1795 Wall Box Line Booster</td>
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## ROCK-OLA

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## PACKARD MFG. CORP.

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<td>Model 200-E</td>
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## SEEBURG

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<td>148-M Symphonola</td>
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<td>H-148-M RC Special</td>
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<td>RS-4 Revers Wall &amp; Cell.</td>
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<td>1948 Door &amp; Dome</td>
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## WURLITZER

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<tr>
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<td>1017A Conch, w/stepper</td>
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<td>1015 Standard</td>
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<td>1017 Conch, w/stepper</td>
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<td>2142 10c Horse</td>
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<td>3625 5c 2-wire</td>
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<td>3631 3c 2-wire</td>
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<td>217 Auxiliary Speaker</td>
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<td>218 30-wire Adptr, Term Box</td>
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<td>4000 8&quot; Metal Star Speaker</td>
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## CONSOLES

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<tr>
<td>Double-Up</td>
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<td>Hi-Bay</td>
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## BULLY

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<tr>
<td>Parlay Long Shot</td>
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## EVANS

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<td>Bangtails 5c Comb 7 Coin</td>
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<td>Bangtails 25c Comb 7 Coin</td>
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<td>Bangtail JP</td>
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<tr>
<td>Bangtail JP</td>
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<tr>
<td>Evans Race</td>
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<td>Casino Bell</td>
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<td>Winter Park JP</td>
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## GROETCHEN TOOL & F MG. CO.

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<tr>
<td>Columbia Twin Falls</td>
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## ACE AND TYPE

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<td>Bally Bowling</td>
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## H. C. EVANS CO.

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## EDELMAN AMUSEMENT DEVICES

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<td>Flash Bowler</td>
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<td>10-2&quot;</td>
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<td>Belgian Poultry</td>
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## INTERNATIONAL Mutoscope CORP.

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<tr>
<td>Deluxe Movie Console</td>
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## PARTS AND SUPPLIES

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<td>Ball</td>
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<td>Chicago Coin</td>
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<td>Exhibit</td>
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<td>Gottlieb</td>
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<td>Kenee</td>
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<td>Mark</td>
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<tr>
<td>United</td>
<td>$21 x 41</td>
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<tr>
<td>Williams</td>
<td>$21 x 41</td>
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</tbody>
</table>

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*All equipment appearing on this page listed only until machines are no longer in production.*
JACK 'N JILL WILL FILL THE TILL TODAY AND EVER AFTER

Players really love this game when they see these Glittering Galaxy of JACK 'N JILL Action Features! Irresistible to the Player . . . Highly Profitable to the Operator!

- 2 COMPLETE SEQUENCES — "JACK" - "JILL"!
- BONUS AND BONUS BUILD-UP!
- DOUBLE BONUS!  •  ADVANCE BONUS!
- HIGH SCORE!  •  FLASHING EYES!
- Original FLIPPER BUMPERS, of course!

"There is no substitute for QUALITY!"

ORDER FROM YOUR DISTRIBUTOR TODAY!

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

JACK MITNICK
and
HARRY POOLE

Announce
THEIR APPOINTMENT AS DISTRIBUTORS FOR
AMI

in
MASSACHUSETTS — MAINE — NEW HAMPSHIRE
VERMONT and RHODE ISLAND

Distributors for
UNITED MANUFACTURING CO. - EXHIBIT SUPPLY CO.
and CHICAGO COIN GAMES

BEACON COIN MACHINES, INC.
910 BEACON STREET  BOSTON 15, MASS.
(Phone: KEnmore 6-6810)

"Mt. Wisconsin" Meets United's "Wisconsin"

MILWAUKEE, WIS. — United Manufacturing Company's local distributor, United Coin Machine Company, this city, is taking advantage of the fact that the latest five-ball game by the manufacturer is labeled "Wisconsin."

Harry Jacobs, Jr., head of the distributing firm, showed great Ingenuity by getting the recently elected "Mr. Wisconsin" (Pat Graham of Milwaukee) to visit his showrooms and pose with the game. "It's a combination of 'Mr. Wisconsin' and United's 'Wisconsin,' two champions," stated Jacobs.

"We have always sold plenty of United's games," reports Harry, "but the fact that the current game is one of the greatest five-balls ever made, plus the fact that it is named for our state, gives us the fastest selling game we've ever handled. Operators tell us that players are drawn to the game when they see the name (local pride), and when they start playing it's difficult for them to break away. Whatever it is, we're headed for a record breaking sale."

2 Million Dimes Readied For New York City

PHILADELPHIA, PA.—As a result of recent legislation passed by New York City to increase the subway fare to 10c, the U. S. Mint in this city is coining 2,000,000 dimes for delivery to the big city.

The first delivery of 1,000,000 dimes will be made shortly prior to July 1 (the date the fare increase goes into effect), and the second million dimes will be sent to New York shortly after.

Coin machine operators are eying these millions of dimes with a view of obtaining their percentage in the play of coin operated equipment.

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

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:

- Cherry or Diamond Ornaments, Maroon, Copper, Gold, Gray, Aluminum Grey, Chocolate, Silver Bling
- Complete new prestigiously built light wood Cabinets expertly finished with perfect fit new aluminum cutties
- Club Handle and Handle Col lar chrome plated
- Heavy brass chrome plated etched Reward Plates, 2 1/4 or 3 1/2
- 5c-10c-25c chrome Denomination or Coin Intake
- Payout Cups with anti-spoon Cup
- Drillproof Plates

THE NEW Music Box

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST price ever held by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

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

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

BUCKLEY TRACK ODDS has long been recognized as the only seventeen race horse race horse that has never failed to win after month—year after year—and surpasses all other race machines. Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

$1250

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

(PHONE: VAN BUREN 4223-3738-4533)

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

VIRGINIA
The Game You've Always Wanted!

* PREMIUM AND DOUBLE PREMIUM SCORE
* PYLON LIGHTS
* 5 ADVANCE PREMIUM ROLLOVERS AND FAST PREMIUM BUILD-UP
* SCORE TO 900,000
* AMAZING 6-FLIPPER ACTION

ORDER
FROM
YOUR
DISTRIBUTOR
TODAY!

Williams
MANUFACTURING
COMPANY
161 W. HURON STREET
CHICAGO 10, ILLINOIS

IT'S DIFFERENT! IT'S EXCITING!
Williams' New Sensational
"VIRGINIA"
NEW FROM TOP TO BOTTOM!
ORDER NOW!

King-Pin
EQUIPMENT COMPANY
125 Main Street
Kalamazoo 21, Mich.
Phone 2-0221
Distributing Company
Detroit 1, Mich.
1004 Grand River Pk. Temple 2-5788

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., PHILADELPHIA 30, PA.
Phone: MIcKown 2-2877
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-1736

CMI To Continue Damon Runyon Cancer Fund Drive in 1948

Ray Moloney Appointed National Chairman Again

CHICAGO—Dave Gottlieb, president of CMI (Coin Machine Industries) announced that the association’s board of directors had voted unanimously to join the fight against cancer again this year. The industry put every ounce of its tremendous energy behind last year’s drive and raised the amazing amount of $250,000. The contributions this year, like that of the previous year, will go to the Damon Runyon Cancer Fund for allocation with the cooperation of the American Cancer Society. No goal has been set for this coming drive.

The first public announcement was made by Walter Winchell, national chairman for the Damon Runyon Cancer Fund, on his radio program Sunday, April 25. At the same time, the news was released to the Chicago newspapers, the Associated Press, United Press and the International News Service.

Ray Moloney, national chairman for the first CMI campaign was appointed by Gottlieb to serve again in the same capacity. Gottlieb said that other details will be announced later.

During the last drive, which was concluded this January, the nation’s coinmen used every available method to collect funds. They set aside a percentage of their profits, staged huge benefit banquets and collected funds from patrons of their equipment. In addition registration fees at the CMI show were added to the contribution.

"Cancer is mankind’s most dreaded disease," said Gottlieb. "It must be conquered. The nation’s coinmen are grateful for this second opportunity to have a part in the war against pain."

At the conclusion of last year’s campaign, Winchell announced that the $250,000 CMI contribution was the largest given the Damon Runyon Cancer Fund by any single industry in the nation.

Picaso mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
L.A. Public Relations Committee Holds Demonstration Of Games

Newspapers Present Ops' Viewpoint To Public

LOS ANGELES, CAL.—The recently formed public relations committee of games operators in this city staged a demonstration of several rolldown games at the Rodger Young Auditorium, on April 22, with all the newspapers, the Mayor's office, City Council and Police Department invited.

The games selected for demonstration are now being contested in the municipal courts, and it is the intention of the coinmen here to prove to one and all that they are games of skill. Previously, the only publicity received in this connection was released by the city officials, and ignored the coinmen's side of the story completely.

As a result of the showing, local newspapers presented the viewpoint of the industry for the first time, and as the city officials didn't appear, some of the papers took a more friendly attitude toward the games. The Los Angeles Times featured a story on a choice page, with a large bold headline "Officials Ignore Showing of Skill Game." Embodied in the story was the following comment: "Police and city officials showed a decided disinterest in a demonstration yesterday designed to prove to them that a new miniature bowling game does not constitute gambling...On hand to show that it is a game of skill was a man introduced as Art Crane, whose twirling thumbs proved expert in placing the little balls in the hollow receptacles. The Art Crane referred to in the paper's item is Genco's factory representative, who has been operating with the local coinmen.

The Times further quoted Crane as saying: "It's like billiards, see," as the board lighted and the score ran up. "You can't gamble this. No prizes, no free games. Nothing but skill."

The Daily News also carried a friendly story, describing the play as a "demonstration of skill" and mentioned that the city officials hadn't appeared.

Coinmen here are hoping that this demonstration with the favorable newspaper stories breaking, will be able to overcome the city's prejudice thru public opinion, and win out in the several cases now pending in the courts.

"Fruit" Machines Back In Operation In Cape-town, South Africa

CAPETOWN, S. AFRICA — Operators here report that they had their games under scrutiny of the police, who claimed that they were similar to cash payment machines recently banned by the Union. However, there hasn't been any action regarding the equipment, as the police have refrained from taking any moves pending the advice of the Attorney-General. Coinmen have been advised by their expert legal council that they are on safe ground.

The local newspaper "Times" reports that when the machines were originally banned, shillings, six-pence, tickets and pommels were placed directly into the slots and winners received rewards directly in cash. Now the player operates the coin discs purchased over the counter. Discs fall from the machines and the player receives the equivalent in cash from the counter.

Operators assert that the machines are operated entirely for amusement purposes.

According to present regulations, there is no ban upon the importation of any equipment.

GEORGE PONSER CO.
158 E. GRAND AVE.
CHICAGO 11, ILL.
(PHONE: SUPERIOR 4427)

250 WEST 57th ST.
NEW YORK, N. Y.
(PHONE: CIRCLE 6-6551)

GOT IT?

PRO-SCORE — AT
NEW OW
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!!

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
MINNEAPOLIS, MINN. — Biggest meet in the history of the four states, Minnesota, Wisconsin, North and South Dakota, took place this past week at the Radisson Hotel, this city, April 26 and 27.

There were 24 booths opened featuring the latest amusement machines and jube boxes with 19 exhibitors. The exhibitors were: Automatic Games Supply Co., St. Paul Minn.; Bush Distrib. Co., Minneapolis, Minn.; Capitol Records, Minneapolis, Minn.; F. C. Haver Co. for Victor Records, Minneapolis; Frederick Lee Co., Minneapolis, featuring indie record labels; Gopher Distrib Co., St. Paul; novelties; Jacobs Novelty Co., Stevens Point, Wis.; tone arms; LaRue Novelty Co., St. Paul; Rockola phonos and games; Merchandise Vending Co., Detroit, Mich.; vending machines; Mer-

cury Records, Minneapolis; Midwest Coin Machine Corp., St. Paul, featuring Filliben phonos and various amusement games; Peerless Novelty Co., Spooner, Wis., phone stand; Permo, Inc., Chicago, Permo Point Needles; Reinhard Bros. Co., Minneapolis, MGM Records; Roy-

craft Co., Minneapolis, Columbia Records; Twin Ports Sales Co., Minneapolis, vending and games; United Distrib. Corp., Fond Du Lac, Wis., shoe shine machines; Weidman Nat'l Sales of De-

troit, Mich., featuring National Vendors; and the Association’s own booth for the comedian’s write-ups.

After the ops enjoyed the morning visiting the various exhibitors and purchasing machines and merchandise they were then called into a business meeting held at 10 A.M. to open from the four states attended this lunch-

eon meet. Featured speakers were Dud-

ley C. Ruttenberg of CMI Tax & Legal Dept. and Bill Gerh of The Cash Box. Ruttenberg spoke about forthcoming taxation and the need for the ops to join CMI. Gerh spoke of national legis-

lation now pending in Congress. C. S. Pierce of Brodhead, Wis., president of the Wisconsin State Phono Ops Assn., acted as chairman of the meet and effi-

ciently handled all introductions and announcements.

In addition to the featured speakers there were present at the speakers’ table: Tom Gassert, Chicago; B. H. Brodhead, presi-

dent of the North Dakota ops assn.; Bob Weuram of Bismarck, N. D., secre-

tary of the North Dakota Assn., and Gerald Steffens, chairman of the Bismarck-Dev.

oro, White Bear Lake, Minn., secretary of the Minnesota Amuse Games Assn.; Tom Crosby of Faribault, Minn., president of the Minnesota Games Assn.; C. S. Pierce of Brodhead, Wis., presi-
dent, Wisconsin phono ops assn.; Dudley C. Ruttenberg of CMI, Chicago; Mike Imig of Yankton, S. D., president of the South Dakota ops assn.; Norman Ggefke, Sioux Falls, S. D., secretary of the S. D. ops assn., and Ken Ferguson of Stillwater, Minn. the convention’s publicity chair-

man.

All these men got up to say a few words to the gathering and all called for this four state convention to become an annual affair of these organizations. This meeting will be the start of all future meets and committees were named to decide on

SPECIAL EXTRA SPECIALS

SPECIAL EXTRA SPECIALS

REAL BUYS!

COMPLETELY

RECONDITIONED LIKE NEW

WOOD BALL ROLL DOWNS

TOTAL ROLLS $ 69.50

CHICAGO COIN ROLL DOWN 129.00

ESSO ARROWS 115.00

ADVANCE ROLL 145.00

HY ROLLS 265.00

STEEL BALL ROLL DOWNS

HAWAII $169.50

GOLD MINE 189.50

SINGAPORE 189.50

TROPICANA 229.50

BERMUDA 229.50

COVER GIRL 229.50

RUSH YOUR ORDERS

1/3 Dep. with Order Bal. C. O. D.

RUNYON SALES CO., Inc.

591 Tenth Ave., New York 18, N. Y.
Tel.: Longacre 4-1880

FOUR STATE MEET BIG CLIX

MINNESOTA, WISCONSIN, NO. & SO. DAKOTA OPS JAM

Radisson Hotel, Minneapolis, During Two Day Show.

D. C. Ruttenberg, CMI Tax Counsel and Bill Gersh of the Cash Box are Featured Speakers at Biz Meet.

Entertainment and Banquet is Huge Success,

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

world war ii
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—10-15-20-25-30-1 plus jackpot at 650 to 1. Naturally the PARLAY is a real favorite with long shot players. It's an ideal money producer and is the surest choice 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 Parlay Long Shot will give you better mechanical performance and will make you more money than any other console. Let us know the type of location in which Track Odds or Parlay Long Shot will be placed and we will recommend the model for your particular location.

Buckley Manufacturing Co.
4223 West Lake Street - - - Chicago 24, Illinois
PHONES: VAN BUREN 6636-6637-6638-6639

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
**NEW AMI PHONOGRAPH WITH 40 SELECTIONS AND STARTLING NEW FEATURES.**

Watch for next week’s announcement

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**YOU’VE READ THE EDITORIALS IN THIS AND LAST WEEK’S ISSUE OF The Cash Box ABOUT 10¢ PLAY**

**“LEAP YEAR”**

MARVEL’S SENSATIONAL NEW 5-BALL FREE PLAY HAS IT!!

IN FACT - WITH THE MARVEL “PLUS 4” COIN CHUTE YOU CAN GET UP TO 20¢ PER PLAY!

Write — Wire — Phone for Details and Price

**MARVEL MANUFACTURING CO.**

2847 W. FULLESTON AVE., CHICAGO 47, ILL. (Tel.: Dickens 2424)

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**Mitnick Joins Poole At Beacon Coin, Boston**

**Distribuet AMI Music Line Games Of United, Exhibit and Chicago Coin**

BOSTON, MASS.—Harry Poole of Beacon Coin Machines, Inc., this city announced that Jack Mitnick, well-known coinman, has joined the organization. Mitnick purchased an interest in the firm and became President, and Poole assumes the position of Treasurer.

The firm announced at the same time that they will distribute the AMI line of phonographs and accessories for Massachusetts, Maine, New Hampshire, Vermont, and Rhode Island. Having had many years of experience handling the AMI line in the New York area prior to joining Beacon, Mitnick brings the music operators of the New England territory a wonderful opportunity and states “Beacon will be at the beck and call of New England’s music operators at all times, and will cooperate with them 100%. A complete service department is available with top-notch mechanics always ready to render first class service.”

In addition to the AMI music line, Mitnick and Poole advise the trade that they are equipped to supply the New England operators with the latest amusement games of United Manufacturing Company, Exhibit Supply Company and Chicago Coin, which they represent. The firm announces that they shall be ready in a very short while to make a very sensational announcement about the AMI line, and shall invite all the operators in the territory to visit them.

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**SENSATIONAL PRICES ON USED PHONOGRAPH AND GAMES! WRITE FOR PRICE LIST!**

SCOTT-CROSSE CO.
1423 SPRING GARDEN ST.
PHILADELPHIA, PA.
Rittenhouse 6-7712

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**AS IS” SALE! ALL PARTS INTACT**

- AMI Hi Boy, 40...$79.50
- Wurlitzer 200...$87.50
- Singing Tower...$80.00
- Wurlitzer 61...$75.00
- C.M...$65.00
- Wurlitzer Twin...$65.00
- Wurlitzer 61...$55.00
- Wurlitzer 21...$55.00
- Wurlitzer 55...$55.00
- Wurlitzer 500...$175.00

WE CARRY THE LARGEST STOCK OF UBER EQUPMENT IN THE NATION—
ALL TYPES, MAKES AND MODELS.
WRITE TODAY FOR COMPLETE LIST.
1/2 Down or Order—Release C.O.D.

**DAVID ROSEN, Inc.**
EXCLUSIVE AMI DISTRIBUTOR

103 EUGENE AV.
BALTIMORE 27, MD.
601 N. BROAD ST.
PHILA. 23, PA.
Edmonton 5322
Stevenson 2-2903

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**MOTORS REPAIRED**

- WURLITZER — AMI
- ROCKOLA — OLA

OLA—MILLS. Rewind to Factory Specifications. Rapid service—repaired or exchanged within 24 hours after arrival.

Complete No Extras $6.00

M. LUBER
503 W. 41st (Longacre 5-939) New York
JAMES T. MANGAN

The time has come to quit arguing about the inevitable. Coin operated music MUST bring the operator greater revenue. 10¢ play is the only answer!
A couple of years ago 10¢ play was regarded by a lot of people in the trade as a mere theory. Today practically everybody is for it both in theory and practice. The idea has passed the stage of discussion, argument, speculation. It is now a STARK NECESSITY. Yet only a minute percentage of coin operated phonographs are using it. What's the matter?

Are you waiting for the next guy? Well, the next guy is waiting for you.
WHY SHOULDN'T EVERY OPERATOR ACT AT ONCE WITHOUT ANY FURTHER WAITING AND MAKE THE CHANGE-OVER NOW? Do it! Do it NOW.
One play for a dime and five for a quarter! We want plenty of quarters in the cash box! We want to sell a volume of music with each individual purchase. If any patron kicks about the raise to the dime, let him see that by buying five, he still gets each individual number at the old price.
No one's asking you to be a pioneer or a crusader. You are simply being asked to HELP YOURSELF, to put your own business on a paying basis. Don't make comparisons! Don't wait for "George" to do it! Do it yourself and do it right now!
I congratulate CASH BOX for its practical, vigorous drive for an increase to "10¢ a play, 5 for 25¢!" Bill Gersh certainly knows this business, knows the problems of manufacturer, distributor and operator and location. I agree with Bill that this is the only key to automatic music prosperity. The only negative element connected with the idea is the amazing, spiritless, intolerable INERTIA of the operators themselves.
THE THING TO DO IS PUT IT THROUGH. CHANGE OVER 100% OF YOUR INSTRUMENTS RIGHT NOW. Move! Act! Do it!

Appointed Distribs
For Aireon In N. E.

SPRINGFIELD, MASS.—Ben Palas- trant, regional sales manager of the eastern territory for Aireon Manufac- turing Corporation, announced that Melody Phonograph Company, this city, had been appointed distributors for the Aireon line of phonographs and accessories for Massachusetts, Rhode Island and Vermont.
The firm headed by W. E. (Eddy) Watkins will serve operators in Western Massachusetts and Vermont from the Springfield office, and will shortly open offices in Boston, from which they will handle the business from that territory and Rhode Island.
Frank J. Watkins will head the service department, and Gordon F. Smith and F. W. Timmons will handle sales.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
CHICAGO—Following a twenty-four hour injunction of Monday, April 26, the attorneys for the games distributors and the Corporation Council's office met in court again on Tuesday, April 27, and agreed to halt activities until May 19, when the case will come for trial.

The "diplomation" between the attorneys for both sides was a verbal agreement in which the city agreed not to seize specified machines (25 games were listed) from any coin, and the industry's attorneys agreed not to distribute any equipment until the case comes before the court.

At a general meeting of operators Wednesday, April 28, operators voted unanimously to refrain from operating their equipment until a decision is forthcoming on May 19.

Later in the week, Mayor O'Dwyer informed a press conference that he will support a bill to be presented to the City Council to ban pinball games.

COMPLETE AND DETAILED STORY OF N. Y. GAMES SITUATION IN "EASTERN FLASHES"—PAGE 37.

Has 10¢ Up To 20¢ Pin Game Play

CHICAGO—Ted Rubenstein of Marvel Mfg. Co., this city, reported this past week that, "We are in full agreement with The Cash Box editorials regarding 10¢ per play for pinball. We feature 10¢ and even more on our newest game, Leap Year," but, "because of our 'Plus 4' coin chute, will take up to 20¢ per game thru this one single chute."

"We believe that the time has arrived," Rubenstein stated, "when the operators must face facts. They cannot long continue to put their heads in the sand like an ostrich. The time has come when they must get more per play to be able to take care of higher overhead expense and increased game costs."

"This," he continued, "is only made possible by 10¢ and over play. There may be a drop in some collections for a week or so, but, after that the players get accustomed to the new coin action and will continue to play."

"In our case, we let the player start off with a nickel, but, he can increase all the way up to 20¢ for the same game by inserting four nickles, instead of one, which brings him four times, and better, the awards."

Ops are showing much interest in the new "Leap Year" five ball free play game of Marvel which was previewed at the big four state convention in Minneapolis this past week with many calling it one of the best games they've seen.

COIN MACHINE MOVIES
FOR REGULAR PANORAMIC AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Diploma
PRICE $2.50 TO $12.50 PER REEL
PHONOFILM
3221 NO, KNOLL DR., HOLLYWOOD 38, CAL.

Distributor in LOUISIANA
TEXAS - ALA. - ARK. and MISS.

THE NEW 948
BUCKLEY LINE
CONSOLE DIST. CO.
1006 Poydras St., New Orleans, La.
Phone: RA 3111
SAM TRICO BUCKLEY
"CRSS-CROSS" BELL; DAILY DOUBLE TRACK ODDS; 1948 WALL & BAR BOX.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
WANT—6 column Rowe Royal and 6 and 8 column Rowe President cigarette machines. FOR SALE—3-10 column Royals and 3-10 column Presidents, completely refinished and overhauled. (Code #58902)

WANT—New free play pinball closets, used post-war games. Panoramas and reels of film. (Code #58922)

FOR SALE—12 consoles, Mills 1947 model Three Bells, in use only 2 months, 75 slots, Mills Black Cherry, Bills Blue Fronds and Mills Cherry Bells. All machines just off location and in perfect shape mechanically and in appearance. (Code #58906)

FOR SALE—9 Bally DeLuxe Draw Bells. (Code #58926)

FOR SALE—2 Master Gum Venders, 125 pounds 1/2 inch bubble gum, 5 Cash Trays used. (Code #58903)

FOR SALE—8 Pre-Flight Trainers, complete with maps and projectors, used only 3 months, will sacrifice. (Code #58923)

WANT—Williams All Stars. Will trade brand new pinballs for same. (Code #58935)

FOR SALE—4 Model "A" MIL 1947 phonos. Used only 6 months. Am selling out. Make me your highest offer in first letter. (Code #58916)

FOR SALE—2 Voice-O-Graphs, late model. (Code #58918)

FOR EXCHANGE—1 Teleomatic industrial and background wired music studio. (Code #58904)

WANT—New or used 50-wire Wall Boxes, adaptors and Speakers. Adaptors for Rock-Ola any kind. (Code #58938)

WANT—Mills 10c & 25c Black Cherry Bells; Bally 5c Double Ups; For sale: Wurlitzer 904 steppers: Wurlitzer 145 steppers; Jennings Silver Moon Totalizers; 1c Watlings; Mills Melon Bells. (Code #58927)

WANT—A few Watling Scales. No other makes wanted. Clean and in good condition, ready for location. Prefer Junior Tom Thumb, Fortune Tom Thumbs or 500 Series Fortunes. (Code #58903)

FOR SALE—Have large quantity of ABT targets will sell cheap. (Code #58921)

FOR SALE—2 Rowe 10 col. Presidents; 1 Rowe 8 col. President; 2 Rowe 8 Col. Royals; 2 Mills 8 col.; 1 Stewart McGuire 8 col.; 1 Rowe Penny inarter; Mills Solo Vue; Exhibit Bluebird; Exhibit three Love Meters; Exhibit Wishing Well; 1 Watling Fortune Scale; 3 small Jennings Scales; 1 Jensen Convertor; 1 Keeney Texas League; Challengers; route of penny Peanut Vendors, counter games. Make offer. (Code #58912)

FOR SALE—Brand new Personal and Solotone non-selective music boxes. These are the best and the latest. Absolute sacrifice. Name your own price. Write quick. (Code #58907)

FOR SALE—Pinballs and rolldown games. Wood or steel ball rolldowns. All merchandise is guaranteed. Write now and tell us what you need and what you want to pay. We'll meet the price (Code #58917)

WANT—Victory Derby P.O. For Sale—Free play games: Carousel, Kilroy, Playboy, Torch Flamingo, Rocket, Cyclone. (Code #58910)

WANT—Active partner for Jake and Pin game route in Connecticut. Must know business. Good for expansion. Cash needed about $20,000. (Code #58913)
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FOR
northwest fashion plate, Ted Bush of Minneapolis, also here while Oriz Trumpan takes care of his office and keeps on sculpturing in his lighted room. His buyers are so busy in Baltimore and Ben Becker of Nao Yaw keeping things going at a hot pace over at Bally this past week telling about how each one can outsell the other...we've been outtalking Chris...Sam Tridico and Bob Buckley of Console Dist. Co., New York, and Ward Peter from the same town dropped over at the Bally plant this past week to visit with Pat and Gerry Haley and report on progress of the "Cris Cross Bowler"...Visitors at the Console Mfg. Co. tells me that the 4-way coin chute on "Leap Year" is bringing in some grand returns...One for the books...Nate Gottlieb reporting that he's been on the long-distance phone so much this past week that he's been filling that his throat is sore...that can't be our little Nate.

Talk about a traveling schedule...listen to this one Sam Marvin's doing a state meet at Minneapolis to Pittsburgh, then to Miami, back to Pittsburgh, on to Milwaukee, to Chicago and then to Pittsburgh...from then he can't remember...George Jenkins left town for a day or two this past week...destination unknown...Gene Steffens of Perm, Ohio...was burned out on the tree's business and something piling atop another...Jean Bates leaves for a short visit with the man in New York...We hear that the Churvis, whose the Churvis ad company here, is in bed for a short while...Coming to think of it, it seemed like all Chicago was in Minneapolis this past week seeing what was to be seen at the four states convention.

Hugh McGarrity, effervescent salesman of Illinois Simplex, is on a tour of the states this week. He reports that someone wanted to buy at least 50 more phones...And talking about phones reminds me that Charley Schlicht over at Mills advises us...he's reporting that on March 20 they've enjoyed a very marvelous increase in sales..."In fact," says Charley, "we were caught short on production and the orders are still coming in."
THE N. Y. GAMES SITUATION

Operation of games in this city came to a halt this week as operators agreed to curtail their activities until the results of the May 19 court case are forthcoming. This past Monday, April 26, Samuel L. Rosenman, former Justice of the Supreme Court, succeeded in obtaining an injunction for twenty-four hours, restraining the police from seizing equipment of machines. At the conclusion of the lengthy debate, a verbal agreement was arrived at between the assistant corporation counsel, representing the police department, and Rosenman, representing the four coin machine companies who brought the suit for an injunction. It was "stipulated" that the police would refrain from seizing equipment, and in turn the machine companies would not distribute any additional games until the court renders a decision May 19.

The games association held a meeting on Wednesday, at which its members, in accordance with the agreement, adjourned. The operators attended. Sidney A. Levine, who is cooperating with attorney Rosenman on these court cases, and Teddy Blatt, attorney for the association, addressed the gathering and recommended that operators refrain from operating their equipment until the court acts on the impending case on May 19. It was pointed out that it would be folly to risk arrest for any reason during the next few weeks—and possibly prejudice their case. The operators voted unanimously to go along with the suggestion, and await development.

The newspapers covered the progress of the court proceedings, and carried substantial stories each day. Not only did the press report strictly on a one-sided basis, but in some instances its stories were wrongheaded to discredit the members of the industry. Many of the papers reported the "stipulation" inaccurately, causing a great deal of misunderstanding. It is stated that only the four companies involved wouldn't be molested, but actually the agreement covered everyone.

Dave Gottlieb, president of CMI, sent a lengthy and brilliantly worded wire to Police Commissioner Wallander (copies to the press), but the press chose to ignore it completely in their stories.

It was announced Thursday that Mayor O'Dwyer is sponsoring a proposed new bill that would amend the city's Administrative Code to make possession of machines a misdemeanor, and the distribution of such machines a crime.握

The declaration continues: "Such gaming devices are instruments for gambling in their actual operation and use; that such gaming devices maintained and operated in the city are regularly, consistently and widely used as a means of gambling by the public; and that criminals, racketeers and persons with underworld associations have engaged in the distribution, placing and operation of gaming devices in the city.

The bill, which would become law immediately upon its adoption by the City Council, prohibits possession or maintenance of a gaming device. The definition of a gaming device is widened to include pinball and bartop machines as well as other devices similarly operated. Games of skill which are not defined as gaming devices would be permitted under the provisions of the bill.

After studying the declaration, it was pointed out by experts that the bill would have to make a definition of gaming devices and specify various types of devices. The court case on May 19 was in the court of gaming. If the Council passes arbitrary legislation, it's pointed out, they would be creating new types of crimes, and it would be unconstitutional for them to do so.

Another of the points stressed by the law and the attorneys was that if the industry's case in court on May 19 results in victory, those machines listed, and all others of similar construction, would have to be declared legal amusement machines. Therefore, the commissioners on the industry are wondering how legislation could be passed to declare equipment unlawful that had just been declared legal by the courts.

In discussing the proposed bill, one cooperator stated "Under the premise that amusement machines tend to cause juvenile delinquency, corrupt the morals of children and breed crime, the city would have to pass legislation closing all moving picture houses and broadcasting stations, and confiscate all radios of the public. It's been proved time and time again, that crime pictures and stories have led to juvenile crimes." Another cooperator chimed in "As far as gambling goes, the City of New York is partners in the receipt of illegal gambling, and if that isn't sponsoring gambling, I don't know what it is!"

Yea, verily, the ways of the politics are devious.

Meanwhile, the machine business continues to show improvement. Despite the poor April weather, which tended to slow down business in general, collections are better, and the sale of equipment has shown a marked increase. Barney (Shuggy) Sugerman, Runyon Sales Company, conducted a service class on AMI photographs, and a fairly large group of operators and mechanics were present. The class was conducted by Manny Daddas of Runyon... Al (Senator) Bodkin, the fashion plate, spotted along coinrow, with the usual flashy new tie. Wonder how long that fits him! He is Empire Sales, the former vice president and general sales manager of AMI, in town seeing the boys. Doc's taking it easy these days. Jim Allen, Assistant Superintendent of Laboratories, New York, and his charming bride, the former Margaret Mary Chamberlain, return from an extended honeymoon. Ernie McKenna, president of CMI, will be in Syracuse, N. Y., and secretary of the Syracuse CMI, states the association is considering a set of proposals advocating better commissions for the operators, elimination of the system of grading and awarding of local locations, and unification of the city's operators.

Jack Mitnick, who served as sales manager for Runyon Sales Company for quite a number of years, announces that he has joined up with Harry Poole, and will conduct a district service. For the Ridge Machines, Inc. Jack is the president: Poole the treasurer. The firm will distribute the AMI phono line thru Massachusetts, Maine, New Hampshire, Vermont and Rhode Island. In addition they distribute the games of Gervasi Company, Co., Exhibit Supply Co., and Chicago Coin Machine Company... Nat Cohn, Modern Music Sales Corporation, returns from a short stay in Miami Beach, Fla. Nat spent considerable time there with Irving Sormers and Lou Koren... Tony (Tex) DiRienzo and Leo Knebel form the Rex-Lee Enterprises, with offices at 767 Thenth Avenue. The firm is acting as co-distributor with Seacoast Distributors of Newark, N. J., of the Rock-Ola phono line.

Dave Stern of Seacoast tells us that the sale of the Rock-Ola phono is showing considerable improvement these past weeks. Dave states that his firm will distribute the Shoe Shine machine manufactured by the All American Electric Corp. of Saginaw, Mich. The deal was made while Robert E. Fletcher, president, was visiting Stern... Eddie Graff and Adam Ciccarelli, seen talking things over with Irv Orenstein of the Seacoast office.

Maurie Sykes, Mar-Mar Sales Company, Baltimore, Md., visiting along coinrow... Lou Jaffa, C-8 Laboratories, manufacturers of the electric cigarette machine, returns to the city after a lengthy road trip... Joe Munves, Economy Supply Co., states that when he took over the parts and coinrow branches of the business he has had a difficult job memorizing the thousands of different items and the prices of each. However, he's been continually adding new items, and claims he can get along without them all... Uberto Becker, Ben Becker Sales Company (Bally sales representative) preparing to go on the road for a short trip, seeing the customers in his territory... Jim Young, Young Distributing Co. Newark offices (Wuritzer district), tells us he had a wonderful opening week.
Between local inactivity in the game department, a spell of "unusual weather" and the Passover holiday, things would have been very slow this past week if it hadn't been for the distracts and the city ops generating a little action on their own. Thursday, April 22, witnessed a demonstration on several streets, with the operators chasing down the element in the municipal courts. The show was held at Hodges Young Auditorium, with all the newspapers, the mayor's office, the City Council and Police Dept. invited. The officials chose to pass up the affair, which gave local sheets a good story angle. Quoting "The Times" of a choice page: Officials Ignore Showing of Skill Game. The story read: Police and city officials showed a decided disinterest in a demonstration yesterday designed to prove to them that a new miniature bowling game does not constitute gambling. Afternoon of April 22, a demonstration was arranged the demonstration, the boys believe they can overcome prejudice and get a fair deal via public opinion and the courts.

Meanwhile out-of-town and county action continues at a normal pace. Dannie, Sammie and Georgie at Automatic Games report by them things are copasetic (whatever that heck means)... Charlie "Mills" Manly said the ball room activities are steady as can be got between the constellation's sweet music and Black Gold's two-toned color. We found Lyn Boman going about with his new shuffle boards and with only one complaint... the darn things take up a lot of room and a lot of truck loading. Next door to Lyn we finally ran into popular Ralph Micon, our predecessor... Back from Chicago and well rested, Marshall is just about ready for some new activity via the shuffleboard. He got a new one in the factory in Angeles City, and a beautiful piece of furniture for any location with enough space to handle... (Now, if there was only some practical way of putting a coin chute on a shuffleboard)... Len Micon is another of the distributors who cooperated fully on the demonstration... Incidentally the switch from roldoldows to "miniature bowling games" by the boys was not due to their wanting to get fancy... They simply realized that the new hands would be more descriptive of the actual game to the layman... And so it was.

Paul Laymon was back on the job and looking like he was nothing but healthy... Maybe the arrival of Williams' new 5-ball "Virginia" had something to do with that... It's a well stocked beauty in action and on the backboard... Paul is also expecting any day now Bally's new deluxe ake ball... Which reminds us that the local authorities are carrying their "clean-up" era so far that they've even reportedly picked up a few nick balls... That should be tough one for them to prove in the courts as violating any city ordinance or law passed any time, anywhere by anybody, including the Pilgrim fathers... Bill Williams was also singing "Carry Me Back to Ol' Vir- ginny" when we stopped by... Bill always manages to find a new novelty for son Harry's latest 5-ball... Bill Wolf was at it again... in and out of town within the week... Jack Simon and Jack Ryan of Sicking Distribuse also doing a little short traveling... as was Fred Gaunt of General Music.

Countless times we've heard it said that the game is getting the goin' up Santa Cruz way... Interest was sharpened by reference to a "mysterious figure" in the alleged pay off try... The mysterious figure bears a resemblance, according to the grapevine, to the real one by which the police were supposedly approached... We're inclined to write off the current city broom wielding as a political maneuver... nothing more or less. Among the out-of-towners around the town this week were brothers Jack Neil and G. E. Cooper of River- side, back from the historic Vistadore ride to Santa Barbara.

CALIFORNIA CLIPPINGS

...That town's William Sparrow was also in... as were C. C. Collard and William Shorey from San Bernardino... Frank Walnum from San Luis Obispo, Floyd Anthony from Santa Maria... Jack Spencer from Big Bear Lake. Mr. and Mrs. Jack Mallett from Claremont... Clifford Smith from Lancaster... This week once again joins California distrats and ops in mourning the loss of a veteran operator, Walter Leonard of Montebello.

MINNEAPOLIS

The weekend was an excitab one for Charles H. Potter, owner of Fairmont Novelty Company, Fairmont, Minnesota. Charlie and his secretary, Miss Gladys Erickson were held up by three masked men Sunday evening, and robbed of $12,000, $4,000 in cash, and the rest in diamonds and jewelry. Both were beating it home to the store when they were stopped and robbed after several hours. The search is on in nearby surrounding states for the three bandits. It was quite an experience for Charlie—one he'll never forget.

Carl Wichstrom of Brainerd, Minnesota, drove into Minne- apolis last Friday, April 23. Carl is looking much better after a long siege of illness... Ted Seligman, formerly with the Mayflower Distributing Company, St. Paul, and Twin Cities Sales of Minneapolis is now with the Hy-G Music Company... Mr. and Mrs. L. R. Cross of Jackson, Minnesota, newlyweds, just spent their honeymoon in Mexico, and were in Minne- apolis to see the Ice Follies Friday, April 23, Mr. Cross having that happy "new look"... Mr. A. K. Bresvik of Watertown, South Dakota, also in town for several days visiting.

Mr. Alva Baker of Deer River, Minnesota is the new owner of the route formerly owned by Allen Kind of the same town... Mr. and Mrs. Walter Hugeback and friends of New Hampton, Iowa, visiting the Twin Cities for a few days vacation before returning home... Glen Backliff of Superior, Wisconsin, in Minneapolis Friday, April 23, just for a few hours calling on several of the distributors.

The Twin Cities' distributors played hosts Monday and Tuesday, April 26 and 27, to the four State's Show held at the Radisson Hotel. Because of the beautiful weather, many out of town friends and their families have come by car and train from North and South Dakota, Minnesota, and Wis- consin to see the show and also to take care of their business... Mr. and Mrs. Frank Mage of Grand Rapids, Minnesota, Mr. Paul Baeder and son Stanley of New Rockford, North Dakota, Mr. Mike Kalsazardo of Mendfild, Wisconsin, Mr. Jack Backus of Jamestown, North Dakota, Mesav, Glen and Bob Addington of Bismarck, North Dakota, Bob Westrum, Secret- ary of the North Dakota Association, Mr. H. C. Care, Al Reese, Burrell Brown, of the Watertown Amusement Company, Watertown, South Dakota, Roy Foster, Sioux Falls, South Dakota, M. H. Whisman and son, Busz of Hobbing, and Mr. L. L. Harris, Enderlin, North Dakota, all in town for the convention.

Leonard Selzinko of the J & L Novelty Company, Lakefield, Minnesota, sold out his Fountain Confectionary Store last month, so he has become more of a full time representative of the game route... Mr. and Mrs. John Kalsazardo of Ladymith, Wiscon- sin, in town this week... Mr. and Mrs. Charles Ivers of Bismarck, North Dakota, spending a little time at the Convention at the Radisson Hotel... B. R. Couch of Grand Forks, North Dakota, Mr. and Mrs. Verling Gebel of Deadwood, South Dakota, also in Minneapolis for the convention.

Art Thompson and Jim Noah of Morehead, Minnesota also took time out to spend the day in Minneapolis. Jim Noah has opened a Sports Goods store at Morehead, and his son is taking care of the route.
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