Holding that bag of gold he snared with his sensational disking of "Hair Of Gold", young Jack Emerson beams as he shakes hands with local phono merchant Dan Kipnis of Young Distributing Company, New York distributors for the Rudolph Wurlitzer Company. "Hair of Gold", Jack's first disking zoomed to the forefront of the nation's juke boxes and is currently one of the hottest items around. The terrific popularity of Jack's disking spotlighted the youthful balladeer and prompted General Artists Corporation into signing him. Jack is now set for a hectic appearance tour throughout the nation. Jack Emerson is exclusively featured on Metrotone Records. Direction: General Artists Corp. Personal Manager: Jay Mayer.
CORONET is a hit with *profit-minded* operators... and there’s a reason!

Why pay twice as much for a phonograph? CORONET’S low initial cost... plus low service cost... plus greater take—means profits you can take home!

Know a good thing when you see it? You bet! So, get your locations set for that long successful run. Get CORONET now...and start rolling!

The World’s Finest Phonograph Equipment...at the World’s Lowest Prices
THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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

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CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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CHICAGO CHATTER


EASTERN FLASHES

CALIFORNIA CLIPPINGS


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SUBSCRIPTION RATE $15 per year anywhere in the U.S.A. Special subscription allowing free classified advertisement each week, not to exceed forty words, $45 per year. Subscription rates for all foreign countries on request. Three weeks advance notice required for change of address.

THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin operated machine industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

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

THE "C.M.I. BLUE BOOK," also known as "The Confidential Price Lists," gives prices of all new and used coin operated machines of all kinds, weekly reporting all market changes and continually adding on all new equipment. The "C. M. I. Blue Book" is officially recognized by many cities and states throughout the country as the "official price book of the coin machine industry." It is an integral part of The Cash Box. The "C. M. I. Blue Book" is used in settlements of estates, in buying, selling and trading of all coin operated equipment. It is the one and only officially recognized price guide in the coin machine industry. The "C. M. I. Blue Book" is used by finance firms, factors and bankers to guide them in making loans to the members of the coin machine industry.

Talking It Over

As one noted operator puts it, "Can we continue to buy new machines at the prices being asked and only take in an average of $5 or $6 per week—and still amortize the cost of the machines as well as show a decent profit?"

And that question is now being asked by more than one coinman throughout the nation. Each one of these men realizes that he simply cannot continue to go along on this basis. His labor costs are up over 150%; his cost of supplies, parts, etc., are up far over 100%; new machines are up over 150% in a great many instances and, therefore, if he is to amortize all these costs plus pay for the new machines and show a profit especially at collection averages of $5 and $6—he knows now that the time has come for him to immediately change his complete set-up.

The picture is not too rosy to a great many coinmen today. They see the falling averages in their machines as a definite indication that people are returning to normal ways and they believe that the time has come when they must meet this with an increase on their part.

The average operator realizes that he cannot continue in business today, with the overhead he now endures plus the prices he is asked to pay for new equipment, on the present collection averages. The Cash Box has been suggesting to him for over four years that he jump to at least 70% of the gross collection and that he even improve this figure if necessary to assure him remaining in business.

There is no other way out for the man who wishes to remain in this business. He must make a change and do it so rapidly. He must arrive at some agreement with all the other men in his area and they must work together.

The one and only way in which any coin machine operator can combat this is to raise the percentage he receives from the gross collection to the point where he can continue on in this business on a profitable basis.

Bill Gersh
PINBALL LEADS SALES FOR THIRD QUARTER

More and More Ops Swing Over to Games. Find Pinballs Boost Averages. Expect Many New Type Amuse. Games for Fall Season.

Once more, as during the past six months, pinball leads the field for the third quarter (July, August and September) 1948.

More and more operators have swung over to pinball. They have found the new and exciting games to their liking and what’s most important, appealing to the public.

As one noted operator stated, “If not for my pinball games boosting my overall average for all my equipment, I would have quit long ago.”

A terse, simple statement which gives the reason why pinball leads throughout the field. It has been capable of keeping coinmen in business.

Pinball leadership came about the latter part of 1947 and has continued without halt. From all present indications this leadership will continue thru the balance of the year.

Pinball led the field during the third quarter because the games made it possible for coinmen to continue forward, even while the general public and all small business was in a recession period.

Most coinmen now look forward to many new types of amusement games being presented by the manufacturers with the opening of the Fall season.

Some conversions have already appeared in the amusement field, the larger type machines, and a few of these have met with approval.

A return has been noted to the bowling games. Many of these have been sold, traded and exchanged these past few months, opening new locations in the east and many of the midwestern states.

Rolldown games, some converted, have also entered into the limelight again. There is now a belief that there may be some new ideas in the rolldown game field.

Shuffleboards have won great popularity in the western states and are traveling into the midwest areas. The east has had non-coin-operated shuffleboards for some years.

But, after all other games are studied, pinball again comes back to lead the field. The lead which pinball has taken over the former “king of coin operated machines,” the automatic phonograph, is so definite that unless something of a revolutionary nature is presented in automatic music then pinball is bound to continue leading the entire market.

What’s more, the new type pinballs have met with great approval. The public like them and that means that the averages will continue to hold up.

The manufacturers have been building the finest machines in their history from a mechanical and play standpoint. The pinball factories are to be given all credit due them for being the first with sufficient fortitude to attempt to break down the summer slump period. Every major factory presented new games during the past torrid months.

Also interesting is the fact that pinball manufacturers have been the most daring of the pioneers in the field. They have been the one and only manufacturers to present new play ideas. They have continued to mechanically improve their products. And the net result is that the operator no longer fears mechanical trouble from pinballs.

The hope now is that the players will be able to once again invest in pinball entertainment like they used to when inflation wasn’t as vigorously in effect.

All is being based by the nation’s ops on the manufacturers presenting entirely new, different and better ideas which will once again capture the interest and play of the public.

The fact that pinball continues to be the most outstanding of all the nation’s economical entertainments bids well for these games to lead the way from now on.
### The Nation's Top Ten Juke Box Tunes

**1. IT'S MAGIC**  
CA-15072—Gordon MacRae  
DE-2326—Bill Haley  
ME-5139—Vic Damone

**2. A TREE IN A MEADOW**  
CA-15123—Margaret Whiting  
LO-127—Sam Browne  
ME-5148—John Laurie

**3. RAMBLING ROSE**  
CA-15173—Gordon MacRae  
DE-26446—Kenny Morgan & Bob Eberly  
MG-10192—Gun Pastor O.

**4. TWELFTH STREET RAG**  
CA-15105—Ray Eberle  
DE-24490—Louis Armstrong  
MG-10290—Jackie Gleason

**5. YOU CALL EVERYBODY DARLIN’**  
AP-161—Tennessee Ernie Ford  
CD-32828—Jerry Wayne  
DC-4410—Terry Jim Lewis

**6. HAIR OF GOLD**  
SN-515—Lee Carson  
DE-24451—Bob Eberly  
MG-10252—Art Liles

**7. MY HUSBAND**  
EN-516—A. & M. Jolson  
DE-24461—Mamie Gummer  
CO-38274—Johnnie Ray

**8. THE MAHARAJAH OF MAGADOR**  
VI-20-2851—Vaugha Monroe O.

**9. UNDERNEATH THE ARCHES**  
CA-15188—Andy Devlin  
DE-24475—The Ramrods  
DE-24490—Jimmie Martin

**10. COOL WATER**  
CA-15163—Holly & The Waterboys  
DE-24400—Ray Whitley  
MG-30859—Kale Smith

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**FEATURES**

- The Nation's Top Ten Juke Box Tunes
- Rollin' Round Randolph
- The Cash Box Record Review
- Folk and Western Record Review
- 'Round The Wax Circle
- Hot in Harlem, Chicago, Los Angeles & New Orleans
- The Nation's Big 5 Hillbilly, Folk & Western Juke Box Tunes
**The Cash Box, Music**

**Page 6**

**September 18, 1948**

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**The Cash Box**

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**DISK OF THE WEEK**

**You Started Something** (2:50)

**The Click Song** (3:00)

TONY PASTOR ORCH.

(Columbia 38297)

**The Cash Box**

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**Record Review**

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**“Ah, But It Happens”** (2:56)

**“That’s The Way It Goes”** (3:00)

NICK DELANO

(Black & White 668)

- Love the boy—there’s no mistake about it. Offering one of his best vocal jobs ever, piper Nick DeLano turns in a low-down, all out performance on this coin labeled “Ah, But It Happens” and “That’s The Way It Goes.” Nick keeps the meter down low and sweet with this tenuing, torrid hunk of wax. You’ve gotta listen to this baby to really appreciate him—and that’s just what we recommend. Run out and stock up—but pronto!

**“Buttons & Bows”** (2:55)

**“San Antonio Rose”** (2:47)

**THE DIXING SISTERS**

(Capitol 15184)

- Charming vocal excellence supplied by the Dinning Sisters and the meter of this slick ditty on deck for music operators shows as one that is heavily loaded with the stuff that makes for coin winner. The ditty, “Buttons & Bows,” from the Paramount picture “The Paleface” shows the gals in superb vocal stylings throughout this coin. The song itself has all the top notch qualities that go toward making a phonio winner. Vocal performance is in there all the way and is sure to appeal to the Dinning Sisters’ many fans. On the flip with a western ditty titled “San Antonio Rose,” the gals spoon their pleasure in effective manner beside this standard. “Buttons & Bows” for the moola.

**“Cow Cow Boogie”** (2:48)

**“House Of Blue Lights”** (2:56)

**FREDDY SLACK ORCH. WITH**

**ELLA MAE MORSE**

(Capitol 15188)

- Pair of relase sides by the great Freddy Slack crew with chrip Ella Mae Morse in the vocal spotlight are these done up brown. Probably one of their bestever, Freddy and Ella combine to give out with the old familiar eight bar beat to “Cow Cow Boogie.” Morgan should know the wax well since it is like mad a number of years ago. Ditty retains all of its freshness and might be just the right thing for sagging phonio take. The flip, “House Of Blue Lights is also another ace out of the deck and should win its fair share of phonio play too. We’ll bet on “Cow Cow Boogie”

**TODAY'S POP**

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**“Ain’t Gettin’ Any Younger”** (2:41)

**“It’s Different When It Happens To You”** (2:46)

**ANITA O’DAY**

(Signature 13217)

- Tricksy churning of trump Anita O’Day and a pair which might boom ops take. Wax titled “Ain’t Gettin’ Any Younger” and “It’s Different When It Happens To You” shows Anita in a gorgeous display of vocal splendor. Top-deck bounce around in spryly fashion with Anita echoing the song backing by the great Benny Carter crew. The wax rates a spot on coin. For awhile this wax comes in for a kind of rejuvenate coin play in the tavern spots. Ops who have a call for this coin would do well to take a look-see at this duo.

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**“Jolouise”** (2:47)

**“Stardust”** (2:49)

**BILLY BUTTERFIELD ORCH.**

(Capitol 15189)

- The wonderful instrumentality of the equally wonderful Billy Butterfield orchestra are shown in a dazling display on these sides. Billy’s fine trumpet work on this wax should maintain his name in the peer of the sides. Both sides rate ops listening time.

**“My Old Fashioned Girl”** (2:45)

**“I Always Have Memories Of You”** (2:52)

**AL DONAHUE ORCH.**

(Capitol 15203)

- Long missing from the phonio as a name attraction, okster Al Donahue sets with a ditty that is sure to put the spotlight on the maestro again, as he does his unique slice of top-deck hillbilly. The flip from Al’s side is more bracing seet to the stage for a slew of coin play. The wax rates like a spade flush—that’s how good it actually is. Her vocal performance is full of captivating pleasure and is even more sure to go to gyrate are some the coin operators. On the flip with “I’ll Always Have Memories Of You,” AlDonahue crew bounce back with another potential coin cutter. Pippe Jay Pace tees off this one and turns in a hunk of musical charm. “My Old Fashioned Girl” should net ops loads of silver—hop on!

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Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
NEW YORK:

Joseph Green, younger son of A. B. Green, proxy of National Records, in New York and featuring in that city and in the production of Miss Sylvia Langer, right hand gal to Mr. Green, reports an upswing in sales. And speaking of sales of records, loads of diskers have been found to be more optimistic this week, recording ban and all. Theuem as if the bulk of the national record manufacturers are looking forward to their best fall season ever... 

Raymond Kenney and Mike Zarin at the Waldorf's Flamingo Room in conflag over a very cute ditty tagged "Violin."... Love the way Bernardinis at the Terrace Hotel New Yorker talks about the "old days."... Quite a band the has... Jake Friedman, one of the south's largest disk distributor's showing the town to his niaus and his cute little dotter... Jimmie Parks, well known and beloved to the music trade has been hospitalized for the past three months. He's at the White River Junction Veteran's Hospital, Manchester, N. H., Jimmie, composer of "Mr. I Love You," and a senior disk salesman. If there ever was one he has undergone two serious stomach operations. We're sure Jimmie would get a helluva kick if his many friends would send those get well cards pronto... That "Real Gone Gal," Nellie Lutcher, whose recordings have established sales highs for Capitol Records opened to thunderous applause this past week at New York's Cafe Society, Downtown for a ten week engagement. Judging from her recent performance at the Click in Philly, the management had best prepare for standing room only. Nellie's "Cool Water" is a top Capitol seller... Jack "Hair of Gold" Emerson is now fronting the former Clet Howard orchestra. The band is booked solidy by GAC... Race record fans all slapped up over the latest National Record release. Once In A White" by The Ravens, backed by "Second Song" and "You're My Everything" and "Cool Bronze" by Billy Eckstein. Early word has it that both are top notch platters... Gene Krupa show at the Click to assist the promotion of "Bumpin' At The Savoy"... a terrific platter too... Tommy Dorsey's "Until" a sure thing to click with phone fans... and speaking of "Click" we love that song.

CHICAGO:

Woody Herman, booked for the reopening of the Panther Room on Oct. 14th, will not open now until perhaps the first week in November due to re-decorations and scarcity of materials... The China Doll, scheduled to open this Friday with Alvin Lee, is reported to be In difficulty with the China Doll in New York over the use of the same name... The Aragon and Trixon Ballrooms booked solid into next year. Maestro Eddy Booker skedded to step the north side Aragon after Orrin Tucker, with Dick Jurgens following, but not even related to a singing engagement at the Cook County Fair... Ted Travis, Randolph Street music man, doing a five time a week disc jocky show on WILD... Frankie Carle penned in for Milwaukee's Riverside Theatre in late September... Eddy Howard's record of "Maybe, You'll Be There" kicking out like mad in this area... Gene Autry's opening at the Oriental was a big success it required the grand opening of a new block of the theatre... Billy Bishop at the Walnut Room of the Minsky's until Oct., that to the Carnivals in Minneapolis back... Griff Williams took over Chicago again and doing a swell job in the Empire Room of the Palace House. Bud Chase, the up and coming disc jock of station WEMP in Milwaukee is none other than the son of Mac Churly, well known mad about town man. A few weeks ago this shaft who has shown up on Bud's show are; Illinois Jacquet, Stan Kenton, Larry Clinton, Nellie Lutcher, and many others. Bud has a free and easy style and is rapidly getting good marks from the Chicagoans, a swag of smashes RCA-Victor platters... Herbie Fields and his sextet wowing the crowds that flock to the Club Silhouette to hear him give out with his renditions of "Jalousie," "Star Dust" and that old tune favorite "Dardanella."... Sarah Vaughan going over big with her audience when she gives out with her blue notes at the Blue Note in the loop's newest nite spot.

LOS ANGELES:

Black & White steps into the local indie spotlight this week on several counts... The new Black & White office set up in New York by Paul Reiner, who had Harry Newton to set it up and handle all shipments to East Coast distros... Reiner's associate Ben Pollack (who is not a lawyer but a former top band leader, maestro of his own Jewish label, and, to our knowledge, the only attorney Dave Pollack was passing through Cleveland when last heard from by John Blackburn, a very busy and happy boy at the B & W Hollywood headquarters these days. That goes for the Al Patrick Supreme label he used to own, with Paul Watson, whose "Pretty Papa Blues" (cute and original title, eh?) and "A Little Bird Told Me" should put this gal right up in the National-Lutcher-Camel Howard class and fast... We'll also climb on out that limb to say that T-Bone Walker's "Saxophone" and "Jabberwocky" are in the Nielsen, Binns and "Lonesome Women Blues" is at his best yet... A young local lad who used to do a lot of singing on the local hospital for vets and GI's, is Nick Halama. It's time record fans discovered he sounds like Sinatra and Damone all in one... As long as this goes on they should give him the time of day and save the "Crying in the Rain" Act. If your spots go for a terrific guitar done up in "Hair of Gold" style... Doris Day has a new spot on the Kingpin's spot 4-Star tour of Chicago, Cincy, Cleveland, Detroit, New York and then to Nashville en route home, setting up deals with distros who are clamoring for his "Pretty Mama Blues." BILL will also huddle with New York music publishers over a tie-in for the fine western numbers 4-Star has on hand... John Davis of Specialty harmony singing and honky man Art Tupe busy on a big deal... Capitol's "Twelfth Street Rag" by Pee Wee Hunt catching on locally and promises to top tunes twelve years younger and then some on the boxes... Nick Halama's "Lonesome" really flying high, on general locations for Louis Jordan's great Decca disc, "Run Joe"... Getting a great play wherever ops put it in.

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

Record Review

"Hair Of Gold" (2:47)
"Rendezvous With A Rose" (2:56)
BOB EBERLY
(Deco 24491)

"I Want To Be The Only One" (2:48)
"Love Don't Get You Nothin' But The Blues" (2:59)
JON & SONDRA STEELE
(Denon 11130)

"One Has My Name, The Other Has My Heart" (2:59)
"Just A Little Lovin'" (3:00)
BOB EBERLY
(Deco 24492)

"It's Up To You" (2:57)
"It's Whatcha Do With Whatcha Got" (3:09)
GENE KRUPA ORCH.
(Columbia 38296)

"Safe At Home" (3:00)
"Let's Be Sweethearts Again" (2:57)
TEX FLETCHER
(Fleet 1728)

"I'll Remember April" (2:46)
"The Man I Love" (2:42)
PAGE CAVAUGHAN TRIO
(Signature 15195)

"What's New" (2:55)
"Wild Oats" (2:50)
BILLY BUTTERFIELD ORCH.
(Capitol 15186)

"A Carnival In Venice" (3:00)
"In The Market Place Of Old Monterey" (3:02)
JACK SMITH
(Capitol 15185)

"It's Me Or The Bottle" (2:56)
"They're Cashing In" (2:57)
TERRY LEWIS
(Decca 24493)

"San Antonio" (2:58)
"All Of Me" (2:52)
LOUIS PRIMA ORCH.
(Victor 20-3034)

"1910 Was A Damp Year" (2:46)
"I'll Be Here" (2:50)
KIMBERLY THOMAS
(Sonora 2008)

"Home Of The Brave" (2:46)
"Our Little Nook And Cranny" (3:00)
FRANKIE LAWS
(Capitol 15186)

"My Fair Lady" (2:55)
"My Man" (2:50)
BOB EBERLY
(Decca 24494)

"Aren't You Sure" (2:57)
"When It Was Dark" (2:58)
TEX FLETCHER
(Fleet 1729)

"It's Me Or The Bottle" (2:56)
"I'll Be Here" (2:50)
KIMBERLY THOMAS
(Sonora 2008)

"Your Old Dreams" (2:46)
"My Dream Of You" (2:50)
BILL HARRISON
(Decca 24495)

"Home Of The Brave" (2:46)
"Our Little Nook And Cranny" (3:00)
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Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
RCA VICTOR HYPO'S SALES THRU PRICE 'ROP

Platter Announces Price Slashes In List Of 100 Selected Records. Nationwide "RCA Victor Value Week" Set. Disks Go For 35c

"Masked Spoooner" Newest RCA-Victor Artist

NEW YORK—RCA Victor Records has announced the first nationwide factory-sponsored price markdown program in its history in order to stabilize inventories of record dealers so they may capitalize upon the peak season of consumer buying in the final quarter of 1948.

By announcing such a program, RCA Victor hopes to pleasantly surprise the dealers with an opportunity to boost sales. The program will be implemented nationally September 13th for a five-day period, after which it will be withdrawn. RCA Victor Records will increase the advertising on a national scale to publicize the program.

The selected items will be advertised and sold at 50% off suggested retail prices. They will be grouped under the headings "RCA Victor Value Week." All dealers are asked to revert to fair trade price listings upon conclusion of the markdown period.

Authorized retailers are given a list of records for a period coinciding with "RCA Victor Value Week" and will offer an excellent opportunity to offer "spooping." The technique used is one where RCA Victor records are sold for 35c.

The factory-sponsored markdown program will also prove to be a tremendous aid to retailers currently facing with unbalanced inventories as a result of seasonal declines in popular record sales, which were more pronounced this year than at any time since the end of the war.

This has been reflected in overstocked merchandise in retail stores and an oversupply of records, which has caused dealers to offer records at prices below cost or to sell records at a loss. RCA Victor Records has been able to cut prices on selected records because of increased inventories of unsold records.

"As a result, dealers will be forced to enter the peak volume sales period with inadequate inventories unless they can obtain sales at a better price," Mr. Murray said. "The program will enable distributors and dealers to sell merchandise at authorized markdown prices instead of being forced to compete with 'gypsy' operations. Activities of 'spoo pioneered by RCA Victor Records for many years. The same technique used is one where RCA Victor records are sold for 35c.

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NEW YORK—Manie Sacks, vee pee of artists and repertoire over at Columbia Records continues getting ribbed over a little episode the recording chief had with Jack Benny upon the latter's return from Europe.

Music Corporation of America had asked Manie to facilitate Benny's custom routine since Manie knew all the boys. Things were running smoothly until Benny offered Manie a $20 tip. Manie had all he could do to politely refuse Benny's gesture of extreme generosity.

New National Record Release Wins Ops Favor

NEW YORK—Latest National Record release to hit the disk market was greeted with wide favor this past week by music operators throughout the East. The platters, two sides by The Ravens tagged "Once In A While" and "September Song" and a Billy Eckstine platter titled "You're My Everything" and "Cool Breeze" indicate a good week's work, which will shortly be top race favorites.

National's Billy Eckstine recording of "Sophisticated Lady" continues surging in popularity polls throughout the nation meanwhile.

AND NOW

THE PERMO POINT ROUND with a NEW PERMOMETAL (Osmium) ALLOY TIP
DEVELOPED and PRODUCED IN
OUR OWN METALLURGICAL LABORATORY

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

OUR PROMISE TO YOU, MR. OPERATOR:
UNDER LIKE CONDITIONS (SAME INSTRUMENT AND RECORDS)
THIS PERMO POINT ROUND WITH THE NEW OSMIUM TIP
WILL OUTWEAR...
WILL GIVE LONGER RECORD LIFE...
WILL BE MORE DEPENDABLE...
WILL BE MORE ECONOMICAL...
THAN ANY OTHER CONVENTIONAL COIN
PHONO NEEDLE MADE!

THE SAME PRICE
SINCE 1939:
1 to 10 — 33¢ each, 11 to 99 — 32¢ each, 100 or more — 30¢ each

MORE PERMO NEEDLES SOLD THAN ALL LONGITUDE NEEDLES COMBINED

PERMO, INCORPORATED
5415 N. Ravenswood
Chicago 26, Ill.
— UNDISPUTED LEADERSHIP SINCE 1929 —

Everybody says "Sensational!"
"Terrific!"
Hadda Brooks "Out of the Blue"
backed by "Bully Wally Boogie"
MODERN 20-600

IF WE CAN'T BE THE SAME OLD SWEETHEARTS
Perry Como's Victor. Record Started The "Rolling Ball"—Everybody's Featuring It!

New Diskers Rebel Against Petrillo Ban As Top Sales Season Opens. British Ban Against U. S. Cutting And New Musical Season Has Nation's Record Exect Hot. Music Publishers' Slump Continues

Bogus Platters Invade Eastern Market—Many Diskers Switch Labels

NEW YORK—The bootleg record business which had been in operation on the West Coast for the past few months, this past week began invading the Eastern market, it was learned late this week.

Independent disk manufacturer's, hardest hit by the bogus racket, sought to overcome the difficulty by switching the color of their record labels. Altho several diskers stated that they had noticed a decline in the bootleg practice upon the switch, others readily said that the bootleggers fell right in line and switched labels along with them.

Legislation against the bootlegger's which had been forthcoming on the West Coast was apparently temporarily stalled this week.

 Operators— Disc Jockeys— Retailers—
Here's Three Big Bullet Hits!
"RENEZYDOUS WITH A ROSE" Pepper Nealy 1946
"THAT'S MY GAL" Jack Caldwell 1944
"I STILL GET A THRILL" Francis Craig 1940

BULLET RECORDS
423 Broad St. Nashville, Tenn.

Bullet Creates The Hits
Order from your nearest distributor
NEW YORK—Reports started to flow in from the nation's juke box ops this past week to the effect that, "Averages are again spiraling upward."

As one well known op advised, "It was sudden and it was also surprising. The collections we enjoyed this past week are among the best we've had all year. From all present indications looks to us like these are going to continue upward."

He also reported, "Taverns are telling us that business has picked up and that more customers are coming in once again. Much of the loss in juke box play was attributed to loss of tavern customers. Now that they are returning once again, with some of the taverns telling us that they are enjoying anywhere from 30 percent to better than 60 percent more business, we note that play has jumped to the same extent and we believe that this is the first indication that the Fall season is well under way with play sure to go up even higher."

The above is a "sample" of the type of reports being received from well known juke box operators.

The reports of the various tavern owners associations that their members were enjoying a business "lift" corresponded with the fact that ops, too, were suddenly enjoying better collections.

It is also noticeable that juke box ops have been buying disks in larger quantities than for many past months. This is also attributed to the general biz rise and the further fact that the new records have been helping the operators to get better play action.

In keeping with the rise in play action it is reported that some of the leading disk manufacturers have started an intensive coverage of the juke box field. Salesmen are now working far out in the hinterlands with juke box ops at odd and uncertain hours.

"Formerly," one leading disk manufacturer reported, "our salesman found that they believed they were 'wasting' too much time trying to catch up with the juke box operators. But," he says, "after we urged them very strongly to meet with the operators and they found that they could enjoy quantity business when they did, they are now making intensive coverage of the field."

He also said, "The average operator has to be reached before 10 A.M. or after 5 P.M. and the hours in between are now devoted to retailer and distributor coverage with 'orders' to our men to contact juke box operators in every territory. One salesman was amazed to receive an order totaling over 1,500 records from just one juke box operating firm. This was more records sold to this one firm than he had sold all that week to all other outlets."

Another and very important factor is that the average operator is mighty pleased by direct contact from the record manufacturer's representative for he then is not only assured of obtaining what he wants in faster time, but, also gets to know what's new and what has been placed on the market in the latest releases.

As this manufacturer stated, "The juke box business can save the entire record market for the men in this field simply 'eat' up the disks. They want the best they can get and are in constant need of records. Our men now realize this and are going far out of their way to help every juke box op but telling him just exactly what we have released, playing the new disks for him and also arranging for a fast delivery schedule."

The fact that the Juke box business has once again started to jump is also somewhat due to the newer equipment which many ops installed and which they continued to play along with even during the past bad summer season. Many even pulled in machines and stored them during the summer months. These machines are now again being placed on locations.

One well known op reported this past week, over the long distance phone, "I pulled in 40 machines over the summer months. But, I'm putting them out now and only on a guarantee minimum with the locations. I find that we can once again see some real profits from the equipment and we are making it a definite point not to place any machines unless we are guaran-teed a minimum service fee. The result has been that we are again showing a very nice profit."

In the meantime juke box distribu-tors are trying to arrange for a better finance plan with banks and factors. These distribs report that sales would be at high peak if they would have finance backing as they used to get prior and during the war period.

Used piano sales are at peak right now. Most of the later models going out at extremely reasonable prices and the action is fast in this field. The belief is that the newer machines will also be moving faster once the trade settles down to a better commission percentage basis and also arranges for minimum service fee guarantees.

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**HERE AT LAST!!**

We Proudly Present

**D-11130**

**80,000 FIRST WEEK**

Operators Claim
Both Sides Getting Top Play!

**No Other Label Has It!**

**No Future Imitation Can Equal It!**

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Apollo Records To Distribute Bandwagon Label In Met Area

NEW YORK—Apollo Records Inc., this past week announced that it's New York office has taken over the distribution of Bandwagon records for greater New York and New Jersey.

In addition to handling the Bandwagon label, Apollo also distributes the Metro, Gotham, Twentieth Century, Embassy and Gem Record lines. Apollo's own label continues regular releases nationally announcing a Murphy Sister release for this week titled "Make a Mistake Is Human." Other Apollo disks rolling out include a jazz waxing by Harry James titled "Strange Hour," a blues number by Duke Henderson titled "H. D. Blues," and a spiritual by the Golden Tenes, "Move Over, Gabriel!" Gem Records released by Apollo this week will include columnist Nick Kenny's "When I Look Into The Heart of A Shamrock," sung by Phil Regan, and backed by "That Little Old Bible of Mine."

Deanna Bartlett Eyes New Song Material On Continent

NEW YORK—Deanna Bartlett, president of Cherio-Ryvko Music Publishers Inc., this city, was learning to be scanning new song material in Europe this past week.

Miss Bartlett, who recently left for the continent with Winnie O'Keefe of the Lady's Singing Transcription firm, is expected to remain in Europe for another month and then return home. The dearth of song material and the lack of recording means in the United States supposedly prompted Miss Bartlett's trip abroad.

Sonny Boy Williamson

Sonny Boy Williamson, with two tunes he composed, walked away with the "Disk" this week. The topside, "Rub A Dub," is one of wax that'll get 'em listenin' if ever shellac did before. His best, rhythm, vocal and general background makes this one of the best sides cut in many and many a moon. Just listen to Sonny Boy spill the wordage to this side—just once—and your feet start tappin', your hands start clappin', your body swayin', and you're goin' right along with him through every word. And, it's just a 'riffin'," and "Better start to rub," and "Keep on rubbin' on the same old thing," but, with beat and rhythm that's gone. On the flip, "Stop Breakin' Down," Sonny Boy gets hotter than hot and simply pleaides, "Baby, please, stop breakin' down," in such fashion that he just draws every bit of tune out of the wax and rolls it into the best hunk of beat he's ever cut. This is shellac that's gonna have 'em arguin' as to which side is the topside. Frankly, our choice is "Rub A Dub." Just listen in. Then grab a boxful and spread 'em around your spots. This platter is richly supplied with moneymaker dynamite.

Phonograph Record Reviews

"Rub A Dub" (2:35)
"Stop Breaking Down" (2:48)
SONNY BOY WILLIAMSON
(Victor 20-3047)

The Cash Box Review

RACE DISK O' THE WEEK

"Lazy Lady Boogie" (2:55)
"As Times Goes By" (3:04)
THE PHIL MOORE FOUR
(Victor 20-3046)

Here's a platter that'll win a million friends for The Phil Moore Four. Phil Moore proves himself one of the grandest of the vocalists on both sides of this disk and it wouldn't be at all surprising to see this disk cop top spot in many a juke box. On the topside, "Lasy Lady Boogie," Phil goes away, way out to present one of the hottest pieces of wax cut in a long time. It's that good it simply rings off the platter. On the flip, "As Time Goes By," Phil does a warbling job on this great old tune that'll set 'em right back on their heels. Grab this platter and learn for yourself.

Mood By Midnite" (2:36)
"Stampede With Van" (2:41)
CANDY JOHNSON'S SEXTETTE
(Allen 101)

Talk about hot instrumental, well, here it is, with Candy Johnson and his Sextette taking over the beat and carrying it right thru to a bang-up finish to produce a platter here that has all the earmarks of being a moneymaker anywhere in any man's juke box. On the top deck, "Mood By Midnite," Candy simply rolls rhythm and beat together into a unique and different beat. On the flip, "Stampede With Van," the boy goes all out and Candy Johnson at the Sextette every chance to show off their instrumental artistry. This is one platter that will go great in many and many a spot. Don't hesitate to latch on, it's got "It."
Hit Tune Parties By Music Operator Associations Hypo Disk Sales

Nation's Disk Jockeys, Record Companies Back Automatic Music Merchants Platter Promotion

NEW YORK—Hit Tune Parties, sponsored by music operator associations throughout the nation continue to attract the leading disk jockey's and record manufacturer's and promote increased record sales.

The parties, currently being presented by trade groups in Detroit, Cleveland, Washington, D. C., Cincinnati, Philadelphia and several other cities have attracted widespread attention in recent months.

Working in close cooperation with the juke box leaders, disk jockey's in the above cities all readily admit that the parties have been most beneficial to all concerned, and have served to bring light upon the wonders work the juke box industry is doing in their effort to combat juvenile delinquency.

A recent party, sponsored by the Michigan Automatic Phonograph Owners Association, played to more than 5500 enthusiastic teenagers, who danced and were entertained by Capitol Recording artist Stan Kenton and his orchestra. A statement from Roy Clason, business manager of the association read, "We are pleased to report that our last Hit Tune Party, which was held September 5th, with the music of Stan Kenton and his band, featuring vocal by Christy, certainly came up to our highest expectations."

The tune out was the largest we have ever had. A record crowd of 5000 teenagers danced to the music of Stan Kenton and listened delightfully to their favorite disk jockey, who were Larry Gentile of station CKLW and Allan Douglass of station WMKI. "Our Hit Tune for October will be picked at a later date by the membership."

Similar parties are held each month in the cities mentioned above. Juke box associations in other cities were learned to be planning Hit Tune Parties also. Disk jockey's who are cooperating with the associations have stated that their listening audience has increased immensely since their line-up with the juke box people.

London Records Set-Up Canadian Distributor Outlet

NEW YORK—London Records this past week announced the addition of its own distribution set-up in Canada. The plant, owned by British Decca, exported disks only to the U. S. Their Canadian distribution was handled by the McKay Distributing Company, Ottawa.

It was learned that McKay will continue to distribute platters but only in the Ontario province, while London Phonograph of Canada, Ltd., takes over the rest of the territory.

Jim Landay and Fraser Jamieson who have been with London's New York office since it was established last year will head the Canadian branch. This branch will serve the McKay outlet with records where the latter formerly got its platters from New York's London office.

"When The Roses Bloom Again" (2:54)

"Pretty Quadroon" (2:43)

CLAUDE SHARPE
(Columbia 2047)

"Forever For Apart" (2:43)

"It's So Hard To Smile" (2:41)

JIMMY OSBORNE
(King 725)

The new star in the firmament of hillbilly artists, Jimmy Osborne, proves why he's goin' places with this grand disk. On the topside, "Forever For Apart," Jimmy goes right to town and sings this lament to a fast tempo.

Here's a side that's going to win a zillion new friends for this boy. The flip side of this coin is a tune that has plenty of possibilities. It's a good filler for juke boxes. On the topside, "When The Roses Bloom Again," will land the boy in a tear jerker in slow tempo and offer some very nice harmony. On the flip, "Pretty Quadroon," the boys really get together and with the backing of piano, bass and guitar, makes this as good as the topside. Listen in. It's good filler material.

"The Midnight Train" (2:52)

"The Tramp's Mother" (2:45)

MONTANA SLIM
(Victor 20-3038)

With a tune that's fast climbing to the top, "The Midnight Train," Montana Slim does one of the best sides he's ever cut yet. In slow tempo, and with the lyrics clear and sharp, with the melody carried beautifully through, Slim cuts here that has lots and lots of possibilities. On the flip, off his feet to grab himself the "Bull's Eye." It's a grand tune and makes even better with the gorgeous tensilling of Don Paul. There's no doubt that this boy is goin' far. This tune hasJoe's hand and should make himself a host of fans wherever this disk is aired.

On the bottom deck, "Where The Apple Blossoms Fall," the warbler again begins to town, this time in medium fast tempo, to bring a tureen full of shellac to the juke box business. The back-grounding he gets from Flynn's Hollywood Haymakers makes this a great platter from any angle. And, what's more, there'll be lots and lots and lots of arguments as to which side is "topside" for both sides terrestrially impress. Grab a boxful and spread 'em round your location, they've got lots of cops pressed right into 'em.

"When I Was Young And Handsome" (2:42)

"Sad Heart" (2:49)

TExAS JIM ROBERTSON
(Victor 20-3039)

Texas Jim Robertson and The Panhandle Punchers cut one of the most tuneful, most lifting discs with grand, grand lyrics heard in many and many a moon on the topside, "When I Was Young And Handsome," any juke box operator could ever ask for. Here's a side of wax that's bound to bring in coin wherever it's played. And sure to stay put in any juke box for months and months. On the flip, "Sad Heart," Texas Jiméndez does wonders with this tear jerker. Just listen to the grand base voice of this boy. In fact, ops can buy a boxful of these right now and be sure that they'll be back their weight in coins. This is really good wax.

"Green Light" (2:30)

"You Remembered Me" (2:31)

HANK THOMPSON
(Capitol 15187)

In medium slow tempo and gorgeously tensilling the melody, Hank Thompson backed by his Brazos Valley Boys, cuts very, very fine wax in "Green Light." Hank's well known to all juke box ops and once again produces a side here that has lots and lots of possibilities. On the flip, "You Remembered Me," Hank goes into slower tempo with a really beautiful tune and does one grand warbling job. The boy's got a grand voice. There's no doubt that this is one platter that'll please. It's got all that's necessary to fill in on any music show. Listen in and decide for your self.
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<td>The Orioles (Natural 5000)</td>
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<td>Dinah Washington (Mercury 8095)</td>
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<td>CORN BREAD</td>
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New York Truck Strike Hits Disk Biz. Shipments Widely Curtailed

New Platters Pile Up In Piers, Garages

NEW YORK—With the recording business coming out of its worst summer sales slump ever experienced in the history of the industry, the trucking strike underway in the vast Metropolitan New York market this past week put a tremendous bite in the sales and shipment of records to points in this area.

All platteries in the New York market were hit by the strike, with the London Gramophone Corporation, hit the hardest.
Piers, garages and warehouses were loaded with new recordings as the trucking strike went into its second week.

Disk distributors and record manufacturers alike were threatened deeply late this week as no signs of settlement were in view.

Many in the industry pressed airlines, railroad cars and private automobiles and trucks into service in an effort to remove their records from congested warehouses.

London Records were hit the hardest in the strike. The platteries had a huge shipment of records arriving on the Mauretanias and QueenMary. Well over 100,000 records were loaded on trucks from the Mauretanias shipment, but were not allowed to make delivery when the strike was called. Records received on the Queen Mary, estimated at over 150,000 are also lying around in West Side warehouses and piers. The London platter also had a jump on other platteries on the rapidly growing popular “Say Somebody’s Got To Set Your Sweet Heart.” It was learned that these recordings were among the shipments curtained.

Other diskers servicing vast distribution set-ups throughout the nation were making plans to press their products in other cities should the truck strike become a prolonged labor dispute.

Industrial Music Locations Increase

Selling More Juke Boxes In Active Use As Draft Call Starts

NEW YORK—Industrial music locations continued to increase this past week as the nations defense and Universal Military plans continued to operate more widely. Operators specializing in this type of music installation stated that they expected the increase to continue also.

At the same time, music operators throughout the nation were placing more platters in Army installations. With the draft call in active operation industry leaders expected more platters than ever to be in active operation shortly. At the present time there are more than 600,000 juke boxes in active use. Record industry executives stated that they too expected sales from the automatic music industry in increase as a result of these new locations.

“San Antonie Polka”

A SMASH HIT!!

THANKS
Yes — Yes — Many
Thanks to You
OPERATORS,
DISK JOCKEYS,
DEALERS For
Making

“San Antonie Polka”

A SMASH HIT!!

CHANCE LOCATIONS OPEN FOR DISTRIBUTORS
Order Through Your Nearest Distributor or Direct From
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You’ll Be “Floatin’” in Coin When You Feature

“FLOATIN’”

Recorded by
LES BROWN & ORK and BOBBY SHERWOOD & ORK
Columbia #38292

The Greatest Instrumental For Your Music Machines
since “STRICTLY INSTRUMENTAL.”

Pub. By: CHERIO MUSIC PUBLISHERS, INC., 1585 B’way, N. Y.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
FALL SPECIAL
ISSUE OF
THE CASH BOX
DATED—OCTOBER 2nd
CIRCULATES THRUOUT THE TRADE SEPT. 27th
ALL ADS GO TO PRESS ON SEPTEMBER 23rd
REACHES THE ENTIRE TRADE RIGHT DURING THE VERY HEART OF THE BIG BUYING SEASON
RUSH YOUR AD IMMEDIATELY TO . . .
THE CASH BOX
381 FOURTH AVENUE • NEW YORK 16, N. Y.
32 W. RANDOLPH ST. • CHICAGO 1, ILL.
1516 CROSSROADS OF THE WORLD • HOLLYWOOD
GIANT PINBALLS BRING $$

Games Getting Big Play By Public
Resulting In Dollar Gain For
Damon Runyon Memorial Cancer Fund

NEW YORK—The tie-up public relations program now being conducted by CMI and United Artists, who are cooperating in the exploitation of James Cagney’s “The Time Of Your Life” movie and the display of a giant sized pinball machine in the city where the picture is being shown, is working out better than was ever believed possible.

The pinball manufacturers built six of these giant games for display in six cities simultaneously with the movie. The machines are spotted in the most prominent location in the city, where the public is invited to play them for 10c. All receipts are being donated by CMI to the Damon Runyon Cancer Memorial Fund.

Not only are the machines bringing in considerable money for the cancer fund, but the industry is reaping the benefits of thousands of words of publicity in the press and radio, plus the appearance of many photos in all types of mediums.

These six oversized games have already appeared in about a dozen cities, and are being forwarded to other cities where the movie opens. Two of the cities where the machine will next appear are Los Angeles, California and Dallas, Texas.

Altho a few hitches occurred due to the many details that both the coin industry and the movie company had to contend with, the program is now running with the ease and speed of a “sprint champion. CMI, and coinmen in the specific cities are to be congratulated for the enterprise and efforts being put into this program.

A very interesting report emanates from Atlanta, Ga., where the giant pinball was placed in the State Capitol building. Atlanta pinball addicts were so happy to get the opportunity to play the machine that they crowded into the building to the extent that government business was interrupted. Inquiries have been received by The Cash Box from operators in smaller communities asking if these games will be available for their towns. How about it, CMI?

Interest in the giant sized pinballs are reflected in the above pictures. The photo at the left shows players in action at Taylor’s Drug Store in Louisville, Ky. This city did a wonderful job and collected considerable money for the Damon Runyon Cancer Fund. The pic on the right features a show girl who initiated the play in Washington, D. C.

Genco Game Breaking All Sales Records

CHICAGO—Dave Gensburg, Genco Sales & Manufacturing Company, this city, reports that the demand for their new five-ball “Screwball” is far and away the greatest ever experienced by the firm in all its existence.

“We have had some big hits in the years gone by,” smiled Dave, “but it looks like ‘Screwball’ will break all sales records. We’re pushing our production line, running practically twenty-four hours a day to meet the current clamor of our distributors.

It looks like we’ll be busy for quite a long while even at this pace.”

The big feature of “Screwball” is that it hasn’t any bumpers, the ball being shot around the playing field by live rubber bands placed at strategic points. In addition, the new reward action, giving the player the opportunity to run up a large total of free plays, is meeting with great approval. A skill hole in the center of the board, kicks out a ball for ten additional free plays after player lights up the first ten free plays.

GREAT BARGAIN IN COIN MACHINE HISTORY!
Special Subscription Deal
To THE CASH BOX
With FREE ADVERTISING PRIVILEGE

...a 40 word classified ad FREE OF CHARGE... each week (worth $3.20 per week) plus subscription—at a cost to you of approximately $1. per week. Your very first ad can bring back your investment, plus a profit.

Select the deal you wish—enclose your check and classified ad. It will be the best investment you'ii ever make.

THE CASH BOX
The Confidential Weekly of the Coin Machine Industry
381 FOURTH AVE. • NEW YORK 16, N. Y.

CLOSE-OUTS OF BRAND NEW F.P.
PIN GAMES. PRICE MUST BE RIGHT.
CASH WAITING!

Write Immediately — State Quantity And Price In First Letter

BOX 345, % THE CASH BOX, 381-4th AVE., NEW YORK 16, N. Y.

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

www.americanradiohistory.com
Dave Gottlieb Interviewed On Radio About “Health Bowl” Game

CHICAGO—Dave Gottlieb, president of CMI, was heard by radio listeners in thirty states when he was interviewed on Sunday, September 12, about the plans of Coin Machine Industries’ “Health Bowl” football game, which will take place on December 4 in Soldier Field, huge lake front stadium.

The “Health Bowl” football game was spotlighted by Don Elder, nationally known sportscaster, when he interviewed Gottlieb on his popular 11:15 p.m. broadcast over station WMCA. The interview is one of a series conducted by Elder as a pre-season roundup of expert opinion on this fall’s football picture.

The names of the teams who will participate in the “bowl” contest weren’t disclosed, but it is understood that they will be among the foremost colleges in the country. Gottlieb pointed out that the game will be Chicago’s first intersectional, intercollegiate “bowl” game.

All proceeds of the game, after expenses, will be donated to cancer research institutions, with the Damon Runyon Memorial Cancer Fund. Allocations will be approved by the American Cancer Society.

CMI and the entire coin machine industry came in for much praise through the nation in 1947 for its accomplishment in raising a quarter of a million dollars for cancer research. It is hoped that this sum will be surpassed this year. The industry’s second annual fund-raising effort is already under way, with receipts from the “The Time Of Your Life” giant sized pinballs, accumulating. The “Health Bowl” should bring in a huge amount. These two efforts, plus individual donations are expected to put the industry away over the top.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
EVERYBODY GOES FOR
BARNACLE BILL
SENSATIONALLY New!
ENTIRELY Different!

2 SCORING SEQUENCES TO
INCREASE BUMPER VALUES!

"There is no substitute
for Quality"
GAUGED
PRODUCTION
AND
CONTROLLED
DISTRIBUTION
PROTECT YOUR INVESTMENT!

4 FLIPPER BUMPERS!
100,000-BUMPERS!

ORDER FROM YOUR DISTRIBUTOR
Location-Tested
Products

ORIGINATORS OF FLIPPER BUMPERS

"Scoreboard" Clicks
With Shuffleboard Ops

Jennings Flies Machines For
Mississippi And New Jersey Showings

SAN FRANCISCO—"The Coin-
Operated Electric Scoreboard," intro-
duced by Lou Wolcher of Advance
Company, this city, is keeping the
firm busy making shipments, accord-
ing to a report by Wolcher.
The "Scoreboard" is made for the
convenience of the Shuffleboard play-
ers, as it keeps score on the games,
and for the coin machine operator,
who accumulates the coins in the ma-
chine.
The "Scoreboard" can be placed on
a base or hung on a wall near the
shuffleboard, explains Wolcher.
"There are two sets of scoring num-
bors—red and blue—on a mirror-
finished scoreboard field. Each player
inserts a dime per game. We have
found that shuffleboard players go for
it in a big way, as it keeps an accu-
rate score, and there isn't a possibil-
ity of any scoring errors cropping
up."
Wolcher reports that he is looking
forward to even more business now
that the cooler weather is approach-
ing.

CHICAGO—Preparing for its two
big showings; G. D. Jennings & Com-
pany officials rushed its new machines
to air to the Edgewater Gulf Hotel,
Edgewater Park, Mias., and the Berke-
ley-Carteret Hotel, Asbury Park, N.
J.
Jennings will show its new 1949
"Monte Carlo," Series, as described as a
new super-jackpot machines, plus the
mystery attraction—the "Live Jack-
pot." Operators have been invited to
attend the Edgewater Gulf Hotel
showing on September 17 and 18, and
the Berkeley-Carteret Hotel showing
on September 22 and 23.

Many elaborate plans have been
made to entertain visiting columnists.
There will be entertainment, award-
ing of door prizes, and a large ban-
quet on the opening evenings. In ad-
dition factory technicians will con-
duct service schools for operators and
their mechanics. Distributors in
these territories will be on hand to
meet with their operators and ac-
quaint them with the new equipment
and see that they have a good time.
Pictured above are members of the
Jennings staff checking the equip-
ment into an air liner. Left to right:
J. Jenks, vice-president in charge of
production; John Neise, who arranged
and set up the showings; and M.
Kelly, of the shipping department.

100% RETURN PRIVILEGE WITHIN
10 DAYS IF NOT SATISFIED
WITH OUR RECONDITIONED
EQUIPMENT
SEND TODAY
FOR OUR NEW LIST

DAN ROSEN, INC.
Exclusive AML Distributor
855 N. Broad St., Philadelphia 23, Pa.
503 Evergreen Ave, Baltimore 23, Md.
Edenwod 1122

ALL TYPE SLOTS REBUILT.
WE SPECIALIZE IN REBUILDING
Buckley Track Odds.
Exclusive Distributor of
Buckley Track Odds and
CR 22 SLOTS.
COMPLETE STOCK OF
COIN MACHINE PARTS.

CONSOLE DISTRIBUTORS, INC.
1006 Paydair St., New Orleans, La.
AND
3425 METAIRIE ROAD
JEFFERSON PARISH
METAIRIE, LA.

COIN MACHINE MOVIES
For Regular Pamphlets and Sales-
Vista REELS OF 8 & 16 SUBJECTS
Our Films Get The Dimes
PRICE $1.50 TO $3.50 Per Reel
PHONO FILM
2131 No. Kessl Dr. Hollywood 28, Cal.
N.A.M.A. Releases Names of Firms Who Will Exhibit At Show

CHICAGO—The convention committee of N.A.M.A. (National Automatic Merchandising Association) met on Wednesday, September 3, at the Edgewater Beach Hotel, this city, and released its plans for the 1948 convention which will take place at the Palmer House on December 12, 13, 14 and 15.

Machines and merchandise will be shown on both the fourth and seventh floors of the Palmer House, C. S. Darling, N.A.M.A. executive director announced.

Ninety exhibitors will display at the convention it was stated. They are:


B-F-D Co.; Bell Lock Co.; E. J. Breach & Sons; Canada-Dry Ginger Ale, Inc.; Chalex Corp.; The Chams Co.; Chase Candy Co.; Chicago Lock Co.; Cigaromat Corp. of America.

Coan Mfg. Co.; The Coca-Cola Co.; Columbus Vending Amco, Inc.; Implement Corp.; C-S Laboratories; Delicia Chocolate & Candy Co.; Diamond Match Co.; Dixie Cup Co.


Kelher Vendors; Lamont, Corliss & Co.; Leaf Gum Co.; Leith Foundries; Lilly-Tulip Cup Corp.; P. Lorrillard Co.; Lyman Industries, Inc.; Malchus Hill Co.; Mason, Au & Magenheimer; Philip Morris Co., Ltd., Inc.


$19,270,940 Paid By Operators To US Govt ’F 1948

WASHINGTON, D.C.—According to figures just released by the Internal Revenue Bureau, operators of amusement machines (including bells, one-balls, consoles, pinballs, etc.) paid the government federal taxes totaling $19,270,940 for the 1948 fiscal year, ending July 1.

The report wasn’t broken down by states, but records of tax stamps are available to anyone at the local district offices of the bureau of law enforcement agencies.

This is the seventh year these federal taxes have been in effect, giving the government a tidy revenue each year. Altogether certain machines may not be permissible in certain territories, federal taxes must be paid, and the government isn’t interested in local ordinances.

Figures show that 1020 special tax stamps were issued during the year ending July 1 in New York State for bell machines. New Jersey’s total for the same period was 254, and Connecticut claimed paid for 272 stamps.

In addition, a bureau official reported that 38,867 stamps were issued during the year for amusement machines (pinballs and arcade machines) in New York. In New Jersey 14,204 tax stamps were bought by operators, and figures show that 5710 were issued to Connecticut coinmen. These machines pay $10 per year for the tax stamps.

Encore Mfg. Co. Appoints Distributors For Wall And Bar Box

CLEVELAND—Meyer M. Marcus, Encore Manufacturing Company, this city, announced the appointment of two distributors for his Encore Wall and Bar Box.

Stroilg Music Company, Redwood City, California, will cover Northern California, from Fresno County to the Oregon State line. Muns Distributing Company, Green Bay, Wis., is the other distributor appointed at this time.

Marcus reports that great progress is being made, and that other distributor appointments will be announced from time to time.

CLOSE-OUT! "BANK BALLS"

9, 12 & 14 FT. SKEE BALLS

$129.50 EA.

WRITE • PHONE • WIRE

RUNYON SALES CO.

123 W. Runyon St., Newark 8, N. J.
Tel. Newhope 3-2775
593 Tenth Ave., New York 18, N. Y.
Tel. U-Duplex 4-1800

LOOK AT THIS!

30 BALLY VICTORY DEBYES

Automatic Payoff .... Es. $125.00

20 BALLY VICTORY SPECIALS

Free Play .... Es. $130.00

THESE MACHINES ARE CLEAN, MECHANICALLY PERFECT AND NEW

1/2 Deposit Required, Balance C.O.D.

CROWN NOVELTY CO., Inc.

920 Howard Avenue, New Orleans 13, La.
Phone: Canal 7137 Nick Corbelj, Gen. Mgr.
NO BUMPERS!

Screwball
MORE ACTION!
Screwball
LIVELIER!
Screwball
FASTER!

ORDER FROM YOUR NEAREST DISTRIBUTOR

2621 NORTH ASHLAND AVE. CHICAGO 14, ILL.

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

JENNINGS NEW 1949
MONTE CARLO SERIES
3 NEW SUPER-JACKPOT COIN MACHINES

TO BE SHOWN IN YOUR TERRITORY

Sept. 17-18, Edgewater Gulf Hotel
EDGEWATER PARK, MISSISSIPPI

Sept. 22-23, Berkeley-Carteret Hotel
ASBURY PARK, NEW JERSEY

ENTERTAINMENT—SPORTS—DOOR PRIZES
JENNINGS SERVICE SCHOOL CONDUCTED BY
EXPERIENCED FACTORY TECHNICIANS
LARGE FREE BANQUET FOR ALL ON
OPENING EVENINGS

PLEASE MAKE ROOM RESERVATIONS
NOW AT THE RESORT IN YOUR
TERRITORY

GET IN ON THE SNEAK-PREVIEW
OF JENNINGS MYSTERY ATTRACTION

“LIVE JACKPOT”
TO BE FEATURED AT EACH SHOW!

O.D. JENNINGS & COMPANY
4307 WEST LAKE STREET CHICAGO 24, ILLINOIS

EASTERN FLASHES

Altho business did not spurt too sharply with the passage of the Labor Day Holidays, reports from both operators and wholesalers claim an upward surge. The weather continues unbearably hot, but operators believe their collections were better due to the increased patronage of the taverns. Many people who were away for the summer are back home, and others will return this week. Wholesalers tell us that there is an indication of increased sales with operators buying some new equipment, and demanding substantial amounts of the better used machines. It’s a consensus of opinion that as soon as the weather takes a turn, and cools off somewhat, business will then show a marked increase.

Local wholesale business slowed up as far as “export” sales go due to the truck strike. Deliveries in and around the city were taken care of thru the use of company trucks, but it was impossible to ship equipment thru rail or water routes as the drivers couldn’t pass thru picket lines. Everyone is hoping the strike will be settled quickly. Dan Kipnis and Joe Young, Young Distributing, Inc. (Wurlitzer distributors), who do considerable export business, stymied at this time. However, they report that their own trucks are delivering machines thruout the city. New Jersey operators will have the opportunity to have themselves a good time, as well as view the new Jennings machines on September 22 and 23. O. D. Jennings & Company is having a big showing at the Berkeley-Carteret Hotel on those days.

George Gleason, CMI attorney, flies to Chicago for a board meeting at the end of the week, and then flies back for an important luncheon date on Friday. One of the matters that will be discussed is the forthcoming “Health Bowl” featuring December 4 in Soldier Field. Chicagoans, it is hoped, will stay and see the show. George’s conversion of the Total Roll into a skee-ball “Hoop-A-Rou” is meeting with great success among Jersey operators. Meanwhile, David Lowy & Company, reports that he’s had a good buy of selling and buying used machines. However, he’s handicapped this week due to the truck strike.

Barney (Shugy) Superman, Runyon Sales Company, off the road, and expects to stay around the office for the next few weeks. Shugy is delivering the AMI model “B” phones to operators who wish to order their own trucks. The deliveries are slowed down naturally, as his trucks cannot carry too many phones, and cannot cover too many stops. Meanwhile, Dan Kipnis, George’s busy office manager, phones operators, and the phone explaining the situation to those impatient ops...Hymie Rosenberg, H. Rosenberg Company, displays American’s Shuffleboard, and has many interested lookers. Mike Munves, plans on moving to larger quarters in the very near future.

Murray Wiener, Bill Wiener and Leo Williams of Vendors, Inc. (national distributors for U-Need-A-Vendor’s new electric cigarette machine) seen in a huddle in their coin-op office. They are looking forward to great things...King Records, located on Tenth Avenue, move to larger quarters on the same street. Al Miller, manager of the King office, makes us feel that they were unable to do justice to the label in the small quarters, but with plenty of room at 8th Avenue, they really expect to go to town...Operators kept flocking into the new Tenth Avenue quarters of Exclusive Records. Gloria Friedman, who Nick Kenny crowned “The Queen of the Juke Boxers” was on hand to greet all her operator friends.

Harry Rosen, Bert Lane and Meyer Parkoff, Atlantic-Seaboard Corporation, smiling happily over the operator reaction to George’s new and improved “Screw Ball.” “We’ve had some big Genco hits” states Rosen, “but nothing ever like this one. It’s a great feeling to be worrying only about how fast the factory can ship the game to our customers.” Al Blendow, Blendow & Meyers, Inc., tells us that operators are showing more interest in Allie’s ‘48 Bowler, now that the bowling season is getting underway. Al Don, Pioneer Music Company, Roxbury, Mass., exclusive distributors for Videograph in the New England states (combination tele-juke box), reports machines on location doing very well...Jack Mitnick, Beacon Distributing Company (AMI Distributors), Boston, Mass., in town for the holiday week-end. Jack has been traveling thru the New England states with his “trailer” (a very small trailer). He’s already covered Maine, New Hampshire and Vermont, and will now get going thru Western Massachusetts and Rhode Island. Mitnick tells us the music ops are placing substantial orders for the model “B.” Meanwhile Harry Poole, Jack’s associate, is doing plenty of business at the home office.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
The holiday is over. It's time now to really settle down to business. Get in there and work. And make all those predictions of a wonderful Fall season come true. The Labor Day week end acted as a shot in the arm to many coinmen around these parts, introducing a note of optimism and enthusiasm. Sales are on the increase. Manufacturers, distributors, and jobbers are rarin' to go. All are eagerly looking forward to a tremendous increase in business the month that follows the Labor Day. Everyone hopped up over the big success of the showings of Jennings' new 1949 Monte Carlo bell series. John Neise, sales manager for O. D. Jennings & Co., tells us that it is necessary to be holding on the first day of each showing and how beneficial this is proving to distributors and their repairmen. Jennings', plant, explains the mechanism of the machines thru lectures, slides, and a question and answer session. Neise reports that these demonstrations have attracted much attention from coinmen all over the country. He urges all distributors and repairmen to take advantage of this wonderful opportunity. Mr. Baten over at Exhibit Supply tells us about their new game "Circus" and the way it's being received by their distributors. Baten reports "business good" and Exhibit's plant "hummin'" with everyone hard at work trying to keep up with the demand.

Dropped over to AMI for a visit with Lindy Force, who had just returned from the factory, where he had viewed the repairs that were made as a result of their recent fire. Aside from the loading dock and an extension to the building, the fire did very little damage. "But," as Lindy reports, the repairs necessitated several minor changes which made a big improvement in the plant and which the boys are justly proud of." The fire caused no delay in production. It happened during the two week vacation, and the facotry plant is now operating at full speed with the AMI equipment rolling off the line to meet the constant demand. Lindy plans to leave our city the early part of this week for a trip out west, which will include Omaha, Kansas City and Denver. He intends to set up distributorships in these areas. From there he will go on to L. A. to attend Joe Paskin's opening which is set for sometime between Sept. 20 and 30. Spoke with Gerald Haley over at Buckeye Mfg. Co., who reports things as being "quiet on the home front." Fullen (Skeet) Moore tells us there's been a steady stream of visitors to the Williams Mfg. Co., to view their new game "Gizmo." It is on display in their beautiful "Starlight Room." Skeet says, "Gizmo" has made a big hit with the distribra and orders are pouring in.

Milt Salstone of M. S. Distrib. Co. out of town on vacation. Don't ask us where, it's a secret. Ernie Leaner, of the same firm, back at his desk and hard at work after a very enjoyable vacation down south. Peter Hess of Exclusive Records, who is making an extensive tour thruout the country, stopped over in Chicago for a few days this past week to visit some of his friends here. We hear Al Greene of National Records is expected in town sometime this week. The National Coin Machine Distrib. Assoc. is preparing for their meetings to be held at the Congress Hotel on Sept. 14 and 16. Al Fingul, managing director, informs us he has received many calls and inquiries regarding the meetings. Had a nice chat with Grant of Bell-O-Matic. Grant reports, "Things rather quiet." Attributes this to the let down feeling after the Labor Day week end. "After a holiday, it always takes a few days to get things back in harness again," says Grant. Alvin Gottlieb, of D. Gottlieb & Co., tells us, "If there's such a thing as a game being too good, then 'Barnacle Bill' is it. This game has made such a smash hit it has been necessary to step up production in order to meet the terrific demand." That genial adman, Mac Chrivia, stopped up to our office this past week to discuss things in general and the coin biz in particular. Mac, who really gets around in coin circles, says, "Most of the boys are very pleased with the pickup in business and reports conditions in the upswing for the coming season." By the way, just as a reminder, be sure and get your ads in for the Fall Special Issue of The Cash Box which goes to press Sept. 23.

Dale Harrison, former columnist, who is now connected with Bally Mfg. Co., reports a steady stream of visitors to the Bally plant. A few of which include: Bill Marmer of Cincinnati, Jack Rosenfeld of St. Louis, Carl Hoehel of Kansas City, "Doc" Hammond of New York, Lou Lepic of the Reading Fair, Ben Bever of New York and L. J. Lepic from Texas. . . . Billy DeSelm of United Mfg. Co. tells us he's really in the process of moving but hope to get into their new plant in the very near future. The new factory is really a knockout and should attract many visitors to view the beautiful surroundings.

Space Contracts For CMI 1949 Show Mailed To Exhibitors

CHICAGO—The first step in preparing for the CMI 1948 Exhibition and Convention was made this week by Herb Jones, in charge of arrangements. Space contracts have been mailed to previous exhibitors, giving them the first choice of location for the display of their equipment.

The Convention is scheduled to be held once again at the Sherman Hotel, and the dates are January 17, 18 and 19, 1949. In previous years the show ran four days, but the board of directors decided that the actual business could be conducted in three, so the 1949 show was shortened.

"Weeks before we mailed out our space contracts," stated Jones, "we had many reservations from former exhibitors who wished to be assured that they would have the same location as previous years. From every indication, the 1949 show will be a sellout as it has in the many years gone by. We advise that all those who wish to display at the 1949 show, communicate with us at this time.

SEPT. 23 IS THE DAY THE CASH BOX GOES TO PRESS ON ITS BIG FALL SPECIAL SEND YOUR AD IN NOW!
CALIFORNIA CLIPPINGS

Looks like a late summer for Los Angeles, with the old barometer trying hard to Equal the eastern heat wave... Most of the boys on the Bow were too beat from the heat to worry even about the seasonal slump... Only thing that cheered them up and just a little, was when some of the Eastern visitors cranked: "You call this hot..." Jimmy Johnson of Globe Distribu in Chicago one of the visiting brigades, bit his lip and said: Dan Gould of the same city jumped from here up to San Francisco and Seattle, then back to L. A. . . He's in no hurry to get back to the windy city until the hay fever season is over... Dan spent a lot of his time around the Sickling office here, and we don't think it was just because he thinks Jack Simon and Jack Ryan are nice fellows. Dan is known as the biggest man on the block when we dropped in... Had to keep jumping out of the way of equipment coming and going... That J. Peskin opening should be any day now... Nobody around when we were but a great big beautiful, brand new AMI in the window and all the fixtures on hand... Expect Joe will be in from Chicago for the occasion.

Charlie Fuller of Mills up to Las Vegas for a short one... New gal adorning his office and doing a fine job of pinching for Charlie on sales in between beating the Fair, and calling on a few distributors... W. H. Hapgood Jr. off on a week's vacation to San Francisco, Portland and Seattle for a little fishing and visiting the customers in those towns... Spotted Al Bettelman and headman C. A. Robinson in a busy looking huddle and waved at 'em as we went by. Coolest looking fellow on Colpix this week was Red Paite, a bow-tieeus blonde lady, with her flask locked high on her head... Bud in a huddle with a shuffleboard boarder and Fred Gaunt off on his vacay... Aubrey Stemler says that legal game is still coming... by way of Mink, Aubrey!... It better come fast or we'll have to get ourselves a new gimmick for this crowd... What with the music box biz picking up, says Stemler, and plenty of Airone Coronets moving out, could be he's not too worried about the local game shutdown... Dannie Johnson of Automatic dished the heat by taking a run up to Pico Beach on business and pleasure... Sammie Donin planning a fishing trip over the long weekend and George Warna in there digging away for clams... The Warner man, a kibitzer in any deck, says if business keeps up at its present rate, he's going to retire... his jalopy and head for the hills.

Despite the weather and all, out of town boys showed up on the Bow past week in good number... Among them were N. P. Craver from San Diego... San Berdoo's C. E. Collard... E. L. Willard from Paso Robles... Anahaim's Carl Robertson... Wm. Black and Slim Ewing from Barkerfeld (cooling off)... Percy Irwin of Ventura... Colton's Lawrence Raya... Bob Chaceon from Laguna... and all the way from Hawaii came K. Miyamoto.

MINNEAPOLIS

Paul Felling and Ralph Skinner both drove into Minneapolis together for the day to see the fair. Ralph has decided to go out of business and it seems like Paul is going to take over... Dick Toole, ace mechanic of the Coin-A-Matic Amusement Co. in the hospital under observation, kidney trouble... Mrs. Edna Uline of Twin Brooks, So. Dakota, in Minneapolis for a few days visiting the fair... Bud Nittiberg of Cohns, Minneapolis for the day. Reports business at his resort way over last year.

Lyle Kesting of Bellingham, Minn. in Minneapolis for a few days vacationing and taking it easy... Wes Rydell of Mora, Minn. in town just for the day... W. F. Suprenant of Red Lake Falls, Minn. in Minneapolis for a few days visiting the fair... J. D. Story of Baudet Co., Minneapolis for a few days... John Kalasaro of Ladysmith, Wis. in Minneapolis for a few vacation days, also to see the Fair... T. J. Fischer of Waconia, Minn. reports the Bass are hitting extra good. His back door faces the lake and he gets his fish dinner any day he wants it... Rosy Top of the Scott Novelty Co. Shakopee, Entrain just returned from a trip to Oklahoma and is leaving for the West Coast next week.

Mr. and Mrs. Vic Hendel of Worthington, Minn. in Minneapolis for a few days taking in a few of the night clubs and also to see the Fair... Mr. and Mrs. Jack Harrison of Crosby, Minn. in Minneapolis to see the Fair... LeRoy Roberts of Luverne, Minn. in Minneapolis for the day enroute home after vacationing in the north woods... The Minneapolis Story Co. Shakopee, Minnesota meeting last Thursday, Sept. 2, 1948, at Springfield, Minn. for operators in that area. Purpose to get the operators to cut down percentage on music locations... Paul Hayes sporting a new Mercury and mighty proud of it... Frank Kummer, of Spring Grove, Minn. sporting a new Oldsmobile convertible, Canary Yellow, and what a beauty... Wade Carpenter and the Mrs. from Bemidji, Minn. in Minneapolis for a few days vacationing.
FOR SALE—Route of approximately 60 pinballs, rolldowns, etc., in towns surrounding Younger's. Long established, profitable route. Write BOX # 66, c/o THE CASH BOX, 371 FOURTH AVENUE, NEW YORK 18, N. Y.

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

FOR SALE—1 Seeburg 1947 remote model, 1-47M excellent shape $575.1 Seeburg 1948 remote like new $695.1 Super Roll, rolldown $590. ANTHONY HIRT, 2303 No. 11th STREET, SHEBOYGAN, WIS.

FOR SALE—10—616 Wurl. $75 ea. 2—600er Wurl. $150 ea.; 1—1940 Rock-Ola C. M. 909; 3 Seeburg Mayfair $390 ea. 1 Seeburg Regal $175 ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1926 W. TIoga ST., PHILADELPHIA, PA. Tel.: Ra. 5-7082.

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

FOR SALE—Old established phonograph and pin game business, located in St. Louis, Mo. Will gross out in 12 to 15 months. Get full particulars. BOX 731, THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.


HOW TO USE THE "C. M. I. BLUE BOOK"

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter, the C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than show no price, retains the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine is worth $500.00 whereas everyone on the East Coast may think it is worth but $750.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be taken into consideration. The C.M.I. Blue Book reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: The C.M.I. Blue Book should be read as follows: First price listed is latest price for the week; Second price listed is highest price. Where only one price appears this should be considered lowest price.
<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Play Boy</td>
<td>30.00</td>
</tr>
<tr>
<td>Pin Up Girl (Rev)</td>
<td>15.00</td>
</tr>
<tr>
<td>Progress</td>
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<tr>
<td>Ranchero</td>
<td>36.00</td>
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<tr>
<td>Rendezvous</td>
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<td>Rio</td>
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<tr>
<td>Samba</td>
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<tr>
<td>School Days</td>
<td>15.00</td>
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<tr>
<td>Scoop</td>
<td>15.00</td>
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<tr>
<td>Sea Breeze</td>
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<td>Sea Hawk</td>
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<tr>
<td>Seven Up</td>
<td>15.00</td>
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<tr>
<td>Show Girl</td>
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<tr>
<td>Silver Skates</td>
<td>19.50</td>
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<tr>
<td>Silver Spray</td>
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</tr>
<tr>
<td>Silver Streak</td>
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<td>Singapore</td>
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<td>Sky Blazer</td>
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<td>Skyscraper (Rev)</td>
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<td>Slot the Jap</td>
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<td>Smartphone</td>
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<td>Speed Demon</td>
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<tr>
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<td>Sunny</td>
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<td>Yankee Doodle</td>
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<tr>
<td>Zip Z zap</td>
<td>15.00</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>159.50</strong></td>
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</table>

**Note:** Prices are in dollars and cents. The table lists various products with their respective prices. The prices range from 10.00 to 169.50 dollars. The table includes a variety of games and toys, such as Play Boy, Pin Up Girl, Progress, Ranchero, etc. The prices are followed by a table of product names and their corresponding prices.
UNITED'S
PARADISE

✓ BUILD-UP--HOLDING BONUS
  (Resets only at Start of Game)

✓ SUPER BONUS--Increases 4 Times in Value

✓ 2 WAYS TO SCORE REPLAYS

FIVE-BALL NOVELTY REPLAY

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
5737 NORTH BROADWAY
CHICAGO 40, ILLINOIS
Bally Reserve Bell
NEW HOLD AND DRAW BELL-CONSOLE
WITH
NEW BUILD-UP BONUS

BALLY BALLY BALLY
3-BAR WINNER RECEIVES BONUS
BONUS "GROWS" FROM 100 TO
2000 TOP
PLUS PLENTY OF
BELL-FRUIT
WINNERS

CAN BE OPERATED AUTOMATIC OR REPLAY
NICKEL OR QUARTER PLAY

DOUBLE YOUR EARNINGS
IN EVERY 5-BALL LOCATION IN YOUR TERRITORY
WITH Bally
CARNIVAL
FAMOUS BUILD-UP BONUS.
AND "ALL-12" SKILL FEATURE
PLUS HIGH-SCORE
COMPETITIVE PLAY APPEAL

A BALLY GAME
FOR EVERY SPOT

BIG INNING
TRIPLE BELL
WILD LEMON
DOUBLE UP
HI-BOY
HY-ROLL
DELUXE BOWLER

Bally One-Ball Multiples!

GOLD CUP
FREE PLAY

TROPHY AUTOMATIC

PROFIT PROVED
HORSESHOE FLASH
with
NEW "FAN" FLASH

PLAYERS PLAY
UP TO
6, 8, OR 10
COINS
PER GAME

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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