Mechanical and electrical parts in the new Wurlitzer 1100 are combined into compact assemblies—can be removed from two to one hundred times faster—replaced with "spares" when shop servicing is required.

This saving in time, plus the tremendous saving in record and needle cost contributed by the famous Zenith Cobra Tone Arm, should exceed $300 saved in four years. And, this is in addition to the unprecedented earning power of the Wurlitzer 1100.

Records last up to ten times longer. After a thousand plays they sound just as they did the first time. No other commercial phonograph ever offered such quality of music, such play promoting design. That's why the Wurlitzer 1100 is the greatest money maker of all time.

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 up a better playing phonograph that will cost less to service. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
THE CASH BOX

STEPS UP ITS ADVERTISING PAGES TO A

NEW SIZE

(TYPE SIZE: 8¾" Wide by 12½" High)

★ Same size advertising page as "Look", "Life", Saturday Evening Post", "The Billboard" ... to save the cost of "special plates" for all advertisers ... and to bring uniformity to the weekly magazines in this industry ... as well as to make it "easier" to advertise in "The Cash Box" ... the one and only weekly magazine completely and unequivocally devoted to the coin machine industry ... the magazine coin machine men swear by...

RETAINING . . .

THE SAME PRICE...ABSOLUTELY

NO CHANGE IN RATES... with the exception that an "extra" column has now been added ... and at the same cost of only $7 per column inch ... the column now measuring 2½" wide ... 12½" high ... 50 column inches to the page ...

Beginning with the "6th Anniversary" issue . . . Dated . . . June 26 . . . Closing . . . June 18 at 5 P. M. at...The Cash Box, 381 Fourth Avenue, New York 16, N. Y.
THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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

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CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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May 29, 1948
Vol. 9, No. 35

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ADVERTISING RATES on request. All advertising closes Friday at 3 P.M., preceding week of issue.

SUBSCRIPTION RATE $5 per year anywhere in the U.S.A. Special subscription allowing free classified advertisement each week, not to exceed three full lines, $48 per year. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

THE CASH BOX exclusively covers the coin machine industry, including opera-
tors, 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 pub-
lishers 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 finan-
cial institutions expressly interested in the business of coin operated equipment of all types.

THE CASH BOX has been recognized by the largest manufacturers as the official weekly magazine of the coin machine industry.

THE CASH BOX division of The C.M.I. BLUE BOOK is currently recognized by many states as the official price book of the coin machine industry.

Talking It Over

Reports received from some of the leading juke box manufacturers indicate that they are adopting the policy of allowing their service men to buy records amounting to ten per cent of the sales minus shipping costs from the location. In short, if the collect-
portion amounting to 10 per cent of the sales would amount to $300 net, the machine operators can bring in 31 worth of new recordings to this location. This means that two new records for the entire week, a favorable action, since they may claim that as a result, they are again "advertising" and making a profit from the spot.

But, is this good policy? In short, by holding back from bringing the location the newest records, the operators may be increasing, or less, take? From past experience, usually less take. The idea is to up the take by giving better service, more temptng tunes to the play-
ers and far less chance of playing more with new discs. Ops, too, can be penny wise and pound foolish regardless of how well they know the operating business.

The player does not want to buy the jukes but when he walks up to it with coin in hand. He's only interested in the music which the machine vendrs. There-
fore, he must be given a wide choice of the best tunes—the songs he wants to listen to—the kind he'll invest money to buy. To cut down on purchase of discs just because ten per cent seems to be a good figure to not encourage the player to play another tune when he returns the next week and finds the same old songs.

Interest has increased to grow steadily greater in the free ads which this publication allows "operators only" to run. These operators and subscribers offer them the opportunity of clearing away inventory and raising cash so that they can purchase the new equipment they want and need. This is only good, sound economics. The operators must be helped in every possible way to continue to be a "good" customer for new machines.

By allowing him to advertise equipment he has for sale, or ask for equipment he wants to buy, The Cash Box gives him the opportunity of clearing off certain merchandise he no longer wants on the one hand, and obtaining what he does want, on the other hand.

This is definitely not altruistic in any sense whatsoever. It is simply good business practice. The Cash Box makes no charge for these ads. We feel that if the operators have enough problems on their hands at this time without being charged for something which will, eventually, help the entire industry.

No prices are allowed to be advertised in the free listings. Operators only can use these free listings. Their names are kept confidential and the operators are si-
doned to them. Every possible means is used to protect the name and address of the operator as well as keep him from being charged to trade, sell, or buy the equipment he wants. He must be a subscriber to The Cash Box to get this free advertising.

Almost six years ago The Cash Box called for a "National Coin Machine Credit Bureau" whereby all would know what was happening "in the field" with-
out having to rely on outside sources. Certainly all will now agree that this was a far-sighted idea. The "National Coin Machine Credit Bureau" would be of tremendous value to the industry for years to come.

It would loosen credit. It would allow the operators to know that interest rates are high, to obtain the liquid funds they need to carry on. It would also mean that the people who advance this money would be fully protected. It would allow the distributors and jobbers to sell "on credit" without any worry on their part. But, they would know just what the financial position is of those on the "National Coin Machine Credit Bureau.”

Surely, this would be a very wise move at this time, as it shouldn't have been six years ago, but, the hectic post-war years needed a great many years of "calming down." Now is the time to bring about a cure for so pressing and important a problem.
NEW YORK—There have been a
great many books written about
"criticism." There's "constructive
criticism"—and, then again, there's
just "criticism."

Having been in one of Chicago's
leading pinball factories, just the
other week, the manufacturer, who
was rather impressed with what he
heard about tests on 10c play pin-
balls, stated, "There's an operator
here. Let's ask him what he thinks
about dime play."

So he did. So the operator an-
swered, "No good." Just as fast as
that.

There was the entire, the ultimate,
answer to what many operators in
this business do—and go on losing
more and more money. Some just
barely earning a living.

Why? Because they haven't the
guts to "try." Because they answer
like a parrot. Without any founda-
tion for their answer. And without
any thought.

There's an old Chinese maxim that
says something about it being an in-
sult to give an answer to a good ques-
tion too soon. In short, to show re-
spect for the questioner—it is better
to wait before answering. For this
shows that you have given thought
to the question and that you are now
ready, after due thought, to answer.

But, when you answer—too soon
—without thought—just the first
thing that pops into your head—is that
good, constructive criticism?

Alright. You don't like 10c play.
Maybe you're right. Maybe you have
"guessed" or "hit" at the answer.

But, is that constructive criticism?
WHY NOT GIVE THE REAL AN-
SWER AT THE SAME TIME . . .
if you think that this method is entirely
wrong—give the trade the method
you think is ENTIRELY RIGHT?

How d'you know that it won't work
out? Have you (as a juke box opera-
tor) tried 1 play for 10c—5 plays for
25c? Or have you (as an amusement
game operator) tried 10c play?

Maybe you have. If you have—then
you can do all the trade good—by
reporting the results of your test.
If you haven't—THEN WHY NOT
TRY (at least on some of your spots)
1 PLAY FOR 10c—5 PLAYS FOR
25c. (Maybe you, too, may learn
something to your advantage?)

Stop kidding yourself. Stop stick-
ing only your head in sand—like an
ostrich—and think you're hiding
"facts" from all the world.

Everyone in this business (whether
a juke box or pinball, rolldown or
bowling alley operator) would LOVE
TO CONTINUE AT 5c PLAY.

It would be a TRIUMPH for this
industry, here's NO NEED TO HAVE TO RAISE
ITS PRICE.

But, what's happened to this busi-
ness? We don't have to TELL—
YOU! Just look around.

Where is all the BIG SELLING
WE DECIDED TO KNOW? Where are
all your PROFITS?

What did you say?
They're all tied up in "costs"?
We know THAT. We know all
about the fact that when you (as a
juke box operator) put four new 'pop'
records on your bowling machine and a
couple of 'race' tunes, that you may as
well ask the location owner to pay
your way.

We also know that your labor and
parts and supplies have gone up 'way
over 200%. We also know that the
cost of your new equipment is up
150%.

WE KNOW THESE THINGS!
Therefore, have you tried to get
MORE for what you SELL?
Have you tried 1 play for 10c—5
plays for 25c. (Or, if you're a pinball,
or old-fashioned alley operator
—have you tried 10c play?)

Why not do so immediately and,
then, take advantage of the big
coupon we have put on this page to
ANSWER us?

But, please make the TEST first.
Don't be one of those guys who
say, "It won't work," before they find
out whether it will or won't.

In short, let's find out whether
the water is actually cold or lake warm
or hot—before you dive into it.

That's pretty good business, isn't it?
Testing before you make a de-
cision? Trying before you actually
criticize?

Brother, it's easy as hell to criti-
cize. But, can you offer constructive
criticism? Can you answer with
something constructive?

Can you say, "That won't work,
but, here's how it can be made
to work. Here's how every operator in
the country can once again enjoy
profit. Here's how every distribu-
tor can once again sell merchandise.
And, here's how every manufacturer
can keep his plant working to pro-
duce the merchandise I need and see
some profits."

THAT'S THE KIND OF CRITI-
CISM WE WANT.

That's what everyone in this busi-
ness WANTS.

This is definitely NOT the time to
say "No"—Just because "no" is
EASY TO SAY. This is instead, the
time to say "yes" or "no" ONLY
BECAUSE YOU KNOW AND, FUR-
THER, BECAUSE YOU CAN OF-
FER THE "SOLUTION" — THE
CONSTRUCTIVE CRITICISM —
THAT THIS INDUSTRY NEEDS.

THE CASH BOX, for almost six
years now, has been in the heat of
this battle. To the point where cer-
tain manufacturers and distributors
have told it, "We won't advertise with
you. We think you're a 'cru-
sader.' You should work hand in
hand with the people who are adver-
tising with you. What the hell—op-
erators come and operators go—but,
your livelihood, your ads, come from
us."

We agree with them to a certain
extent. Our livelihood does come from
the advertisers. But, wasn't we
know that unless the base (the foun-
dation) the operator is solid—there
just won't be any advertisers be-
cause there won't be any operators.
And then, this won't be—an indus-
try.

The facts are there—right before
everyone engaged in the industry to-
day—to see. There's no need to hide
from them. They talk out loud. The
operator must have more money to
continue in business profitably.

When the operator profits and dis-
tributor, the manufacturer and the
various suppliers, profit, too. This
is a fact which cannot be evaded. It
can no longer be hush-hush.

Results of one phono test, tho as
yet still under way, show the follow-
ing. This juke box is now being
tested on one play for 10c and five
plays for 25c.

The case history is as follows:
Machine formerly averaged about
$15.00 per week gross. Operator
used to work on 50%-50% commis-
sion basis. Therefore, he received
$7.50 and the location owner got
$7.50. But, after the operator had
deducted the cost of the records,
needles, tubes, and all other overhead
from his share of the gross—he found
that he was left with approximately
$1.50.

He then turned about and frankly
told the location owner that unless
he obtained 70 per cent of the gross
collection he couldn't continue in
business. Being extremely friendly
WON'T WORK OUT?

OLD DIME PLAY?

with the location owner, as he reports, and he certainly must have also been a very good salesman, he sold this idea.

He was now obtaining $10.50 and the location owner $4.50 from each collection. He found that, with rising costs and increased overhead, he was earning about $4.00 per week for himself, which still isn't enough to pay for new equipment, but, it gave him a breather until the location owner barked because someone walked in and once again offered him a phono on 50-50 basis.

To overcome this, he advises, he talked the location owner to allowing him to test the machine on 1 play for 10c and 5 plays for 25c. In fact, he says, he showed the location one of our articles.

His first week on this new basis found $22.00 gross collection in the cash box. He took $11.00 and the storekeeper got $11.00. And, from what he reports, the location owner was much, much happier over the result.

This test is continuing and, while it goes on, this operator has asked us not to reveal his name as yet. He wants to get all factual data together for presentation at one time. He fears, should his name become known, that some op will step in there to upset this new deal, too. But, this time, he claims, he doesn't think that the storekeeper will change.

In fact, he says, the machine is in an out of the way location and he hopes that no one will discover the change in play until he has at least run off a 30 day test.

On amusement games it is certainly much easier to obtain test results. Here there is little, if any, change required. Where free plays are awarded, then the same number of free plays award dimes instead of nickels. Where games are played for amusement only, ops suggest that greater awards be given so that the player can play at the game so much longer without charge. This shouldn't be too difficult to arrange for any pinball operator.

Results of one test appeared in this past week's issue in the "Talking It Over" column. Here a 10c play pinball was placed right smack alongside of a 5c play game with the result that after a few days the dime machine took in $17 and the nickel game $12. Approximately 75 per cent of the players in this location play for amusement only. This test, too, will report final results after longer run.

Many operators today report that their machines are taking in just as much, and in some cases, even more, than what they used to collect. But, each and everyone of these men claims they are not earning profit. The answer, then, is that the operator must either get a better share of the collection or enjoy more take.

If the operator takes too great a share from the gross collection—the location owner loses interest in the machine, doesn't cooperate, and cares little whether it does, or does not, continue to operate in his place of business.

But, when the machine takes in more, and the storekeeper enjoys more profit, then he is once again very, very much interested in the equipment and helps the machine to earn greater profit for himself and for the operator.

The most logical solution at this time is simply 10c play for all pinballs, rolldowns and bowling alleys and similar type amusement games. And—1 play 10c, 5 plays 25c—for all juke boxes.
“KING” COLE BEAMS AS “NATURE BOY” BURSTS SEAMS

That’s Nat “King” Cole with the broad smile, and a copy of the sensational “Nature Boy” sitting on his piano. One of the fastest rising hits ever to hit the music market, “Nature Boy” and its composer, Eden Ahbez, have caused more tongues wagging than the atomic bomb in recent weeks. Cole’s Capitol platter is currently one of the hottest things on juke boxes throughout the nation. A consistent winner on music machines, Cole’s “Christmas Song,” “Route 66,” “Frim Fram Sauce,” and a flock of others proved big winners for music ops. Exclusively featured on Capitol Records. Personal Mgr: Carlos Casel. Press: Virginia Wicks.
The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

**The Nation's Top Ten Juke Box Tunes**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>NATURE BOY</td>
<td>King Cole</td>
<td>ME-5134</td>
</tr>
<tr>
<td>2</td>
<td>NOW IS THE HOUR</td>
<td>Margaret Whiting</td>
<td>MA-1191</td>
</tr>
<tr>
<td>3</td>
<td>YOU CAN'T BE TRUE, DEAR</td>
<td>The Sportsmen</td>
<td>SI-15178</td>
</tr>
<tr>
<td>4</td>
<td>THE DICKEY BIRD SONG</td>
<td>Jerry Wayne</td>
<td>MG-10138</td>
</tr>
<tr>
<td>5</td>
<td>SABRE DANCE</td>
<td>Woody Herman</td>
<td>SI-15180</td>
</tr>
<tr>
<td>6</td>
<td>LITTLE WHITE LIES</td>
<td>Dick Haymes</td>
<td>RE-111</td>
</tr>
<tr>
<td>7</td>
<td>TOOLIE OOLIE DOOLIE</td>
<td>The Andrews Sisters</td>
<td>ST-1013</td>
</tr>
<tr>
<td>8</td>
<td>ST. LOUIS BLUES MARCH</td>
<td>The Andrews Sisters</td>
<td>FL-5005</td>
</tr>
<tr>
<td>9</td>
<td>BECAUSE</td>
<td>Mel Torme</td>
<td>VA-20-2722</td>
</tr>
<tr>
<td>10</td>
<td>BABY FACE</td>
<td>Pinky Davis Stores</td>
<td>MG-10156</td>
</tr>
</tbody>
</table>

**Code**

AR—Anonymous      RE—Regent  
AT—Aid      SA—Savoy  
BM—Barnet      SD—Super Disc  
BL—Bekker      ST—Signature  
CA—Capitol     SP—Specialty  
CL—Continental  ST—Sterling  
CM—Columbia    TO—Top  
CS—Coast      TC—Twentieth Century  
CL—Celebrity   UN—Universal  
DA—Davis       VI—Victor  
DE—Decca       VT—Vitaphone  
DEL—Deluxe     GB—Gazette  
DN—Dana       HC—Harmonies  
EX—Exclusive   HT—Harmonies  
KI—King       IT—Harmonies  
MI—Miracle    JT—Harmonies  
MA—Majestic   KT—Harmonies  
ME—Mercury    LV—London  
MG—M.G.M  LO—London  
MN—Mandos    LV—London  
MO—Modern    LV—London  
MU—Musicraft  LV—London  
NA—National  RA—Rainbow

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"MAMANA"
Written and Recorded by

Muchas Gracias Amigos

PEGGY LEE
& DAVE BARBOUR
on Capitol Record No. 15022

GOING STRONG . . .

* DON'T SMOKE IN BED
* I CAN'T GIVE YOU ANYTHING BUT LOVE
* WHY DON'T YOU DO RIGHT
* THEM THERE EYES
* STORMY WEATHER
* DEED I DO

Rendezvous
with

PEGGY LEE
ALBUM CC-72

Personal Mgr. CARLOS GASTEL • Direction: GENERAL ARTISTS CORP.
**“Little Girl” (3:01)**  
**“Just Cancel My Dream” (3:03)**  
*LARRY GREEN ORCH.*  
*(Victor 20-2813)*

- Pair of sides for music ops to take a peak at are these offered in mellow styl-  
  ing by the fashionable Larry Green orch.  
- Titled “Little Girl” and “Just Cancel  
  My Dream,” Larry and the boys offer  
  pleasant listening time on the pair.  
- Top deck grabs the lead, with the vocal  
  spot offered shining in delightful manner.  
- Ditty moves along at a mellow clip with  
  the boys in the band following thru.  
- Flip is what the title indicates, a moon-  
  struck piece for the romance kid. Vocal  
  trio holds the time and turns into  
  effective warbling spot. Both sides should  
  go well—especially so with ops using wired  
  music installations.

**“Hearts Win You Lose” (2:39)**  
**“I Want A Girl” (2:50)**  
*FRANK PETTY TRIO*  
*(Universal 117)*

- Ditty causing loads of comment in  
  disc circles is this bit by the Frank Petty  
  Trio. Comment justified also after  
  hearing this potential winner. It’s the  
  only box this far that makes you  
  think this cookie all the way. “Hearts Win—You  
  Lose” should boom all over the place  
  and those phono play immensely. Flavor-  
  ing here is enchanting and makes you  
  wanna play the thing time and again.  
- Flip is the standard “I Want A Girl” with  
  the Petty Trio displaying their  
  wares excellently. “Hearts Win—You  
  Lose” will win favor with music ops.

**“Kentucky Waltz” (2:57)**  
**“Bubbles In The Wine” (2:51)**  
*LAWRENCE WELK ORCH.*  
*(Decca 24442)*

- It’s the King of Champagne rhythm  
  who sets with this pair of potential coin  
  winners. Maestro Lawrence Welk on  
  deck for the favorable-favorable offering  
  of “Kentucky Waltz.” With sippers Bob  
  by Beers and Joan Mowery in the vocal  
  spotlight, the deck takes on an attractive  
  air. Waxing moves in slow tempo again  
  and is ably suited for the light dinner  
  crowd. Flip is the widely known and  
  familiar theme of Welk’s “Bubbles In  
  The Wine.” Both sides make for danc-  
  ing and listening. Don’t miss this miss  
  that have the spots would do well to get next to this duo.

**“A Boy From Texas—A Girl From  
  Tennessee” (2:53)**  
**“My Fair Lady” (2:57)**  
*KING COLE TRIO*  
*(Capitol 15085)*

- This bid has it all wrapped up! Fol-  
  lowing up his sensational success with  
  “Nature boy,” Nat “King” Cole sets with  
  another pair that are sure to become  
  first rate coin cutters in the machines.  
- It’s the topper that we’re sure  
  Cole’s rendition of this tender piece is  
  sure to gain wide raves. “A Boy From  
  Texas—A Girl From Tennessee” is  
  complete with an excellent story behind  
  it making it top one of the mellow music  
  pleasure. Cole’s phrasing here is some-  
  thing to marvel at—his plish, soothing  
  tones make for mellow listening and  
  hard to beat. Flip is another attractive  
  piece, with Nat rendering another excellent  
  performance. Don’t miss this winner.

**DISK O’THE WEEK**

**“Rambling Rose” (3:07)**  
**“A Boy From Texas—A Girl From  
  Tennessee” (3:03)**  
*TONY PASTOR ORCH.*  
*(Columbia 32087)*

- **TONY PASTOR**
  - **TALK ABOUT TWO-HEADED MEN—HERE’S A PAIR OF SIDES ON WAX THAT RATE A TWENTY-GUN SALUTE! BOUNC-  
    ing along at the most appealing tempo is  
    maestro Tony Pastor offers a pair that  
    are sure to win wide favor with those  
    who appreciate the mellow music genre.  
- **“Rambling Rose” AND “A Boy From Texas—A Girl From Tennessee”** that will prove coin clinchers. Tony’s  
  fondness for riffs is well known and  
  this pair again is displayed. flaming  
  overdrive of the song is delightful,  
  with Tony purring in high style.  
- Flip is another bonanza for Pastor  
  and operators with Tony and the  
  Clomney Sisters making magic mu-  
  sic with “A Boy From Texas—A Girl  
  From Tennessee.” Wording here is  
  as smooth as silk, with Tony and the  
  gals purring soft and mellow  
  throughout. Both sides of this  
  bit are sure to become phono  
  favorites in the very near future.  
- Add to that Pastor’s wide follow-  
  ing and you’ve got a hunk of wax  
  that spells jitney in the raw. Hop  
  to it!

**“It’s You Or No One” (3:02)**  
**“Nobody But You” (3:00)**  
*MARGARET WHITING*  
*(Capitol 15079)*

- **MELLOW PURRING OF THRUSH MARGARET WHITING SHOWS AS STUFF THAT SHOULD COME IN FOR ITS FAIR SHARE OF COIN PLAY. TOPSIDE, FROM THE FICKER “ROMANCE ON THE HIGH SEAS” HAS MAGGIE AT HER BEST, DISPLAYING HER CHARMING, ENCHANTING TONALS IN EXCELLENT STYLING. FLIP, “Nobod--But You” MAKES FOR MUSICALE WITH MAGGIE PULLING OFF A WRITING WITH A LIVELIEST LIT. WAX MOVES AT A MELLOW CLIP GIVING THE CASINO ROOM TO SHINE HER STUFF. ORK BACKING BY FRANCO DE VOL IS WITH THE GAL ALL THE WAY. TOPSIDE WILL WIN OUT.

**“Sally Lou” (2:43)**  
**“Stop” (2:37)**  
*PAUL GAYTEN TRIO*  
*(DeLuxe 1176)*

- **Stuffed that this pad puts out will fill  
  ops macho to the top! It’s Paul Gayten  
  and his lada offering meat for ops  
  with race spots with “Sally Lou” and  
  “Stop.” Top deck, with rhythmic calypso  
  beat spilling the background shows the  
  combo in fine style and the wordage offered  
  in bright tones that satisfy. Flip is a cute  
  bit, with the title leading the way.  
  Both sides should come in for more than  
  their fair share of coin play. Latch on!

**“Sax-A-Boogie” (2:50)**  
**“I’ll Get Along Somehow” (2:57)**  
*SAM DONAHUE ORCH.*

- **BOUNCING BACK WITH ANOTHER  
  POTENTIAL COIN WINNER, MAESTRO  
  SAM DONAHUE SETS WITH THIS BIT  
  FOR THE JUMP FANS TITLED “SAX-A-BOOGIE,”  
  SAM AND THE BOYS GIVE OUT WITH LOADS OF MAD MUSIC. AIMED AT THE FANS THAT LOVE TO HOP, THIS ONE  
  MIGHT GAIN A SLICE OF PHONO PLAY. SAM’S SPOTS MAKE FOR EXCELLENT LISTENING. FLIP IS A BIT OF BALLAD MATERIAL WITH PAPER BILL LOCKWOOD IN THE VOCAL SPOTLIGHT. IT’S EFFECTIVE AS IT STANDS, WITH THE BLOWING EASY wordage of “I’LL GET ALONG SOMEWHERE” shining attractively. Top deck as a whole.

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

*“Sax-A-Boogie” (2:50)*  
*“I’ll Get Along Somehow” (2:57)*

*THE MILLS BROS.*  
*(Deeco 24441)*

- **YA CAN SIT AND LISTEN TO THIS CREW  
  FOR HOURS ON END—and never tire. It’s  
  the Mills Brothers spouting more beautiful  
  harmony with the latest offering labeled “Baby  
  Don’t Be Mad At Me” and “I Can’t  
  Call My Baby.” Both sides show the  
  combo up high with excellent voices in  
  plain simple melody that shines. Folks  
  go for the mellow harmony tones of the  
  Mills Brothers and both are highlighted  
  with this splendifer duo. Music ops  
  should get next to this pair.

**“Schoene Modell” (2:41)**  
**“Here It Is” (2:47)**  
*FRANK CLARK*  
*(Deno 2005)*

- **KICKING UP A STORM IN MUSIC circles,  
  this bit by hallmarks. Don’t miss this miss  
  as excellent material for music ops. With  
  Don’s smooth pipes purring the glowing  
  wordage in soft easy style, the deck  
  takes on the appearance of a heavily laden coin winner. “It’s tailor made for the swoon set—Don’s able vocals  
  should meet with their requirements in  
  top manner. Flip is another piece of  
  romance material with Don rendering an-  
  other wonderful performance. Ops keep  
  their eyes peeled for “Schoene Modell.”

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages
MGM RECORDS HIKE PRICE TO 75c JUNE 1—LAST MAJOR DISKERY TO UP POP LABEL

MGM follows RCA-Victor and Capitol in Price Rise; Music Ops Seek Method To Increase Take

Thus MGM becomes the last platter to join the ranks of other major recording companies and meet the prevailing list price of 75c.

The announcement by Walker went out to all MGM record distributors this past week. Altho the diskery had several artists on a 75c series, the price rise is a general one and all MGM records will now list at that price. Album prices remain the same—75c per record, plus 75c for the album itself.

MGM follows RCA-Victor and Capitol Records, who recently raised their list price to 75c during a series of price increases throughout the recording companies.

While MGM was increasing its prices, rumor had it that several independent companies on the West Coast would reduce their prices. Altho it was not known what companies were involved, it was learned that the drop in prices would probably affect those companies whose record currently retail for $1.05.

Music operators throughout the East greeted the news of the MGM increase with an air of “we knew it was coming.”

One well known music op stated, “I don’t know where to draw the line anymore. They tell us that all things stop somewhere—what I and a great many of my friends would like to know—is where? Operating overhead is almost double what it was during the war years, when record costs were way down. Since records represent the largest outlay of capital in phonograph operation, it continually seems as if our greatest expenditure keeps on rising.”

With the news of the MGM increase, music operators throughout the East once again started talk of a return privilege grant by the major recording companies. Many indie grant music ops a 5% return privilege, whereas the bulk of the majors do not.

Were the majors to grant ops a return privilege of some sort, or a package deal pertaining to needles, the ops overhead would be decreased somewhat.
"I Get Along Without You Very Well" (3:41)
"I'll Be Seeing You" (3:03)
DINAH SHORE
(Christian 8208)

- Pair of oldies by thresh Dinah Shore and the metro of "I Get Along Without You" and "I'll Be Seeing You" self thru here, and show as items ops might use as excellent filler material. Always makes excellent choice, with Dinah flavors the wax with an intimate vocal that she weaves brilliantly throughout. Both sides should be well remembered by music fans since they scored heavily not too long ago. Orchestrational background, the wax blends tones to round out the wakening. Platter is there for the asking—go to it.

"Wondering Blues" (2:41)
"Voodoo Man" (3:01)
PAUL GATTEN TRIO
(DeLuxe 1173)

- More top notch music by the capable Paul Gatten Trio, with chirpy Anne Laurie keeping the combo for a mellow vocal spot. Topside, tagged "Wondering Blues" has Anne Laurie on a voice at a piece that spells in slow shuffle rhythm. Great guitar highlights the background as Anne’s top notch playing goes. Flip, “Voodoo Man,” has Annie and the group in novel style offering a bit of scat. Stuff is smooth, mellow, and Anne is making this bit to your list of potential coin winners.

"Blue Bird Of Happiness" (2:57)
"Sunset To Sunrise" (2:41)
ART MOONEY ORCH.
(MGM 10207)

- Novel piece of wax with a pline and an excellent musical bent. It is offered here by “Baby Face” Art Mooney. Titled “Sunset To Sunrise,” the duo takes on an appealing air, with the mes-

"Let's Give Love A Start!" (2:48)
"Because Of You" (2:51)
PRINCE COOPER TRIO
(SX 328)

- Pair of sides for music ops with race spots are offered here in King Cole by the Prince Cooper Trio. Both sides show as material well loaded with excellent possibilities, with the top deck, “Let’s Give Love A Start!” grabbing the light-

"Cuban Boogie" (2:41)
"Malaguena" (2:43)
IRVING FIELDS
(Victor 26-9031)

- Light mellow afterglow from 88’s Irving Fields and the set up of “Cuban Boogie” and “Malaguena,” that’s the wakening. Good music which should be potential winners for music machine ops, with the top deck grabbing all the glory. Field’s magic fingers weave a bright pattern of top notch Latin melody throughout the platter, with ability to supply the Campos Trio. Flip is

"When I Get You Alone Tonight" (2:49)
"Heartbroken" (2:53)
DICK KUHN ORCH.
(Top 1157)

- Here’s one from left field that is sure to win the game! An oldie like this takes up quick band and one that rocked the nation is this piece offered by the Dick Kuhn ORCH. Titled “When I Get You Alone Tonight,” Dick and the boys show off with the stuff that makes for nickel nabbers. Vocal trio spells the smar wogord in top notch style, while the bandbeat offered, splices the platter all the way. Wax is so great that it can have phono fans laughing in their ears as they play and play this thing time and again. Sure to put maestro Dick Kuhn, a great artist if there ever was one, back in the limelight, ops will need no urging once they hear this piece of wax. Wordage is sparkling and loaded with life and sing. Flip is a switch to a tender “Heartbroken,” with the trio spinning the hearts and flowers wogord in able style. When I Get You Alone Tonight" will hype phone play—aid mean an avalanche of coin for music ops. Climb on the bandwagon—but pronto!

"The Maharajah Of Magadar" (2:56)
"Give A Broken Heart A Break" (2:58)
VAUGHN MONROE ORCH.
(Columbia 38215)

- Novelty fling by the Vaughn Monroe ork shines here with piper Ziggy Talent in the lead. "The Maharajah Of Magadar" Ziggy’s nasal tones spill the cute wogord in carefree spirit, spiking this cutie with wog. Here should have phone fans rolling with laughter—it’s that cute. Flip has the maestro on deck for quick wogord to “Give A Broken Heart A Break,” Wax where the title will go selling. Vaughn’s heavy tonsilts offering the tender wogord in able style. Top side becon coin play galore—give it an earing.

"Donna Bella" (3:01)
"At The Flying W" (2.56)
ELLIOTT LAWRENCE ORCH.
(Columbia 13821)

- Make no mistake about this piece—it’s gonna be a big one on the phonos. Elliott Lawr.

"Tea Leaves" (2:55)
"My Happiness" (2:53)
ALAN DALE
(MGM 10211)

- Ditty recently selected as the Cleve-

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

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

The Overnight Sensation

"Schoene Maedel" (Pretty Girl)

BACKED BY

"Don't Ever Leave Me Again"

on Saks Record #5012

- Powerful laden with the stuff that makes for coin winners is a hit by Ted Steele, titled "Schoene Maedel." Ted's soothing and charming voice imparts this beautiful piece immensely, adding to its winning ways. Wax is full of romance and the like with the beautiful ornate flowage flowing free and easy throughout the dashing. Flip is another feather in Steele's cap and another first rate performance. It's the top deck that we go for. "Schoene Maedel" rates your avid listening attention.

These "LEAVES" and "BLOSSOMS" Break Up Into A Pile Of Dough For Operators!

"WHERE THE APPLE BLOSSOMS FALL"

The only popular priced record of "Blossoms" with a vocal. The only record of both tunes with vocal true instrumental background. Two hits back to back!

Vocal by Art SIDROE with Rodney Davis on the Celeste and Hammond Organ

BACKED BY

'TEa LEAVES'

PALDA = 1005

Contact your nearest PALDA DISTRIBUTOR for SPECIAL INITIAL ORDER DEAL.

ORDER FROM YOUR NEAREST PALDA DISTRIBUTOR

PALDA RECORD CO.

Trade Buzzes As Decca Plans New Distrib Policy

Harry Kruze III; Granted Leave of Absence From Post

NEW YORK—The music trade buzzed with rumors this past week concerning the realignment of Decca Records distribution policy.

Speculations viewed the move by Decca as indicative of possible future moves by that plattery to cut down on operational overhead.

Decca is currently reorganizing its distribution setup by dropping many of their current franchised distributors and in place adding distrib organizations tagged "superbranches," to take their place. Where Decca formerly had three distributors covering three states; one centrally located branch is being substituted.

The diskery has closed its branches in Albany, New York; Providence, Oklahoma City, Toledo, Miami, Houston, Birmingham, San Antonio and Indianapolis.

Spokesmen for Decca claim that the new branch arrangement will allow for a better sales program, since the new offices will carry Decca catalog items. Decca branches in the past only stocked current pop items and entailed some difficulty when concerned with records in the catalog series.

The announcement of Decca sales manager, Harry Kruze's leave of absence due to ill health was looked upon by many in the disk biz with a tongue in cheek attitude. Kruze, who has directed the sales policy of the firm for years, will remain on the firm's payroll during his leave of absence and is scheduled to return to his post in two months.

Recent rumors of Decca cutting down on personnel also gave way for the current flood of rumors concerning Decca. Trade talk is that Decca is currently involved in financial difficulties and is cutting down in all departments.

At manager Ed Manning, and Tren Walker, a vee pee of the firm in the engineering department, recently left the plattery.

Skip Strahl Set With B. G.

NEW YORK—Skip Strahl, son of Sam Strahl, well known Pittsburgh, Pa., coin men and AMI phonograp distributor for that area, this past week signed a two year contract with maestro Benny Goodman.

Strahl Jr., who organized a dance band during his school days will play drums for a sextet that Goodman is organizing.

THE LUCKY 7--NATURALS

Bull-Eye of the Week

1. "John's Other Wife"—Recorded by Johnny Bond—Columbia

2. "The Little White House"—Recorded by Milton Herth-Larry Douglas—Decca

3. "I'm A Lonely Little Petunia"—Recorded by Dick Tweed Baker—Mercury

4. "Rosalinda"—Recorded by Dick Thomas—Decca

5. "Gin Rummy Polka"—Recorded by Tempstone—Tower

6. "Brother Bill"—Tony Pastor—Bca Victor

7. "Tell Me Why"—Recorded by Alain Gerard—National
Columbia Records Sked Plans For Second Annual Disk Convention

NEW YORK—Columbia Records this past week continued cementing their plans for their forthcoming Second Annual Convention, to be held in Atlantic City, N. J., June 20 thru the 22nd.

Columbia will entertain more than 660 record distributors and their salesmen it was learned. Columbia has reserved a host of hotel rooms at the Ambassador Hotel in Atlantic City, which will be the site of the diskery's gala entertainment program this year. Expected to attend are Frank Sinatra, Gene Krupa, Dinah Shore, Buddy Clark, Mitchell Ayres, Tony Pastor, Ray Noble, Doris Day and a flock of other artists who are expected to make the show.

A program of entertainment discussions and meeting is currently being set by the plattery.

Jubilee To Release Ralph Young Platters

NEW YORK—Jery Blaine, president of Jubilee Records Inc., this city, this past week disclosed the forthcoming release of the much heralded "I Remember Mama" by Ralph Young.

Young, who formerly sang with the Sheep Fields and Les Brown orks, signed a recording contract with Blaine some months before the recording ban. Blaine disclosed that he has many sides by the young Young, all cut before the ban.

Following "I Remember Mama" are "The More I See Of Other Girls" and "The Girl Who's Waiting At The Gate."

Gimmicks—

NEW YORK—Here's a gimmick that really can be called something new.

When chimp Page, Mercury Records artists, first saw the song "Confess," she conceived the idea to record it singing both lyrics herself, instead of having a trio or quartet doing the "fill-ins." Patti cut the ditty on a first master, singing it straight thru using only the first or solo lyric.

While the master was played back, Patti cut another master singing the balance while she listened to her own voice thru ear phones. To make it more cute, Patti sang these "fill-ins" thru an echo chamber, which gives the disk that far away sound.

Result—the disk is currently going like wildfire in Philadelphia, and starting to boom throughout the rest of the country.

"... bound to cause a storm of approval in music and phone circles"—

THE CASH BOX—May 15, 1948
RAINBOW SCOOPS AGAIN with

"THE SHOEMAKER SERENADE"

By EDDY MANSON
Rainbow # 10080
RAINBOW RECORDS
156 W. 44 ST.
NEW YORK

Operators!

"MY SECRET DREAM"

WILL BACK And His Orchestra
Vocal By EUNICE CLARK
FLIPOVER

"SCISSOR GRINDER SERENADE"

A PROVEN COIN MACHINE RECORD
Order from Your Distributor or Direct
DELMAC RECORD COMPANY
1515 HOWARD STREET, CHICAGO 26, ILL.
BUSINESS REPLY CARD
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

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

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

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WHAT WESTERN AND FOLK TUNES NOT LISTED ABOVE ARE COMING UP

NAME ____________________________
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www.americanradiohistory.com
NATURE BOY
King Cole
(Capitol 15054)

TOMORROW NIGHT
Lonnie Johnson
(King 4201)

GOOD ROCKING TONIGHT
Wynonie Harris
(King 4210)

TOMORROW NIGHT
Lonnie Johnson
(King 4201)

POOL PLAYING BLUES
Amos Milburn
(Aladdin)

DUTCH KITCHEN BOUNCE
Arnett Cobb
(Apollo 778)

RECESS IN HEAVEN
Dan Grissom
(Jewel 2004)

TIME OUT FOR TEARS
Savannah Churchill
(Manor)

35-30
Paul Williams
(King 4189)

BUBBLES
Bill Moore
(Savoy 662)

I WANT A BOWLEGGED WOMAN
Bull Moose Jackson
(King 4199)

©
**GIVES YOU TWO MORE TERRIFIC HITS!**

A "new" and different styling-by

IVORY JOE HUNTER

DON'T FALL IN LOVE WITH ME

Backed by

SIESTA WITH SONNY

KING 4220

Another smashing smoothy by

LONNIE JOHNSON

IN LOVE AGAIN

Backed by

I WANT MY BABY

KING 4225

**EXECUTIVE OFFICES 1140 BROADWAY AVE. CINCINNATI 7, OHIO**

**BRANCHES**

CHARLOTTE, N. C.

811 W. Morehead

ATLANTA, 992 Edgewood, S. E.

CHICAGO, 2001 S. Halsted

OKLAHOMA CITY,

DETROIT, 19 Selden

WASHINGTON, D. C.

LOS ANGELES, 45 E. Grandview

ST. LOUIS, 1620 Franklin

DALLAS, 911 Camp

PIERCE, S. D.

SALT LAKE CITY, UTAH

L. E. W. ST. LOUIS, 30 E. Broadway

SALT LAKE CITY, UTAH

S. WASH., 221 7th Ave.

El Monte, Calif.

2900 11th N. C.

120 S. W. Dist.

Cordova, Dist.

Cordova, Dist.

1177 E. Broadway

Hobbs 2300

Sunland 2306

Cordova, Dist.

Cordova, Dist.

New Mexico

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Foreign Wax Production Increases As Diskers Skirt Recording Ban—Major Platteries Hit By Continued Indie “Flash” Hits

NEW YORK—A record manufacturers, both major and independent, continue seeking a means to hypo sagging disk sales, foreign platteries this past week have continued increasing their production facilities and disk output. The current low ebb in record sales, directly attributed by many to the recording ban, is causing a great many record executives to stimulate the plans of their export departments.

Platteries in Switzerland, England, Czechoslovakia and other European nations were reported to have increased their record production, with a large amount of the total record sales reportedly being exported to many South American and Latin American countries. Many foreign pressing plants are known to be installing and buying the latest equipment and machinery to augment pressing facilities.

Major platteries, who have more or less concentrated on disk sales in the United States, this past week felt the bite of the foreign diskeries push. Altho many of the majors themselves were planning on utilizing the facilities of European pressing plants, the bulk of foreign wax sales were attributed to European companies.

With the recording ban very much in continued effect, platteries in this country appeared to be concentrating heavily on cutting sessions overseas. Since the issuance of Mercury’s “Nature Boy,” which featured a vocal duet of music cut in Europe, many diskers are known to be planning to use the same methods in an effort to counteract the apparent dislike for a cappella recordings. Increased activity on the part of American major subsidiaries was noted this week. It is well known that England in particular would welcome any increase in recording activity.

Major platteries this past week continued to feel the cut in sales volume as independent recording companies continued to thrive on “flash” song hits. These spot record hits, which the majors evidently have tried to get behind and possibly buy the masters, have cut into record sales considerably. Latest case was that pertaining to the booming Algea recording of “Tea Leaves.” The song recently, selected by the Cleveland Phonograph Operators Association as their Hit Tune Of The Month, is causing wide comment in disk circles. Columbia Records was reported to have bought the Algena master this past week in an effort to get the jump on many independent companies who would undoubtedly follow with a capella recordings.

THE NEW VOICE

JOHN LAURENZ

Sings

"NATURE BOY"

on

Mercury Record No. 5134

Awarded for the Best Record of 1947

VITA COUSINIC

"LIVING SOUND"

WALDO OF THE WIND
Roy Acuff
(Columbia 39262)

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

JOHN’S OTHER WIFE
Johnny Bond
(Columbia 20419)

PEEPIN’ THRU THE KEYHOLE
Cliffie Stone
(Capitol 40083)

TEARDROPS IN MY HEART
Sons Of The Pioneers
(Victor 20-2276)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

Best Bet for the Boxes

"WHAT CARE I"

(From Themes By Verdi)

Backed By

"PEEK-A-BOO I LOVE YOU"

Don Roddity
Jimmie Carson, Cond.
Dana 2300

DANA RECORDS
286 FIFTH AVE. NEW YORK

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

In Newark Hall's "Band Review" is a big thing over WAAT. He pulls lots of mail, is much in demand for emcees, jobs, and is a crack announcer to boot. Prides himself on his talent judging ability and for good reason, he knows his business.

ALAN DALE
on Sig 15206

TEA LEAVES
MY HAPPINESS
With The Moonlighters and Alan Schackner, Harmonica

Rollin' Round
RANDOLPH

Sammy Kaye and his great show, "So You Want To Lead A Band" opened at the State-Lake Theatre this past Friday with the tremendous turnout causing Chi police a minor headache... Sammy's Vic Oliver's "Tell Me A Story" is one of the town's top jule box songs, as well as radio's most heavily plugged ditty... Horace Heidt and his Musical Knights are the main attraction at the Oriental Theatre, and what an attraction they are... Especially so when young Dick Cantino, the whip of the accordion comes on with his rendition of "Lady of Spain"... Ditto success to Wayne King's concert tour, causing a mild sensation throughout the nation... That old memory music is hard to beat...

Mercury Records rolling like mad with John Muir's new "Nature Boy" platter... this is album week at Mercury with new ones out by Tiny Hill, Vic Damone and Tony Martin... Tony cut these records before he left for Victor... and speaking of Mercury, our New York office keeps a sharp eye on the beauty of young Jackie Smith, Mercury star... Rumor has it that Chicago's own Frankie Laine will replace the Dinah Shore-Harry James show. Would be a big thing for Frankie—a grand artist who certainly deserves this spot... Bill Walker has taken over as the new relief band at the Pump Room... Bill, by the way is the composer of "Sweetbells," pepped up by Teed Weems and soled for early release... Jack Osfield of the Encore-Jewel-Stevens pubbery just had this idea to see how he'd handle the tune "You Were Only Fooling" selected as the "Disk O' The Week" in the May 22nd issue of The Cash Box.

The song pluggers big shindig of the year scheduled for Monday, May 24th and from what we've seen of the plans this year's Tin Pan Alley Ball should be one of the biggest ever. A million dollars worth of talent and celebs are due to appear. Don't miss it. More rumors concerning the end of the recording ban. Randolph Street certainly will not be outdone by Broadway and Sunset and Vine... Current rumor has it that the ban will be lifted by June 2. Funny thing about these rumors... ya kin walk up and down the street and in the short space of up to ten minutes get a million different angles concerning the end of the ban... Did Lionel Hampton break it up, but good, at Civic Opera date... still feel like I'm on roller skates... one of the greatest showmen ever that Hamp... Foster Music preparing a big one with Jack Smith's Capitol recording of "Highways Are Happy Ways"... Frank Sinatra in town this past week for the mid-west premiere of his picture, "The Miracle of the Bells."

Capitol distrib and execs in town bemoaned from ear to ear when they saw the position of Nat King Cole's "Nature Boy" in the race charts this past week. It's the top tune across the board, from Maine to California... note to all Chicago record distribuators, and manufacturers. Please furnish this office with a list of your addresses... The way that Savoy disk is making the town hop... the whole town talking about the forthcoming 'WABT' show. Aside to all youse guys and gals, The Cash Box will be at the show again this year, bigger and better than ever. Artists, record manufacturers and pubbery's bear in mind that all advertising for this big issue closes on Friday, 5 P.M., June 11... A great big hug 'n kis to Joe Whalen, a grand guy if there ever was one...
MGM Wins Injunction Proceedings Against Metro Records

Indie Diskery Ordered To Cease Using "Metro" Name

MGM Records won final injunction proceedings in the Federal Court of the Southern District of California against Maurice A. Rapoport of Los Angeles, which injunction prevents him from the use of the name "Metro Records." Until recently these records were being distributed by Rapoport from the West Coast. As a result of a series of violations and spurious affidavits the Court imposed a sentence of thirty (30) days in jail and a fine of $1,480.00.

The original action by MGM Records to prevent infringement of their label started in December of 1947. At that time the Court, granted a temporary injunction pending trial. Despite the injunction, Rapoport allegedly failed to discontinue use of the Metro name and Contempt of Court proceedings were instituted, with Rapoport agreeing to a final injunction but with a plea for time to dispose of stack on hand.

After the final injunction was granted, Rapoport continued to make use of the label and Second Contempt proceedings was started. The Court ordered 1,200 discs bearing the Metro label, as well as quantities of advertising material taken into custody and an order was issued to him to furnish a complete inventory of stock by June 6, 1948, at which time all offending and infringing material would be destroyed.

Regent Records Add Four New Distributors

ELIZABETH, N. J.—Fred Mandelsohn, president of Regent Records Inc., this past week announced the appointment of four new distributors, named to handle the firm’s line.

Appointed were, the Penn Midland Sales Co., Inc, Pittsburgh, Pa. ; General Dist. Co., Baltimore, Md.; Klaman Dist. Co., Cincinnati, O.; and the A. B. C. Distributors, Buffalo, New York.

Regent Records gained national popularity when they issued the first record of the new popular "Sabre Dance" by the Don Henry Trio. Recent releases by the Henry Trios, "Fiddle Faddle" and "Finiculi Finiculu."

FLOODING JUKE BOXES WITH BIG TIME COIN AGAIN! HEAR "My California" "Darktown Strutters Ball"

"Yes, We Have No Bananas" "MacNamara’s Band"

"Take Me Out To The Ball Game" "Wait ’Till The Sun Shines Nellie"

on TELE-RECORDS

ORDER FROM YOUR DISTRIBUTOR OR... TELE-RECORDS, INC. FAIRMOUNT HOTEL, SAN FRANCISCO, CALIF.

"TIME OUT FOR TEARS" SAVANNAH CHURCHILL

on MANOR RECORDS 313 WEST 57 ST. NEW YORK, N. Y.
**This Is IT!! — A Solid Hit FOR THE JUKES!!**
Buckley builds the best NEW CABINET ASSEMBLIES FOR MILLS ESCALATOR BELLS HAMMERLOID OR WRINKLE YOUR CHOICE OF:

- Cherry or Diamond Ornament, Maroon, Copper, Gold, Green, Aluminum Grey, Chocolate, Seri Blue
- Complete new precision-built light wood Cabinet expertly finished with perfect fit new aluminum coating.
- Club Handle and Handle Colored chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominator Coin Intake.
- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Colored chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cap.
- Drillproof Plates.

THE NEW Music Box

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field in building a NEW music box of advanced design and perfection at a NEW LOW PRICE.

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

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

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

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

(Phone: Van Buren 6-8852)

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

JACK 'N JILL (x)

(x) 2 COMPLETE SEQUENCES— "JACK" - "JILL"
(x) BONUS AND BONUS BUILD-UP!
(x) DOUBLE BONUS! ADVANCE BONUS!
(x) HIGH SCORE!
(x) FLASHING EYES ON THE PLAYING FIELD!
(x) Original FLIPPER BUMPERS
(Patent Pending)

AVAILABLE NOW!
GOTTLEIB ORIGINAL FLIPPER BUMPER KIT
(Patent Pending)
All necessary parts for complete installation of 2 Original Gottlieb Flipper Bumpers on any old type 3-Ball game. Some study quality Flippers in use on new Gottlieb Games.
Complete Kit ........................................ $4.95
IMMEDIATE DELIVERY

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois

KANSAS CITY, KAN.—Bernard D. Craig has been appointed to the position of Vice President and General Sales Manager of all Aireon divisions, according to an announcement by Harold Pearson, President of Aireon Manufacturing Corporation, this city.

This announcement was made at the conclusion of a three day conference held at the factory for all regional sales managers and field representatives of the firm. During the three day conference, new and extensive merchandising plans were reviewed along with complete outlining of a future advertising program. The firm also revealed to those present the new products of Aireon, which came in for enthusiastic discussion.

Craig's new assignment will extend jurisdiction over all Aireon divisions, including the Automatic Phonograph Division, the Motor Oil Display Cabinet Division producing the well known Seloil Motor Oil Display Cabinet, the Chaudograph Speaker Division, the Government Contract Division, and the Railroad Vehicular Radio Telephone Communications Division.

Formerly a Kansas City lawyer, Craig has been vice president in charge of Aireon's finance. He has been associated with the Aireon Manufacturing Corporation for six years, four years of which he has been an officer.
George A. Miller Calls For National Committee Meeting In July For Legislation Talk

Date And Location To Be Announced. Commends “The Cash Box” For Alerting Music Machine Industry On Copyright Bills. Praises Work Of National Committee

GEORGE A. MILLER

OAKLAND, CALIF.—George A. Miller, national chairman for the Music Operators of America, reports that he has been in conference with several Congressmen from California regarding certain copyright bills which would jeopardize the music industry if such legislation were passed in its present form.

After conferring with these particular Congressmen, Miller states “I find that The Cash Box has been right 100% and their notice to be on the alert to the operators of America was given in due time. Every statement that has been made by Bill Gerah and The Cash Box has proven to be true and the operators should applaud The Cash Box magazine for its fearless comments and for being on the job at all times, having the automatic phonograph business at heart, and informing the operators of the fight that appears to be ahead of them. “Had it not been for the formation of the National Committee” continued Miller “the work that has been done toward the defeat of certain legislation in Congress could not have been done in the manner that it has. It would have fallen upon the shoulders of a few who so ably fought this type of legislation at the session of Congress prior to this one. The operators must admit that Sidney H. Levine, Al Denver, Sol Kesselman, and Irving Ackerman did a marvelous job. By the same token it wouldn’t be fair to ask them to carry the responsibility for all the operators of America. The committee, therefore, has taken that responsibility and through the leadership of our legal Counselor, Sidney H. Levine, we are able to do a splendid job at this time. “I only wish that each and every operator knew some of the inside of those bills” concluded George. “I feel quite certain that if many of the Congressmen were better acquainted with the automatic phonograph industry that such legislation could not and would not be passed.”

Miller, as national chairman, feels that it is necessary to call the National Committee together for a meeting. According to George a date is being set for some time in July, and the date and meeting place will be publicized in sufficient time for the operators to make plans to be present.

“Every operator in the United States is invited to attend” states Miller. “However, it will be compulsory for the various representatives who were present in Chicago to be on hand when this meeting is called. Things of importance will be discussed for now and the fact of knowing any legislation that will be detrimental to the automatic phonograph industry. Be alert—be prepared to fight for the automatic phonograph. Read The Cash Box to get the latest developments.”

The Cash Box was the first to call attention of the music machine industry to these copyright bills which were being presented in Congress. Were they passed they would change the Copyright Act of 1908, and permit outside agencies to collect fees from music operators for playing recorded music.

Complete details of the pending meeting will be reported to the trade when George A. Miller sets the date and place.
SERVES ALL!

"A" for bigger spots

B" for all others

AMI Incorporated
127 NORTH DEARBORN.
CHICAGO 2, ILL.

3rd Annual Banquet Of The Western Pa. Phono Owners Assn. Big Success

JACK MULLIGAN

BEAVER FALLS, PA.—The Third Annual Banquet of the Western Pennsylvania Phonograph Owners Association took place at the Hotel Broadhead, this city, the evening of Thursday, May 20, and the large gathering were all in agreement that the affair was the most successful ever held.

E. V. Domnadio, chairman of the entertainment and arrangements committee was complimented for the wonderful array of entertaining talent on hand, and for the smooth manner in which the dinner, floor show and dancing was run off.

Headed by J. J. Mulligan, president, Donnadio, vice president, and T. W. Thomas, secretary and treasurer, the association entertained its guests in a royal manner. Also assisting were the remaining members of the Board of Directors, Eugene Reda, E. V. Domnadio, Herman Custead, and T. W. Thomas.

In addition to the many music operators and their friends and families, the distributors from Pittsburgh were all on hand.

Complains About Ads To Location Owners

NEW PORT RICHEY, FLA.—An operator of many years, Elmo Richey, of this city, is “buzed up over” the efforts of some in the trade who seek to sell automatic phonographs directly to locations.

Barrett, who recently arrived in this town, endeavoring to set up an operation, writes The Cash Box of his experiences. “For over twenty years” he writes “I have been connected with the coin operated music and pinball machine field of the amusement business. Now I find myself just locating in a small town (New Port Richey, Fla.) starting out to establish an operating business. I buy the first edition of the weekly local paper—and the very first thing that strikes me in the face is the following ad: ‘Buy Your Own Juke Box. New latest styles, cash or terms. Remote Boxes and Speakers, new and used rec- ords.’ The ad carried a Miami, Florida address.

“Ask you is this fair?” continues Barrett. “This is one of the things that made it so difficult for an operator to make a go of it.”

(Ed. Comment: The Cash Box has always condemned the practice of location selling—and as a matter of policy, does not permit subscriptions from any who are not directly connected with the coin machine business. In addition, The Cash Box IS NOT SOLD ON NEWSPAPERS so that all confidential matters, prices of equipment, and sources of supply are not available for general public.)

OAKLAND, CALIF.—A large and enthusiastic crowd of music operators attended the May 17 meeting of the California Music Operators Association held at the 311 Club this city.

They heard several interesting and important talks, among which were those of a few California Congressmen, who explained in detail the copyright bills now pending in Washington. These Congressmen present were friendly to the cause of the music machine operators, and after hearing them express their views, the trade feels confident that everything that can be done toward the defeat of this particular legislation will take place.

Operators expressed the thanks for the opportunity to hear the very enlightening explanation and to obtain a first-hand picture of the situation.

"It is unfortunate that every operator in the United States could not have been present to hear these addresses by the California Congressmen" stated George A. Miller, president of the association.

"One thing for sure is that the operators in California will sponsor any program toward the defeat of House Bill 303." he said.

In addition the operators were addressed by several music machine representatives regarding their part in the business. The business part of the meeting ended at about 11 P.M., and the rest of the evening was a general get-together. The operators met the Congressmen personally. "This is the kind of public relations that must be done if the operators are going to be in a position to protect their businesses, now and in the future" commented Miller.

George R. Murdock of Murdock Associates, San Francisco, sponsor of the "Hard Time Party," one of the speakers, invited the members of the California Music Operators Association and all other operators in California to attend this great charitable affair at the Leamington Hotel on June 25. Murdock told the operators that 25% of the net proceeds will be presented to the "Guide Dogs For The Blind, Inc.," an organization which trains dogs for blind people.

"Each year the CMDA sponsors some worthy organization" stated Murdock, "but none could be more worthy than the one selected for this year. 25% is a fair percentage. However, we wish it could be 100%, but it is impossible right at this time because the balance of the profits will be placed in the special fund for the purpose of combating unfair legislation to the music machine business regardless whether it is nation-wide, state or local."

Music machine jobbers, distributors and operators are going all out to make the affair a tremendous success. A marvelous assortment of door prizes will be presented to those attending. First prize is a Bendix washer or a refrigerator; second prize, a combination radio phonograph console; third, fourth and fifth prizes will be cigarettes or portable bars completely equipped with glasses, bowls, etc. Additional prizes will be given.

"Murdock, Rock-Ola distributor in northern California and Nevada has always been extremely cooperative with the operators," stated George Miller, "but on this occasion he has gone all out because he feels that the California Music Operators Association could not sponsor a more worthy organization than 'Guide Dogs For The Blind, Inc.' Furthermore, he wants the operators to know that they can count on his backing and support toward the defeat of any and all unfair legislation directed at the automatic phonograph industry."

Murdock, who will act as honorary chairman on this evening, is donating the Bill Billy orchestra, the buffet dinner and the door prizes, which will be presented to the operators by the Honorable Mayor of one of California's cities.

Books of tickets have been sent to all the music operators in California and the annual meeting of the association will be held next Wednesday. "This is the complete cost for the biggest night the operators have had in a long time." said Miller. "Guests are requested to come in costume to the party, such as a cowboy, a sheriff, a hobo, etc. We suggest that they do not come dressed in their best clothes.

"It is up to every operator to get behind this program. They are aware of what it is for and without each and every congressman cooperating, it is impossible for us to do the job as it should be done."

A BRAND NEW IDEA

A 1 TO 4 ROLLOVER BUTTON COMBINATION.

● Flipper action, kick-out hole, single, double, triple, bonus, super high score—7 extra rollover buttons, and 3-100,000 bumpers.

● Operators acclaim it, the public demands it, it's Genco's Mardi Gras.

● Even greater playing appeal than Triple Action and Trade Winds combined.

● It has terrific action with FIVE ways to score.

Genco builds greater games

2251 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS
DISTRIBUTORS, OPERATORS, LOCATIONS SAY THANKS TO

Williams

YANKS

100% MECHANICALLY PERFECT—
"PERFECT" FOR 100% OF
THE PLAYERS!

ORDER FROM YOUR
DISTRIBUTOR
TODAY!

Williams
MANUFACTURING
COMPANY
161 W. HURON ST., CHICAGO 10, ILL.

NEW YORK GAMES COURT
TEST POSTPONED TO JUNE 7

NEW YORK—Appearing before the Supreme Court on the
injunction proceedings (which expired Wednesday, May 19)
attorney Samuel Rosenman, acting for the complainants (Seaboard
New York Corporation, Hysol Amusement Corporation, Supreme
Automatiques, Inc. and Allied Vending Corporation) asked for a
postponement.

The Court continued the injunction restraining the police
from molesting games until June 7, when the case will be heard.

The case of Joseph Hirsch against the city, which also was to
be tried at the same time, was also postponed to June 7, altho
attorney Samuel Markowitz, representing Joe Hirsch, claimed he
was "ready for trial".

Game operators will endeavor to prove to the Court that the ma-
chines seized by the police depart-
ment were not in violation of the
present regulation (Section 982)
and that they cannot be readily
converted for gaming purposes.

Meanwhile the City Council has
made no move to introduce legisla-
tion which was suggested by Mayor
O'Dwyer, and which would outlaw
practically every coin operated
amusement machine, with very
few exceptions.

Operators have been anxiously
awaiting the outcome of the in-
junction proceedings. They have

agreed not to operate any equip-
ment until a decision is rendered
by the Court.

It has been pointed out to city
officials that the industry is willing
to adopt a code of "operating rules"
that would meet every objection
raised by the police department.

Among the suggestions listed in
the code presented to the city were:
Prohibit minors from playing
games; Location of equipment to
be a certain distance from schools;
Strict regulation of individuals en-
gaged in all phases of the business;
Licensing of only those games ap-
proved by the License Department;
and other regulatory measures.
JOBBERS! DISTRIBUTORS!

NOW . . .

YOU CAN HAVE YOUR FIRM NAME LISTED IN THE "C. M. I. BLUE BOOK"

Only $5 Per Month

NOTICE

YOUR FIRM NAME, ADDRESS AND PHONE NUMBER, AS SHOWN, LISTED UNDER—PHONOS—PINBALLS—ROLLO Downs—ARCADE—ONE-BALLS—CONSOLES—BELLS—NOW ONLY $5 PER MONTH PER LISTING. BRANCH OFFICES ONLY $5 EXTRA AND LISTED IN THE "C. M. I. BLUE BOOK."

OR . . .

IF YOU DESIRE INFORMATIVE ADVERTISEMENT BELOW YOUR NAME RATE IS ONLY 10c PER WORD PER MONTH ADDITIONAL. FOR EXAMPLE—AD LISTED HERE WOULD COST YOU ONLY $1.30 PER MONTH EXTRA TO THE REGULAR $5 PER MONTH LISTING CHARGE.

IMPORTANT!!

Your firm name, your address, your telephone number . . . NOW . . . listed in the buyer's guide . . . the ONE AND ONLY "C. M. I. Blue Book" of the industry . . . the place where everyone looks before he buys, sells or trades machines . . . and . . . AT ONLY $5 PER MONTH . . . regardless of how many issues are released during the month . . . if you also want informative information to appear under your name . . . this, too, is taken care of for you at only 10c per word extra . . . you can tell your story, just what you want to say, at the LOWEST PRICE IN HISTORY . . . and in the one and only medium where everyone looks when they have something to buy or sell or trade . . . you can list your firm name under as many categories as you desire . . . under bells, pinballs, phonos, one-balls, etc., each listing ONLY $5 PER MONTH and extra informative data at only 10c per word . . . in the "C. M. I. Blue Book" . . . the one and only "Confidential Price List of the Coin Machine Industry" . . . the GREATEST BARGAIN EVER OFFERED . . . don't even hesitate . . . fill out the enclosed coupon . . . mail today! 111!

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

Please list my name as follows:

______________________________

Under □ Music □ Pinballs □ Arcade Equipment □ Consoles □ Rollodowns □ One Balls □ Bells include also

My check for___________ is enclosed.
IN OUR TERRITORY IT'S
Williams
YANKS
THE 100% MECHANICALLY
PERFECT 5 BALL
THRILLER WITH
SENSATIONAL
EARNING
POWER

SOUTHERN AUTOMATIC MUSIC CO., INC.
624 SO. THIRD STREET
LOUISVILLE, KY.

DIXIE COIN MACHINE CO.
910 POYDRAS STREET
NEW ORLEANS, LA.

GENERAL DISTRIBUTING CO.
2812 MAIN STREET
DALLAS, TEX.

S. & M. SALES COMPANY
1074 UNION STREET
MEMPHIS, TENN.

TARAN DISTRIBUTING CO.
2820 N. W. SEVENTH AVENUE
MIAMI, FLA.

ADVANCE AUTOMATIC SALES CO.
1350 HOWARD STREET
SAN FRANCISCO, CAL.

H. Z. VENDING & SALES CO.
1205 DOUGLAS STREET
OMAHA, NEBR.

MAYFLOWER DISTRIBUTING CO.
2218 UNIVERSITY AVENUE
ST. PAUL, MINN.

WILLIAMS DISTRIBUTING CO.
2309 W. PICO BLVD.
LOS ANGELES, CAL.

ORDER "YANKS" FROM YOUR DISTRIBUTOR NOW!

Small Business Firms Assured Of Opportunity To Get Defense Orders

WASHINGTON, D. C.—Of great interest to the coin machine industry was the purchasing rules for defense issued in the Armed Service Procurement regulations which become effective Wednesday, May 19.

Specific provisions are included to assure that small business concerns have adequate opportunity to obtain orders for national defense production. Seventeen provisions for negotiated contracts including fixed price, cost plus and new "incentive type" contracts are included.

First copies of the printed regulations revealed that the following circumstances represent conditions under which negotiated contracts may be concluded:

1. During a national emergency, this authority may be used to the extent determined by the Secretary of one of the Armed Forces.

2. When "public interest" will not permit delays required by the process of advertising for bids.

3. For small purchases not in excess of $1,000.

4. For personal and professional services performed by an individual contractor in person or by a company.

5. For supplies or service impracticable to secure through competition by advertising. Under this heading, an important application is for procurement of studies or surveys covering industrial mobilization planning.

6. For supplies or service related to research work. In this important classification, the kind of a procurement branch, engineering, etc. chief effects responsible for procurement is authorized without necessity of competition to make the required determination. This authority may be used for contracts relating to theoretical analyses, exploratory studies and experimentation in any field of science or technology, among other applications.

7. For secret or restricted purchases, in which the Secretary determines that the purchase or contract shall not be publicly disclosed.

8. For technical or specialized supplies, for example, aircraft, tanks, radar, guided missiles, pocket and similar items. Here negotiated contracts may be used when such procurement involves high starting costs, preliminary engineering and development work that would not be useful to or usable by any other supplier, elaborate special tooling already acquired, substantial time and expense already invested and need to prevent loss of suppliers' ability and employee skills.


10. Purchasing, the interest of industrial mobilization. These would include contracts necessary to maintain active engineering and development facilities which would otherwise be abandoned or discontinued by private industry. Here negotiated contracts would be used as a means of procuring experts to be used by the public agencies to prevent loss of their ability and employee skills.

11. Negotiation after advertising, when bid prices are not reasonable or have not been independently arrived at in open competition.

12. Construction work.

13. Services of educational institutions, including research work.

14. Medicinals or medical supplies of less than $1,000.

15. Purchases outside the United States, such as supplies for overseas forces.

16. Supplies purchased for authorized resale, of less than $500.

17. Perishable subsistence supplies.

In the definition of types of contracts, while the new rules provide that fixed fees shall not exceed 7 per cent of the estimated cost, except for experimental, developmental or research work where the fee may be 10 per cent, the secretaries retain their statutory right to allow, as they determine, the statutory percentages of 10 and 15 per cent, respectively, as provided in Joint Army and Air Force Bulletin Number 4, issued March 5.

The new feature of the incentive type contract, previously undescribed, may be of either a fixed price or a cost-plus-fee nature. It provides for "a tentative base price or target price called the 'contract price' and a maximum price or maximum fee, with price or fee determination after completion of the contract for the purpose of establishing a final price or fee based on the contract or's actual costs, plus a sliding scale of profit or fee which varies inversely with the cost." However, in no event shall it "permit the final price or fee to exceed the maximum price or fee stated in the contract."
AMOA to Hold Big Weekend Outing

NEW YORK—The big weekend country club outing planned by the Automatic Music Operators Ass'n., this city for the last weekend in June (June 26, 27 and 28) at the Laurels Country Club alongside Sackets Lake in the Catskill Mountains, is capturing the fancy of the operators in this area, according to Al Denver, president of the organization. Many sports events, to hold the interest of the phono ops who will be present, are being planned: a soft ball game, golf tournament, handball contests, horseback riding and other events.

In addition, of course, as some of the ops here have remarked, "It will also be one grand weekend for some rest away from our routes and in the pleasant company of the people we know." Naturally, there will be dancing and entertainment, provided by this well known Country Club with the "gin rummy" games expected to run rampant during the evenings for the card fans.

One has been given until the middle of June to get their reservations in, but, from all present indications, there will be few, if any, reservations left before very long. The ops are enthusiastic over this three day weekend outing and are signing up fast.

Wall Box Sales On Upgrade

CHICAGO — Buckley Manufacturing Co., this city, report that sales of their well known Wall and Bar Box have been going up right along.

According to Gerry Haley, salesman-manager of the firm, "For some many weeks now the sales of our Buckley Wall & Bar Boxes have been going up.

"It seems to me," he continued, "that many music operators have discovered they can enjoy greater profits on a great many locations if they feature more wall and bar boxes.

"The mark," he said, "is that these operators have encouraged many others to also check their locations with more wall and bar box sales now in process than the trade has seen in sometime."

New Issue of "C.M.I. Blue Book" in Mails

NEW YORK—The new issue of the "C.M.I. Blue Book" (formerly known as "The Confidential Price Lists") went into the mails this past week.

An entirely new format is being featured with confidential data of an extremely interesting and informative nature part of this new format.

There will also be jobbers' and distributors' listings of names, address and telephone numbers included in following issues under a new "listing" advertising plan which was announced for the first time this past week.

Information regarding the "listings" of jobbers and distributors can be had by writing to The Cash Box, 581 Fourth Ave., New York (16).
1949 CMI SHOW SET FOR JANUARY 17-18-19

CHICAGO—Coin Machine Industries, Inc. (CMI) announced preliminary plans for the 1948 Coin Machine Exhibition and Convention have been made by the

CMI board of directors. Beginning Monday, January 17, 1949, the show will run three days, at the Hotel Sherman, where all available space has already been reserved for the nation's column. The exhibit halls will open Monday, January 17, and continue thru the 18th and 19th. The annual banquet will be held on the last day in the Sherman Hotel.

The decision to cut the former four-day meeting to three days was made in line with recommendations from exhibitors at this past convention, officials of CMI state. They reasoned that three days was sufficient time for all meetings as exhibitors dislike staying away from their business for a longer period.

As usual, the Exhibition Hall, Lower Level, Grand Ballroom and Mezzanine of the Hotel Sherman will be turned over to CMI for the 1949 show.

Dave Gottlieb, CMI president, said that program committee appointments would be announced at a later date.

Bush Distributing Co. appointed Wurlitzer Distrib. in Fla. & So. Ga.

MIAMI, Fla.—Appointment of Bush Distributing Company as authorized distributors of Wurlitzer commercial phonographs and auxiliary equipment for the Florida and Southern Georgia territory has just been announced by J. G. Herrmangan, Vice President and Director of Sales of The Rudolph Wurlitzer Company, North Tonawanda, New York.

In making this announcement, Herrmangan said that the Bush Distributing Company's territory includes counties in Southern Georgia which are regularly served by Wurlitzer's Jacksonville distributing headquarters, and the State of Florida with the exception of Bay, Calhoun, Escambia, Gulf, Holmes, Jackson, Okaloosa, Santa Rosa, Walton, and Washington Counties. These counties have been added to the territory served by F. A. B. Distributing Co., Inc., 1019 Bayonne Street, New Orleans, La.

Bush Distributing Company is headed by Theodore T. Bush who has been actively engaged in the coin machine business for more than fifteen years. Prior to the war, he was associated with the Rudolph Wurlitzer Company as a distributor of Wurlitzer phonographs in the Midwest. "Ted Bush's years of experience in the coin machine field and his intimate knowledge of commercial phonograph operation eminently qualify him to serve Wurlitzer Music Merchants in the Florida and Southern Georgia territory," Herrmangan stated.

Bush Distributing Company has established headquarters at 286 N. W., 29th Street, Miami, Florida, and will shortly open an office at Jacksonville for the convenience of Music Merchants in that area. Complete Wurlitzer sales and service facilities will be available to Music Merchants at the Bush Distributing Company offices as well as a full line of factory arts and equipment.

DAVI GOTTLEIB

OPEN HOUSE ALL WEEK SEE AMI'S NEW MODEL "B" On Display In Our Showrooms

DAVID ROSEN, Inc.
EXCLUSIVE AMI DISTRIBUTOR
501 EVERGREEN AV. | 855 N. BROAD ST.
Baltimore 23, Md. | PHILA. 23, PA.
Edmonton 3322 | Stevenson 2-2903

MUSIC MACHINE CO. #636 Broad St., Augusta, Ga.

OPERATORS ONLY — FREE AD LISTING

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

TEAR OFF, FILL OUT, AND MAIL THIS PART IMMEDIATELY TO:
THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.
Please list the following in the next issue at no charge to me:

NAME
FIRM
ADDRESS

This content is a mix of advertisements, announcements, and notices related to the coin machine industry, including events, appointments, and sales. It highlights the importance of collaboration and the role of distributors in the industry.
WANT—6 column Rowe Royal and 6 and 8 column Rowe Presidents, south or east. Also Royal and 10-column Presidents, completely refinished and overhauled. (Code #529939)

WANT—Old slot machines, any kind. Also want Drink machines, single selector type. Also need Mutoscope 1c Movie Machines. (Code #52957)

WANT—Used machine in working order. Have 10c and 25c denominations. (Code #529699)

WANT—Only brand new merchandise, packed for export. What have you to offer? (Code #529941)

WANT—Active partner for phonograph and pin game route in South Carolina. Excellent established route. Cash needed about $8,000 for equity in business. (Code #529923)


WANT—New and used post-war pin game from operators only. Will sacrifice pre-war pin games with flippers, look new and work like new. Also to sacrifice 2 Masters Gun Venders and 125 lbs. 1/4 inch bubble gun. Many used post-war games with flippers. (Code #529922)

WANT—Sunders Radiators; Goonies, post-war; Chicago Coin Basket Ball; Scientific Batting Practice. Specify lowest price in first and full particulars. No junk please. (Code #529940)

WANT—For Sale: Route of 450 Pin and Music box; Bowling; 5 Rollodowns. All on locations, 90% in city, within 4 miles from locations. Protected territory, established for 12 years in 3 locations. Will consider mortgage on house or trailer coach in trade. (Code #529910)

WANT—Seeburg 5-wire or Wurlitzer Wall-O-Matics. (Code #529923)

WANT—Mills 10c Bonus like new, Mills 5c Silver Chrome like new, Mills 10c Extraordinary like new. (Code #529920)

WANT—Model “A” AMI, 1947 phonos. Used only 6 months. Have to sell. Make me your highest offer in first letter. (Code #529911)

WANT—Meat—1 Waltling Silver Moon 5c totalizers; 5c Mills Coin Box Slot; 5c Mills Black Chrome 25c payout, Sparks 1c counter machine, eig. strips. (Code #529938)

WANT—Williams DeLuxe Draw Bell. (Code #529935)


WANT—For Sale—Music and Pin Ball Route in Connecticut, 15 new Seeburgs, 8 older phonos, 35 pinball games. Weekly net $400. Priced reasonable. (Code #529918)

WANT—For Sale—Leads & Black & Chrome 10c & 25c for trade or $500. (Code #529907)

WANT—in central Massachusetts route established for 20 years consisting of One Ball and Pin Games. About 100 machines on location, all late equipment, complete shop and trucks and service organization. Operators net receipts well over $7000. For detailed statement of operation write. (Code #529916)

WANT—Old established Pin Ball and Amusement machine route. 90% of route consists of new games. Close to New York City. Only principals please. (Code #529928)

WANT—Byly Victory Specials and used Eurekas. FOR SALE—Or will trade the following: 1 Seeburg Casino; 2 Seeburg Vokes; 1 Seeburg Classic; 1 Wurlitzer 801; 1 Wurlitzer 950; 1 Wurlitzer 600K; 4 Wurlitzer Victory, 605, 505, 123-24, 24; 2 Wurlitzer 616; 4 Wurlitzer 412s. (Code #529927)

WANT—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 #529919)

WANT—Revolving metal stands for packaged nuts or candy. Approximately 100. Cheap, 3 and 4 dozen capacity. (Code #529921)

WANT—Have large quantity of ABT targets will sell cheap. (Code #529922)

WANT—For Sale—2 Watling 500 series Guess Your Weight Scales, nice looking, good condition, no broken or chipped enamel. Crated. (Code #529910)

WANT—One of the best phonograph routes in the Northwest. Consists of approximately 20 1015's, 19 47 and 48 Seeburgs, 2 Packard Manhattans, 5 47 and 48 Rock-Olas and about 40 other phonographs. Everything on location. No competition. (Code #529925)

WANT—1 Keeney Bonus, single 5c Super Bell, F.P.F.O.; 1 Twin Bonus Super Bell 5-25; 1 Triple Bonus Super Bell 5-25; 1 Flash Trigger. (Code #529912)

WANT—Used route records. Pay top price if plus freight. (Code #529912)
WANT

WANT—To Purchase for export shipments—Model 1015 Wurlitzer, 1946 AMI's 146 and 147 Seeburgs. State quantity and your lowest rates in first letter. (BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.)

WANT—Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year 'round. Compare our prices before selling your records. We pay freight. Call, Wire, Write FIDELITY DIST., 1547 CROSY AVE., BRONX 6, N. Y. Tel.: Underhill 3-5762.

WANT—Two and Used Wall Boxes, Adapters and Speakers; Twin 16 Adapters for Rock-Ola; Mills, Jennings F. P. Mint Vendors; any 25 cycle equipment. ST. THOMAS COIN SALES, 1401 AVENUE OF THE ARTS, PHILADELPHIA 1, PA.

WANT—Will buy any quantity used slot machines, all makes and models. Also Columbus, Gooseneck Mills Q.T.'s Vest Pockets. Quote lowest prices in first letter. Machines must be in first class condition. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT—All makes and models 5c, 10c, 25c, 50c Slot. Cash waiting. MAR-MATIC SALES CO., 48 W. BIDDLE ST., BALTIMORE 1, MD.

WANT—Bally Triple Bells; Bally Eurakers; Mutoscope Diggers; Late Rock-Ola, Wurlitzer & Seeburg phones. Will buy overstocks of late pin games for resale. Quote best prices, quantity & condition in 1st letter. H. ACHOLLAS, 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel.: ORdway 3-3669.

WANT—Operators with obsolete equipment that would like to turn it into cash, you can earn Three Hundred ($300.00) for your twelve records and up phonographs. For details without obligation, write to: AMERICAN MUSIC CO., 2711 HAMPTON BLVD., NORFOLK, VA.

WANT—Used records. Will positively pay more. Sell to the East's largest distributor of used records. Will pick up. Write to M. F. WALKER, 116 ELEVENTH ST., SOUTH, MINNEAPOLIS 15, MINN. Tel.: Genova 3645.

WANT—Mutoscope Cranes, Fan Fronts, Red Tops, etc.; late Bally One-Ball Games free play and automatic; Keeney Bonus Super Bells; Bally Triple Bells, etc.; Jennings Super DeLuxe, DeLuxe, Standard and Club Console Slot machines; Wurlitzer, Seeburg, and Rock-Ola post-war Phonographs; Packard Gas Pumps. Write price and condition. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. Tel.: Garfield 3385.

WANT — The used records from your boxes. We buy steadily all year round for cash prices. Sell H. ACHOLLAS, Largest Distributor of Used Records. We pay freight. Write, Call or ship to H. ACHOLLAS, RECORD EXCHANGE, 3945 TERRY, COOLIDGE, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: Dolores 1060.

WANT—Used Packard Wall Boxes in good condition. Advise quantity and best price. H. L. BRANSON DISTRIBUTING CO., 516 So. 2nd ST., LOUISVILLE 2, KY. Tel.: Wabash 1301.

WANT—Standard Johnson 5c Coin Counter, Model L.W. EAST COAST MUSIC CO., 100 & WALNUT STS., CHESTER, PA. Tel.: Chester 2-6367.

WANT—Bally Jockey Specials and Eurekas. Write price and quantity in first letter. RUNTON SALES COMPANY, 123 W. RUNTON STR., NEWARK, N. J.

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WANT—Bally Jockey Specials and Eurekas. Write price and quantity in first letter. RUNTON SALES COMPANY, 123 W. RUNTON STR., NEWARK, N. J.
FOR SALE—Williams All Stars used but very clean $275.; 2 Photomatics, inside lights, repaired, good condition $325. ea.; Spyline, brand new $175.; this is a very good arcade piece. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE— Territory closed, on Flat Tops. 8 Pace Reels, Sr, 5c, 25c ea.; 6 Pace Saratoga 5c 25c ea.; Bully Skill 7 head 50c ea.; Keeney 4 way Super Bell 5-5-5-25 $39.50; Keeney Skill 7 head $39.50; Evans Gallop Domino 6c 25c combination $99.50; Pace 5c-25c combination $99.50; 2 Mills. Four Bells 50c ea. HAUSER MUSIC COMPANY, 1415 WASHINGTON SOUTH, MINNEAPOLIS 4, MINN. Tel.: AT 8587.

FOR SALE—20 Victory Stamp vendors. Handles 3c and 5c stamps. Brand new in original cartons $15 ea. WANT—Any quantity of these stamps, please write. Also PS15-32 Power Supply Sub Assembly. Quote price and condition. R & S SALES CO., MARIETTA, O.

FOR SALE—The original change dispenser Nickel Nugger $3.45 ea. Write for quantity prices. Victory Specials $125 ea.; Keeney Hot Tip $225; Strikes N Spares $295. WESTERN DISTRIBUTORS, 1226 S. 16th AVE., PORTLAND 5, ORE. Tel.: AT 7565.

FOR SALE—Large assortment of new, never used records. 20 samples for $4.50, 50 for $10. Try sample order. U. S. DISTRIBUTING CO., 151 RHODE ISLAND AVE., EAST ORANGE, N. J.

FOR SALE—Hy-Roll $229.50; Bing-A-Roll $249.50; Bonanza $144.50; Rio $64.50; Stormy $174.50; Manhattan $179.50; Triple Action $179.50; Miss Rolltop $154.50; Bubbles Rolltop $139.50. 1st class condition, not N. Y. City games. Packed and shipped anywhere. 1/3 deposit. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, L. I., N. Y.

FOR SALE—25 new Exhibit Banjos $175 each. Write for special prices on Scientific Pitch. Toy & Bat. Toys, Camera Chiefs, Shipmans Art Show. K. C. NOVELTY CO., 419 MARKET ST., PHILADELPHIA 6, PA. Tel.: Market 7-6391.

FOR SALE—Total Roll $50; Co-Ed $50; Baseball $50; Step Up $25; Stage Dance Canteen $25; Cross Fire $50; Sea Breeze with flippers $25; Walling 10c Rol Top $25; Seeburg R. C. Coliseum $100; Walling St Rol Top $25; 4 Bells $25. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE—Gottlieb Humpty Dumpty $150; Gottlieb Robin Hoods $165; Seeburg 1947 Phone Bantam control $375; Seeburg 8200 $150; Seeburg Wall-O-Matic 5/10/25c; perfect $30; Rock-Ola Modern Speaker $20; Seeburg speakers $10 ea. ANTHONY HIRT, 2230 N 11th STREET, SHIEL- GAN, WIS. Tel.: 5619.

FOR SALE—Brand new Parkade Hideaways, all above 1600 series. All in original crates, guaranteed to be new $300 ea. FOB, Denver, Colorado. AMERICAN MUSIC COMPANY, 1320 ROSLYN ST., DENVER 7, COLO. Tel.: DEXTER 2603.

FOR SALE—Strikes 'N Spares (12) $95 each. All with new cables eaten. $10 less uncrated. IDEAL NOVELTY COMPANY, 2283 LOCUST STREET, ST. LOUIS, MO. Tel.: FR 5544.

FOR SALE—Mystic Derby Race Horse race record machine $69.50. IDEAL NOVELTY COMPANY, 2283 LOCUST STREET, ST. LOUIS, MO.


FOR SALE—Juke Box route. Los Angeles and vicinity. 40 machines, net income $20,000 to $26,000 yearly. LEO J. KLIZA, 122 EAST 215th STREET, TORRANCE, CALIF.

FOR SALE—Due to expansion in other lines will sacrifice Seeburg Pumps Co. Marce, Selectors; also slightly used $100 each. F.O.B. Syracuse, N. Y. N & N AMUSEMENT CO., 521 BUTTERNUT ST., SYRACUSE, N. Y.

FOR SALE—Telomatic Equipment: 1 Telomatic Studio A including 9-106 rejector, 6 AMI Selectors, 2 AMI Continuous Mechanisms, 1 T/A Dist. Amp., 1 Model 105 Amp., 5 Mod. 508 Amp., 5 Mod. 108 Amps., 5 Mod. 101 Ampe. $1,250. E. J. MONZEL, 1905 WEST ESTES, CHICAGO 26, ILL.

FOR SALE—Pop Corn Maid. Finest low price compact popcorn machine made. Complete with stand $89.50. Seven slightly used at $50; 4 brand new in original crates $60. Out 11 left; Terms 1/3 month balance. C. D. SILENT SALES COMPANY, 200 ELEVENTH AVE., SOUTH, MINNEAPOLIS 15, MINN.

NOTICE—Music Operators. Motors rewound $5.50, Wurlitzer counter motor trays refinished and rebushed $6.50. BILL'S PHONO MOTOR REPAIR, 5974 EMERALD AVE., CHICAGO 21, ILL. Tel.: Englewood 192.

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

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

FOR SALE—Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be as our mailing list. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA., 22, PENNA.

FOR SALE—Radio Tubes, 60% off in quantities over 50. Popular brands! Can be assorted. All types in stock. Television Lens for 10" screen $24. Wurlitzer Lamps, No. 47, $40 per 1000, No. 40, 44, 46 and 47, $4.50 per 100. No. 51 or 55, $4 per 100. Bulbs can be assorted. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE—Skee Ball Alley Nets; Mats; Bails; Scoring Units; Goods; Score Glasses and any part for any alley. Also complete stock of Ten Strike Parts. Tell us what you need. RELIABLE SKEE BALL CO., 2512 W. IRVING PARK RD., CHICAGO 18, ILL.

FOR SALE—100 watt GE Projectors $1.75. Thousands of coin machine parts. Parts made to specification for your special needs. Write for Parts Catalog. JOE MUNYEV, 615 TENTH AVENUE, NEW YORK, N. Y. Tel.: Plaza 2-2175.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
advises that sales of this 6 hits for 2 hits phono in the past six weeks surpasses like period of last year...in fact, Lester is so enthused, he believes that the Constellation is on the way to making 1948 its best sales year ever...What's with Nate Gottlich? Haven't heard from him all week...David, or as you call him, the "Professor," reported his trip was "very successful..." Dave also adds that the fact they insisted on carrying forth with their "plus 4" chime was shown many a pinball up the way to "better profits."

Billy DeSelm of United Mfg. Co. hustled himself down to Columbus to look over Wolf Solomon's new quarters...Billy reporting that these are really spacious and very well arranged...with even air conditioning arrangements...next month forthcoming very soon...Billy believes that Wolf is going to do some grand business in this new spot and will find plenty of space for storing, shipping, and packing...M. Y. (Fete) Blum of Wichita round town this past week...and hustled right over to United the moment he landed...Pet wants a couple zillion of that new United game, "Montgomery," which the firm presented to the trade this past week...And which met with grand approval all down the line...AMJ, Inc. gave notice that effective with Monday, May 10, they have a new and improved room for the Grand Rapids. The increase in the list price, the firm explains, due to additional labor and material costs in the past months.

Art Weinland of Rock-Ola out of the office this past week...visiting with many of the firm's distrbers here and there about the new line...Hear he has of the new line and its coming...there has been a definite biz increase from the Rock-Ola sales force with action getting better each day...figures of the Rock-Ola plant will have to speed production once again to handle the orders now coming in from everywhere...Wonder what Joe Pecking of the "Big" distrber down here..."The Cash Box" will become four column magazine with the "4th Anniversary issue." Larger page allowing for more充实 and new materials. The distributor's heads break better for all their ads...complete info now available on the "Fifth Avenue, The City"...Christian, N. Y., George Posner in town this past week for a few days looking over the situation here...Also George M. Glassgold around. George is the attention getter...Will, that distributor....in a case in N. Y. and did a very fine presentation job to the N. Y. City paper...than a large and influential group of the largest mfg. firms here with a well known coin machine personality maybe heading administration...Haven't seen Milt Sales of Milt and Associates Co. around for some days now...whatsa matta, Milt?

Rumor has it that DeWitt (Doc) Eaton may bust loose with big surprise for the cointrade since his visit here a few weeks ago...Doc, they tell me, is anxious to get back into coin and has in the works a couple of big announcements...followed by a still more of his equipment...and Pat reporting that they're at the top of their game...W. W. Galbreath, of Mishawaka, Ind., also in town this past week seeing what's what...E. L. Lindelf of General Music, Stokie, Ill., around the town playing and visiting various coin op...and checkers, and more all the time...Ed Levin of Chiocein rushed up to Minneapolis from Hy. Greenstein bought out Ted Bush and reported on his return that he had received a really swell order for their new "Shanghai"...Ed also believes that all of Chiocein's many customers will be happy over the change.

Lot of pinball ops about town talking of Genco's new 1-4 rollover button idea on their new "Marli Grass" game...seems like the Genco boys have hit on one here which is clicking with the players...and the way production is going looks like Genco will sell, but plenty of their new "Marli Grass"...Can't catch up with either Gordon Sutton or Hugh McLaughlin to talk about the new "Stomp" game coming out...both boys are busier than ever with those new 1100's...Mike Spagola's getting himself all up and span for the big showing of the Model "B" with Mike reporting that interest is already high from Chl's music ops over this new AMI they're dis tributing...Over as Williams Mfg. Co., Skeet Moore in fast action with the "aweel reception," he reports, our new "Yanks" got from all our many distributors...Skeet reports that over the phone "ordinary accounts" have already flooded the factory and that they believe they're going to kick out the biggest sales of the year with "Yanks."
All interest here seems to centered on the attorneys... fact is that the injunction case which has now been delayed to July 6 has caused some of the coinmen here to wonder just how this will reset on the Bill which is planned to be placed before the City Council. Meanwhile the coinmen have decided that they will go against the June 7 go against the trade here... then the Bill can be formally introduced before the Council and that the coinmen will then have a good chance of getting the Bill through the Council and the Bill will then be presented to the city and what will it mean legally... or will the fact that the coinmen were not present favorably for the trade then will the Bill still be presented by the city and what will it mean legally... or will the fact that the coinmen were not present favorably for the work be presented... anyway these are somewhat the talk which is going round on coinrow... with all hoping that everything will work out okay.

We hear from Jack Mitsnick, Beacon Coin, Boston, that he's running quite a party to present the new AMI Model "B" to the phone ops in the Beantown... Jack and Harry Poole are all full of the results of the sales possibilities of the new "B", and state that they are going to set some real records for all the other AMI distris to shoot at... And Barrett (Shugy) Suigerman of Runyon Sales Company tells me, when I visited with him in his coinrow offices, that he, too, plans to set some "new sales records" with the Model "B"... Shugy stating that "interest is very great" from almost every phone op he talked with... so... looks like there'll be things doing with AMI distris shooting at each other's sales records.

There's quite a bit of interest in that meeting of the music minds here where everyone is hopeing that some system regarding better take for the Juke box boys... we hope... anyway, finger's are crossed... and, as Jack Semel, Willie Levey and George Holzman with a game like Williams' "Yanks" which is creating a sensation around the nation and the city in which the coinmen have added an unexpected "N.Y.C. has had in a long time... and no place to go... brother, that's tough, but tough... so here's hoping that Jack, Willie and George may be able to get going right after June 7... Two of the workngest guys in town... Danny Kipnis and Joe Young... and both guys rushing here and there... taking care of customers... helping get ops going... and doing one and a hundred other things... with reports that they are doing a very well sales job for Wurlitzer's 1100 model phone... Ben Becker resting and dreaming... of the time when he'll get some competition from Ami and Fisher in their perpetual "gin games"... which seem to go on without end... what we wonder is whether any of the boys has ever yet "collected"... Mike Young, has his hands tied up now and has now to seek for a new one... which isn't the easy thing to do these days... with cars scarcer than ever... and who those with need 'em bidding 'em up higher and higher.

The big hanging being planned by AMOA has Al Denver goggly we hear... Al and the boys are making preparations as fast and best as they can to accommodate all who will visit the "Al's" to engage in a weekend of fun, sports and rest. Many believe here that this is one of the "best ideas the music operators' association has advanced in a long time"... so it seems that Al and his boys hit a very popular note when they decided on this weekend... especially with some of the "pin champs" getting set for entrance... maybe... Eddie Pearson has opened himself a nice record shop and, from what we hear, he's doing right well with the sale of discs over in Newark... Eddie claims that he could sell a lot more of some of the tunes... but that "it's tough getting 'em"... which is good to learn that something wants "more merchandise"... Out on the West Coast they're getting quite a bit of publicity and the first action here if the situation doesn't change, so some of the boys should enplane for Los Angeles just to see how they do it out there... and what about bowling games... always good money getters?

Two guys always on the move, Dave Lory and Phil Mason one comes in... the other goes out... and never wait for a minute—simply keep hitting that road as much and as fast as they can, and spreading coinrow up business all of the time—it certainly is something to have guys who "like to work" on the job—they boom business—and so these two boys would be given lot of praise for their business if adopted universally. "With cost of equipment, parts and supplies, and general overhead at a stupendous figure" stated one operator "we must do something. We just can't sit around and wish ourselves into bigger collections. It seems logical to me that with everything else up two and three times what it was before the war, the operator should also sell his service for a greater amount. The idea of 5 plays for 25c appeal to me a lot. We would have to have our quarters, and the customer would be getting a bargain. What I like best is the idea of what our coin operators could do if they could cut the prices to the same tunes that the previous player selected, thus nabbing additional play for the previous coin... George Ponser, George Ponser and my brother-in-law Larry Knebel, Rex-Lee Enterprises (Rock-Ola distributors) report that they have been doing a little time to spend in the office as they are out visiting the music ops.

Jim Sisti, manager of the Newark, N. J. offices of Young Distributing Company (Wurlitzer distributors) spends a few hours each week with Joe Young and Dan Kinipis in the New York office. Jim's wife is ailing, and he tells us she may have to have an operation. Jim Healy of Young's sales staff, recuperating rapidly from a recent illness, and expected back on the job next week... Nat Cohn, Modern Music Sales Corporation, a hard man to catch these days. Must be hustling around with the Aireon phone, seeing the music ops... Jack Rubin takes time off from his Holoken, N. J. hit to visit along coinrow. Jack evening some agree it would be the anyone who has visited Mike's place knows that there's enough odds and ends around to keep a four year old kid busy for months... Sid Wertheimer, H. Rosenberg Company, proudly points out the shipping crate he built, "A masterful job" he boasts... Max Leventhal of the Leventhal Sales Company, Newark, watching the New School Sales Company mechanica, ran into a ditch near Walden, N. Y. this past week and smashed the truck to smithereens. Luckily, Johnny was unhurt. A brand new model "A" AMI was smashed to bits, but Johnny claims when the mechanism was tested, it played as good as new.

A great deal of conversation among operators on 10c play—play on 5c, do you think it possible to make a business on it? Play on 5c... think the only real surprises coming from Elizabethanway one of these days... H. F. (Denny) Dennisson has many of the music boys all excited. He has some big plans for the individual wall box... many believe that he "may have the real answer to the coinrow problem"—brings up a few more. Jack and Harry Wichansky? Haven't seen the boys on coinrow for sometime now... Charley Aronson advising things going right along on the new coinrow. The idea is that the coinmen are getting more from their equipment to insure their future... Say, Joe Munves is here and we understood that the idea of him taking a new position with a manufacturer of parts and supplies and his new catalog is bringing him some well business.
It would be a very fine thing to say, with honesty and optimism, that the rolldown situation in L. A. looks "more promising"...But it doesn't...It seemed to be looking up, after several weeks of concentration by the local Police Dept. on stamping out crime and reducing the traffic toll...Then it happened. With the sudden, quick, automatic, funny kind of thing for which, while the authorities swooped down on several miniature golf courses and confiscated about 50 machines...The only cheering note out of this happening is that the golf course operators, including such large and well-known firms as Gittel- son Bros., plan to retain their own attorneys and fight the case to the finish...Their argument will be an especially hard one for the City Attorney's office to beat...Without any formal provision or ordinance against these games, the city has been relying heavily on the loose judicial interpretation—that such games present opportunity for payoff and gambling...The golf people should have no trouble proving that they do not pay off on these games and that they are played without any gambling whatsoever and only while people are waiting their turn on the greens...Meanwhile the city operators are sadly scratching around for action to keep them going...Many of them are already turning to other pursuits while the harder ones, or those with a reasonable facsimile of bankroll, are going for the shuffleboards...which, so far, have not been pounced upon by local authorities.

Lyn Brown, who is distributing his own shuffleboard product, comes up with what might be a worthy idea re: the game situation in this town...His step may have been prompted by the current miniature golf mania and should show the fact that even Scientific's new "Pitch 'Em 'n Bat, M." which he is handling, is now considered by some spots as too hot to handle...This is the same simple baseball game which was predicted as legal as a national pastime)...Lyn, who had a date last week with the Pasadena City Council to have them "okay" the game, is going ahead on his own, and writing letters to the Mayor of Los Angeles, the City Council, the Chief of Police, City Attorney, etc. asking for a new city ordinance which would conform with the present regulations by the officials and its legality (or illegality) decided upon...Yes, it may be a sound idea in normal times...but with this mad "clean-up"...things just ain't normal...The "heat" was temporarily taken off games, at least for a few days, by a raid on Hollywood's leading house of ill-repute...

Most refreshing...to chat with Sammie Donin, Dannie Jackson and George Warner of Automatic Games these days...Sammie just back from Chicago trip with plenty of new bells...This is one outfit that doesn't worry about its outlets...product is strictly legal in areas and situations where it is handled...Paul Laymon was out when we dropped by so we chatted with his attractive wife...Lucille...Besides an exchange of pleasantries, she told us things were a little quiet...Found Bill Williams out once again, no doubt hustling "Yanks" (the 5-ball, that is) Bill Wolf of M. S. Wolf Co. in San Francisco this trip, while sales mgr. Nels Nelson anxiously awaits shipment of the new AMI Model "B"...Charlie Fulcher of Mills Sales tells us that Jewels and Black Golds are going like so much of the same deal is a good deal of the "operator's blues" west of Vegas...Jack Simms of Sicking Co. back from S. F. with Chi Coln's Phil Robinson...Jack found sideway Jack Ryan up to his ears in two new 5-balls and busy shipping Chi Coln's "Shanghai" and Gottleib's "Jack o'Jill."

Solotone's F. E. Wilson back in town from Texas jaunt...No announcement yet on delivery date of new radio-phonio combo but must be drawing close judging by the buzz it is causing. Most of the top players are said to have ordered the atom bomb...Leon Micon of Pacific Coast Districs busy these days with Genco product and aiding brother Marshall in getting toehold in new shuffleboard biz...Len still finds time to lead the rolldown fight, working closely with ops' reps Gordon Roper, Harry Goldman, Harold Sharkey and Gabe Orland...Keneey new electric dig machine first shipment expected this week at Badger Sales, whose W. R. Hall Jr. says demand is so far far exceeds supply...W. R. plans Palm Springs week end by way of taking on desert tan and mixing with the boys up that way...Out-of-towners seen around low row this week include: Frank Walrum of San Luis Obispo...Stanley Johnson from Oceanside...Sam Diego's Otis Leeman and Quay Sargent, Bert Hopkins from North Hollywood...J. W. Holmes of Glendale...Jack Gilbert in from Big Bear Lake...L. J. Boulanger of Fresno...Perry Irwin of Ventura...Jim Terry from Taft.

ST. LOUIS

Newcomer to the St. Louis coin machine industry is Harold Mews...who has purchased several routes in St. Louis and St. Louis County. Mews is an old-timer from the Kansas City area...and will incorporate vending machines, pin games and phonographs on his routes.

Better weather after a "mizzuble May in general" has resulted in an upturn in collections, according to Advance Phonograph Company's Lee Turner, whose collections are spotted among the largest variety of income districts in the city...Lee reports a "satisfactory" condition. "Doesn't pay to be pessimistic," says Lee, who has weathered depressions and recessions in years of operating.

"Yanks" are beginning to appear over the routes as fast as VP Distributing Company can put them out. Delmer Veatch, proxy, reports that this Williams' game showed the best results per available play hour of any of those tested to date.

Visitors at Olive Novelty Company were thick and eager for the week past, according to owners Ben Axelrod and Al Haneklau. Included were Rudy Falk of Greensboro, Freddie Weale of Farina, Ill., Earl Hoffman of East St. Louis, Dutch Mees of Postus, and a dozen others.

Tom Murphy, AMI distributor, is undergoing a heavy house cleaning program, which will result in the front of the building on Olive St. being refaced. New showroom decorations, a better sound system, and more efficient repair and storage space. There are many AMI locations in the midtown St. Louis area which are profiting from excellent locations, according to Murphy.

Anticipated May meeting of the Missouri Amusement Machine Association will not be held, Dave Monahan, executive secretary, reports. No particularly pressing problems are on the fire, and the "closed competition" program, now in its fourth month, is showing much success all the way. Numerous midwestern associations are studying the plan and making adaptations of it to fit their own peculiar problems, President Lou Morris states.

Drugstores in the 49th state are becoming increasingly important locations for all types of amusement and music equipment, a survey among ops who have expanded their routes indicate. While the tavern remains the No. 1 St. Louis location, due to the huge number of beer parlors in the city, drugstore collections are close to taverns, due to the "family niche" which neighborhood stores draw.

"Don't forget the kids when it comes to broadening out play," one op warns, "I have a drugstore location in which about every third nickel comes from youngsters who are sharp on their tunes. Locations near high schools demand rapid record changing, because the teenagers want to hear new tunes as fast as they come out, but the play is well worthwhile."

Despite generally low collections of the past six months, a big group of St. Louis ops are planning to take extensive vacations this summer. Last year's 56 continuous days of over 100-degree temperatures has had a lot to do with these decisions.
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