

# THE CASH BOX

THE  
CONFIDENTIAL WEEKLY  
OF THE  
COIN MACHINE INDUSTRY

VOL. 11, NO. 46  
AUGUST 12, 1950

Read  
"Morale Boosters"  
Editorial  
Pages 4 and 5



The Weavers, folk group responsible for a tremendous flurry of excitement in the music business are pictured above running through a rendition of their click tunes, "Tzena, Tzena, Tzena" and "Good-night Irene." The Weavers first popularized "Tzena" at The Village Vanguard in New York. Maestro Gordon Jenkins heard it, wrote lyrics, recorded the tune with The Weavers with the result being the smash popularity of the song today. The group is set with a series of personal appearances and theater engagements starting this month. Pictured above, left to right, Pete Seeger, Lee Hays, Ronnie Gilbert and Fred Hellerman. The Weavers are exclusively featured on Decca Records, and managed by Pete Kameron.

# OLD AND EXPERIENCED

traveling men, training novices as to "what to watch for when entering a town," always advised, "read the classified ads" in the town paper. "That's where you get the real lowdown," they said, "and," they added, "always glue yourself to the paper with the largest number of classified ads because," they sagely emphasized, "that's the paper the people are really interested in and are carefully reading page after page."

. . . In keeping with the above, which many, many members of this (and every other) industry heard expounded time and again by these oldtime traveling men who pioneered a great business path thru America's hinterlands . . . is this proud statement for one and all in this industry to give deep and serious consideration:

**"THE CASH BOX" PUBLISHES MORE THAN  
DOUBLE THE NUMBER OF CLASSIFIED  
ADS THAN ALL OTHER MAGAZINES  
IN THIS INDUSTRY COMBINED!**

FOR ALL BUYERS AND SELLERS WHO WANT COMPLETE, EXCLUSIVE, INTERESTED AND INTENSELY READ COVERAGE OF THE ENTIRE TRADE. (NO WASTED CIRCULATION).

**"THE CASH BOX" IS THE MARKET PLACE**

EACH AND EVERY WEEK'S ISSUE OF "THE CASH BOX" IS INTENSIVELY READ FROM COVER TO COVER. AMERICA'S LEADERS COINED OUR SLOGAN, "IT'S WHAT'S IN 'THE CASH BOX' THAT COUNTS." "THE CASH BOX" IS THE MAGAZINE FOR YOUR ADVERTISING IF YOU ARE INTERESTED IN "RESULTS." INQUIRE TODAY REGARDING ADVERTISING IN . . .

# THE CASH BOX

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Publication Offices

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(All Phones: WEbster 3-0347)

# QUIET

These are facts.

The average man does not know what his druggist pays for the toothpaste he sells him.

He doesn't know what his grocer pays for the coffee he buys from him.

Why, then, should the public and especially the location owner know all about, as well as how much, machines cost operators?

Why should the public, as far as that goes, know whether this industry is in, or out, of business?

The time has come for this, and many, many other industries, to turn to quiet, as their policy.

Why should the location owner know inner-industry details?

What happens in this industry should remain in the industry.

That is why this industry can continue onward, progressively, as long as it keeps itself to itself.

That's why this publication, over eight years ago, adopted the policy of reaching exclusively and only to the members of the industry.

It has always maintained that policy.

It is now strengthening that policy.

Simply because the time has come to tread softly, and speak softly.

This industry must now proceed without fanfare, or ballyhoo, and keep itself within itself.

This industry will go forward, regardless of what the future holds, for it offers this nation an extremely vital necessity.

As the next two pages editorialize, here is the one industry of the nation, the one, and only one of its kind, that can offer economical, relaxing, easing and soothing entertainment—the greatest MORALE BOOSTERS in all the world's history—at a time when this great nation of ours most needs it.

But, within itself, and to itself, this industry must maintain quiet.

This is not the time to let itself open to newsstand purchase.

This is, instead, the time when, like the druggist and grocer examples used here, it must keep itself, and its inner-industry doings, to itself.

The time has come for QUIET.

## THE CASH BOX

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JOE ORLECK

CHICAGO OFFICE

32 West Randolph St., Chicago 1, Ill.

(All Phones: DEarborn 2-0045)

BILL GERSH

LOS ANGELES OFFICE

6363 Wilshire Blvd., Los Angeles 48, Cal.

(All Phones: WEbster 3-0347)

LEO SIMON

CORRESPONDENTS IN LEADING CITIES  
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### EXECUTIVE STAFF

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JOE ORLECK, Editor and Advertising Director

ROBERT E. AUSTIN, General Mgr., Music Dept.

JOEL FRIEDMAN, Music Editor

DICK GERSH, Editor, AM Dept.

L. MILAZZO, Classified Advertising

A. ARTESE, Circulation

POPSIE, Staff Photographer

WM. NICOSIA, Art Director

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THE CASH BOX covers the coin operated machines industry, and all allied to this industry in any fashion whatsoever, throughout the United States, Canada, Central and South America, Africa, Japan, Hawaii, Philippine Islands, and other Asiatic and Pacific countries, as well as certain European nations. The Cash Box is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to:—automatic coin operated music equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers of music, disc jockeys, radio stations, and all others in any fashion identified with, or allied to, the coin operated music machines industry are completely covered. Manufacturers and distributors

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THE CASH BOX IS RECOGNIZED by various associations of coin machine operators throughout the United States as their "official" weekly magazine.

### "THE CONFIDENTIAL PRICE LISTS"

"The Confidential Price Lists" are the one and only officially recognized price guide of all new and used machines in the United States. "The Confidential Price Lists" are an exclusive, copyrighted feature of *The Cash Box*. "The Confidential Price Lists" report each week's low and high prices for all new and used coin operated machines, regardless of age, listing all market changes, and continually adding on all the new equipment as this equipment is announced to the industry. "The Confidential Price Lists" are recognized by many cities and states throughout the country as "the official price book of the coin operated machines industry". They are an integral part of *The Cash Box* and appear in each week's issue. "The Confidential Price Lists" are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. "The Confidential Price Lists" are used by finance firms, factors, loan companies, bankers and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. "The Confidential Price Lists" have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon the quotations appearing in "The Confidential Price Lists".

# AUTOMATIC MUSIC AND AMUSE MORALE BOOSTERS

WITH ALL INDICATIONS POINTING TO AN EXTREME  
MOST DEFINITELY NEED ECONOMICAL ENTERTAINMENT  
AND EASES NERVOUS TENSION AND HELPS  
PRESSURE OF ALL OUT WAR PREPAREDNESS

The coin machine industry is an American industry. It's as American as pie-and-coffee. It's thankful, and blessedly, American. It's American to its very core.

This American industry, the coin machine industry, is more than just an industry of commodities. It's an industry for, and of, America. It's an industry that offers America the world's finest and great MORALE BOOSTERS.

Every amusement machine, every juke box in America, is a potential MORALE BOOSTER. An invaluable, vital, MORALE BOOSTER. A MORALE BOOSTER that is unequalled for helping America.

There is every indication that this will be a war of nerves. That Russia, as the experts state, will push this nation into a state of complete, all out, war preparedness. And will then ease off and walk away from any possible showdown fight.

This, the experts believe, will happen more than once. It may happen many times. It may, they are firmly convinced, crack the nerves of America's millions—and leave Russia to win—without a fight.

Therefore, with every indication pointing to a war of nerves, more dastardly and more damaging than even Hitler's blitz of the British public, America's peoples will need all the soothing, all the easing of tension, they can get.

They will require economical entertainment. With taxes going skyward to smash the possibility of inflation, with people finding their pay envelopes shorter, because of larger, and possibly still larger, withholding tax withdrawals, they will not be able to afford anything but economical, and extremely economical, entertainment.

That's where, as in World War II, the coin machine industry again comes to the fore. That's when amusement machines of all kinds and every juke box in the land will be needed to entertain America's tremendous laboring force and all those not directly engaged in war production, so as to soothe, ease and relax the frazzled nerves of everyone in the nation.

Doctor after doctor has, for many past years, advised that amusement machines and juke boxes have been extremely effective and beneficial in easing and relaxing nervous tension, created by a variety of causes, in this everyday world.

But, with an all out war preparedness program under way. With war scare headlines blasting across entire pages of every newspaper. With casualties and deaths being reported. With sons and daughters engaged in all out war preparedness, the nervous pressure will be many, many times worse.

What to ease this pressure? What to calm frazzled, worn nerves? What better than the amusement and music of this automatic machines industry?

The extremely economical amusement and music that soothes and calms and entertains, and allows people to endure the pressure of nervous tension, day in and day out, for weeks, for months, maybe for years, while this war of nerves goes on and on and on.

Here, again, as in World War II, the coin machines industry can offer a tremendous, an outstanding, service to its country.

Not only will its manufacturers, once again, bring great glory to the industry, as they did in World War II, when they were given a multitude of "E" Awards for their marvelous and skilled war production.

Not only will its juke boxes play "Any Bonds Today?", if that is the song that will again be adopted and, once again, be praised by the Federal Government for helping to boom sales of War Bonds.

Not only will the sons and daughters of the men engaged in this industry march off to front lines—many of them to die—as many did in World War II.

Not only will the men of the industry help with every possible effort and every dollar to win this war of nerves, or should it turn into an actual and horrifying world conflagration, win the war itself.

*We are confident that America will win.*

But, more than ever before, the pleasing, relaxing,

# MENT ARE AMERICA'S FINEST BOOSTERS

ENDED WAR-OF-NERVES AHEAD THE PUBLIC WILL  
AMUSEMENT THAT RELAXES, PLEASES, SOOTHES  
PEOPLE TO ENDURE THE TERRIFIC MENTAL  
STRESS FOR THE MONTHS AND YEARS TO COME

soothing and easing, as well as economical entertainment of this industry, its amusement and music machines, stand ready to offer the world's finest MORALE BOOSTERS for America's war-harrassed millions. To help them endure the terrific strain and pressure of the war of nerves ahead. To help them to win. As America will win.

This is, then, the time for everyone in the industry to quickly come to the fore as this nation girds itself for all out war preparedness. This is the time when every man and woman who is a member of this industry should prepare to fight with the great force they have to win this war of nerves . . . the economical, relaxing, easing, soothing entertainment which this industry offers, and which WILL HELP WIN THIS WAR.

This is America. This is the nation Russia believes will crack under the strain of war tension — without actual war.

This is the nation Russia believes will go down to self-defeat with raw, wornout, shot-to-hell nerves, as it pushes this nation into tremendous billions of dollars in expenditures, into terrific pressured tension of "possible war"—and then walks off with a shrug — to repeat the process all over again — when Americans have eased off from the first nervous strain. Then do it again, and again, and once again, if necessary, to beat down, smash, crush American nervous systems.

Never, Never while there is a world, will America lose such a battle of nerves.

Never. Because Americans have learned to play, and to laugh, and to kid themselves.

To help them to laugh and play and to joke—that's where America's amusement machines and automatic juke boxes come to the fore.

This industry offers the nation's peoples, relaxing, soothing entertainment—economically.

With this industry's popular and economical games and music, — can America continue to laugh, and play, and joke, and ease the pressure on its nerves to WIN EVEN THIS KIND OF WAR. Or any other kind, for

that matter.

This industry offers every American the kind of economical entertainment he and she want. Economical, relaxing entertainment.

But, more than anything else, it offers to the nation—the world's finest and greatest MORALE BOOSTERS.

The kind of MORALE BOOSTERS that will help AMERICA WIN!

Use This "American Morale Booster"  
Sticker On All Your Amusement And  
Music Machines

This "American Morale Booster" sticker is a suggestion of *The Cash Box*. You can have it made for you in your own community. Paste it in a very prominent position on the backboard glass of everyone of your Amusement machines. Paste it on the front glass of your juke boxes. Help America WIN.



# THE CASH BOX

# Record Reviews

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

**"ALL MY LOVE" (2:53)**  
**"TELL ME WHY" (3:03)**  
**XAVIER CUGAT ORCH.**  
 (Columbia 38913)

● Upper wax is an adaptation of the French smash ballad, "Bolero." Xavier Cugat gives it a rich, full Spanish treatment here and vocalist Abbe Lane lends her pipes to the infectious melody as she spoons the wordage in French and English. Flip is an instrumental rhumba, highly danceable and listenable that should register heavily with music ops. Our advice is to get with this cookie; it's one of Cugat's best in a long time.

**"THE RED WE WANT IS THE RED WE'VE GOT" (2:27)**  
**"THE FIGHTIN' PHILS" (2:40)**  
**DELAWARE COUNTY STRING BAND**  
 (Reel 1000)

● Top layer is set in the patriotic motif with a real string band treatment and a whole group singing the sincere sentiments. Ditty is an anti-Commie piece that makes sense and good music at the same time. Bottom is a baseball song in march tempo that should move for ops with specialized locations. We get the most from the top deck which has enough movement in it to stir interest. Ops would do well to give this a spin.

**"KAIMANA HILA" (2:50)**  
**"MAKALAPUA" (2:50)**  
**JERRY BYRD**  
 (Mercury 6265)

● Jerry Byrd, one of the outstanding steel guitarists in the world, and Danny Kuaana, a leading interpreter of Hawaiian music, blend their abilities to turn out two sides that will do well in spots that appreciate this kind of music. Danny Kuaana does the chanting in Hawaiian while Jerry Byrd accompanies with the stringing. Both sides are in the same pattern with "Hila" sounding a trifle stronger.

**"ALL I DO IS DREAM OF YOU" (2:39)**  
**"MAMA'S RAGTIME SWING" (2:35)**  
**LARRY VINCENT—DOTTI BARLOW**  
 (Pearl 700-271)

● "All I Do" is a nostalgic, rickey tickey type of novelty that features the singing of Larry Vincent to his own piano playing accompaniment. Ditty is a vaudey slanted novelty that should pack a lot of listening fun and urges joining in with the easy lyric and simple melody line. Reverse is a ragtime dance number with a Dixieland beat. Dotti Barlow has a nice delivery and sells good wordage. Ops will do well to get with this.

**"IMAGINATION" (2:40)**  
**"CAN'T WE BE FRIENDS" (2:23)**  
**JESS STACEY**  
 (Capitol 1136)

● Jess Stacey offers up two piano instrumentals with rhythm accompaniment. First etching is a familiar, standard ballad set in a slow pace. Stacey's playing is polished and ops who have spots along their routes that plunk in the moolah for piano instrumentals might find some action here. Bottom pressing is a trifle weaker than "Imagination."

**"SHUFFLE OFF TO BUFFALO" (3:01)**  
**"I NEVER KNEW I LOVED YOU" (2:47)**  
**CALIFORNIA COMMANDERS**  
 (Capitol 1125)

● Lou Busch once again leads his Hal Kemp styled "Commanders" in the stuttering horns style that gained him so much favorable comment on

## DISK OF THE WEEK

**"FRIENDLY STAR" (2:21)**  
**"LET'S DO IT AGAIN" (2:20)**  
**MARGARET WHITING**  
 (Capitol 1132)



MARGARET WHITING

● The smash ballad from the MGM musical "Summer Stock," sweet and dreamy "Friendly Star," receives the full effect of a moving Margaret Whiting vocal spooning here on the thrush's stirring rendition. Frank De Vol's orking is restrained and in a quiet mood to match the easy going dancing and listening qualities of the

their first release. "Shuffle" is a grand old number that receives a nice oral treatment from Bob Craig. Bottom is a ballad in the accepted "Commanders" pattern with Bob Craig another warbling task. Ops who liked the initial engravings will want to hear these.

**"MY SILENT LOVE" (2:40)**  
**"CHOPPIN' UP CHOPIN" (2:34)**

**BILL SNYDER**  
 (Tower 1482)

● That "Bewitching" master of the piano, Bill Snyder, releases a new keyboard masterpiece that could easily hit as hard as his classic. The Bill Snyder version of "My Silent Love" proves once again that the tone of his piano is without equal. The bottom deck has more great ivory fingering but lacks the commercial appeal of the first face. Ops—this is a must—Bill Snyder has another big one, "My Silent Love."

**"I DIDN'T SLIP" (2:26)**  
**"I CROSS MY FINGERS" (2:35)**

**EDDIE GRANT**  
 (Capitol 1127)

● Eddie Grant turns his considerable qualities as a top-flight organist to good use as he cuts two instrumental edges on the click pop tunes, "I Didn't Slip" and "I Cross My Fingers." Both ends are quiet, rhythmic and true to their original melodies. For ops with sedate spots along their routes or with wired music locations these etchings should be useful.

**"MUSIC TO DANCE TO" (2:51)**  
**"I WANT A LITTLE GIRL" (3:06)**  
**WOODY HERMAN ORCH.**  
 (Capitol 1126)

● Despite the title, Woody Herman fans will find better listening than dancing on the upper circle as the "Woodchoppers" turn in a rapid paced instrumental. Flip boasts the singing of maestro Woody Herman on a quiet, slow moving ballad that takes our decision over the top deck. Ops will appreciate this lower offering.

**"IT'S ME AGAIN" (2:45)**  
**"CALL FOR ME" (2:29)**  
**BILLY MAYO QUINTET**  
 (Dana 2079)

● "It's Me Again" is a ballad that looks to us to be a strong possibility as a click tune. The ditty is good, quiet listening with lyrics that get a good tee-off from the Billy Mayo Quintet. This song could step into the big time. Flip features Terry Lea and Cross Rhodes on the girl-boy novelty duet. Terry Lea, the girl chirp, has a voice that bears watching. Ops owe it to themselves to hear both ends through carefully.

**"YOU ARE MY LUCKY STAR" (2:44)**  
**"THREE LITTLE WORDS" (2:14)**  
**PHIL REGAN**  
 (RCA Victor 20-3833)

● The appealing Irish tenor of Phil Regan steps out with a couple of standards that should give listeners a lot to remember. "Lucky Star" is a fourteen-year-old ballad that will have listeners strolling through a host of memories. "Three Little

Words" is the title song from the picture of the same name and publicity on it will make the song a valuable must in all juke boxes. Ops who hear this wax will need no further urging to grab and place it around.

**"OH THEM DUDES" (2:24)**  
**"MR. BERLITZ" (3:13)**  
**DOROTHY SHAY**  
 (Columbia 38916)

● "Dudes" slicing gives Dorothy Shay, hillbilly novelty singer, a chance to show her wares with a tune highlighted in the forthcoming flicker, "Let's Dance." Song is a parody on the success of country music in the city. Bottom airs Dorothy Shay framed by Mitchell Ayres on a novelty with very cute patter about all that you don't learn about the French till you visit. The biscuit is well done and wise ops will use the platter according to individual location tastes in novelties.

**"LISTEN TO THE MOCKING BIRD" (2:51)**  
**"BAG RAG" (2:14)**  
**HILTON "NAPPY" LAMARE**  
 (Capitol 1128)

● In the popular realm of Dixieland music there are a magic circle of great names and one of the greatest is Hilton "Nappy" Lamare. Here he offers a Dixieland interpretation of the old novelty side that covers the first layer and then takes the featured banjo spot on his own composition on the reverse. Both ends are well done and should pull.

**"ALL MY LOVE" (3:05)**  
**"THIS IS THE TIME" (2:40)**  
**PERCY FAITH ORCH.**  
 (Columbia 38918)

● Two beautiful, quiet ballads come in for some of the characteristic delicate treatment for which Percy Faith is famous. Using his chorus and orchestra in the dreamy, tasteful manner that brings out the best from both artist and material, Percy Faith turns in two renditions that should move rapidly in the nation's juke boxes. Ops will want to listen closely and pay particular attention to the first side.

**"GET UP" (2:17)**  
**"THE DISH RAG" (2:45)**  
**TONI HARPER**  
 (Columbia 38917)

● Two bouncy novelty ditties get an added dash of zest from the wevoiced chirping of pert Toni Harper and the Dixieland antics of the Manie Klein band. Upper deck is concerned with the problems of getting out of bed and to school in the morning. Bottom ring is a lilting "rub-a-dub-dub" novelty. Extra bows go to the backing of the 4 Hits And A Miss. Sides have some merit and ops might lend an ear.

**"COPYCAT" (2:34)**  
**"WOULD YOU LIKE TO GO TO A PARTY" (2:06)**  
**CECE BLAKE**  
 (Riviera 113)

● "Copycat" is a novelty that gets our nod as a tune that can pull nickels with the best of 'em. Song features the fine thrashing of Cece Blake with a follow-along on the words from orkster Don Costa. Turnover is another sprightly novelty that shines forth with some excellent harmonizing by the backgrounding Heathertones. Our chief plaudits are directed towards the top deck. Ops who use this material will find it a solid juke box investment.

## BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

- ★ "MY SILENT LOVE" ..... Bill Snyder ..... Tower 1482
- ★ "COPYCAT" ..... Cece Blake ..... Riviera 113
- ★ "I'LL NEVER BE FREE" ..... Kay Starr & Tennessee Ernie ..... Capitol 1124
- ★ "AIN'T NOBODY'S BUSINESS"
- ★ "THE SWISS BELLRINGER" ..... Guy Lombardo Orch. .... Decca 27118

# The Nation's TOP TEN Juke Box Tunes



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

\* Denotes Most Popular Recording. Record Companies Listed Alphabetically

CODE		
AB—Abbey	DE—Decca	RE—Regent
AL—Aladdin	DV—Delvar	RO—Rondo
AP—Apollo	HT—Hi-Tone	SA—Savoy
BB—Bluebird	KI—King	SIT—Sittin' In
BU—Bullet	LO—London	SP—Specialty
CA—Capitol	ME—Mercury	TE—Tempo
CM—Commodore	MG—MGM	TW—Tower
CO—Columbia	MO—Modern	VI—Victor
CR—Coral	NA—National	
DA—Dana	RA—Rainbow	

- |           |   | Pos. Last Week |
|-----------|---|----------------|
| <b>1</b>  | <b>* MONA LISA</b><br><b>* KING COLE</b><br>CA-1104—Eddie Grant<br>CA-1010—King Cole<br>CO-38768—Harry James O.<br>CR-60250—Leighton Noble O.<br>DE-27048—Victor Young O.<br>LO-619—Charlie Spivak O.<br>ME-5447—Alexander Bros.<br>MG-10689—Art Lund<br>VI-20-3753—Dennis Day  | <b>1</b>       |
| <b>2</b>  | <b>I WANNA BE LOVED</b><br><b>* ANDREWS SISTERS</b><br>CO-38491—Buddy Clark<br>CO-38825—Tony Bennett<br>DE-27007—Andrews Sisters<br>MG-10716—Billy Eckstine<br>VI-20-3772—Fontaine Sisters  | <b>2</b>       |
| <b>3</b>  | <b>BEWITCHED</b><br><b>* BILL SNYDER</b><br>CA-1000—Mel Torme<br>CO-38821—Benny Goodman O.<br>CO-38821—Doris Day<br>DE-24983—Gordon Jenkins O.<br>ME-5399—Jan August & Harmonicats<br>MG-30120—David Rose O.<br>TW-1473—Bill Snyder<br>VI-20-3726—Larry Green<br>VI-20-3617—Andre Previn  | <b>3</b>       |
| <b>4</b>  | <b>TZENA, TZENA, TZENA</b><br><b>* GORDON JENKINS</b><br>CO-38885—Mitch Miller O.<br>DE-27077—Gordon Jenkins O.<br>DE-27053—The Weavers<br>ME-5454—Vic Damone<br>VI-20-3847—Ralph Flanagan O.   | <b>8</b>       |
| <b>5</b>  | <b>SAM'S SONG</b><br><b>* GARY AND BING CROSBY</b><br>CA-962—Joe Carr<br>CO-38876—Toni Harper<br>CR-60250—Leighton Noble O.<br>DE-27033—Victor Young O.<br>DE-27112—Gary And Bing Crosby<br>LO-693—Hogan & Wayne<br>ME-5450—Harry Geller O.<br>MG-10743—The Melodeons<br>VI-20-3798—Freddy Martin O.  |                |
| <b>6</b>  | <b>GOODNIGHT IRENE</b><br><b>* GORDON JENKINS &amp; THE WEAVERS</b><br>CA-1142—Jo Stafford<br>CO-38892—Frank Sinatra<br>CR-60266—Cliff Steward<br>DE-46255—Foley & Tubb<br>DE-27077—G. Jenkins & The Weavers<br>ME-5448—Alexander Brothers<br>VI-20-3870—Dennis Day   |                |
| <b>7</b>  | <b>HOOP-DEE-DOO</b><br><b>* PERRY COMO—KAY STARR</b><br>CA-980—Kay Starr<br>CO-38799—Frankie Yankovic<br>CO-38771—Doris Day<br>CR-60209—Ames Bros.<br>DA-2077—Paulette Sisters<br>DE-24986—Russ Morgan O.<br>ME-5419—Lawrence Welk O.<br>MG-10702—Lynn Duddy Singers<br>VI-20-3747—Perry Como   | <b>4</b>       |
| <b>8</b>  | <b>MY FOOLISH HEART</b><br><b>* GORDON JENKINS—BILLY ECKSTINE</b><br>CA-934—Margaret Whiting<br>CO-38697—Hugo Winterhalter O.<br>DE-24830—Gordon Jenkins O.<br>ME-5362—Richard Hayes<br>MG-10623—Billy Eckstine<br>TE-470—Franz Lehár<br>VI-20-3681—Mindy Carson  | <b>5</b>       |
| <b>9</b>  | <b>SENTIMENTAL ME</b><br><b>* RUSS MORGAN—AMES BROS.</b><br>GA-923—Ray Anthony O.<br>CR-60140—Ames Bros.<br>CR-60173—Ames Bros.<br>DA-2074—Billy Mayo Quartet<br>DE-48141—Ray-O-Vacs<br>DE-24904—Russ Morgan<br>ME-8174—Steve Gibson<br>VI-20-3793—Rudy Vallee  | <b>7</b>       |
| <b>10</b> | <b>THE THIRD MAN THEME</b><br><b>* ANTON KARAS—GUY LOMBARDO</b><br>CA-820—Alvine Rey O.<br>CO-38706—Hugo Winterhalter O.<br>CO-38665—Cafe Vienna Quartet<br>CR-60159—Owen Bradley<br>DE-24908—Ethel Smith<br>DE-46218—Hank Garland<br>DE-24839—Guy Lombardo O.<br>DE-24916—Ernst Nasar<br>DE-27048—Victor Young O.<br>LO-536—Anton Karas<br>ME-5373—Herman Stachow<br>MG-10593—Franz Dietschmann<br>NA-9104—Dave Apollon<br>VI-20-3698—Irving Fields Trio<br>VI-20-3611—Irving Fields Trio<br>VI-20-3707—Ray McKinley O.<br>VI-20-3797—Freddy Martin O. | <b>9</b>       |

11) SIMPLE MELODY. 12) ROSES. 13) COUNT EVERY STAR. 14) LA VIE EN ROSE. 15) 1 CROSS MY FINGERS. 16) I DIDN'T SLIP. 17) BONAPARTE'S RETREAT. 18) I DON'T CARE IF THE SUN. 19) WANDERIN'. 20) IT ISN'T FAIR.



## An unbroken string of smash hits

The Latest and Biggest of All

### JUST SAY I LOVE HER IF ANYBODY DOES

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78 R.P.M. M-G-M 10758 45 R.P.M. M-G-M K10758

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# Johnny Desmond

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# THE CASH BOX

# Record Reviews

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

"SAM, THE OLD ACCORDION MAN" (2:40)  
"THE DIXIELAND JAMBOREE" (2:30)

KAY KYSER ORCH.  
(Columbia 38914)

● Upper shellac is a novelty side with a nice bounce and a cute message. Ditty gets a tremendous sparking from Kay Kyser's chirp Sue Bennett, who airs a set of tonsils that remind us of the early Judy Garland days. On the flip the Kay Kyser organization steps out with some grand Dixieland jazz that sets the stage for vocalist Michael Douglas. Music ops who hear the top should go for the girl warbler.

"LA VIE EN ROSE" (3:15)  
"NO OTHER LOVE" (3:10)

CONNIE HAINES  
(Coral 60260)

● French ballad sensation, "La Vie En Rose," gets a French and English oral chirping from Connie Haines in an effort that moves slowly and without too much of the passionate flavoring of the tune as it is usually done. Bottom is another ballad that might set well with Connie Haines' fans. George Cates handles the orking.

"HOKEY, POKEY POLKA" (2:45)  
"CAKEWALK" (2:37)

MAC MCGUIRE QUINTET  
(Capitol 1135)

● A polka version of the "Hokey Pokey" dance tune that broke so big in the Northwest gets a good bounce from the Mac McGuire quintet on a novelty, lively slicing with a group sing. Reverse is in the old fashioned riverboat-rhythm, a vaudeville pattern that is currently meeting with approval. Upper circle has real potential and ops who lend an ear are going to latch on.

"THE SWISS BELLRINGER" (2:44)  
"ALL MY LOVE" (2:32)

GUY LOMBARDO ORCH.  
(Decca 27118)

● "The Swiss Bellringer" rings the bell with us as a tune that is going to be another big one for fabulous Guy Lombardo. The ditty is a peppy, bouncy, novelty bit full of sprightly nonsense that will delight all ages. Kenny Gardner and the Trio do the vocal in standard Lombardo fashion and the result is a sure winner. Flip is a Bill Flanagan rendition of the click bolero ballad. Ops will want to grab the top by the carton.

"DREAM A LITTLE DREAM OF ME" (2:44)  
"MUSIC MAESTRO PLEASE" (2:47)

FRANKIE LAINE  
(Mercury 5458)

● The up and coming ballad side that cons the top spot gets a typically rhythmic Frankie Laine treatment to make it a switch in melody pace that should please the many fans of the "modern Al Jolson." Bottom is a romantic and plaintive oldie that contains a very quiet talking and singing session that might too easily be missed in the average noisy juke box location. Still, the tremendous feeling put into his voice by Frankie Laine and the fine piano of Carl Fischer may put the tune over.

## SLEEPER OF THE WEEK

"ALL MY LOVE" (2:33)  
"THE FRIENDLY ISLANDS" (2:51)

BING CROSBY  
(Decca 27117)



BING CROSBY

● Bing Crosby proves that young Gary doesn't have a monopoly on the talent in the family as he turns out a sterling performance on the click ballad, "All My Love." Der Bingle and his son, Gary, are currently selling hot and heavy in the

juke boxes with "Sam's Song" and "Simple Melody." This ballad side, an English adaptation of the French tune, "Bolero" looks to be a certain bet for the stellar position before too many weeks are out and our money is going on Crosby Senior to have the biggest version. On the backing Bing warbles an old tune that is a long time favorite and should please his fans everywhere. Music ops will find "All My Love" the kind of a melody that will have locations flipping in the nickles over and over again. The ditty is danceable, singable and completely captivating. Bing's relaxed and stirring method of selling his songs give the ballad the added touch that means greatness. Ops who are looking to bolster biz have found the way—put this disk in your juke boxes.

"GUITAR MAMBO" (2:47)  
"HARLEM MAMBO" (2:39)

DAVE BARBOUR ORCH.  
(Capitol 1134)

● Dave Barbour combines all the excitement of his "Mambo" sensation with his long established prowess on the guitar to make up the top ring of this cookie and reveal a side that should win favor far and wide. Flip is more mambo styled music that is a trifle weaker than the top but still highly listenable. Music ops who have had success with mambo melodies will want to place this wax.

"IF I HAD A MAGIC CARPET" (3:01)  
"OUR VERY OWN" (3:05)

JOE GRAYDON  
(Coral 60265)

● First layer to this shellacing is a ditty that has already had a grand reception from music ops and gets a nice splash in the delivery of mellow voiced balladeer Joe Graydon and the backing of the George Cates Ork and the Heartbeats vocal group. Turnabout whirling discloses another good ballad ably handled. Ops should give closest hearing to the topper.

"SWEET AND LOVELY" (3:01)  
"HONOLULU" (2:45)

CLAUDE THORNHILL ORCH.  
(RCA Victor 20-3842)

● A danceable and ever-popular standard ditty, "Sweet And Lovely" gets a treatment from the Claude Thornhill Ork. tonsiler Russ McIntyre and the Snowflakes which fits the title perfectly. Underneath, from the picture of the same name, the Snowflakes take the crooning lead on a novelty set in a fox trot movement. Music routes that have dance spots will turn these decks to good use.

"SWEET GEORGIA BROWN" (3:18)  
"FEATHER BRAIN" (3:06)

MUGGSY SPANIER ORCH.  
(Mercury 5460)

● Both ends of this disk are instrumentals by the well-known jazz man, Muggsy Spanier. First cutting is in the Dixieland idiom on an old tune that was composed and gained its popularity in the days when this form of jazz was a pup. Bottom is a Spanier original in a blues beat with fine use of the brass and a great horn solo. Once again this is a biscuit aimed for ops with the right spots.

"TZENA, TZENA, TZENA" (2:14)  
"THE FLYING RED HORSE POLKA" (2:22)

TED MAKSYMOWICZ ORCH.  
(Decca 45109)

● Decca has a hot polka version of smash hit "Tzena" in this newest offering by Ted Maksymowicz. Pace is highly spirited, the rendition should hit hard in the polka fan circles. The diskmate is another lively bit of polka wax replete with shouting from the ork and foot stamping rhythm. Ops with polka loving spots should hop on this platter.

"LOVE ME LONG, HOLD ME CLOSE, KISS ME WARM AND TENDER" (3:15)  
"IF I SHOULD LOSE YOU" (3:00)

HERB JEFFRIES  
(Columbia 38915)

● Top circle with the marathon title is a new Herb Jeffries balladeering chore that comes off with the strength typical of the deep-voiced singer's efforts. The trumpet work of Bobby Hackett deserves applause particularly on his work at the introduction. Coupling is another well done ballad this time with the backing from the Glenn Osser Ork. Ops might listen.

"AT SUNDOWN" (2:40)  
"HARBOR LIGHTS" (2:40)

JERRY BYRD  
(Mercury 5461)

● Steel guitarist Jerry Byrd joins with the Harmonicats of Jerry Murad in the production of two quiet, danceable instrumental edges. "At Sundown" is already starting to climb in the charts and ops should find themselves covered on a fair share of the play with this version. Turnabout is in the same vein. Ops would do well to listen in.

"IF I COULD STEAL YOU AWAY FROM SOMEBODY ELSE" (2:30)  
"I SHOULD HAVE THOUGHT" (2:30)

THE CAROLS  
(Columbia 30217)

● A vocal group that sounds like they have a solid future in waxing turn out a coupling of ballads that should set well with phono fans. The material on both ends is suited to the style of the group which advances a lead bass and chants along in good pace and with sincere feeling for their material. Ops who take our advice will pay close attention to this and then give the slicings a ride.

"I'LL NEVER BE FREE" (2:35)  
"AIN'T NOBODY'S BUSINESS BUT MY OWN" (2:38)

KAY STARR & TENNESSEE ERNIE  
(Capitol 1124)

● Kay Starr and Tennessee Ernie combine on two sides that are juke box dynamite. "Free" is a blues duet that is compulsive, impelling, forceful and packs a "rock and roll" arrangement that will kick up a storm. Reverse is a rhythm, country-styled tune in a completely different vein than "Free." The mixture makes for sockeroo double feature listening and either or both sides could bust wide open as smash hits. Ops will find this one of their best record buying investments in a long, long time.

"OUR LADY OF FATIMA" (2:50)  
"PEACE OF MIND" (2:50)

LARRY VINCENT  
(Pearl 600)

● Stepping into a highly serious frame Larry Vincent turns out two vocals with strong lyric messages. Aided by Bert Little on the organ Larry Vincent sings and recites the spiritual, "Lady Of Fatima," and then plays piano and croons the beautiful wordage on the ballad, "Peace Of Mind." Both ends are very good and ops who have use for serious material should get with the platter.

"I'M BASHFUL" (2:16)  
"ALONG THE NAVAJO TRAIL" (2:52)

CONNIE HAINES  
(Coral 60261)

● Connie Haines lends her pert pipes to the chirping chores on the cute novelty "I'm Bashful" that is presently racking up hot action in the juke boxes. The thrush does an adequate job but shouldn't unseat earlier records. Bottom is a beautiful, old Western ballad that should cull coinage. Ops could pay attention.



# ROUND THE WAX CIRCLE

## NEW YORK:

One of the best new movie musicals we've seen is "Summer Stock," starring Judy Garland and Gene Kelly with "Friendly Star," "Get Happy" and "You Wonderful You" leading a grand tune parade. . . . Listeners to Guy Lombardo's Sunday Lucky Strike show did a double take when they heard Don Rodney introduced as the vocalist on one of the numbers. Rodney had exited the Lombardo organization to do a single. It seems, however, that he had just been called back to fill in for an illness and is still on his own. . . . Santly Joy is all out on "You're Not In My Arms Tonight," with Mindy Carson on Victor, Bill Farrell on MGM and Guy Mitchell on Columbia so far. . . . Joan Whitney and Alex Kramer, who have collaborated over the years on some of our top song hits have collaborated again—this time in marriage. Our best wishes to both of you. . . . Add our applause to that of the throngs who jam the Hotel New Yorker to listen in on Bernie Cummins and his band. . . . Shep Fields tells us that he is looking forward to his next MGM release. . . . Tin Pan Alley tipsters are buzzing about the material that Henry Jerome is said to have stashed way in the deep, dark vaults of London Records. How about that? We caught Johnny White, Ed "Nemo"



MINDY CARSON

Roth and Harry and Dotty Link at "Lindy's" the other day and the music publishing picture seems to be getting brighter and brighter as they discussed the business boom that is anticipated in the coming months. . . . In the disk jockey department our warmest congratulations to Dick Coleman of WCBM, Baltimore, who graduated this week from Loyola College. . . . And very sincere condolences to Mort Nusbaum of WHAM Rochester on the death of his father.

## CHICAGO:

The Rocket Club was really rockin' during the party Linn Burton, Jim Lounsbury, Jim Hamilton and Ernie Simon threw for Maggie Whiting after their Chicago Theatre closing. There were lots of laughs and a goodie good time was had by all. . . . Evelyn Knight opened at the Empire Room, Thursday to a grand crowd. She just finished recording a batch of new sides before her arrival in Chi. . . . Maurice Wells of "If I Knew You Were Comin' I'd've Baked a Cake" fame who is ill at St. Luke's Hospital receiving plenty nice cards from everywhere to get well quick. . . . Congrats to Johnny (Desmo) Desmond, who celebrated his first year on Don McNeil's Breakfast Club. In honor of the big event Don wired a cake from Europe. . . . Archie Levington of Leeds Music and his gorgeous wife, Fran Allison off to New York for a two-week vacation. What no business? . . . That great maestro, Duke Ellington, skedded for the Regal Theatre, August 18. You can bet your boots on a jammed house. . . . Speaking of bobby-soxer antics Dick Contino fan club scrubbed the alley outside the stage door for their "one and only." . . . Mercury Records made it definite signing up Muggsie Spanier, the Alexander Brothers, and Chi thrush Bette Chapel for one year with

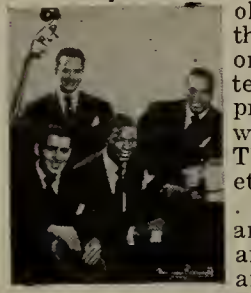


PEGGY LEE

options. . . . Bill Farrell slated for the Blue Note, August 4, the same day his waxing of "Deed I Do" is to be released. Looks like a big day for Bill, 'Deed It Do.' . . . We hear Phil Miller replaces Vic Duncan at Robbins Music Pubbery. . . . Peggy Lee and hubby Dave Barbour enjoying a great hand at the Chicago Theatre. . . . "Mr. B" (Billy Eckstine) skedded to follow them on August 11. . . . Even Chi's terrific heat wave didn't stop Vic Damone from knocking 'em cold at the Chez. The kind of sophisticated crowd that really matters in Vic's career and all worried he may book into Uncle Sam's forces after his Chez appearance.

## LOS ANGELES:

Finally got tired of waiting for that invite to a housewarming from Modern's Biharis, so hopped over to their new Beverly Hills layout at 245 No. Canon Drive and what a layout. . . . If we're not mistaken, the same large suite of plush lined offices was once occupied by Beverly Hills' fanciest jewelry shop. . . . Just in case the former occupants left any ol' beat-up diamonds under the rugs, we'd be glad to give the boys a hand sweeping up. . . . Jules and Saul were both on the road, Saul extolling the wonders of Kaye-Halbert television while Jules was concentrating on talent and sales promotion for Modern. . . . Quite a business-minded family what with Roz introducing us to her own little sideline. . . . They're attractively packaged paper insoles called "Treadettes" and are designed to save milady's hose and tootsies. . . . She whipped up the idea all by herself and is now anxiously awaiting the outcome of several trial setups she's arranged with the chain five-and-dimes in L. A. . . . Leo and Eddie Mesner of Aladdin back at their own swank Beverly Hills offices from Eastern trips. . . . The two outfits are only a block away from each other but we don't



KING COLE & TRIO

know whether the boys are lunching together as yet. Found Mike Kurlan busy with the books and bookkeeper at Modern Distribs while Lester Sill was checking on orders for several of the Imperial platters that are selling right up there, principally "Stack O'Lee." . . . Reminding us that we finally met face-to-face with Imperial topper Lou Chudd's brand new baby boy. . . . All of three weeks, the little guy seems sharp as a tack, the way he went for the polka dots on our quietly loud sport shirt. . . . And Lou's very attractive wife is also looking fine after a rougher than usual maternity. . . . Between the baby and watching the ball game on the Chudds' nice new RCA-Victor TV, we didn't get around to much record talk, but one thing that came out was the decision by Lou and partner, Max Feirtag, to start releasing all of their records, blues and rhythm, Latin-American and hillbilly, on 45 speed. Thanks again to Peter Potter for a nice plug for The Cash Box over his "Platter Parade." . . . We were there and even hogged a little camera while dancing around to the music of Harry James, who did a very fine job of kibitzing with Pete and definitely established the fact that the lemonade passed out by the program is not his favorite beverage. . . . Heard some pretty nice tunes on the show by the amateurs though we gathered that they retained their amateur standing even after Harry and BMI men Eddie Janis and Billy Walters heard their wares. Congrats to King Cole at the Mocambo.

This week's

# New Releases

... on RCA Victor

RELEASE # 50-32

## POPULAR

- TONY MARTIN  
Music, Maestro, Please  
The Big Dipper 20-3883 (47-3883) \*
- DON CORNELL with HUGO WINTERHALTER'S ORCHESTRA and CHORUS  
I Need You So  
It Couldn't Happen To a Sweeter Girl 20-3884 (47-3884) \*
- CHARLIE VENTURA with THE HONEYDREAMERS  
Lonésome Darlin'  
It's Me Again 20-3885 (47-3885) \*
- FRAN ALLISON  
Punky Punkin  
Rickety Rockety 20-3887

## Here come the DANCE BANDS again!

- RALPH FLANAGAN  
Mona Lisa  
Toreador 20-3888 (47-3888) \*
- RALPH FLANAGAN  
La Vie En Rose  
Dancing Tambourine 20-3889 (47-3889) \*
- PERRY COMO with CHORUS and CHOIR CONDUCTED by MITCHELL AYRES, and ORGAN ACCOMPANIMENT  
Bless This House  
The Rosary 20-3850 (47-3850) \*
- POLLY BERGEN with MELLOMEN  
Oh Them Dudes  
I Got Tookin 20-3886 (47-3886) \*

## POP - SPECIALTY

- LAWRENCE DUCHOW  
Quack, Quack Polka  
The First Kiss Waltz 25-1169 (51-1169) \*

## COUNTRY

- DOLPH HEWITT  
I Hurt Inside  
For Ev'ry Kiss 21-0369 (48-0369) \*
- THE BLUE SKY BOYS  
Sunny Side of Life  
Drop Your Net 21-0370 (48-0370) \*

## RHYTHM

- BIG JOHN GREER and THE RHYTHM ROCKERS  
Cheatin'  
It's Better To Be Taken for Granted 22-0096 (50-0096) \*

## NEW ALBUMS

- FREDDY MARTIN  
Tchaikovsky's Nutcracker Suite  
Played In Dance Tempo WP 124\*  
\*45 rpm nos.

## SACRED

- JACK HOLDEN and FRANCES KAY  
When That Hell Bomb Falls  
No Wars In Heaven 21-0371 (48-0371) \*

NOTE: All records in this panel are listed alphabetically by song title.



\$ . . . indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

7 . . . designates that record is one of RCA Victor's "Certain Seven"—among the leading numbers on the trade paper best selling retail sales charts. Obviously, sure things

WEEK OF AUGUST 5

- Bewitched  
Larry Green & The Honeydreamers 20-3726—(47-3726) 7
- Count Every Star  
Hugo Winterhalter 20-3697—(47-3221) 7
- Cuddle Buggin' Baby Enclosed One Broken Heart  
Eddy Arnold 21-0342—(48-0342) 7
- Hoop Dee Doo  
Perry Como 20-3747—(47-3747) 7
- I Cross My Fingers  
Perry Como 20-3846—(47-3846) 7
- I'm Movin' On  
Hank Snow 21-0328—(48-0328) 7
- I Thought She Was A Local  
Sammy Kay 20-3828—(47-3828)
- I Wanna Be Loved  
Fontane Sisters 20-3772—(47-3772)
- La Vie En Rose  
Tony Martin 20-3819—(47-3819)  
Ralph Flanagan 20-3889—(47-3889)  
Melachrino Strings 20-3739—(47-3739)
- Tzena, Tzena, Tzena  
Ralph Flanagan 20-3847—(47-3847)
- Sam's Song  
Freddy Martin 20-3798—(47-3798)

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# JUKE BOX REGIONAL RECORD REPORT

## The Ten Top Records—City by City

AUGUST 12, 1950

### New York, N. Y.

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. TZENA TZENA TZENA (Gordon Jenkins)
4. BEWITCHED (Bill Snyder)
5. GOODNIGHT IRENE (Gordon Jenkins)
6. SAM'S SONG (Bing and Gary Crosby)
7. ROSES (Sammy Kaye)
8. SENTIMENTAL ME (Russ Morgan)
9. LA VIE EN ROSE (Tony Martin)
10. MY FOOLISH HEART (Billy Eckstine)

### Chicago, Ill.

1. TZENA TZENA TZENA (Vic Damone)
2. MONA LISA (King Cole)
3. I WANNA BE LOVED (Andrews Sisters)
4. GOODNIGHT IRENE (Gordon Jenkins)
5. SAM'S SONG (Bing and Gary Crosby)
6. COUNT EVERY STAR (Hugo Winterhalter)
7. SENTIMENTAL ME (Russ Morgan)
8. BEWITCHED (Bill Snyder)
9. LA VIE EN ROSE (Tony Martin)
10. EMMA LOU (Danny O'Neil)

### Los Angeles, Calif.

1. SAM'S SONG (Bing and Gary Crosby)
2. MONA LISA (King Cole)
3. I WANNA BE LOVED (Andrews Sisters)
4. TZENA TZENA TZENA (Vic Damone)
5. BEWITCHED (Gordon Jenkins)
6. SENTIMENTAL ME (Ames Bros.)
7. MY FOOLISH HEART (Billy Eckstine)
8. EL MAMBO (Perez Prado)
9. LA VIE EN ROSE (Tony Martin)
10. COUNT EVERY STAR (Dick Haymes)

### Newark, N. J.

1. GOODNIGHT IRENE (Gordon Jenkins)
2. MONA LISA (King Cole)
3. I WANNA BE LOVED (Andrews Sisters)
4. TZENA TZENA TZENA (Gordon Jenkins)
5. SENTIMENTAL ME (Russ Morgan)
6. BEWITCHED (Gordon Jenkins)
7. I CROSS MY FINGERS (Perry Como)
8. I DON'T CARE IF THE SUN (Patti Page)
9. MY FOOLISH HEART (Billy Eckstine)
10. SAM'S SONG (Bing and Gary Crosby)

### Lakeland, Fla.

1. MONA LISA (King Cole)
2. NOLA (Les Paul)
3. BONAPARTE'S RETREAT (Kay Starr)
4. THIRD MAN THEME (Guy Lombardo)
5. COUNT EVERY STAR (Ray Anthony)
6. SAM'S SONG (Joe Carr)
7. I WANNA BE LOVED (Andrews Sisters)
8. BUFFALO BILLY (Jan August)
9. GOODNIGHT IRENE (Gordon Jenkins)
10. JERICHO (Ralph Flanagan)

### Deadwood, S. D.

1. GOODNIGHT IRENE (Gordon Jenkins)
2. I WANNA BE LOVED (Fontane Sisters)
3. MONA LISA (King Cole)
4. NOLA (Les Paul)
5. TZENA TZENA TZENA (Gordon Jenkins)
6. SENTIMENTAL ME (Ames Bros.)
7. SAM'S SONG (Joe Carr)
8. HOME COOKIN' (Bing and Gary Crosby)
9. ROSES (Sammy Kaye)
10. HOOP DEE DOO (Perry Como)

### North Adams, Mass.

1. PEDDLER'S SERENADE (Johnny Corvo)
2. GOODNIGHT IRENE (Gordon Jenkins)
3. SAM'S SONG (Bing and Gary Crosby)
4. MONA LISA (King Cole)
5. TZENA TZENA TZENA (Gordon Jenkins)
6. LA VIE EN ROSE (Tony Martin)
7. TEASIN' (Connie Haines)
8. AT SUNDOWN (Frank Petty)
9. BONAPARTE'S RETREAT (Kay Starr)
10. JET (Larry Green—Three Sons)

### Shoals, Ind.

1. MONA LISA (King Cole)
2. GOODNIGHT IRENE (Gordon Jenkins)
3. SIMPLE MELODY (Bing and Gary Crosby)
4. BONAPARTE'S RETREAT (Kay Starr)
5. I WANNA BE LOVED (Andrews Sisters)
6. BEWITCHED (Gordon Jenkins)
7. HOOP DEE DOO (Perry Como)
8. TZENA TZENA TZENA (Gordon Jenkins)
9. COUNT EVERY STAR (Ray Anthony)
10. SENTIMENTAL ME (Ames Bros.)

### Fayetteville, Ark.

1. SIMPLE MELODY (Bing and Gary Crosby)
2. MONA LISA (King Cole)
3. I WANNA BE LOVED (Billy Eckstine)
4. BONAPARTE'S RETREAT (Kay Starr)
5. MY FOOLISH HEART (Billy Eckstine)
6. TZENA, TZENA, TZENA (Ralph Flanagan)
7. BEWITCHED (Doris Day)
8. THIRD MAN THEME (Guy Lombardo)
9. HOOP DEE DOO (Russ Morgan)
10. SENTIMENTAL ME (Ames Bros.)

### Brodhead, Wis.

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. BEWITCHED (Gordon Jenkins)
4. I LOVE YOU BECAUSE (Jan Garber)
5. SAM'S SONG (Bing and Gary Crosby)
6. ROSES (Sammy Kaye)
7. I DIDN'T SLIP (Doris Day)
8. HOOP DEE DOO (Doris Day)
9. BLIND DATE (Whiting—Hope)
10. STARS ARE THE WINDOWS (Ames Bros.)

### Tampa, Fla.

1. MONA LISA (King Cole)
2. NOLA (Les Paul)
3. BONAPARTE'S RETREAT (Kay Starr)
4. GOODNIGHT IRENE (Gordon Jenkins)
5. THIRD MAN THEME (Guy Lombardo)
6. SAM'S SONG (Joe Carr)
7. MISSISSIPPI (Kay Starr)
8. COUNT EVERY STAR (Ray Anthony)
9. CHATTANOOGA (Red Foley)
10. SAM'S SONG (Bing and Gary Crosby)

### Seattle, Wash.

1. MONA LISA (King Cole)
2. TZENA, TZENA, TZENA (Gordon Jenkins)
3. BEWITCHED (Bill Snyder)
4. COUNT EVERY STAR (Ray Anthony)
5. I WANNA BE LOVED (Andrews Sisters)
6. GOODNIGHT IRENE (Frank Sinatra)
7. SAM'S SONG (Bing and Gary Crosby)
8. BONAPARTE'S RETREAT (Gene Krupa)
9. RAIN (Gene Williams)
10. ROSES (Dick Haymes)

### Lawton, Okla.

1. MONA LISA (King Cole)
2. GOODNIGHT IRENE (Gordon Jenkins)
3. I WANNA BE LOVED (Fontane Sisters)
4. MISSISSIPPI (Kay Starr)
5. IT ISN'T FAIR (Sammy Kaye)
6. BEWITCHED (Jan August)
7. TZENA, TZENA, TZENA (Gordon Jenkins)
8. THIRD MAN THEME (Victor Young)
9. ROSES (Sammy Kaye)
10. HOOP DEE DOO (Kay Starr)

### Andalusia, Ala.

1. MONA LISA (King Cole)
2. BEWITCHED (Roy Ross)
3. SENTIMENTAL ME (Ames Bros.)
4. NOLA (Les Paul)
5. THIRD MAN THEME (Guy Lombardo)
6. MY FOOLISH HEART (Gordon Jenkins)
7. HOOP DEE DOO (Ames Bros.)
8. COUNT EVERY STAR (Ray Anthony)
9. I WANNA BE LOVED (Andrews Sisters)
10. MISSISSIPPI (Red Foley)

### Milwaukee, Wis.

1. I DIDN'T SLIP (Doris Day)
2. TZENA TZENA TZENA (Vic Damone)
3. MY FOOLISH HEART (Billy Eckstine)
4. OLD PIANO ROLL BLUES (Beatrice Kay)
5. RIPPY TIPPY TUNE (Russ Morgan)
6. IF I WERE YOU BABY (Frankie Laine)
7. KANSAS CIT KITTY (Jack Teter)
8. I STILL GET A THRILL (Tony Martin)
9. NOLA (Les Paul)
10. IF IT WASN'T FOR YOUR FATHER (Arthur Godfrey)

### Maplewood, N. J.

1. GOODNIGHT IRENE (Gordon Jenkins)
2. BEWITCHED (Bill Snyder)
3. MONA LISA (King Cole)
4. SENTIMENTAL ME (Ames Bros.)
5. DADDY'S LITTLE BOY (Dick Todd)
6. WHO'S SORRY NOW (Vince Mondie)
7. USED TO CALL HER MARY (Gene Marvey)
8. I DO BETTER UP IN THE MOUNTAINS (Jerry Cooper)
9. SIMPLE MELODY (Bing and Gary Crosby)
10. I CROSS MY FINGERS (Bing Crosby)

### Detroit, Mich.

1. I WANNA BE LOVED (Andrews Sisters)
2. GONE FISHIN' (Bill Darnell)
3. GOODNIGHT IRENE (Gordon Jenkins)
4. AMERICAN BEAUTY ROSE (Frank Sinatra)
5. TZENA TZENA TZENA (Mich Miller)
6. CAN ANYONE EXPLAIN (Ames Bros.)
7. SENTIMENTAL ME (Ames Bros.)
8. COUNT EVERY STAR (Herb Jeffries)
9. PEACH TREE STREET (Sinatra—Clooney)
10. MISSISSIPPI (Bill Darnell)

### Reno, Nevada

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. TZENA TZENA TZENA (Gordon Jenkins)
4. HOOP DEE DOO (Perry Como)
5. BEWITCHED (Gordon Jenkins)
6. ROSES (Sammy Kaye)
7. GOODNIGHT IRENE (Gordon Jenkins)
8. SENTIMENTAL ME (Ames Bros.)
9. SAM'S SONG (Bing and Gary Crosby)
10. LA VIE EN ROSE (Victor Young)

### Topeka, Kansas

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. I DIDN'T SLIP (Doris Day)
4. THE PICNIC SONG (Johnny Desmond)
5. SIMPLE MELODY (Jo Stafford)
6. SAM'S SONG (Victor Young)
7. THIRD MAN THEME (Anton Karas)
8. ROSES (Sammy Kaye)
9. MY FOOLISH HEART (Billy Eckstine)
10. IT ISN'T FAIR (Sammy Kaye)

### Toronto, Canada

1. LA VIE EN ROSE (Melachrino Strings)
2. SAM'S SONG (Melodeons)
3. BEWITCHED (Bill Snyder)
4. ROSES (Sammy Kaye)
5. SUNDAY IN TORONTO (Ozie Williams)
6. YOU HOLD THE REINS (Phil Brito)
7. SAY WHEN (Zee and Jim)
8. DREAM RANCH (Syncopators)
9. DOWN THE LANE (Modernaires)
10. DADDY'S LITTLE GIRL (Dick Todd)

### Boston, Mass.

1. BEWITCHED (Bill Snyder)
2. COUNT EVERY STAR (Dick Haymes)
3. HOOP DEE DOO (Perry Como)
4. MISSISSIPPI (Bill Darnell)
5. I ONLY SAW HIM ONCE (Rosemary Clooney)
6. MONA LISA (King Cole)
7. I WANNA BE LOVED (Andrews Sisters)
8. GOODNIGHT IRENE (Gordon Jenkins)
9. SAM'S SONG (Bing and Gary Crosby)
10. LA VIE EN ROSE (Tony Martin)

### Indianapolis, Ind.

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. BEWITCHED (Bill Snyder)
4. MY FOOLISH HEART (Billy Eckstine)
5. TZENA TZENA TZENA (Gordon Jenkins)
6. SAM'S SONG (Bing and Gary Crosby)
7. GOODNIGHT IRENE (Gordon Jenkins)
8. SENTIMENTAL ME (Russ Morgan)
9. ROSES (Sammy Kaye)
10. IT ISN'T FAIR (Sammy Kaye)

### St. Paul, Minn.

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. BEWITCHED (Gordon Jenkins)
4. STARS AND STRIPES FOREVER (Frankie Laine)
5. MY FOOLISH HEART (Billy Eckstine)
6. SAM'S SONG (Bing and Gary Crosby)
7. HOOP DEE DOO (Perry Como)
8. IT ISN'T FAIR (Sammy Kaye)
9. ROSES (Sammy Kaye)
10. SENTIMENTAL ME (Russ Morgan)

### Baltimore, Md.

1. GOODNIGHT IRENE (Gordon Jenkins)
2. I WANNA BE LOVED (Andrews Sisters)
3. SENTIMENTAL ME (Ames Bros.)
4. AT SUNDOWN (Frank Petty)
5. ARE YOU LONESOME TONIGHT (Blue Barron)
6. MONA LISA (Art Lund)
7. SIMPLE MELODY (Bing and Gary Crosby)
8. SAM'S SONG (Bing and Gary Crosby)
9. THIRD MAN THEME (Anton Karas)
10. MY FOOLISH HEART (Billy Eckstine)

**THE CASH BOX**

*Disk Jockeys'*  
**REGIONAL RECORD REPORTS**

Listings below indicate preference with disk jockey radio audiences, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending August 12.

**Don Bell**

KRNT—Des Moines, Iowa

1. MONA LISA (King Cole)
2. BEWITCHED (Gordon Jenkins)
3. I WANNA BE LOVED (Andrews Sisters)
4. MY FOOLISH HEART (Gordon Jenkins)
5. THIRD MAN THEME (Guy Lombardo)
6. TZENA, TZENA, TZENA (Gordon Jenkins)
7. BEWITCHED (Larry Green)
8. SIMPLE MELODY (Bing and Gary Crosby)
9. MY FOOLISH HEART (Billy Eckstine)
10. COUNT EVERY STAR (Ray Anthony)

**Bob Synder**

WOKO—Albany, N. Y.

1. TZENA, TZENA, TZENA (Gordon Jenkins)
2. ROSES (Dick Haymes)
3. ON THE MALL (Buddy Williams)
4. GOODNIGHT IRENE (Gordon Jenkins)
5. A-RAZZ-A-MA-TAZZ (Georgia Gibbs)
6. PICNIC SONG (Johnny Desmond)
7. I DO BETTER UP IN THE MOUNTAINS (Jerry Cooper)
8. PIGALLE (Johnny Desmond)
9. CANE BOTTOM CHAIR (Glen Moore)
10. PEDDLER'S SERENADE (Johnny Corvo)

**Louis Stone**

WGGB—Freeport, L. I.

1. PICNIC SONG (Johnny Desmond)
2. THIRD MAN THEME (Anton Karas)
3. I DIDN'T SLIP (Doris Day)
4. MONA LISA (King Cole)
5. I WANNA BE LOVED (Fontaine Sisters)
6. BEWITCHED (Doris Day)
7. MY FOOLISH HEART (Mindy Carson)
8. I'LL ALWAYS LOVE YOU (Dinah Shore)
9. BOULEVARD OF BROKEN DREAMS (Tony Bennett)
10. I'M BASHFUL (Mindy Carson)

**Edwin Shaw**

WFIA—Tompo, Fla.

1. BEWITCHED (Gordon Jenkins)
2. I WANNA BE LOVED (Andrews Sisters)
3. MONA LISA (King Cole)
4. MY FOOLISH HEART (Gordon Jenkins)
5. HOOP DEE DOO (Kay Starr)
6. ROSES (Dick Haymes)
7. THIRD MAN THEME (Madcaps)
8. SENTIMENTAL ME (Russ Morgan)
9. IT ISN'T FAIR (Les Brown O.)
10. COUNT EVERY STAR (Dick Haymes)

**Rex Dale**

WCKY—Cincinnati, Ohio

1. SIMPLE MELODY (Bing and Gary Crosby)
2. GOODNIGHT IRENE (Gordon Jenkins)
3. OUR LADY OF FATIMA (Red Foley)
4. I DIDN'T KNOW WHAT TIME IT WAS (Fontaine Sisters)
5. TENA, TZENA, TZENA (Gordon Jenkins)
6. I'M BASHFUL (Mindy Carson)
7. MONA LISA (Charlie Spivak)
8. I DIDN'T SLIP (Doris Day)
9. AT SUNDOWN (Frank Petty)
10. STRANGERS (Lorry Raine)

**Charles Fuller**

WCMB—Lemoyne, Pa.

1. TZENA, TZENA, TZENA (Mitch Miller)
2. TWO GIANT STEPS (Eileen Barton)
3. I THOUGHT SHE WAS A LOCAL (Sammy Kaye)
4. NO OTHER LOVE (Jo Stafford)
5. TEASIN' (Connie Haines)
6. SAM'S SONG (Bing and Gary Crosby)
7. GOODNIGHT IRENE (Frank Sinatra)
8. DARN THAT DREAM (Doris Day)
9. PICNIC SONG (Johnny Desmond)
10. TIME AND TIME AGAIN (David Rose)

**Jack Thayer**

WLWL—Minneapolis, Minn.

1. GOODNIGHT IRENE (Gordon Jenkins)
2. MONA LISA (King Cole)
3. SAM'S SONG (Bing and Gary Crosby)
4. BONAPARTE'S RETREAT (Gene Krupa)
5. SIMPLE MELODY (Jo Stafford)
6. AT SUNDOWN (Frank Petty)
7. I WANNA BE LOVED (Billy Eckstine)
8. SOMETIME (Harry Babbitt)
9. I DON'T CARE IF THE SUN (Dean Martin)
10. TZENA, TZENA TZENA (Mitch Miller)

**Frank White**

KMYR—Denver, Colo.

1. MONA LISA (Harry James)
2. I STILL GET A THRILL (Tony Martin)
3. COUNT EVERY STAR (Ray Anthony)
4. SENSATION RAG (Ben Pollack)
5. MY DESTINY (Billy Eckstine)
6. GOODNIGHT IRENE (Gordon Jenkins)
7. CHOO'N GUM (Dean Martin)
8. WEARY WEASEL (Mannie Klein)
9. MAY I TAKE TWO GIANT STEPS (Bette Chapel)
10. I WANNA BE LOVED (Andrews Sisters)

**Myron Barg**

WMOR—Chicago, Ill.

1. TZENA TZENA, TZENA (Gordon Jenkins)
2. GOODNIGHT IRENE (Gordon Jenkins)
3. MONA LISA (King Cole)
4. SAM'S SONG (Bing and Gary Crosby)
5. PIGALLE (Johnny Desmond)
6. I WANNA BE LOVED (Andrews Sisters)
7. LA VIE EN ROSE (Tony Martin)
8. I'M BASHFUL (Mindy Carson)
9. OUR VERY OWN (Don Cherry)
10. CHERRY STONES (Vera Lynn-Bob Lawrence)

**Roger Clark**

WFGN—Gaffney, S. C.

1. MONA LISA (King Cole)
2. TZENA, TZENA, TZENA (Gordon Jenkins)
3. PIGALLE (Johnny Desmond)
4. GOODNIGHT IRENE (Gordon Jenkins)
5. COUNT EVERY STAR (Ray Anthony)
6. I WANNA BE LOVED (Andrews Sisters)
7. BONAPARTE'S RETREAT (Kay Starr)
8. NOLA (Les Paul)
9. I'M IN LOVE WITH THE MOTHER (Jack Owens)
10. SAM'S SONG (Joe Carr)

**Bob Story**

WNOR—Norfolk, Va.

1. GOODNIGHT IRENE (Gordon Jenkins)
2. MONA LISA (King Cole)
3. SIMPLE MELODY (Bing and Gary Crosby)
4. I DIDN'T SLIP (Doris Day)
5. TZENA, TZENA, TZENA (Gordon Jenkins)
6. I WANNA BE LOVED (Buddy Clark)
7. PICNIC SONG (Carmen Cavallaro)
8. VAGABOND SHOES (Vic Damone)
9. JUST FRIENDS (Sarah Vaughn)
10. THE TUNNEL OF LOVE (Mills Bros.)

**Ed Penney**

WFGM—Fitchburg, Mass.

1. GOODNIGHT IRENE (Gordon Jenkins)
2. TZENA, TZENA, TZENA (Ralph Flanagan)
3. MONA LISA (King Cole)
4. VAGABOND SHOES (Vic Damone)
5. BONAPARTE'S RETREAT (Gene Krupa)
6. I'M IN LOVE WITH THE MOTHER (Robert Q. Lewis)
7. I CROSS MY FINGERS (Percy Faith)
8. CAN ANYONE EXPLAIN (Ames Bros.)
9. SIMPLE MELODY (Bing and Gary Crosby)
10. I LOVE THE GUY (Fran Warren)

**Dick Coleman**

WCBM—Baltimore, Md.

1. MONA LISA (King Cole)
2. I'LL ALWAYS LOVE YOU (Dinah Shore)
3. COUNT EVERY STAR (Hugo Winterhalter)
4. I CROSS MY FINGERS (Perry Como)
5. MY FOOLISH HEART (Gordon Jenkins)
6. HELLO (Johnny Long)
7. GOODNIGHT IRENE (Gordon Jenkins)
8. NO OTHER LOVE (Jo Stafford)
9. SAM'S SONG (Bing and Gary Crosby)
10. GIVE A BROKEN HEART A CHANCE (Eddie Fisher)

**Bud Wendell**

WJMO—Cleveland, Ohio

1. TZENA, TZENA, TZENA (Gordon Jenkins)
2. MONA LISA (King Cole)
3. GOODNIGHT IRENE (Gordon Jenkins)
4. VAGABOND SHOES (Vic Damone)
5. MY DESTINY (Billy Eckstine)
6. IN THE VALLEY OF GOLDEN DREAMS (Bob Houston)
7. SIMPLE MELODY (Bing and Gary Crosby)
8. DOWN THE LANE (Russ Morgan)
9. TENDERLY (Lynn Hope)
10. GIVE A BROKEN HEART A CHANCE (Lee Shearin)

**Paul Murphy**

WANE—Fort Wayne, Ind.

1. MONA LISA (Charlie Spivak)
2. ROSES (Sammy Kaye)
3. IT ISN'T FAIR (Sammy Kaye)
4. COUNT EVERY STAR (Ray Anthony)
5. TZENA, TZENA, TZENA (Ralph Flanagan)
6. STARS AND STRIPES (Ralph Flanagan)
7. BONAPARTE'S RETREAT (Kay Starr)
8. VALENCIA (Tony Martin)
9. MY FOOLISH HEART (Gordon Jenkins)
10. BEWITCHED (Doris Day)

**Sid Dickler**

WHOD-WMCK—Pittsburgh, Pa.

1. MONA LISA (Charlie Spivak)
2. WAITING (Lee Kelton-Art Pallan)
3. ROSES (Snoopy Lanson)
4. A LITTLE BIT INDEPENDENT (King Cole)
5. I WANNA BE LOVED (Andrews Sisters)
6. SHOW ME THE WAY OUT (Peggy Lee)
7. YOU'RE A WONDERFUL SWEETHEART (Al Morgan)
8. SAM'S SONG (Clair Hogan-Bobby Wayne)
9. MAMBO JAMBO (Dave Barbour)
10. MY FOOLISH HEART (Mindy Carson)

A COAST-TO-COAST

**SMASH HIT!**

**GARY CROSBY**

and "friend"

BOTH WITH MATTY MATLOCK'S ALL STARS

SINGING **PLAY A SIMPLE MELODY**  
Coupled with **SAM'S SONG**

DECCA 27112 AND \*9-27112

**9 DECCA COIN-CATCHERS TO BOOST SUMMER PLAYS!**

\*Indicates 45 RPM Version

- |   |  |
|---|--|
| Goodnight Irene<br>Tzena Tzena Tzena                      | GORDON JENKINS and His Orchestra<br>Decca 27077 and *9-27077         |
| I Cross My Fingers<br>La Vie En Rose                      | BING CROSBY<br>Decca 27111 and *9-27111                              |
| Our Little Ranch House<br>Here, Pretty Kitty              | GUY LOMBARDO<br>Decca 27092 and *9-27092                             |
| Mona Lisa<br>The 3rd Man Theme                            | VICTOR YOUNG<br>Decca 27048 and *9-27048                             |
| I Wanna Be Loved<br>I've Just Got to Get Out of the Habit | ANDREWS SISTERS and GORDON JENKINS ORCH.<br>Decca 27007 and *9-27007 |
| Sometime<br>I Was Dancing with Someone                    | INK SPOTS<br>Decca 27102 and *9-27102                                |
| Just Say I Love Her<br>I Love the Guy                     | ARTIE SHAW<br>Decca 27085  |
| Goodnight Irene<br>Hillbilly Fever #2                     | RED FOLEY and ERNEST TUBB<br>Decca 46255 and *9-46255                |
| The Natural Facts<br>I Heard My Mother Call My Name       | SISTER ROSETTA THARPE and SAM PRICE TRIO<br>Decca 48166 and *9-48166 |

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**DECCA RECORDS**

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# BMI record report

AND FORECAST OF TOMORROW'S SONG HITS

**SMASH ♦ DADDY'S LITTLE BOY** (Beacon) - Dick Todd and **SEQUEL** Eddie Miller (Rainbow) capture a Billboard "pick" on this sequel to DADDY'S LITTLE GIRL. Says Billboard: "The tune has everything 'Daddy's Little Girl' had, and then some."

**BOUNCES ♦ JAZZ ME BLUES** (Marks) - Bouncing back in **BACK** the limelight. Nine diskings available, mostly new versions. J. Dorsey's (Columbia) interpretation is solid. Note how newcomer Marie Benson does the tune on the new Theme label. And watch for Teresa Brewer (London).

**HOT ♦ SHOW ME HOW, YOU MILK THE COW** (Camp-  
**NOVELTY** bell) - Louis Jordan (Decca) comes through with his hottest novelty in years. Record is now being released. Be prepared for the platter to break FAST.

**SCORES ♦ GOODNIGHT, IRENE** (Spencer) - Phenomenal **AGAIN** success! Has earned trade raves for every label on the tune. Now comes Jo Stafford with the Starlighters (Capitol) getting a Billboard "pick" and Cash Box "Best Bet" to match Sinatra (Columbia), Jenkins-Weavers (Decca), Red Foley (Decca) and the others.

**DINAH ♦ I HAD A TALK WITH THE WIND AND THE RAIN**  
**SHORE** (Algonquin) - Coming up fast is Dinah Shore's **CLICK** (Columbia) release. Novel lyric idea and the inimitable Dinah make a combination that should click. Tune will push the trend toward big ballads.

**PREDICTION ♦ IT'S ME AGAIN** (Wemar) - Looks like it has great possibilities, as a result of new releases by Billy Mayo Quintet (Dana) and the Honeydreamers (Victor). Other labels should cover this one.

## Ames Bros. & Jimmy Hilliard Visit Writer



NEW YORK—Jimmy Hilliard, A & R executive of Coral Records, is shown on his recent visit to Jim Morehead, composer of "Sentimental Me", who is recuperating from an illness at St. Clare's Hospital, this city. The Ames Brothers, whose Coral Record of the song is one of their strongest sellers, are shown looking on in the background.

## Music Ops Plan Contract Schedule Disk Deliveries In Case Of Scarcity

CHICAGO—Should materials become scarce, and the manufacture of records grow critical, music operators have stated they will seek contracts with leading diskeries for regularly scheduled deliveries, rather than face the same situation they were forced to endure during World War II.

The everything is as yet rumor, and some diskeries have stated that shellac may become scarce, because it originates in the Far East, and all ships may be turned over to more needed war material deliveries rather than shipment of any shellac, music operators are taking heed of the first rumors and are, among themselves, planning to arrange for contracts with leading record manufacturers in an effort to offset distribution thru any but regular channels so that they will get their records at the same, or as near the same, prices they are paying at this time, and on same delivery schedules as at present.

It will be recalled that during World War II, furniture stores that formerly never enjoyed disk distribution, were suddenly in the disk field, and were charging music operators full retail price for records.

Distributors demanded use of ops' trucks and delivery facilities in return for scheduled deliveries, which were far under requirements.

Other methods were used which were all but fair to the music ops who had given their cooperation during the lean record years and were, suddenly, faced with a kick in the teeth when they were dependent on obtaining records from many of the manufacturers.

"This time," as one music op said, "we aren't going to take any chances. The moment any scarcity develops, we want the manufacturers to tell us, and we'll contract for scheduled deliveries of records."

Ops expect that manufacturers may arrange for a priorities setup to offset great sales to customers who formerly purchased in the low brackets. Ops are willing to abide by any voluntary and equitable allocation rulings, they claim.

All they want, they say, is a fair break from the diskeries, and arrangements that will give them a chance to get the number of disks they require, or as near to that number as possible.

Some ops are even willing to arrange for contracts "with cash on the barrelhead," they state, and "we'll work with the manufacturers who will work with us and give us a decent break should scarcity develop."

**BROADCAST MUSIC, INC.**  
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### Victor To Tee Off Strong "Pop" Disk Push

NEW YORK—RCA Victor record division, this week, announced that they are preparing a concentrated sales promotion drive on its popular records to tee off August 7th.

Spokesman for the major diskery stated that the push is a result of the sluffing off which the firm's sales division gave to these chores during the past month. It was explained that the Victor sales department had spent the greater part of last month working over inventories for dealers and dealer catalogue sales. As a result, not too much effort was devoted to sales promotion during that time.

RCA Victor salesmen will concentrate on intensive drives to push the current line of popular shellac with special attention focused on those Victor recordings which are currently moving fastest for the concern, and three or four which are to be chosen as potentials that should be promoted.

The choice of these records has not yet been announced but the names of the disks are expected to be released shortly.

At the moment the disks which are shaping up the strongest for Victor are "Hoop Dee Doo" by Perry Como, "Roses" by Sammy Kaye and "Count Every Star" by Hugo Winterhalter.

**BILLY ECKSTINE**  
Sings  
**"MY SILENT LOVE"**  
**"IN A SENTIMENTAL MOOD"**  
NATIONAL # 9060

ORDER FROM YOUR NEAREST DISTRIBUTOR  
OR NATIONAL DISC SALES  
1841 BROADWAY, N. Y. 23, N. Y.

**APOLLO** Catching On—  
**BOBBY SMITH'S**  
GRAND NEW TREATMENT OF  
**"AFTER HOURS"**  
AND  
**"TIPPIN' IN"**  
[Apollo # 804]  
**APOLLO RECORDS, INC.**  
457 W. 45 St. N. Y.

**"DREAM A LITTLE DREAM OF ME"**  
RECORDED BY  
CATHY MASTICE ..... Admiral  
DINAH SHORE..... Columbia  
G. GIBBS-B. CROSBY..... Coral  
JACK OWENS ..... Decca  
FRANKIE LAINE ..... Mercury  
**Words & Music, Inc.**  
1619 Broadway N. Y. C.

★ **"BEST BET"**  
SAVANNAH CHURCHILL'S  
**"CAN ANYONE EXPLAIN"** b/w  
"The Devil Sat Down and Cried"  
ARCO RECORD 1259  
DIST.—Write for Available Territories  
**AMERICAN RECORD CO.**  
1020 Broad St. Newark, N. J.

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➔ AUGUST 15, 1950 LAST DAY ➔

**PLAN "A"** } 250 MERCURY RECORDS "FREE"  
 OF YOUR OWN CHOICE FROM ENTIRE MERCURY CATALOG  
 WITH EVERY 1,000 MERCURY RECORDS PURCHASED  
 BETWEEN JULY 15 AND AUGUST 15, 1950

**PLAN "B"** } 100 MERCURY RECORDS "FREE"  
 OF YOUR OWN CHOICE FROM ENTIRE MERCURY CATALOG  
 WITH EVERY 500 MERCURY RECORDS PURCHASED  
 BETWEEN JULY 15 AND AUGUST 15, 1950

**PLAN "C"** } 10 MERCURY RECORDS "FREE"  
 OF YOUR OWN CHOICE FROM ENTIRE MERCURY CATALOG  
 WITH EVERY 100 MERCURY RECORDS PURCHASED  
 BETWEEN JULY 15 AND AUGUST 15, 1950

**HURRY! HURRY! HURRY! GET FREE  
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 CHOICE FROM THE ENTIRE MERCURY  
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**Arthur GODFREY'S**  
great quartet

*The*  
**MARINERS**

*Singing the HIT RECORD of*

**"SOMETIME"**



COLUMBIA No. 38781

**Columbia Records**

**HOT**  
in HARLEM on CHICAGO'S South Side in NEW ORLEANS

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; Chicago's South Side, and New Orleans.

1	I NEED YOU SO Ivory Joe Hunter (MGM 10663)	MONA LISA King Cole (Capitol 1010)	GOODNIGHT IRENE Paul Gayten (Regal)
2	PINK CHAMPAGNE Joe Liggins (Specialty 355)	WELL, OH WELL Tiny Bradshaw (King 4357)	LET ME DREAM Ivory Joe Hunter (MGM 10733)
3	WELL, OH WELL Tiny Bradshaw (King 4357)	PINK CHAMPAGNE Joe Liggins (Specialty 355)	MONA LISA King Cole (Capitol 1010)
4	MY FOOLISH HEART Gene Ammons (Chess 1425)	I WANNA BE LOVED Dinah Washington (Mercury 8181)	BLUE SHADOWS Lowell Fulson (Swingtime 226)
5	CUPID'S BOOGIE Little Esther (Savoy 750)	MY FOOLISH HEART Billy Eckstine (MGM 10623) Gene Ammons (Chess 1425)	I'M YOURS TO KEEP Herb Fisher (Modern)
6	EVERY DAY I HAVE THE BLUES Lowell Fulson (Swingtime 196)	EVERY DAY I HAVE THE BLUES Lowell Fulson (Swingtime 196)	LEAVING ON THE MID- NIGHT TRAIN Helen Marina (Decca 48159)
7	I WANNA BE LOVED Dinah Washington (Mercury 8181)	CUPID'S BOOGIE Little Esther (Savoy 750)	GOLD AIN'T EVERYTHING Gene Gilbeaux (RCA Victor 22-0070)
8	MONA LISA King Cole (Capitol 1010)	I'LL NEVER BE FREE Annie Laurie (Regal 3258)	EVERY DAY I HAVE THE BLUES Lowell Fulson (Swingtime 196)
9	LA VIE EN ROSE Louis Armstrong (Decca 27113)	GOODBYE (Gene Ammons) (Chess 1428)	I WANNA BE LOVED Dinah Washington (Mercury 8181)
10	GOODNIGHT IRENE Gordon Jenkins (Decca 27077) Paul Gayten (Regal)	BLUE SHADOWS Lowell Fulson (Swingtime 226)	SOMETIME Ink Spots (Decca 27102)

# HOT

in  
**DETROIT**

in  
**LOS ANGELES**

in  
**OTHER CITIES**

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Detroit, Los Angeles and Other Cities Listed.

- 1

**WELL, OH WELL**  
*Tiny Bradshaw*  
(King 4357)
- 2

**HARD LUCK BLUES**  
*Roy Brown*  
(DeLuxe 3304)
- 3

**CUPID'S BOOGIE**  
*Little Esther*  
(Savoy 750)
- 4

**PINK CHAMPAGNE**  
*Joe Liggins*  
(Specialty 355)
- 5

**MY FOOLISH HEART**  
*Billy Eckstine*  
(MGM 10623)  
*Gene Ammons*  
(Chess 1425)
- 6

**I NEED YOU SO**  
*Ivory Joe Hunter*  
(MGM 10663)
- 7

**MONA LISA**  
*King Cole*  
(Capitol 1010)
- 8

**I WANNA BE LOVED**  
*Dinah Washington*  
(Mercury 8181)
- 9

**EVERY DAY I HAVE THE BLUES**  
*Lowell Fulson*  
(Swingtime 196)
- 10

**BLUE SHADOWS**  
*Lowell Fulson*  
(Swingtime 226)

- I WANNA BE LOVED**  
*Dinah Washington*  
(Mercury 8181)
- HARD LUCK BLUES**  
*Roy Brown*  
(DeLuxe 3304)  
*Amos Milburn*  
(Aladdin)
- TWO YEARS OF TORTURE**  
*Percy Mayfield*  
(Recorded in Hollywood)
- WELL, OH WELL**  
*Tiny Bradshaw*  
(King 4357)
- PINK CHAMPAGNE**  
*Joe Liggins*  
(Specialty 355)
- STACK O' LEE**  
*Archibald*  
(Imperial)
- I'LL NEVER BE FREE**  
*Annie Laurie*  
(Regal 3258)
- REPENTANCE BLUES**  
*Charles Brown*  
(Aladdin)
- I'M YOURS TO KEEP**  
*Herbie Fisher*  
(Modern)
- MONA LISA**  
*King Cole*  
(Capitol 1010)

**SAN FRANCISCO, CAL.**

1. Blue Shadows (Lowell Fulson)
2. Mona Lisa (King Cole)
3. Adam Bit The Apple (Joe Turner)
4. Hard Luck Blues (Roy Brown)
5. Dreaming Blues (Roy Brown)
6. Late In The Evening Blues (Ray Charles)
7. I'll Never Be Free (Annie Laurie)
8. Good Morning Judge (Wynonie Harris)
9. Danny Boy (Al Hibbler)
10. I Wanna Be Loved (Dinah Washington)

**SHOALS, IND.**

1. Good Morning Judge (Wynonie Harris)
2. Mona Lisa (King Cole)
3. Cupid's Boogie (Little Esther)
4. Well, Oh Well (Tiny Bradshaw)
5. Serenade (Earl Bostic)
6. I Wanna Be Loved (Billy Eckstine)
7. Pink Champagne (Joe Liggins)
8. Wham A Lam (Joe Thomas)
9. Neck Bones (Wild Bill Moore)
10. I Need You So (Ivory Joe Hunter)

**LAWTON, OKLA.**

1. Mona Lisa (King Cole)
2. Hard Luck Blues (Roy Brown)
3. I Wanna Be Loved (Dinah Washington)
4. Pink Champagne (Joe Liggins)
5. Everyday I Have The Blues (Lowell Fulson)
6. It Isn't Fair (Dinah Washington)
7. Well, Oh Well (Tiny Bradshaw)
8. Cupid's Boogie (Little Esther)
9. I'll Never Be Free (Annie Laurie)
10. My Foolish Heart (Billy Eckstine)

**ATLANTA, GA.**

1. Pink Champagne (Joe Liggins)
2. Cupid's Boogie (Little Esther)
3. Everyday I Have The Blues (Lowell Fulson)
4. I Need You So (Ivory Joe Hunter)
5. Repentance Blues (Charles Brown)
6. I Love You Darling (Joe Fritz)
7. Gonna Look Like Monkey (Smokey Hogg)
8. Danny Boy (Danny Cobb)
9. Playboy Blues (Roy Milton)
10. I Love You Baby (Smokey Hogg)

**ANDALUSIA, ALA.**

1. Every Day I Have The Blues (Lowell Fulson)
2. Bouncing Ball Boogie (Sugar Chile Robinson)
3. Hard Luck Blues (Roy Brown)
4. Well, Oh Well (Tiny Bradshaw)
5. Cupid's Boogie (Little Esther)
6. Mona Lisa (King Cole)
7. It isn't Fair (Dinah Washington)
8. Pink Champagne (Joe Liggins)
9. Mississippi (Ella Fitzgerald)
10. Man's Brand Boogie (Billy Wright)

# HOT

across the Nation!

★ **EARL BOSTIC**  
Serenade  
King 4369

---

★ **ARNETT COBB**  
Go, Red, Go  
Apollo 778

---

★ **JOE THOMAS**  
Wham-A-Lam  
King 4339

---

★ **THE RAVENS**  
Count Every Star  
National 9111

---

★ **DINAH WASHINGTON**  
I Wanna Be Loved  
Mercury 8181  
(Listed Alphabetically)

For available dates  
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Best Sellers

# 15015  
**"MOTHER USED TO TELL ME"**  
**"ALIBI"**  
by KATHY MARCH & Jerry Shard Ork

★

# 15014  
**"WASTED WORDS"**  
**"I'M ALWAYS IN LOVE WITH SOMEONE"**  
by JERRY COOPER & "Piano Roll" Cook

**ABBEY RECORDS, INC.**  
418 W. 49 St. New York, N. Y.

## Savoy's Little Esther "Mystery Tune" Stirs Up Juke Box Play

NEWARK, N. J.—Herman Lubinsky, president of Savoy Record Company, Inc., this city, in conjunction with Zenas Sears, top Jazz and Blues disk jockey on WGST, Atlanta, Ga., are creating quite a stir with its promotion of Little Esther's next release, still untitled.

Listed as a "Mystery Tune" by Lubinsky, and broadcast as such by Sears, listeners are offered several substantial prizes for guessing its title. They are offered the opportunity to listen to the song, which has a complete set of lyrics. They then send in their choice of title. Prizes consist of merchandise contributed by the merchants of Atlanta.

Jake Friedman, Southland Distributors, Savoy's distributor in this area, has been selling records to juke box operators in large quantities. While the song can be heard over the air only a few times during the day when broadcast by the DJ, listeners keep pouring nickels into juke boxes to get a clue from the lyric as to the title.

August 15 has been set as the date when the regular label will be sent out nationally, and which time the winners will be announced.

Meanwhile, it is reported, that many other cities have picked up this twist. Among those are Baltimore, Miami, Jacksonville, Cleveland, Charlotte, Cincinnati, and others.

**JUBILEE RECORD Hits**

FOR BANG-UP SALES!  
**"OLD MAN ATOM"**  
by BOB HILL  
Jubilee # 4005

---

**"I'M SENDING MY TEARS IN A BUCKET"**  
b/w "HOT DOGS & ROSES"  
By CALIFORNIA AL VICTOR  
Jubilee # 4001

---

Going Strong  
THE ORIOLES  
**"EVERYTHING THEY SAID CAME TRUE"**  
Jubilee # 5028

---

**JUBILEE RECORD CO., Inc.**  
315 W. 47th St., N. Y., N. Y.

**CAN'T BE DONE? SEZ WHO?**

★ It's coming your way AUGUST 15th!  
THE NEW  
Little Esther—Johnny Otis—Mel Walker

★ **HIT No. 4**

★ Watch for This SMASH MYSTERY Record!

★ Mr. Dealer! Savoy's nation wide Disc Jockey contest allowing listeners to give the title of the new Mystery Record . . . has delayed shipments to distributors until Aug. 15th. Order NOW!

**Savoy RECORD CO., INC.**  
58 Market St., Newark 1, N. J.

★ ★ ★ ★ ★ ★ ★

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featuring  
AMERICA'S TOP BLUES SINGER  
**DANNY COBB**  
On Savoy # 754

**"ROCKAWAY BLUES"**

Backed by  
**"DANNY BOY"**

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# AL MORGAN

Dynamo of Piano and Song!



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78 RPM 45 RPM

75c plus tax

backed by  
"THERE'S  
NO  
SEASON  
ON  
LOVE"

**LONDON**  
RECORDS

## THE CASH BOX

# Jazz 'n Blues Reviews

## ★ AWARD O' THE WEEK ★

"BLUE SHADOWS" (2:45)  
"LOW SOCIETY BLUES" (2:26)

LOWELL FULSON  
(Swingtime 226)



LOWELL FULSON

● Here's a side that looks to give Lowell Fulson the biggest ride since his smash hit, "Every Day I Have The Blues." The upper waxing has the low down quality that lends itself to an interpretation by Lowell Fulson. "Shadows" grants full scope to his gripping pipes and voice quivers that never fail to

break up the phono fans. Fulson's delivery is deeply stirring and this is one effort that is a sure bet to get under the skin of his listeners and force replay after replay to jack up the juke box take to new heights. Diskmate, "Low Society Blues," is a quiet, blues instrumental in an easy pace that advances some fine piano fingering. Bottom side offers a good play and ops should find the "B" deck spearing a few shekels on its own. But it's that upper circle, "Blue Shadows" that we're picking to create a storm of excitement around and about the jazz 'n blues locations throughout the country. The song has that sort of smash appeal. Ops—get with this record—it's going to be a hotter than fire attraction in the juke boxes.

"ANYTIME, ANYPLACE,  
ANYWHERE" (2:39)  
"COME BACK DADDY DADDY"  
(2:38)

JOE MORRIS ORCH.  
(Atlantic 914)

● With Joe Morris handling the orking arrangement behind her Laurie Tate steps into the spotlight to thrush some low down wailing on the upper whirling blues ballad. Under spinning is set in the same vein as the top with an added dash from the "Rhapsody In Blue" melodic line that is woven into the theme. Ops will like both sides.

"MONA LISA" (2:35)  
"BENNY'S BOUNCE" (2:40)

CLAUDE McLINN & SEXTET  
(Chess 1432)

● "Mona Lisa" discloses a very slow start with a wierd use of the strings and a heavy horn finally bringing in the theme with a blare. Strings continue around the edges of the melody and ops might find that this different arrangement picks up a little play. Bottom is solid jazz with a nice movement.

"TIPPIN' IN" (2:43)  
"AFTER HOURS" (2:50)

BOBBY SMITH ORCH.  
(Apollo 804)

● Bobby Smith rates a bow and an encore on his instrumental work with the fine old jazz classic, "Tippin' In." The ditty gets a smooth, mellow treatment here that should go well in the juke boxes. Reverse is also instrumental; this time the number is set in the blues idiom with outstanding work from the piano and brass. Ops should listen.

"FEATHER WEIGHT MAMA" (2:09)  
"DAY BREAK" (2:51)

BROTHER BLUES  
(Abbey 3015)

● Here's a sure winner in the juke boxes. Top side has very good wordage, an impelling boogie beat and first-rate singing and playing throughout. Ditty has a great deal of possibility. Brother Blues is going to have to be reckoned with after this wax gets hot. Plattermate is a quiet, easy going, instrumental that moves in an appealing pattern. Ops won't want to miss that upper deck—it's strong juke box wax.

"I WANNA BE LOVED" (2:45)  
"GRAVY" (3:03)

GENE AMMONS  
(Prestige 717)

● First song is currently riding high in all fields of music and looks to get an additional impetus from the fine tenor sax solo by Gene Ammons on the upper pressing of this cookie. The solo is slow moving, very polished and offers the listener something that he can follow and appreciate. Reverse is a little faster but set in the same pace. Ops will want this.

"THE EGO SONG" (2:20)  
"LATE IN THE EVENING BLUES"  
(3:03)

RAY CHARLES  
(Swingtime 228)

● "The Ego Song" is our bet to skyrocket Ray Charles into the big-time class in wax makers. The singing pianist has a style that sounds very much like King Cole and the delivery on this top ballad is one of the strongest selling jobs we've heard in a long time. Bottom doesn't slow down in the least and we think that music ops will find either edge one of their best record-buying investments.

"AIN'T GONNA CRY" (2:30)  
"COME BACK BABY" (2:17)

LILLIE GREENWOOD  
(Modern 20-757)

● Lillie Greenwood's marvelous voice shines to good advantage on these two new cuttings by the thrush. First ring is a slow-drag that gives her plenty of opportunity to employ voice tricks and weave in and around her music. Coupler is a shouting and stomping blues number that finds Lillie Greenwood going all out on the vocal. Ops will want to give both ends a hearing.

"MELLOW GAL BLUES" (2:28)  
"EVERYTHING'S GONNA BE ALL  
RIGHT TONIGHT" (2:23)

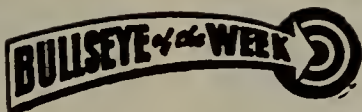
KING PERRY  
(Specialty 367)

● King Perry lends his powerful pipes and waves the baton as he takes the double threat lead on the shouting vocal of "Mellow Gal Blues." The tune is potent and King Perry's singing is throaty and in the best tradition. Turnabout offers Perry and his group on a mad jazz ride. Ops should lend an ear to the topping.



**THE CASH BOX**

*"Folk" and "Western" Record Reviews*



**"IT HURTS ME TO SEE YOU WITH SOMEBODY ELSE"**  
(2:40)

**"JAW, JAW, JAW, YAP, YAP, YAP"** (2:35)

TEXAS JIM ROBERTSON  
(RCA Victor 21-0365)



TEXAS JIM ROBERTSON

● Here's a platter that "folks" and "Western" music ops should welcome with open juke boxes. Texas Jim Robertson scores very heavily on the top deck of this plaintive, melancholy ballad that sounds to us like it will be the biggest thing that the cowboy singer has crooned since "Gone

Fishin'." The ditty itself has a great deal of appeal and the pleasingly husky voice of Texas Jim does fine things with it. The tune is a fine example of top-notch country writing and we feel that in this marriage of artist and material ops are going to find the combination to more silver in the coin boxes. Flip is a novelty about a woman's conduct after you're married to her. The title is a description of the constant flow of one-sided conversation. Once again Texas Jim Robertson turns in an award winning performance throughout. Our advice to music ops is to grab this disk and place it in every juke box along their country route. Wax like this is what brings home the bacon, two great sides that can pull moolah for replay after replay.

**"SHINE LITTLE LUMP OF COAL"**  
(2:42)

**"HOW BLACK IS BLACK"** (2:37)

FRANK PORTER  
(MGM 10754)

● Both ends of this shellac are done in a roving troubadour manner by Frank Porter with guitar playing and singing interrupted intermittently for conversation about the unpleasantness of coal mines and the lack of feeling for the miners. Pressing is slanted to locations that can "feel" this material through appreciation for this sort of delivery style.

**"YOU'LL NEVER BREAK MY TRUSTING HEART AGAIN"**  
(2:43)

**"WRONG SIDE OF TOWN"** (2:45)

"T" TEXAS TYLER  
(4 Star 1501)

● Two top-notch Western sides by "T" Texas Tyler bear a happy sound for juke boxes that are looking to keep those coin boxes filled to overflowing. Both ditties are well written ballads with the growling delivery of "T" Texas showing very strong in his crooning. This is one record that all ops will want to grab a hold of and place around their routes.

**"I'M MOVING ON"** (2:50)

**"LAST NIGHT YOU SAID GOODBYE"** (2:35)

COUSIN FORD LEWIS  
(4 Star 1510)

● Upper layer is a hillbilly rhythm tune that is creating excitement in country circles as a strong contender for the big time. Ditty is set in a fast and toe tickling pace that sweeps up the listener and keeps him tapping it out. Bottom is a melancholy ballad that should hold up on its own merits. Ops will want to give a hearing to the top.

**"I CRIED BUT MY TEARS WERE TOO LATE"** (3:00)

**"THE NIGHT I STOLE OLD SAMMY MORGAN'S GIN"** (3:08)

HANK SNOW  
(RCA Victor 21-0365)

● First side is a country ballad by the popular Hank Snow that has the listening qualities of the sort of wax that is always a sure bet to win whirls in the juke boxes. Reverse etching is a novelty spoofer that's all in fun and should bring smiles to the many fans of cowboy Hank Snow. Ops will find such variation in the type of music offered here that they would do well to hear out both sides.

**"WALK CHICKEN WALK"** (2:22)

**"GUILTY CONSCIENCE"** (2:32)

BOB ATCHER  
(Capitol 1147)

● "Chicken" has already been sliced by top Western names and Bob Atcher's version sounds to us like it has the strength to stand up to any of them as a coin culler in the juke boxes. The number is a novelty rhythm tune with cute lyrics that contain a mild double meaning. Under coupling finds Bob Atcher in a much more serious mood as he indulges in a little wailing. Both ends have considerable merit for ops who have our advice to get with this.

**"JEALOUS LIES"** (3:08)

**"WHEN THE BLOOM IS ON THE SAGE"** (3:01)

WESLEY TUTTLE  
(Coral 64056)

● "Lies" is a folksy, blues ballad that is well done by Wesley Tuttle and features a nice pattern of voice breaks and mellow patter by the vocalist. Tune is the type that invites nickels into the juke boxes and can stand replays. Bottom is the standard country tune that will be familiar to all fans and even to the uninitiated as the "Tom Mix Theme." Ops should lend an ear.

**"I WHISPER YOUR NAME"** (2:44)

**"GOOD MORNIN' YALL"** (2:40)

STUART HAMBLEN  
(Columbia 20733)

● Backed by the strong accompaniment of a hillbilly string band Stuart Hamblen warbles topping country ballad in a melancholy fashion in keeping with the mood of the musical lament. Turnabout is a novelty pressing that shows Stuart Hamblen making a strong effort. Ops might lend an ear to the first cutting.

**"JUKE BOX BOOGIE"** (2:34)

**"YOU TALK IN YOUR SLEEP"**  
(2:34)

BIG JEFF  
(Dot 1004)

● Big Jeff handles the chanting chores while the Radio Playboys supply the instrumental framework for this ditty appropriately titled, "Juke Box Boogie." The tune actually does have a great deal of juke box potential in its rhythmic flow with a peppy country beat. Plattermate is modified novelty material with nice bounce and a happy pace. Ops should find these sides highly engaging and good material for them.

**Sinatra Parties Trade Press**



FRANK SINATRA

NEW YORK—Nat Shapiro, who set up his own promotion and publicity firm a few weeks ago, had his new client, Frank Sinatra, meet up with the trade press and disk jockeys at a party he arranged this past week at a private room at Toots Shors. A large gathering was on hand, including many execs of Columbia Records, to visit with Sinatra, who had just returned from Europe.

Sinatra left once again for Europe to seek new talent for the premiere of his forthcoming CBS Television show, which gets started this fall. Meanwhile, he was pleased to hear that his latest recording of "Good-night Irene" is getting a good play in the juke boxes.

**RCA-Victor Signs 19 Year Old Singer**

NEW YORK—Paul Barkmeier this week announced the signing of nineteen-year-old singer Polly Bergen to an exclusive recording contract with RCA Victor Records.

Barkmeier, who is vice president and general manager of the record division of RCA Victor, stated that the songstress is a television star and will make her screen debut as the feminine lead in the Hal Wallis' production, "That's My Boy," co-starring Dean Martin and Jerry Lewis. Barkmeier declared that the young chirp is slated for a heavy build-up by his diskery as one of the outstanding young girl singers in America.

The thrush has had extensive experience in night club circles before signing with the waxery. The first two sides by Polly Bergen that Victor will issue are "Oh Them Dudes" and "Can't Stop Talking."

**Tempo Music To Reactivate With Ellington Tunes**

NEW YORK—Tempo Music, Inc., publishers of "Perdido," "Flamingo," "Take The 'A' Train" and many other great Duke Ellington classics announced this week that after several years of retirement the firm will be reactivated on a full scale basis.

The Tempo offices have been reopened under the management of Mildred Dixon. Ruth Ellington James, president of Tempo Music, will take an active interest in the guiding of the company's policies. Mercer Ellington, son of the Duke, will also participate in the direction of the firm as well as writing for it.

The firm stated that they are going to make "Perdido" their first plug tune with new lyrics that have been written for it by Harry Lenk and Ervin Drake.

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THE RECORD PRODUCED BY OPERATORS FOR OPERATORS



**Presents America's New Singing Sensation**



**DANNY O'NEIL**

On 2 Records  
That Passed The 10,000  
Sales Mark The Very First  
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"Emma Lou"  
Backed With  
"When Lola Plays The Pianola"  
ORIOLE 101



"Dublin Rose"  
Backed With  
"Sticks And Stones"  
ORIOLE 102



**READ WHAT THIS NOTED OPERATOR LEADER Says:**



RAY CUNLIFFE

**Ray Cunliffe**

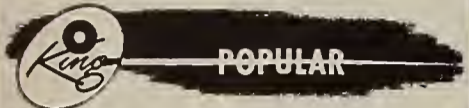
President of Recorded Music Service Association (Chicago Music Operators' Assn.)

"Oriole Records are just what every operator has always wanted and needed. Not only are they tops in quality, but with such stars as Danny O'Neil featured, we are getting top in play. Oriole is the record for me. I heartily recommend Oriole to all operators."

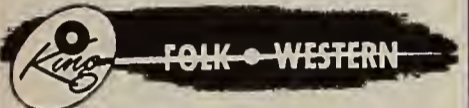
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best sellers



- ★ **JOHNNY LONG**  
15051 HELLO SHORTY'S GOT TO GO
- ★ **RUBY WRIGHT**  
15053 SAM, THE ACCORDION MAN THE OBJECT OF MY AFFECTION
- ★ **FRIELING SISTERS**  
15057 OUR LADY OF FATIMA THE STORY OF OUR LADY OF FATIMA (Narration by Nelson King)



- ★ **MOON MULLICAN**  
830 I'LL SAIL MY SHIP ALONE MOON'S TUNE  
868 YOU DON'T HAVE TO BE A BABY TO CRY SOUTHERN HOSPITALITY  
886 MONA LISA GOODNIGHT IRENE
- ★ **HANK PENNY**  
869 WHAM! BAM! THANK YOU MA'AM JERSEY BOUNCE
- ★ **HAWKSHAW HAWKINS**  
876 YESTERDAY'S KISSES THAT'S ALL SHE WROTE
- ★ **COWBOY COPAS**  
870 THE POSTMAN JUST PASSES ME BY THE ROAD OF BROKEN HEARTS  
885 STEPPIN' OUT MY TRUE CONFESSION
- ★ **GRANDPA JONES**  
867 FIVE-STRING BANJO BOOGIE UNCLE EPH'S GOT THE COON



- ★ **TINY BRADSHAW**  
4357 WELL OH WELL I HATE YOU  
4376 BOODIE GREEN AFTER YOU'VE GONE
- ★ **WYNONIE HARRIS**  
4378 GOOD MORNING JUDGE STORMY NIGHT BLUES
- ★ **IVORY JOE HUNTER**  
4382 CHANGING BLUES I HAVE NO REASON TO COMPLAIN
- ★ **LUCKY MILLINDER**  
4379 LET IT ROLL AGAIN MY LITTLE BABY
- ★ **BULL MOOSE JACKSON**  
4373 SOMETIMES I WONDER TIME ALONE WILL TELL
- ★ **WILD BILL MOORE**  
4383 HEY SPO-DEE-O-DEE BALANCING WITH BILL

**ROY BROWN**  
at his best  
HARD LUCK BLUES  
NEW REBECCA  
DE LUXE 3304



## Abbey Plays Host In New Quarters



NEW YORK—Pictured above are some of the guests at the recent party held in the new quarters of Abbey Records to celebrate the diskery's moving to newer and larger space. Shown above at top left are Jerry Shard, musical director of the pop division of Abbey with Kelly Camarata, sales executive of the firm. Shown under the Abbey banner at the top right are Lawrence "Piano Roll" Cook seen here toasting a beaming Pete Dorraine, president of the diskery. Cook is responsible for the smash hit "Old Piano Roll Blues" and "Why Do They Always Say No?"

At bottom left is Jerry Cooper, vocalist on the click record, "I Do Better Up In The Mountains" and at bottom right are Jack Pleiss and Eve Young of London Records, Kelly Camarata, Pete Dorraine and Lawrence Cook.

## Columbia Distributors Hold Regional Meets

NEW YORK—Paul E. Southard, vice president in charge of merchandising of Columbia Records, announced this week that a series of three regional meetings with Columbia distributors will be held during the month of August.

Southard revealed that the meetings will be staged to discuss sales, merchandising and distribution matters, as well as special Fall and Christmas promotion plans. Addressing the distributors at the get-togethers will be Edward Wallerstein, president of Columbia Records, Southard, Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

The conferences will take place in San Francisco on August 14th and 15th, in Chicago on August 17th and 18th, and in Atlantic City on August 21st and 22nd.

**GONE FISHIN'**  
recorded by

JIMMY ATKINS	.....Rainbow
BILL DARNEL	.....Coral
ARTHUR GODFREY	.....Columbia
JOHNNY GUARNIERI	.....Admiral
THREE SUNS	.....RCA Victor

others to follow  
LEO FEIST, INC.

## OPERATOR'S TIPS

**"BONAPARTE'S RETREAT"**  
by  
**KAY STARR**  
Capitol-936

## Capitol Announces Transfer Of Gillette To Pop "A&R" Post Kilpatrick To Be New Western-Folk Chief

HOLLYWOOD — Jim Conkling, Vice-President of Capitol Records in charge of Repertoire, has announced an immediate change in the Repertoire Department. Conkling states that Lee Gillette, Western Repertoire Director, will transfer into the Popular Department to work with Lou Busch and himself with popular artists. Gillette will temporarily retain supervision over a few of the artists whom he previously handled in the Western-Hillbilly field when these artists are of the type who are "on-the-fence"—meaning that they have a popular following as well as a Western-Hillbilly following.

Gillette has often, over the past years, worked on some popular recording sessions with certain popular artists. Incidentally, he was supervisor on such recordings as Peggy Lee's "Manana," Red Ingle-Jo Stafford's "Tem-tay-shun," Margaret Whiting-Jimmy Wakely's "Slippin' Around," Pee Wee Hunt's "Twelfth Street Rag," and other top hits which were in the popular field.

The Western-Hillbilly Department will now be more directly supervised by Dee Kilpatrick, out of Nashville, Tennessee, because Repertoire feels that that type of music better centralizes itself out of Nashville, while Ken Nelson, who has handled a great many Western-Hillbilly artists on Capitol Transcriptions, will become publishers and artists' contact on the West Coast. Conkling goes on to say that since there are a lot of Western-Hillbilly recordings and recording artists on the West Coast, that there will be no lessening of the recordings here. Gillette will temporarily assist Nelson in an advisory capacity.

There is no change contemplated in the New York Artists and Repertoire set-up which is handled by Walt Rivers, with Pete Rugolo as his musical advisor and consultant.

THE CASH BOX REPORTS  
**THE NATION'S BIG 25**  
HILLBILLY FOLK & WESTERN JUKE BOX TUNES

- 1 **WHY DON'T YOU LOVE ME?**  
Hank Williams (MGM 10696)
- 2 **I'LL SAIL MY SHIP ALONE**  
Moon Mullican (King 830)
- 3 **THROW YOUR LOVE MY WAY**  
Ernest Tubb (Decca 46243)
- 4 **I LOVE YOU BECAUSE**  
Ernest Tubb (Decca 46213)
- 5 **BIRMINGHAM BOUNCE**  
Red Foley (Decca 46234)

### ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

**M-I-S-S-I-S-S-I-P-P-I**  
Red Foley (Decca 46241)

**LONG GONE LONESOME BLUES**  
Hank Williams (MGM 10654)

**CUDDLE BUGGIN' BABY**  
Eddy Arnold (RCA Victor 21-0342)

**I'M MOVING ON**  
Hank Snow (RCA Victor 21-0328)

**SLIPPIN' AROUND WITH JOLE BLON**  
Bud Messner-Bill Franklin (Abbey 15004)

**THE CASH BOX**  
**DISC-HITS BOX SCORE**  
COMPILED BY **JACK 'One Spot' TUNNIS**  
IN ORDER OF POPULARITY BASED ON WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS—LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTIST, AND RECORDING ON THE REVERSE SIDE.

**CODE**

AB—Abbey	ME—Mercury
AL—Aladdin	MG—MGM
AP—Apollo	MO—Modern
AR—Aristocrat	NA—National
BB—Bluebird	RA—Rainbow
BU—Bullet	RE—Regent
CA—Capitol	RO—Rondo
CM—Commodore	SA—Savoy
CO—Columbia	SIT—Sittin' In
CR—Coral	SP—Specialty
DA—Dana	SPT—Spotlite
DE—Decca	SU—Supreme
DV—Delvor	TE—Tempo
HA—Harmony	TW—Tower
HT—Hi-Tone	VI—Victor
KI—King	VO—Vocallon
LO—London	

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<b>1—MONA LISA</b>	<b>112.7</b>	<b>102.3</b>
CA-1010—KING COLE <i>The Greatest Inventor</i>		
CA-1104—EDDIE GRANT <i>Peanut Vendor</i>		
CO-38768—HARRY JAMES O. <i>La Vie En Rose</i>		
CR-60250—LEIGHTON NOBLE ORCHESTRA <i>Sam's Song</i>		
DE-27048—VICTOR YOUNG O. <i>Third Man Theme</i>		
LO-619—CHARLIE SPIVAK O. <i>Loveless Love</i>		
MG-10689—ART LUND <i>When My Stage Coach Reaches Heaven</i>		
VI-20-3753—DENNIS DAY <i>Shawl Of Galway Grey</i>		
ME-5447—ALEXANDER BROS. <i>Home Cookin'</i>		
<b>2—I WANNA BE LOVED</b>	<b>82.5</b>	<b>100.4</b>
CO-38491—BUDDY CLARK <i>If You Were Only Mine</i>		
CO-38825—TONY BENNETT <i>Boulevard Of Broken Dreams</i>		
DE-27007—ANDREWS SISTERS <i>I've Just Gotta Get Outa The Habit</i>		
MG-10716—BILLY ECKSTINE <i>Stardust</i>		
VI-20-3772—FONTANE SISTERS <i>I Didn't Know What Time It Was</i>		
<b>3—TZENA, TZENA, TZENA</b>	<b>81.9</b>	<b>74.4</b>
CO-38885—MITCH MILLER O. <i>The Sleigh</i>		
DE-27077—GORDON JENKINS O. <i>Good Night, Irene</i>		
DE-27053—THE WEAVERS <i>Around The World</i>		
ME-5454—VIC DAMONE <i>I Love The Girl</i>		
VI-20-3847—RALPH FLANAGAN ORCH. <i>Pink Champagne</i>		
<b>4—BEWITCHED</b>	<b>70.9</b>	<b>99.4</b>
CA-1000—MEL TORME <i>The Piccolino</i>		
CR-60182—ROSS ROSS O. <i>Where In The World</i>		
DE-24983—GORDON JENKINS O. <i>Where In The World</i>		
ME-5399—JAN AUGUST & HARMONICATS <i>Blue Prelude</i>		
TW-1473—BILL SNYDER		
VI-20-3617—ANDRE PREVIN		
VI-20-3726—LARRY GREEN <i>If I Had You On a Desert Isle</i>		

<b>5—SIMPLE MELODY</b>	<b>56.2</b>	<b>34.1</b>
CA-1039—JO STAFFORD <i>Pagan Love Song</i>		
CO-38837—DINAH SHORE <i>I Still Get A Thrill</i>		
CR-60227—CROSBY—GIBBS <i>A Little Bit Independent</i>		
VI-20-3781—PHIL HARRIS <i>On The Mississippi</i>		
DE-27112—GARY & BING CROSBY <i>Sam's Song</i>		
<b>6—SAM'S SONG</b>	<b>54.9</b>	<b>32.2</b>
CA-962—JOE CARR <i>Ivory Rag</i>		
CO-38876—TONI HARPER <i>Happy Feet</i>		
CR-60250—LEIGHTON NOBLE O. <i>Mona Lisa</i>		
DE-27033—VICTOR YOUNG O. <i>Dreamy Ole Ohio</i>		
DE-27112—BING and GARY CROSBY <i>Simple Melody</i>		
LO-693—HOGAN & WAYNE <i>Mississippi</i>		
ME-5450—HARRY GELLER O. <i>1812</i>		
MG-10743—THE MELODEONS <i>Tippy Canoodle Canoe</i>		
VI-20-3798—FREDDY MARTIN O. <i>Mambo Jambo</i>		
<b>7—SENTIMENTAL ME</b>	<b>49.3</b>	<b>54.4</b>
CA-923—RAY ANTHONY O. <i>Spaghetti Rag</i>		
CR-60140—AMES BROS. <i>Rag Mop</i>		
DA-2074—BILLY MAYO QUARTET <i>Hasty Heart</i>		
DE-24904—RUSS MORGAN <i>Copper Canyon</i>		
ME-8174—STEVE GIBSON <i>Are You Lonesome Tonight?</i>		
VI-20-3793—RUDY VALLEE <i>Niccolo And His Piccolo</i>		
<b>8—GOODNIGHT, IRENE</b>	<b>48.7</b>	<b>34.5</b>
DE-46255—FOLEY & TUBB		
DE-27077—GORDON JENKINS O. <i>Tzena, Tzena, Tzena</i>		
CO-38892—FRANK SINATRA <i>My Blue Heaven</i>		
ME-5448—ALEXANDER BROTHERS <i>Wunderbar</i>		
<b>9—THIRD MAN THEME</b>	<b>45.6</b>	<b>70.5</b>
CA-820—ALVINO REY <i>Steel Guitar Rag</i>		
CO-38706—HUGO WINTERHALTER <i>Come Into My Heart</i>		
CO-38665—CAFE VIENNA QUARTET <i>Cafe Mozart Waltz</i>		
CR-60159—OWEN BRADLEY <i>Cafe Mozart Waltz</i>		
DE-24908—ETHEL SMITH <i>Cafe Mozart Waltz</i>		
DE-27048—VICTOR YOUNG O. <i>Mona Lisa</i>		
DE-46218—HANK GARLAND <i>Lowdown Billy</i>		
DE-24839—GUY LOMBARDO O. <i>Cafe Mozart Waltz</i>		
DE-24916—ERNST NASAR <i>Cafe Mozart Waltz</i>		
LO-536—ANTON KARAS <i>Cafe Mozart Waltz</i>		
ME-5373—HERMAN STACHOW <i>Under The Linden Tree</i>		
MG-10593—FRANZ DIETSCHMANN		
VI-20-3698—IRVING FIELDS' TRIO <i>Poet And Peasant Rumbature</i>		
VI-20-3611—IRVING FIELDS' TRIO <i>The Wedding Samba</i>		
VI-20-3709—RAY McKINLEY O. <i>I Don't Wanna Be Kissed</i>		
VI-20-3797—FREDDY MARTIN O. <i>Home Cookin'</i>		
<b>10—HOOP-DEE-DOO</b>	<b>41.1</b>	<b>50.6</b>
CA-980—KAY STARR <i>A Woman Likes To Be Told</i>		
CO-38771—DORIS DAY <i>Marriage Ties</i>		
CO-38799—FRANKIE YANKOVIC <i>Night After Night</i>		
CR-60209—AMES BROS. <i>Stars Are The Windows of Heaven</i>		
DA-2077—PAULETTE SISTERS <i>Song Of The Wedding Day</i>		
DE-24986—RUSS MORGAN O. <i>Down The Lane</i>		
ME-5419—LAWRENCE WELK <i>If You Can't Get A Drum</i>		
MG-10702—LYN DUDDY SINGERS <i>Down The Lane</i>		
VI-20-3747—COMO & FONTAINE SISTERS <i>On The Outgoing Tide</i>		

<b>11—COUNT EVERY STAR</b>	<b>34.4</b>	<b>35.5</b>
CA-979—RAY ANTHONY O. <i>Darktown Strutters Ball</i>		
CA-859—RAY ANTHONY O. <i>Bamboo</i>		
CO-38732—HERB JEFFRIES <i>Our Love Story</i>		
CR-60214—HARRY BABBITT		
DE-27042—DICK HAYMES <i>If You Were Only Mine</i>		
DE-48518—THE BLENDERS <i>Would I Still Be The One In Your Heart?</i>		
VI-20-3697—HUGO WINTERHALTER O. <i>Flying Dutchman</i>		
<b>12—MY FOOLISH HEART</b>	<b>34.1</b>	<b>60.2</b>
CA-934—MARGARET WHITING <i>Stay With The Happy People</i>		
CO-38697—HUGO WINTERHALTER O. <i>Leave It To Love</i>		
DE-24830—GORDON JENKINS <i>Don't Do Something, Etc.</i>		
ME-5362—RICHARD HAYES <i>The Flying Dutchman</i>		
MG-10623—BILLY ECKSTINE <i>Sure Thing</i>		
VI-20-3681—MINDY CARSON <i>Candy And Cake</i>		
<b>13—LA VIE EN ROSE</b>	<b>28.9</b>	<b>16.9</b>
CA-890—PAUL WESTON O. <i>Les Feuilles Mortes</i>		
CO-38768—HARRY JAMES O. <i>Mona Lisa</i>		
DE-24816—VICTOR YOUNG O. <i>The River Seine</i>		
DE-27111—BING CROSBY <i>I Cross My Fingers</i>		
DE-27113—LOUIS ARMSTRONG <i>C'est Si Bon</i>		
MG-30227—MACKLIN MARROW O. <i>When We're Dancing</i>		
VI-20-3819—TONY MARTIN <i>Tonight</i>		
VI-20-3739—MELACHRINO O. <i>Fascination</i>		
<b>14—SOMETIME</b>	<b>25.7</b>	<b>19.9</b>
CA-1053—JO STAFFORD <i>No Other Love</i>		
CA-1070—FOY WILLING		
CO-38781—THE MARINERS <i>Stars Are The Windows of Heaven</i>		
DE-27102—INK SPOTS <i>I Was Dancing With Someone</i>		
LO-692—YOUNG & FOSTER <i>Marianne</i>		
ME-5422—TOMMY CARLYN <i>Marianne</i>		
VI-20-3796—WAYNE KING <i>You Are My Love</i>		
<b>15—BONAPARTE'S RETREAT</b>	<b>24.8</b>	<b>29.1</b>
CA-936—KAY STARR <i>Someday Sweetheart</i>		
CO-20706—LEON McAULIFFE <i>What, Where And When</i>		
DE-46209—BUZ BUTLER <i>Poison Ivy</i>		
VI-20-3766—GENE KRUPA O. <i>My Scandinavian Baby</i>		
VI-21-0111—PEE WEE KING <i>The Walls Of Regret</i>		
<b>16—I CROSS MY FINGERS</b>	<b>23.6</b>	<b>25.4</b>
CO-38786—PERCY FAITH O. <i>Valencia</i>		
CR-60256—HARRY BABBITT		
DE-27078—VIC SCHOEN O. <i>I Could Write A Book</i>		
DE-27111—BING CROSBY		
VI-20-3846—PERRY COMO		
<b>17—OLD PIANO ROLL BLUES</b>	<b>20.6</b>	<b>36.1</b>
AB-15003—LAWRENCE COOK <i>Why Do They Always Say No?</i>		
CA-970—JAN GARBER O. <i>Clodhopper</i>		
CO-38773—BEATRICE KAY <i>Why Do They Always Say No?</i>		
CR-60177—CLIFF STEWARD <i>Why Do They Always Say No?</i>		
DE-24977—CARMICHAEL and DALEY <i>Stay With The Happy People</i>		
DE-27024—AL JOLSON-ANDREWS SISTERS <i>Way Down Yonder In New Orleans</i>		
ME-5400—FEB SEPTEMBER <i>Spain</i>		
VI-20-3751—CANTOR—KIRK—KAYE O. <i>Juke Box Annie</i>		

<b>18—HAPPY FEET</b>	<b>20.2</b>	<b>9.7</b>
CA-1087—TEX WILLIAMS		
CA-1052—DEAN MARTIN <i>Bye Bye Blackbird</i>		
CO-38876—TONI HARPER <i>Sam's Song</i>		
CR-60248—ROY ROSS O.		
ME-5449—KING SISTERS <i>Everybody Knows You</i>		
VI-20-3840—T. DORSEY O. <i>Birmingham Bounce</i>		
<b>19—ROSES</b>	<b>15.1</b>	<b>25.9</b>
CA-1001—RAY ANTHONY O. <i>National Emblem March</i>		
CO-38826—KEN GRIFFIN <i>Little Sally One Shoe</i>		
CO-38816—GENE AUTRY <i>The Roses I Picked, Etc.</i>		
CR-60235—GEORGE CAPES ORCHESTRA <i>American Beauty Rose</i>		
DE-46240—STUBBY & THE BUCCANEERS <i>Little Buffalo Bill</i>		
DE-27008—DICK HAYMES <i>I Still Get A Thrill</i>		
LO-682—SNOOKY LANSON <i>Where Are You Gonna Be, Etc.?</i>		
ME-5397—EDDY HOWARD O. <i>Put On An Old Pair Of Shoes</i>		
MG-10684—BILLY ECKSTINE <i>My Destiny</i>		
VI-20-3754—SAMMY KAYE O. <i>Tiddly Winkie Wood</i>		
VI-21-0306—SONS OF THE PIONEERS <i>Eagle's Heart</i>		
<b>20—VAGABOND SHOES</b>	<b>13.9</b>	<b>8.3</b>
ME-5429—VIC DAMONE <i>I Hadn't Anyone Till You</i>		
<b>ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY</b>		
<b>21—NO OTHER LOVE</b>	<b>9.9</b>	<b>26.5</b>
<b>22—NOLA</b>	<b>9.7</b>	<b>17.6</b>
<b>23—HOME COOKIN'</b>	<b>9.4</b>	<b>6.3</b>
<b>24—STARS ARE THE WINDOWS OF HEAVEN</b>	<b>9.2</b>	<b>8.5</b>
<b>25—WANDERIN'</b>	<b>8.3</b>	<b>10.8</b>
<b>26—AT SUNDOWN</b>	<b>7.9</b>	<b>8.2</b>
<b>27—BLIND DATE</b>	<b>7.8</b>	<b>16.5</b>
<b>28—PICNIC SONG</b>	<b>7.7</b>	<b>11.5</b>
<b>29—MAMBO JAMBO</b>	<b>7.4</b>	<b>1.5</b>
<b>30—I DIDN'T SLIP, I WASN'T PUSHED, I FELL</b>	<b>7.1</b>	<b>8.4</b>
<b>31—PHANTOM STAGE-COACH, THE</b>	<b>6.1</b>	<b>3.9</b>
<b>32—M-I-S-S-I-S-I-P-P-I</b>	<b>4.6</b>	<b>12.3</b>
<b>33—IT ISN'T FAIR</b>	<b>4.5</b>	<b>6.1</b>
<b>34—I DON'T CARE IF THE SUN DON'T SHINE</b>	<b>3.6</b>	<b>9.9</b>
<b>35—GONE FISHIN'</b>	<b>3.4</b>	<b>8.1</b>
<b>36—VALENCIA</b>	<b>2.9</b>	<b>9.2</b>
<b>37—I STILL GET A THRILL</b>	<b>2.8</b>	<b>7.3</b>
<b>38—STARS AND STRIPES FOREVER</b>	<b>2.7</b>	<b>4.6</b>
<b>39—MY DESTINY</b>	<b>1.9</b>	<b>—</b>
<b>40—I THOUGHT SHE WAS A LOCAL</b>	<b>1.2</b>	<b>—</b>

# VENDOR LEADERS NOW SETTING UP ROUTES

## Forming Operating Companies to Set Up Big Routes of Drink Dispensers and Cig Vendors. Plan to Manufacture as Long as Possible, But Are Protecting Themselves With Large Operations

"It just had to come," one well known vending machine operator stated this past week, when discussing the fact that new routes were going up in his territory.

"And these routes," he said, "are being set up by operating companies created by leading manufacturers and distributors in an effort to assure themselves continuing in business regardless of what happens in the future."

Investigation revealed that more than one large manufacturer is now arranging for a route of his machines to be installed in his territory so that he will have "control" over the machines, and will be able to "carry on regardless of what happens."

Tho this was more or less expected by experienced coinmen, it came about so suddenly, that many have been surprised at the speed.

Certain of the drink dispenser and cigarette vendor leaders decided to start routes of their own, under operating company names, of course, so that they would be in position to "hold on" should they be forced to discontinue production.

With the basic raw materials as difficult to obtain as they are at this time, and with components, too, becoming harder than ever to procure, regardless of prices being offered, the average leader connected with the vending machine industry would, most naturally, be lured with the thought that he "set up" his own route, so that he "has something to fall back on."

For a long time "location calls" have been coming in to vending machine leaders asking, "When some machines could be installed in our industrial plants."

The picture which appeared in "Life" magazine just a week ago, was, in itself, very interesting to the average automatic merchant.

It somehow proved to him that a Coca-Cola drink dispenser was "just as important" as pulling a ship out of moth balls and filling that ship with the shells and armaments necessary to put it back on a war basis.

These are the thoughts which are being openly expressed by many who originally had no idea but to sell to operators.

"Let's get together," stated one leading manufacturer, "and form an operating

company for our machines.

"After all," he said, "should things get tough, we'll have something to fall back on. Uncle Sam will help us to get the merchandise so that we can continue in business.

"Another thing," he claimed, "we can always earn as much as anyone of the operators who have our machines now and that, too, means that we would all be better off were we operating, instead of selling, the machines which we have left to manufacture. Only goodness knows when we'll get more raw materials to build more machines."

So, salesmen who formerly were only interested in creating larger operations of the products which they were selling, especially in the drink dispenser and cigarette vendor field, are now making or trying to make, arrangements to create operating companies so that they, themselves, will also have something to fall back on, if and when they no longer have anything to sell.

The truth is that salesmen are no longer necessary to "sell" the machines on the market.

There are plenty of buyers. The problem now is not to find buyers, but to instead, find materials with which to build more machines, so that the present buyers can be satisfied.

But, rather than do that, these leaders want to "place the machines" themselves and, thereby, assure themselves income when they can no longer continue to produce equipment.

Some of the manufacturers who are left with parts, cabinets and components for 500 or so machines, naturally, want those machines "out on location" working for them, rather than "sell them," and have nothing to sell anymore and see no further income from their businesses.

The "allocations squeeze," which is being clamped on from the very top of the supply force, is creating a new type of operation.

This time the manufacturer of the product wants "in" on the operating part of the business.

He isn't "going to be left out in the cold" this time. He doesn't want to "search for some war work to do."

He would, much rather, know that there

is "income" coming to him each and every week, enough to take care of his "expenses," rather than work harder than ever trying to devise ways and means to assure himself income.

They want to be able to "ride out the duration" or whatever else may come about—whether this be war, or just an "incident."

It is interesting, therefore, to all in the trade to realize now, as the market gets tighter, that those who have the equipment will see to it that the equipment remains with them.

This not only goes for manufacturers but also for distributors and salesmen. This doesn't, of course, mean that every manufacturer and vending machine salesman and distributor is practising this same type of closed operation.

In fact, this is only being done by the minority. It might be the majority. But, it's very difficult to prove that this is the case.

In fact, the few discovered to be setting up routes of their own machines came about by complete accident.

Yet, there's the story as far as the automatic merchant is concerned.

He is now faced with the problem of continuing with what he has to operate for he isn't, in the majority of cases, going to get any more machines than can be spared from new operations by the people who sold him machines in the past.

The average vending machine operator should now, very tightly cement his contacts, to the point where he signs the toughest-to-break, hardest and roughest location agreements he can get smart lawyers to prepare for him, so that, regardless of what competition is thrown at him, will be able to hold onto his locations and remain in business.

It's not tragic! It's not ironical! It's just funny.

It's the greatest bit of comedy ever yet seen! To realize that the very man who makes the machines he has been begging operators to "buy," is now going to be the very guy to compete with the men he sold, by doing what his clients are doing and, at the same time, flaunting it in their faces.

# MERCHANDISE, AS WELL AS MACHINE PRICES, KEEP RISING

## Cigarettes, Candy, Nuts, Drinking Cups, Etc. Going Up.

NEW YORK—As predicted some weeks ago, altho laughed off in some quarters, prices of merchandise that goes into vendors have risen, as well as the equipment itself. All manufacturers are in the same position as to labor problems and materials, whether they manufacture equipment or candy or cigarettes, or any other commodity.

Right on the heels of the announcement by the cigarette producers that prices were upped, comes announcement by manufacturers of candy, coffee, syrup, cups, nuts, etc., etc., that they, too, are forced to increase their prices.

Operators of cigarette machines, thru experience over the years, readily adapt their operations to these increases, by upping the price to their customers. Some locations will be able to charge 25c. Others where only 21c, 22c or 23c can be obtained, are going back to slipping pennies into each pack as change from a quarter. As cigarette increases have been publicized thruout the nation, ops will have no problem passing along this increase.

However, operators of cigar, candy and drink machines, may run into some problems. Candy and drink vendors now offering its merchandise at 5c, will have to jump to 10c, an increase of 100%. During the past war, candy manufacturers, upon increasing its prices, in order to compensate somewhat, also increased the size of their bars. It would appear this same solution must be followed.

Regardless of these monetary problems, vendor operators, liken the situation to that of operating during World War II, when they were able to conduct a profitable business. With factories producing materials of war on a hurry-up basis, and the addition of a great many industrial manufacturers as producers of war implements, vendors play an important part in these locations. And from an operator's viewpoint, these plants will probably be on a three-shift, around the clock basis, giving his equipment continuous action.

Should merchandise become scarce, and have to be controlled, operators of vending equipment in defense plants and thruout army camps, will probably be given priorities as they were in the past war.

## H. V. Schechter Appointed Reps For Camp's Nuts

NEW YORK—William A. Camp Company, Inc., this city, packers of American Beauty nuts, announced the appointment of H. V. Schechter Sales Associates of 564 Hudson Street, in New York, as their representatives for vending machine operators.

Schechter will handle the sale of Pistachio and Indian Nuts for the Metropolitan area, including all of Long Island, New Jersey (north of Trenton), and Westchester and Rockland Counties of New York.

## Bert Mills Coffee Vendor Now Priced \$49 Higher

LOMBARD, ILL.—Bert Mills, president of Bert Mills Corporation, manufacturers of the Bert Mills Coffee Vendor, announced that the price of its 200-cup capacity machine has been increased \$49, and now will list at \$483.

Bert Mills stated that this increase was necessary as the suppliers of components had increased their prices. However, Mills had notified his regular customers a month ago that the price of the coffee vendor was being upped, and gave them an opportunity to place their orders prior to August 1.

## Price Of Lily-Tulip Vendor Cups Upped

NEW YORK—The first in the paper cup field to increase its prices, Lily-Tulip Cup Company, this city, informed drink vendor operators that the price of its vending cup, when bought in large quantities was hiked to ½c each.

Others in this field are expected to follow this trend.

Reprints Of Editorial  
"MORALE BOOSTERS"  
Pages 4 and 5 Available

## NAMA's Red Feather Program Has Co-Operation Of 20 Cities

### Many Others Lining Up Committees

CHICAGO—Operator participation in the Red Feather Plan for Automatic Merchandisers is rapidly shaping up, according to reports received from members in 20 cities by National Automatic Merchandising Association.

Aaron Goldman, president of the G. B. Macke Corporation, Washington, D. C., and chairman of N.A.M.A.'s 1950 Public Relations Committee, in issuing this first participation report on the Red Feather Plan, said results to date are "gratifying indication, indeed, that the automatic merchandisers of the United States believe sincerely in the underlying principle of all good public relations—merely good relations with the people of the communities in which they operate—and mean to put it into actual practice."

The yellow message tape which bears the message, "Many Campaigns

in One—Give Enough for All," and which was specially designed by Community Chests & Councils of America, Inc., for N.A.M.A.'s use, is now available at local community chests at \$1.50 per roll of 90 messages.

"Despite this excellent early showing," said Goldman, "operators are urged to place their orders for cups, matches, tape and poster stamps immediately."

Individual automatic merchandisers should take part this summer in promotional planning by their local Community Chest officials in order to gain maximum benefits for themselves as well as the Red Feather campaign, Goldman urged.

Among cities where N.A.M.A. member operators have placed orders for Red Feather cups, matches, message tape or poster stamps for use during the fall campaigns of their local community chests are the following:

St. Louis, Mo.; San Francisco, Calif.; Minneapolis, Minn.; Reading, Pa.; Elmira, N. Y.; New Castle, Pa.; Richmond, Va.; Bloomington, Ill.; Springfield, Mass.; Lancaster, Pa.; Chicago, Ill.; Los Angeles, Calif.; Worcester, Mass.; Duluth, Minn.; Fort Wayne, Ind.; Pasadena, Calif., and Union, N. J.

"Organization of special Red Feather automatic merchandising committees is already well under way in Washington, D. C.; Los Angeles, Calif., and Chicago, Ill.," Goldman said. It is expected that approximately 50 such committees in major cities will be in operation by August 1.

## Zogg Shipping Samples Of "Freshway" Vendor To Distributors

CHICAGO—Red Zogg, well known thruout the coin machine industry, and president of Freshway Automatic Vendors, this city, announced that samples of his new refrigerated food vendor, known as the "Freshway Automatic Vendor," are being delivered to distributing companies.

Deliveries are expected to be on their way to operators by the end of August.

The "Freshway Automatic Vendor" is a completely refrigerated sandwich, cake or pie vendor. It includes a changemaker which makes it extremely easy for the customers to buy, regardless of the combination, or single coin which may be inserted.

The machine has a capacity of approximately 105 conventional sandwiches, or over 300 half-sandwiches. It can also handle over 70 pieces of cake and pie. Merchandise is kept perfectly fresh at all times by the refrigeration unit.

The changemaker on this machine is described as one of the most unique ever developed. Zogg reports, "This changemaker can handle any and every combination of coin. It makes change even in one dime and one nickel, which is something which has never been accomplished."

Zogg's distributors are now opening offices thruout the country, and are most enthusiastic over the great earning possibilities of the machine.

When you buy from Runyon

YOU BUY THE BEST

EXCELLENT CONDITION

Ready For Location

5

REFRESH-O-MAT

CUP VENDORS  
DRINK VENDORS

Vends The Nation's Leading  
Fruit Flavored Drinks.

WRITE FOR PRICE!

**RUNYON**  
SALES COMPANY

Exclusive AMI Distributors in N.Y. N.J. & Conn.

593 10th Avenue : 123 W. Runyon Street  
New York 18, N. Y. : Newark 8, N. J.  
LOngacre 4-1880 : 81gelow 3-8777

# SALES ACTION HOTTER THAN WEATHER

## Factories Sizzling With Sales Heat "D.H." Earnings Amaze Williams' Execs

CHICAGO—Red hot and humid August weather greeted Chicogoans this past week. But, this did not, for even a second, dampen the spirited heat of the sales action which is now apparent to everyone.

Operators have been speeding orders to leading factories here for more and still more machines, as the nation's economic news grows more critical.

With the fact that control restrictions, and also inventory freezes, would be demanded in the very near future, coinmen simply jumped at the last minute chance to get their orders in as fast as possible, and have machines on the way to their places before any of these economic freezes went into effect.

One noted distributor visiting here said, "I've never seen anything like it before. Even during World War II we didn't have the demand that we have at this time for almost every type of machine.

"It's impossible," he continued, "to satisfy all the demand, but," he said, "we are trying our best to get all our customers whatever they want and that's why I'm here asking everyone of the factories whom I represent to please ship me whatever they can, and as fast as they can."

Sales managers at the various leading factories report that tho they do not have a large number of visitors, they have more orders than they have ever before taken for delivery during any August month in their history.

All here are cognizant of the fact that their inventories may be frozen. Some believe that this will be temporary. Others are of the opinion that when inventories are frozen it will take many, many weeks before they will be released, and are working ahead as fast as they possibly can to

build up machines in an attempt to satisfy the orders they already have on hand.

Most of the large manufacturers here have been working at top speed regardless of the heat. Bonus systems have been set up to induce employees to greater effort. Some have also arranged for salary hikes for workers who surpass quotas. Every effort is being made by the bigger factories to get equipment out to the field just as speedily as possible.

News spread like wildfire here that, "within a few weeks non-essentials will be out," which was released from Washington sources.

At the same time, it is a known fact that voluntary allocations have already been placed into effect by producers of steel, rubber, aluminum, copper, tin, brass, zinc, and other metals and, most important of all, for lumber, the main need of all manufacturers.

Rumors are also running wild here. The news that the House Committee passed the bill banning further shipments of bells and other reel type machines that pay out, hit hard in this town.

Of course, this does not affect the bigger share of production now going on, but, it does hurt many distribs and operators, and especially some of the very large manufacturers.

All are now waiting to see when the new bill will be introduced on the floor of Congress and when it will be passed.

All this, plus the sales action going on here, and the hot weather with which August greeted this city, is making this the hottest town in the nation for the industry.

Hotter than it ever was before. Factories are sizzling with sales heat.

## ChiCoin Falls Behind On "Trophy Bowl" Orders

CHICAGO—Execs at Chicago Coin Machine Company, this city, reported this past week that the firm had "fallen two weeks behind" in filling orders for its brand new "Trophy Bowl" rebound.

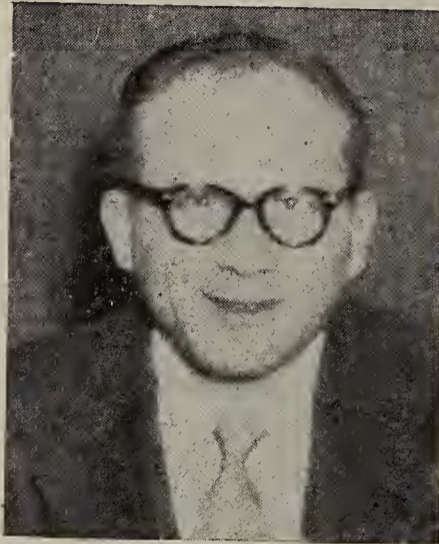
According to one of the executives of this firm, "We wouldn't at all be surprised if 'Trophy Bowl' surpassed even our tremendous sales record on 'Bowling Classic.'

"We never believed that we would be so over-ordered on 'Trophy Bowl,'" this exec continued, "until the orders began to pile in at such a rate that, try as we might, we just simply couldn't fill them and we have been gradually falling behind, to the point where, today, we believe that we are two weeks' production behind in filling the orders we now have on hand."

Of course, according to execs here, this is based on the orders which the firm has up to the past week. But, there is no doubt, that more and still more orders probably flooded the offices of the firm since then and, even tho they are working at top peak production, they will have a hard time catching up on their present schedule.

The "Trophy Bowl" clicked from the very first day that it was introduced to the trade.

Distributors of the firm wired back, after receiving their samples, that they could use "all we can get." And tho the firm shipped all games possible, they now find that whatever amount they would have shipped, it wouldn't have been enough to take care of the orders that their distributors have been taking.



SAM STERN

CHICAGO—Sam Stern of Williams Manufacturing Company, this city, is amazed at the earnings which operators, thru the firm's distribs, have been reporting on Williams' new high speed rebound baseball game, "Double Header."

In his office, Stern showed collections sent to him by operators who have been watching daily intake of the new "Double Header" for the past two weeks.

Correspondents who were present were also amazed as they noted that the collections were continuing to go higher day after day, even in July.

One of the reports presented was that of a very noted operator who had watched daily collections.

On July 21 his collection was \$15.50; July 22 it jumped to \$20.40. The location closed the next day, Sunday.

On Monday, July 24, it opened at \$17.90. On the 25th it went up to \$20.30; the 26th it fell to \$11.50. This made a total of \$85.60 for five days.

On the 27th collection opened with \$22.40; the 28th it held at \$17.70 and the 29th (which was the last report received) it went up to \$27.00 for the day. A total of \$67.10 for only 3 days.

A grand total of \$152.70 for 8 days' pay.

As Stern stated, "This is only one of many machines which were placed on test locations prior to any announcement regarding our sensational, new, 'Double Header.'

"We felt," he continued, "from advance reports which we received, that this game would prove itself one of the most outstanding ever manufactured.

"But," he said, "we are truly amazed at the collection reports which we have been receiving.

"Each day collections continue to rise, and now the second week's collections on all test spots, indicate that they will be anywhere from 50 percent to over 100 percent better than the first week.

"This is the first game," Stern emphasized, "where collections are greater than what the original games of this type ever earned."

From one op's letter, which accompanied his collection report, Stern showed those present the following:

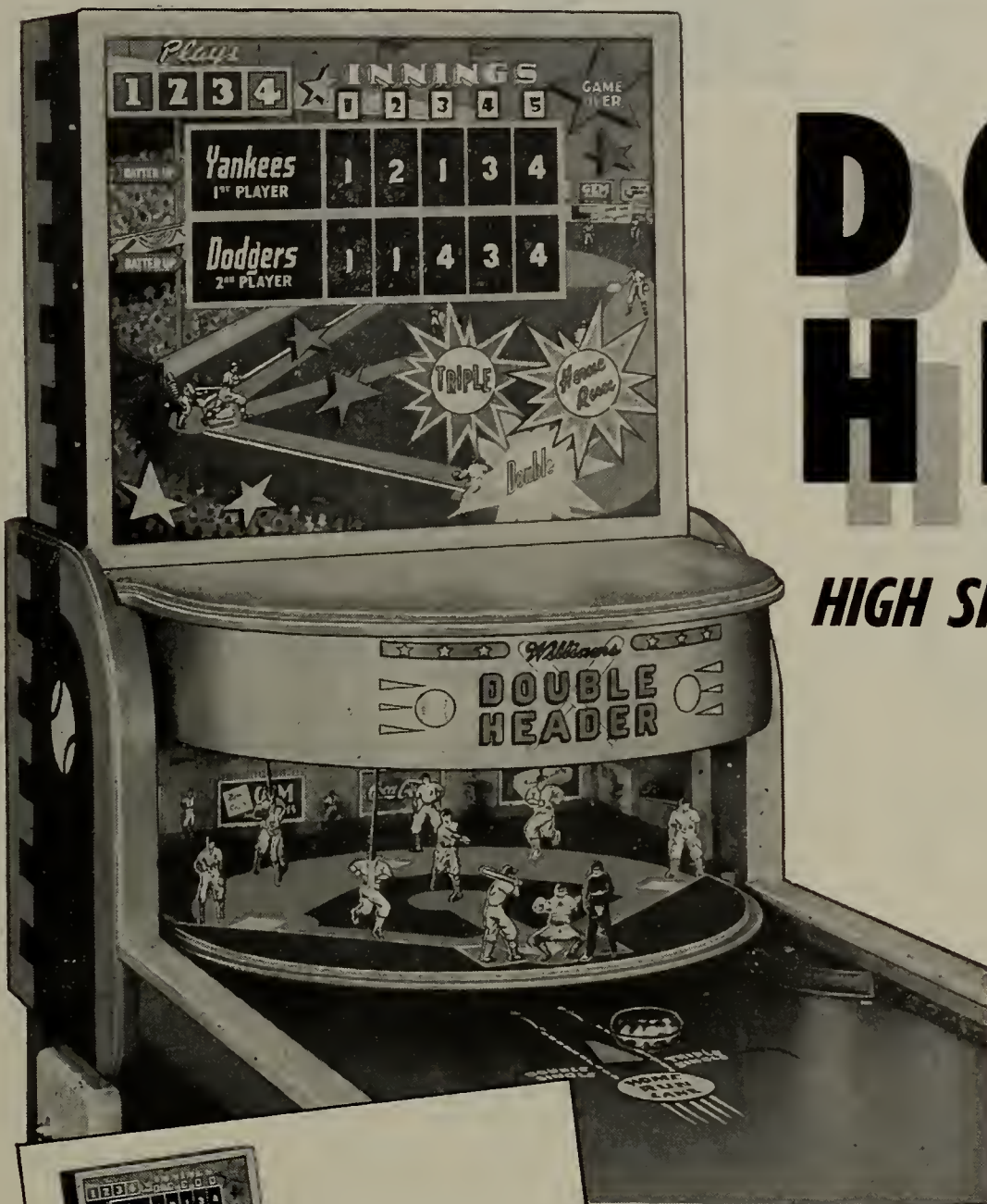
"I can only tell you," this op wrote "that this is the greatest collection we've ever enjoyed. Remember, too, that this is in July, when take is supposed to be 'way down. Not in October when take is up. It's better than any shuffle type game ever earned, even tho this is a July collection report."



Exclusively For  
"The Cash Box" by

HANK  
ROESLER

"NICE OF THE TAVERN MAN DOWNSTAIRS TO  
INSTALL THIS WALL BOX FOR US."



# Williams DOUBLE HEADER

**HIGH SPEED REBOUND BASEBALL GAME**

- Men Actually Run Bases on Field!
- Opposing Team Actually in Position on Field!

**1 or 2 Players  
10c Play**

**8 FEET LONG!  
2 FEET WIDE**

**SEE IT—BUY IT  
At Your Distributor NOW!**

Protected Under Patent Nos.  
2459011, 2296548, 2296549,  
2240276. Other Patents  
Pending.



**CREATORS OF DEPENDABLE PLAY APPEAL!**  
4242 W. FILMORE STREET, CHICAGO 24, ILLINOIS



# United Deluged With Orders As Factory Reopens

CHICAGO—Billy DeSelm, sales manager for United Manufacturing Company, reported that when they opened their doors this past Monday morning, after the factory had been closed for its annual employees' vacation, they found an actual deluge of orders awaiting them.

Said DeSelm, "The biggest part of the orders, which pleased us immensely, were more and still more repeats for our 'Shuffle Alley' and 'Shuffle Alley Express' conversion units.

"Almost every letter, at the same time, contained orders for our brand new 'Twin Shuffle Alley Rebound.' Each letter stressed that we 'simply must ship immediately' as many of the conversion units as we possibly could."

Billy DeSelm claims that the factory is working at top peak production and will continue to rush out conversion units to the trade just as fast as is humanly possible.

"We realize," he stated, "that our conversion units are helping everyone



BILLY DeSELM

of the operators to enjoy bigger and better profits, and that their games are just like brand new machines being placed back on locations, with collections zooming right back to the first shuffle games we produced."

Most interesting to all in the United

plant was the fact that their "Twin Shuffle Alley Rebound" was greeted with great enthusiasm by everyone of their distributors.

Operators have instantly approved the game, and are ordering more, even before their tests are completed.

As one distributor reported to DeSelm, "This is probably the very first United game where operators don't even doubt the collections they are going to enjoy. Just as they get their first few samples, they place an order instantly for whatever part of our next shipment we can allot them.

"It certainly is something for any manufacturer to be proud of," this distrib continued, "when he stops to realize the faith that the operators have in his product and order far in advance, even before they have actually placed the game on location.

"That's how well they think of United products," this distrib concluded.

Billy DeSelm's only comment regarding the above was, "Well, that distributor talks for us."

*At last*  
**MAESTRO'S SENSATIONAL GIMMICK IS HERE!**

**NOT A JUKE-BOX... NOT WIRED MUSIC**

*But*

**A REVOLUTIONARY AND FOOLPROOF DEVICE COMBINING THE BEST FEATURES OF BOTH!**

*Save Money!*

No alterations or rebuilding necessary... use your present mechanical equipment with the Gimmick and you've got the hottest new music system of the past 10 years.

**LOCATIONS**  
*Love it!*

**OPERATORS**  
*swear by it!*

**IT MAKES**  
*BIG MONEY!*

Write, wire or phone  
**PANTAGES MAESTRO**  
 1348 VENICE BLVD., L. A. 6, CAL.  
 Prospect 0286

**ACT NOW!**  
 First come... first served!  
**ONLY ONE** Gimmick installation will be made in each city.

## "CODE"

The President of the United States has spoken. Spoken very seriously and solemnly. He has asked, and probably will receive, full emergency war controls.

All now realize that a new era is under way. That the headline articles which have appeared in this publication for some weeks were genuinely mild, compared to actualities.

This new era will effect all the nation's manufacturers, wholesalers, retailers, suppliers, as well as the general public. Its effect is already being felt in soaring and skyrocketing prices.

This new era requires quick adjustment. All engaged in industry must consider themselves on a war-footing.

Such being the case, this publication will adopt and immediately put into practice, new ideas and new tactics. It will more quickly present the news, as it happens and, many times, even before it happens, to its subscribers.

There may have to be, as happened during World War II, "news flyers" sent out by this publication, even daily, if necessary, to its subscribers.

This will be in the form of a "confidential letter" to subscribers. *The Cash Box* "Last Minute News Flash" sheet will be well remembered by all in the field who went thru the past war with this publication.

Once again, *The Cash Box* is preparing for speedy, daily printing of any crucial events. These will be sent to all subscribers (and subscribers only) by First Class Mail, even Air Mail, if this proves necessary.

Furthermore, *The Cash Box* may adopt a special code for all the prices now appearing in its "Confidential Price Lists". These will be sent out in card form, well in advance of appearance, to subscribers only.

This code may be changed from time to time. Prior to each change, new cards with the new code, will be mailed to each subscriber. Only subscribers will know the code being used.

"The Confidential Price Lists", one of the great services to the trade, today is more important and necessary than ever before. Subscribers find it invaluable in checking prices of equipment each and every week as price fluctuations vary with each week's market quotations. It is important that you KNOW what your equipment is worth from week to week.

Other ideas and methods, which *The Cash Box* originated and put into practise during World War II and which allowed intercommunication within this industry, quietly and confidentially, when *The Cash Box* was the one and only weekly magazine that carried news between the members of this trade, will be instituted as conditions dictate.

As news events come about, which may require changes in general procedure, this publication will be ready to meet with such changes and requirements for the complete and unselfish benefit of this industry.

This publication has, once again, geared itself for the new and crucial events which are rapidly transpiring in this nation, and throught the entire world.

*The Cash Box* stands prepared.

It is ready to carry on with complete coverage for this industry as it has in the past.



# Country's Distributors Seen In Coincenter

## Seek Equipment Of All Kinds

CHICAGO—Many well known distributors are being seen about factories here once again.

This past week seemed to start a trek of distribs for this city, the like of which was never seen before during the month of August.

Distributors from Minneapolis, St. Paul, Baltimore, Milwaukee, Louisville, and other cities, were in town visiting about the various factories.

All had the same story, "We want more equipment."

Distributors also advised that action on used machines has been very speedy. Buying and selling they report, has hit a new speed peak for any summer in history.

Parts and supplies are one of the big demands of the distribs who are visiting here.

Each one is trying to assure his operator-customers that they will be able to keep equipment going, regardless of what happens, with new parts and supplies.

Demand for one-balls and conversions seems to lead the parade, with the rebound games next, and used games of all types, especially used phonos, very much in demand at this time.

## Leonard Micon Joins World Wide

CHICAGO—Leonard Micon has just joined World Wide Distributors, Inc., this city, as of August 1, 1950, Al Stern, president of the firm, announced this past week.

Monte West continues on as sales manager, according to Al Stern, and Leonard will work in close cooperation with Monte in regards to all sales for the organization.

Leonard is well known to all in the field, heading his own distributing organization a few years ago in Los Angeles.

He is a native of this city. He left the coin machine business for a few years in a business venture in Los Angeles.

His return here occasioned much interest. Many coinmen in this area are well acquainted with Leonard. He is one of the best liked of the coinmen.

Tho he has been away from the business for a few years, Leonard proved that "once a coinman always a coinman," with the rapidity with which he swung back into the business again.

Al Stern stated, "We are tremendously happy to have Leonard Micon with us. Leonard is one of the men in the industry who has always brought this business great respect."

"He will be on hand here to greet many of his old Chicago friends and every one of the operators knows of his reputation for fair dealing and for helping them in every possible respect."

Micon said, "It's a real thrill and a great pleasure to be back in my home town and meet with so many, many people whom I've known ever since I was a youngster."

"I'm here," he continued, "to serve the operators just as faithfully as I've always done in the past."

### Factory Sales Mgr. And Distrib Enjoy Same Birthday

NEW YORK—J. A. (Art) Weinand of Rock-Ola Manufacturing Corporation, didn't realize that his birthday, (Friday, August 5) came about on the very same day as did one of his distributors. Dave Stern of Elizabeth, N. J.

Dave, too, was much surprised to learn that his favorite factory's sales manager, Art Weinand, had the same birth date as he did.

"Now," chorus both Dave and Art, "we'll have to get together one of these years and cut ourselves a cake."

## Como Mfg. Corp. Ups Production Of Equipment At New Plant

CHICAGO—The Como Conversion of the automatic pinsetting unit for the Bally Shuffle Bowler game manufactured by Como Manufacturing Corporation, this city, is enjoying excellent business, and as a result production has been increased three times, according to Bill Billheimer, vice president.

"Never saw anything like it," stated Jack Nelson, general sales manager. "It seems that we are getting orders for more conversions than games were sold."

The Como conversion is made from

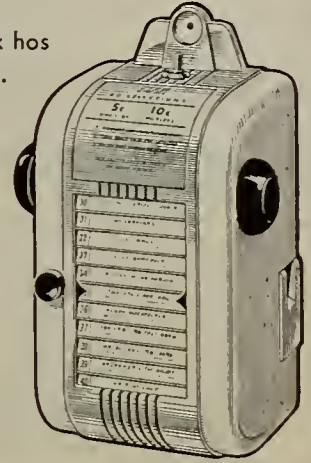
the same tools and dies that made the parts for the Bally Speed Bowler, and when the Como conversion is installed on the Bally Shuffle Bowler, it looks like a part of the game and one cannot tell that it is a conversion.

The new home of Como Manufacturing Corporation (pictured below) at 5013 N. Kedzie Ave., is a beehive of activity. It is a modern day-light factory with 15,000 square feet of floor space. The new plant is now turning out, in addition to the conversion, "Hollycrane," and other products.



## 40-All . . . Deuce!

"Forty All" in tennis is o deuce score. Everything's even up. The AMI Juke Box has 40 selections, the AMI Woll Box has 40. The potron may see all 40 at once, play all 40 fram either device. Juke Box—Woll Box, it's o deuce, money-making combination.



**AMI** Incorporated

General Offices and Factory:  
1500 Union Ave., S. E., Grand Rapids, Mich.

Branch Office:  
134 N. La Salle St., Chicago 2, Ill.

## We Now Have for Immediate Delivery the

Complete

8 ft. & 9½ ft.  
**DOUBLE BOWLER**  
•  
**BOWLING CHAMP**

**KEENEY LINE**

Keeney's  
**BONUS BELL**  
and  
**CRISS CROSS**

**WHIZ BOWL CONVERSION**

for Bally & United

- Motor driven
- With new glass

Unit Price      LOTS of 3  
**\$79.50      \$74.50**

The New  
Electric  
**CIGARETTE VENDOR**

**It's KEENEY for PROFIT!**

**SPECIALS\***

Genco Glider . . . \$39.50  
United Flyaway Pins  
Speed Conversion . . . 159.50  
Bally Flyaway Pins  
Speed Conversion . . . 179.50  
12' Shuffleboard  
Rebound . . . 109.50  
Shuffleboards  
18 ft. & 22 ft.  
—Like new . . . 75.00  
(\*Crating extra)  
**1 3 Deposit — Bal. SIGHT DRAFT or C.O.D.**

**ALLIED COIN MACHINE CO.**  
828 MILWAUKEE AVE. • MO 6-2110 • CHICAGO 22, ILL.

## WANTED TO BUY FOR CASH!

HIGHEST CASH PRICES PAID FOR

<b>CONSOLES</b>	<b>ONE-BALLS</b>	<b>MILLS SLOTS</b>
Bally CLOVER BELL	Bally CHAMPION	ORIGINALS
Bally SPOT BELL	Bally CITATION	JEWEL BELLS
Bally MULTI-BELL	Bally TURF KING	BLACK CHERRY
Keeney TWIN BONUS	Bally JOCKEY SPECIAL	BROWN FRONT
Keeney THREE WAY BONUS	Bally GOLD CUP	BLUE FRONT
	Bally VICTORY SPECIAL	POSTWAR BONUS

**WORLD WIDE DIST.**

2330 N. Western Ave.  
Chicago 47

**Put New Life Into Your Shuffle Alleys!**

**UNITED'S**

# Shuffle Alley Deluxe

## New Disappearing Pin CONVERSION UNIT

New Flashy  
Back Glass

Turns your original Shuffle Alley  
into a  
**New Shuffle Alley Express**  
ALSO AVAILABLE FOR  
SUPER SHUFFLE ALLEY • DOUBLE SHUFFLE ALLEY

- Easily Installed on Location
- Takes Only 15 Minutes
- No Switches Added
- No Electrical Changes Needed
- Matches Cabinet Design

Made by the Originators  
of Automatic Scoring  
Shuffle-Type Bowling Games

SEE YOUR DISTRIBUTOR



**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

## Bally Announces Price Increase On "Turf King"



GEORGE JENKINS

CHICAGO—George W. Jenkins, vice president of Bally Manufacturing Company, this city, announced a price increase on its current game, "Turf King."

"We hated to do it," explained Jenkins, "and we held to the old price line as long as we could—in fact, much longer than we should."

"That's a point we would like to re-emphasize. The necessity for this price increase isn't confined to just the drastic developments of the past few weeks. It is the result of a spiraling labor and material situation that has been building up over a long period and which is affecting practically every manufactured commodity."

"We want to thank the operators and our Bally distributors and jobbers," concluded Jenkins, "for their understanding acceptance of this necessary price change. And we're more than proud of the fact that 'Turf King' remains the greatest bargain in coin machine history."

The announcement to the trade followed notification by wire to all Bally distributors sent out on July 26. The wire read: "Effective with shipments of August 1 Turf King operators price advances to \$695. Are forced to this action by the constant still rising increases in our own plants. Are confident entire trade realizes circumstances and necessity this step. Sure everyone will agree that even with this increase Turf King remains the biggest bargain in all coin machine history."

Reports from distributors throught the nation indicate this \$50. increase hasn't affected the sale of "Turf King," and as a matter of fact has impressed the present unpleasant situation on the minds of the operators still more. Demand, which was extremely heavy, now has reached unheard of heights, and the Bally factory is working day and night to produce sufficient quantities of games to somewhat supply their customers.



**MILLS BELLS!**

We have all Mills latest Bells in stock.

**FRIEDMAN**

**AMUSEMENT COMPANY**

441 Edgewood Ave. S. E., Atlanta, Ga.  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

## Wurlitzer Reports \$280,920 Profit For First Quarter

CHICAGO—R. C. Roling, president of The Rudolph Wurlitzer Company, manufacturers of coin operated music machines and musical instruments, announced that the consolidated financial report for the first quarter of the current fiscal year (April, May and June) shows a profit of \$280,920.33 after all reserves and

taxes. This compares with a consolidated loss for the same period last year of \$41,093.40.

The North Tonawanda plant, location of the music machine manufacturing division, is rushed to the limit at this time in an effort to supply the trade with its demand for the new model "1250" phono.

Reprints of

**"MORALE BOOSTER"**

Editorial Pages 4 and 5

**FREE**

WRITE US NOW

**Operators!**

**Now You Can Make**

**PROFITS**

**from the**

**SMALL SPOTS**

Here for the first time is a MUSIC BOX that means PROFITS for YOU from the small locations . . . spots that do not warrant the expense of a large juke box. Designed specifically for these small locations, RISTAUCRAT '45' is *not in competition* with major juke box spots. Compact, low cost RISTAUCRAT '45' gives you fast, steady profits from spots such as Motels, Resorts, Road Stands, Small Taverns, Drug Stores, and dozens of similar places.

**"The MUSIC BOX for the Spot You Forgot"**

**RISTAUCRAT**

**The Mighty Music Mite '45'**



Only 12" wide, 12 $\frac{3}{4}$ " deep, and 16" high

The RISTAUCRAT '45' is the only successful small phonograph ever built for juke box spots. This precision engineered, coin operated machine plays twelve 45 RPM records, rejecting and *restacking them automatically!* Its sparkling clear tone is made possible by the lightest weight tone arm ever made (5 grams) . . . which also enables it to play badly warped records with the same trueness and clarity of new, perfectly shaped discs. The remarkable RISTAUCRAT '45' offers unlimited possibilities to coin men with force and imagination. For here is a machine that turns the smallest locations into profitable operations with a minimum investment.

- PLAYS 12—45 RPM RECORDS at one time, restacks them automatically. 45 RPM records outlast all others 10 to 20 times, are unbreakable, easy to store, easy to carry.
- SUPERB TONE—clear, true tone can be regulated as soft or as loud as you wish. Quality of tone is comparable to the most expensive juke boxes made.

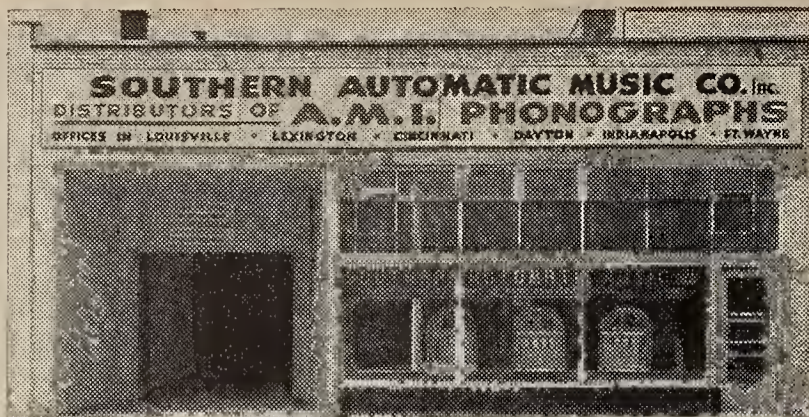
- EYE-CATCHING CABINET—UNBREAKABLE PLEXIGLAS DOME—handsome, hand finished cabinet, topped by a plexiglas dome lighted with soft, glowing color.
- 5¢—2 FOR 5¢ PLAY—quickly, easily set for type of play the location requires.
- REGULAR COIN MECHANISM rejects slugs.
- SEPARATE CASH DRAWER—with key. Another key opens machine for replacement of records, or repairs.
- LIGHTWEIGHT—weighs only 30 pounds. Can be moved from spot to spot with ease. Several can be carried in the back of your car.
- WALL SPEAKERS—one or two speakers can be connected quickly and easily. Present wall or bar boxes can be connected instantly.
- AMAZINGLY LOW COST—You can have five RISTAUCRAT '45' machines for less than the cost of one large juke box, giving you more locations, more profit per unit.

**DISTRIBUTORS**

A few territories still open.  
Write for complete information.

**Ristaucrat, Inc.**

**1216 E. Wisconsin Ave.  
Appleton, Wisconsin**



In Louisville it's

**SOUTHERN AUTOMATIC**

**AND AMI JUKE BOXES . . .**

**The Kentucky Operator's Best Bet for All That's Finest in Music and Service!**

**Come in! See for yourself why this is "THE HOUSE THAT CONFIDENCE BUILT"**

Also Distributors of All Types of Amusement Machines and Premium Goods

**SOUTHERN AUTOMATIC  
MUSIC COMPANY, INC.**

624 S. THIRD STREET LOUISVILLE 2, KENTUCKY  
PHONE: WABASH 5094

**WANTED FOR EXPORT**

**→ Cash Waiting! Write! Wire! ←**

**60 Cycle Motors for Wurlitzer 1015's-750's-700's**

**60 Cycle Turntable Motors Complete With Drive Motors for AMI "Top Flight" Phonos**

**WANT ANY QUANTITY - 1 OR 100**

**WURLITZER 700's - 750's - 1015's - 1100's**

**GIVE FULL DETAILS AND PRICE WANTED FIRST LETTER**

**Box No. 230**

**c/o THE CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N. Y.**

**WANT**

Mills Golden Falls  
5c-10c-25c 1 Cherry PO

Mills Black Cherries  
5c-10c-25c

Seeburgs '47 and '48 M's  
Bally 8' Speed Bowlers

**LAKE CITY AMUSE. CO.**

1648 ST. CLAIR AVE., CLEVELAND 14, O.  
(Tel.: CHerry 1-7067)

**Birthday Greetings**

NEW YORK—John A. Fitzgibbons celebrates a birthday on Saturday, August 12. Jack has been home ill for the past few years.

PORTLAND, ORE.—Budge Write, Western Distributors, this city, one of the best known coinmen in the Northwest, celebrates a birthday on Saturday, August 12.

**Cincy Music Ops Assn. Plans Big Sept. Meet**

CINCINNATI, O.—The Automatic Phonograph Owners Association, this city, is planning a terrific surprise for its members when it holds its next meeting in September. They will be notified what date is being set.

Mrs. Minnie Bartel, mother of Mrs. Charles Kanter, passed away on July 28, and the association extended its sympathy to the family.

Mr. & Mrs. Abe Villinsky, A & B Music Company, spent the weekend in Washington, D. C. celebrating the arrival of a granddaughter. The Villinsky's daughter, Mrs. Sonia Luddeke, lives in the nation's capital.

Abe Salmon, his missus and their daughter left for a two week vacation in Miami Beach.

**Keeney Presents 4 Player Conversion "Match Bowler"**



CHARLES I. PIERI

CHICAGO—With one hit after the other, J. H. Keeney & Company, this city, has just introduced another conversion which, according to those first distributors and operators who have seen it, "Looks like another big hit."

Charley Pieri, sales manager of the firm reported, "Our newest conver-

sion is called 'Match Bowler'. It is made for 12 foot cushion boards. It's a rebound. And it takes just a little less than 45 seconds to complete the game.

"But," Charley continued, "what's most impressive is the fact that this conversion is so arranged that either 1, 2, 3 or 4 players can play at one and the same time.

"That's something," he says, "that never was introduced before. Furthermore that's why everyone who has seen the new 'Match Bowler' is so excited over it.

"The game offers play and profit possibilities which have never before appeared on any game. Especially a conversion which turns the 12 foot cushion game, with the rebound action of 'Match Bowler', into one of the most outstanding machines in the nation."

With the firm now in high speed production on over seven products, all at one and the same time, it will be rather difficult for ops to arrange for any definite future delivery schedule set-up. "So," according to execs here, "it's best if orders are placed for instant delivery on the new 'Match Bowler' so that shipments can be made as fast as these units come off the production lines."

**Coven Cleaned Out Of New Wurlitzer 1250 Phonos**

**Warehouse Bare — Orders Filled In Rotation**



BEN COVEN

firm was gathering up used phonos which they were taking in trade against sales of the new Wurlitzer 1250's.

But, this past week, they were suddenly rushed, "practically out of business," as one of the Coven salesmen said. Orders came from everywhere in the country for their used phonos. Local demand for the new Wurlitzer 1250 reached unprecedented heights.

"We don't know whether we'll ever be able to fill all these orders we've taken," Ben said, "but we're going right ahead and the factory is going to ship us as much as they possibly can."

**Col. Lewis, Allied C.M., Leaves For Trip Thru South**

CHICAGO—Vic Weiss and Bill Knapp, Allied Coin Machine Company, this city, report that operators have praised their "WhizBowl" conversion for its mechanical perfection, which has meant trouble-free service for them.

Col. Lewis, a new affiliate at Allied, leaves this week for an extended tour of the southern states.

**Baby Girl For The Monte Wests**

CHICAGO—Monte West, sales manager for World Wide Distributors, this city, is being congratulated upon the arrival of a blue-eyed baby girl. Mother and child are doing fine, but Monte is having a problem keeping his body from floating thru the air.

# NEW! SPECTACULAR ADAPTOR UNIT!

10c PER PLAYER  
4 PLAYERS: 40c

## 4 ONE-TWO-THREE OR PLAYER REBOUND.....

# Keeney's MATCH BOWLER

FULLY MATCHED TO FIT  
ALL 12 FT. CUSHION BOARDS!

45 SECONDS AT MOST FOR EACH PLAYER

BIG PROFITS ASSURED!

FASTEST OF ALL!

WRITE-WIRE-PHONE SEE YOUR KEENEY DISTRIBUTOR

MOST POPULAR CONVERSION BEAUTIFULLY DESIGNED COIN BOX AND CHUTE

Order KEENEY'S "MATCH BOWLER"

J. H. Keeney & Co., Inc.  
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

Operate these Keeney PROFIT MAKERS

KEENEY'S DOUBLE BOWLER  
2 Players or One—Rebound.  
Two Sizes: 9½ Ft. L. x 2 Ft. W. or 8 Ft. L.

KEENEY'S DELUXE ELECTRIC CIGARETTE VENDOR  
KEENEY'S PENNY LOADER

KEENEY'S BONUS BELL  
KEENEY'S CRISS-CROSS BELL  
KEENEY'S BOWLING CHAMP

## Ristaucrat In Full Production

APPLETON, WIS. — Joe Cohen, head of Ristaucrat, Inc., this city, manufacturers of the 45 RPM "Ristaucrat" juke box, reports that the factory here is humming, and he is very well pleased with their progress.

According to Cohen, plans are now in effect to more than double previous production estimates. He states, "We have been screening distributors all over the country, and in a very short while will announce the complete list so that operators will be able to procure the 'Ristaucrat 45' from their regular source."

Plans have been formulated for showings at the various distributors' showrooms thruout the nation. According to reports, this 45 RPM record juke box has caught on wherever displayed. The lightweight, small size, long life disks make it both an economical and profitable operation, they state. Cohen says many operators are planning large routes of these counter model phonos in the smaller locations thruout their territories.

The "Ristaucrat" plays 12 unbreakable 45 RPM records at one loading, and is a portable space saver, only 12" wide x 12¼" deep x 16" high. It can be set for 1 or 2 plays per nickel. An unbreakable plexiglas dome lights up in soft glowing colors, making it

attractive with plenty of play appeal. "Wherever the average juke box operator has not placed a phonograph because of the size of the spot, the 'Ristaucrat' fits in perfectly and pays for itself in a very short time," stated Cohen.

### Asks Slot Tax Be Upped To \$150 Per Yr.

WASHINGTON, D. C. — Uncle Sam's revenue collection division, which today is seeking ways and means of increasing collections for the complete program of defense, isn't at all concerned with what other committees may do.

Last week the House Commerce Committee approved a bill to outlaw shipment of slot machines and pay-off games into states where they are illegal. Bill now must be voted upon by the House and Senate.

The Senate Finance Committee, being practical, and in need of money, this week voted to impose new tax levies, and among the items listed was the suggestion to increase the impost on coin-operated gambling devices from \$100 to \$150 per year. It was estimated that this additional levy would bring in \$5,000,000 more a year.

## Before You Buy A Used Machine WRITE US FIRST!

ANYTHING YOU NEED! WE HAVE IT!

## CHRIS NOVELTY COMPANY

806 ST. PAUL ST., BALTIMORE, MARYLAND  
(Phone: MUIberry 8722)

FREE!  
FAMOUS  
BLUE BOOK  
CATALOG



DICE • CARDS  
Perfect Dice, Magic Dice, Magic Cards—READ THE BACKS—Inks, Daubs, Poker Chips, Gaming Layouts, Dice Boxes, Counter Games, Punchboards. WRITE FOR FREE CATALOG TODAY.

K. G. CARD CO. 803 S. Wabash Ave., Chicago, Ill.

### COIN MACHINE MOVIES

For Regular Panorams and Solo-Vues  
REELS OF 8 AND 6 SUBJECTS  
Our Films Get The Dimes  
PRICE \$32.50 TO \$38.50 Per Reel

### PHONOFILM

3331 No. Knoll Drive Hollywood 28, Cal.

### SHUFFLE GAMES

Reconditioned and Guaranteed  
Playing Fields Resurfaced

United SHUFFLE ALLEY EXPRESS.....	\$235
Williams DELUXE BOWLER .....	219
Universal TWIN BOWLER .....	165
Chi. Coin BOWLING ALLEY .....	165
Rock-Ola SHUFFLE JUNGLE, Floor Sample .....	159
Keeney ABC BOWLER, 9½ ft. ....	149
Bally SHUFFLE BOWLER .....	119
Genco BOWLING LEAGUE, 10 ft. ....	95
United SHUFFLE ALLEY .....	95
Genco GLIDER .....	45

FIRST DISTRIBUTORS  
1748 W. North Ave., Chicago 22  
Dickens 2-0500

## 3 Group Operations Of "Hollycranes" Set For Canadian National Expo.

TORONTO, CANADA—Arrangements have been completed to run three locations with group operations of "Hollycranes" this year at the Canadian National Exposition, held in this city.

Last year 20 "Hollycranes" were operated in a group concession by Dave Russell and due to the success of this type of concession, it has been decided, thru arrangements with J. W. (Patty) Conklin and Dave Russell to have three different locations with a total of 40 "Hollycranes" in operation.

One of the new locations will be inside the penny arcade and will be operated the same as this concession is operated at Belmont Park in Montreal, Canada, and Crystal Beach at Ridgeway, Canada.

Another location will be in the playground building the same as last year and the third location will be a unique spot on the midway underneath a twenty-four foot California umbrella. Reed Van Patten, manager of the "Hollycrane" concession at Belmont Park will be in charge of one of these locations as General Manager when the exposition opens in this city. John Ray, assistant manager at Crystal Beach operation will also be in charge of another unit at Toronto.

Dave Russell, who was a recent visitor at the Como Manufacturing Corporation plant in Chicago, manufacturers of the "Hollycrane," outlined the arrangements with Jack Nelson, general sales manager of the manufacturing firm.



MONTREAL, CANADA—Pictured above is a battery of 10 "Hollycranes" in the arcade at Belmont Park, this city, showing the magnetic appeal it has on the public. Reed Van Patten, manager of the concession, reports high profits from this battery.

## Operators And Distributors Stocking Up On Parts And Supplies

### Many Tubes Difficult To Obtain

CHICAGO—Operators and distributors throughout the country are stocking up, as best as they can, with parts and supplies, according to information reaching this office.

Rumors are to the effect that many tubes, which are used in automatic phones, are becoming difficult to obtain.

This is attributed to the heavy buying of these tubes, rather than to any scarcity at this time.

But, as one distributor after another has reported, "Operators are calling on us for parts and supplies daily. We are trying our best to give them as much as they ask for. At this time, tho, it is getting difficult to take care of the unusually heavy demand."

Belief here is that tho parts and supplies of certain kinds, like critical tubes, may become scarcer, they will still be obtainable.

The average operator, tho, is trying to assure himself everything he will need all at one time and is, therefore, pressuring distributors to ship him just about everything in parts and supplies that he will require for a long pull.

"This isn't at all necessary," one noted leader here stated. "Operators will be able to get whatever they need," he continued, "for repairs and maintenance of their machines."

"There is no need," he said, "for any hoarding or any big rush for quantities of parts and supplies."

In the meantime, those who can are stocking up with whatever they can get and whatever they will require, especially for older model machines which parts can only be obtained, in many cases, by breaking up another, similar machine.

# BIGGER PROFITS FROM YOUR BALLY SHUFFLE-BOWLERS

**NEW CONVERSION WITH REALISTIC UPRIGHT PINS THAT DISAPPEAR**

AS ROLL-OVERS ARE HIT

PINS AUTOMATICALLY SET EXACTLY AS ON BALLY SPEED-BOWLER

INSTALLED ON LOCATION IN A FEW MINUTES... IT'S FAST!



New, low-cost conversion gives your Shuffle-Bowlers all the features of the famous Bally Speed-Bowler. Easy to attach on location in just a few minutes. Write at once for complete details and prices.

# COMO

MANUFACTURING CORPORATION  
5013-5025 N. KEDZIE AV., CHICAGO 25, ILL.  
PHONE INdependence 3-7600

# LAST CHANCE TO GET WHAT YOU'LL NEED SLOTS

Every type and every kind made. New and used. Greatest buys in history. Write, wire or phone us immediately! We have what you want and need! Hurry!

# CONSOLES

All the finest consoles, new and used, on hand for immediate delivery. Tell us what you want. We'll get them in transit for you TODAY!

# Parts & Supplies

FOR Slots and Consoles. THE FINEST! THE ORIGINAL! Get all the parts and supplies you'll NEED—right NOW!! Phone or Wire us IMMEDIATELY! No time to waste!

**ACT QUICK! WIRE! PHONE!**

**Console Distributing Co.**

**3425 METAIRIE RD., NEW ORLEANS, LA.**

**(All Phones: TEMPLE 8248)**

**THE GAME THAT HAS EVERYBODY TALKING!**

*Chicago  
Coin's*



**SHUFFLE  
BOWLING  
AT ITS  
BEST**

**1 OR 2  
CAN PLAY!**

**10¢ AND 20¢**

**8 FT.  
LONG!**

- DISAPPEARING PINS
- AUTOMATIC SCORING
- ATTRACTIVE CABINET DESIGN

- *Speed!* — 45 SECOND PLAY!
- REBOUND ACTION — FAST! SILENT!
- *Simplified Easy To Service Mechanism!*

**CHICAGO COIN MACHINE COMPANY**

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

## Maestro Music Launches New "Gimmick" Combining Wire And Juke Box Features

LOS ANGELES—Hailed as a start-ling innovation in automatic music circles by local operators and expected to win a quick response throughout the country, Pantages Maestro Company, this city, launched its new "Gimmick" wired music-automatic phonograph unit this week, as announced by J. Harry Snodgrass president of the firm, and Rodney Pantages, secretary.

It was five years ago that Snodgrass first invented the "Gimmick," which was patented in 1946, and it was only after years of work in eliminating any possible technical "bugs" and several location tryouts that Pantages Maestro decided the time was right to release the ingenious unit.

Using the wired unit's amplifier and a hideaway or full jukebox with the exception of amplifier, the appropriately named "Gimmick" op-

erates on an alternating cycle that permits taking customers wired music requests or jukebox plays in turn. A "feeler" device checks to see if there's nothing scheduled on one or the other music source, in which case the one in operation continues with its ordered plays.

As described by inventor Snodgrass, "The 'Gimmick' combines the best jukebox feature of automatic five-cent play with the greater selection afforded by wired music. The unit is adaptable to any jukebox equipment, old or new, in every line."

Just back from a trip to Honolulu where a major operator has converted his entire route to the "Gimmick" after a trial run that reportedly increased his average weekly take from \$38.50 to \$110, Snodgrass is due to make another trip this week on further installations.

## EXCLUSIVE!

That's HOLLYCRANE, the sensational COIN-OPERATED, MINIATURE MODEL INDUSTRIAL CRANE. Positively the only one of its kind made!



Write for Descriptive Circular and Free Profit Chart

**COMO MANUFACTURING CORPORATION**  
5013-5025 N. KEDZIE AVE., CHICAGO 25, ILL.

## WANTED

We want to buy Wurlitzer 3020's; Wurlitzer 1017; Bally One-Balls; Bally Eureka's; Photo Finish; Brand New closeout Five-Balls and Shuffle Machines.

- We have in stock for sale or will trade: United Shuffle Alleys, Bally Bowlers, Keeney Pin Boy. •
- NEW ENGLAND'S LARGEST STOCK OF ALL COIN MACHINES
- EXCLUSIVE DISTRIBUTORS FOR: WURLITZER, BALLY, KEENEY and EXHIBIT
- REDD DISTRIBUTING CO., INC., 298 LINCOLN ST., ALLSTON, MASS.**

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

# GOTTLIEB'S TRIPLETS — TERRIFIC!

**3 Scoring Opportunities!  
Triple Earning Potential!**

SPELL TRIPLETS • VARIABLE BONUS  
AWARD • SIDE ROLLOVERS FOR FREE  
PLAY.

with Fast Action

**DROP COIN CHUTE**

"POP" Bumpers  
Flippers



ORDER  
from your  
DISTRIBUTOR

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"



## EASTERN FLASHES

It's a very strange situation that exists on New York's coinrow at this time. With prices on new amusement games going up, and deliveries behind schedule, the jobbers decided to have a price war, and are offering these new machines away below list. While, for the moment, it's a fine break for the operator, eventually the prices must go back—and the jobbers must wind up in bad shape. A jobber has a decided place in the scheme of things in the coin machine business, and if he winds up losing money, he must go out of business. Operators, who have been doing business for many years with the Tenth Avenue jobbers, are not disposed to argue with these people when they offer equipment at a lower price—but we know they realize that over the years these companies have been of assistance to them in many ways. No business can stay alive without making a profit—and if these jobbers continue with their current tactics—someone is going to get hurt—and badly.

\* \* \* \* \*

Sale of music, both new and used, continues brisk. Prices on used music continues to go up. Most buyers do not even question the increase, but some few are balking. However, the market is getting real tight, and wholesalers are paying more for equipment, and on the re-sale, are forced to add this to their selling price. . . . On new music, all distributors are selling all the machines they can get. . . . Murray and Ann Wohlman vacationing in Miami Beach. Sol Wohlman, the other half of the Pan-Coast Amusement Co. leaves on his vacation when Murray returns. Sol and his missus will drive thru New England and then to Canada. While on the trip, they will drop in to visit their 2 children, and those of Murray who are summering at a children's camp. . . . Dave Lowy, Dave Lowy & Company, returned after a 10-day vacation at Lakeside Inn, Ferndale, N. Y. Dave's family is spending the summer at this resort hotel. Lowy, quite a golf bug, proudly boasting that he broke the century mark, and that he's sure to get under the 90's when he returns for the rest of his summer vacation at the end of August.

\* \* \* \* \*

Al Simon, Albert Simon, Inc., completely relaxed, taking orders for Chi-Coin's current hit, "Trophy Bowl." He takes the orders and hopes the factory will be able to ship in sufficient quantities to fill them. It seems demand for the game is strong thruout the country, and the factory cannot keep pace on its deliveries. . . . Teddy Seidel, back from his vacation in Washington, D. C. where he did considerable boating on the Potomac with brother Bob. . . . While we watch at Mike Munves', five big trailer trucks get loaded up with arcade machines and parts for delivery thruout the country. Seems like Munves never stops shipping. . . . Harry Berger, West Side Distributing Company, reported to have taken over the corner store at 44th and 10th Avenue. This was the former location of Economy Supply Company, the parts and supply house run by Joe Munves. Economy had moved its parts business into the large quarters of Mike Munves. . . . Herbie Semel got himself hitched this past Sunday, July 30, and left immediately with his bride for a Miami Beach honeymoon. Herbie and his father, Jack, ran a little shindig for their coin friends at Dave Lowy's on Friday. Unfortunately, Jack took ill that day and couldn't be on hand. However, he was able to be at the wedding ceremony. Although not completely recovered, Jack visits his office for a few hours each day.

\* \* \* \* \*

Williams' "Double Header" continues to attract a great deal of attention with operators continually flocking around the game displayed on the floors of Seaboard New York Corporation. Meyer Parkoff reports that they have taken orders for quite a large quantity, and he hopes the factory is geared to turn out in large numbers so that he can satisfy his customers. . . . Jack Ehrlich one of the real old-timers in point of experience in the coin field, operating quite a music route in Brooklyn, which he tells us is doing very well. . . . Dave Stern, Seacoast Distributors, Elizabeth, N. J., getting ready to spring a big surprise. . . . Despite the tight situation in used music, Harry and Hymie Koepfel, Koepfel Distributing Company, keep in top action. "While the prices are going up," stated Harry, "we fortunately are able to buy, and then re-sell. We think we can continue along these lines no matter what the future might bring." . . . Joe Young, Young Distributing (Wurlitzer distributors) don't know whether to be happy or sad. Seems that the sale of the "1250" phono keeps all equipment going out to the operators as quickly as they arrive which should make Joe happy. "But," he sighs, "if the factory would deliver more machines to me, I'd be able to satisfy the demand, and naturally, be completely overjoyed."

## DALLAS DOINGS

Irving (Kempy) Kempner, demon road salesman for Runyon, spent most of the week at the home office. He had been away for several weeks covering upper New York State. But no matter how far away, Kempy always came home for the week-ends. Kempy should be moving into that brand new home he built in Jersey any day now. . . . Milty Green, American Vending Company, tells us his game operations are doing swell, with music holding up pretty good for the summer. . . . Dave Stern, Seacoast Distributors, Elizabeth, N. J., celebrates a birthday on Saturday, August 5th. He isn't disclosing his age, but he still looks like a healthy "thirty" even tho he became a grandpop a few weeks ago. . . . Jack Fitzgibbons also has a birthday coming up on Saturday, August 12. Jack, who at one time was one of the leading distributors in the East, and the entire country for that matter, has been ill and confined to his home for the past several years. . . . With the weather exceptionally fine these past weeks, arcade owners and operators with equipment at resort and shore locations report collections very good. . . . Marcus Klein, Tenth Avenue jobber, vacationing in Europe, and should be back on the job around the beginning of September. Meanwhile Moe Bittner running the business.

# Williams DOUBLE HEADER HIGH SPEED REBOUND BASEBALL GAME



1 or 2  
PLAYERS  
10c PLAY

Men Actually  
Run Bases  
on Field!

Opposing  
Team Actually  
in Position  
on Field!

8 FT.  
LONG,  
2 FT.  
WIDE

ORDER  
NOW!

**CONSOLIDATED DISTRIBUTING CO., Inc.**

1910 GRAND AVENUE

KANSAS CITY, MISSOURI





# CHICAGO CHATTER

Most of the discussions around this sizzling hot town (weather and sales) these days is, "For whom do the bells toll?" Opinion here is that the average bellman is pretty well set. Also that, since the states of Nevada, Idaho and Montana will be open to future shipment, and that other states may some day also open, business will go on to some extent. Local and inner-state sales will continue. But, in the meantime, the belief is that the bells toll the dawn of a new amusement era for the industry by the mfrs of the bells themselves. Belief is general that these big plants will come up with something entirely new for the trade. Consoles, too, will be hit in this new bill, "if" and "when" it passes, but, most console makers have other products, and tho they may continue satisfying the states where shipments can be made, they will be supplying the trade with other items.

Art Weinand of Rock-Ola came up with a peacheroo this past week. In general discussion, Art said, "The best definition I know for mixed emotions is the fellow watching his mother-in-law roll over the cliff in his brand new convertible." At the same time Art is like the expectant husband walking the floor in the hospital (waiting news of tests on their new shuffle game). "Will it be a boy, girl or goldfish?" is the way Art puts it. . . . Irv Webb here laid down quite a bit of cash at one manufacturer's offices the other day, cynical of the fact that this mfr had sold out one big line of products, and was a very much surprised man when he found that this was the truth—even cash can't buy what isn't there. . . . They say that there's a slot that isn't a slot now being manufactured by one large plant here. . . . Henry Strong of O. D. Jennings says, "Regardless of what happens we'll still be in business." . . . Jerry Haley of Buckley still on vacation and Pat Buckley away from his offices, too, this past week. . . . Charley Pieri over at Keeney excited about their new conversion "Match Bowler" which converts those 12 ft. cushion boards to 1, 2, 3 or 4 player action.

Jack Nelson, Bill O'Donnell, George Jenkins, and everyone else at Bally busier than all get-out trying to fill those "Turf King" orders. "And," as Jack says, "more and still more orders flood in everytime we begin to see our way somewhat clear to completing some shipments." . . . Ben Becker and Art Garvey of Bally covering the Eastern and Southern territories. Ben is now down in the south and Art's covering the Buffalo, Syracuse, upstate N.Y. area. . . . Bill Billheimer at Como busier than he ever was, what with those conversion orders to fill, and the Hollycranes getting hotter than the weather, the "Shadow" has plenty of work ahead of him for some months to come. . . . Happy to hear that Larry Cooper of SuperVend is back on the job again. Paul Fuller still down in bed. Jackie Fields running around town like mad. Mike Hammergren down in Dallas yowling for more and still more production. In fact, everyone at SuperVend working harder than ever before.

Frank Mencuri of Exhibit just returned from New Orleans, San Antonio and Dallas (and at this time of the year, too) "But," says Frank, "it sure was a very worthwhile trip." Frank learned right here in Chi that new blood can do quite a sales job. . . . Sam Lewis and Ed Levin of ChiCoin both believe that their new "Trophy Bowl" may exceed sales of their great "Bowling Classic." Which sure would be an achievement. ChiCoin has clicked with every game introduced this year. . . . Joe Caldron is doing a very terrific job exporting used phonos and also selling same about the nation. . . . Bill Olsher of Abco advises the firm has a conversion surprise on the way in. . . . Billy DeSelm was a very happy guy this past Monday morning when he entered his office for the first time, after a week's rest, and found letters from here, there and everywhere, ordering more conversions and plenty more of the firm's new "Twin Shuffle Alley Rebound." Billy advises that he did a bit of motor boating with Lou Casola and really enjoyed the speedy boat Lou owns. . . . Everyone's back on the job at United and all happy to be hard at work again.

Al Stern of World Wide is probably among the busiest of the distribs around. Al has been preparing for eventualities and now finds himself deluged with requests from everywhere in the nation. Lots of credit to Al for thinking so far ahead. . . . Billy Knapp, Vic Weiss and Col. Lewis at Allied Coin planning to move into a big, new building, not far from their present quarters on Milwaukee Ave. here. The men are going great guns and are setting up to do a real job in the future. . . . Wally Finke and Joe Kline of First Distribs are all hepped up waiting for that brand new Rock-Ola "Rocket 50" phono to be presented. In fact, from what Wally and Joe advise, "We're actually getting orders in advance". . . . Never saw a time when Harry Brown looked better. This guy just thrives on long distance phone calls. Says Harry, "We've never been busier"

Sam Stern over at Williams Mfg. Co. just skipping from his office into the factory all day long with "D.H." (Double Header) reported one of the grandest games the firm have ever yet produced. Sam showed a string of collection reports to some of the men who visited with him and the most amazing part was how they continued up and up and still up each day, getting bigger each week. Which is one sure sign of a hit game . . . Harold Saul at Coven Distributing Co. rushed right into one headache after the other this past week. First off the bat, they cleaned Coven of almost every phono he had on hand. Second, demand for new Wurlitzers got so big Harold wanted to hide himself. Third, Bally's "Turf King" demand zoomed right up and Harold just sat and stared at the ringing phones. Maybe, Harold, that's because Carl Christiansen is out on the road punching harder than ever before. Carl's proving himself one of the best roadmen in the biz according to Ben Coven. . . . Juke box men here are plastering stickers on their phonos featuring Danny O'Neil's latest recordings for Oriole. This is the operator's own recording outfit here in town who are doing a very grand job with this label. Vince Brandom and Boice Smith head the outfit. Jimmy Martin is local distributor.

## BEST PREMIUM BUYS!

New Premiums Added Every Week

THIS WEEK'S SPECIAL } **FANS..\$2<sup>69</sup>** LOTS OF CHROME AND FLASH WRITE FOR LOW CLOSEOUT PRICES

Write for Catalog—WE MAIL ANYWHERE—25% Deposit With Order

Bally Spot Bells, Like New	\$395.00	WURLITZER USED PHONOS	
Citations	265.00	Model 950	\$89.50
Chicoin Majors '49	69.50	Model 850	135.00
Keeney Gold Nuggets	125.00	Model 750E	125.00
DeLuxe Draw Bells	189.50	Model 800	99.50
Gold Cups	165.00	Model 600R	75.00
Gott. Select-A-Card	159.50	Model 1015	249.50
Bally Shuffle Bowler	150.00	Model 1100	395.00
Bally Speed Bowler	295.00		
Bally Jockey Special, FP	125.00		

NEW Exhibit JEANIE—\$195.00

WANT—Bally Champions & Gold Cups

Delivering—Genco Canasta

COVEN—YOUR HEADQUARTERS FOR CURRENT USED EQUIPMENT

ORDER NOW BALLY TURF KING

NEW Keeney DOUBLE BOWLER WRITE!

Ready—Bally Shuffle Bowler Conversion (Fly-Away Pins)

OPERATORS IN WISCONSIN, NO. ILLINOIS & INDIANA

USE THE COVEN FINANCE PLAN

# COVEN

distributing company

3181 Elston Chicago 18, Ill. INdependence 3-2210

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

Authorized Distributors for Bally and WURLITZER Products Phonographs

# WANTED

## BY ONE OF CHICAGO'S MAJOR MANUFACTURERS

. . . . ideas, inventions or completed working models of all types of new coin operated machines. Your product, idea or invention, if it meets approval, will be given complete and immediate attention. You will be contacted directly after receipt of your first letter. You can write in full confidence. You are assured complete protection.

Give Full Details to . . .

Box No. 150

c/o The Cash Box, 32 W. Randolph St., Chicago 1, Ill.

● HANG UP EDITORIAL, "MORALE BOOSTERS" PAGES 4 AND 5 THIS ISSUE, ON YOUR OFFICE WALL.



## CALIFORNIA CLIPPINGS

That's really a "Gimmick" Rodney Pantages and J. Harry Snodgrass have over at Maestro Music on Venice Blvd. And that's the name of it, no kiddin', the "Gimmick." Couldn't think of a better word at that, to describe what this ingenious new baby does, in combining all the merits of the jukebox with those of wired music into one unit. For the technical workings and the firm's plans for production and sales, you might look up the story and ad that appear in this issue. But one point we saved for mention here, and that was Harry's very astute psychological analysis of how the "Gimmick" should appeal to all players. Quoting him: "In combining the jukebox and wired music types of play, we figured that the setup should hit the spot with the boys who enjoy getting out on the floor and talking to a strange young woman with a pleasant voice while for the shy boys—or those who don't dare talk to a strange young woman, even through a telephone hookup in a public place—there's always the remote boxes so that they can quietly insert their nickels." Pantages Maestro, which currently operates 70 installations in the Los Angeles area and has sold its wired music equipment to hundreds of operations in 50 principal cities throughout the country, should do well with their new baby, in that it encourages use of their product in smaller cities. Combining the personal touch with economy, an eight hour shift by the fair voiced disc spinners would be rounded out by the juke box taking care of around-the-clock action.

Charlie Daniels back at Paul Laymon's from his vacation, which he spent painting, gardening and plastering (not plastered) . . . Seems the closest he got to any fishing was pulling some sardines out of a can . . . Red Creswell, Laymon's mechanic, now on his vacation and filling in was his regular standby, Ben Shupp . . . Tried our hand at a batch of 5-balls while at Laymon's and found Chicago Coin's "Pin Bowler," Gottlieb's "Madison Square Garden" and Exhibit's "Judy" lively numbers . . . C. A. Robinson taking off on an extended trip through Nevada, Al Bettelman tells us, to inform all their customers that the firm is now exclusive distributor of Rock-Ola products for the state of Nevada . . . Johnny Hawley wasn't fooling the other day when he told us over the phone that his place was so crowded the stuff was overflowing into the street . . . Had a hard time getting past the door, what with packing cases full of premium merchandise piled high on one side of the place and barely enough space left over for those fast moving 5-balls.

Chatted with both Walter Solomon and Paul Silverman at Joe Peskin's and learned that the demand for AMIs in the past week has once again far topped production . . . The same complaint is heard in the Crenshaw Blvd. vicinity of Southland Music Distributors, with Norman Rothschild and Al Mendez keeping their fingers crossed that Wurlitzer production will be able to hold its pace in view of the war . . . By way of entering the flourishing ice-cream vending market, the boys have taken on the handsome Atlas "Colsnac" machine . . . A pair of Jacks at Sicking Distributors tells us that one-balls are moving right out . . . Jack Simon, whose wife just got back from an organizational visit to the National Children's Home in Denver, was getting set for a Vegas business trip . . . At General Music, Fred Gaunt reports that one-balls are keeping Bud Parr and staff busy while awaiting that new Rock-Ola phonograph . . . On the Row: Mr. and Mrs. Fred Allen of Bakersfield . . . Bell's E. S. Trimble . . . M. V. Connor of Downey . . . Milton Noriega from Colton . . . Downey's Albert E. Vick . . . Niles Smith of Oildale . . . S. H. Bowman from San Bernardino.

## MINNEAPOLIS—ST. PAUL, MINN.

Mr. and Mrs. Ralph Myers of Mitchell, S. D. driving into Minneapolis for a few days on a little vacation. Ralph has a nice summer cottage on the Minnesota side, and he and his family spend as much time as possible there, during the hot summer days . . . Ted Salvesson, Sr., and Ted, Jr. of Huron, S. D., drove into Minneapolis to spend a day or two making the rounds. Senior and Junior are not only doing a splendid job on their route, but have the pop corn and pop concessions at the small county Fairs in South Dakota, and have been cleaning up. Ted Jr. handles that side of the business and is very thrilled with it . . . Morris and Phil Gillerstein of the Novelty Sales Company, Fargo, N. D., in Minneapolis for the day, calling on a few distributors, completing their business, and driving back to Fargo the same day . . . Merle Stoddard of Zumbrota, in town with his youngest son to catch a little of the Aquatennial highlights, and also pick up his record supply for the week.

J. C. Weber of Blue Earth, taking time off to spend a few hours in Minneapolis as he recently got burned out of his appliance store, and now has a little extra time on his hands . . . Norman Gefke of Sioux Falls, S. D., in Minneapolis just for the day and returning home the following morning . . . Ery Heitmann of the H Novelty Company, Wabasha, in Minneapolis for a few hours picking up his record supply . . . Duane Knutson and his wife of Fertile, taking a day off to drive into the Twin Cities for the day. Mrs. Knutson teaches school at Crookston, Minnesota, and is spending her summer vacation accompanying Duane on his route trips.

The Hy-G Music Company has just been appointed by the Star Title Strip Company as their distributors for Minnesota, and North and South Dakota, for the Star title strip service to operators. This service consists of all the hit numbers and other record numbers of all labels with the titles printed for the convenience of the operators. Hy Greenstein says that this service will be very beneficial to the operators, at a very low cost, and will save them considerable time.

Herman Fisher of Aberdeen, S. D., in Minneapolis for the day, making the rounds . . . Kelly Deidrich of Chaska, in Minneapolis for the day, also . . . Automatic Games Supply Company of St. Paul, Minnesota, which was formerly owned by several stock holders, was recently purchased by Bob Wenzel, who has been managing for several years the Automatic Games Supply Company, and Tom Crosby of Fairbault, Minnesota, one of the former stock holders.

# THE CASH BOX

## CLASSIFIED ADVERTISING SECTION

### CLASSIFIED AD RATE 8 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special (\$48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 8c per word. Please count words carefully.

CLASSIFIED DISPLAY—Rate 75c per agate line (\$10.50 per column inch). No outside borders. Only light faced type used.

ALL CLASSIFIED ADVERTISING CLOSSES WEDNESDAY NOON AT The Cash Box, Empire State Building, New York 1, N. Y.

## WANT

WANT—Hollycranes and Pre-war Diggers of all kinds. LIEBERMAN MUSIC COMPANY, 1124 HENNEPIN AVE., MINNEAPOLIS 3, MINN.

WANT—Used juke box records. Also surplus new records distributors' or dealers' stock. Call or write: FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: Underhill 3-5761.

WANT—All types Phonograph Motors, Adaptors, Wall Boxes, Speakers, Coin Operated Radios, Coin Changers, etc. ST. THOMAS COIN SALES, LTD., ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—Used Juke Box records, popular, hillbillies and polkas. Any quantity. Will pay highest prices. Give full details in first letter. F. A. WIEDEL, 536 GRANT PL., CHICAGO 14, ILL.

WANT—Will pay top dollar for any Mills Escalator type slot. Any quantity—one or a thousand. Send us your list and price wanted. Write, wire, phone immediately. Turn dead merchandise into cash. AMUSEMENT SALES CORP., 4047 W. FULLERTON AVE., CHICAGO 39, ILL. (Tel.: Humboldt 9-1323).

WANT—Late model phonographs. Will pay cash. Will pick up within a radius of 300 miles. KOEPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 19, N. Y. Tel.: CI 6-8939.

WANT—Your used or surplus records. We buy all year round and pay top prices. No blues or race. No lot too large or too small. We also buy closeout inventories complete. BEACON SHOPS, 905 NO. MAIN, PROVIDENCE 4, R. I.

WANT—We want late model phonographs, wall boxes, five ball games, amusement games, slots, etc. WESTERN DISTRIBUTORS, 3126 ELIOTT AVE., SEATTLE, WASH.

WANT—Will pay cash for Champions, Citations, Gold Cups, late Rock-Olas, Seeburgs, Wurlitzers and AMI's, and Accessories. Send us your list. AMFRICAN DISTRIBUTING CO., 325 E. NUEVA ST., SAN ANTONIO, TEX. Tel.: TRavis 8858.

WANT—Will pay highest prices for late model phonographs. Will pick up in surrounding area. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK, N. Y. Tel.: CH 4-5100.

WANT—Used, new or surplus stock records. At this time we will purchase unlimited quantity of hillbilly, western and sacred records. Top prices paid. We pay freight. USED RECORD EXCHANGE, Anthony "Tony" Galgano, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: Dickens 2-7060.

## FOR SALE

FOR SALE—Jumbo Parade \$30; Watling Scale \$20; Merry Widow \$50; Wurlitzer 800 \$60; Big Top \$50; Clover Bell like new 5c/5c \$550. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE—Special Offer. 40 Station Hostess Machines. Make offer. No reasonable offer refused. LEHIGH SPECIALTY CO., 826 NORTH BROAD ST., PHILADELPHIA 30, PA. Tel.: POplar 5-3299.

FOR SALE—Plastic Conversion Kits for Shuffle games \$10.95 ea. Please specify game when ordering. 1/3 down, balance C.O.D., P.P. ECONOMY SUPPLY CO., 2015 MARYLAND AVE., BALTIMORE, MD.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games; One-Balls; Consoles, etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Williams; Universal; Exhibit; Genco and others. TARAN DISTRIBUTING, INC., 2820 N.W. 7th AVE., MIAMI 34, FLA. Tel.: 3-7648.

FOR SALE—Used Columbus Models Z and G \$6 each. Condition guaranteed. Cash with order. BIRMINGHAM VENDING COMPANY, 540 SECOND AVE., NO., BIRMINGHAM, ALA.

FOR SALE—Genco Bowling \$150; Williams Twin Shuffle \$130; Bowlette \$185; Bing-A-Rolls \$65; Hy-Rolls \$65; Humpty Dumpty \$50; Trinidad \$50; Floating Power \$75; St. Louis \$125; Baby Face \$90; Temptation \$50; Lucky Star \$35; Sharpshooter \$135; Harvest Moon \$95. A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: Tyler 4-3810.

FOR SALE—For Export: Game and Music in excellent condition. Priced right. AUTOMATIC VENDING CORPORATION, 525 PARKER ST., CHESTER, PA. CHEster 3-9282. Ask for Mr. Shackleton.

FOR SALE—Bowlette \$150; Pro Score \$25; Ten Pius \$100; Advance Roll \$25; Bermuda RD and Melody RD \$25 ea. WANT—New or used Shuffle Champs 8'. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCOTIA 2, N. Y.

# THE CASH BOX

## CLASSIFIED ADVERTISING SECTION

### FOR SALE

FOR SALE—Bally Spot Bell, like new \$395; Citations \$265; Gold Cups \$165; Keeney Gold Nuggets \$125; DeLuxe Draw Bells \$189.50; Bally Speed Bowler \$295; Bally Shuffle Bowler \$150; Gott. Select-A-Card \$159.50. COVEN DISTRIBUTING CO., INC., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: IN 3-2210.

FOR SALE—1 Mutoscope Recorder \$200; 9 Poker Tables Scientific, perfect and clean, complete with stools \$40 ea.; 3 Love Meters \$15 ea.; 3 Camera Chiefs \$5 ea.; 1 Pollard Football \$60. WANT—Arcade equipment and shuffles. METROPOLITAN DISTRIBUTORS, 2956 W. 22nd ST., BROOKLYN 24, N.Y. Tel.: CO 6-2021.

FOR SALE—Used: Mills Golden Falls, Jewel, Black Cherries, Blue & Brown Front Bells; Pace Comets; Watling Treasures, Rol-A-Tops. Consoles: Keeney Super Bells, single 5c play and 5 & 25c Twins. Machines are clean—prices are right. New: Mills Bonus, Chrome 21's; Buckley Criss Cross; Keeney Pyramid and Cigarette Vendors; Universal Arrow Bell, Feature Bell & Twin Bowlers. Write for prices. LOUISIANA COIN MACHINE COMPANY, 423 ST. JOHN STREET, LAFAYETTE, LA. Tel.: 2441.

FOR SALE—1015 Wurlitzers, \$275; 1080 Wurlitzers, \$295; 1100 Wurlitzers, \$425; Seeburg '48, \$395; Aireon DeLuxe, late model, \$125. V. YONTZ SALES CO., BYESVILLE, O.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney, Bally and Mills Bell Machines. WILLIAMS-PORT AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—Reconditioned like new—playing fields resurfaced—Guaranteed perfect; United Shuffle Alley \$95; Genco Bowling League 10' \$95; Bally Shuffle Bowler \$119; Chicago Coin Bowling Alley \$165; same with lite-up pin conversion \$175; Universal Twin Bowler \$169; same with conversion \$179; Williams DeLuxe Bowler \$219; Rock-Ola Shuffle Jungle, floor sample \$149; Genco Glider \$45; Exhibit Dale Gun \$65. FIRST DISTRIBUTORS, 1750 W. NORTH AVE., CHICAGO 22, ILL. Tel.: DICKENS 2-0500.

FOR SALE—Shuffle Alley \$99.50; Bango, Shuffleskill \$49.50; Beacon Pool Table \$149.50; Dale Gun \$65; Chicoin Pistol \$89.50; Genco Glider \$65; Scientific CUE CHAMP write. WEST SIDE DISTRIBUTING CORP., 612 TENTH AVE., NEW YORK 18, N. Y. Tel.: Circle 6-8464.

FOR SALE—Exhibit Merchantmen; Iron Claws; Mutoscopes Roll-Chutes; Eries for Carnivals; Electro-Hoists; Mutoscope Penny Diggers \$59.50 each; Exhibit Rotary Merchandisers; Digger Parts. NATIONAL, 4243 SANSOM, PHILADELPHIA, PA.

FOR SALE—Guaranteed Used Machines—Bells; Consoles; One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 3425 METAIRIE RD., NEW ORLEANS, LA.

FOR SALE—Super Bonus Bells 5c-25c FP & PO \$195; Super Bonus Bells 5c FP & PO \$155; Bally Triple Bells FP & PO \$305; Super Bonus Bells 3-way 5/10/25c PO \$345. Mechanically right. Ready for location. 1/3 Deposit, Balance C.O.D. MARTIN'S MUSIC, 602 WEST "B" STREET, GRANTS PASS, OREGON. (Tel.: 5005-2611.)

FOR SALE—Two late model photomatics and two late model Voice-O-Graphs, completely rebuilt and overhauled. Priced to Sell. 10,000 late used Records all purchased within the past six months, 4c ea. BUSH DISTRIBUTING COMPANY, 286 N.W. 29th STREET, MIAMI, FLA.

FOR SALE—We can supply all your record needs—on all labels. Shipments made 24 hours after receipt of order. 5c over wholesale per record. We ship anywhere. LESLIE DISTRIBUTOR CORP., 752 TENTH AVE., NEW YORK, N. Y. Tel.: Plaza 7-1977. Cable address: EXPO RECORD, New York.

FOR SALE—If You Can Beat It, We'll Eat It! We sell more bells, and for less, than anybody in the West. Give us a try to prove it's no lie! AUTOMATIC GAMES COMPANY, 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE—Dale Gun \$85; Post-war Challenger \$15; Jungle Joe \$149.50; Seven Hi pool table \$122; Catalina \$34.50; Cover Girl \$29.50; Contact \$26; Stormy \$33.50; Sunny \$37; Virginia \$38.50; Mardi Gras 48.50. No FP on Pins. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, L. I., N. Y.

FOR SALE—Needles. Top-quality juke box needles at lowest prices. All type needles to fit any machine; both osmium and sapphire points. Immediate delivery! Call or write: JENSEN INDUSTRIES, INC., 329 SOUTH WOOD STREET, CHICAGO 12, ILL.

FOR SALE—We are distributors for AMI Model "C" phono; Bally Manufacturing Company products; Bell-O-Matic Corporation Mills Machines. 25c Play Vest Pocket Bell \$89.50, lots of 10 or more \$84.50. 1/3 deposit. FRIEDMAN AMUSEMENT COMPANY, 441 EDGEWOOD AVE., S.E., ATLANTA, GA. Tel.: LAMAR 7511.

FOR SALE—We are distributors in Michigan for Jungle Joe, the new animated moving target with 20 shots using a 45 Caliber Pistol of standard Army size and weight. A fast money-maker! Order yours today! Only \$199.50. We are exclusive distributors in Michigan for AMI, Exhibit, Keeney, Williams. Order your Permo Point Needles from us. MILLER-NEWMARK DISTRIBUTING COMPANY, 42 FAIRBANKS ST., N.W., GRAND RAPIDS 2, MICH. (Tel.: 9-8632) or 5743 GRAND RIVER AVENUE, DETROIT 8, MICH. (Tel.: TYLER 8-2230).

# THE CASH BOX

## CLASSIFIED ADVERTISING SECTION

FOR SALE—Buy your finest reconditioned Wurlitzer phonographs from the World's Largest Wurlitzer Distributor. Genuine parts, factory trained mechanics. Competitively priced. Also reconditioned cigarette machines. Write us before you buy. YOUNG DISTRIBUTING, 599 TENTH AVE., NEW YORK, N. Y. Tel.: CHICKERING 4-5050.

FOR SALE—Genco Baseball Shuffle, write; United Super Shuffle Alleys \$139.50; United Shuffle Alleys \$120; Chicago Coin Twin \$135; Bally Bowler, very clean, \$149.50; Genco Bowling League \$129.50; Gottlieb Bowlette, like new, \$99.50; United Conversion for Shuffle Alley \$79.50, write for quantity prices; Exhibit Rotary Merchandiser, very clean, \$269.50; Dale Gun, late model, \$75; Chicago Coin Pistol, like new, \$85; Bally Heavy Hitters with stand \$32.50. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, O. Tel.: SUPERIOR 1-4600.

FOR SALE—Shuffleboard Scoring Units: Advance Horse Collar \$99.50; Rock-Ola \$89.50; Mills \$69.50. WESTERN DISTRIBUTORS, 1226 S.W. 16th AVE., PORTLAND, ORE.

FOR SALE—Pre-war Photomatic \$149.50; Exhibit Dale Gun \$89.50; Bally Big Inning \$225; Bally Heavy Hitter \$45; Western Baseball \$49.50; Bally Undersea Raider \$89.50. Write for list of shuffle bowling games. THE MARKEPP CO., 4310 CARNEGIE AVE., CLEVELAND 3, O.

FOR SALE—"In Dreams We Never Part" Thrillwood 102, Peggy Trilling; "My Sugar Lump" Thrillwood 102, Mac Perrin; "Darling, I'm In Love With You" Thrillwood 103, Mac Perrin; "A Merry Bachelor" Thrillwood 103, Mac Perrin. THRILLWOOD RECORDS, Box 44, BLOOMINGDALE, N. J.

FOR SALE—Not the most; just the best. Our customers boast. Have you made the test? Owners and players alike all agree, Jerry's reconditioned Mills bells are top quality. Originals only. JERRY'S COIN MACHINE REPAIR, 410 NO. SYNDICATE ST., ST. PAUL 4, MINN.

FOR SALE—Wurlitzer 500's; 600's; 750's; 850's; 950's; 1015's; 1080's; Seeburg 8800's; 9800's. All used phonographs reconditioned, clean and in good shape. Wurlitzer Distributors. MIDLAND MUSIC DISTRIBUTORS, 409 N. NOBLE ST., INDIANAPOLIS, IND. Tel.: MARKET 8514.

FOR SALE—Jennings Standard Chiefs and DeLuxe Chiefs—5c, 10c, 25c \$80 each; Jennings Challengers 5/5, 5/10, 5/25c, late models. All equipment in good A-1 operating condition and appearance, chrome, excellent \$200 each. KOLAR DISTRIBUTING CO., 1606 ELWOOD AVE., SOUTH BEND 16, IND. (Tel.: 38492).

FOR SALE—Dale Guns \$69.50 ea.; Chicoin Pistols \$74.50 ea.; Genco Bing-A-Rolls \$115 ea.; California Shufflepins, 14 ft., with new light-up head \$174.50. 1/3 Deposit. RUNYON SALES CO., 593 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Williams Twin Bowlers \$79; Chicago Coin Bowling Alleys \$139; Chicago Coin Bowling Alleys with Conv. \$149; Bally Shuffle Bowlers \$95; United Shuffle Alleys \$69; United Super Shuffle Alleys \$129; United Double Shuffle Alleys \$169. AMERICAN VENDING CO., 2359 CONEY ISLAND AVE., BROOKLYN, N. Y.

FOR SALE—Wurlitzer: Victories \$33; 850 \$97.50; 600R \$65. Rock-Ola Commandos \$50. All in good condition. F. A. B. DISTRIBUTING CO., INC., 1019 BARONNE ST., NEW ORLEANS, LA., or 304 IVY ST., N.E., ATLANTA, GA.

FOR SALE—40 selection AMI 1947 Model "A" \$410; Model "B" \$510; 22 Ft. Black Top Shuffleboard with score head \$300; Genco Bowling League or United Shuffle Alley with lite-up pins \$175; Dale Guns \$75. We deliver free in Wisconsin. LAKE NOVELTY CO., OMRO, WIS.

FOR SALE—1 5c Mills Black Beauty, floor sample \$185; 1 10c Mills Token Bell, like new, \$175; 1 Bakers Pacer, late, \$225; 1 nickel, 2 dime Jennings Standard Chiefs, very clean, \$125 ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE—Plastic and Bubbler Tubes. For Wurlitzer 1015 lower side plastic \$6.95. Right and left corners \$7.95 ea. All bubbler tubes for Wurlitzer 1015's \$3.90 ea. Domes for Seeburg 146, 147, 148 \$14.95 ea. 1/3 deposit. Balance C.O.D. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Keeney Pin Boy \$122.50; Keeney Ten Pins \$55; Bally Shuffle Bowler \$122.50; Bango \$45; Shuffle Skill \$45. 1/3 Deposit, Balance C.O.D. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK, N. Y. Tel.: CH 4-5100.

## MISCELLANEOUS

NOTICE—Operators in Louisiana, Mississippi and Alabama, we are direct factory distributors for: Mills Bells, Evans Consoles and Games, and AMI Phonographs and Music Accessories. Write, phone or wire us today. DIXIE COIN MACHINE CO., 912 POYDRAS ST., NEW ORLEANS 13, LA. Tel.: Magnolia 3931.

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

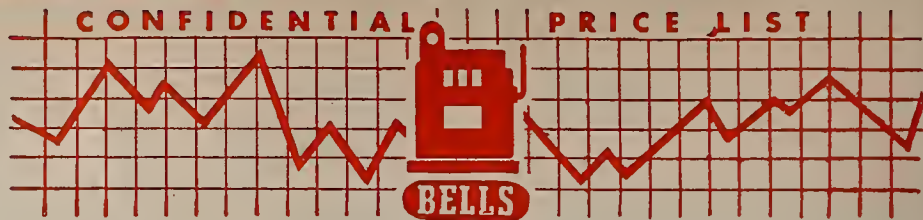
NOTICE—Connect 30 wire boxes to Seeburg 100 in a jiffy. Hawley Adaptor connects to best side of first 24 records. Precision made. No working parts. Easy to install. Price \$39.95. 1/3 deposit. J. R. HAWLEY DISTRIBUTING CO., 2845 W. PICO BLVD., LOS ANGELES 6, CALIF.





CONSOLES (Continued)

Table listing various console models and their prices in three columns.



MILLS (Cont.)

Table listing various mill models and their prices in three columns.

JENNINGS

Table listing various Jennings console models and their prices in three columns.

GROETCHEN

Table listing various Groetchen console models and their prices in three columns.

WATLING

Table listing various Watling console models and their prices in three columns.

BUCKLEY

Table listing various Buckley console models and their prices in three columns.

PACE

Table listing various Pace console models and their prices in three columns.

CONFIDENTIAL PRICE LIST



ONE-BALLS

Manufacturers and date of game's release listed. Code: (B) Bally.

Table listing various One-Balls console models and their prices in three columns.

CONFIDENTIAL PRICE LIST



BELLS

MILLS

MILLS (Cont.)

Table listing various Mill models and their prices in three columns.

# TWIN



UNITED'S

# SHUFFLE ALLEY REBOUND



## FAST PLAY

45 SECONDS

### DISAPPEARING PINS

1 <sup>10¢</sup> OR 2 <sup>20¢</sup> CAN PLAY

20-30 <sup>/</sup> <sup>X</sup> SCORING



THE PREFERRED

← **HINGED PLAYFIELD**  
FOR EASY SERVICE

SMOOTH, QUIET  
OPERATION

SEE  
YOUR DISTRIBUTOR

UNITED'S  
PROVEN  
DROP  
CHUTE

8 FT. x 2 FT.



## UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

# Bally TURF KING

**gives MORE fun to MORE people,  
earns MORE money for operators**

## **NEW Player's Choice Idea attracts record-smashing play**

TURF KING gives every player what he wants. The fellow with the loud tie fights for Odds. The guy with the glasses goes for Selections. His buddy gets a bang out of Double Scores. The Feature-fancier drums tunes on the Pennant-button. The result is complete player-satisfaction and the greatest continuous earning-power in pinball history.

Get your share of the record-smashing TURF KING profits. Get TURF KING today.



**NEW  
PLAYER'S  
CHOICE  
BUTTONS**

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
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