According to John W. Clark, "The Wurlitzer 1100, with its Zenith Cobra Tone Arm, brings in more money because its music gives customers far greater satisfaction. Locations remark on the wonderful tone and reproduction. Its earning power has been increased greatly by the Cobra pickup—also by the play appeal of the Encore Selector—the striking color combination and the Sky Top plastic turret window."

You, too, will find that in quality of music and play promoting design, the Wurlitzer 1100 will enable you to put your route on a more profitable basis.

Trade in your old phonographs that take in too little, cost too much for service. Put Wurlitzer 1100s in your top locations. Then put a later model phonograph in every other location.

By following this systematic year-by-year replacement program, you will keep your profits up and your operating costs down. Get in touch with your Wurlitzer distributor today. The Rudolph Wurlitzer Company, North Tonawanda, New York.
IT'S A SHORT TRIP WITH Aireon's Coronet

From Bagdad to Boston, operators are talking about this sure way to make profits—and keep 'em! A sensible price... $495.00... A practical payment plan... $4.00 a week. Aireon's CORONET gives you precision performance, flawless operation, famous P. A.° design... ALL for $495.00... the lowest price ever paid for perfection.

* Play Appeal

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

MAKES EVERYONE A PROPHET!

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Talking It Over

In just two weeks (only two more issues) we will present the "Sixth Anniversary" number of The Cash Box. Pitter-patter our sixth year as a weekly coin machine publication offers much satisfaction from the foundation laid yet, from another we, like everyone else, wonder what the future holds in store.

It has certainly been, many times, a very hectic job getting The Cash Box out each and every week with something of real value and interest to all the trade.

We are not here merely grateful that the trade has adopted The Cash Box and that so many acclaim it as their "official" coin machine publication.

Now, as we approach our sixth birth-day (to be celebrated in the June 26 issue) we hope that everyone of the people who have been so lavish with their compliments and so kind to us in the past, will enter into this issue to make it the "best of our career.

The "Sixth Anniversary Issue" will close its advertising pages in our New York offices at 5 P. M. on Thursday, June 17.

In this issue we take two pages to explain "volume play" for juke boxes.

For some reason or other some believed that "volume play" meant "10c play.

The idea of 1 play for 10c and 6 or 6 plays for 25c (which is the essence of the "volume play" plan) was to use the "$1 play for 10c" as a "wedge" to get the average player (even the teenagers) to "grab the bargain" offered by 5 or 6 plays for 25c.

As we explain on these two following pages, just as department stores, grocers, druggists and all other good merchants, make "bargain" offers, so, too, should the juke box industry, especially at this time, offer its public the "big bargain package"—the 5 or 6 plays for 25c—and to help stimulate such "volume play"—use the "$1 play for 10c" as the "wedge."

If but 30% of the "regular" players on any location insert 25c coins into the juke box (to get the "bargain") the operator earns 50% MORE money. And the duplication of play, the fact that any two players will usually pick two or three of the same top ten current favorite tunes out of the 5 or 6 for 25c, speeds the action. This duplication (or, as some call it, "overplay") causes less wear and tear on the machine while earning more for the operator.

A means simply had to be found to help the juke box operator earn more money to overcome his tremendously increased overhead expenses, higher cost of parts, supplies and equipment and still bring him a decent return on his investment. "From money" and "cut commissions" were angering location owners and losing them interest in and cooperation for the equipment because they were getting so little from the collection. "Volume play," the same idea as the merchant's own "bargain days," is now being acclaimed by more and more ops as "the answer."

Try it.

Bill Suter of Mohon Co., Ltd., Manila, Philippines, writes to advise that juke boxes over there operate on 20 cents (10c American) and on 10 cents (5c American) machines that records cost 1.80 and 2.20 (Philippines) depending on the label. The great majority, he says, are 5c machines, still the "bargain" it was.

Bill writes; "Manila is probably the dustiest city in the world. He also says that the tunes most featured are Guarechias, Rhambas and Tangos, and that money and the usual Hawaii and Vaughn Monroe shine forth. He also says that all equipment is manufactured by Manila and that license fees range from $10 to $40 per unit. In such supervision are taken to see that the company does not oversell (Gi column who served in the Pacific will recall these) mostly non-electric machines are distributed due to the irregularity of electricity of these cities. He also says, "We, at Mohon, have stores in Okinawa, Iwo-Jima, etc. direct from here."
LET'S GET OURSELVES

A MISUNDERSTANDING SEEMS TO EXIT AT THIS TIME
WE ARE, INSTEAD, URGING THE USE OF 1 PLAY 10c—
COST OF THE "ONE (SINGLE) PLAY" WILL MAKE THE
OFFERED BY 5 OR 6 PLAYS FOR 25c. IF ONLY 30%
IN EVERY LOCATION) WILL PLAY QUARTERS INSTEAD OF
(100 PLAYERS PUTTING IN 5c TOTALS $5.00—ONLY 30
YOU FEATURE 1 OR 2 PLAYS FOR 10c—5 OR 6 PLAYS FOR
SO THAT THE JUKE BOX OPERATOR CAN CONTINUE ON
WALL BOX HIDEAWAY LOCATIONS ARE CONCERNED THESE
SPOTS IS ENTIRELY TOO HIGH. FURTHERMORE, THE AVERAGE
TEENAGE SPOTS "EAT UP" 6 PLAYS FOR 25c "BARGAIN".
PATRONS PLAY QUARTERS INSTEAD OF DIME TO GRAB 5
TO HELP OPERATORS OVERCOME INCREASED OVERHEAD
ONCE AGAIN OBTAIN THE LOCATION OWNERS’
COLLECTION AND EARNING A DECENT PROFIT ON
EVEN 70% - 30% COMMISSION BASIS HAS LOST STORE-
FROM THE COLLECTION. "VOLUME PLAY" MEANS 5c
DIFFERENT THAN YOUR GROCER SELLING YOU 1 LB. OF
THE 5 LBS. FOR 25c "BARGAIN"! AVERAGE JUKE BOX
THE 5 OR 6 PLAYS FOR 25c "BARGAIN"! 1 PLAY FOR 10c
TO MAKE 5 OR 6 PLAYS FOR 25c SO MUCH MORE
START YOUR OWN "BARGAIN DAYS" - "VOLUME PLAY"
PLAYERS INSERT 25c COINS—

(THE CASH BOX IS THE OPERATORS’ MAGAZINE)
$ STRAIGHTENED OUT!

IN THE MUSIC BIZ. WE ARE NOT ADVOCATING 10c PLAY! AND 5 OR 6 PLAYS FOR 25c SO THAT THE HIGHER REGULAR JUKE BOX PLAYER "GRAB THE BARGAIN" (30 OUT OF EVERY 100 REGULAR JUKE BOX PLAYERS NICKELS—THE OPERATOR WILL EARN 50% MORE MONEY. PLAYERS INSERTING QUARTERS TOTALS $7.50) WHETHER 25c—THE ANSWER TODAY IS TO GET "VOLUME PLAY" IN THIS BUSINESS ON A PROFITABLE BASIS. AS FAR AS REMAIN "AS IS". THE COST OF CHANGING OVER HIDEAWAY WALL BOX SPOT IS ALREADY ENJOYING "TOP TAKE" ACTION. INSTEAD OF 1 OR 2 PLAYS FOR 10c. TAVERN LOCATION FOR 25c BUY! "VOLUME (25c) PLAY" IS THE ANSWER EXPENSE, HIGHER COST OF PARTS, SUPPLIES, MACHINES, COOPERATION BY GIVING HIM MORE MONEY EACH PRESENT INVESTMENT. "FRONT SERVICE MONEY" OR KEEPER'S INTEREST BECAUSE HE GETS TOO LITTLE PLAY IN (5 OR 6 PLAY FOR 25c) QUANTITY. IT'S NO RICE FOR 10c OR 5 LBS. FOR 25c. YOUR WIFE "GRABS" PLAYERS ON AVERAGE LOCATIONS WILL ALSO "GRAB" (LIKE THE 1 LB. OF RICE FOR 10c) IS ONLY THE "WEDGE" ATTRACTIVE! JUST LIKE YOUR LOCAL DEPT. STORE DAYS. AND REMEMBER IF ONLY 30% OF THE REGULAR YOU EARN 50% MORE PROFITS!!

ZINE—IT IS NOT SOLD ON NEWSSTANDS!)
"My Happiness" Spotlights Jon and Sondra Steele

The original happiness kids themselves, Jon & Sondra Steele, set the music world on its ear recently with their smash disking of the current song hit "My Happiness." The ditty was originally recorded as a B side and a pipe, and turned out to be one of the big winners for music operators throughout the nation. As a result of their sensational disking, Jon & Sondra are currently set with a nationwide personal appearances tour. "My Happiness" currently occupies a top spot in juke boxes across the land, much to the delight of music ops. The pair are exclusively featured on Damon Records, local Kansas City, Mo., indie. Personal Management: Mozart Management Corp.
The Top Ten Juke Box Tunes


1. **NATURE BOY**
   Still riding on top of the heap with coin pouring in like honey.
   CA-15054—King Cole
   CO-38210—Frank Sinatra
   DE-24439—Dick Haymes
   EX-366—Herb Jeffries
   ME-5134—John Laurence
   JE-2006—The Hollywoods
   MU-567—Sarah Vaughan
   RA-10070—Eddy Mannson
   VI-20-2944—Dick James

2. **YOU CAN'T BE TRUE, DEAR**
   Holds tight to the second spot. Ops going wild about this one.
   AF-1121—N. Emmett
   CA-15077—The Sportsmen
   CO-38211—The Martin Sisters
   DE-24439—Dick Haymes
   CN-1009—Whistling Jettettes
   MU-538—McF Torno
   GR-2009—M. Wilson
   AS-145—Fred Snyder
   BU-1032—E. Deauville
   LO-2037—V. Lynn
   DEL-1117—Ziggy Lane
   RO-128—K. Griffin
   VI-25-1117—Will Globe
   VI-20-2944—Dick James

3. **LITTLE WHITE LIES**
   Repeats its position again. Reports indicate play booming throughout the nation.
   CO-38114—Dinah Shore
   DE-24280—Dick Haymes
   JE-2002—Martha Davis
   MA-1237—Gordon Dutt
   VI-27521—Tammy Dorsey O.

4. **THE DICY BIRD SONG**
   In fifth place last week, this plug tune jumps one spot here to garner fourth position.
   CO-38085—Jerry Wayne
   DE-24301—Larry Clinton O.
   MA-1234—George Olsen O.
   MG-10138—Blue Barron O.
   VI-20-2817—Fred S. Muto O.

5. **SABRE DANCE**
   Still kicking up a big storm. Occupies this high spot this week after a short run in fourth place.
   CO-38102—Woody Herman O.
   DE-24388—Victor Young O.
   DE-24427—The Andrews Sisters
   MG-30048—Macklin Marrow
   SI-15180—Ray Block O.
   RE-111—Den Henry Trio
   VI-20-2721—Fred S. Muto O.

6. **NOW IS THE HOUR**
   In the sixth spot again, and still racking up large play figures.
   CA-15024—Margaret Whiting
   CO-38961—Hurrac Heal O.
   CO-38115—Buddy Clark
   CA-15027—Jerry Will O.
   DE-24378—Bob Carroll
   DE-24279—Bing Crosby
   LO-110—George Fields
   CA-15014—Sadie Martin
   MA-1191—Eddy Howard O.
   ME-2103—Les Paul Trio
   MG-10125—Kate Smith
   MU-532—Shep Fields O.
   SI-15178—Ray Block O.
   VI-20-2704—Charlie Spirko O.

7. **MY HAPPINESS**
   On the bottom a week ago—into lucky seven this week. Really a happy tune for the ops.
   BU-1032—Ronnie Deauville
   CA-15094—The Pied Pipers
   CA-38127—The Martin Sisters
   CN-1241—The McKay Trio
   DE-24446—Elia Fitzgerald
   DA-20-17—Anne Vincent
   DM-11133—Jon & Sandra Steele
   ME-3144—John Laurence
   SI-15026—Alan Dals
   PA-1004—P. Shenkin

8. **TOO LILY OOLIE DOODLE**
   In seventh place last week this tune drops one position here to take over eighth place. Play continues to hold tight.
   CA-15059—The Sportsmen
   CN-1223—Vought Horton
   DN-2015—Dana Serenaders
   DE-24380—Andrews Sisters
   FL-5005—Alpine Belles
   LO-201—Johnny Dennis
   SP-2005—Lurline Sisters
   ST-1013—Dick Hayman
   VI-25-1114—Henri Rene O.

9. **BABY FACE**
   Still riding hot and heavy as a featured coin caller in the nation's juke boxes.
   AP-1114—Phillie All Stars
   CO-30014—Jerry Wayne
   DE-25356—Henri Rene O.
   KB-216—Upstairs String Band
   ME-2120—Aqua String Band
   MG-10156—Art Money O.
   ST-219—Hum & Strum
   TO-294—Benny Strong O.
   PA-1105—Forke String Band
   MU-622—Milt Scott O.
   VI-22879—Sammy Kaye O.

10. **ST. LOUIS BLUES MARCH**
    A great ditty by a great artist. Ops say this thing will become a "standard" in time.
    VI-20-2722—Tex Bameke O.
MODERN RECORDS DROP PRICE OF ALL RECORDS TO 75¢ — OPS LAUD MOVE

Indie Plattery First To Drop From $1.05 to Standard Price of Most Platters — See Others Follow

HOLLYWOOD, CAL.—Saul Bibari, vice-president of Modern Records, Inc., this past week disclosed that the platter had dropped its price on their entire record line from $1.05 to the more standard retail line of 75¢.

The move, which had been rumored for weeks, immediately was received by music operators in this area with wide applause.

Spokesmen for the platter further disclosed that distributors were informed of the plan in May, and were told to maintain the retail list until early June. Platters were sold to music ops and dealers at 45¢ during the month of May. The official list price of Modern Records has been 75¢ since June 1st.

Operators contacted in New York stated that Modern's price break is undoubtedly one of the first moves made in recent months by any plattery which will "give them a break."

Bob Duberstein, vice-president of Modern Records Dist, Co., in New York disclosed that operators in the Eastern area were particularly jubilant at the official release of the price drop.

"With music operators overhead steadily rising, we believe that the standardization of Modern's records will allow for greater sales and wider promotion for our artists in the future," he stated.

"Surveys have consistently revealed that the automatic phonograph industry represents a large portion of the sales volume of any recording company. By giving music operators this 'break' we are sure that the company will enjoy larger sales."

"Company executives on the West Coast," Duberstein continued, "have informed me that they have experimented with a new test series designed to give Modern platters better wearing quality. Records are tested as they come off the presses, to insure buyers of getting the utmost in quality. The least amount of surface noise or distortion will cancel an entire pressing lot."

All roads point to the forthcoming National Association of Music Merchants Convention in Chicago next week, where many of the operators, as well as record chieftains and top notch talent domicile that they are gone. From what we hear latest reports as well, many who in addition to the music music major firms of record shops, plan on attending. Word has it around town that one of the highlights of the show will be the current widely discussed topic of dealers' credits and the like. Associations throughout the country are已经考虑到 the possibility of a national group in the offing. Of course, the territory of the industry has also caught the fancy of many. At any rate, the NAMM show will certainly play to many thousands, with a lineup of entertainment sure to catch everyone's fancy.

We have to marvel at the wonderful work of Capitol Records. The plattery has come up with one of the best opportunities of hit recordings in many a year. Natch, you've gotta point a finger at thrush Peggy Lee, who clicked like sixty with "Golden Earrings," "I'll Dance At Your Wedding," "Manana," and "All Dressed Up With A Broken Heart." And since we're in a praising mood, we must doff our lid to Dannie Anderson, the guy that runs that excellent Capitol Information Bureau. And just a short while ago some in the disk trade was knocking the plattery. Keep 'em coming 'Cap!"

Georgia Music, New York distrib for the Gotham label company has advance sale of Earl Bostic's "Bar Fly Baby" and "Bostic's Boogie Blues."... Nat "Nature Boy" Cole at the Paramount, New York, for his second return to that spot within six months... "It's So Peaceful In The Country" being revived by Regent Music, with a batch of recordings being released this month... S. K. Heppner, exec at Chorio & Rytvoe Music Publishing, takes her first vacation in four years... Irving Fields donating all royalties of his latest song "Arise Israel Arise" to the Jewish fighting forces in Palestine... Dizzy Gillespie ork signed to a personal management deal with William Alexander... Frank Sinatra chawing his finger nails with a new arrival expected momentarily... Earl Lawrence releases show this week at the Cafe Rouge, Hotel Pennsylvania, New York, his third in less than two years. It's a record for that top notch dance spot.

"Dream Peddler" set for a big push shortly. Southern Music pubbery had it set for February, but "Tootie Oolie Dooley" came along and they had to concentrate on the latter smash hit... "Dream Peddler" has loads of promise what with a slew of top notch artists having recorded it... Musichalf's Mar- vik Frank, with whom Peddler has been associated lately, blame it on Stan's seven-year-old daughter Leslie, who came down with the measles the other week... Dolly Parton's been travelling with the band... Mel Torme, the Velvet Fog, now has five auto's, his latest a very chic new convertible Caddy... Tony and Chill Gallego of Gallego Bros Co, Chicago have those two high powered Bob Crosby & His Dixie Seven platters we mentioned last week. Ops that want some great stuff should give them a try."

"A Smash! SLEEPER "WHEN I GET YOU ALONE TONIGHT" RecordeD By DICK KUHN ORK on TOP RECORD No. 1157

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
“Ring Telephone Ring” (3:03)  
“Don’t Leave Now” (2:56)  

THE INK SPOTS  
(Deco 25378)  

• An oldie that rang the bell for The Ink Spots years ago bounces back to score again. It’s the fond, nostalgic offering of “Ring Telephone Ring” that appears to hold wide promise for music ops. Natch, the Spots are there all the way, spoiling a gals aura of harmony all over the place. Flip shows as another winner for the group as they pitch pipes for “Don’t Leave Now.” Take a peek here—it should be worth ops a while.

“My Happiness” (2:58)  
“Tea Leaves” (3:00)  
ELLAS FITZGERALD  
(Deco 24466)  

• Pair of sides kicking up a storm in a bow way are offered here in pleasing manner by the able and widely popular Ella Fitzgerald. The top side, titled “My Happiness” should boost the stock of chimp Fitzgerald, and likewise boost music ops who happen to catch an easy duo of Ella’s offering, with vocal backing by the Spots. Listeners are sure to cause wide talk. Flip is another comer titled “Tea Leaves.” Once again Ella displays her excellent vocal charm to full advantage with her tonsils spilling fragrant music all the way. Both sides should prove profitable.

“Havana Special” (2:56)  
“Tombo” (2:54)  
MIGUELEDO VALDES with  
NORO MORALES ORCH.  
(Seeco 4102)  

• More top notch Latin rhythm with Miguelito Valdes teaming with the Noro Morales to bring on a pair that shine brightly. “Havana Special” and “Tambo,” both Cuban rhumbas, should meet with wide favor from the rapidly growing clan of rhumba addicts. Both sides the perfect treat, and the wonderful dance number Miguelito’s strong winning tonsils prove extremely attractive and make for pleasant listening. Ops that have the spots—take note.

“Stompin’ At The Savoy” (2:43)  
“Body & Soul” (2:47)  
GENE KRUPA JAZZ TRIO  
(Columbia 38214)  

• Some ever lovin’ stuff definitely aimed at those who appreciate good jazz shows here by the Gene Krupa Jazz Trio. Wax is excellent—and nothing but. Featuring Gene on the drums, Charlie Ventura on sax and Teddy Napoleon tinkling the ivory’s, the combo make for wonderful listening moments with “Stompin’ At The Savoy” and “Body & Soul.” The backing from the Savoys is a treat for the danceable. This is a highly recommended offering, with the needle spinning low, you’ll find yourself smirking throughout. You gotta listen to this to really appreciate it—do just that and run out and grab an armful.

“Disc O’The Week”  

“The Girl Who Came From Peru” (2:58)  
FREDDY MARTIN ORCH.  
(Victor 20-3027)  

• It’s another bell ringer for maestro Freddy Martin, with another Latin rhythm provided for the season for all the excitement! Following in bow of the recent smash “Come To The Mardi Gras,” Freddy and the boys set up another winner in “The Girl Who Came From Peru,” a catchy coin winning melody if there ever was one. With the vocal ensemble waltzing the excellent waltz dance in light, delightful tones that satisfy, Freddy and the boys blend beautifully for the orchestral flavor. Wax stands up as a strong dance number, and is sure to find wide favor as such. Take into account Martin’s wide popularity and ops have a piece of wax that can really move. Flip has balladeer Stuart Wade spooning the glory of “It Began In Havana,” more mellow Latin rhythm that sparkles brightl y. Wade’s vocal spot is pleasant as it stands and should receive effective praise from music ops. “The Girl Who Came From Peru” is the one they’ll go for—latch on—but pronto!

“If I Should Lose You” (3:01)  
“Blue Holiday” (3:00)  
JOE ALEXANDER  
(Capitol 15100)  

• Heavy vocal warbling of piper Joe Alexander and the flavor of a pair of bal lad scene thru with Joe spooning music wortage to the melody of “I Should Lose You” and “Blue Holiday.” Topside, currently kicking up a storm in the mid west and rapidly spreading throughout the nation, holds promise. Joe’s vocal spot is pleasant enough and should draw favor with music ops. Flip is another sugar coated piece of music, with Joe purring the fairbird. Orchestral backing by Dave Cavanaugh spikes the platter to boom out its winning potential. Alphabet’s wax won’t cause a traffic jam it will nevertheless serve as excellent filler material.

“Sunday In Old Sonta Fe” (2:56)  
“Con Marocas” (2:53)  
JOE MORMAN ORCH.  
(Victor 26-9034)  

• Pair of flavorful Latin sides spring up here by maestro Joe Morman, with the dancing Latin rhythms provided for the ops having locations that go for this brand. Top deck, a bolero scher wera piper Jose Duval to the fore to spoon the soft, enchanting waltz. Wax weaves in slow Latin tempo with the vocal chores adequately handled throughout. Flip shows as some excellent rhythm for the fast hip-wipers, with the mellow refrain of this guaracha seeps thru. Both sides are there for the asking. Ops that use this sort of wax would do well to take a look-see.

“Get Yourself Together” (2:57)  
“In Love Again” (2:59)  
LONNIE JOHNSON  
(Victor 20-2903)  

• Wax that rates ops spinning are these sides offered deep blues fashion by the current favorite Lonnie Johnson. Titled “Get Yourself Together” and “In Love Again,” Lonnie pitches wax in a fair mood with a favorable background of guitar music spilling all thru the wax. Both sides are offered in slow, stock race fashion, with the top deck grabbing the glory. Ops that have a call for this stuff would do well to lend an ear in this direction.

“Sweet Georgio Brown” (2:51)  
“Drippers Boogie” (2:56)  
JOE LIGGINS  
(Exclusive 271)  

• Pair of sides for music with race spots are these done up brown by Joe Liggins and his gang of Honeypiders. Both sides are jazz done up in a manner like the stock dealer of buffalo about them, with Joe and the crew displaying their talents in two most fashionable ways. Top deck weaves in bounce tempo with Joe’s tonsils making mellow. Flip is an all instrumental hit that fairly jumps with joy. Both sides should draw heavy raves and boost phonе take immensely.
NEW YORK—"Nature Boy," the sensational dishing by Nat King Cole, continues to set the pace in record and sheet music circles. With Capitol Records, the Carlin Gastel office and the music publishers going heavy on a nationwide publicity schedule, sales of "Nature Boy," both on records and in sheet music were steadily climbing.

Capitol Records’ spokesmen stated that they believe the song would hit the million mark in sales before the week is out. This is undoubtedly one of the very first times that any song has risen to such great heights in popularity in so short a period of time.

Meanwhile, talk continues growing strongly regarding the impending infringement suit filed last week against Eden Ahbez. Many in the music biz aver that Jewish music publishers Kamen have Ahbez and Crestview, "dead to rights."

4230
IS THE
NUMBER!
WE’LL BET YOU’LL
ORDER AND RE-ORDER
THIS ONE FOR MONTHS.
BULLMOOSE JACKSON
PLUS KING
MEANS
A HIT
Awarded
for the
Best Record
of 1947
VITA
acoustic
"LIVING SOUND"

NEW YORK—Recent announcement on the part of Columbia Records to try the "giveaway" medium in an effort to hypog a sagging sales this past week drew renewed requests from music operators throughout the nation for equal consideration, not only from Columbia, but from all major diskeries.

Operators averred that they were sick and tired of the preferred method of treatment given to dealers, "who pay the same price for records and in many cases less than we do."

Columbia this past week broke with a full-page advertising schedule in New York dailies offering free premiums with the purchase of a batch of any six Columbia records in its catalog. The premium offered is a Columbia raphaeline needie and a record album with six record sleeves. The package sales is being advertised in the papers as a "$4.75 value for $4.50."

Sales of the Columbia platters are being compared to "dish night" giveaways in past years in theaters, in which manner the theaters pulled in the admissions.

Ops are more than taking a stand regarding this latest activity on the part of a major label. A number of music operators queried in New York pointed to the major’s repeated stall given ops when the question of a return privilege arose. A large number of indie record manufacturers currently give music operators a return privilege of some sort. Most of the majors, if any, do not give any at all. MGM Records at one time entertained the idea of giving ops the same 5% return that dealers receive. Somehow or other, this plan fell thru.

"Most recording companies are making a sad mistake by placing music operator business on the tail end of their promotion agenda. I know for a fact that music operators in comparison to a great many dealers have maintained better credit relations with our firm, and most others, and simply because of this believe they deserve the break they speak of. The time for wishy-washy attitudes has long been over. Record companies are in business to operate at a profit. They operate at a profit only as long as their accounts continue to pay their bills. Music operators have not been among the delinquent clients, in any great extent, of any record company."

Record salesmen themselves openly state that they would rather do business with music ops than dealers, simply because they get their commission checks on time. Most record salesmen in the biz operate on commission, and only get paid that commission, when their accounts pay their bills.

Other music operators state, “that need- dice Columbia is giving away could cer- tainly be used by me in my disk opera- tion, to play more Columbia Records, which in turn will cause me to buy more Columbia Records.”
SLEEPER OF THE WEEK

"May I Still Hold You" (2:48)
"Baby Don't Be Mad At Me" (2:48)

DINAH SHORE

- Silvery voice pitched of trump Dinah Shore and splendor by the ton spill here to the magic enchanting melody of "May I Still Hold You." Ditty, from "Copacabana Review" in a warm intimate ballad, with Dinah spoiling lovable wondrous age with remarkably melioristic feeling and depth. Background of the song is set in very slow tempo, with loads of sweet reed and strings filling the air in a delicate musical pattern. Disk is another feather in the cap of Dinah, as well as maestro Sonny Burke, who turns in a splendid job. Flipped we find the current climber. "Baby Don't Be Mad At Me." Soft, plush tones of romance and rapture once again weave about the glowing flowing wondrous age, with Dinah in the vocalist spotlight shining brightly. Background setting by the Four Hits splits the cookie all the more as they fill in with subdued tones that sparkle. Both sides of this blue ribbon package of wax are labeled coin winners. The many Dinah Shore fans, and a crew of others, are sure to go for this duo.

"It Only Happens When I Dance With You" (3:03)

PERRY COMO

- More top notch song rapture from the heavily flacked flicker "Easter Parade," with the soft and velvet pipes of Perry Como offering the incentive. Wax should be well known to music ops at this stage—it has been widely recorded. Topside, "It Only Happens When I Dance With You," gets the familiar excellent plush treatment which only Como can offer. Singing strings and an aura of smooth heavenly gloss, provided by maestro Russ Case, showcase Como's nostalgic vocal flavor in attractive fashion. Flip shows as a repeat grade-A shot for Perry as he does an excellent rhythm of "Better Luck Next Time." Waxing bounces along in happy fashion with Perry's singing words. Ops can't possibly go wrong with this rendition—it is widely considered one of the better coin cutters around.

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

"A Little Further Down The Road A Piece" (2:56)
"Bombo B. Bailey" (2:59)

ELLA MAE MORSE

- Long missing from the phonophone spotlight, chip Ella Mae Morse, the five by five gal, sets with a pair that might hoom her into the limelight once again. Top declination "A Little Further Down The Road A Piece," shows Ella wailing tommy behind some excellent boogie rhythm. Gal's pipes are clear and sharp and definitely suited to the jump crowd. Flip is another cute one with Ella coming thru for ops again. Dig the title here, add some mellow rhythm plus a ton of sparkling wondrous age and you've got some wax that can really ride hot and heavy.

"Takin' Miss Mary To The Ball" (3:00)
"Walk A Little, Talk A Little" (2:56)

HELEN CARROLL & THE SATISF IEVERS

- Ops on the lookout for some very good filler material would do well this wax at this bank of wax. It's Helen Carroll and The Satisfiers purring the hapy go lucky "Takin' Miss Mary To The Ball" and "Walk A Little, Talk A Little." Both sides are offered in the wonderful pitch of piano, cut lasting into the pitching pipes in grand manner to blend for some perfect harmonic top deck, currently causing a bit of excitement in music circles—this rendition should add to its winning ways.

"If I Live To Be A Hundred" (2:20)
"The Gang That Sang Heart Of My Heart" (2:24)

HY-LO TRIO

- Sure fire wax for music ops with tavern locations and these done up in first rate manner by the Hy-Lo Triol. Top side, tagged "If I Live To Be A Hundred" is currently rocking through and through out the nation. This rendition should certainly account for a swell of coin play. Stuff is tailor made for the elbowrest stops—the combo's fine adaptation should draw right away. Flip is that ever lovely favorite which undoubtedly will never die. The trio's fond spooning of "Heart Of My Heart" will definitely make for added take in the phonos. By all means, get next to this duo.

"Tico Tico" (3:03)
"Always In My Heart" (3:34)

PHIL GREEN ORCH.

- Wax that might be used as filler material is offered here in fair fashion by the Phil Green Orch. Both sides, done up in Latin tempo might fill ops' needs—and possibly more. Top deck, an all instrumental hit is the familiar "Tico Tico," with the band displaying their wares in able fashion. Flip is "Always In My Heart." Phil Dorothy, Morrow to the mike for the offering of the olde "Always In My Heart." Vocal spot fills the bill and makes, for sure, an interesting listening. Wax is there for the asking—ops take it from here.

"Friendless Blues" (2:54)
"You Better Change Your Way Of Loving" (2:59)

JOHNNY MOORE'S THREE BLAZERS

- Round tones of vocal splendor provided by Charlie Brown, plus the magic instrumental finish of Johnny Moore's That satisfy the ears. Vocalage for some potential heavy play for music ops here. Top side grabs all the glory, with Charlie spooning the soft, balmy lyrics as "Friendless Blues." Wax spills in slow metro with some wonderful guitar keep- ing thru. Flip shows as another excellent performance for the combo as they offer "You Better Change Your Way Of Loving." Vocal spot is enchanting and makes for easy listening. Both sides rate your avid listening attention.

"Sweetie Pie" (2:51)
"The First Baseball Game" (2:59)

JOHNNY MERCER

- Top notch novelty manner of Johnny Mercer, combined with the great vocal harmony of Perry Pipers and the orchestral flavor of Paul Weston spike this cookie and label it coin culler. Wax, titling "Sweetie Pie" in any spooning the cute wondrous age in round tones that satisfy the ears has loads of flavor and should meet with wide approval on the part of Mercer's many fans. Flip is another cute one with a clever trick in the lyrics. Mercer's nostalgic vocalizing is attractive and easy on the ears. Both sides spell coin play and loads of it at that.

"This Is The Inside Story" (3:04)
"Lonely" (3:01)

CHARLIE SPIVAK ORCH.

- Pair of sides that beckon coin play in a big way are these offered in pleasant manner by the able and widely popular Charlie Spivak orch. With chip Irene Daye to the mike for the plush offering of "This Is The Inside Story," the wax takes on an extremely attractive air. Thruh's pipes still in sharp, fond tones that glitter, with the comely wondrous drawing the listener closer to the phone. Flip, with piper Tommy Mercer on deck shows as an attractive ballad that might catch ops' fancy. We go for "Inside Story"—we're sure you will too.

"Barfly Baby" (2:48)
"Bostic's Boogie Blues" (2:53)

EARL BOSTIC ORCH.

- Mad music for ops with race spots shines bright in the Charlie Bostic and his crew give out with "Barfly Baby" and "Bostic's Boogie Blues." Both sides rock through-out, with the top deck beckoning all the coin play. Vocal spot by piper Roger Jones, with all the hip and bopper one can stand should meet with fair approval on the part of Bostic's growing clan. Flip is just what the title implies: boogie done up real brown. Wax rates your whirling.

Only Records Considered: Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
Capitol Records Star Guests With Chgo. Coinmen At AMI Model “B” Showing

CHICAGO—Hal Derwin, Capitol Records singing star beams eagerly as he listens to several of his hit recordings on the new AMI Model “B” phonograph during its showing at the Automatic Phonograph Dist. Co., Chicago. The occasion not only marked the formal showing of the new phonograph, but also heralded the opening of the firm’s new offices and showrooms. Derwin and the coinery played host to more than two hundred music operators on Sunday and Monday, May 23rd and 24th. Pictured with Derwin are (left to right): Barbara Jones, Automatic Phonograph Dist. Co.; Mrs. Hal Derwin, and Mike Spagnola of the distributing firm.

Columbia Donates Disk Library To Red Cross

A library of records to provide music to induce relaxation among volunteer blood donors was presented to the Red Cross Blood Program of the Greater New York Chapters, 4 East 37th Street, Monday, May 24th, by Rise Stevens, Metropolitan Opera star, as a gift of Columbia Records, Inc.

Manie Sacks, vice-president of Columbia Records, and Ben Selvin, musical director, were the first of 18 volunteers recruited in the company to give blood and to enjoy music while doing so.

Receiving the records for the Blood Program were Mrs. E. Roland Harriman, vice-chairman of the New York Chapter, American Red Cross, and Colonel Earle Bothe, Administrator of the Blood Program for New York’s five boroughs.

TAKE OUR WORD FOR IT.
You can order this one without hearing it!

ANOTHER JACKSON BULLMOOSE HIT
by KING 4230

FOR TOPS IN HILLBILLY RECORDS
IT’S IMPERIAL

8035 A  "ANOTHER DAY"
8036 A  "I LOVED YOU THEN"
B  "I GET LONESOME"
B  "JEEP BLUES"
TED DeLEON and his Ramblers

We welcome these new distributors on the IMPERIAL BANDWAGON

DUNBAR DIST. CO.  —  Dallas, Texas
M. & K. KRUPP DIST. CO.  —  El Paso, Texas
CROW-MARTIN DIST. CO.  —  San Antonio
CAC DIST. CO.  —  Seattle, Wash., Portland, Or.,
MANGOLD DIST. CO.  —  Baltimore, Md.
NOLA DIST. CO.  —  New Orleans, La.
ROBERTS DIST. CO.  —  St. Louis, Mo.
FIT RECORDS DIST. CO.  —  Cincinnati, Ohio
GLENN ALLEN DIST. CO.  —  Memphis, Tenn.
KAPLAN MUSIC SALES  —  Detroit, Michigan
IMPERIAL OKLAHOMA DIST. CO.  —  Oklahoma City, Okla.

Exclusive Sales Representatives
HOLIDAY DISTRIBUTING CO.
137-139 NORTH WESTERN AVENUE  LOS ANGELES 4  •  CALIFORNIA

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

ALL ADVERTISING FOR
The Cash Box
“NAMM SHOW ISSUE”
Closes Friday, 5 P.M., June 10

COMPLETE COVERAGE
of the entire Juke Box industry

WIRE OR PHONE IMMEDIATELY!

THE CASH BOX
381 Fourth Ave., New York 16, N. Y.

All Phones: Murray Hill 4-7797

32 W. Randolph St.
Chicago 1, Ill.
Phone: Dearborn 0045

1516 Crossroads of the World
Hollywood 28, Calif.
Phone: Hollywood 8163

Best wishes... and congrats... to a grand couple who've just announced their intention to wed... Jackie Smith, charming director of radio promotion for Mercury... and Eddy Hubbard, head of the Chesterfield ABC Club... save us a piece of that weddin' cake... The Honey Dreamers, now with Mercury, are coming out with "Woody Wood Pecker" within the next few weeks... the "pecker" tune, as done by Kay Kyser, was picked by Philly's phonos ops as the tune for June at their last big Click Tune party when 3,000 teenagers went simply wild over the song in Frank Palumbo's Click Theater Cafe... Looks like lots and lots of promotion afoot for June 12... "Vic Damone Day"... which will also be Vic's 20th birthday... each Damone disk to carry a special cover and a special wallet sized autographed pie of the kid with the glorious pipes to be distributed... but everywhere... From down 'round Nashville comes word that John Laurens' "Nature Boy" disk is clickin'.

Al Beilin of Remick and Sally Wagner of Advance Music in a rush-rush hurry trip to N. Y. this past week... Al Abramson, head of Musicana, Ltd., Canadian diskery, scheduled to arrive in town for the NAMM show... Lots of grand interest in the meeting of the music merchants at the Palmer House with many of the out-of-town big shots intending to be present... Floyd Bittaker, vice-presxy of clickin' Capitol disks, also on his way into our town to visit around prior to spendin' his days and nites at the music show... Wonder what's with Joe Whalen of BVC? Seems like everyone visiting our town from the Canadian countryside and many, many from N.Y. and California, too, calls 'on Joe. What's breakin', need? We hear Harry Link of Leo Feist popped into town for just a day and nite and had Ned Miller singin' the "Fella With The Umbrella" tune all that night long... both Ned and Harry clammin' "it's a natural" what with that "Easter Parade" pie bound to crack it wide open... Irwin Beke of Shapiro-Berstein all excited over "Tree In The Meadow" and "Boy From Texas And A Girl From Tennessee." The latter tune having been recorded 100 per cent right down the line with jule box ops all "for it." As far as "Tree In The Meadow" is concerned... Sam Browne's London Records' cutting picked as the "Disc Of The Week" here... June 5 issue.

Eddy Howard clicked, but big, they tell me, in Detroit's Eastwood Gardens... and Hudson's Dept. Store in the motor city so impressed they asked Eddy to spend an afternoon in their disk dept, autographing his records for all who came up... seems that Eddy had writer's cramp when it was all over... but never stopped smiling for a second... Aristocrat disks much pleased with the click their Tu-Tones made at Detroit's Broad- way Capitol... from there they go into Toledo's Paramount... and the firm reports upped sales wherever they have appeared.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP TUNES FOR THIS WEEK

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CITY STATE

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

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WHAT WESTERN AND FOLK TUNES NOT LISTED ABOVE ARE COMING UP

NAME
FIRM
ADDRESS
CITY STATE
The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators In New York City's Harlem Area.

1. NATURE BOY
   King Cole
   (Capitol 15054)

2. LONG GONE
   Sonny Thompson
   (Miracle 126)

3. TOMORROW NIGHT
   Lonnie Johnson
   (King 4201)

4. GOOD ROCKIN' TONIGHT
   Wynonie Harris
   (King 4210)

5. TIME OUT FOR TEARS
   Savannah Churchill
   (Manor)

6. I WANT TO CRY
   Savannah Churchill
   (Manor)

7. 35-30
   Paul Williams
   (Savoy 661)

8. GO RED GO
   Arnett Cobb
   (Apollo 778)

9. DUTCH KITCHEN BOUNCE
   Arnett Cobb
   (Apollo 778)

10. BUBBLES
    Bill Moore
    (Savoy 662)

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

1. NATURE BOY
   King Cole
   (Capitol 15054)

2. LONG GONE
   Sonny Thompson
   (Miracle 126)

3. MESSING AROUND
   Memphis Slim
   (Miracle)

4. POOL PLAYING BLUES
   Amos Milburn
   (Aladdin)

5. GOOD ROCKIN' TONIGHT
   Wynonie Harris
   (King 4210)

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

7. RECESS IN HEAVEN
   Dan Grissom
   (Jewel 2004)

8. LITTLE WHITE LIES
   Martha Davis
   (Jewel 2002)

9. THAT'S BETTER FOR ME
   T-Bone Walker
   (Black & White 126)

10. BOUNCIN' WITH BENSON
    Paul Williams
    (Savoy 664)

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators In Los Angeles.

1. NATURE BOY
   King Cole
   (Capitol 15054)

2. LONG GONE
   Sonny Thompson
   (Miracle 126)

3. GOOD ROCKIN' TONIGHT
   Wynonie Harris
   (King 4210)

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

5. RECESS IN HEAVEN
   Dan Grissom
   (Jewel 2004)

6. LITTLE WHITE LIES
   Martha Davis
   (Jewel 2002)

7. THAT'S BETTER FOR ME
   T-Bone Walker
   (Black & White 126)

8. BOUNCIN' WITH BENSON
    Paul Williams
    (Savoy 664)

9. X-TEMPORARY BOOGIE
    Camille Howard
    (Specialty 307)

10. LONDON DONNIE
    Dan Bayas
    (Savoy 628)
NEW YORK—Mr. Edward Wallerstein, chairman of the board of Columbia Records, Inc., this past week announced that the firm is temporarily closing its plant in King Mills, Ohio.

Mr. Wallerstein said the plant closing was due to seasonal factors and to the fact that the company recently expanded its production capacity in Hollywood, Calif., and Bridgeport, Conn.

Columbia this past week continued streamlining operations by dropping Jozef Zimanich, its international recording chieftain, and Paul Apfielder in the kiddle record department. Mitchell Ayres will henceforth govern releases in the international division. The platter has also trimmed its exploitation program, at least for the summer.

OOPS!

Was our face "red." We slipped last week when listing Red Benson's Rainbow recording of "Rosalinda" as Red "Thom-ans," in the Chronicle Music ad. Take a look-see below. We're sure it's correct this week.

THE LUCKY 7 -- NATURALS
Bulls-Eye of the Week

1. "John's Other Wife" Recorded by JOHNNY BOND—Columbia

2. "The Little White House" (With The Little Green Blinds) Recorded by MILT HERTH-LARRY DOUGLAS—Columbia


4. "Brazilian Night" Recorded by DICK THOMAS—Decca, RED ROOKE—Mercury, AL STUART—Embossay

5. "Gin Bummy Molka" Recorded by TEMPTONES—Tower

6. Reissued by Request "Brother Bill" TONY PASTOR—RCA Victor

7. "Tell Me Why" Recorded by ALAN GERARD—National

CHEROKEE-KYODO Music Pub. 1586 B'wy.N.Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
SEE POSSIBILITY OF DISK BAN ENDING AT AFM NATIONAL CONVENTION JUNE 7

Meetings Between Record Industry Council and AFM Executives Continue—Optimism Runs High

NEW YORK — With the American Federation of Musicians National Convention slated for June 7th, at Asbury Park, N. J., rumors pertaining to the possible end of the record ban ran hot and heavy this past week.

It is known that meetings between a recording industry council and executives of the AFM have been continuing, with some noted progress made.

Many in the disk biz boldly predict the end of the record ban stating, “Petrillo knows he is licked.”

This statement was later attributed to the obvious decided interest most recording companies have in importing background music from Europe.

It is also rumored that a tentative plan has been drawn up by officials of Decca Records, and that this plan has been presented to all the major platters and Milton Diamond, attorney for the AFM. The plan is reported to have met with the approval of all concerned, but as yet, has supposedly not been presented to AFM president, James C. Petrillo. The plan in itself is guarded with the tightest measures of “war-time security,” to prevent anybody misconstruing or misinterpreting any portion thereof.

Others in the disk biz view the recent exit of Mr. Eli Oberstein from the top artist and repertoire post at RCA-Victor as one of the possible influencing factors for their optimism. They aver that Oberstein would not have left Victor at this time had the recording ban been drawing to a possible close. Oberstein left RCA-Victor Records last week to head a plattery of his own, and market music backgrounds for the recording industry, should the recording ban continue.

It was learned this past week that no major representatives of the recording companies would be present at the National Convention on June 7th. Meanwhile, diskers both large and small continued investigating into the possibility of importing musical backgrounds from Europe, and later dubbing in voices of popular singers. Since Mercury Records utilized this means of issuing their John Laurenz recording of “Nature Boy,” others in the biz have sent recording experts to Europe to start the ball rolling.

Diskers throughout the country evi- denced falling sales and many were cutting down on operational overhead this past week. The slack in the record business was also noticeable in other allied fields, especially so with the music publishing business.
LARGE MUSIC OPERATOR CONTINGENT OFF TO CHICAGO FOR GALA NAMM SHOW

Diskers, Music Publishers and Artists To Attend

CHICAGO—A large contingent of music operators, who are also record and music dealers are expected here for the forthcoming NAMM (National Association of Music Merchants) convention, to be held at the Palmer House, June 14th to the 17th.

Advance reservations indicate that the NAMM show will play host to one of the largest gatherings ever.

Music op-dealers are coming to witness one of the greatest displays of new merchandise to be exhibited here, as well as meet with many of the record manufacturers who will be attending.

Panel discussions on topics of current interest to all music men will be the highlight of the show, in addition to a gala entertainment program planned.

Wide speculation was voiced by many music operators and dealers over the growing plan for cooperative purchasing, designed to cut down operating expenses and maintain a flowing inventory of record stock.

Also gaining wide talk was the recent action of distributors groups and associations in connection with the dissemination of credit information among music op-dealers.

Music ops evidenced a great deal of interest in this year’s NAMM show. One well noted mid-western operator stated, “I’ve learned a great deal about the operation of a retail store from my music operation. The two-types of business go hand-in-hand, since they are so closely allied. Then again, my dealership profits immensely, from the promotional value of the phonographs I have on location.

“Many music operators like myself have gone into the dealer business. As a matter of fact, I got the idea of placing stickers on my machines telling the buying public where they could obtain the hit records in my machines. I found my location take increased in addition to more sales in my store.”

AMERICA PICKS THE ORIGINAL

DAMON RECORD D-11133

“MY HAPPINESS”

by JON and SONDRA STEELE

THERE IS NO SUBSTITUTE!

DOUBLE YOUR TAKE—DEMAND DAMON D-11133

DAMON RECORDING STUDIOS, INC.

1221 BALTIMORE AVENUE

KANSAS CITY, MO.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Musicraft Records End First Year Under New Leadership In Black

Jack Meyerson Leads Firm To Prime Position Among Indie Diskerlies

NEW YORK — Musicraft Records, Inc., under the able leadership of president Jack Meyerson ended its first year since their re-organization in the black this past week.

The firm which underwent a complete reorganization a year ago, today occupies one of the top spots among independent recording companies.

Meyerson took over the reins of the firm after a period of profound silence, and one in which the position of Musicraft was definitely shaky. When Meyerson took the post of president and director of the platter, he had only eight distributors with him. The firm today now has 35.

Spokesmen for the company point to the great strides they have made in the past year in the sales of the many hit recordings they have had. The rise to fame of such artists as Mel Torme, Sarah Vaughan and Esmereidy was accomplished through their Musicraft recordings. Sarah Vaughan’s discoing of “Everything I Have Is Yours” was the top seller for the platter this past year.

The silence of Musicraft Records one year ago caused a great deal of anxiety and confusion among many Musicraft record distributors. The distrats, at that time, did not know whether Musicraft would stay in business or not. As a result, the firm lost the majority of their distributors.

Meyerson, who plans on attending the National Association of Music Merchants Convention in Chicago is scheduled to stay on in that city for several weeks to continue the firm’s plans for expansion. It was learned that he will go on an extensive sales tour of the mid-west following his stay in Chicago.

In addition to Torme, Sarah Vaughan, and Esmereidy, the platter has maestro Shep Fields, Mindy Carson, Buddy Greco Quartet, King Odom, and Phil Brito under contract, among their headliners.

Report Bogus Disks In Circulation In East-Industry Closely Scanning Situation

NEW YORK—Increasing reports in the East, especially so in New York, regarding the reported appearance of bogus platters have a great many disks very closely watching the situation it was learned this past week.

The platters, which originally were found on the West Coast bear an exact resemblance to “good” disks and reportedly are being circulated in much the same manner.

One well noted music operator, a veteran in the disk business, discovered that several recordings he had purchased did not bear plattery’s usual stampers. It was reported that he checked with the recording company, and an immediate investigation was instituted by the latter, when it was found, that recordings held by the op were not pressed by the diskery. Most bogus platters have been found in the race record field.

King Records Pact Folk Singer Osborne

CINCINNATI, O.—King Records Inc., this city, this past week announced the signing of popular folk Jimmie Osborne to a long term recording contract.

Osborne, who has been delighting his many fans in Louisiana, Texas and Arkansas with personal appearances and radio shows over WRRH, Shreveport, La., inked the King contract recently with his first records due for early release.

First sides for Osborne are scheduled to be “My Heart Echoes” and “Your Lies Have Broken My Heart.”

PARAGON "DON'T LEAVE NOW"

backed by The Standard "DARLING NELLIE GRAY"

by THE PARATONES

on Paragon Record #8037

Great for ALL Locations—Excellent for Race Spots

Order thru your nearest distributor

PARAGON RECORDS, INC.

900 CONNECTICUT AVE. N.W.
WASHINGTON, D. C.

*Paragon—according to Webster “audiot of professor.”

No Replacement Yet To Fill Artist & Rep Spot At RCA—Victor

NEW YORK — RCA-Victor Records continued to remain this past week without an artist and repertoire chief.

Spokesmen for the plattery stated that no replacement has as yet been made to fill the post vacated by Eli Oserstein, who left Victor last week.

It was learned that both Steve Scholes, Victor’s chief of folk and race division and Walt Heebner, Victor’s West Coast artist and repertoire chief were possible candidates for the spot, from within the organization. A committee has reportedly been set up consisting of Scholes and Heebner, Jack Hallstrom, merchandising manager, James W. Murray, record division chief and Richard Fielding, advertising manager for the firm, to supervise recording activities until a new artist and rep chief has been named.
The Cash Box, Automatic Music Section

June 12, 1948

18—PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON 10.3 13.6
CA-15080—KING COLE TRIO
It's the Sentimental Thing to Do
CO-38188—DORIS DAY
It's Magic
ME-5130—FRANKIE LAINE
Baby Don't Be Mad at Me
MG-10193—HAL McINTRYE O.
On An Island With You
VI-20-2873—RAY MCKINLEY O.
You Can't Run Away From Love

19—JUST BECAUSE 10.2 20.9
CO-38072—FRANK YANKOVIC
DE-25376—DICK STABLE O.
Deep Elm Blues
MA-1231—EDDY HOWARD O.
Encore Cherie
ME-6068—SHERIFF TOM OWENS
VI-20-2941—LONE STAR COWBOYS

20—SUSPICION 10.1
CA-15068—JO STAFFORD
Clibbanin' Up For Rain
CA-40109—TEX WILLIAMS
Flo From St. Joe, Mo.
CO-38146—RAY NOBLE O.
Goodnight Sweetheart
ME-5133—FOS CARLING

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

21—MANANA 10.0 35.4 55.2
22—BEG YOUR PARDON 9.7 9.9 31.6
23—MY HAPPI-NESS 9.2 22.1 4.9
24—YOU WERE MEANT FOR ME 8.9 4.2 5.2
25—THOUGHT-LESS 8.8 10.3 14.2
26—I'VE GOT A CRUSH ON YOU 8.2 6.5 4.1
27—BEYOND THE SEA 8.1 1.9 2.0
28—FIDDLE PADDLE 8.0 6.1 1.7
29—TEXARKANA BABY 7.9 — —
30—AIRIZAY 7.2 13.8 4.6
31—WOODY WOODPECKER SONG 6.2 — —
32—SHINE 5.6 20.3 6.9
33—WILLIAM TELL OVERTURE 5.3 — —
34—CONFESS 5.2 8.1 —
35—PEANUT VENDOR 5.1 2.6 4.9
36—MATINEE 3.6 2.9 5.0
37—WORRY, WORRY, WORRY 3.5 — —
38—ROY FROM TEXAS 2.6 — —
39—SUNRISE BOOGIE 2.4 — —
40—ALL OF ME 2.2 — —

Number 1
in the Nation's juke Boxes

NAT KING COLE'S "Nature Boy"
on CAPITOL RECORD No. 15054

FROM THE CASH BOX MAY 29
FROM THE Billboard MAY 29

The Nation's Top Ten Juke Box Tunes
Juke Box Regional Record Report
Hot In Harlem
Hot In Los Angeles
Hot In New Orleans
Hot In Chicago
Disc Hits
Box Score

Best Selling Sheet Music
Best Selling Popular Retail Records
Most Played By Disk Jockeys
Honor Roll Of Hits

Personal Mgt: CARLOS GASTEL • Direction: GENERAL ARTISTS CORP.
Public Relations: WEST COAST—GENE HOWARD
EAST COAST—VIRGINIA WICKS

www.americanradiohistory.com
### MANUFACTURERS' NEW EQUIPMENT

#### MUSIC

<table>
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<th>Model</th>
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<td>AMI B-Standard, Mahogany</td>
<td>$855.00</td>
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#### TAKE-OUTS

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<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>HEYDAY, Model HS-V, W/Platymeter &amp; Rem. Vol. Comp.</td>
<td>$525.00</td>
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</tr>
<tr>
<td>Model W-1, 40 selection Wall Box</td>
<td>$53.50</td>
<td></td>
</tr>
<tr>
<td>Model SM-Large Stepper</td>
<td>$57.50</td>
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</tr>
<tr>
<td>Model SL-Small Stepper</td>
<td>$53.50</td>
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</table>

#### MILLIONS

- **AMI**
- **PACKARD MFG. CORP.**
- **ROCK-OLA**
- **SEEBURG**
- **WURLITZER**

### BILLS

<table>
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<tr>
<th>Model</th>
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<tr>
<td>3255</td>
<td>5c-3-wire</td>
<td>$49.50</td>
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<tr>
<td>3257</td>
<td>Wireless</td>
<td>$49.50</td>
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<tr>
<td>4252</td>
<td>5-10-25c 3-wire</td>
<td>$69.50</td>
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<td>3051</td>
<td>5c-3-wire</td>
<td>$39.50</td>
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<tr>
<td>1213</td>
<td>Master Unit</td>
<td>$70.00</td>
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<tr>
<td>215</td>
<td>Wireless Transmitter</td>
<td>$17.50</td>
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<tr>
<td>216</td>
<td>Wireless Impulse Receiver</td>
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#### CONSOLES

- **BALLY**
- **GROETCHEN TOOL & MFG. CO.**

### PINS

- **BALLY**
- **CHICAGO COIN**
- **GENCO**
- **GOTTLIEB**

### COUNTER GAMES

- **BALLY**
- **JACK N JILL**

### ONE-BALLS

- **BALLY**

### GLASS SIZES - PIN GAMES

- **Bally**
- **Chicago Coin**
- **Exhibit**
- **Gottlieb**
- **Kooney**
- **Marvel**
- **Williams**

---

*All equipment appearing on this page listed only until machines are no longer in production.*
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, Soft Blue.

- Complete new precision built light wood Cabinets expertly finished with perfect fit new aluminum casings.
- Club Handle and Handle Color chrome plated.
- Heavy brass chrome plated etched Reward Plates, 1/5 or 2/5.
- 30-35 chrome Dosemaster or Coin Jack.
- Payoff Cups with anti-spoon Caps.
- Drillproof Plates.

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

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

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with the well known slug rejector and double capacity cash box. Complete program of selections always in full view.

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.

$50.00

THE NEW Music Box

Buckley's exclusive features of AA construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box... equally popular for wall or bar installation.

$29.00

$1250.00

Buckley Manufacturing Co.

4223 West Lake Street • • CHICAGO 24, ILLINOIS

(Phone: Van Buren 6465-37-38-6538)

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

Olde King Cole is a merry old soul,
And a merry old soul is he.
He calls for the game
That carries his name
And enjoys himself royally!

ACTION TO THE KING'S TASTE!

There is no substitute for QUALITY!

2 COMPLETE SEQUENCES! HIGH SCORE! BONUS!
DOUBLE BONUS! ADVANCE BONUS! 6 WAYS TO WIN!
NEW "CROWN" BUMPER Advances Bonus!
NEW "DRUM-ROLL" SOUND EFFECTS!
ORIGINAL FLIPPER BUMPERS!

See Your Distributor

D. Gottlieb & Co.

1140-50 N. Kostner Ave.
CHICAGO, ILLINOIS

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

DISTRIBUTOR IN LOUISIANA TEXAS - ALA - ARK. AND MISS. FOR
THE NEW 1948 BUCKLEY LINE CONSOLE DIST. CO.
1006 Poydras St., New Orleans, La.
Phone: RA 3811
SAM TRIDICO, ROR BUCKLEY "CCROSS-CROSS", BELT; DAILY DOUBLE TRACK 6005; 1948 WALL & BAR BOX.

COIN MACHINE MOVIES FOR REGULAR PANDORAS AND SOLO-VUES REELS OF 8 AND 6 SUBJECTS OUR FILMS GET THE DINES PRICE $3.50 TO $15.00 PER REEL PHONOFILM 3311 NO, KNOLL DR., HOLLYWOOD 38, CAL.

Lieberman Music Co. Succeeds Paster Dist. Co. As Wurlitzer Distributors

Paster Retains Wisconsin-No. Michigan Territory

MINNEAPOLIS, MINN. — Lieberman Music Company, this city, headed by Harold Lieberman, has been appointed to succeed Paster Distributing Company, Inc., St. Paul, Minn., as authorized distributor of Wurlitzer commercial phonographs and auxiliary equipment in the territory which includes Minnesota, Western Wisconsin and South Dakota, according to an announcement by Ed R. Wurgler, general sales manager of The Rudolph Wurlitzer Company’s North Tonawanda Division.

The Wisconsin-Northern Michigan territory held by Paster Distributing Company is unaffected by this change and Paster’s Milwaukee office will continue to serve the music operators in those localities.

Lieberman Music Company, located at 1124 Hennepin Avenue, Minneapolis, will carry a full line of Wurlitzer factory-authorized and equipment. “Complete Wurlitzer sales and service facilities will be available to music merchants in our territory,” states Lieberman. “Our service and sales staff is composed of the best talent in the mid-west, and it is our intention to give the operator the very best attention possible.”

Harold N. Lieberman, president and general manager of the firm, is one of the best known coinmen in the mid-west. He has been active for the past twenty-five years as operator, jobber and distributor. Prior to his appointment as a Wurlitzer distributor, Harold headed the Acme Music Company and the Twin City Novelty Company, and was an officer and director of Bush Distributing Company.

In commenting about the appointment, Ed Wurgler of Wurlitzer, stated, “Music merchants in the Lieberman Music Company territory will find Harold Lieberman’s proven ability in the coin machine field and his extensive knowledge of commercial phonograph operation and distribution of great assistance in the furtherance of their business interests.”

Juke Box A Hero!

PHILADELPHIA, PA.—The juke box played the role of hero in this city and made the lifelong friend of an impending enemy.

Living over a taproom, Mr. and Mrs. James Fitzgerald were in a position where they had to listen to the juke box hour after hour, and if at times they got a little tired of it, even juke box operators wouldn’t blame them. But that is all over now, and the Fitzgeralds won’t mind if the juke box never stops.

They were awakened this past week at a very early hour by the strains of music emanating from the taproom. Charging downstairs intent on murder, Fitzgerald found that a fire had set off the machine which awakened him. As a result the building was saved, and possibly the lives of the Fitzgeralds. From now on the juke box is their favorite musical instrument.
This is it!

Anniversary Issue of
The Cash Box
(Dated June 26, 1948)

Last Minute Closing Date
Thursday—June 17

The Biggest And Best Issue
Of The Year

Back the magazine that backs you all year!  Rush your ad right now!!

The Cash Box
(Publication Offices)
381 Fourth Avenue
New York 16, N.Y.
(All Phones: Murray Hill 4-7797)

Chicago, Ill.
32 W. Randolph Street
(All Phones: Dearborn 0045)

Hollywood, Calif.
1516 Cross Roads of the World
(All Phones: Hollywood 8162)

www.americanradiohistory.com
The Model "A" is for locations requiring a larger instrument, the "B" for spots where space is at a premium.

**SEeks a "MOSES" in POETRY**

AL SCHLESINGER

POUGHKEEPSIE, N. Y.—Looking the coin machine business over, Al Schlesinger, the poet laureate of Duchess County, took his quill in hand and penned a masterpiece that will rate with the best in American letters in time to come.

Seriously, the poem titled "Whither" contains plenty of real good solid thinking, and Schlesinger is to be commended for the effort.

**Whither**

By AL SCHLESINGER

Woe to the poor operator,
Who is beset with many ills,
Business is bad, and he
Is beset with many, many bills

Ten cent play or five for a quarter,
It matters neither which,
He is caught in the middle
And knows no way to switch

Thirty per cent commission, and his
Competitor is on his neck,
So, back to 50-50, it's only
A question of time before the week

The music merchant is hoping,
But who is there to lead,
To get him back on a profitable
Basis before things go to seed?

Postwar sentiment among operators
Was a thing to behold,
For they purchased all new equipment,
And they were very, very bold

Those who remember pinball
That was born of a depression,
Good old times at conventions,
When operators really had a session

Postwar shows are different,
They smash of the devil,
Where operators are hustled
Instead of making revel

All the optimistic declarations,
Have been worthy of a sneer.
The bubble has burst, and we
Are all filled with fear

Stock market prices are soaring,
And everything is going up.
The good old nickel is dying,
As we soberly fill our cup

Are machine prices inflated?
If so, what happens to us?
Can we continue doing nothing?
Or—should we catch the right bus?

What group, manufacturer or organization
Can put us on the right trail?
For not to make an effort
Would be catastrophic if we all fail!

Who and where is this Moses,
Who will take us by the hand,
Bring us out of this dilemma
FOR WE ARE READY TO FOLLOW
THE BAND.
NORTH TONAWANDA, N. Y. — While the general public may not realize it, calendars are prepared at least a year ahead. The Rudolph Wurlitzer Company, this city has been working on its 1949 juke box calendar since the fall of 1947, and at this time is just about completing the job.

"The Wurlitzer calendar will be a six page unit, 12 x 21 inches in size" explains Ed Wurgler, general sales manager. "Two months will be covered on a page containing a complete set of phonograph play-promoting illustrations in full color. No actual phonograph is shown—a bit of smart thinking that adapts the calendar to use in any location regardless of what phonograph model they have. They are sold at cost to Wurlitzer music merchants, and imprinted with their names. The 1949 Wurlitzer calendar excels in utility, beauty and sheer play-stimulating power any we have ever seen used by music merchants in the past."

Pictured above is Harold Feltz, art director of Landsheft, Inc., advertising agency for Wurlitzer, and A. William Landsheft, agency president, as they approve finished art work for the 1949 juke box calendar.
EDITORIAL COMMENT: Included in Rock-Ola Manufacturing Corporation’s bulletin “Rock-A-Grams” to its distributors, was a brilliant article by J. A. (Art) Weinand, sales manager of the phonograph division. Word started getting around, and column were enthusiastic in their praise. We believe all coinmen—all over, should read the article carefully and put this very sage advice into action immediately.

There was a man who lived by the side of the road and he sold hot dogs. He was hard of hearing, so he had no radio. He had trouble with his eyes, so he read no newspapers.

But he sold good hot dogs. He put signs up on the highway telling how good they were. He stood by the side of the road and cried: “Buy a hot dog, Mister?” And people bought.

He increased his meat and bun order. He bought a bigger stove to take care of his trade. He finally got his son home from college to help him.

But then something happened. His son said, “Father, haven’t you been listening to the radio? Haven’t you been reading newspapers? There’s a big depression on. The European situation is terrible. Everything’s going to pot.”

Whereupon the father thought, “Well, my son’s been to college, he reads the papers and listens to the radio, and he ought to know.”

So the father cut down on his meat and bun orders, took down his advertising signs, and no longer bothered to stand out on the highway and sell his hot dogs. And his sales fell off almost overnight.

“You’re right, son,” the father said to his boy. “We certainly are in the middle of a great depression.”

COMMENTS:

If you will just compare the above little story with the talk that is now going on in the coin machine trade (and believe me 90% of it is just talk) we find that the coin machine trade is talking itself into the dog-gonitest depression during the greatest era of prosperity in the history of the United States. Let’s start a campaign of talking about some of the bright things in this business instead of the other way around.
MFRS. AT CMI MEET LAY PLANS TO HELP BOOM BIZ

Hold Two Meetings To Plan Ways and Means To Help Coinbiz Enjoy Boom Biz Again

Becker Moves To New Offices

NEW YORK—Ben Becker, Ben Becker Sales Company, regional distributor for Bally Manufacturing Company, moved to new offices this week at 615 Tenth Avenue, this city, right on the corner of Tenth Avenue and 44th Street.

Altho Ben covers a large territory for all Bally products, he's a little unhappy. Listen to him moan: "Bally's new five-ball 'Rancho' is a great game—with a startling new playing feature that would be a sensation in New York City, and a condition exists where I can't sell any here."

However, that isn't stopping Becker. He leaves this week-end on a trip in which he will cover his complete territory. "I guess I shouldn't complain," he sighs. "Operators outside of the city will be on my neck for quick and quantity deliveries as soon as they get a peek at the game."

Automatic Phono Dist. Co. Showing Clicks

CHICAGO—Mike Spagnola and Phil Weisman, Automatic Phonograph Distributing Company, celebrated a double event with the showing of the new AMI Model "P" phonograph—the arrival of the new model and the opening of their new offices and showrooms at 806 North Milwaukee Avenue, this city.

For two days the AMI distributors hosted over two hundred music operators from their territory. In addition, representatives of the factory, officers of Coin Machine Acceptance Corporation, and recording artists were on hand to join in the celebration. One of the busiest recording artists to show up was Hal Derwin, Capitol star, who handed out autographed copies of his latest recordings.

"That's the way to start off a new model," beamed Spagnola. "New offices, plenty of guests having fun, and most of all—plenty of nice big orders."

(Photo on Page 12.)

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

**Comedy Sketches On “Slot Machine Age”**

**NEW YORK**—A feature item appears in the current issue of **This Week**, a supplement magazine section of the New York **Herald Tribune**, Sunday edition, highlighting in comedy sketches what they call the “Slot Machine Age.”

Headed by a small drawing of a man inserting a coin in a gum machine, the artist, Charles Pearson, then elaborates with six larger drawings of comic and “Rube Goldberg” types of vending and service machines.

The first is called a “Concessionomat” in which a machine takes care of baseball fans. A half dozen arms appear extending from the machine showing a hot dog into the customer’s mouth, mustard is automatically smeared on the dog, he gets a score card and a bottle of milk, and another arm pushes a bag of peanuts into his coat pocket.

The second illustration is an automatic shoe salesman. A vacuum pipe shows off the shelf and then a ferris wheel arrangement brings them down to a woman customer seated in front.

The next drawing is a “Valetomat” which the author insists will replace the old-fashioned barber. A bedraggled and bewhiskered gent climbs into the machine and when he comes out of the other end is all spruced up.

A “Lighter-Fluid” dispenser comes next. All a customer has to do is stand in front of the machine, insert a coin, and he gets his lighter filled up, his eye glasses sprayed and cleaned, his wrist watch wound, and a hat cleaner appears from the top of the machine and cleans his hat.

The artist appreciates the fact that machines may break down, showing a customer knee deep in vitamins, and the machine still pouring them out.

The best gag is the sketch showing what happens to a chiseler who inserts a slug. An arm shoots out of the machine and grabs him by the neck, a water pipe pours gallons of water on his head, and a shoe springs from the floor, kicking the culprit in the seat of the pants.

**Winters New Distrib.**

**For Wurlitzer In Maryland & Wash., D. C.**

**BALTIMORE, MD.**—The Winters Distributing Company, this city, has been appointed authorized distributors of Wurlitzer commercial phonographs and auxiliary equipment for the state of Maryland and Washington, D. C., territory, according to an announcement by Ed R. Wurfler, general sales manager of The Rudolph Wurlitzer Company, North Tonawanda Division.

President of The Winters Distributing Company is Charles W. Winters, a leading Baltimore businessman. George W. Rokos, formerly associated at Baltimore with Harvey Distributing Company, and with many years of sales and administrative experience in the automatic phonograph business, has been announced as manager for the firm.

The Winters Distributing Company will maintain offices and showroom at the established Wurlitzer distributing headquarters, 921-23 St. Pauls Place, Baltimore. A completely stocked parts and service department will be available here for the music operator.

In making the announcement of the new distributing firm, Wurfler stated, “Because of his executive ability and his successful sales and administrative record over many years, Charles Winters is extremely well qualified to head up the Wurlitzer distributing organization in the Maryland territory. Music merchants in this area can look to The Winters Distributing Company for friendly cooperation and expert advice and assistance in the profitable operation of their business.”

---

**Genco's Mardi Gras**

**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.
Chicago Coin
MACHINE CO.
1721-25 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS • BITTERSWEET 4800

AN OPEN LETTER TO ALL OPERATORS

Operators and Distributors look to us as manufacturers to provide the stimulus, the "shot-in-the-arm" that our industry needs to put it back on the road to profits. Constant cries of "NEW," "NEW," and "MORE NEW" are reaching us. Our company, Chicago Coin Machine, has pioneered in an effort to bring you "NEW" ideas for your customers. Higher scores, bonus build-up holes, bonus roll "down 'n' up" lanes, and electrically controlled Flippers are but a few.

Now we are proud to present to you our latest achievement, one which we believe will have the same effect upon the industry as did Kilroy, another Chicago Coin great. We proudly and timely present "SPINBALL."

Combined with all of the other proven fixtures, "SPINBALL" features the "Spinning Bumper," a disk of metal and rubber, revolving at the terrific speed of 2400 revolutions per minute. This "Spinning Bumper" driven by an electric air cooled motor, gives the ball an unbelievable speed upon contact. They zoom and whiz around the playing field, twisting and spinning, and running up high scores. The flippers are so placed that they can be used to send the ball to the "Spinning Bumper" time and time again. We have combined speed and action to bring you the finest game on the market. A game that will appeal to all.

"SPINBALL" is in the hands of your distributor. Ask to see it today. We know you'll like it.

Sincerely,
Samuel Wolberg
Samuel Gensberg
Chicago Coin Machine Company

JOBBERS....DISTRIBUTORS
LIST YOUR FIRM NAME IN THE "CMI BLUE BOOK"
The Place Where Everyone Looks Before They Buy—Sell—Or Trade Used Machines
THE GREATEST ADVERTISING "BUY" IN COIN MACHINE HISTORY!!

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 5¢ 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 5¢ per word. In the same issue, your ad appears under your name. List of the Coin Machine Industry...the GREATEST BARGAIN EVER OFFERED...don't even hesitate, mail today!!!

$500 ONLY PER MONTH

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

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

www.americanantiquarian.com
New York Pinball Bill Deferred As Amendment's Proposed


NEW YORK.—The proposed City Council bill prohibiting the operation and maintenance of "gamming" devices, directed at pin ball games, was introduced to the Council on Tuesday, June 1, but action was deferred after the General Welfare Committee proposed an amendment. The amendment has little effect on the original bill as far as the coin trade is concerned. It would permit the use of pinball and bagatelle machines in places where no charge is made, such as private homes, etc.

Under Council rules the bill must now lie over for at least seven days, but we have on good authority that the bill won't be brought back to Council until June 15. Committees who have been studying the proposed legislation are of the opinion that practically every game with a coin chute will be outlawed with the exception of skee ball alleys. Arcade, being licensed under common show will continue, but arcade owners are uncertain about just what equipment will be permitted to run. If the bill is passed, they point out, they will be on thin ice continually, as their equipment can be judged a violation of the law, at the whim of any officious city official. The legislation prohibits the possession, sale, advertisement and operation of "gamming" devices, and "gamging" devices are defined as any game including an "element of chance."

Legal opinion is that the bill is in violation of the constitution, but it would entail a lengthy and costly court battle to determine this fact. Meanwhile, the Supreme Court case of four leading coin companies against the City, asking a permanent injunction restraining the police from molesting the machines, is scheduled for June 7, but we understand the lawyers for the coin companies will seek a postponement to June 9. It is believed that the Corpora-

Billig Joins Sales Staff Of Economy Supply

NEW YORK—Herman Billig has joined the sales staff of Economy Supply Company, according to a report of Joe Mun-

Bally’s “Triple Bell” in Production Two Years

CHICAGO — George Jenkins, vice president and general sales manager of Bally Manufacturing Company, was in a jubilant mood this week as he announced that Bally's "Triple Bell" was introduced to the coin machine industry yesterday and has been in continuous production ever since.

Jenkins describes “Triple Bell” as a bell-console with three coin chutes which permit three coins to be played every spin of the bell-fruits red. It offers the players a wide range of awards, Jenkins said, including coin-combination—Nickel, Dime or Quarter.— "What makes everyone here feel wonder-

THE CASH BOX when answering ads—it proves you're a real coin machine man!
FOR SALE—Pinballs and rolldown games. Wood or steel ball rolldown machines. Also, jukebox machines in good condition. Please call Betty Bell; 5c tell us what you need and what you want to pay. We'll meet the price. (Code #612921)

FOR SALE—10c Drillproof Bonus; 10c Black Cherry; 5c Jewell A-1 Chrome Bell, like new ready for location. (Code #612922)

FOR SALE—Slot machine operation in Western legal territory. 30 machines. Expansion unlimited. Best deal for live operation. (Code #612924)

WANT—Bally DelUXe Draw Bells; Bally Special Entry and Jockey Special. FOR SALE—Scales: 6 Mills Modern Loboy; 4 Jennings Loboy; 2 Rock-Ola Loboy; 6 Rock-Ola DelUXe Loboy; 2 Mills Jumbo Console Slots; 6 Mills Jumbo Parlay 5c play cash payout; 1 Mills post-war vest pocket 5c play like new; 1 Exhibit Longchamps Free Play 5c. Make offer. (Code #612906)

WANT—Interested in buying juke box route in Brooklyn. Send all details. (Code #612920)

NEW and used Wall Boxes, Adaptors and Speakers; Twin Mini Ex. Adaptors for Rock-Ola; Mills, Jennings Free Play Mint Vendors; any 25 cycle equipment. (Code #612924)

FOR SALE—Operator in Upper Michigan and Wisconsin's tourist area desires to retire from phonograph and pin business. Will include entire route for the little remaining balance on equipment. Exceptional opportunity. (Code #612945)

FOR SALE—28 Music stops, Nassau & Suffolk Counties, Long Island, assorted equipment. (Code #612914)

FOR SALE—Following are going to highest bidder, regardless of price. Gun: 2 Tommy Guns; Shoot Your Way To Tokyo; Bally Eagle Eyes; Tail Gunners. Pin Games: Arizona; '41 Majors; Keep 'Em Flying; Towers: Lite Cigar; Hit the Bullseye. These machines, need some slight repairs. WANT—Balls for Genco "Magic Roll", these are the lightweight hollow steel balls. (Code #612946)

FOR SALE—Five balls, Premier Barrel Rolls. WANT—one ball. (Code #612009)

FOR SALE—Mills Blue Fronts; Jennings Bronze Chiefs; Watling Rolatop; assorted boards; pellet boards and cabinets; Ips; Watling Scales. (Code #612913)

FOR SALE—4 Strikes 'N Spares. (Code #612933)

NEW and used: 5-147s Seeburg phonograph like new in original crate; a free standing site; 10¢, 25¢, 50¢; 1 Model 900 Wurlitzer, clean. Each piece of equipment guaranteed. (Code #612905)

FOR SALE—Route of 20 Kunkel Popcorn Machines located in New York City. Sacrifice. (Code #612927)

FOR SALE—or trade. Rockets, Ballybooos, Big Leagues, Mutoscope Machines; Coin Operated Radio's, change. (Code #612908)

FOR SALE—Wurlitzer 71 counter model with stand, new trays; Wurlitzer Colonial phonie, like new; 1 Baker's 25¢ Pace Race; 5c, 1c and 25¢ Mills Black Cherry; 5c Mills Golden Falls. All in good condition. (Code #612942)

FOR SALE—At your price. 13 Pacific Electron coin operated typewriters, A-1 condition guaranteed; 2 Santa Fe Coin operated Radios, 1 console, 1 table model, new, never used. (Code #612906)

FOR SALE—1 Personal Music Studio, complete with distribution panel, timing control unit, studio amplifier, junction box, 20 Melody Lane wall boxes and 1 location amplifier. Cost $215.00. Practically new, make offer. (Code #612926)

FOR SALE—One of the best phonograph routes in the North-west, 40 machines, approximately 50 in good condition. 10¢ & 25¢ Seeburgs, 2 Packard Manhattan, S 47 & 48 Seeburgs, 2 Packard Manhattan, S 47 & 48 Rock-Olas and about 40 other phonographs. Everything on location. No competition. (Code #612912)

FOR SALE—Route of 40 music machines with 28 wall boxes. Located in large, expanding North Louisiana City. Operation with stores, etc. Approximately 30 machines can be run in 15 years. Equipment is over 50% post-war, and consists of Seeburgs and Rock-Olas. (Code #612938)

FOR SALE—Full view Panorama A-A shape; Wurlitzer 7000 cheap, looks like new. Will sacrifice Exhibit 1c card vers. with cards; 2 Master Gum Vendors, 125 lb. 1½ inch bubble gum; 6 Clay Trays, Pre-war games with Sippers, very cheap. WANT—Panoramic film soundies and new game close outs. I need used Wisconsin, Singapore, Tropicana, Hawaii, Tropical, Cyclone, Exhibit Ping Pong. (Code #612928)

FOR SALE—Rockers 6s and 9¢. (Code #612910)

WANT—Coin operated radios. State make and price. 2 hour time cannot be. Also are broken pinball and pinball machines, either 5¢ or 1¢. Also Card Vendors, all unsan- guine. Will also consider vending machine routes. (Code #612934)

FOR SALE—Going for the best offer. In good mechanical condition. 2 Wurlitzer counter models years 1939, 1941; 1 Rock-Ola 702, Mills; (Code #612925)

FOR SALE—Mills Black Cherry Bells Originals one cherry payout 2/5, 5¢ play; Jennings Silver Moon Totallizer Free Play; 12 lc Watling slots; 1c Melon Bells. (Code #612902)

FOR SALE—Phonograph and Pin Ball route. Northwestern Wisconsin area. Cash paid in 10 days. Majority of machines in city of 60,000 population. (Code #612926)

FOR SALE—1947 Columbia Bells, interchangeable, used, cherry; all makes five-ball FP pin games pre-war at give-away prices; 1 Super Bell, comb., 5¢ play; 1 Club Bell, comb., 5c; 1 Club Bell, comb. w/button, 5c; 1 Face's Reels Jr., P.O. 5c; 1 Face's Reels comb.; 1 Face's Reels 6c; 1 Shoot-Your-Way-To- Tokyo. (Code #612901)

FOR SALE—Model "A" AMI, 1947 phonos. Used only 6 months. Am selling out. Make your highest offer in first 2 weeks. (Code #612944)

WANT—Used route records, pay top prices, plus freight. (Code #612917)

FOR SALE—5 Aircons in good shape; WS-Z2 Seeburg Wireless Wall-O-Matics with 7OL7 tubes and good covers. (Code #612910)

FOR SALE—Music Machine and Pin Ball Route. About 125 machines, 40 wall boxes. Best locations in territory. 3 good route men and mechanics. 2 new trucks, nice office with warehouse, cheap rent, close to St. Louis mining territory good towns. Mostly Wurlitzers and latest tables. Grossing 10,000 monthly, can do much more. Would consider trade of good Tourist Court. (Code #612937)

WANT—Used 9 Ft. Bank Balls and Bally Bowlers. (Code #612941)

WANT—Drink Machines, any condition. Also need Rowe cigarette machines; Mutoscope 1c Movie Machines and reels. (Code #612910)

FOR SALE—1947 Penny challenger Target Guns; 1 South Pow; 1 Super Liner; 1 Seebreeze; 50¢ Columbia pistachio and 25¢ Columbia pistashio; 25¢ Mills Goldrich and 25¢ Mills Goldrich; 25¢ Mills Goldrich. (Code #612918)

WANT—Brand new merchandise, packed for export. WANT—Small machines for export. (Code #612915)

FOR SALE—Watling 500 Series Guesser Sealer. Looks like new, real money maker. Price reasonable. (Code #612904)

FOR SALE—7 Mills Silver and Gold 5¢ vest pocket bells, used less than 60 days. Also $2,000 worth of punch boards Going out of business. (Code #612998)

WANT—Used Blue Frats, Brown Fratons, War Eagles, Cherry Bells, Golden Bells. Send lists and prices. (Code #612988)

FOR SALE—5 units of AMI Hostess Equipment (50 stations) in perfect running order. No reasonable offer refused. Rewards and record reels included. (Code #612907)

FOR SALE—30 station Automatic Hostess in good shape. Complete studio and subscriber equipment. Will sell to best offer. (Code #612915)

FOR SALE—Brand new Personal and Solotone non-selective machines. These are the best and the latest. Absolute sacrifice. Name your own price. Write quick. (Code #612902)

FOR SALE—Hi Hands; Club Bells; Super Bells. Cheap. (Code #612913)

FOR SALE—Seeburg 5c Wall-O-Matics; 5/10c 2¢ Bar-O-Matics; Wurlitzer Twin 12 Packard Adapter; Model 100 Wall Boxes; Model 501 Bar Boxes; Packard Boxes; Heavy Hitters; Aireons Boards; Fairs; Suspense; Spellbound; Dynamite. (Code #612907)

FOR SALE—9 Victory Specials; 1 Special Entry; 3 Jockey Specials; 1 Gold Cup. Very clean, perfect condition. (Code #612936)

FOR SALE—A1 bargains. Cigarette and Candy Vending machines. All makes, models, lowest prices. What have you to sell. (Code #612919)
WANT—To Purchase for export shipments—Model 1015 Wurlitzer, 1946 AMI’s 146 and 147 Series, complete, late price and condition in first letter. BADGER SALES CO., INC., 225 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT—Used juke box records. Highest prices paid. Unlimited quantity—year round. Compare DAVI LOWY before selling your records. We pay freight. Call, Wire, Write FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: Un 2-1234.

WANT—New 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, O.NT., CANADA, Tel.: Han 4221.

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 new or good condition. MURRILL AMUSEMENT CO., 400 WATER ST., PORTSMOUTH, VA. Tel.: Portsmouth 2225.

WANT—Operators! We have a large number of Pay Off Consoles—various makes—from $20 up; all in good working condition. Also Slots, Pin Balls and Music. We will be underbold. Tell us what you need and be sure to get our prices or we will not have a deal. C. & M. SPECIALTY CO., 832 CAMP STREET, NEW ORLEANS 13, LA.

FOR SALE—Operators! We have a large number of Pay Off Consoles—various makes—from $20 up; all in good working condition. Also Slots, Pin Balls and Music. We will be underbold. Tell us what you need and be sure to get our prices or we will not have a deal. C. & M. SPECIALTY CO., 832 CAMP STREET, NEW ORLEANS 13, LA.

FOR SALE—5 Ball Baffle Cards, Kilroy $55 ea.; Play Boys 79 ea.; Streamliners $20 ea.; Sky Blazers $15 each. All above and more. Send check or money order. C. M. & C. INC., 315 POYDRAS ST., NEW ORLEANS, LA.

FOR SALE—Selling Out! Brand new and used Steel Ball rolldowns Games and Wood Ball Rolldown Games. Tell us what you need. Write, or call, us at /o The Cash Box, 381 Fourth Avenue, New York 16, N. Y.

FOR SALE—5 Ball Pin Games. All thoroughly reconditioned, cleaned, rails refinished, packed in good cartons. At $25: Sporty, Blondie, Big Town, Formation, Big Chief, Crosswise. $23: Four Roses, Hazard, Winning, Yorkie, Ten Spot, ABC Bowler, Flat Top, Chuckey, Wild Fire. At $35: Towers, Show Boat, All American, Sky, Super, Crown, Cy, Club, Dixie, Clover, Hi Hat, Champ, School Days, Laura, Legionnaire, Venus, Seven Up. At $45: Surf Queen, Show Boat, Surf Queen, Surf Queen, Surf Queen; Big Chief, Surf Queen, Surf Queen, Surf Queen, Surf Queen. Immediate shipment. 1/3 deposit, balance COD. 5 W. F. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE—New Black Cherry and Golden Falls Case Assemblies for $40 each. Each Assembly consists of Castings, Wood Case, Club Handled, Prolific Crown Award Card, Jack Pot Glass, etc. completely assembled and packed in individual carton. Write us for list of prices on new, used and relisted machines. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel.: 1312.

FOR SALE—10—616 Wurl. $75 ea.; 2—600R Wurl. $150 ea.; 1—1940 Rock-Ola C.M. $90; 3 Seeburg Mayfair $150 ea. 2 Seeburg Regals $175 each. All above machines in excellent condition. C-XEL NOVELTY CO., 1929 W. TIoga ST., PHILADELPHIA, PA. Tel.: RA 5-8705.

FOR SALE—The Biggest Show In Town Is Always At Crown, Rally Victory Specials $120; Victory Derbys $135; Daily Races $195; Sunny $135; Dumpty Dumpy $140; Silicon music $140; Bermuda $140; Tropicana $153; Hawaii $105; Mexico $95. These machines are excellent and the prices are right. 1/3 Deposit required, balance COD. CROWN NOVELTY CO., INC., 920 HOWARD AVE, NEW ORLEANS, LA. Tel.: Canal 7137. Nick Carabajal, Gen. Mgr.
FOR SALE—Williams All Stars used but very clean $275.2 Photometrics, inside lights, reconditioned, good condition $325 ea.; Sporclin, brand new $175 ea.; this is a very good arcade piece. KING MACHINE EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE—Territory closed,явление на Flat Tops. B Pace Reel, Sr. 5c, Sr. 25c; 6 Pace Saratoga 3c Sr. 25c, bally Skill Time # 7 head $50 ea.; Keeley 4 way Super Bell 5-5-3-25 $90 ea.; 2 Mills Four Bells 5c ea. HY-C MUSIC COMPANY, 1415 NORMAN STREET, MINNEAPOLIS 4, MN. Tel.: AT 8577.


FOR SALE—Marvelous up to the minute money makers, very low prices, rebuilt like new, with flippers. Kilroy $49.50; Playboy $49.50; Carousel $75; Hawaii $75; and Bonanza $119.50. All MFG. $149.50. All the games are the finest money makers on the market. SILENT SALES COMPANY, 200 ELEVENTH AVE., SOUTH, MINNEAPOLIS 15, MN. Tel.: Geneva 3645.

FOR SALE—30 Stands $12.75 each; 35 Black Cherry Bells, original (se) $125; 10c, $135, 25c $155; 3. 1948 Walgings 5c $90; 7 beautifully rebuilt in new Golden Falls Cabinets with new machine guarantee $135 each; 6 Pace Contos, completely refinished $75 each; 2 1948 Galloping Dominos, beautifully finished $225 each. MAR-MATIC SALES COMPANY, 48 WEST BIDDIE STREET, BALTIMORE 1, MD.

FOR SALE—Popcorn machine route of 20 Kantkels on location in New York City. Good income. Sacrifice, BOX #199, THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE—15 Supercorse, 5-balls $30; 10 Big Leagues, 5-balls $20. 3/4 Deposit, balance C.O.D. EARLS NOVELTY SERVICE. CROWLEY, LA.

FOR SALE—Seeburg 5-10-25 Bar Boxes. Close out 2$25, good condition. AMERICAN VOLUME MFG. COMPANY, 1606 GRAND AVENUE, KANSAS CITY, MO.

FOR SALE—Specials on perfectly reconditioned used machines: Ballyrinas $147; Topiicanas $125; Masabrians $145; Nevada $135; United Caribbean $150; United Wisconsin $165; Virginia $165; Bally $125; Lucky Stars $75; Hawaii $75; Triple Actions $138; Trade Winds $160; NEW YORK MFG. NOVELTY COMPANY, 115 MAGAZINE ST., NEW ORLEANS, LA. Tel.: Canal 5906.

FOR SALE—ART Challengers and Model F Targets. Single $22.50. Lots of five $75. or more $200. EDORDF SUPPLY COMPANY, 541 S. DEARBORN STREET, CHICAGO 3, ILL.

FOR SALE—Gottlieb Humpsy Dumpty $130; Gottlieb Robin Hood $140; Gottlieb Cinderella $150; Exhibid Banjo $150; Seeburg 1938 phonos, remote control $575; Seeburg Hitone 9800 ES $150; Seeburg Mayfair newly refurbished, new plastics $150. Seeburg original speakers $10 ea. ANTHONY HIRT, 2303 NO. 11TH STREET, SHEBOYGAN, WIS. Tel.: 5619.

FOR SALE—Mills Original Black Cherries, late serials, 25c $139.50 each; new. ADVANCE MACHINE MFG. CO., 1606 GRAND AVENUE, KANSAS CITY, MO. Tel.: 4605.

FOR SALE—Dennis 12c Junior $120; De Lennix $140; 10c, $36; 25c $40; Fire Trucks. 2 10c $149.50 ea.; Jennings Bronco 10c $125.90; 2 Jennings Challenges 5/10c and 5/10c like new $375. Watling's AMUSEMENT COMPANY, 1000 PENNSYLVANIA ST., EVANSVILLE 10, IN.

FOR SALE—Brand new in original cartons: 8 Davyl Skill Thrills, 1 Mexican Baseball, 1 Oomph and 1 Best Hand. All list for $59.50 ea. Will sell all for $27.50 ea. 3 Rock-Ola W. B. B. Reels. Kelly style for $60. WILLIAMSPORT AMUSEMENT COMPANY, 323 HEPBURN ST., WILLIAMSPORT, PA. Tel.: 2-5326.

FOR SALE—Walling 10c Roi Top $25; Mills 5c Cherry Bell $50. Look model Roll Top $82; Col-Ed $40; Silver Streak $40; Cross Fire $35; Sea Isle $50; Colebine $35; Tornado $50; Baffle Card $25; 4 Balls $45; Keeney Bonny Super Bell 5 25c $450; Bernada $30; Tally Ho $25. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, CT. Tel.: Bp. 750.


FOR SALE—300 Northwesterns ft 33 Ball Gun Machines at $5 ea. 300 Northwesterns ft 39 adapted for Ball Gun at $6 ea. PENNY KING COMPANY, 1037 E. WARRINGTON AVENUE, PITTSBURGH 16, PA.

FOR SALE—Like new, packed for shipment: Hy Rolls $165.90; Bing-A-Rolls $229.30; Advance Rolls $95; Lite Leagues $49.50; Strikes N Spares $60 ea.; $45; Balloons $115. 1st class condition, not N.Y. C. games. NATIONAL NOVELTY CO., 183 E. MERRICK ROAD, MERRICK, L. I., N. Y. Tel.: RT-Fort 8320.

FOR SALE—Due to expansion in other lines will sacrifice 10 pop machines. Daily guaranteed. Slightly used. $100 each. E.O.B. SYRACUSE, N. Y. N & N AMUSEMENT CO., 526 BUTTERNUT ST., SYRACUSE, N. Y.

NOTICE—Music Operators. Motors rewound $5.50; Wurlizer country $25.00. Eight spacious boxes $66. BILLY PHO TO MOTOR REPAIR, 5974 EMERALD AVE., CHICAGO 21, ILL. Tel: E6wood 8192.

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

PARTS & SUPPLIES

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 machine run a line or buy out with. BILL'S 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 10c screen; $24; Mazda bulbs, No. 47, $40 per 1000, No. 48, 44, 46 and 47, $4.50 per 100, No. 41 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; Balls; Scoring Units; Coils; 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—Tubes: 6DC 29c; No. 80 42c; No. 533 38c; 65J 45c; 67 66c. Other tubes 60% off list. ENGLISH SALES COMPANY, 620 W. RANDOLPH STREET, CHICAGO, ILL.

FOR SALE—Pin game glasses in case lots $1.95 each & up. Send for catalogue containing thousands of parts. JOE MUNY, 615 TENTH AVENUE, NEW YORK, N.Y. Tel.: P-Plaza 7-2175.

FOR SALE—To obtain the finest in tone quality and the longest possible life in record wear, use the Record Miser, featuring the General Electric Pick up. Completely with pre-amplifier and electric cut off at $23.75. Write for quantity discounts. ADVANCE MUSIC COMPANY, 1606 GRAND AVENUE, KANSAS CITY, MO.
To give some idea of what the public wants these days are the newspapers reports regarding Memorial Day events. Seems that the big league ball parks attracted 337,776 fans and the horse tracks pulled 345,957 people to watch the bangtails do their stuff. Maybe there ought to be more baseball and horse racing games in an entertaining way? At least, the figures are large enough to make you believe that there is a public for it. In fact, and from all indications, the public are willing to "spend more" for these sports, too. Race track attendance was heavier than Memorial Day last year and the mutuel handle was higher. People invested over $10,000,000 betting on their favorites. And, by the way, another 175,000 people were out to see Mauri Rose win the Indianapolis race—so maybe there, too, is another angle. Baseball's 337,776 is an all time high record.

From Poplar Bluff, Mo. the UP reports that Frank Burton, 60 year old druggist, "still thinks it's rather silly to put a nickel in a juke box." Burton, this famed press service reports, was the first man to bring a juke box to Mo. about 20 years ago. Claim is that Burton thought so little of the machine, after he located it, that he didn't go near it for a week. When he did at last drop around, he found over $55 in nickels in the phone. "So," UP reports, "he became interested in juke boxes quickly." And adds, "But he still thinks it's silly." 

Lindy Force of AMI rushed down to Memphis where he will sign up Southern Amusement as their distrib for the state.... Lindy is of the belief that this will bring bigger and better sales to AMI. In the meantime, excess at the Grand Rapids factory of AMI, report that they have been able to "make a dent" in the number of orders they received for the new model "B".... Paul Jock of Indianapolis reports that P. J. Distrib. Co. has been dissolved. Paul will carry on, tho, under the name of Arrow Distrib. Co. and, at present, has temporary offices at the Andlers Hotel. He's out every day, they tell us, seeking a brand new location. 

B. Richardson of Pioneer Distrib. Co., Charlotte, N.C., popped into town asking AMI to "start shipping those model Bs as fast as possible." Here's hoping Richardson got as much as he wanted....John Neise of O. D. Jennings & Co. quite pleased with the "distinguished" visitors the firm had this past week. Among them, Hugh Burras of Garfield Novelty, F. Berganson and Fred Anderson of the Hoosier state. John reports that things "are moving ahead at top speed"....Ed Halifield of Dixie Coin, New Orleans, La. also around town and trying to get to see "everything" he possibly could while he was here. Anyway, Ed found Chi a lot cooler than Nola.

Pahility of action, believe you me, over at Williams Mfg. Co. with "Yanks" clicking bigger than almost, any game Harry Williams ever put together. The boys here are at their wits end trying to figure out how to ship everyone banging the longdistance phone these days, as many games as demanded. Skeet Moore just dashing from one floor to the other and pleading for more and more. Sammy Sears walking around the place with his sleeves rolled up and big smile on his face. And Harry buried somewhere in the production department "trying to help get them out." 

Sam Taran in from Miami, Fla. and getting around the town about as fast as anyone ever did. Sam is one guy you can depend on to learn what's what. By the way, Herman Paster in from St. Paul and making arrangements for some nice, big shipments we hear. Can't hold this guy down for even a second—and he gets his back to the floor at the last minute. Sammy Sears walking around the place with his sleeves rolled up and big smile on his face. And Harry buried somewhere in the production department "trying to help get them out." 

We hear that Morrie Ginsberg isn't feeling as good as he should be these nice, warm days. Hope this finding him feeling much, much better. But, Eddie, they tell me, "the same old guy with the same old zip." So what Morrie don't do—Eddie surely will.... Gordon Sutton of Illinois Simplex left for Cross Lake, Minn., where all the Wurlitzer guys are meeting and will probably come back looking more fat and healthy than ever—after that grand rest—with a grand gang of guys all around and about him. Hope nobody tries to play football and tackle this guy in one of those 10' by 10' rooms.... From the hush-bush around the Chinol plant they're soon going to announce a very thrilling new feature on their newest 5-ballier. Test locations have proved this to be a honey.

Mrs. Edward Phillips (better known to all you juke box ops in the Windy City simply as "Lois") of Illinois Simplex, has left the coinbox for a while—to welcome what, the boys hope, will be on "Cold, we pooped's everything" of office box annas excess around town very shortly when the National Executive Committee holds its big meet here. George A. Miller, chairman, from Oakland, Cal., will be on hand to greet the men from all over the country who will attend to hear some very important news....One of the boys from Buffalo, N. Y., advises that they need some good help here. Seems a bit of a crusading has upset their deal. And case was lost in Rochester, N. Y., court with ops now asking Buffalo judge for permission to take case up the ladder to Supreme Court in Albany. Meantime, the boys are trying their best to get everything straightened out.

Missed Myer Ginsburg of Genco by the flash of an eyelash this past week—had just trotted out to lunch with a couple of guys when we arrived....News from one of the boys in Detroit is to the effect that "Everthing going along okay. Believe that there will be a nice summer for the men who have resort spots in Michigan vacation country." By the way—the few machines we used to see at Detroit's Willow Run airport have now grown into a full-fledged arcade. In fact, anyone who wants to see everyone of the latest pinballs need but stand in front of this spot as he gets off his plane and see them all aligned here. Certainly an impressively swell advertisement for the coinbox.

If you're on your way to N.Y.C. soon, be sure to take in the new hot musical, "Make Mine Manhattan," featuring that grand comic Sid Caesar. Sid has a sole spot where he sings a song about a penny slot machine which will give you one grand kick. He winds the lyrics up with, "I hope it teaches people never to be mean...to a penny slot machine." 

Georgie Jenkins reports that the reason for that gorgeous gal on the backboard of the new Bally Melody is because "the new look is shot to hell...so we went back to the old look." And further, Georgie claims, "I prefer to work underground"....whatever that has to do with Melody we're still trying to figure out when we ran into Georgia Jenkins of office and tried to get the "answer." But, from what "Captain" Callah-jan tells us, "I'm over that stuff—from now on I'm here to work." Meaning that his trip down to South and Central America wasn't work? Callah-jan won't talk.

Gerry Haley over at Buckley Mfg. Co. not at all surprised by the sudden demand the firm are enjoying for their new Wall & bit machine, "Tornado." The music ops have suddenly swung over to the hideaway side of the fence....And yet," Gerry reports, "in the midst of it all, we've got our hands full trying to fill orders on Track Odds and Criss Cross Belle. Word has it that Rock-Ola is manufacturing one of the very best Shuffleboards seen in a long, long time....and with the way these are moving out in California....and other places (they've been successful in the East for many years) looks like business will boom for these big 22' babies over at Rock-Ola.
The City Council bill banning pin ball games in New York City which was to be introduced June 1 (Tuesday) was de- feated. The committee on General Welfare naided an amendment. The amendment will have little or no effect on the result of the bill, which will prohibit the operation and maintenance of "gaming" devices. The legislation defines "gaming devices" as any game including an "element of chance." The bill is expected to be discussed again for at least seven days. We have it on good authority that the bill will be re-introduced in Council on Tuesday, June 15, where it will be put to a vote.

Meanwhile the Supreme Court case of Seaboard New York Corporation, Allied Amusement Machine Co., Supreme Automatics, Inc, and Hysol Distributing Co., against the city, requesting a permanent injunction restraining the police from molesting games, is scheduled for June 2 (Monday). We understand the request was granted 7am appointment until Wednesday, June 9. It is the opinion of some in the trade that the City will then ask for a postponement, awaiting the action of the Council on its impending bill.

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Joe Young and Dan Kipnis, Young Distributing Company (Wurlitzer distributors), on June attended the factio get-together. Jim Sleti required to spend all his time at the New York offices, while Mike Collard of Watertown, N. Y., Jack Mitnick, Beacon Coin Machine Company, Boston, Mass., spends the week-end in the city. As soon as he completely recovered from his illness, Mitnick will move bag and bagage to the Beantown. Jack tells us that his combination opening and showing of AMI's Model "R" was a tremendous success, Herman Billig, former traveling New York State, New Jersey and New England territory for AI Simon on Chicago coin games, joins the sales staff here. Billig will carry a complete line of AMI devices. U. S. Coin Mart of H. F. (Denny) Dennis, Dennison Sales Company, national distributors for Solofone, one of the busiest coinmen around. Dennis reports that he's having great success with the combination selective radio, phonc and television box.

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Ben Becker, Ben Becker Sales Company (Bally regional sales representative), moves his offices to 615 Tenth Avenue. Ben is heading for the road at the end of the month and is enthusiastic about going to the Bally's five-ball "Ranch." By the way, Ben is becoming the fashion plate of the industry here, and we would like to caution our good friend "Senator" Al Bodkin to look to his laurels in the tie department. That Becker is really flashing some lulus... While Dave Lowsy of Dave Lowsy & Company is beating the bushes on a hunt for business, Phil Mason supervises the local business, and sees that the orders sent in by Dave are shipped quickly and efficiently. Mason is one coinman that isn't singing the blues. He has sold the wholesale equipment of Robert Foley, the well-known Port Jervis operator, to town buying some equipment.

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Barney (Shuggy) Sugarman of Runyon Sales Company, all smiles over the upswing in biz these past weeks. Shuggy is visiting friends to town on the new AMI Model "R" which tells us that the larger machine, Model "A," is also getting a big play. But most of all he's particularly pleased with the fine sale of used machines that the firm has enjoyed this past week... Herman Marlioti has joined the sales staff of Runyon Sales Company and this well-known coinman will travel the Connecticut territory for the firm seeing music ops on the AMI phonos and other equipment distributed by the firm... The ever-amiable Larry Volland has joined the sales staff of Milwaukee Sales Company, Milwaukee, Wis., N. Y., visiting along coinrow. His friends along the street congratulated him on the new appointment. And along the way, "Yanks" is such a sensational game, it is unable to be sold in his territory, New York City... Another Brooklyn pair seen along the street car were George and Sol H. Cohn, representatives of Brooklyn Amusement Machine Company. These two old-timers are always well received along the street. Some even "steal" copies, just to listen to his artistic treatment of some very well known expressions, in which he has no equal.

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Dave Stern and Irving Orenstein, Seacoast Distributors, Inc, Newark, N. J., another pair of coin executives who report that the past couple weeks has shown a very healthy increase in sales in all equipment, particularly Rock-Ola phonos. As lrv states, "I can't explain the reason for the fine spurt in busi-

ness, but it's there."... Meanwhile, Tony (Rex) DiBenno and Leo Knobel of Rex-Lee Enterprises, who are sales agents of Rock-Ola phonos for South chatting distributors in the New York City area, also tell of good sales of the phonos. Incidentally, they also report that their specially designed "L" arm is being demanded more and more by phonos. Joe Koech- nsky, Bay Ridge Music Company, Brooklyn, N. Y., tells us his music row is doing nicely, thank you. ... Catch up with Harry Schneider, Atlantic-Sea board New York Corporation, at their Tenth Avenue offices, which are now being used for storage of machines.

A well known Philadelphia op writes, "There's lots of us who feel that many of the men in our industry would like to make a nice donation to the cause of 'Haganah.'" He asks, "Why not put this in print and learn how many coinmen feel like do about such a plan? I'm ready to make the first dona-

tion. And I believe that many others will come along to bring just as much glory to the industry as we did in the big Damon Runyon Cancer Fund Drive.

Art Weinard, general sales manager of Rock-Ola Manufacturing Corporation, expected to visit the big city next week... With the appearance of nice warm weather, Nat Cohn, Modern Music Sales Corporation, tries to get to his Belle Harbor home as early as possible. We caught up with him on the run this week—he had ten minutes to make a 4:15, and we're wondering if he made it... Mike Munves thought it would be nice to take it easy after the Memorial Day holidays, but was as rushed as ever shipping off Minnesota for the National Retail Coinmen's Assn., where Billig is who's been acting with Samuel Rosman on the New York Supreme Court injunction proceedings, made a nice personal sacrifice for Minnesota. Munves thought it would be nice to take it easy because it meant considerable dollars to the ops and distributors... Nice to hear from Joe Mangione of Miami, Fla. Joe writes that the real estate on the beach is really running nice. The opposition wasn't favorably inclined to the operation of games in the area. They went out fine for the Florida boys... Lou Forman, president of Videograph Corporation, tells us that Siegel, formerly president of Apollo Recreation, is opening on the Beach and is making a combination television-juke box. He also informs us that Sam Schneider has taken on the machine for Florida. By the way, Forman is president of Merchants Factors Corpo-

ration, a finance company.

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M E N NEAPOLIS

The Minnesota area was favored with beautiful, sunny weather, and many operators and distributors throughout the state took the opportunity to drive up to their favorite lakes and resorts. Minnesota, Wisconsin, Iowa, North and South Dakota areas drove into the Twin Cities to spend the three-day vacation.

Ozgie Truppman flew to Miami last Friday, May 28th, to join Ted Linn, and the latter is representing his family and the Rudolph Wurlitzer Company was in Minneapolis for a few hours last Friday... C. L. Guillaume of Elks Point, South Dakota, is in Minneapolis for a few days visiting the Hy-G Music Company to congratulate Hy-G on his move.

Lyle Kesting, of Bellingham, Minn., was in town last week for a few days making the rounds... Herman Fester, of the Mayflower Distributing Company, took time out to make a trip to Des Moines, Iowa, on business... Mr. and Mrs. Birkemeier of Litchfield, Minn., in town Tuesday, June 1st. Both of them are very tan, as they are spending as much time as possible at their lake home... Harold Nold, of Cambridge, Minn., is getting to be a regular commuter between Minneapolis and Cambridge.

The legal question of whether 5 balls and free games were to be allowed in Sioux Falls has finally been decided by a court decision last week at Sioux Falls, South Dakota. The defendant, Roy Foster, who had a 5 Ball picked up by the police it to court and won the decision. Five Ball free games have definitely been permitted in South Dakota; however, this decision does not effect other counties or towns where 5 Balls are still being held illegal, and where 5 Balls are being played, the legality of these games is still in question.

Mr. and Mrs. Harold Peterson of Hammel, Minn., in town for the day, Mrs. Peterson doing some shopping... Mr. and Mrs. Fred Peterson of Spring Valley, Minn., in town for the day calling on a few distributors... The Al Plotnick are anxiously awaiting the event, any day now... Hank Krueger of Fairway, Minn., is getting his fishing in early, and he spent the Memorial weekend vacation at his favorite "fish hole" near Fairfax.


District Court of Appeal hearing on Pokerino legality has finally been set for June 17...This is same game on which one-year-old San Diego case has focused...and I'm told that attorneys are hopeful that legal precedent will help decide the issue this time out...Pessimistic observers point out that "the "just the facts" arguments may not hold water this time around...Cynical optimists believe that the judiciary will not be affected by said arguments, and that a victory this week is not to be expected but by next anyway...This column is doubtful as to the Mayor's office, the City Attorney and the Police Dept, being ready to call it quits on the 'pokerino furor'...As one authority put it, "a usually reliable source close to official circles" we have it that the next concerted step on the part of authorities may be a harawminding crackdown on the shuffleboards which are now flourishing in lieu of S-balls and roll-downs in city territory...

This may come as a surprise to many game distributors and operators who have accepted the non-coin boards as a "safe thing"...Possibly they've never considered, or checked with their distributors, that today's shufflers are licensed under the city proviso governing billiard games...and said licenses are not to be conducted when ever liquor is served...In view of the boards generally being on location in bars, it is possible that the authorities may have a leg to stand on.

Meanwhile, in evidence this week was the adoption of shuffle equipment by almost every outlet on Coin Row...

As one prominent merchant put it, "Coin operated games are our first, last and only true love...they've been good to us and we've been good to them...but a man's got to insure his livelihood..." Ope, of course, are singing the same tune, and there's nobody can blame them...One of the most obvious that come to mind as a product of the rolldown situation and the shuffleboards will get less fast..."At best they're a bad head ache, a semi-legal "pot" that we can't get rid of..." big ones are too big and awkward for many locations...the smaller rebounds don't have the same eye appeal...and, above all, consumers...are scared to death of the shufflers collecting for games on 'em that they're worth..." This week also witnessed the collapse of several major firms...Nels Nelson is no longer with M. S. Wolf, whose boss Bill Wolf will be spending more time in the L. A. office from here on out. Eddie's have bought the big rounds of San Francisco and Portland enterprises...Bill is all set for grand showing of the new AMI Model this week...Another change was made over at the Cape Cod Coin Co. as they have moved down from North to replace Ray Powers as branch manager.

Lyn Brown, unstated by local conditions, hopes for break from authorities on his proposal of last week: That each game be checked for legality and that any undeliverable characters attempting to cut into coin game operation be unlicensed...etc...We read the officials replies to Lyn's pitch, and we'll say one thing: They read pretty enough, with only a minimum of buck passing...Lyn is also hopeful that Scien tific's "Pitch 'em in Bat 'em" will be approved for L. A. as it was for San Francisco last week...It is generally conceded that this game may succeed in "opening up" Riverside County...Just to be on the "safe side" at the same time, Brown is doing all right with Sft, rebound shuffleboard bearing his name...Bowling alleys and private clubs are taking it as well as bars, according to him...But into Marshall Micon at brothers Len's Pacific Coast Distribs and learned he's passing the shuf fles for a new project, completely out of the game biz and one that he didn't care to reveal as yet...Len was on the go lining up out-of-town buyers for Genco's new "Mardi-Gras," expected in any day, but son Arnold said they were going to put it out, blushing ruby-lipped about referring to her as "beautiful," suggesting she'd be a "nice item..." Again, our under cover man, Capt Bill Williams in and without a "Yank" in the joint...He says they're going so fast, he's counting the hours until the next shipment arrives on Tuesday...Aubrey Stemlen going with present tide and handling shuffle boards along with his regular line of Aireon boxes, vending machines and games...At C. A. Robinson's, Charlie was in and busy filling orders while Al Beltselman took a short one on the road..."Still nothing with W. F. Happel still plugging Keeney new electric cug machine as being the "biggest "out there..."" 

Got big mystery build-up from Jack Simon of Sicking Distrib, in whose back room goes on some hush-hush business (but strictly legal and respectable) that Chin Co's Paul Robinson is there supervising test location shipment of firm's new game...If you know what it is, you're ahead of us...Jack Ryan busy rounding up Coast's new game "Shanghai"..."Shanghai" exclusive "Samba" and "Silver Gloves" boxing going fine.

At Mills Sales just called Charlie Fulcher putting off for holiday trip home to Oakland...Gen Mgr A. H. Bouterius down from there for the day...Dannie Jackson in at Automatic Games while Sammie Donin and George Warner out hustling Long Beach...Dannie announced Automatic is taking over another territory...in Sonoma...W. P. Fiedler & Co. in San Francisco under the proviso governing billiard games...and said licenses are not to be conducted when ever liquor is served...In view of the boards generally being on location in bars, it is possible that the authorities may have a leg to stand on.

MUSICALLY speaking, we found Art Rupe out to lunch when we called, but his secretary looked much better anyway...Camilla Howard will follow up her current "You Don't Love Me" with "Tune-Up"...Gene Goetz & Co. are planning on re- issuing Modern's Jack Allison off to New York for hush-hush stuff...the Bihari's off again too...Sail to San Francisco for a tie-in with Hadda Brooks, who opens at the Kona Club in El Cerrito, and then a sales swing for Saul around the country...Fee and Julie taking shots at the lovely Palm Beach for business of the monkey variety. Speaking of monkeys, Modern will soon be out with a new line, Animal Records out of Cleveland. Novelty stuff for the kiddies...Mercury Records also coming out with a line, a full range of classics. Stan Goldstein, major domo of the Mercury local office admits it won't burn up the sales in some locations but should however...Several new Frankie Laine and Vic Damone sides due this week.

Aladdin's Eddie and Leo Mesner were out when we dropped in but their three comedy owenf wenchves droved us mad because a Caishine. High Stakes, 6-0, for Eddie's. It's just too one and one... The gals were also slightly piqued when we reported Eddie's new maroon Caddy as being yeller. Colorshmer, as long as it's a Cadillac...Black & White's promotion man and sales rep, Gay Ward, heading East on a trip...Paul Boss Reiner says nothing new with the bootlegging in vestigation but did make this valid point. That present laws are inadequate to really clean up the mess, no matter how well it's exposed...Paul is currently plugging Bill Walker's latest hit "I'm Waiting For Your Call"...T-Bone is currently packing 'em solid at a Frisco hot spot. Black & White is now distributing Supreme label's new Jimmy Witherspoon disc "Cairo River Blues"...Ben Pollock of Jack Johnson sitting back nice and fat these days. Good cause to with his "Recess In Heaven" clicking like sixty. Ben's also making like a "Nature Boy" with the wonderful reception given his Hollywood's version of that tickle.

Bill McCall off for the holiday week-end, and that's something for a workhorse like Bill. "mm—taking three days off...Sales department is in bad shape but everything will be groovy this week...Exclusive records blossoming out with a new line of spiritual records by the Dixie's. Ad manager George Morrison, back home from the Exclusive New York office. A well run operation...Pete elegant and Bond of Exclusive, who has just returned from last week's trip out. Leon Rene will confer with New York major domo Parker Prescott at the NAMM show in Chicago. Morrison also sez he'll be taking a one month vacation to get New York's miserable weather out of his system.
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