

# THE CASH BOX

VOLUME 12, NUMBER 30

APRIL 21, 1951



Les Paul and Mary Ford, Capitol's sensational new recording team, who've rung the bell with "Mockin' Bird Hill" are pictured rehearsing for their TV debut with Ed Sullivan prior to their appearance on his Sunday night "Toast Of The Town" show. The pair, who have another hot item going in "How High The Moon," have recently come east for personal appearances. Catapulted to stardom by their unusual renditions and arrangements, this Mr. and Mrs. team promises great things for the future.



# LEADERSHIP

where it counts

**FIRST**

Wurlitzer was first to build a commercial phonograph that would play 45 RPM records with their high-play stimulating, high fidelity tone.

**FIRST**

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**FIRST**

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Wurlitzer was the first manufacturer to produce new model phonographs that did not obsolete existing remote control units—a tremendous saving to the operator.

**FIRST**

Wurlitzer was the first manufacturer to make available in accessory form an electronic level control assuring same volume and tonal quality from all records.

**FIRST**

Wurlitzer was the first phonograph manufacturer to promote 10-cent play. As long as five years ago Wurlitzer spent thousands of dollars in an attempt to establish 10-cent play because then, as now, we believe it essential to profitable operation.

# PERFORMANCE

in place of promises



# New Interest In 7½c Coin

About a year or so ago when Edward W. Mehren, Chairman of the Board of the American Institute For Intermediate Coinage called on *The Cash Box* to talk about his program of getting Congress to pass a law, whereby the U. S. would mint a 7½c coin, he was amazed to learn that *The Cash Box* had been the very first business publication in the nation (about five years ago) to propose the minting of such a coin, and that *The Cash Box* had continued to urge its readers to ask their Congressmen and Senators to have such a coin become part and parcel of American coinage.

*The Cash Box* foresaw the need for such a coin from the standpoint that the equipment of the industry, constantly going up in price because of the cost of labor and materials, as well as the soaring overhead with which operators were being confronted, required a higher coin than the nickel.

A 7½c coin, as *The Cash Box* explained those many years ago, and maintains at this time, would mean a fifty percent increase in the coin to be collected. This would, in turn, be the difference between profit and loss for many of the nation's operators.

At the same time, *The Cash Box* pointed out those many years ago, and does so again at this time, that all business, of every kind, would be better off were there a 7½c coin in existence. (Many believe that this would also mean the minting of a 2½c coin to equalize the 7½c piece).

A great many nickel items (which are today being charged to the public at 10c) would be sold for 7½c. This savings would run into millions and millions of dollars for the public, as Edward W. Mehren has explained in the many articles he has written, and the speeches he has made, from coast to coast.

It is indeed a very sorry task for this publication to relate that Mehren and the American Institute For Intermediate Coinage did not receive the support they should

have gotten from the public, from industry, and from the press, to put over this great program.

Even tho many people, many of the public's leaders, advised Mehren that the 7½c coin was "sound," and that it would save the public many millions of dollars, few came forward to help.

A Senate Sub-Committee held hearings on the 7½c coin last March and, even tho many on that committee were favorably impressed, it required much more than just one man, and a small group with him, to bring out the value of a 7½c coin.

Perhaps if there had been present an impressive and large gathering of peoples from every industry, the Senate Sub-Committee would have been much more inclined toward the possible minting of a 7½c coin.

Every so often, *The Cash Box* hears from coinmen all over the country that, "One of the finest suggestions your publication has ever made, and you've made the greatest in the history of the industry, was the proposal that the Government mint a 7½c coin."

Operators of music, amusement and vending equipment realize what a boon the 7½c coin would be to them. It would, without any doubt, mean the difference between profit and loss in many, many cases.

It would bring about a new and better type of operation. It would pep sales. It would bring greater and better leadership. It would, generally, mean a finer, better, and more exalted industry.

The job just simply can't be done by one man. Even tho that one man, Edward W. Mehren, proved himself one of the most enthusiastic, honorable, aggressive, and well-informed gentlemen, and was able to impress a great many people, everywhere in the nation, with the need for a 7½c coin.

Such a task must be industry-wide. It must be part and parcel of the public's

own desire to save money. To prevent inflation. To halt the rising cost of a great many small items from 5c to 10c, because no intermediate coin exists.

An intermediate coin, between the present nickel and dime, could mean a savings of millions of dollars to the public. The public should become extremely interested in having such a coin minted.

Would it surprise anyone in the industry to know that, regardless of all the fine things which have been said about the 7½c coin since *The Cash Box* first brought it to the attention of the members of this field (and, in fact, to every business in America, being the very first business publication to suggest such a coin) that only one of the people connected with this field came to the forefront to help have such a coin minted.

It takes a great many dollars, as Edward W. Mehren pointed out, to get the public interested in something as new as a 7½c coin, even tho the public would most benefit from it. There are researches, and many, many other things which have to be done to gain sufficient interest in such a program.

The nation could use a 7½c coin. It would be a brake against much inflation. It would be a boon for the equipment of this industry. It would mean that many who are today losing money might see profit again.

But, should these men again think about the 7½c coin, and what a great suggestion this was when originally offered to American business by *The Cash Box*, let them also remember that it requires a great many dollars to get such an idea going.

The hope of this publication is that, in the very near future, Edward W. Mehren will be able to gain greater financial support for his American Institute For Intermediate Coinage. When he again appears before the Congress of these United States that he will be, this time, successful in having a 7½c coin minted.

## THE CASH BOX

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# WANTED NEW PRODUCTS

There is a demand arising everywhere in the field for entirely new products.

This is greatly due to the fact, many explain, that the public is tired of the present type amusement games and wants something entirely new and different to again stimulate it.

There is, therefore, an unusually fine opportunity facing a great many of the old-timers in the industry.

These are the men who saw almost every type of the modern amusement games come and go since the beginning of the '30's.

A combination of some of the old games, with proved play appeal, plus the new and modern type amusements which have come into being these past years, might result in the new product everyone is so eagerly seeking.

It isn't necessary that the product be so new, so entirely different and revolutionary, that the players will have to be taught how to use the game. The "new product" can, instead, be a combination of amusements which the public have enjoyed for years, but, in such new dress and with such new action, that all will be interested.

Another reason why so many want new products in the field is that play would be revived everywhere and, at the same time, the new type products would not come under present restrictions.

Ops hope that the industry's engineers will bring about something entirely new and different. But, most engineers refine and make machines workable. Few have ever originated new ideas.

Usually the new idea comes from some little operator who desperately seeks some cure for lowered collections. From his basement or his attic, where he experiments with his present games, usually comes the new machine.

In most cases, this is just the germ of a new idea. It takes the engineers and production experts at the various factories to really change the game around, and to make it work properly, as well as bring down its production cost.

What is most important is the fact that the industry eagerly seeks for entirely new, different and better products, both

in amusement games and music machines.

The fact remains that much territory is now devoid of equipment. Such areas would again prove attractive to many in (and many out of) the field. It would be a boon, as well as a boom, for the industry.

New products have always brought new people into the business and have helped the industry to expand. By bringing in new people with new capital the credit base of this industry becomes more sound.

The hope is, therefore, that someone will come along with something entirely new, so as to revive all the play action which has ever been known to the field.

Something new is desperately needed. Everyone agrees to this. The hope now is that "this something new" will be soon presented to the field, so that action can again speed up.

At the same time, the man who does present something new, different, and better to both the amusement and music field, will find there is a fortune awaiting him. He can be assured of becoming a very wealthy man.

Old timers should put their heads together and think about ideas which could be combined with present amusements and that could become new, different and better products.

There are dozens of ingenious mechanics and mechanically inclined operators who can also enter into such an attempt—to create entirely new products—which would prove just what is needed by this field to revive play.

Perhaps there are some who have already been working on new games or music machines. These men should come into the open now with these products. They should meet with their favorite manufacturers and discuss these new ideas.

Perhaps, without even being able to actually build a working model, or even draft a machine, they may be able to pass on verbally a new product which would prove just what everyone is seeking.

Irving Berlin is reported to punch out his great hit tunes with but one finger. There is no doubt that there are many now in the field that, tho they know nothing about drawing boards or methods to create hand models of the product they have in mind, may still have that "one

finger" click idea which the factory engineers could instantly turn into something of great and outstanding value, for them, as well as for all concerned with the industry.

The average man engaged in the field shouldn't be backward about bringing forth his idea. Even if he doesn't know how to set it up on a drawing board or explain its mechanics. Even if the idea seems far-fetched. Let him come forth and tell it to his favorite factory. Let the factory men see whether they can work it out for him.

New products are the great need of all novelty industries. Someone is always thinking of something new and different in the novelty line. Perhaps such thoughts have roamed thru the minds of many in the field who don't feel that they are qualified to complete them.

This isn't at all necessary. The idea itself is most important. It's the "idea" that counts.

Engineers, inventors and mechanics employed by the factories can finish it and, without doubt, make it work, if it's workable. But, these ingenious men need the "idea," before they can proceed.

Furthermore, let no man or woman engaged in the industry believe that the manufacturer, his engineers and officers haven't the time to listen to new ideas. That's what these men are being paid for. Let him, or her, call on the manufacturers.

Write. Tell the manufacturer whom you believe can build what you have in mind, or can follow thru on the "idea" you have.

This doesn't mean that what you may present may be "it." But, it does mean, that by a concerted effort of this kind, someone is going to come along with "the new product."

That's most important. That's what can boom your business. That's what can help this industry to progress further than it ever has yet progressed.

This is the time to present the new product. Or the idea. Or the working model. Or whatever you believe should be done to help revive public patronage of coin operated equipment everywhere in the nation.

# 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.

Record Companies Listed Alphabetically  
45 rpm numbers in parenthesis

CODE		
AB—Abbey	DY—Derby	PR—Prestige
AD—Adam	4 Star—Four Star	RA—Rainbow
AL—Aladdin	FE—Federal	RE—Regent
AP—Apollo	JU—Jubilee	RG—Regal
AT—Atlantic	KI—King	SA—Savoy
BU—Bullet	LO—London	SIT—Sittin' In
CA—Capital	ME—Mercury	SP—Specialty
CO—Columbia	MG—MGM	TE—Tempo
CR—Coral	MO—Modern	TW—Tower
DA—Dana	NA—National	VI—Victor
DE—Decca	OR—Orion	

- |           |  | Pos. Last Week |
|-----------|--|----------------|
| <b>1</b>  | <b>IF PERRY COMO</b><br>CA-1342 (F-1342)—Dean Martin<br>CA-1351 (F-1351)—Jan Garber<br>CO-39082 (6-939)—Jo Stafford<br>CR-60355 (9-60355)—Denny Vaughan<br>DE-27391 (9-27391)—Ink Spots<br>DE-27481 (9-27481)—Louis Armstrong                                    | <b>1</b>       |
| <b>2</b>  | <b>MOCKIN' BIRD HILL LES PAUL &amp; MARY FORD—PATTI PAGE</b><br>CA-1373 (F-1373)—Les Paul & Mary Ford<br>CR-64061 (9-64061)—Pinetoppers<br>DE-27444 (9-27444)—Russ Morgan<br>LO-851 (30296)—Marlin Sisters   | <b>3</b>       |
| <b>3</b>  | <b>BE MY LOVE MARIO LANZA</b><br>CA-1352 (F-1352)—Ray Anthony O.<br>CO-39157—Les Brown O.<br>CR-60373 (9-60373)—Owen Bradley<br>DE-27366 (9-27366)—Victor Young O.   | <b>2</b>       |
| <b>4</b>  | <b>WOULD I LOVE YOU PATTI PAGE</b><br>CA-1368 (F-1368)—Helen O'Connell<br>CO-39159 (4-39159)—Day & James<br>DE-27402 (9-27402)—Jerry Gray O.   | <b>4</b>       |
| <b>5</b>  | <b>ABA DABA HONEYMOON DEBBIE REYNOLDS and CARLETON CARPENTER</b><br>CO-3882—Willie Solar<br>CO-39205 (4-39205)—Helen Kane<br>CR-60374 (9-60374)—Cliff Steward<br>DE-27474 (9-27474)—Carmichael & Daley   | <b>6</b>       |
| <b>6</b>  | <b>MY HEART CRIES FOR YOU GUY MITCHELL &amp; MITCH MILLER</b><br>CA-1328 (F-1328)—Jimmy Wakely<br>CO-39069 (6-918)—Guy Mitchell<br>Mitch Miller<br>CO-39086 (4-39086)—Stafford & Astry<br>CO-39142 (4-39142)—Ken Griffin<br>DE-27333 (9-27333)—Victor Young Orch | <b>5</b>       |
| <b>7</b>  | <b>SPARROW IN THE TREE TOP GUY MITCHELL</b><br>CO-39190 (4-39190)—Guy Mitchell<br>DE-27477 (9-27477)—Crosby & Andrews Sisters  | <b>8</b>       |
| <b>8</b>  | <b>BEAUTIFUL BROWN EYES ROSEMARY CLOONEY—JIMMY WAKELY</b><br>CA-1426 (F-1426)—Arthur Smith<br>CA-1393 (F-1393)—Jimmy Wakely<br>CO-39212 (4-39212)—Rosemary Clooney<br>DE-27485 (9-27485)—Evelyn Knight   | <b>10</b>      |
| <b>9</b>  | <b>TENNESSEE WALTZ PATTI PAGE</b><br>CA-1316 (F-1316)—Las Peol<br>CO-20551—Roy Acuff<br>CO-39065—Jo Stafford<br>CO-39113 (4-39113)—Sammy Kaye<br>CR-60313 (9-60313)—Erskine Hawkins<br>DE-46122 (9-46122)—J. & L. Short  | <b>7</b>       |
| <b>10</b> | <b>YOU'RE JUST IN LOVE PERRY COMO and FONTANE SISTERS</b><br>CO-39052—Clooney & Mitchell<br>CR-60335 (9-60335)—Tilton & Babbitt<br>DE-27317 (9-27317)—Merman & Haymes<br>DE-27481 (9-27481)—Louis Armstrong  | <b>9</b>       |
|           | DE-27534 (9-27534)—Ethel Smith<br>LO-833—Dick James<br>ME-5565 (5565x45)—Vic Damane<br>MG-10896 (K10896)—Billy Eckstine<br>VI-20-3997 (47-3997)—Perry Como   |                |
|           | ME-5552 (5552x45)—Tiny Hill<br>ME-5595 (5595x45)—Patti Page<br>VI-21-0396 (48-0396)—Britt & Allen  |                |
|           | DE-27534 (9-27534)—Ethel Smith<br>MG-10799 (K-10799)—Billy Eckstine<br>VI-10-1561 (49-1353)—Mario Lanza  |                |
|           | DE-27490 (9-27490)—Gordon Jenkins<br>ME-5571 (5571x45)—Patti Page<br>VI-20-4056 (47-4056)—Tony Martin  |                |
|           | ME-5586 (5586x45)—Hayes & Kallen<br>MG-30282 (K30282)—Reynolds & Carpenter<br>VI-20-4065 (47-4065)—Freddy Martin   |                |
|           | DE-27378 (9-27378)—Knight-Foley<br>LO-877—Al Morgan<br>ME-5563 (5563x45)—Vic Damane<br>ME-8209 (8209x45)—Dinah Washington<br>MG-10868 (K10868)—Bill Farrell<br>VI-20-3978 (47-3978)—Dinah Shore  |                |
|           | LO-931 (45-931)—Reggie Goff<br>ME-5597 (5597x45)—Rex Allen   |                |
|           | MG-10924 (K10924)—Art Mooney<br>MG-10914 (K-10914)—Arthur Smith<br>VI-20-4062 (47-4062)—Lisa Kirk  |                |
|           | DE-27336 (9-27336)—Guy Lombardo<br>LO-867 (43-867)—Anita O'Day<br>ME-5534 (5534x45)—Patti Page<br>MG-10864—Tommy Tucker<br>VI-20-3979 (47-3979)—Fontane Sisters<br>VI-21-0407 (48-0407)—Pee Wee King   |                |
|           | ME-5545—Chapel & LeWinter O.<br>MG-10845—Russ Case<br>VI-20-3945 (47-3945)—Cama & Fontane Sisters  |                |

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Vocal by Jack Leonard

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and **MY RESISTANCE IS LOW**



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Selling Records



11) BRING BACK THE THRILL 12) I APOLOGIZE 13) A PENNY A KISS 14) ON TOP OF OLD SMOKY 15) THE ROVING KIND 16) SO LONG 17) IT IS NO SECRET 18) ACROSS THE WIDE MISSOURI 19) HOW HIGH THE MOON 20) LET ME IN

# THE CASH BOX

# Record Reviews

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

"FAST FREIGHT" (2:45)  
 "MY PRAYER" (2:53)  
 RICHARD HAYES  
 (Mercury 5603; 5603x45)

● An unusual side for Richard Hayes shows up on the top deck. Taking a very fast driving train song, Hayes speeds through this with a lot of verve which could easily push it out front. The second side is a lovely ballad currently being revived on which he shows beautiful style. Ops mustn't miss this disk.

"AROUND THE WORLD" (2:54)  
 "MY HEART IS SUCH A FOOL"  
 (2:39)

VALAIDA SNOW  
 (Apollo 1185)

● Valaida Snow goes to work on a cute tune here, doing a duet with herself. With Bobby Smith's orchestra backing her up, Valaida has a likely side. The bottom half is a good rhythm number which the songstress does in fine style. Ops might take a listen.

"GOTTA FIND SOMEBODY TO LOVE" (2:48)  
 "ALICE IN WONDERLAND" (2:49)

ROBERTA QUINLAN  
 (Mercury 5616; 5616x45)

● Roberta Quinlan takes a turn at a novelty which is getting a lot of recordings. Roberta teams up with herself to give out with a duet and it all comes through very well. The second side is a pleasant title ballad from "Alice In Wonderland". Ops oughta take a listen to this platter.

"DOWN THE TRAIL OF ACHIN' HEARTS" (2:48)  
 "EVER TRUE EVER MORE" (2:30)

PATTI PAGE  
 (Mercury 5579; 5579x45)

● Patti Page continues on her winning ways with a couple of new numbers with possibilities. The upper half is a western sounding thing on which Jack Rael's Quartet does the backing while the bottom end is an old melody with new lyrics to which Harry Geller provides the music. Ops know Patti's drawing power.

"THE LOVELIEST NIGHT OF THE YEAR" (2:54)  
 "HOW AM I TO KNOW" (2:49)

ANNE BLYTH—AVA GARDNER  
 (MGM 30352)

● Ann Blyth comes through with a surprisingly good side here. Singing a song from "The Great Caruso" which promises to be a big one, Ann displays a very pleasing singing voice. The lower half has Ava Gardner doing an oldie and this too is from a film. Johnny Green does the orchestration on both sides.

"THE SYNCOPATED CLOCK"  
 (2:47)  
 "THE MASK WALTZ" (2:54)

DAVID ROSE  
 (MGM 30353)

● David Rose continues his music making ways with a couple of sides that feature his usual big arrangements. The top deck is a number that's kicking up a lot of fuss and this rendition isn't going to hurt it any. Rose has a way of giving a melody grandeur. Ops certainly will want to hear this.

## DISK OF THE WEEK

"WE KISS IN A SHADOW" (2:54)  
 "HELLO YOUNG LOVERS" (2:49)

PERRY COMO  
 (RCA Victor 20-4112; 47-4112)



PERRY COMO

● The score of "The King And I" provides Perry Como with two tunes that are due to be big ones for him. "We Kiss In A Shadow" and "Hello Young Lovers" are both

beautiful ballads which are gonna be getting a terrific amount of play for a long time and ops are advised to start stocking up on them now. Perry has never sounded better as he vocalizes on these latest Rodgers and Hammerstein melodies. Each song has a wonderful set of lyrics which insists that they be listened to again and each melody is one that after a couple of listenings, you find yourself humming and whistling. Mitchell Ayres and his orchestra provide the musical setting for both the sides. There's no doubt about the hit potential of this disk. Ops oughtn't to waste any time.

"CLARINET POLKA" (3:00)

"JULIDA POLKA" (2:43)

JIMMY DORSEY ORCH.  
 (Columbia 39161)

● Jimmy Dorsey has two happy sounding polkas to work on here. The upper half has some outstanding clarinet work to show off which gives this side a special appeal. Both ends are done very fast. Ops who have the right spots will want to take a look at them.

"WHEN YOU AND I WERE YOUNG MAGGIE BLUES" (2:50)

"LOVE AND DEVOTION" (3:00)

ARTHUR GODFREY & JANETTE DAVIS  
 (Columbia 39326)

● A tune that's being recorded all over the place gets another good one from Arthur Godfrey and Janette Davis. The pair give this ditty a nice flavor as they do it in duet style. On the bottom half, Janette Davis does a solo of a cute tune. Godfrey's fans are gonna like the top deck.

"TAKE MY LOVE" (2:36)

"SIERRA NEVADA" (2:53)

MARIAN MORGAN—STUART FORSTER  
 (Atlantic 936)

● An excellent vocal is turned in by Marian Morgan on a slow ballad on the upper level. Accompanied by the Beachcombers and Joel Herron's orchestra, Marian gives this side a real shove and it could easily take off. The lower end finds Stuart Forster and Betty Harris going into a duet on a western sounding ditty. Ops better get going with the top deck.

"KON-TIKI" (2:49)

"IN A LITTLE SPANISH TOWN"  
 (2:50)

PAULETTE SISTERS  
 (Broadway 1009)

● A tune based on a best selling book makes its debut on the upper half sung by the Paulette Sisters. Johnny Kamano and his Hawaiians provide the backing and the total affect is a pleasing one. The bottom half is an oldie on which the girls again display some fine harmony. Ops'll want to hear this disk.

"SEPTEMBER SONG" (3:14)  
 "ARTISTRY IN TANGO" (2:43)  
 STAN KENTON  
 (Capitol 1480; F-1480)

● A great oldie is taken for a typical Stan Kenton ride on the upper level. While a chorus sings out the beautiful lyrics, Stan and his boys make with some terrific music. The second side is an exciting piece in tango rhythm which builds up in intensity. Both ends are good to hear.

"ANDIAMO" (2:45)  
 "BECAUSE OF YOU" (2:48)

JOHNNY DESMOND  
 (MGM 10947; K10947)

● A happy sounding tune from "Mr. Imperium" serves to give Johnny Desmond a very likely side. Johnny does this in his "C'est Si Bon" style as the Ray Charles Singers and Tony Mattola's orchestra do the backing. Flip is a ballad with much feeling which also gets a good vocal from Johnny. Ops oughta watch the upper half.

"GOTTA FIND SOMEBODY TO LOVE" (2:15)  
 "TOO YOUNG" (2:35)

ANDREWS SISTERS  
 (Decca 27569; 9-27569)

● A novelty that's been causing a lot of stir gets an infectious going over from the Andrews Sisters which makes this tune an even stronger contender. On the lower half, Patti goes it alone on a promising ballad. Vic Schoen does the orchestrating at each end and the top deck should be watched.

"IF IT HADN'T BEEN FOR YOU"  
 (3:05)

"ORANGE BLOSSOMS" (2:42)  
 HENRY JEROME ORCH.  
 (London 979)

● A very easy to listen to ballad is given a smooth rendition by Henry Jerome and his orchestra. Ray DeMeno puts over the vocal in pleasant style while Henry and the boys back him up with a good arrangement. The lower half is a pleasant sounding item with cute lyrics sung by Jolly Joe Grimm. Ops oughta listen in.

"I'LL NEVER KNOW WHY" (2:40)  
 "HOW THOUGHTFUL OF YOU"  
 (3:18)

DICK HAYMES  
 (Decca 27454; 9-27454)

● Dick Haymes has two current ballads to offer here and he does a good job with both of them. Each end gets a wonderful arrangement in a slow vein and a chorus of voices which sets Dick's off. Ops will certainly want to hear these and get them into their machines.

"I WON'T CRY ANYMORE" (3:11)  
 "AT THE CLOSE OF A LONG LONG DAY" (3:15)

EILEEN WILSON  
 (Decca 27546; 9-27546)

● Eileen Wilson, who displays a very pleasing voice, has a likely ballad to sing on the top deck. With the help of Sy Oliver's orchestra and a chorus, she does this number in a winning way. The bottom deck is an old standard given a slow working over by Eileen. The top deck sounds right.

## 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.

- ★ "FAST FREIGHT".....Richard Hayes..Mercury 5603; 5603 x 45
- ★ "ANDIAMO" .....Johnny Desmond...MGM 10947; K10947
- ★ "DOWN THE TRAIL OF ACHING HEARTS" .....Patti Page.....Mercury 5579; 5579 x 45
- ★ "CIDER NIGHT" .....Mitch Miller.....Columbia 39300
- ★ "WHEN YOU AND I WERE YOUNG MAGGIE BLUES".....Margaret Whiting & Jimmy Wakely  
 Capitol 1500; F-1500

# ROUND THE WAX CIRCLE

## NEW YORK:

With independent record companies finding the going rough during this period of economic change over, look for many of them to step into competitive fields. One rhythm n' blues firm in embarking upon a pop campaign; another is going into the 49 cent market. . . . Lige McKelvey is set to do the public relations job for Tommy Tucker's electrical appliance shop in Asbury Park, N. J. Lige also does the promotion work for Tommy's MGM recordings and is having an easy time of it with Tommy's new release of "I Stole You From Somebody Else" which looks like a big one. . . . Joe Delaney back in town after a vacation trip of a month. . . . King Cole follows his theater dates in Baltimore and Washington with the Chicago Theater in Chi. . . . Doc Berger record exploiting in the Boston, Detroit and Cleveland areas concentrating on "Gotta Find Somebody To Love" and "The Hot Canary." . . . Bernie Cummins, who opened the Terrace Room of the New Yorker 21 years ago, is packing them into the same room during his current engagement. Art Morton, who sings and emcees the Ice Show there has a terrific way with a song and is a great bet for a high powered buildup. . . . Peggy Lee and Mel Torme landed the summer replacement spot for Perry Como on the Chesterfield show. . . . Evelyn Knight opened at the Plaza this week. . . . Guy Mitchell into the Click Club and Mindy Carson into Chicagos Oriental Theater. . . . Tedd Lawrence has taken over the dj chores which originate from the Copa. His opening had a big turnout with folks like Bill Darnel, Tony Bennett, Toni Arden and many more showing up. . . . Jerry Blaine who made a big thing of the Orioles has another group which he's touting, the Sultans. . . . Johnny Desmond may do the N. Y. Paramount this summer when he vacations from the Don McNeil Breakfast Club for a couple of weeks. . . . The turnover of the top executives in the record manufacturing business the past year is the best evidence we have of how difficult it is to successfully market an intangible like current music.

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## CHICAGO:

OPS issued CPR 7, Amend. 2, effective as of April 10, which fixes markups on records at the retail level. Diskeries reported to have their attorneys carefully going over this order. . . . Chicago's own Ralph Marterie going on the road with a new band after his disk clix. Road trip reported due to public's demand. . . . Rare live talent show on WIND, featuring Peggy Murdoch (who's chirped with many bands) and young Bill Snary, reported to already have a sponsor. . . . Herbie Fields doing a grand job at the Hi-Note. . . . Music boys, in discussion on Randolph Street, acclaimed Art Talmadge, headman of Mercury's A & R, for his grand pix of clix. . . . Johnny Desmond gets a surprise when Lois Lynn, president of Chgo chapter of his fan clubs brings Eileen Sinott, president of Johnny's New York fan club along with Madeleine Jones who's veepee of the N. Y. outfit, into his dressing room at the Oriental. The gals from Noo Yawk celebrating the 5th anniversary of the Johnny Desmond New York Fan Club this past week. . . . Archie Levington found a tune in Chi, "It's No Secret," that's passed the 300,000 sheet sales mark already, according to reports. First heard it on Stewart Hamlin's Columbia disk. . . . Chick Kardale much disappointed because Doris Day and her hubby Marty Melcher drove right thru Chi, instead of stopping off to see him, as he hoped they would. . . . Buddy Rich and his group, giving such grand support to Josephine Baker, will continue on with the sensational gal thruout Europe. . . . Ted Travers, former song plugger, now has 30 shows per week as a deejay. . . . Lois and Sy Stern announced the birth of Ellen Patti Stern (March 21) with a very cute and attractive folder. . . . Art Kassell opened at the Martinique with his vocalovely Gloria Hart to a big audience of the music boys. Art one of Chi's favorites for many years. . . . Sammy Kaye kicked off with a terrific one-niter at the Melody Mill this past Friday. He sure had 'em swingin' and swayin'. . . . Eddy Howard's newest disk, 'The Strange Little Girl', coupled with, 'What Will I Tell My Heart', expected to zoom into the 'way up thar spot.

## LOS ANGELES:

Nice chat with Hal Cook, Capitol's enterprising ad and promotion man, revealed what a fine, worthwhile get together the record lads had with operators and others in the business back at the MOA Convention in Chicago. . . . Hal visited with Bill Gersh in the convention city and also spent some time with Joe Orleck, Bob Austin and Sid Parnes in New York. . . . The Capitol gang was mighty pleased with the Tennessee Ernie cover of a few issues back, as was Beep Roberts, formerly Capitol's western adman and now with Ernie and (Liffie Stone at Century Songs pubbery. . . . On deck for a change and husy hatching up some new Modern releases in their swank Beverly Hills emporium were the Biharis, all of them. . . . Gordon Wolf of Sunland Distribs is a busy young man these days for sure, what with keeping those MGM, Savoy and Modern biscuits flying and keeping an eye on the progress of his new home just being built in the San Fernando Valley. . . . Some new things coming out of Tempo soon via Ben Light and Brother Bones, the latter teaming up with a vocal group for the first time on wax. . . . Tempo's "Stumhling" dance craze disc is doing fine Coast-to-Coast, Col. Fogel's gracious secy, Margaret tells us in his absence. . . . Found salesman Stan Hickman over at Mercury Distribs just fresh back from a rough tooth extraction and bossman Harry Bloom ribbing him as to how many Mercury records he sold the dentist while being worked over. . . . Mike Kurlan and frau chided us about forgetting how to spell Mike Kurlan, and added that Coral has a couple of really live ones in the Martha Tilton-Harry Babbitt "Where the Red Roses Grow," Lawrence Welk on "Boom-Pa-Deedle-Dodde" (another dance craze and also out on the Tempo label), The Modernaires with "I'm Late" and George Cates' version of "On Top of Old Smoky."



GUY MITCHELL



DORIS DAY



MARTHA TILTON

## This week's New Releases ... on RCA Victor

RELEASE # 51-16

### POPULAR

- MINDY CARSON**  
Gotta Find Somebody to Love  
When You And I Were Young  
Maggie Blues 20-4119 (47-4119) \*
- EDDIE FISHER with HUGO WINTERHALTER and his Orchestra**  
I Have No Heart  
Unless 20-4120 (47-4120) \*
- PHIL SPITALNY and his Hour Of Charm All-Girl Orchestra and Choir**  
Come Back To Angouleme  
How Can I Leave You 20-4121 (47-4121) \*
- THE THREE SUNS**  
I Whistle A Happy Tune  
What Will I Tell My Heart 20-4122 (47-4122) \*
- BETTY HUTTON**  
I's A Man  
That's The Kind Of Guy I Dream Of  
(You Should See The Kind That I Get) 20-4123 (47-4123) \*

### COUNTRY

- ANITA CARTER**  
I'm Crying  
Right Way, Wrong Way 21-0461 (48-0461) \*
- DOLPH HEWITT**  
Don't Tell Me Goodbye  
Tear Drops On The Roses 21-0462 (48-0462) \*

### SPIRITUAL

- THE FRIENDLY BROTHERS QUARTET**  
The Woman At The Well  
There Must Be A City 22-0122 (50-0122) \*

### POP-SPECIALTY

- ERNIE BENEDICT and his Polkateers**  
Beautiful Eyes  
Dancing Shoes Polka 25-1195 (51-1195) \*

### NEW ALBUMS

- DINAH SHORE, PATRICE MUNSEL, ROBERT MERRILL, and TONY MARTIN with AL GOODMAN and HENRI RENE Orchestras**  
The King And I K-30 (WK-30) \* (LK-1022) \*\*

\* 45 rpm cat. nos.  
\*\* 33 1/3 rpm cat. nos.



\$ 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.

WEEK OF APRIL 14

- \$ The Loveliest Night Of The Year**  
Mario Lanza  
10-3300—(48-3300) \*
- \$ Sound Off Oh, Marry, Marry Me**  
Vaughn Monroe  
20-4113—(47-4113) \*
- \$ Never Been Kissed**  
Freddy Martin Ork  
20-4099—(47-4099) \*
- \$ If Zing Zing, Zoom Zoom**  
Perry Como (Sigmund Ramberg) (Mitchell Ayres)  
20-3997—(47-3997) \*
- \$ Be My Love**  
Mario Lanza  
10-1561—(48-1561) \*
- \$ Kentucky Waltz**  
Eddy Arnold  
21-0444—(48-0444) \*
- \$ Rhumba Boogie**  
Hank Snow  
21-0431—(48-0431) \*
- \$ On Top Of Old Smoky Shall We Dance**  
Vaughn Monroe  
20-4114—(47-4114) \*
- \$ I'll Never Know Why**  
Hugo Winterhalter Ork  
20-4087—(47-4087) \*
- \$ Bring Back The Thrill**  
Eddie Fisher and Hugo Winterhalter Ork  
20-4016—(47-4016) \*
- \$ Down The Trail Of Achin' Hearts**  
Hank Snow  
21-0441—(48-0441) \*
- \$ Would I Love You**  
Tony Martin  
20-4056—(47-4056) \*
- \$ In Your Arms A Penny A Kiss**  
Dinah Shore—Tony Martin  
20-4019—(47-4019) \*
- \$ March Of The Cards**  
The Three Suns  
20-4090—(47-4090) \*
- \$ There's Been A Change In Me**  
Eddy Arnold  
21-0412—(48-0412) \*

The story who made the hit  
OF BY **RCA VICTOR Records**  
RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, COLUMBIA, NEW JERSEY

The *Swings* to *45*

# THE CASH BOX

# Record Reviews

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

"THE KISSING SONG" (2:13)  
"LET'S WALTZ JUST ONCE MORE"  
(2:24)

RUSS MORGAN  
(Decca 27538; 9-27538)

● An old tune with new lyrics gets a very fast work out by Russ Morgan and his crew. Featuring a very good arrangement, the band runs through this one with a great deal of verve. The second side has Russ doing the vocal on a waltz which makes for good listening. Ops oughta take a peek at this.

"CIDER NIGHT" (2:30)  
"BY THE MOONLIGHT" (2:42)

MITCH MILLER ORCH.  
(Columbia 39300)

● A drinking song gets a fine Mitch Miller arrangement on the top deck as a chorus sings out the words which make it a perfect juke box item. Very lively and melodious, this side should be getting a lot of play. The bottom half is an old melody done very slowly. Ops shouldn't miss the top deck.

"TAKE OFF THE COAT" (2:53)  
"THE LOVERS WALTZ" (2:49)

ANNE SHELTON  
(London 936)

● Anne Shelton has a very appealing tune to work with on the upper half. With the Paul Dallas Five backing her up, Anne does this sultry number in a very soft style. On the bottom half she teams up with Dick James for a duet. Ops might keep their eye on the upper half.

"THE ANTON KARAS SECOND  
THEME" (2:43)  
"ZITHER RHYTHM OF ANTON  
KARAS" (2:47)

ANTON KARAS  
(London 627)

● Anton Karas is back with his zither. Playing two more tunes in the manner of "Third Man Theme", Karas makes these items sound very soft and easy. Although these sides need just the right spots, they should do very well when they land there.

"SEPTEMBER SONG" (2:49)  
"YESTERDAYS" (2:39)

EZIO PINZA  
(RCA Victor 10-3256)

● Two beautiful oldies get a superlative rendition here from Ezio Pinza. The top tune is a lovely tune that's always a treat to hear and the way Pinza does it adds to its lustre. The second side is a wonderfully nostalgic item again getting a grand vocal. This is a natural for ops.

## SLEEPER OF THE WEEK

"HOW THOUGHTFUL OF YOU" (2:55)  
"ONE KIND WORD" (2:55)

EDDY HOWARD  
(Mercury 5623; 5623x45)



EDDY HOWARD

● Eddy Howard has another hit in "How Thoughtful Of You". This lovely new ballad by the songwriting team of Carl Sigman and Peter DeRose shows every sign of break-

ing out into the big money and ops should get going with it now. Eddy does a terrific job on the beautiful melody which is highly reminiscent of an oldie. Singing out the lyrics with the Trio, he takes it very easy and gives the side a soft touch which is very appealing. This is gonna be played over and over again. The second side is a jumpy thing with a lot of bounce. It features some good advice in the lyrics and makes for ok listening. The side that should really be strong is the first one and ops oughta have it in their machines from the word go.

"THE HOT CANARY" (2:22)  
"LA RASPA" (2:40)

PAUL WESTON  
(Capitol 1495; F-1495)

● Here's the original record that started all the fuss. Paul Nero plays his fascinating violin piece as Paul Weston and his orchestra back him. It certainly makes for grand listening. The second side is an instrumental of the famous Mexican melody by Paul Weston. Ops will want to hear this.

"WHEN YOU AND I WERE YOUNG  
MAGGIE BLUES" (2:09)

"TILL WE MEET AGAIN" (2:09)  
MARGARET WHITING & JIMMY WAKELY  
(Capitol 1500; F-1500)

● Another terrific version of a great novelty is turned up here by Margaret Whiting and Jimmy Wakely. The pair do a duet on this high-powered tune which is threatening to break through and this version will certainly give it another push. The second half is a nostalgic oldie on which they do another good job. Ops shouldn't miss the top deck.

"MAKE THE MAN LOVE ME" (2:53)  
"ALONG THE COLORADO TRAIL"  
(2:42)

JO STAFFORD  
(Columbia 39301)

● The score of "A Tree Grows In Brooklyn" provides Jo Stafford with a good ballad to work on. The Norman Luboff choir backs her up on this ballad as Paul Weston's orchestra provides the music. The second half is a western sounding item just right for Jo's type of rendition. Ops'll do ok with this one.

"BYE BYE BLUES" (2:05)  
"TOM'S TUNE" (2:12)

JOE "FINGERS" CARR  
(Capitol 1484; F-1484)

● Joe "Fingers" Carr and a chorus join up to turn out a real old fashioned sounding side. With a lot of honky tonk piano coming through, "Fingers" give this one his usual superior going over. Second side is another tune done in similar fashion. Ops oughta tune in.

"CHEW TOBACCO RAG" (2:21)  
"GOODNIGHT CINCINNATI, GOOD  
MORNING TENNESSEE" (2:37)

AL TRACE  
(Mercury 5610; 5610x45)

● A novelty that's very strong now in western circles gets a pop rendition from Al Trace and his gang. Artie does the vocal and gets the full flavor of the song into his vocal. The second side is a driving train tune with a cute set of lyrics and a nice production. This will do fine in the right spots.

"FROM WIZZELTON TO  
WUZZELTON" (2:54)  
"A YOUNG MAN'S FANCY" (2:48)

ART LUND  
(MGM 10940; K10940)

● A pleasant novelty shows up here sung by Art Lund. The Three Beaus and A Peep sing along with Art as LeRoy Holmes provides the musical accompaniment. On the second side Art has another tune with a good set of lyrics which he does well. This'll make a good filler item.

"YOU KNOW YOU BELONG TO  
SOMEBODY ELSE" (2:54)

"WHO WOULD EVER DREAM"  
(2:47)

PHIL BRITO  
(MGM 10942; K10942)

● A grand oldie gets a fine vocal from Phil Brito on this disk. The Mullen Sisters help out in the chorus of this ballad as Russ Case's orchestra comes in on the musical side. The second half is in tango rhythm and Phil does an equally good job. Ops oughta tune in.

"TITINA" (3:03)  
"MEXICAN GRASSHOPPER" (2:52)

IRVING FIELDS TRIO  
(RCA Victor 20-4103; 47-4103)

● Here's an oldie which always sounds good. Irving Fields and his Trio play it for all its worth and the Three Beaus And A Peep do the vocal. The lower end is a fast instrumental of an interesting piece of music. Followers of the Fields' type of playing will like this platter.

"BLUE MOON" (2:58)  
"RED SAILS IN THE SUNSET"  
(2:37)

LES BROWN  
(Coral 60424)

● Les Brown has a couple of oldies to offer on this disk. The first half is an instrumental featuring a very good arrangement. It's real smooth to hear. The lower end has Ray Sims singing another wonderful standard in slow style as the orchestra comes through with some fine backing. Ops oughta listen in.

"MY RESISTANCE IS LOW" (2:45)  
"SACRAMENTO" (2:45)

HOAGY CARMICHAEL & GORDON JENKINS  
(Decca 27540; 9-27540)

● Two very attractive tunes are put forward here by Hoagy Carmichael and Gordon Jenkins' band. Both ends have a cute set of lyrics which Hoagy delivers in his well known style while the Jenkins band of course makes with some terrific music. Ops shouldn't miss this.

"DIANE" (3:18)  
"SWEET ADELINE" (3:06)

TOMMY DORSEY ORCH.  
(Decca 27539; 9-27539)

● A couple of oldies are given a great going over on this platter by Tommy Dorsey. With Jack Leonard rejoining the band to do the vocals, the tune on the top deck gets a particularly lovely revival. Ops who remember the old Dorsey band will want to hear what this one sounds like.



First release!

Now recording exclusively on Columbia Records

# FRANKIE

# Laine

America's No. 1 modern song stylist  
sings

## "JEZEBEL"

Orchestra under the direction of Mitch Miller

and

## "ROSE, ROSE, I LOVE YOU"

Orchestra under the direction of Paul Weston

Both with the Norman Luboff Choir,  
Carl Fischer at the piano

78 rpm 39367 • 33 1/3 rpm 3-39367 • 45 rpm 4-39367

**A NEW COLUMBIA HITMAKER**—A Magic Name—A Voice In A Million  
—Frankie Laine is "Mr. Rhythm" to the millions of his fans  
Here's ready-made popularity that pays and pays—  
Feature this important "First"

# COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music



# GREATER CO-OP FOR OPS PLANNED BY PUBLISHERS AND RECORD FIRMS



**BILLBOARD "PICK"** ✓ **FAST FREIGHT** (American) - Richard Hayes (Mer. 5603) comes through with a Billboard "Pick" on this Terry Gilkyson tune that has the makings of a terrific hit. Terry's own version (Dec. 5305) is equally exciting. Other labels are following with major releases.

\* \* \* \* \*

**HITTING THE MARK** ✓ **BECAUSE OF YOU** (BMI) - An extra strong tune due for top acceptance. Paving the way are new releases by Johnny Desmond (MGM 10947), an unusually fine recording; Bob Crosby (Coral 60440), in fine style, and Ray Barber (Mer. 5625), who'll make his mark with this. Strongly recommended. Other top versions: Les Baxter (Cap. 1493) and Percy Faith with Tony Bennett (Col. 39362).

\* \* \* \* \*

**CROSBY ANDREWS** ✓ **FORSAKING ALL OTHERS** (Acuff-Rose) - Slightly overlooked because it backs up one of the current smash hits is this side by Bing Crosby and the Andrews Sisters (Dec. 27477). Jocks and listeners will be in for a pleasant surprise.

\* \* \* \* \*

**CATCHING ON** ✓ **DON'T CRY** (Hollis) - Unique style of Edith Piaf, sensational French songstress, is catching on here via her release (Col. 39211) of this likely hit. Don Cherry (Dec. 27535) rates an "excellent" from Billboard for a straightforward delivery. (Non-exclusive BMI)

\* \* \* \* \*

**NOVELTY CLICK** ✓ **FROM WIZZLETON TO WUZZLETON** (Republic) - Charming novelty by Art Lund (MGM 10940) is breaking fast. Disc Jockeys in the East are riding it consistently. Can't miss. (Non-exclusive BMI)

\* \* \* \* \*

**DORSEY PLATTER** ✓ **WE'RE GONNA HAVE SOME FUN TONIGHT** (Gala) - Jimmy Dorsey (Col. 29164) turns out a neat platter that should command attention. Tune shows possibilities.

\* \* \* \* \*

**CAPSULE RAVES** ✓ **KENTUCKY WALTZ** (Peer) - Very strong (Eddy Arnold - Vic. 21-0444).  
 ✓ **'CAUSE I LOVE YOU** (Hollis) - Really tops (Dinah Shore - Vic. 20-4107).  
 ✓ **SHOTGUN BOOGIE** (Century) - Most played Folk disc (Tennessee Ernie - Cap. 1295).  
 ✓ **GOTTA FIND SOMEBODY TO LOVE** (Duchess) - Moving fast (Marian Maye - Coral 60437).

NEW YORK—A campaign for greater cooperation between ops, diskeries and music publishers got under way last week from several sources.

From several record companies came indications that they are gearing their operations to work more fully with the owners of the nation's 500,000 juke boxes. Capitol, during the past several weeks, has announced numerous changes designed to woo ops cooperation. Columbia is preparing surveys and tests to determine the relationship of the juke boxes to the making of a hit. Decca is putting out special operator release packages which will help ops to achieve better programming on their machines.

Another push in the direction of greater cooperation among those concerned with the selling of music has come from Arnold Shaw, vice-president of Duchess Music. Shaw made several suggestions whereby operator associations could work more closely with publishers. These include a program by which pubs would inform associations of latest plug tunes, tell them when recordings are planned and integrate their own publicity with that of the diskery so that the total affect would be stronger for the op.

Henry Okun, veteran disk promotion man, in a letter to The Cash Box came up with several suggestions whereby all those connected with the

merchandising of music could more effectively work together.

Foremost of Okun's suggestions was that operator associations welcome publisher's representatives and record firm men to their meetings in order to demonstrate the new hits and tip them off on coming plugs.

Okun also thinks that it would be a good idea for publishers and diskeries to send stickers to ops which they could paste on their window announcing the artists that can be heard on the juke box inside. This sticker would compete with the one announcing what's playing on television.

Discussing the importance of the juke box in the making of a hit as opposed to the dj, Okun said:

"Of course the dj is also needed, but if you're not at a radio set at a certain time tuned into your favorite station, you just can't hear your song. But on a juke box, spread all over the country, your song is there to be heard any time a dime is placed in and what's more you have the pick of your song."

Almost everywhere in the industry, the direction is towards more cooperation and greater understanding of the problems at each end. And both the ops and the music people know that these realistic attempts to bring about a closer working arrangement can only result in more business for both.

## Meeting Dates Of Music Operators' Associations

- April 17—Amusement Machine Operators of Greater Baltimore  
Place: Mandell-Ballow Restaurant, Baltimore, Md.
- 17—Music Operators' Association of Indiana  
Place: Indianapolis Athletic Club, Indianapolis, Ind.
- 23—Phonograph Owners' Association  
Place: Broadview Hotel, East St. Louis, Ill.
- 24—Automatic Music Operators' Association  
Place: Park Sheraton Hotel, N. Y., N. Y.
- 26—California Music Guild  
Place: Hotel Sacramento, Sacramento, Calif.
- 26—Music Guild Of America  
Place: Hotel Essex House, Newark, N. J.
- May 2—Coin Machine Operators of Harris County  
Place: Chamber of Commerce Building, Houston, Texas
- 3—Phonograph Merchants' Association  
Place: Hotel Hollenden, Cleveland, Ill.
- 3—Washington Music Guild  
Place: Hotel 2400, Washington, D. C.
- 3—Summit County Music Operators' Association  
Place: Akron Hotel, Akron, Ohio
- 8—Automatic Phonograph Owners' Association  
Gibson Hotel, Cincinnati, Ohio
- 8—California Music Guild  
311 Club, Oakland, Calif.

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# **ZOOMING** TO THE TOP OF THE BEST SELLER LISTS

## **VAUGHN MONROE'S BIG 4**

**HITS!**

*THE MARCHING SONG ...*  
**SOUND OFF**  
 47-4113 (20-4113)

*THE WALTZ ...*  
**OH MARRY MARRY ME**

*The Folk Song ...*  
**ON TOP OF OLD SMOKY**  
 47-4114 (20-4114)

*THE SHOW TUNE (FROM THE KING AND I)*  
**SHALL WE DANCE**



**HITS!**

**RCA VICTOR Records** 

Hit after Hit! by M-G-M's

# BILLY ECKSTINE

Tops 'Em All!

## I APOLOGIZE

BRING BACK THE THRILL

78 RPM—MGM 10903 • 45 RPM—MGM K10903

New and Terrific!

I'M YOURS TO COMMAND • WHAT WILL I TELL MY HEART

78 RPM—MGM 10944 • 45 RPM—MGM K10944

Duet Dynamite!

BILLY ECKSTINE and WOODY HERMAN  
and his Orchestra

I LEFT MY HAT IN HAITI • HERE COME THE BLUES

78 RPM—MGM 10916 • 45 RPM—MGM K10916

It's here!  
THE GLAMOUR DISK  
OF THE YEAR!



On One Side  
**AVA GARDNER**

sings  
**HOW AM I TO KNOW?**

(From the MGM Technicolor picture "Pondoro And The Flying Dutchman")



On The Other Side  
**ANN BLYTH**

sings  
**THE LOVELIEST NIGHT OF THE YEAR**

(From the MGM Technicolor picture "The Great Coruso")

Orchestra conducted by JOHNNY GREEN  
78 RPM—MGM 30352 • 45 RPM—MGM K30352

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE., NEW YORK 19, N. Y.

# 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 April 14.

- Herb Dexter**  
WPEN—Phila., Pa.
1. LONESOME GAL (Dinah Shore)
  2. I LOVE THE WAY YOU SAY GOODNIGHT (Doris Day)
  3. I'M YOURS TO COMMAND (Billy Eckstine)
  4. SO KEEP MY LOVE (Toni Arden)
  5. 'CAUSE I LOVE YOU (Dinah Shore)
  6. BRING BACK THE THRILL (Eddie Fisher)
  7. MOONLIGHT BAY (Bing & Gary Crosby)
  8. MOCKIN' BIRD HILL (Les Paul-Mary Ford)
  9. ABA DABA HONEYMOON (Reynolds-Carpenter)
  10. ON TOP OF OLD SMOKEY (The Weavers)

- Roger Clark**  
WNOR—Norfolk, Va.
1. HOW HIGH THE MOON (Les Paul-Mary Ford)
  2. BEAUTIFUL BROWN EYES (Rosemary Clooney)
  3. ACROSS THE WIDE MISSOURI (Paul Weston)
  4. HOT CANARY (Garbor)
  5. PRETTY EYED BABY (Jane Turzey)
  6. TOO YOUNG (Johnny Desmond)
  7. I LOVE THE WAY YOU SAY GOODNIGHT (Doris Day)
  8. SOUND OFF (Vaughn Monroe)
  9. I LEFT MY HEART IN HAITI (Billy Eckstine)
  10. I'LL NEVER KNOW WHY (Hugo Winterhalter)

- Lee Stewart**  
WHAT—Phila., Pa.
1. BEAUTIFUL BROWN EYES (Jimmy Wakely)
  2. MOCKIN' BIRD HILL (Les Paul-Mary Ford)
  3. DON'T EVEN CHANGE A PICTURE ON THE WALL (Ozie Waters)
  4. ON TOP OF OLD SMOKEY (The Weavers & Terry Gilkyson)
  5. LOOK WHAT THOUGHTS WILL DO (Lefty Frizzell)
  6. YOUR ADDRESS UNKNOWN (Roy Acuff)
  7. THERE'S BEEN A CHANGE IN ME (Eddy Arnold)
  8. A STAIN UPON MY HEART (Rome Johnson)
  9. RHUMBA BOOG'IE (Hank Snow)
  10. YOU CAN'T TELL A LIE TO YOUR HEART (Al Morgan)

- Bud Wendell**  
WJMO—Cleveland, Ohio
1. MOCKIN' BIRD HILL (Les Paul-Mary Ford)
  2. HOW HIGH THE MOON (Les Paul-Mary Ford)
  3. IF (Perry Como)
  4. SPARROW IN THE TREETOP (Guy Mitchell)
  5. BEAUTIFUL BROWN EYES (Rosemary Clooney)
  6. HOW COULD YOU BELIEVE ME (Danny Kaye)
  7. METRO POLKA (Frankie Laine)
  8. MORE THAN I CARE TO REMEMBER (Ames Brock)
  9. I'LL BE AROUND (Les Brown-Lucy Anne Polk)
  10. ORANGE BLOSSOMS (Henry Jerome)

- Ed Penney**  
WFGM—Fitchburg, Mass.
1. HOW HIGH THE MOON (Les Paul-Mary Ford)
  2. SPARROW IN THE TREETOP (Guy Mitchell)
  3. I APOLOGIZE (Billy Eckstine)
  4. I'LL NEVER KNOW WHY (Hugo Winterhalter)
  5. HOW THOUGHTFUL OF YOU (Paul Weston)
  6. TOO YOUNG (Richard Hayes)
  7. ALWAYS YOU (Bobby Wayne)
  8. HOT CANARY (Florian Zabach)
  9. NEVER BEEN KISSED (Freddy Martin)
  10. METRO POLKA (Frankie Laine)

- Johnny Logan**  
KCTI—Gonzales, Tex.
1. ABA DABA HONEYMOON (Reynolds-Carpenter)
  2. IF (Perry Como)
  3. WOULD I LOVE YOU (Patti Page)
  4. ON TOP OF OLD SMOKEY (The Weavers)
  5. BE MY LOVE (Mario Lanza)
  6. TENNESSEE WALTZ (Les Paul-Mary Ford)
  7. LET ME IN (Paul Weston)
  8. BEAUTIFUL BROWN EYES (Rosemary Clooney)
  9. FAITHFUL (Fred Waring)
  10. MOCKIN' BIRD HILL (Les Paul & Mary Ford)

- Robin Seymour**  
WKM—Dearborn, Mich.
1. MOCKIN' BIRD HILL (Les Paul-Mary Ford)
  2. HOW HIGH THE MOON (Les Paul-Mary Ford)
  3. ON TOP OF OLD SMOKEY (The Weavers)
  4. SPARROW IN THE TREETOP (Guy Mitchell)
  5. BEAUTIFUL BROWN EYES (Rosemary Clooney)
  6. I APOLOGIZE (Billy Eckstine)
  7. HOT CANARY (Florian Zabach)
  8. CIDER NIGHT (Mitch Miller)
  9. FAITHFULLY YOURS (Tony Martin)
  10. BLUE SKIES (Ted Heath)

- Dave Miller**  
WPAT—Paterson, N. J.
1. I DON'T WANT TO SET THE WORLD ON FIRE (Gene Autry)
  2. BEAUTIFUL BROWN EYES (Rosemary Clooney)
  3. MOCKIN' BIRD HILL (The Pinetoppers)
  4. SEND IN YOUR NAME AND ADDRESS (Grandpa Jones)
  5. MAIL ORDER KISSES (Tommy Sosebee)
  6. YOU CAN'T TELL A LIE TO YOUR HEART (Al Morgan)
  7. A STAIN UPON MY HEART (Rome Johnson)
  8. DON'T EVEN CHANGE A PICTURE ON THE WALL (Lee Morse)
  9. DEAR JOHN (Hank Williams)
  10. THE STRANGE LITTLE GIRL (Red Foley)

- Myron Barg**  
WCFL—Chicago, Ill.
1. ABA DABA HONEYMOON (Reynolds-Carpenter)
  2. ON TOP OF OLD SMOKEY (The Weavers)
  3. MAY THE GOOD LORD BLESS AND KEEP YOU (Jan Peerce)
  4. MOCKIN' BIRD HILL (Les Paul-Mary Ford)
  5. BE MY LOVE (Mario Lanza)
  6. MAMA (Johnny Desmond)
  7. THE LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
  8. TOO YOUNG (Fran Allison)
  9. SYNCOPATED CLOCK (Leroy Anderson)
  10. ON MOONLIGHT BAY (Bing & Gary Crosby)

- Ray Schreiner**  
WRNL—Richmond, Va.
1. I STILL FEEL THE SAME (Georgia Gibbs)
  2. MOCKIN' BIRD HILL (Les Paul)
  3. ON TOP OF OLD SMOKEY (The Weavers)
  4. MY HEART CRIES FOR YOU (Guy Mitchell)
  5. BEAUTIFUL BROWN EYES (Rosemary Clooney)
  6. IT IS NO SECRET (Ink Spots)
  7. TENNESSEE WALTZ (Patti Page)
  8. PRETTY EYED BABY (Jane Turzey)
  9. MAY THE GOOD LORD BLESS AND KEEP YOU (Bing Crosby)
  10. IF (Perry Como)

- Hal Tate**  
WAIT—Chicago, Ill.
1. BRING BACK THE THRILL (Eddie Fisher)
  2. BE MY LOVE (Mario Lanza)
  3. A PENNY A KISS (Eddy Howard)
  4. MAY THE GOOD LORD BLESS AND KEEP YOU (Jan Peerce)
  5. IN YOUR ARMS (D. Shore-T. Martin)
  6. TOO YOUNG (Fran Allison)
  7. METRO POLKA (Frankie Laine)
  8. I LOVE THE WAY YOU SAY GOODNIGHT (Doris Day)
  9. MY HEART CRIES FOR YOU (Al Morgan)
  10. ABA DABA HONEYMOON (D. Reynolds-C. Carpenter)

- Don Larkin**  
WAAT—Newark, N. J.
1. RHUMBA BOOG'IE (Hank Snow)
  2. COLD, COLD HEART (Hank Williams)
  3. THERE'S BEEN A CHANGE IN ME (Eddy Arnold)
  4. POISON LOVE (Johnny & Jack)
  5. SHOTGUN BOOGIE (Tennessee Ernie)
  6. BEAUTIFUL BROWN EYES (Wakely)
  7. MOCKIN' BIRD HILL (Pinetoppers)
  8. CHEW TOBACCO BAG (Zeb Turner)
  9. I WANT TO BE WITH YOU ALWAYS (L. Frizzell)
  10. DON'T STAY TOO LONG (Ernest Tubbs)

- Cy Russell**  
WVCG—Coral Gables, Fla.
1. I APOLOGIZE (Billy Eckstine)
  2. YOU'RE JUST IN LOVE (Merman-Haymes)
  3. BRING BACK THE THRILL (Eddie Fisher)
  4. SPARROW IN THE TREETOP (Guy Mitchell)
  5. WOULD I LOVE YOU (Patti Page)
  6. I LEFT MY HAT IN HAITI (Eckstine-Herman)
  7. ABA DABA HONEYMOON (Reynolds-Carpenter)
  8. HOW HIGH THE MOON (Les Paul)
  9. BE MY LOVE (Mario Lanza)
  10. STORMY WEATHER (Fran Warren)

- Howard Malcolm**  
WTRY—Albany, N. Y.
1. BE MY LOVE (Mario Lanza)
  2. MOCKIN' BIRD HILL (Patti Page)
  3. SPARROW IN THE TREETOP (Bing Crosby)
  4. IF (Perry Como)
  5. OCEANA ROLL (Jane Powell)
  6. I APOLOGIZE (Billy Eckstine)
  7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
  8. BRING BACK THE THRILL (Eddie Fisher)
  9. SYNCOPATED CLOCK (Leroy Anderson)
  10. HOW HIGH THE MOON (Les Paul-Mary Ford)

- Bob Stevens**  
WVCG—Coral Gables, Fla.
1. MOONLIGHT BAY (Bing & Gary Crosby)
  2. MY HEART CRIES FOR YOU (Guy Mitchell)
  3. ABA DABA HONEYMOON (Reynolds-Carpenter)
  4. MOCKIN' BIRD HILL (Les Paul-Mary Ford)
  5. IF (Perry Como)
  6. WHAT DID I DO (Fontane Sisters)
  7. I APOLOGIZE (Billy Eckstine)
  8. YOU'RE JUST IN LOVE (Como & Fontane Sisters)
  9. IT ONLY TAKES A MINUTE (Russ Morgan)
  10. BE MY LOVE (Mario Lanza)

- Earle Pudney**  
WGY—Schenectady, N. Y.
1. ABA DABA HONEYMOON (Carmichael, Daley)
  2. MOCKIN' BIRD HILL (Russ Morgan-Patti Page)
  3. ONCE UPON A NICKEL (Georgia Gibbs)
  4. IF (Perry Como)
  5. BE MY LOVE (Mario Lanza)
  6. I'LL NEVER KNOW (Winterhalter)
  7. CHAPEL OF ROSES (Don Cherry)
  8. LET ME IN (Paul Weston)
  9. NOBODY'S TEARS ARE FALLING BUT MINE (Evelyn Knight)
  10. I LOVE YOU MUCH TOO MUCH (Fran Warren)

**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 April 14.

**Don Bell**

KRNT—Des Moines, Ia.

1. MOCKIN' BIRD HILL (Les Paul-Mary Ford)
2. IF (Perry Como)
3. HOW HIGH THE MOON (Les Paul)
4. BE MY LOVE (Mario Lanza)
5. ABA DABA HONEYMOON (D. Deynolds-C. Carpenter)
6. YOU'RE JUST IN LOVE (Perry Como)
7. BEAUTIFUL BROWN EYES (Jimmy Wakely)
8. IT IS NO SECRET (Bill Kenney)
9. ON TOP OF OLD SMOKEY (The Weavers)
10. WOULD I LOVE YOU (Patti Page)

**Al Ross**

WBAL—Baltimore, Md.

1. HOW HIGH THE MOON (Les Paul-Mary Ford)
2. IF (Perry Como)
3. WOULD I LOVE YOU (Helen O'Connell)
4. BRING BACK THE THRILL (Dan Cherry)
5. MOCKIN' BIRD HILL (Patti Page)
6. FAITHFUL (Frank Sinatra)
7. ON TOP OF OLD SMOKEY (The Weavers)
8. YOU'RE JUST IN LOVE (Clooney-Mitchell)
9. ABA DABA HONEYMOON (Carpenter-Reynolds)
10. I APOLOGIZE (Bing Crosby)

**Bob Watson**

WSB—Atlanta, Ga.

1. BE MY LOVE (Mario Lanza)
2. WOULD I LOVE YOU (Patti Page)
3. CHRISTOPHER COLUMBUS (Guy Mitchell)
4. ELEANOR (Ray Anthony)
5. I LOVE YOU MUCH TOO MUCH (Fran Warren)
6. GOODBYE G.I. AL (Eddie Fisher)
7. ABA DABA HONEYMOON (Carpenter-Reynolds)
8. TOO LATE NOW (Jane Powell)
9. BEAUTIFUL BROWN EYES (Rosemary Clooney)
10. MY RESISTANCE IS LOW (Carmichael-Jenkins)

**Iro Cook**

KECA—Hollywood, Calif.

1. LOVELIEST NITE OF THE YEAR (Anne Blythe)
2. WOULD I LOVE YOU (Gordan Jenkins)
3. ALWAYS YOU (Bobby Wayne)
4. A PENNY A KISS (Dinah Shore)
5. I LOVE THE WAY YOU SAY GOODNIGHT (Russ Morgan)
6. HIGH HIGH THE MOON (Les Paul)
7. MAY THE GOOD LORD BLESS YOU (Jan Peerce)
8. IN THE LAND OF MAKE BELIEVE (Les Brown)
9. DESTINATION MOON (Carnie Haines)
10. SILVER MOON (Dennis Day)

**Bob Lorsen**

WEMP—Milwaukee, Wis.

1. MOCKIN' BIRD HILL (Les Paul-Mary Ford)
2. ON TOP OF OLD SMOKEY (The Weavers)
3. MAGGIE BLUES (Bing-Gary Crosby)
4. HIGH HIGH THE MOON (Les Paul-Mary Ford)
5. SPARROW IN THE TREETOP (Guy Mitchell)
6. LULLABY OF BROADWAY (Doris Day)
7. SOLO (Buddy Marrow)
8. NEVER BEEN KISSED (Freddie Martin)
9. ABA DABA HONEYMOON (D. Deynolds-C. Carpenter)
10. SLOW DRIVE (Ralph Flanagan)

**Ray Perkins**

KFEL—Denver, Colo.

1. MOCKIN' BIRD HILL (Les Paul-Mary Ford)
2. IF (Perry Como)
3. BE MY LOVE (Mario Lanza)
4. ABA DABA HONEYMOON (D. Deynolds-C. Carpenter)
5. YOU'RE JUST IN LOVE (Mary Martin & Larry)
6. HOW HIGH THE MOON (Les Paul-Mary Ford)
7. MY HEART CRIES FOR YOU (Guy Mitchell)
8. WOULD I LOVE YOU (Doris Day)
9. THE ROVING KIND (Guy Mitchell)
10. TENNESSEE WALTZ (Patti Page)

**Dove Keon**

WTSB—Brattleboro, Vt.

1. I STILL FEEL THE SAME ABOUT YOU (Ink Spots)
2. HOW COULD YOU BELIEVE ME (Astaire-Powell)
3. I APOLOGIZE (Billy Eckstine)
4. I LEFT MY HAT IN HAITI (Fred Astaire)
5. BEAUTIFUL BROWN EYES (Jimmy Wakely)
6. OH WHAT A FACE! (Henry Jerome)
7. IF (Vic Damone)
8. MOCKIN' BIRD HILL (Les Paul-Mary Ford)
9. METRO POLKA (Frankie Laine)
10. ALWAYS YOU (Bobby Wayne)

**Joe Ryan**

WALL—Middletown, N. Y.

1. GOTTA FIND SOMEONE TO LOVE (Andrews Sisters)
2. ACROSS THE WIDE MISSOURI (Paul Weston)
3. MOCKIN' BIRD HILL (Russ Morgan)
4. YOU KNOW YOU BELONG TO SOMEBODY ELSE (Herb Jeffries)
5. DON'T CRY (Dan Cherry)
6. COME BACK TO ANGOULEME (Anne Shelton)
7. SYNCOPATED CLOCK (Eileen Barton)
8. BE MY LOVE (Ray Anthony)
9. NEVER BEEN KISSED (Freddie Martin)
10. METRO POLKA (Frankie Laine)

**Ross Smithermon**

WKAB—Mobile, Ala.

1. ABA DABA HONEYMOON (D. Deynolds-C. Carpenter)
2. WOULD I LOVE YOU (Doris Day)
3. IF (Perry Como)
4. SPARROW IN THE TREETOP (Guy Mitchell)
5. BE MY LOVE (Mario Lanza)
6. ACROSS THE WIDE MISSOURI (Huga Winterhalter)
7. TENNESSEE WALTZ (Patti Page)
8. A PENNY A KISS (Tony Martin-Dinah Shore)
9. BEAUTIFUL BROWN EYES (Rosemary Clooney)
10. MOCKIN' BIRD HILL (Les Paul-Mary Ford)

**Gary Lesters**

WVNI—Newark, N. J.

1. IF (Perry Como)
2. BE MY LOVE (Mario Lanza)
3. BEAUTIFUL MADNESS (Tony Bennett)
4. GET YOUR PAPERS (Eddie Fisher)
5. A PENNY A KISS (Martin & Shore)
6. WITHOUT A SONG (Perry Como)
7. MY HEART CRIES FOR YOU (Guy Mitchell)
8. MOCKIN' BIRD HILL (Patti Page)
9. HOW HIGH THE MOON (Les Paul)
10. I'M LATE (Mindy Carson)

**Bill Silbert**

WXYZ—Detroit, Mich.

1. SPARROW IN THE TREETOP (Guy Mitchell)
2. METRO POLKA (Frankie Laine)
3. I LOVE YOU MUCH TOO MUCH (Fran Warren)
4. I WON'T CRY ANYMORE (Eileen Wilson)
5. GOODBYE G.I. AL (Eddie Fisher)
6. I LOVE THE WAY YOU SAY GOODNIGHT (Doris Day)
7. ON TOP OF OLD SMOKEY (The Weavers)
8. FAITHFULLY YOURS (Tony Martin)
9. MORE THAN I CARE TO REMEMBER (Ames Bros.)
10. TAKE TIME TO PRAY (Lorry Raine)

**Art Tocker**

WTAO—Cambridge, Mass.

1. MOCKIN' BIRD HILL (Patti Page)
2. NO ONE BUT YOU (Dick Haymes)
3. I APOLOGIZE (Billy Eckstine)
4. ALWAYS YOU (Bobby Wayne)
5. I'LL NEVER KNOW WHY (Huga Winterhalter)
6. SPARROW IN THE TREETOP (Guy Mitchell)
7. ON TOP OF OLD SMOKEY (The Weavers)
8. SYNCOPATED CLOCK (David Rose)
9. TOO YOUNG (Richard Hayes)
10. QUERIDA (Stuart Foster)

**Donn Tibbetts**

WTSB—Hanover, N. H.

1. DOWN THE TRAIL OF ACHIN' HEARTS (Patti Page)
2. IF (Perry Como)
3. BEAUTIFUL BROWN EYES (Rosemary Clooney)
4. ALWAYS YOU (Bobby Wayne)
5. LAND OF MAKE BELIEVE (Bob Farrell)
6. OLD SMOKEY (The Weavers)
7. TOO YOUNG (Toni Arden)
8. WOULD I LOVE YOU (Patti Page)
9. A PENNY A KISS (T. Martin-D. Shore)
10. MOCKIN' BIRD HILL (Les Paul-Mary Ford)

**Mort Nusbom**

WHAM—Rochester, N. Y.

1. NO ONE BUT YOU (Dick Haymes)
2. IF (Perry Como)
3. ON TOP OF OLD SMOKEY (Vaughn Monroe)
4. I LOVE THE WAY YOU SAY GOODNIGHT (Dean Martin)
5. HOT CANARY (Florian Zabach)
6. I'M LATE (Mindy Carson)
7. FAITHFUL (Vaughn Monroe)
8. BOUTONNIERE (Mindy Carson)
9. ALWAYS YOU (Bobby Wayne)
10. ONCE UPON A NICKEL (Georgia Gibbs)

**Wollie Dunlop**

WLIZ—Bridgeport, Conn.

1. I APOLOGIZE (Billy Eckstine)
2. TOO YOUNG (Denny Vaughn)
3. ON TOP OF OLD SMOKEY (The Weavers)
4. YOU ARE THE ONE (Percy Faith)
5. NEVER BEEN KISSED (Freddie Martin)
6. TOO LATE NOW (Toni Arden)
7. THE LIAR SONG (Fred Astaire)
8. BROWN EYES (Lisa Kirk)
9. METRO POLKA (Frankie Laine)
10. HOW HIGH THE MOON (Les Paul)

**Jay McMaster**

WMEX—Boston, Mass.

1. ALWAYS YOU (Bobby Wayne)
2. SPARROW IN THE TREETOP (Guy Mitchell)
3. TOP OF OLD SMOKEY (The Weavers)
4. MOCKIN' BIRD HILL (Patti Page)
5. TENDERLY (Lanny Green)
6. HOW HIGH THE MOON (Les Paul)
7. SING EVERYONE SING (Jan Peerce)
8. I APOLOGIZE (Billy Eckstine)
9. NO ONE BUT YOU (Tony Martin)
10. THERE'S NO RETURN (Smith Bros.)

**A Double-Barreled HIT!**



**Eddy Howard**

**HIS ORCHESTRA AND TRIO**

**FIRST 'POP' RENDITION**

**'THE STRANGE LITTLE GIRL'**

**COUPLED WITH**

**'WHAT WILL I TELL MY HEART'**

**MERCURY 5630-X45**



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

# JUKE BOX REGIONAL RECORD REPORT

## The Ten Top Records-City by City

APRIL 21, 1951

### New York, N. Y.

1. IF (Perry Como)
2. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
3. BE MY LOVE (Mario Lanza)
4. WOULD I LOVE YOU (Patti Page)
5. ABA DABA HONEYMOON (Reynolds-Carpenter)
6. MY HEART CRIES FOR YOU (Guy Mitchell)
7. SPARROW IN THE TREE TOP (Guy Mitchell)
8. BEAUTIFUL BROWN EYES (Rosemary Clooney)
9. TENNESSEE WALTZ (Patti Page)
10. YOU'RE JUST IN LOVE (Perry Como)

### Chicago, Ill.

1. WOULD I LOVE YOU (Patti Page)
2. ABA DABA HONEYMOON (Reynolds-Carpenter)
3. IF (Perry Como)
4. A PENNY A KISS (Shore-Martin)
5. ON TOP OF OLD SMOKEY (Weavers)
6. BE MY LOVE (Mario Lanza)
7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
8. MOCKIN' BIRD HILL (Patti Page)
9. SPARROW IN THE TREE TOP (Guy Mitchell)
10. I APOLOGIZE (Billy Eckstine)

### Los Angeles, Cal.

1. BE MY LOVE (Mario Lanza)
2. YOU'RE JUST IN LOVE (Perry Como)
3. ON TOP OF OLD SMOKEY (Weavers)
4. SPARROW IN THE TREE TOP (Weavers)
5. HOW HIGH THE MOON (Les Paul & Mary Ford)
6. THE LOVELIEST NIGHT OF THE YEAR (Mario Lanza)
7. IF (Perry Como)
8. A PENNY A KISS (Shore-Martin)
9. ABA DABA HONEYMOON (Reynolds-Carpenter)
10. YOU ARE THE ONE (Margaret Whiting)

### St. Paul, Minn.

1. ON TOP OF OLD SMOKEY (Weavers)
2. SPARROW IN THE TREE TOP (Crosby & Andrews Sisters)
3. BEAUTIFUL BROWN EYES (Jimmy Wakely)
4. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
5. ABA DABA HONEYMOON (Reynolds & Carpenter)
6. ACROSS THE WIDE MISSOURI (Hugo Winterhalter)
7. LET ME IN (Blue Barron)
8. THE ROVING KIND (Weavers)
9. HOW HIGH THE MOON (Les Paul & Mary Ford)
10. STRANGE LITTLE GIRL (Foley & Tubb)

### Fayetteville, Ark.

1. IF (Perry Como)
2. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
3. BE MY LOVE (Mario Lanza)
4. WOULD I LOVE YOU (Patti Page)
5. MY HEART CRIES FOR YOU (Guy Mitchell)
6. TENNESSEE WALTZ (Patti Page)
7. ABA DABA HONEYMOON (Kallen-Hayes)
8. YOU'RE JUST IN LOVE (Perry Como)
9. SPARROW IN THE TREE TOP (Guy Mitchell)
10. LET ME IN (Paul Weston)

### Fertile, Minn.

1. MOCKIN' BIRD HILL (Pinetoppers)
2. YEAH, YEAH, YEAH (Peggy Lee)
3. IF (Perry Como)
4. HONEY, I LOVE YOU (Mills Bros.)
5. ABA DABA HONEYMOON (Reynolds-Carpenter)
6. IF YOU'VE GOT THE MONEY (Jo Stafford)
7. SO LONG (Foley-Tubb)
8. SPARROW IN THE TREE TOP (Guy Mitchell)
9. TENNESSEE WALTZ (Guy Lombardo)
10. WHEN YOU WERE SWEET SIXTEEN (Mills Bros.)

### Shoals, Indiana

1. IF (Perry Como)
2. ABA DABA HONEYMOON (Reynolds-Carpenter)
3. MOCKIN' BIRD HILL (Patti Page)
4. SO LONG (Weavers)
5. SPARROW IN THE TREE TOP (Crosby-Andrews Sisters)
6. MY HEART CRIES FOR YOU (Guy Mitchell)
7. ON TOP OF OLD SMOKEY (Weavers)
8. TENNESSEE WALTZ (Patti Page)
9. A PENNY A KISS (Eddy Howard)
10. BE MY LOVE (Les Brown)

### Savannah, Georgia

1. IF (Perry Como)
2. WOULD I LOVE YOU (Patti Page)
3. THE ROVING KIND (Guy Mitchell)
4. MY HEART CRIES FOR YOU (Guy Mitchell)
5. ABA DABA HONEYMOON (Reynolds-Carpenter)
6. YOU'RE JUST IN LOVE (Perry Como)
7. BEAUTIFUL BROWN EYES (Lisa Kirk)
8. A PENNY A KISS (Shore-Martin)
9. MOCKIN' BIRD HILL (Patti Page)
10. IT IS NO SECRET (Jo Stafford)

### Malta, Montana

1. MOCKIN' BIRD HILL (Pinetoppers)
2. MY HEART CRIES FOR YOU (Jimmy Wakely)
3. SO LONG (Weavers)
4. TENNESSEE WALTZ (Les Paul)
5. THE ROVING KIND (Guy Mitchell)
6. GET OUT THOSE OLD RECORDS (Guy Lombardo)
7. YOU'RE JUST IN LOVE (Perry Como)
8. ABA DABA HONEYMOON (Kallen-Hayes)
9. I STILL FEEL THE SAME ABOUT YOU (Georgia Gibbs)
10. IF (Guy Lombardo)

### Brodhead, Wis.

1. ABA DABA HONEYMOON (Cliff Steward)
2. BEAUTIFUL BROWN EYES (Lisa Kirk)
3. SPARROW IN THE TREE TOP (Lyn Murray)
4. WOULD I LOVE YOU (Patti Page)
5. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
6. LET ME IN (Lyn Murray)
7. GET OUT THOSE OLD RECORDS (Guy Lombardo)
8. I LOVE THE WAY YOU SAY GOODNIGHT (Russ Morgan)
9. ON TOP OF OLD SMOKEY (Weavers)
10. ACROSS THE WIDE MISSOURI (Hugo Winterhalter)

### Phoenix, Ariz.

1. IF (Perry Como)
2. BE MY LOVE (Mario Lanza)
3. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
4. WOULD I LOVE YOU? (Patti Page)
5. MY HEART CRIES FOR YOU (Guy Mitchell)
6. ABA DABA HONEYMOON (Reynolds-Carpenter)
7. TENNESSEE WALTZ (Patti Page)
8. SPARROW IN THE TREE TOP (Guy Mitchell)
9. YOU'RE JUST IN LOVE (Perry Como)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)

### Louisville, Ky.

1. WOULD I LOVE YOU (Patti Page)
2. SO LONG (The Weavers)
3. MOCKIN' BIRD HILL (Les Paul)
4. THE ROVING KIND (Guy Mitchell)
5. IF (Perry Como)
6. BE MY LOVE (Mario Lanza)
7. A PENNY A KISS (Shore-Martin)
8. ABA DABA HONEYMOON (Reynolds-Carpenter)
9. JOHN AND MARSHA (Stan Freberg)
10. ZING ZING—ZOOM, ZOOM (Perry Como)

### Detroit, Mich.

1. WOULD I LOVE YOU? (Patti Page)
2. A PENNY A KISS (Shore-Martin)
3. ABA DABA HONEYMOON (Reynolds-Carpenter)
4. IF (Perry Como)
5. BE MY LOVE (Mario Lanza)
6. SPARROW IN THE TREE TOP (Guy Mitchell)
7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
8. I APOLOGIZE (Billy Eckstine)
9. ON TOP OF OLD SMOKEY (The Weavers)
10. MOCKIN' BIRD HILL (Patti Page)

### Rochester, N. Y.

1. IF (Perry Como)
2. BE MY LOVE (Mario Lanza)
3. WOULD I LOVE YOU (Patti Page)
4. A PENNY A KISS (Shore-Martin)
5. ABA DABA HONEYMOON (Reynolds-Carpenter)
6. SPARROW IN THE TREETOP (Guy Mitchell)
7. BEAUTIFUL BROWN EYES (Rosemary Clooney)
8. MY HEART CRIES FOR YOU (Guy Mitchell)
9. I APOLOGIZE (Billy Eckstine)
10. ON TOP OF OLD SMOKEY (Weavers)

### Reno, Nev.

1. IF (Perry Como)
2. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
3. MY HEART CRIES FOR YOU (Guy Mitchell)
4. BE MY LOVE (Mario Lanza)
5. WOULD I LOVE YOU? (Patti Page)
6. TENNESSEE WALTZ (Patti Page)
7. YOU'RE JUST IN LOVE (Perry Como)
8. TO THINK YOU'VE CHOSEN ME (E. Howard)
9. ABA DABA HONEYMOON (Reynolds-Carpenter)
10. IT IS NO SECRET (Jo Stafford)

### Indianapolis, Ind.

1. BEAUTIFUL BROWN EYES (Jimmy Wakely)
2. ON TOP OF OLD SMOKEY (The Weavers)
3. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
4. SPARROW IN THE TREE TOP (Crosby & Andrews Sisters)
5. LET ME IN (Blue Barron)
6. ABA DABA HONEYMOON (Reynolds-Carpenter)
7. ACROSS THE WIDE MISSOURI (Hugo Winterhalter)
8. THE ROVING KIND (The Weavers)
9. SO LONG (The Weavers)
10. HOW HIGH THE MOON (Les Paul & M. Ford)

### San Francisco, Cal.

1. MY HEART CRIES FOR YOU (Guy Mitchell)
2. TENNESSEE WALTZ (Patti Page)
3. BE MY LOVE (Mario Lanza)
4. A PENNY A KISS (Martin-Shore)
5. SO LONG (The Weavers)
6. IT IS NO SECRET (The Mariners)
7. IF (Perry Como)
8. I APOLOGIZE (Tony Martin)
9. ABA DABA HONEYMOON (Reynolds-Carpenter)
10. BRING BACK THE THRILL (Eddie Fisher)

### Boston, Mass.

1. IF (Perry Como)
2. BE MY LOVE (Mario Lanza)
3. YOU'RE JUST IN LOVE (Perry Como)
4. WOULD I LOVE YOU? (Patti Page)
5. A PENNY A KISS (Shore-Martin)
6. ABA DABA HONEYMOON (Reynolds-Carpenter)
7. SPARROW IN THE TREE TOP (Guy Mitchell)
8. ON TOP OF OLE SMOKEY (The Weavers)
9. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
10. BEAUTIFUL BROWN EYES (Rosemary Clooney)

### Cincinnati, Ohio

1. MY HEART CRIES FOR YOU (Guy Mitchell)
2. IF (Perry Como)
3. BE MY LOVE (Mario Lanza)
4. TENNESSEE WALTZ (Patti Page)
5. THE ROVING KIND (Guy Mitchell)
6. YOU'RE JUST IN LOVE (Perry Como)
7. A PENNY A KISS (Shore-Martin)
8. SO LONG (Weavers)
9. ABA DABA HONEYMOON (Reynolds-Carpenter)
10. WOULD I LOVE (Patti Page)

### Fresno, Cal.

1. IF (Perry Como)
2. MY HEART CRIES FOR YOU (Jo Stafford)
3. BE MY LOVE (Mario Lanza)
4. YOU'RE JUST IN LOVE (Louis Armstrong)
5. WOULD I LOVE YOU? (Patti Page)
6. TENNESSEE WALTZ (Patti Page)
7. ABA DABA HONEYMOON (Reynolds-Carpenter)
8. MOCKIN' BIRD HILL (Patti Page)
9. THE ROVING KIND (Guy Mitchell)
10. SO LONG (The Weavers)

### Cleveland, Ohio

1. IF (Perry Como)
2. BE MY LOVE (Mario Lanza)
3. MY HEART CRIES FOR YOU (Guy Mitchell)
4. TENNESSEE WALTZ (Patti Page)
5. YOU'RE JUST IN LOVE (Perry Como)
6. WOULD I LOVE YOU (Patti Page)
7. A PENNY A KISS (Shore-Martin)
8. ABA DABA HONEYMOON (Reynolds-Carpenter)
9. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
10. ROVING KIND (Guy Mitchell)

### Denver, Colo.

1. IF (Perry Como)
2. MY HEART CRIES FOR YOU (Guy Mitchell)
3. BE MY LOVE (Mario Lanza)
4. TENNESSEE WALTZ (Patti Page)
5. YOU'RE JUST IN LOVE (Perry Como)
6. THE ROVING KIND (Guy Mitchell)
7. A PENNY A KISS (Shore-Martin)
8. WOULD I LOVE YOU (Patti Page)
9. ABA DABA HONEYMOON (Reynolds-Carpenter)
10. SO LONG (The Weavers)

### Baltimore, Md.

1. BE MY LOVE (Mario Lanza)
2. THE ROVING KIND (Guy Mitchell)
3. SO LONG (Weavers)
4. IF (Perry Como)
5. MY HEART CRIES FOR YOU (Dinah Shore)
6. TENNESSEE WALTZ (Patti Page)
7. MOCKIN' BIRD HILL (Les Paul)
8. YOU'RE JUST IN LOVE (Perry Como)
9. ABA DABA HONEYMOON (Reynolds-Carpenter)
10. JOHN AND MARSHA (Stan Freberg)

### Spokane, Washington

1. TENNESSEE WALTZ (Patti Page)
2. IF (Perry Como)
3. MOCKIN' BIRD HILL (Les Paul & Mary Ford)
4. A PENNY A KISS (Shore-Martin)
5. BRING BACK THE THRILL (Eddie Fisher)
6. BEAUTIFUL BROWN EYES (Rosemary Clooney)
7. SO LONG (Weavers)
8. TENNESSEE WALTZ (Pee Wee King)
9. MY HEART CRIES FOR YOU (Guy Mitchell)
10. WOULD I LOVE YOU (Doris Day)

# Decca Overhauls A & R Structure; Schneider Appointed Executive VP



LEONARD W. SCHNEIDER

NEW YORK—Milton R. Rackmil, president of Decca Records, this week announced a realignment of the firm's executive and artist and repertoire set up.

Leonard W. Schneider was elected executive vice president and all A & R heads will now report directly to him. Schneider joined Decca in 1940 as director of sales promotion and advertising. Since 1946, he has been vice president and general manager. His new promotion makes him in effect head of the entire A & R department.

Louis A. Buchner, was also elected a vice president at the same time. He will continue as treasurer.

In addition to these executive appointments, the A & R department was completely overhauled.

Dave Kapp will remain in his position as head of the popular division and will now be able to devote himself completely to this field.

Paul Cohen, who until now headed only the country and western divisions, will add rhythm 'n' blues to his supervision. Joe Thomas formerly head of the R & B department, will become Cohen's assistant.

Sy Rady remains in charge of the classical and children's sections.

Rackmil expressed the opinion, in announcing these changes that the new alignment would result not only in a more efficient operation of each department, but in a stronger over all A & R picture for Decca.

## OPS Establishes Price Control For Records

WASHINGTON, D. C.—In a new order, the Office of Price Stabilization included a number of additional categories placed under its retail ceiling prices for consumer goods, included in which is the sale of records.

Record retailers are now required to file price charts, under the General Ceiling Price Regulation, with their local District OPS Offices on or before April 30, 1951.

Designated as "Ceiling Price Regulation 7—Amendment 2," the instructions read: (a) *You may begin to use the applicable pricing rules after you file your chart, but you must begin to use the rules not later than April 30, 1951 (unless you are a mail order establishment subject to paragraph (b) of this section.*

Section (b) reads: *You may at your option prepare a separate list date charge, and file that as a supplemental chart.*

Footnote to the regulation reads: *Your OPS office is the District Office having jurisdiction over the area in which your store is located. If, however, you are a mail order establishment, your OPS office is the Distribution Price Branch, Office of Price Stabilization, Washington 25, D. C.*

(Ed note: If any clarification of your problem is needed, we suggest you write to the above offices).

## The Good Old Days



NEW YORK—A couple of years ago this photo of two young boys trying to get ahead in the music world was snapped at Grossinger's. Their names were Guy Mitchell and Eddie Fisher. Two years later both have achieved prominence for their singing. Guy splashed into bigtime with "My Heart Cries For You" and followed it up with "Sparrow In The Tree Top" while Eddie made it with "Thinking Of You" and "Bring Back The Thrill."

## Op Makes Pitch For Two Minute Disk

NEWARK, N. J.—In the face of rising costs for ops, Jules Rusoff of the Music Guild of New Jersey, last week made a strong pitch to record firms to reduce playing time of disks to two minutes.

"Television has made serious inroads into our playing time," said Rusoff, "so that we must get more money during the limited time allotted to a juke box. The playing time of a record is approximately three minutes so that the income potential is about \$1.00 per hour. A two-minute record will show an income potential of \$1.50 per hour. The two-minute record is the answer to this problem.

"The record manufacturers need not be concerned about hurting their retail sales, because the playing time of a tune has been shortened. Probably not more than one in a thousand actually knows the playing time of a tune. Smash hits like "Peg O My Heart," "Buttons and Bows" and more recently "The Thing" demonstrate public acceptance of a two-minute record. On the other hand, many longer playing pop records have become nuisances and we have been asked to remove them from the phonograph."

**ZING ZING  
ZOOM ZOOM**

recorded by

THE ANDREWS SISTERS Decca

PERCY FAITH Columbia

DAVID ROSE M-G-M

PERRY COMO RCA Victor

others to follow

ROBBINS MUSIC CORPORATION

### NATIONAL HITS!

EILEEN BARTON  
"THE SYNCOPATED  
CLOCK"

"LOCK THE  
BARN DOOR"

Notional No. 9152

also available on 45 rpm

BILLY ECKSTINE  
"WITHOUT A SONG"

"SAY IT ISN'T SO"

Notional No. 9061

MISS SHARECROPPER  
"I'VE TRIED"

"HOW LONG"

Notional No. 9151

HELEN PAGE

"GOOD FOR NOTHING  
BLUES"

"HE'S JUST MY KIND"

Notional No. 9149

JOE TURNER

"ROCKS IN MY BED"

"HOWLIN' WIND"

Notional No. 9144



# IT'S ALL IN THE POINT

The new PERMO-made POINTS of Osmium Alloy are the result of 20 years of progressive development—which has made possible the practical combination of prolonged tone quality of both needles and records.

## PERMO POINT

LONG LIFE COIN PHONOGRAPH NEEDLES

PERMO, Incorporated  
6415 N. Ravenswood Avenue  
CHICAGO 26, ILLINOIS

### Hunter in TV Debut



LOS ANGELES—Ivory Joe Hunter, in between winning *The Cash Box* awards and cutting hit records on the MGM label, made his national TV debut on the "You Asked for It" program with popular emcee Art Baker. Originating in Los Angeles KTTV, the show is presented over 26 other television outlets throughout the country.

### DJ Offers Programming Tip Using "The Cash Box"

NEW YORK—"The Cash Box" has been receiving many letters of commendation lately complimenting us on the usefulness of our music charts and other features. Many of these letters contain important suggestions which we feel will be valuable to disk jockeys and program directors. Therefore we are reprinting in part a letter from Bob Stevens, dj on WVCG in Coral Gables, Florida who has a programming suggestion which should be of interest to other stations.

"Just received the April 7th edition of "The Cash Box" which prompted me to write this long delayed letter. I've been meaning to drop this line to you for months.

"The boys that spin the records here at WVCG feel as I do that "The Cash Box" is one of the best places to go when you're trying to find out what your listeners really want to hear. We have been using your tunes from "The Nation's Top Ten Tunes" column and particularly your regular record reports from the djs. It might interest you to know that quite often we have programmed a particular day as "how they like it across the nation" from the dj choices in this column (of course, giving "The Cash Box" credit always).

As I told you before I was just getting ready to send in my top ten when I decided it was time to write to you. So, on behalf of myself and Cy Russell here at WVCG, congratulations on doing a good job of editing a good magazine."

### MGM Records Signs Lionel Hampton Band

NEW YORK—M-G-M Records has announced the signing of Lionel Hampton to a term recording pact. The band leader will record with both small combos and big band groups for the label. Contracts were signed the week of April 1, with general manager Frank Walker and popular artists and repertoire director Harry Meyerson acting for the diskery.

The Hampton signing is another of several recent M-G-M bids for prominence in the band field. Other bands signed by the label since the first of the year include those of Woody Herman, Tex Beneke, and Buddy De-Franco.

# 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.

- |   |   |   |
|---|---|---|
| <p><b>1</b> PLEASE SEND ME SOMEONE TO LOVE<br/>Percy Mayfield<br/>(Specialty 375)</p> | <p>BLACK NIGHT<br/>Charles Brown<br/>(Aladdin 3076)</p>                                 | <p>BLACK NIGHT<br/>Charles Brown<br/>(Aladdin 3076)</p>                                 |
| <p><b>2</b> ROCK LITTLE DADDY<br/>Freddie Mitchell<br/>(Derby)</p>                    | <p>WHAT WILL I TELL MY HEART?<br/>Al Hibbler<br/>(Chess 1445)</p>                       | <p>DO SOMETHING FOR ME<br/>Dominoes<br/>(Federal)</p>                                   |
| <p><b>3</b> BLACK NIGHT<br/>Charles Brown<br/>(Aladdin 3076)</p>                      | <p>I APOLOGIZE<br/>Billy Eckstine<br/>(MGM 10903)</p>                                   | <p>LITTLE RED ROOSTER<br/>Griffin Bros. &amp; Margie Day<br/>(Dot 1019)</p>             |
| <p><b>4</b> I APOLOGIZE<br/>Billy Eckstine<br/>(MGM 10903)</p>                        | <p>JET<br/>King Cole<br/>(Capitol 1365)</p>   | <p>I APOLOGIZE<br/>Billy Eckstine<br/>(MGM 10903)</p>                                   |
| <p><b>5</b> LITTLE RED ROOSTER<br/>Griffin Bros. &amp; Margie Day<br/>(Dot 1019)</p>  | <p>GEE BABY<br/>Johnny Otis<br/>(Savoy 777)</p>   | <p>DON'T TAKE YOUR LOVE FROM ME<br/>Laurie Tate &amp; Joe Morris<br/>(Atlantic 923)</p> |
| <p><b>6</b> I WILL WAIT<br/>Four Buddies<br/>(Savoy 769)</p>                          | <p>BABY, LET ME HOLD YOUR HAND<br/>Ray Charles<br/>(Swingtime 250)</p>                  | <p>CHICA BOO<br/>Lloyd Glenn<br/>(Swingtime)</p>  |
| <p><b>7</b> TEND TO YOUR BUSINESS<br/>James Wayne<br/>(Sittin' In)</p>                | <p>LITTLE RED ROOSTER<br/>Griffin Bros. &amp; Margie Day<br/>(Dot 1019)</p>             | <p>KEEP YOUR HANDS ON YOUR HEART<br/>Billy Wright<br/>(Savoy 776)</p>                   |
| <p><b>8</b> HOW HIGH THE MOON<br/>Les Paul &amp; Mary Ford<br/>(Capitol 1451)</p>     | <p>KOREA BLUES<br/>Bayou Boys<br/>(Chess 1449)</p>                                      | <p>BABY, LET ME HOLD YOUR HAND<br/>Ray Charles<br/>(Swingtime 250)</p>                  |
| <p><b>9</b> GEE BABY<br/>Johnny Otis<br/>(Savoy 777)</p>                              | <p>JUSTICE BLUES<br/>Gatemouth Brown<br/>(Peacock 1568)</p>                             | <p>ROCKET 88<br/>Jackie Brenston<br/>(Chess 1458)</p>                                   |
| <p><b>10</b> LOST LOVE<br/>Percy Mayfield<br/>(Specialty 390)</p>                     | <p>DON'T TAKE YOUR LOVE FROM ME<br/>Laurie Tate &amp; Joe Morris<br/>(Atlantic 923)</p> | <p>LET'S ROCK AWHILE<br/>Amos Milburn<br/>(Aladdin)</p>                                 |

## ATLANTIC HITS

MAKE ANY WEATHER CLEAR SALE-ING...

- "TEARDROPS FROM MY EYES"  
RUTH BROWN - #919
- "I'LL WAIT FOR YOU"  
RUTH BROWN - #930
- "TENNESSEE WALTZ BLUES"  
STICK Mc GHEE - #926
- "MY LOVE MY DESIRE"  
JOE MORRIS - BILLY MITCHELL - #933
- "DON'T TAKE YOUR LOVE AWAY"  
JOE MORRIS - LAURIE TATE - #923
- "DON'T YOU KNOW I LOVE YOU"  
THE CLOVERS - #934

**ATLANTIC RECORDS**  
301 West 54th Street, New York, N. Y.

FOR LONG GREEN  
Feature  
**"SADIE GREEN"**  
and **"ONE STEADY BABY"**  
by  
**MARGIE DAY & GRIFFIN BROS.**  
Dot Record #1041  
**Dot**  
RECORDS, Inc.  
GALLATIN, TENN. Tel. Gallatin 880

DON'T PASS IT UP!  
HEAR IT NOW!  
SAVOY # 781  
**"STACKED DECK" "MERCY MERCY"**  
with BILLY WRIGHT  
**SAVOY** RECORD CO., INC.  
38 Market St.  
Newark 1, N. J.



# HOT

in DALLAS      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 Dallas, Las Angeles and Other Cities Listed.

**1** **BLACK NIGHT**  
Charles Brown  
(Aladdin 3076)

**2** **DON'T TAKE YOUR LOVE AWAY FROM ME**  
Laurie Tate & Joe Morris  
(Atlantic 923)

**3** **ROCKING & ROLLING**  
Little Son Jackson  
(Imperial)

**4** **LOST LOVE**  
Percy Mayfield  
(Specialty 390)

**5** **LITTLE RED ROOSTER**  
Griffin Bros. & Margie Day  
(Dot 1019)

**6** **KOREA BLUES**  
J. B. Lenore  
(Chess 1449)

**7** **LONG DISTANCE CALL**  
Muddy Waters  
(Chess)

**8** **GEE BABY**  
Johnny Otis  
(Savoy 777)

**9** **TENNESSEE WALTZ BLUES**  
Stick McGhee  
(Atlantic)

**10** **DO SOMETHING FOR ME**  
Dominoes  
(Federal)

**I'LL WAIT FOR YOU**  
Ruth Brown  
(Atlantic)

**BLACK NIGHT**  
Charles Brown  
(Aladdin)

**WHAT WILL I TELL MY HEART**  
Al Hibbler  
(Chess)

**GEE BABY**  
Johnny Otis  
(Savoy)

**ALL THAT WINE IS GONE**  
Big Jay McNeely  
(Imperial)

**HARBOR LIGHTS**  
The Dominoes  
(Federal)

**GOOD MAN BLUES**  
Roy Brown  
(DeLuxe)

**DOLPHIN STREET BOOGIE**  
Red Callender  
(Recorded In Hollywood)

**BABY, LET ME HOLD YOUR HAND**  
Ray Charles  
(Swingtime)

**ONCE IN LOVE BLUES**  
Jimmy Grissom  
(Recorded In Hollywood)

Atlanta, Georgia

1. Black Night (Charles Brown)
2. Back Home Blues (Lowell Fulson)
3. Tears, Tears, Tears (Amos Milburn)
4. Doggin' Blues (Johnny Otis)
5. Lost Love (Percy Mayfield)
6. Long Distance Call (Muddy Waters)
7. House Near Railroad Track (Tommy Brown)
8. Trouble, Trouble (Memphis Slim)
9. Smoky's In Town (Smokey Hogg)
10. Sadie Green (Margie Day)

Oakland, Cal.

1. Gee Baby (Johnny Otis)
2. Don't You Want A Man Like Me (B. B. King)
3. Tennessee Waltz Blues (Stick McGhee)
4. I've Been Lost (Little Willie)
5. Tired Of Crying (Fats Domino)
6. I Apologize (Billy Eckstine)
7. Lost Love (Percy Mayfield)
8. Let's Rock A While (Amos Milburn)
9. I'll Wait For You (Ruth Brown)
10. Do Something For Me (Dominoes)

Savannah, Georgia

1. Black Night (Charles Brown)
2. I Apologize (Billy Eckstine)
3. Jet (King Cole)
4. Please Send Me Someone To Love (Percy Mayfield)
5. If (Ink Spots)
6. Little Red Rooster (Margie Day)
7. Don't Take Your Love Away From Me (Joe Morris)
8. Gee Baby (Johnny Otis)
9. I'll Wait For You (Ruth Brown)
10. Lost Love (Percy Mayfield)

Shaals, Indiana

1. Black Night (Charles Brown)
2. I Apologize (Billy Eckstine)
3. I'll Wait For You (Ruth Brown)
4. Rockin' Blues (Johnny Otis)
5. Please Send Me Someone To Love (Percy Mayfield)
6. Walk That Mess (Tiny Bradshaw)
7. Lost Love (Percy Mayfield)
8. Don't Take Your Love From Me (Joe Morris)
9. Jet (King Cole)
10. Oh What A Face (Stick McGhee)

HENDERSON, N. C.

1. Don't Take Your Love From Me (Joe Morris)
2. Tears, Tears, Tears (Amos Milburn)
3. Gee Baby (Johnny Otis)
4. Chew Tobacco Rag (Lucky Millinder)
5. What Will I Tell My Heart (Buddy Johnson)
6. I'll Wait For You (Ruth Brown)
7. Do Something For Me (Dominoes)
8. Anytime, Anyplace, Anywhere (Joe Morris)
9. Black Night (Charles Brown)
10. Please Send Me Someone To Love (Percy Mayfield)

## The Old And The New



NEW YORK — Symbolizing the old and the new, a microphone hangs in front of an old Nickelodeon in Jahn's ice cream parlor, the scene of the recording of "Whatever Happened To The Good Days" by Lawrence Cook. Cook, who is shown here shaking hands with Pete Dorain, president of Abbey Records, waxed the tune on the old instrument and came up with a highly different sound. This follows his coup of last year when he did "The Piano Roll Blues" and had record fans listening avidly to his old fashioned piano playing.



Getting Hotter!  
**THE LARKS**  
2 Smash Hits—  
Back To Back  
"HOPEFULLY YOURS"  
and  
"WHEN I LEAVE THESE PRISON WALLS"  
Apollo 1180

**APOLLO RECORDS, INC.**  
457 W. 43 St. N. Y.

"... THE COINS ARE GONNA COME POURING IN FOR THIS ONE . . ."

AWARD OF THE WEEK

The Cash Box—April 14

**FREDDIE MITCHELL**

Socks Across



**"HOME SWEET HOME"**

b/w "NATIONAL EMBLEM MARCH"

DERBY No. 750

A Rootin' Tootin' Nickel Nabber

**EUNICE (ROCK LITTLE) DAVIS**

(DADDY)  
With Orch.

**"I'M A WILD WEST WOMAN"**

b/w "EVENING TRAIN"

DERBY No. 760



**Derby Records, Inc.**

520 W. 50th St.

New York, N. Y.

JUBILEE RECORD *Hits*

1st RELEASE—SMASH HIT!

AL MARTINO

singing

"HEAVEN HELP ME"

(I'M IN LOVE)

"HURRY HOME  
TO ME"

JUBILEE No. 4027

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

The Great Victor Young Ballad-

## LOVE ME

Recorded by  
HERB JEFFRIES  
(CORAL)

WORDS &amp; MUSIC, Inc.



## "Is it too late, Doctor?"

Fortunately, it's *not* too late for more and more Americans who are going to their doctors *in time* . . . at the first sign of any one of the seven danger signals which *may* mean cancer: (1) any sore that does not heal (2) a lump or thickening, in the breast or elsewhere (3) unusual bleeding or discharge (4) any change in a wart or mole (5) persistent indigestion or difficulty in swallowing (6) persistent hoarseness or cough (7) any change in normal bowel habits.

By showing Americans how they can protect themselves and their families against cancer, the American Cancer Society is saving thousands of lives *today*. By supporting science and medicine in the search for the causes and cures of cancer, the Society hopes to save countless more *tomorrow*.

Learn how to guard yourself, and those you love, against cancer. Phone the nearest office of the American Cancer Society or write to "Cancer" in care of your local Post Office.

*American Cancer Society*



## THE CASH BOX

## Jazz 'n Blues Reviews

## ★AWARD O' THE WEEK★

"SADIE GREEN" (2:40)  
"ONE STEADY BABY" (2:43)GRIFFIN BROS. & MARGIE DAY  
(Dot 1041)

GRIFFIN BROTHERS



MARGIE DAY

● It looks as though this combination of the Griffin Brothers and Margie Day can't be stopped. Here they are again with another smash labeled "Sadie Green". It's gonna make ops green with delight as they count the coin which this disk pulls into their machines. This is a driving blues number loud and strong

which Margie delivers in assured style as the Griffin brothers let go with a backing that matches her vocal. The second side called "One Steady Baby" is another high powered one which the combination do to a turn. But the end to watch is the first one. It's gonna be cleaning up for a long time.

"WHY DID YOU LEAVE ME" (2:48)  
"GOT A MEAN WOMAN" (2:43)JOHN HOGG  
(Mercury 8230)

● John Hogg shouts the blues on the top deck. With some good small instrumental backing, he gets a real low down feeling into this. The second side is another very slow blues number on which Hogg shines through. Ops will do fine with this one.

"MONEY BLUES" (2:28)  
"EASY" (2:40)CAMILLE HOWARD  
(Specialty 401)

● A good tune with a nice beat serves to give Camille Howard an excellent side. With some terrific backing, Camille punches this number home with verve. The lower end is a slow blues item into which she gets some infectious feeling. This is right for ops.

"DONT MAKE A FOOL OUT OF  
ME" (2:45)

"I'M A BAD BAD GIRL (2:51)

LITTLE ESTHER  
(Federal 12023)

● Little Esther continues on her winning ways with two good sides here. Each end is a slow driving thing on which Esther displays her broken vocal type of rendition while the orchestra helps her out with some magnificent backing. Ops know how this little girl pulls in the coins.

"TWO DRY BONES ON THE  
PANTRY SHELF" (2:47)

"BRAD'S BLUES" (2:43)

TINY BRADSHAW  
(King 4447)

● Tiny Bradshaw has two different types of numbers to offer on this platter. The first is a jumpy one with very cute lyrics while the second is a low down, slow shouting blues number. Both are done with his usual skill and ops will want to get them in their machines fast.

"L'VE TRIED" (2:42)  
"HOW LONG" (2:18)MISS SHARECROPPER  
(National 9151)

● Here are a couple of good sides by a singer known as Miss Sharecropper. The top deck is a slow blues number with a low down piano backing. It's slow and very soft. The bottom is a faster blues item with some exciting drums in the background. Ops should listen in.

"LET ME IN" (2:23)

"THAT'S THE ONE FOR ME" (2:40)

HOT LIPS PAGE  
(RCA Victor 22-0120)

● A jumpy version of a current pop novelty is offered on this platter by Hot Lips Page. Running through the good lyrics of this song, Page makes it exciting to hear. The second side is a duet with Mildred Anderson on a much recorded tune. Ops oughta hear it.

"I CAN'T GET YOU OUT OF  
MY MIND" (2:48)

"I CAN'T RESIST YOU" (2:40)

IVORY JOE HUNTER  
(MGM 10951: K10951)

● Two wonderful sides by Ivory Joe Hunter show up here. The upper half is an ultra slow blues ballad with some excellent backing while on the lower half, Hunter sings in an easy going way and again makes it come out right. This is a natural for ops.

"FINE, FINE BABY" (2:31)  
"I'M SO LONELY I COULD  
DIE" (3:10)DINAH WASHINGTON  
(Mercury 8232)

● Dinah Washington has two tunes here which she does in her usual exciting manner. Each end is a slow blues number on which Walter Buchanan's orchestra backs her up. Dinah of course displays her terrific voice and interpretations. Ops know her pulling power.



# Decca Stars and Boss



HOLLYWOOD, CAL.—At Jerry Gray's Palladium opening this past week, Decca was well represented in the person of Evelyn Knight and Milton Rackmil, president of the recording firm. Jerry who is headed east after his present engagement, is currently going strong with his album "In The Mood". Evelyn opened at the Plaza in New York shortly after this photo was taken.

**1** SHOTGUN BOOGIE  
Tennessee Ernie  
(Capitol 1295; F-1295)

**2** MOCKIN' BIRD HILL  
Pinetoppers  
(Coral 64061; 9-64061)

**3** THERE'S BEEN A CHANGE IN ME  
Eddy Arnold  
(RCA Victor 21-0412; 48-0412)

**4** RHUMBA BOOGIE  
Hank Snow  
(RCA Victor 21-0431; 48-0431)

**5** BEAUTIFUL BROWN EYES  
Jimmy Wakely  
(Capitol 1393; F-1393)

## Additional Tunes

COLD, COLD HEART  
Hank Williams  
(MGM 10904; K10904)

DEAR JOHN  
Hank Williams  
(MGM 10904; K10904)

KENTUCKY WALTZ  
Eddy Arnold  
(RCA Victor 21-0444; 48-0444)

IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME  
Lefty Frizell  
(Columbia 20-739; 8-770)

I LOVE YOU A THOUSAND WAYS  
Lefty Frizell  
(Columbia 20-739; 8-770)

## Marian Maye, Missing Singer, Turns Up In Atlantic City; New Contract Waiting

NEW YORK—The missing singer, Marian Maye, who introduced Elmo Russ' "Gotta Find Somebody To Love" for Pyramid Records, was located Sunday, April 8 in Atlantic City. Miss Maye had been away from New York for over six weeks and was unaware that her recording of the song had caused the stir in music circles that it did.

Miss Maye suddenly turned up in Atlantic City at the home of her sister Mrs. Sylvia Kaplan who immediately telephoned Mr. Russ in New York. Russ drove there at once to notify Miss Maye that her voice had been heard on records, released by Coral, throughout the country, that she had earned over \$500 in advance royalties, that her picture was appearing on sheet music copies of the song, and that Pyramid Records was prepared to offer a contract to record a series of new tunes.

The talented young singer was completely unaware of the success her first recording had attained. She explained that she had been completely discouraged in her pursuit of a singing career and had been in Minneapo-

lis for several weeks where she stayed with friends, then spent a week in Chicago looking for work. While she had originally intended to seek work in Los Angeles, Miss Maye was forced to change her plans because of the lack of funds.

She went from Chicago to Washington, D. C. where she remained for two weeks in an attempt to find work with a Government agency. This was also fruitless and she decided to return to her home in New York. She stopped off in Atlantic City to spend a week end with her sister.

Miss Maye at first would not believe the reports of her overnight success and popularity as a singer. She had remembered making an audition record with piano accompaniment for Pyramid last January but had never considered that it might turn out to be one of the most talked of recordings in the music business.

Mr. Russ promptly persuaded Miss Maye to return with him to New York where they will arrange for an early recording session. Among the tunes selected are "The Australian Coo Song" and "Then It's Goodbye To You."

## Atlantic Records Steps Out Into Pop Field

Atlantic Records, leading rhythm and blues diskery made its first major entry into the pop field last week with the release of "Take My Love", featuring ex-Harry James thrush, Marion Morgan, and the Joel Herron Orchestra.

Encouraged by initial disk jockey and distributor reaction to its first pop effort, and especially by Martin Block's picking the record as "the best female vocal of the week" on his WNEW Saturday night stanza, Atlantic is shipping the platter on a guarantee-sale basis and has engaged

Nat Shapiro to handle national deejay promotion.

Atlantic which stepped out of the rhythm and blues field to record a highly successful children's set, "The Magic Album," and has also ventured into the fields of poetry and drama with its "This Is My Beloved" and "Romeo & Juliet" albums, has maintained a high average of r. and b. hits in its three years of operation.

Among the artists in the Atlantic stable are Ruth Brown, Al Hibbler, Joe Morris, Laurie Tate, Stick McGhee and Frank Cully.

best sellers **DE LUXE**

**Federal RECORDS**

**FOLK-WESTERN**

- ★ COWBOY COPAS  
THE STRANGE LITTLE GIRL  
YOU'LL NEVER EVER SEE ME CRY  
(with KATHY COPAS) 951 and 45-951\*
- ★ ZEB TURNER  
CHEW TOBACCO RAG  
NO MORE NOTHIN' (BUT GETTIN'  
YOU OFF MY MIND) 950 and 45-950\*
- ★ SHORTY LONG  
GOODNIGHT CINCINNATI, GOOD  
MORNING TENNESSEE  
JUST LIKE TWO DROPS OF WATER  
953 and 45-953\*
- ★ BOB NEWMAN  
LONESOME TRUCK DRIVER'S BLUES  
LEFTOVER HASH 945 and 45-945\*
- ★ MOON MULLICAN  
TOO MANY IRONS IN THE FIRE  
SHORT BUT SWEET 931 and 45-931\*
- ★ HAWKSHAW HAWKINS  
RATTLESNAKIN' DADDY  
I HATE MYSELF 944 and 45-944\*
- ★ CLYDE MOODY  
BEAUTIFUL BROWN EYES  
WHAT CAN I DO 952 and 45-952\*

**POPULAR**

- ★ JOHNNY LONG  
SOCIALBILITY  
NOTHIN' ELSE WILL DO 15104
- ★ GENE WILLIAMS  
CLOUDS  
BUT DOES THAT MAKE YOU MINE 15100

**SEPIA-BLUES**

- ★ TINY BRADSHAW  
TWO DRY BONES ON THE PANTRY  
SHELF 4447
- ★ LUCKY MILLINDER  
CHEW TOBACCO RAG  
GEORGIA ROSE 4449 and 45-4449\*
- ★ WYNONIE HARRIS  
JUST LIKE TWO DROPS OF WATER  
TREMBLIN' 4448
- ★ IVORY JOE HUNTER  
SHE'S GONE BLUES  
STOP ROCKIN' THAT TRAIN 4443

**Federal RELEASES**

- ★ THE DOMINOES  
DO SOMETHING FOR ME  
CHICKEN BLUES 12001 and 45-12001\*
- ★ LITTLE ESTHER  
OTHER LIPS, OTHER ARMS  
THE DEACON MOVES IN  
(with THE DOMINOES)  
12016 and 45-12016\*

**DE LUXE**

- ★ ROY BROWN  
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GOOD MAN BLUES 3312 and 45-3312\*

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**"SHENANDOAH WALTZ"**  
 by TOMMY TUCKER  
 on M-G-M No. 10897  
**M-G-M RECORDS**

**PAL Gets Polka**  
 NEW YORK—A song named the PAL Polka written by George Snowhill and published by Cherio Music Publishers, Inc. and dedicated to the Police Athletic League was presented to Commissioner Nolan, President of the Police Athletic League by James Hilliard, head of Coral Records, a subsidiary of Decca at the Bussey Youth Center, at 507 West 40th Street, Manhattan on Tuesday, April 10th. A group of PAL boys and girls in costume danced the polka to the music of their new tune as recorded by Eddie Gronet and his orchestra.

**Wrisley Joins WFGM**  
 FITCHBURG, MASS.—John Wrisley, formerly of WTAG Worcester, Mass., has joined WFGM Fitchburg, according to Ansel E. Gridley, General Manager of the Fitchburg station. Wrisley has been associated with WTAG for the past three and a half years and in that time has built a large following in Central New England through his disk jockeying on his daily "John Wrisley Show." This now gives WFGM two of New England's most powerful disk jockeys as Wrisley joins Ed Penney whose afternoon show "Penney Serenade" has been the area's top disc show during the past two years. Wrisley will conduct a two hour morning record show six days a week.

**New Station For New England**  
 LOWELL, MASS.—A new radio station, WCAP, 1,000 watter, will open in Lowell on April 29 featuring all around programming with the highlight on musical entertainment. Top announcers will be Phil Goulding, formerly of CBS and WMGM, brother of Ray Goulding of radio and TV, as well as Joe Danis who will also act as assistant program director.

**THE CASH BOX**  
*"Folk" and "Western" Record Reviews*

**BULLSEYE of the WEEK**

**"I'VE DONE AND SOLD MY SOUL" (2:47)**  
**"I LOVE MY LITTLE YO-YO" (2:46)**  
 WAYNE RANEY  
 (King 939)

● A side which is due for a lot has an interesting story to tell and play is offered here by Wayne its done with a listenable set of Raney. It's titled "I've Done And lyrics. The backing matches Raney's excellent vocal and the entire affect is one of a winner. The second side is a novelty which he also does with skill. But the end which looks hot is the first one. Ops should be sure to give it a listen.

**"THE FRIEND" (2:37)**  
**"CHEW TOBACCO RAG" (2:25)**  
 BUZ BUTLER  
 (Mercury 6323)

● Buz Butler has a tearful tale on the top deck. He does it in very slow fashion and displays his good voice to advantage. The lower half is the much recorded novelty which is threatening to break through and this version should give it another shove. Ops will want to take a peek.

**"CRACKERS CHEESE AND BEER" (2:47)**  
**"WHAT AM I DOING DOWN HERE" (2:53)**  
 BOB WILLIAMS & BAND  
 (Tennessee 746)

● Bob Williams sings out some very cute lyrics on the upper level and he gets a fine musical assist from his band. The lower end is a special piece of material which tells a difficult story. This will probably do well in the right locations.

**"RATTLESNAKIN' DADDY" (2:39)**  
**"I HATE MYSELF" 2:31)**  
 HAWKSHAW HAWKINS  
 (King 944)

● A lively tune makes up the Hawkshaw Hawkins offering on the upper end of this platter. Hawkins goes into a little yodel here as he gets some good guitar backing. The bottom end is a slow blues ballad on which he displays some more good vocalizing. Ops know this man's drawing power.

**"I'M ALONE BECAUSE I LOVE YOU" (2:25)**  
**"THE SPIDER AND THE FLY" (2:11)**  
 RAMBLIN' JIMMY DOLAN  
 (Copitol 1487; F-1487)

● Ramblin' Jimmy Dolan goes to town with a ballad and a novelty on each end of this disk. The first side gets a slow vocal from Jimmy while on the second side he delivers the catchy lyrics in excellent style. This will make a good filler item for ops.

**"WAXAHACHIE DISHWASHER BOY" (2:25)**  
**"WHEN I'M BESIDE YOU" (2:55)**  
 JIM BOYD  
 (RCA Victor 21-0455; 48-0455)

● Jim Boyd and his Men of the West have a couple of different type numbers to offer here. The top deck is a jumpy thing with some cute lyrics while the second side is a slow ballad in a dreamy vein. Both ends make for good listening.

**"WHAT'S THE USE TO TAKE YOU BACK AGAIN" (2:54)**  
**"DON'T DO ANYTHING TODAY" (2:47)**  
 DAVE LANDERS  
 (MGM 10933)

● Dave Landers goes into his act on the top deck, satirizing hillbilly ballads. And he certainly does a good job of getting the full flavor into it and yet making fun of it. The second side he does straight and it too comes out as worthwhile. Ops oughta take a listen.

**"I BETCHA MY HEART I LOVE YOU" (2:43)**  
**"I LAUGH WHEN I THINK I CRIED OVER YOU" (2:38)**  
 BOB WILLS  
 (MGM 10934)

● Bob Wills and his band have a couple of typically hillbilly items to play with on this platter. The top deck features Laura Lee on a happy sounding number while the second half has Jimmie Widener singing the good lyrics. Here's one ops shouldn't miss.

**"TOO BAD ABOUT YOU" (2:45)**  
**"BEFORE I'M THROUGH" (2:50)**  
 WESLEY TUTTLE  
 (Copitol 1478; F-1478)

● Unrequited love gets Wesley Tuttle into two ballads on the current disk. Both ends are slow numbers with sad tales to tell and Wesley tells them well with the aid of some fine backing. Ops looking for good stock items, should get ahold of these.

**NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS**

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IN ORDER OF POPULARITY  
 BASED ON  
**WEEKLY NATIONAL SURVEY**

THE BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 DISCS. FIGURES LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTIST, AND OTHER DATA ON THE REVERSE SIDE.

**CODE**

- |                  |                |
|------------------|----------------|
| AB—Abbey         | LO—London      |
| AD—Adam          | ME—Mercury     |
| AL—Aladdin       | MG—MGM         |
| AP—Apollo        | MO—Modern      |
| AT—Atlantic      | NA—National    |
| BU—Bullseye      | OR—Oriole      |
| CA—Capital       | PR—Prestige    |
| CO—Columbia      | RA—Rainbow     |
| CR—Coral         | RE—Regent      |
| DA—Dana          | RG—Regal       |
| DE—Decca         | SA—Savoy       |
| DY—Derby         | SIT—Sittin' In |
| 4 Star—Four Star | SP—Specialty   |
| FE—Federal       | TE—Tempo       |
| JU—Jubilee       | TW—Tower       |
| KI—King          | VI—Victor      |

45 rpm numbers in parenthesis

April 21 April 14

- 1—MOCKIN' BIRD HILL 100.6 87.9**  
 CA-1373 (F-1373)—LES PAUL  
*Chicken Reel*  
 CR-64061 (9-64061)—PINETOPPERS  
 DE-27444 (9-27444)—RUSS MORGAN  
*Flying Eagle Polka*  
 LO-851 (30296)—MARLIN SISTERS  
*Girl I Left Behind*  
 ME-5552 (5552x45)—TINY HILL  
*If You've Got The Money*  
 ME-5595 (5595x45)—PATTI PAGE  
*I Love You Because*  
 VI-21-0396 (48-0396)—BRITT & ALLEN
- 2—BE MY LOVE 97.5 131.1**  
 CA-1352 (F-1352)—RAY ANTHONY O.  
*I Wonder What's Become Of Sally*  
 CO-39157—LES BROWN  
*In The Land Of Make Believe*  
 CR-60373 (9-60373)—OWEN BRADLEY  
*Sentimental Music*  
 DE-27366 (9-27366)—VICTOR YOUNG  
*Too Young*  
 DE-27534 (9-27534)—ETHEL SMITH  
*If*  
 MG-10799 (K-10799)—BILLY ECKSTINE  
*Only A Moment Ago*  
 VI-10-1561 (49-1353)—MARIO LANZA  
*I'll Never Love You*
- 3—IF 97.2 131.3**  
 CA-1342 (F-1342)—DEAN MARTIN  
*I Love The Way You Say*  
 CA-1351 (F-1351)—JAN GARBER O.  
*Castles In The Sand*  
 CO-39082 (6-939)—JO STAFFORD  
*It Is No Secret*  
 CR-60355 (9-60355)—DENNY VAUGHAN  
*Wait For Me*  
 DE-27391 (9-27391)—INK SPOTS  
*A Friend of Johnny's*  
 DE-27481 (9-27481)—LOUIS ARMSTRONG  
*You're Just In Love*  
 DE-27534 (9-27534)—ETHEL SMITH  
*Be My Love*  
 LO-833—DICK JAMES  
 ME-5565 (5565x45)—VIC DAMONE  
*You And Your Beautiful Eyes*  
 MG-10896 (K10896)—BILLY ECKSTINE  
*When You Return*  
 VI-20-3997 (47-3997)—PERRY COMO  
*Zing, Zing, Zoom, Zoom*
- 4—ABA DABA HONEYMOON 67.4 52.3**  
 CO-38802—WILLIE SOLAR  
 CO-39205 (4-39205)—HELEN KANE  
*Hug Me, Kiss Me, Love Me*

- April 21 April 14
- CR-60374 (9-60374)—CLIFF STEWARD  
*Down In Jungle Town*  
 DE-27474 (9-27474)—CARMICHAEL & DALEY  
*Golden Rocket*  
 ME-5586 (5586x45)—HAYES & KALLEN  
*I Don't Want To Love You*  
 MG-30282 (K30282)—REYNOLDS & CARPENTER  
*Row, Row, Row*  
 VI-20-4065 (47-4065)—FREDDY MARTIN  
*Beautiful Madness*
- 5—BEAUTIFUL BROWN EYES 58.9 35.3**  
 CA-1426 (F-1426)—ARTHUR SMITH  
*Train Whistle Blues*  
 CA-1393 (F-1393)—JIMMY WAKELY  
 CO-39212 (4-39212)—ROSEMARY CLOONEY  
 DE-27485 (9-27485)—EVELYN KNIGHT  
*That's How Our Love Will Grow*  
 DE-46302 (9-46302)—EDDIE ZACK  
*Shenandooh Waltz*  
 ME-5370 (5370x45)—DORIS DREW  
*Shut Up*  
 MG-10914 (K10914)—ARTHUR SMITH  
 VI-20-4062—LISA KIRK
- 6—WOULD I LOVE YOU 50.8 46.9**  
 CA-1368 (F-1368)—HELEN O'CONNELL  
*Gypsy Heart*  
 CO-39159 (4-39159)—DAY & JAMES  
*Lullaby Of Broadway*  
 DE-27402 (9-27402)—JERRY GRAY O.  
*Say It With Your Kisses*  
 DE-27490 (9-27490)—GORDON JENKINS  
*I Love You Much Too Much*  
 ME-5571 (5571x45)—PATTI PAGE  
*Sentimental Music*  
 VI-20-4056 (47-4056)—TONY MARTIN  
*I Apologize*
- 7—MY HEART CRIES FOR YOU 46.8 46.6**  
 CA-1328 (F-1328)—JIMMY WAKELY  
*Music By The Angels*  
 CO-39067—GUY MITCHELL  
*The Roving Kind*  
 CO-39086 (4-39086)—STAFFORD & AUTRY  
*Tear Drops From My Eyes*  
 CO-39142 (4-39142)—KEN GRIFFIN  
*Sa Long*  
 DE-27333 (9-27333)—VICTOR YOUNG  
*The One Finger Melody*  
 DE-27378 (9-27378)—KNIGHT-FOLEY  
*'Pater Pie*  
 LO-877—AL MORGAN  
*Get Out Those Old Records*  
 ME-5563 (5563x45)—VIC DAMONE  
*Music By The Angels*  
 ME-8209 (8209x45)—DINAH WASHINGTON  
*I Apologize*  
 MG-10868 (K10868)—BILL FARRELL  
*You Love Me*  
 VI-20-3978 (47-3978)—DINAH SHORE  
*Nobody's Chasing Me*
- 8—SPARROW IN THE TREE TOP 43.7 31.6**  
 CO-39190 (4-39190)—GUY MITCHELL  
*Christopher Columbus*  
 DE-27477 (9-27477)—CROSBY & ANDREWS SISTERS  
*Forsaking All Others*  
 LO-931 (45-931)—REGGIE GOFF  
*I Love You Because*  
 ME-5597 (5597x45)—REX ALLEN  
*Always You*
- 9—BRING BACK THE THRILL 39.2 32.6**  
 CA-1350 (F-1350)—MARY MAYO  
*A Penny A Kiss*  
 DE-27484 (9-27484)—DON CHERRY  
*I Apologize*  
 LO-960—VINNI DE CAMPO  
 ME-5575 (5575x45)—TONY FONTAINE  
*Vision of Bernadette*  
 MG-10903 (K10903)—BILLY ECKSTINE  
*I Apologize*  
 VI-20-4016 (47-4016)—EDDIE FISHER  
*If It Hadn't Been For You*
- 10—YOU'RE JUST IN LOVE 38.4 60.8**  
 CO-39052—CLOONEY & MITCHELL  
*Marrying For Love*  
 CR-60335 (9-60335)—TILTON & BABBITT  
*It's A Lovely Day Today*  
 DE-27317 (9-27317)—MERMAN & HAYMES  
 DE-27481 (9-27481)—LOUIS ARMSTRONG  
*If*  
 ME-5545—CHAPEL & LeWINTER O.  
*I've Never Been In Love Before*  
 MG-10845—RUSS CASE  
*Best Thing For You*

- April 21 April 14
- VI-20-3945 (47-3945)—COMO & FONTANE SISTERS  
*It's a Lovely Day Today*
- 11—ON TOP OF OLD SMOKY 33.7 10.6**  
 CO-39328—BURL IVES  
*Synopated Clock*  
 DE-27515 (9-27515)—WEAVERS  
*Across The Wide Missouri*  
 ME-5612 (5612 x 45)—GEORGE SIRAVO O.  
*Do You Dig John Peel*
- 12—I APOLOGIZE 27.2 23.2**  
 CO-39189 (4-39189)—CHAMP BUTLER  
*There'll Be Mourning*  
 DE-27484 (9-27484)—DON CHERRY  
*Bring Back The Thrill*  
 LO-964 (45-964)—ANITA O'DAY  
*You Took Advantage Of Me*  
 ME-8209 (8209x45)—DINAH WASHINGTON  
*My Heart Cries For You*  
 MG-10903 (K10903)—BILLY ECKSTINE  
*Bring Back The Thrill*  
 VI-20-4056 (47-4056)—TONY MARTIN  
*Would I Love You?*
- 13—HOW HIGH THE MOON 22.7 5.9**  
 CA-1451 (F-1451)—LES PAUL & MARY FORD  
*Walkin' & Whistlin' Blues*  
 CO-39145—ERROLL GARNER  
*Poor Butterfly*  
 DE-24513 (9-24513)—LIONEL HAMPTON O.  
 MG-30303 (K30303)—DAVID ROSE
- 14—SO LONG 21.9 17.9**  
 CA-1381 (F-1381)—LES BAXTER  
*The Roving Kind*  
 CO-20791 (4-20791)—JOHNNY HICKS  
*All My Life*  
 CO-39142 (4-39142)—KEN GRIFFIN  
*My Heart Cries For You*  
 CO-39160 (4-39160)—PAUL WESTON  
*Across The Wide Missouri*  
 CR-60366 (9-60366)—LYN MURRAY O.  
*John B*  
 DE-27376 (9-27376)—JENKINS & WEAVERS  
*Lonesome Traveler*  
 DE-46297 (9-46297)—FOLEY & TUBB  
*The Chicken Song*  
 ME-5570 (5570x45)—RALPH MARGERIE O.  
*Here's To Happiness*  
 VI-22-0059—JOHNNY MOORE
- 15—IT IS NO SECRET 21.5 30.8**  
 CA-1308 (F-1308)—JOE ALLISON  
 CO-39802 (6-939)—JO STAFFORD  
*If*  
 CO-39073 (6-928)—MARINERS  
*How Near To My Heart*  
 CR-64069 (9-64069)—OZIE WATERS  
 DE-27326 (9-27326)—BILL KENNY  
*I Hear A Choir*  
 DE-46281 (9-46281)—HANK GARLAND  
 LO-872 (45-872)—BOB HOUSTON  
*Sweetheart's Dream*  
 ME-5564 (45x5564)—KALLEN & HAYES  
*Get Out Those Old Records*  
 VI-21-0405 (48-0405)—BRITT & ALLEN  
 VI-20-3976 (47-3976)—THREE SUNS  
*To Think You've Chosen Me*
- 16—TENNESSEE WALTZ 21.3 28.4**  
 CA-1316 (F-1316)—LES PAUL  
*Little Rock Getaway*  
 CO-20551—ROY ACUFF  
*Sweeter Than The Flowers*  
 CO-39065 (6-916)—JO STAFFORD  
*If You've Got The Money*  
 CO-39113 (4-39113)—SAMMY KAYE  
*Get Out Those Old Records*  
 CR-60313 (9-60313)—ERSKINE HAWKINS  
*Skippin' And A Hoppin'*  
 DE-27336 (9-27336)—GUY LOMBARDO  
*Get Out Those Old Records*  
 DE-46122 (9-46122)—J. & L. SHORT  
*Long Gone Daddy*  
 LO-867 (45-867)—ANITA O'DAY  
*Yea, Boo*  
 ME-5534 (5534x45)—PATTI PAGE  
*Boogie Woogie Santa Claus*  
 MG-10864—TOMMY TUCKER  
*The Thing*  
 VI-20-3979 (47-3979)—FONTANE SISTERS  
*I Guess I'll Have To Dream The Rest*  
 VI-21-0407 (48-0407)—PEE WEE KING
- 17—THE ROVING KIND 20.2 28.9**  
 CA-1381 (F-1381)—LES BAXTER  
*So Long*  
 CO-39067 (6-918)—GUY MITCHELL  
*My Heart Cries For You*

- April 21 April 14
- DE-27332 (9-27332)—THE WEAVERS  
*Wreck Of The John B.*  
 ME-5573—REX ALLEN  
 MG-10879—THE MELODEONS  
*Missus O'Malley*
- 18—A PENNY A KISS 19.1 31.5**  
 CA-1350 (F-1350)—MARY MAYO  
*Bring Back The Thrill*  
 DE-27414 (9-27414)—ANDREWS SISTERS  
*Zing, Zing—Zoom, Zoom*  
 LO-878—BREWER-LANSON  
*Hello*  
 ME-5567 (5567x45)—EDDY HOWARD  
*I Still Feel The Same About You*  
 VI-20-4019 (47-4019)—SHORE-MARTIN  
*In Your Arms*
- 19—SYNCPATED CLOCK 17.2 7.6**  
 CO-39328 (4-39328)—PERCY FAITH O.  
*On Top Of Old Smoky*  
 DE-40201 (9-40201)—LEROY ANDERSON  
*Waltzing Cat*  
 ME-5607 (5607 x 45)—TONY FONTANE  
*No One But You*  
 NA-9152—EILEEN BARTON  
*Lock The Barn Door*  
 VI-20-4090 (47-4090)—THREE SUNS  
*March Of The Cards*
- 20—SHOT GUN BOOGIE 16.8 3.6**  
 CA-1295 (F-1295)—TENNESSEE ERNIE  
 CO-39212 (4-39212)—ROSEMARY CLOONEY  
*Beautiful Brown Eyes*  
 DE-48200 (9-48200)—CECIL GANT
- ADDITIONAL TUNES LISTED BELOW  
 IN ORDER OF POPULARITY
- 21—HOT CANARY 13.1 5.8**
- 22—ONCE UPON A NICKEL 12.7 10.7**
- 23—ACROSS THE WIDE MISSOURI 11.6 20.1**
- 24—ALWAYS YOU 11.1 —**
- 25—SHENANDOAH WALTZ 8.1 9.4**
- 26—OH, WHAT A FACE! 7.8 12.5**
- 27—THE LOVELIEST NIGHT OF THE YEAR 7.7 —**
- 28—WHEN YOU RETURN 7.6 6.8**
- 29—MAY THE GOOD LORD BLESS AND KEEP YOU 7.5 16.6**
- 30—VESTI LA GIUBBA 7.4 10.8**
- 31—IN YOUR ARMS 7.3 2.7**
- 32—NEVER BEEN KISSED 7.2 —**
- 33—LET ME IN 7.1 12.4**
- 34—PRETTY EYED BABY 6.9 —**
- 35—WAIT FOR ME 5.2 2.2**
- 36—LULLABY OF BROADWAY 4.6 6.9**
- 37—METRO POLKA 4.5 —**
- 38—I TAUT I TAW A PUDDY-TAT 3.2 8.9**
- 39—MAMA 2.5 5.6**
- 40—YOU AND YOUR BEAUTIFUL EYES 2.4 9.1**

# URGE TRADE NOT TO BE MISLED BY TEMPORARY BUSINESS SLIDEOFF

## Prepare for Dearth of New Equipment by Late Summer of '51, Leaders Declare, and Possibly No New Machines from Late Winter '51 Thruout All of 1952.

CHICAGO—One of the unfortunate results of the present temporary business slideoff, which is now being felt in some areas thruout the country, is that many in the trade are being misled in the belief that production of new machines, even the present amount of production, will continue indefinitely.

As this business slideoff came into being, with many having stocked up very heavily, prices most naturally dropped. The law of supply and demand being what it is, and the further fact that certain metal restrictions were eased for the manufacturers, many became somewhat frantic, and began to cut price in an effort to rid themselves of inventory.

This is, most certainly, the most illogical business fact which has come into being in the field with the present temporary business slideoff. Those who have been selling off at extremely low prices will find that, when they again want and need this same equipment, possibly in the very near future, that they will be paying many times the price they sold for to once again obtain it.

The fact, and it is a very solid fact, remains that the defense production effort is growing greater and more intense by the minute and will, eventually, tie in one factory after the other, to the point where all normal production of new equipment will fall by the wayside.

In fact, leaders in the field declare that the industry will not see 35 per cent of its normal production capacity by late summer of 1951. Some of these men have even placed a lower figure than this on this industry's productive capacity by that time.

It is only natural, as more and more factories in the industry obtain more defense work, that their regular products production go down. It's going down at a very rapid pace today. The overall 100 per cent figure, which could be likened to 1949 or 1950, is now 'way off its mark. In fact it's already off over 50 per cent.

As yet, a great number of the larger industrialists, the prime contractors, haven't even started to get into production stride. When they do reach even 50 per cent, or 60 per cent, of their producing capacity, they will take over, by sub-contract, more and more of the productive capacity of the factories in this, and almost every other, industry.

This will then mean that, as the coin machine manufactories get deeper into war work, less and less production of their regular product will result.

At the same time, there are already over 64,000,000 men and women at work. NPA believes that, within a year or so, there will be over 68,000,000 workers on the job handling the great defense production which is necessary to equalize the fighting strength of this, and all other democratic nations, with that of the Communist countries.

It also means, to the members of this industry, that more people at work with more money in their collective pocket, will result in more play

## CHICAGO JUKE BOX OPS CHANGING OVER TO 1 PLAY 10c, 3 PLAYS 25c

### CMI Seeks Ops' Opinions On 10c Pinball Play

CHICAGO—Reports are current here to the effect that CMI (Coin Machine Institute) will attempt a survey of the nation's pinball game operators in an effort to learn whether the operators are interested in the five-ball games appearing with ten cent coin chutes or to continue as at present with five cent coin chutes.

Dudley Ruttenberg, attorney for CMI, reported that this survey, to gather opinions from the nation's operators, would be strictly a trade association matter.

The association wants time to study all the answers which it will receive and will, probably, after much study of the statements and opinions of the nations operators, pass on this information.

There has been much controversy over 5c and/or 10c pinball games play.

In some sections of the country, pinball ops are of the belief that the games should come equipped from the factories with 10c coin chutes.

In other parts of the nation, pinball ops believe that 5c play is the best.

Letters have been received by *The Cash Box* for some years now regarding 10c versus 5c pinball play action.

A letter from Phil Frank of Chester, Pa. was all for 10c play. A letter from Louis Boasberg of New Orleans, La. is against 10c play.

CMI's survey of the entire nation should, therefore, prove unusually interesting to all concerned with pinball games. Some surprising revelations are expected.

for all types of coin operated relaxing and stimulating equipment, as well as more business for all types of automatic merchandisers.

At the present time, with the quotas and restrictions with which coin machine factories are faced, production can not be expected to reach anywhere near the mark it has in the past few years. For, with the defense effort what it is at present, there is no doubt that the restrictions will become ever tighter, and that many more

(Continued on Page 24)

### Ops Unanimously Agree At Packed Meeting To Make This Changeover By May 1st



PHIL LEVIN and RAY CUNLIFFE

CHICAGO—At one of the best attended meetings of the Recorded Music Service Association, Wednesday, April 4, (the Chicago juke box ops' association) operators unanimously agreed to immediately start changing over their phonos to 1 play 10c and 3 plays for 25c.

They also agreed to have all their phonos changed over to this type play by May 1, 1951.

Ray Cunliffe, president of the organization and Phil Levin its secretary, reported on dime play progress during the meeting.

Members had been urging the association to switch over to 1 play 10c and 3 plays for 25c for sometime. For many weeks prior to this big meeting operators here have been discussing the need for dime play.

Reports were current from Princeton, Ill., where Sterling Music Service had changed over to 1 play 10c and 3 plays for 25c, that Sterling was enjoying a very fine increase in collections.

Reports from other cities, many of these taken from past issues of *The Cash Box*, were also heard by the members. Leaders here were all for the change, pointing out that with their peak play hours cut down to a minimum by TV, and with the further fact that overhead expense and cost of equipment had risen terrifically in the past months, they simply were up against the wall to cover even

their overhead expense.

Many had already changed many of their phonos over to 1 play 10c and 3 plays for 25c. Ops like Andy Oomens here reported that they were enjoying better collections. Oomens had also been among the very first to test 2 plays for 10c and 6 plays for 25c when that action was taken by the organization.

Bob Gnarro of ABC Music also reported that the 1 play for 10c and 3 plays for 25c was the salvation of the operators at this time. Gnarro has long advocated a changeover to higher coinage in view of increased labor costs, higher equipment prices, and tremendously increased general overhead.

Harold Motherway, one of the best known ops here, stated, "I advocated the change to 1 play 10c and 3 plays for 25c a long time ago. It's the only salvation for the music operator. We might as well prepare ourselves for future eventualities.

"There is no doubt that we are facing higher taxes and much higher prices in the future for all supplies, parts and equipment. We can't see how we can continue on nickel play.

"In fact," he emphasized, "not even the powerful telephone companies could continue on nickel play. With inflated coinage, with increased overhead, with more taxes and higher costs on the way, we simply have to try and find a method to save ourselves from losing money constantly."

In the meantime ops continue to change over to 1 play 10c and 3 plays for 25c. There have been very few complaints from location owners. The few who have complained, ops explained, were quickly advised the reason for the change.

"In fact," one op reported, "I simply pointed to the television set which was showing a fifteen year old western picture and then pointed to my silent phonograph. The storekeeper shut right up.

"After a talk with him, he now agrees that he'll help me for he, too, can see that this is the one and only salvation for us. A tip to some music ops, I've moved my phonos closer to the coin telephones in my locations."

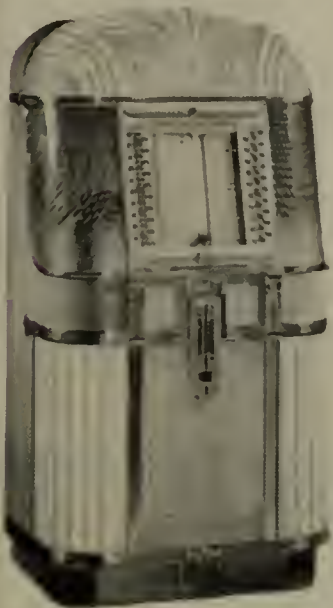
(Editor's Note: Over eight years ago "The Cash Box" proposed that the entire music field switch over to 2 plays for 10c and 5 or 6 plays for 25c. It was suggested in those early edi-

(Continued on Page 24)



model **A**

The first of the modern AMI's, famous for its lavish beauty and sensational record changing mechanism. Still commands a top price on the used machine market.



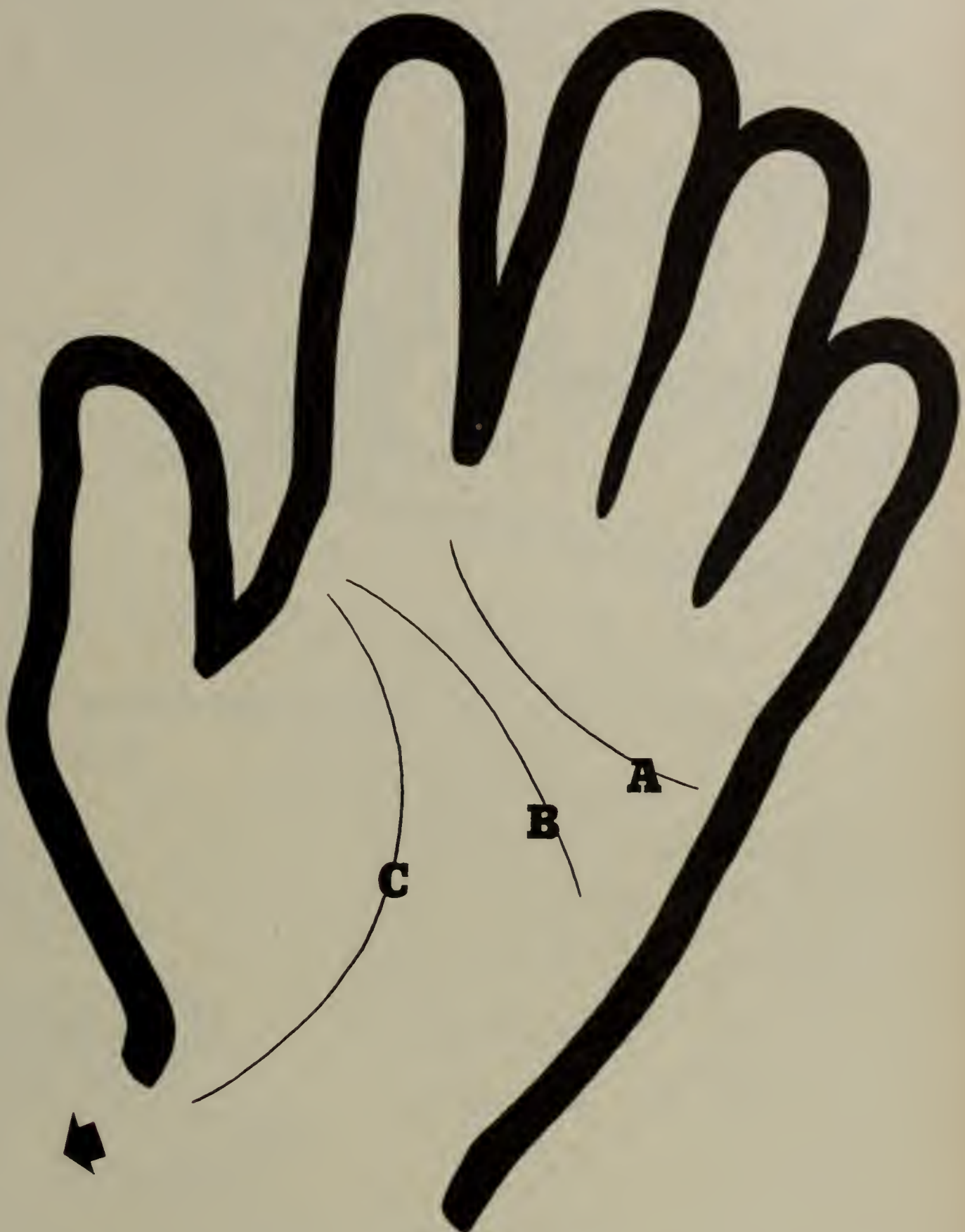
model **B**

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model **C**

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GENERAL OFFICE AND FACTORY: 1500 UNION AVENUE S. E., GRAND RAPIDS 2, MICHIGAN

"It's What's in THE CASH BOX That Counts"

# Chi Phono Ops Vote 10¢ Play

(Continued from Page 22)

torials that this type play be continued until music ops could change over to 1 play for 10c and 3 plays for 25c.

When this latter proposal was made by "The Cash Box" in an editorial, some of the larger phono manufacturers came to the fore and endorsed this plan.

They, too, pointed out the need for more intake to insure a financially sound and prosperous automatic music industry. But, disagreement entered into the picture and, before long, the plan was forced into the discard.

Just this past year, "The Cash Box" again issued a call to the field, pointing to heavily increased overhead expense, higher costs of supplies, parts and equipment, and even tho "The Cash Box" had urged the trade during that eight year interim to go to a better commission percentage arrangement, insure itself with front service money

guarantees and legal location agreements, it now again urged that ops should go back to the over eight year old proposal of "The Cash Box" and switch over to 10c play in one form or another.

Ops made tests and jubilantly reported the success of these tests to this publication. These were then published for the entire industry to read.

Some changed to 2 plays 10c and 5 or 6 plays for 25c. Others, instead, jumped into 1 play 10c and 3 plays for 25c. The results of this latter type play have now convinced many that the time for straight dime play is here.

The telephone companies, increased selectivity of the phonos themselves, higher taxation, inflation, increased labor and general overhead, as well as higher cost of equipment, have all played their part in this gradual change to dime play.)

## What Chicago's Music Ops Think Of 1 Play 10¢, 3 Plays 25¢

CHICAGO—After the big mass meeting of the Recorded Music Service Assn., (Wed., April 4), *The Cash Box* quickly surveyed noted music ops about town to get their reaction and opinion as to 1 play 10c, 3 plays 25c. Here are some of the answers received by *The Cash Box*.

Shortest and most succinct statement of all came from E. Erickson of Cicero, Ill. who stated, "We are for it all the way."

From Sam Mided of Calumet Automatic Music, "10c play will hurt the business and with cost of changeover will be a big problem for the operator. "Two plays for 10c and five plays for 25c", he continued, "is okay. We should stick to this for a while. We can always go to 10c play later on. On 2 plays for 10c collections have increased. But, at 10c for one play, collections will be decreased."

Bob Lindelof of General Music Corp., Skokie, Ill., stated, "I am all for 1 play 10c and 3 plays for 25c. We are changing over as fast as we can, and working overtime to complete the job as fast as possible. At the present time we are changing from Chicago city limits to the Wisconsin line.

"I will appreciate any help you can give to encourage all operators to change over to 1 play 10c and 3 plays for 25c as fast as possible. We need good publicity. Some operators are afraid to change over, not because they don't believe it's the best thing for them and for their businesses, but, because they worry about their locations.

"These locations," Lindelof continued, "have to be sold on this idea. But first the operator, himself, must be sold. That is where you can help. Many locations have been operating on 1 play 10c and 3 plays 25c for weeks now. These locations have proved that it does pay to operate on this basis. People are willing to pay 10c per record.

"Please do all you can", asks Lindelof of *The Cash Box*, "to get operators to start changing over. The time is right. I will talk to, or show, any operator collections from locations, before, and after the change. I have pushed my neck out a mile by changing all thru our territory. All the way from Chicago city limits to the Wisconsin state line.

"The sooner all start changing over the easier", Lindelof concludes, "for our firm will start changing our phones in Chicago next week on an all out scale. Please give this news the works in all forthcoming issues of your fine magazine."

Marvin Osburn of Bill's Phono Motor Repair, had the following to say, "In my opinion, this 10c play is

the wrong move at this time. It is true that all of our expenses have gone up. In fact, almost everything in our business has just about doubled in price. But, it is my belief, the public will not pay 10c to play one record in a juke box. I think that the business will suffer from this change. Of course, we live and learn, and I hope I am wrong.

"During the past few weeks", Osburn reports, "I learned one thing: During the period when we cut off the 5c chutes the taverns fell off in business and the restaurants and ice cream parlors picked up, or held their own. This is just the opposite to what I thought would happen.

"I believe the answer to our problem," Osburn continues, "is to stay away from high priced equipment. Demand a reasonable (commission) rate from locations. It has been my experience that a 24 record or a 40 record phonograph will take in just as much money as a 100 record machine, providing the location is furnished with GOOD records. Most operators, I believe, do not realize the importance of records. In my opinion, records are more important than a new machine to a location, if the location owner is interested in making money from the machine.

"So I say", Osburn concludes, "stay away from \$1,000 machines, and continue to give locations good service and good records and we can operate on 5c play."

Phil Levin, well known music op, and also Secretary of the Recorded Music Service Assn., reported, "I'm all for 1 play 10c and 3 plays for 25c. I have been urging all operators to change over to this play for many months. In fact, the boys are now calling me 'Mr. 10c'.

"But", Phil continues, "tests we made, back in December, 1950 and January, 1951, and even before that, proved that the public would pay a dime for the music it likes. Some stated that the juke box was not a necessity. Many things the public likes and buys, just as you and I do, aren't really necessities. But, when we get into a tavern, then the juke box is a necessity, especially if we intend to spend any time in the place.

"The operators just can't continue to lose money all the time. On nickel play we were all losing money. Regardless of how many nickels we took in, with our peak hour play cut by television, and with our costs soaring up to more than double, what they ever were before, we simply had to change over to dime play in an effort to just simply survive.

"I'm changing the balance of my machines over to dime play as fast as I can. I feel certain this is going

# Dearth Of Equip Predicted For Fall

(Continued from Page 22)

materials will be taken away, partially or entirely, from non-essential industries.

There is also no doubt that, by late winter of 1951, if the industry's leaders are at all right in their predictions (and they should be for they are the people who are contracting for more and more defense work) there will be few new machines, if any at all, and, as some have stated, perhaps no new equipment whatsoever, with this complete dearth of new machines continuing on all thru 1952.

Of course, all this is being based on the fact that there will not come into being World War III in the meantime. Should war break out, then all predictions must be cast aside. There will not be any new equipment of any kind.

In the meantime, as these leaders point out, those men in the trade who are selling off their machines, and not replacing what they sell off with new machines, while they can do so, will find themselves caught short.

This will be a very sorrowful condition for a lot of members of the industry who are proceeding on the theory that there will not be any war; that war production will not take up much of ordinary production; that regardless of what happens new machines, in some quantity, will be produced.

This is not true. This does not, in any fashion whatsoever, conform to what the Federal Government has stated time and time again. Heads of Government agencies have advised the nation that, as the larger plants

get going into high speed war production, all will have to pull in their belts a great many notches for there will be very little domestic merchandise available.

The fact that the Communists have created a false lull as to possible war, is only one more of their maneuvers to outwit the democracies, and cause the people of the democratic nations to become lax as to the possibility of war. Such laxity plays right into the hands of the Communists.

The members of this industry must look far enough ahead to protect their future. A temporary business slideoff was sure to result as businessmen glutted themselves with merchandise of all sorts. Now that a lull has come about, which can only be likened to the lull before a storm, they have relaxed back into the belief that production of new equipment will continue onward forever.

Leaders are urging the trade not to be caught short. When the bigger industrial giants of the nation really get going, every small manufacturer will find his plant taken over by their demands for whatever he can supply them with. This means that there will be no further production of regular merchandise.

It then follows that without new equipment, used equipment prices will soar higher than any have yet expected. Should this be the case, those who have sold off used equipment, without replacing with new machines, while they can do so, are going to be very definitely and seriously caught short.

## Boasberg Can't See Dime Pinball Play For New Orleans

NEW ORLEANS, LA. — Louis Boasberg of New Orleans Novelty Company, this city, one of the nation's most outstanding distributors, reported this past week why, in his estimation, it wasn't logical for this city to attempt ten cent pinball play action.

Boasberg writes to *The Cash Box*, "I know that you have advocated ten cent play for a long time for pinball games in *The Cash Box*. I know that you are sincere in your belief that this is the answer to our problem, but, I have to disagree with you for several reasons."

Boasberg then gives five reasons why, he believes, that ten cent pinball play is not feasible in New Orleans.

He gives as reason number one, "Doubling the price of playing a five-ball amusement game is too drastic a step and would not only alienate the players, but would cause much criticism from various other sources."

As reason number two he writes, "Of course, I realize this is a localized problem, but there is a definite lack of dimes in New Orleans. You might say we could provide our locations with dimes, but this would present a

problem, as we found out with shuffle alleys."

As reason number three, "Ten cents, even in these inflationary times, is too much to pay for playing an amusement game where there are no potential awards."

Reason number four, "This inflationary trend could turn deflationary at any time, so we, would have to keep this in mind. Of course, you might say we could change the coin chutes, but again this would present a problem."

And for his final reason, number five, Boasberg writes, "You might point out that shuffle games operate successfully on a dime. Yet, this is no criterion, because shuffle games are something new, exciting and different in the coin machine world. They could command and get a maximum of play on a dime. This would definitely not hold true with five-ball amusement games."

Boasberg goes on to compliment *The Cash Box* on its work for the industry and its leadership in the field. He does feel, tho, that the above reasons, which he has given, definitely prove that New Orleans cannot attempt ten cent five-ball amusement play action.

to prove the answer to what the music operator needs to assure himself continuing on in business."

Harold Motherway of Marquette Music said, "There is no doubt in any fashion whatsoever that 10c play is the answer here. The operator simply must save himself. He'll go broke at the present rate. We are changing over all of our phonos to 10c play because we sincerely believe that this is the one and only answer to the music operator's problem today."

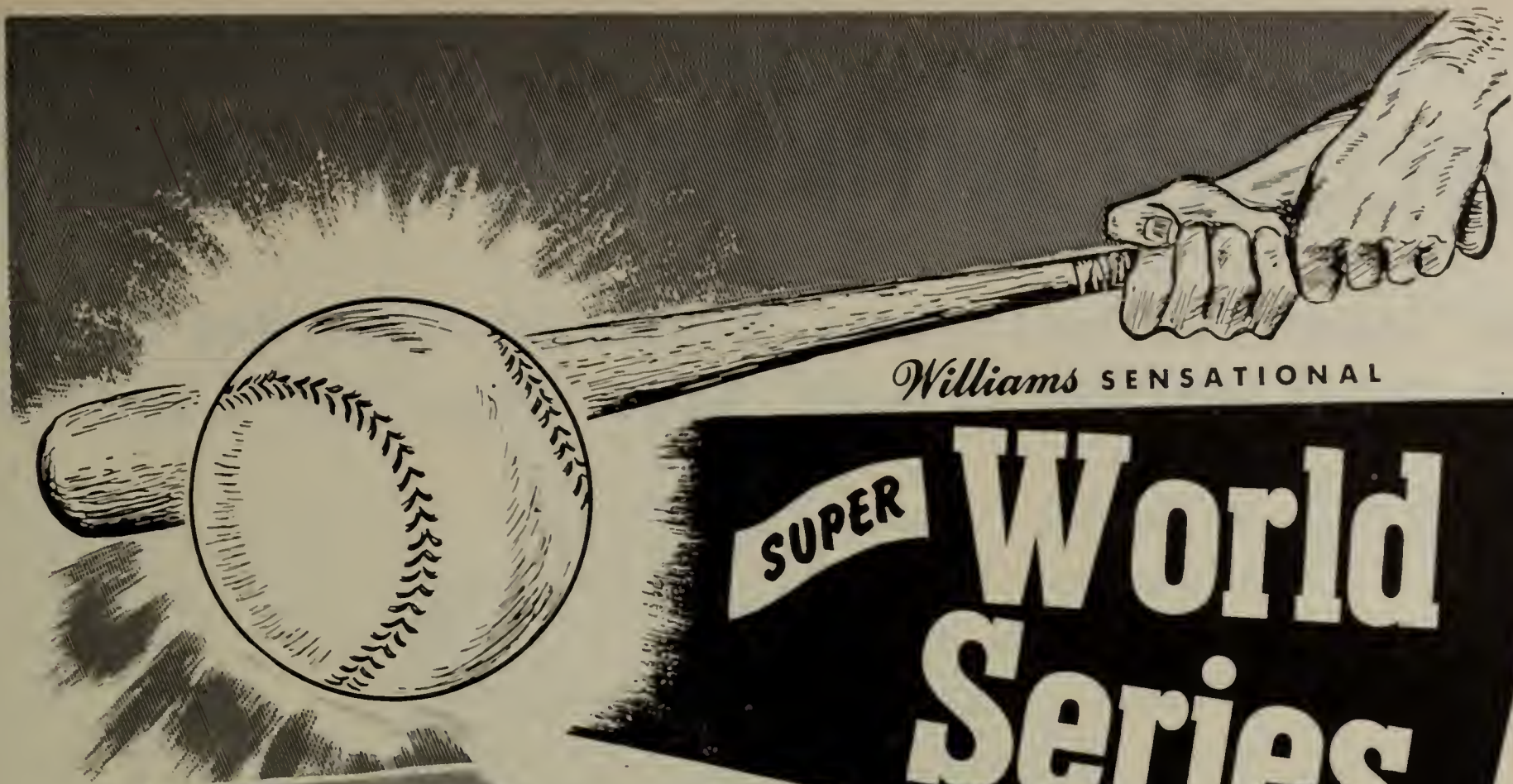
Ed Bandyk reported, "This should have been done at least two years ago. Here's hoping the returns will be better than ever."

J. L. Filitti of Blackstone Music says, "This is my honest and candid opinion of 1 play 10c and 3 plays for

25c. Due to the inability and lack of salesmanship on the part of most operators in our industry in securing deals without the aid of unethical practices, has made it necessary for most of the balance of those in the business to secure whatever accounts they can get with little profit and, in many cases, operate at a loss. So you can readily see, until some other means can be devised, by which we can meet the ever increasing cost of operating, this is our only salvation."

A great many other answers have been received from Chicago's music ops. It is the belief of *The Cash Box* that those printed here give a very definite overall picture of what Chicago's operators think of 1 play for 10c and 3 plays for 25c.





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EVERY 50 SECONDS**

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**FASTER PLAYING TIME ...  
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Player pitches and bats—Ball Players actually run bases in backboard in realistic third dimension—opposing team actually in position on field—lights on playfield diamond indicate men on bases—Novelty or Replay.

SUPER WORLD SERIES HAS A 5c-10c-25c SINGLE ENTRY, SLUG PROOF COIN MECHANISM WHICH ACCEPTS CREDITS IN ANY COMBINATION OF COINS AND IS DESIGNED FOR CONVERTIBLE PLAY!

1 play for 5c                      1 play for 10c  
Either: 2 plays for 10c              Or: 3 plays for 25c  
5 plays for 25c

Changeover Can Be Accomplished in a Few Seconds!

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# TRADE VOTES "PRICE LISTS" BE PUBLISHED WITH REGULAR PRICES

**"Code" Appears Last Time This Issue. Regular Prices Start April 28 Issue.**

**"The Cash Box" Praised For "No Newsstand Sales". Voters Say "The Cash Box" Is Real Confidential Trade Magazine So No Need For "Coded" Price Lists.**

NEW YORK—Despite the extremely large number of coinmen who returned their votes on the "Code" method presently used in the listing of *The Cash Box* "Confidential Price Lists, we were most happy to note that most of them took the time to express their sincerest praise for the efforts this publication is putting out to assist and cooperate in their industry problems.

Many stated "*The Cash Box* is the Bible of the Industry." One coinman called us "The Voice Of The Industry."

The majority see no reason why *The Cash Box* should continue to code the price lists, stating, "There is no need for it. *The Cash Box* is truly a confidential trade publication, and concerns itself solely and completely with the coin machine industry." The question was put to the members of the Washington Coin Machine Association, Washington, D. C., at their last meeting, with the result being a majority vote asking *The Cash Box* to return to the regular figure method. "At our regular business meeting" writes Horace Biederman for the association, "the members voted on your 'Confidential Price Lists' and the majority want regular prices in figures quoted, stating that since *The Cash Box* doesn't appear on newsstands, the public and the merchant won't learn the knowledge of equipment values from it."

We of *The Cash Box* are extremely grateful to all who have sent in letters and votes on the "Coding" of the Price Lists, and to those who took the opportunity in expressing their sincere thoughts about the value of this publication. We shall work harder, if that's possible, to bring the industry the finest possible publication, one that the members of the coin machine trade can be assured will be "their magazine"—the one real trade publication in the coin machine industry.

While we expect some additional votes to arrive, the coin trade's opinion has been voiced—the majority, by a wide margin, have asked that *The Cash Box* publish its famous "Confidential Price Lists" as was previously listed—with prices in dollar and cents figures. Beginning with the next issue, dated April 28, these lists shall once again appear as they formerly were.

## Weinand Advises Rock-Ola Phono And Boxes All Set For Any Coin Play Or Combination



J. A. (ART) WEINAND

CHICAGO—J. A. (Art) Weinand, sales manager of Rock-Ola Manufacturing Corporation, this city, advised this past week that the firm is receiving many compliments from operators, as well as from their distributors, in view of the fact that its new "Rocket '51-50" phonograph and 5c/10c/25c Wall and Bar boxes that go with this unit, are all equipped for various play combinations.

The coin unit has built in conversion which allows for quick change over to either 2 plays for 10c or 1 play for 10c, 5 or 6 plays for 25c or 3 plays for 25c.

"In fact," as Weinand reported, "the music operator can use any play combination he desires and adjust it in just a few moments. The built-in arrangement in the coin unit on the 'Rocket '51-50' as well as in our 5c/10c/25c boxes is such that any play combination is easily adjustable without need of any experts."

The Wall and Bar boxes which the firm is featuring with its "Rocket '51-50" phonograph are very easily and quickly adjustable to any play combination which the operator adopts for the phono itself. This saves the operator the use of the Wall boxes and allows him to continue right ahead without any hitch in his operational plans.

As music ops around the country

## Williams Introduces New Baseball Game "Super World Series"

CHICAGO—Sam Stern, executive vice president and general manager of Williams Manufacturing Company, this city, announced the release of its new three-dimensional baseball game "Super World Series."

"'Super World Series' incorporated the many proven features of its 1950 predecessor 'Star Series'" stated Stern, "but is geared for faster ac-

tion, faster playing time (50 seconds average game), and faster turnover."

"Super World Series" has a 5c-10c-25c single entry slug-proof coin mechanism which accepts credits in any combinations of coins and is designed for convertible play, such as: either 1 play for 5c, 2 plays for 10c, 5 plays for 25c—or 1 play for 10c, 3 plays for 25c. The changeover is accomplished by the operator in a few seconds.

Realistic baseball action is the keynote of "Super World Series." The player pitches and bats; the ball players actually run bases on the backboard in realistic third dimension; the defensive team is actually in position on the field; and the lights on the playfield diamond indicate men on bases.

"'Star Series,' which was the predecessor to 'Super World Series' has a record of the most consistent earnings of any amusement game made in the past few years," stated Stern. "The resale value of 'Star Series' was higher than any amusement game manufactured at the same time. Based on this experience, 'Super World Series' will have even greater earning capacity than its predecessor because it incorporates so many more features that are conducive to repeat play."

Shipments have been made to all Williams' distributors thruout the country, stated Stern, and operators can view the game in their showrooms. "Operators can obtain immediate delivery for orders placed" concluded Stern, "so that the games can be on location to coincide with the opening of the baseball season."

become acquainted with this unusual built-in feature on the new Rock-Ola phono and Wall and Bar boxes they have been sending letters of praise to the firm for its foresightedness in so arranging its coin unit that any type play combination is speedily and easily adjustable, Weinand stated.

"We are doing everything in our power, and always have," Weinand continued, "to make it easier for the nation's music operators to enjoy the steadiest and best profits. All of our equipment takes into consideration, far in advance, any changes which are sure to be forthcoming."

Weinand pointed out that a long time ago the firm recognized the need for 45 rpm, which is now easily arranged for on the "Rocket '51-50" phono.

The changeover from 78 rpm to 45 rpm or back again, whichever the operator desires, Weinand explains, is simple, quick and without any need for expert mechanics.



Williams' factory hums with activity as staff produces quantities of new baseball game "Super World Series" so that trade can have it on location for start of baseball season.

## AMI Participates In Grand Rapids "Freedom In Action" Program

GRAND RAPIDS, MICH. — The AMI Jukebox plays a prominent part in the "Freedom in Action" program sponsored here April 9-14 by the Grand Rapids Chamber of Commerce.

The program, in which the principal manufacturers of the community participated, was designed to show that the high standards of living enjoyed in this country are due to the freedom in action of the American economic system.

Among the special events which took place for the week were plant tours for the public and product displays in downtown business houses, hotels and department stores as well as in the Public Museum where an outstanding exhibit showed the development and improvement brought about in a wide variety of products under free enterprise.

An AMI Model "C" was displayed at the main entrance to the museum alongside an old Edison cylindrical record phonograph.

The "C" which was connected and operating, provided free play. Museum attendants reported that the jukebox was one of the most popular of exhibits, and that both young and old in the huge crowds that attended stood about to listen to it and comment on the operation of its record changing mechanism. Another AMI Jukebox, together with a background display, was set up in a lobby of a downtown hotel and also provided music without charge.

Special issues of both morning and evening papers carried an AMI advertisement which reflects the theme of the program. The ad headline read, "Freedom to Listen." Copy pointed out that in America, unlike the countries behind the Iron Curtain, composers and artists need not be "Party" functionaries to get a hearing. The jukebox, the ad stated, is typical of the musical freedom on the American scene with its wide choice of music that people in this country are free to play as they choose.

## Nola Amuse Assn Elects Officers

NEW ORLEANS, LA.—The New Orleans Amusement Association, on retirement of Johnny Bosch as president, held an election this past week for new officers.

Ed Kramer was elected president of the organization by an overwhelming majority. The same was true in the case of Elmo Pierce, who was elected vice-president.

Jules Peres was prevailed upon to retain his position of secretary-treasurer of the organization, an office which Peres has capably handled for some years now.

Ray Bosworth was appointed by new president Kramer of the association to serve on the Board of Governors. This appointment was acclaimed by the operators.

John Bosch, retiring president, was acclaimed by all the operators for his grand work.

John was reported to have done more than any other single man in this area to promote better relations between the operators themselves, as well as between operators and location owners, and to generally better all operating conditions thruout New Orleans.



Exclusive!



Williams  
Music  
Mite

MODEL 52

Insures More Play with a

SINGLE ENTRY-SLUG PROOF

5c - 10c - 25c

COIN MECHANISM

ONLY Music Mite OFFERS ALL THESE

ADVANTAGES TO MUSIC OPERATORS

SELECTIVITY including "Cancel" button . . . CREDIT UNIT accepts up to \$2.00 of credits in any combination of coins . . . PROVED PERFORMANCE featuring the famous RCA record changing mechanism and every up-to-the-minute engineering feature . . . SIMPLE TO SERVICE with the exclusive "In-A-Drawer" feature which permits the entire mechanism to be pulled out at once for servicing from the front.



PEDESTAL STAND (Optional)

For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand.

MUSIC MITE DEFIES ALL IMITATIONS BECAUSE IT IS TRIED, TESTED AND PROVEN ON LOCATION — AND OFFERS SO MUCH MORE AND COSTS SO MUCH LESS THAN ANY OTHER "SMALL" MACHINE EVER BUILT!

Only Williams Music Mite Is Available In 2 Models

1. Straight 5c Play
2. 5c-10c-25c Single Entry Coin Mechanism

HEAR IT—SEE IT—BUY IT TODAY FROM THE WILLIAMS DISTRIBUTOR LOCATED IN YOUR TERRITORY!



CREATORS OF DEPENDABLE PLAY APPEAL

4242 W. Fillmore Street, Chicago 24, Illinois

## Irv Sandler Opens Own Distrib Firm

### Former Partnership Dissolved

DES MOINES, IA.—Irv Sandler announced this past week the dissolution of his partnership with Herman Paster in P & S Distributing Co., this city, buying the entire stock of the firm.

Sandler will continue in business at his present place, 110 Eleventh St., under the name of Sandler Distributing Company.

Further announcement in regard to the lines he will handle here under this new firm will be forthcoming very shortly, he reported.

Sandler stated, "Operators will continue to receive the same fine conscientious service they have in the past. They also are assured the finest new and used equipment. We will have a much enlarged parts and supplies department and mechanical service of outstanding quality for all types of machines."

## The Alfred Bergmans Host Designer



BUFFALO, N. Y.—Al Bergman, Alfred Sales, Inc., this city, recently played host to Mr. & Mrs. Joseph J. Clement (seen on left). Clement is a member of Wurlitzer's design staff and played an important part in developing the new 1400 and 1450 phonos. Al Bergman, pictured on right with his bw, heads the firm that distributes for Wurlitzer in western New York and northern Pennsylvania.

# CONTROLLED MATERIALS PLAN JULY 1st

## Copper, Steel And Aluminum To Be Doled Out. Defense Needs To Be Supplied First — Civilian Products Get What's Left

WASHINGTON, D. C.—The National Production Authority announced this week that American industry will go under a Controlled Materials Plan beginning July 1.

The plan, it was explained by Manly Fleischmann, administrator of NPA, is a method by which defense production agencies can match available supplies of steel, copper and aluminum against military and civilian needs and allocate materials accordingly.

Altho copied from a similar plan used in World War II, the program for the time being is on a much more modest scale. This time, direct allocations will be made only in production involving defense and defense-supporting production and construction goals. Estimates fixed the figure of quantities of materials which will be brought under control at 40 to 50 percent of annual supplies.

"Demands of the economy for the defense effort did not at present justify an 'all-out' Controlled Materials Plan, such as that in World War II"

stated Fleischmann, but he added "we want to be prepared to put such a plan into full-scale operation at an instant's notice."

Producers of product will fall into two classifications, "A" and "B". In general, "A" products will be those where the most convenient method of production authorization will be given producers by the prime contractor. In "B" category will be included certain products where it is most practical to furnish authorizations directly to the producer.

Most of those in "B" category must file their requirements on forms available by May 1. Most producers of consumer durable goods will be exempted from filing, among which NPA lists amusement and vending machines.

With the inauguration of this Controlled Materials Plan, there is no doubt that the coin machine industry, along with all other consumer products, will be effected with deeper cuts than has yet been felt.

## Southern Automatic Moves To New Large Building

LOUISVILLE, KY.—Leo Weinberger of Southern Automatic Music Company, Inc., this city, advised that his firm would, by April 16, be located in its new, large building at 735 South Brook Street.

This office will remain as headquarters of the firm. Other offices of this very well known distributing organization are located in Lexington, Ky.; Cincinnati, O.; Dayton, O.; Fort Wayne, Ind., and Indianapolis, Ind.

It is believed, thruout this area, that these new quarters can be considered among the largest distributing headquarters in the world.

Not only will the firm have tremendously more footage for offices, showrooms, repair and supplies departments, but, will feature a big free parking lot right next door.

This will make it possible for operators to step right out of their cars and enter either the showrooms and offices or the servicing departments of the firm.

Weinberger attributes much of the success for this move to such outstanding large quarters to the AMI phonographs and music accessories.

Leo Weinberger reported, "The great demand for this outstanding automatic music equipment caused us to seek large quarters. We believe that the entire country has recognized AMI leadership. In our large territory, AMI is selling tremendously."

Air conditioning is being featured. The new building is just a very short distance from downtown Louisville. It is speedily reached from all parts of this city and from everywhere in the state.

Weinberger also reported that a very fine finance plan has been arranged which assures everyone of the firm's customers the easiest way to bigger and better profits.

"This finance plan takes effect immediately and will benefit everyone of our customers," Weinberger stated.

Because of the tremendously increased facilities every operator, regardless of the type equipment he operates, Weinberger reported, will now receive the speediest shipments, the finest repair and maintenance servicing, and will find one of the largest stocks of supplies and parts of all kinds ever yet featured by any distributing organization in the entire industry.

"We feel certain," Leo Weinberger said, "that any operator who wants the very finest in service, the best equipment, the speediest delivery, outstanding maintenance of all his machines, repair work that is unequalled and, at the same time, wants to deal and talk in pleasant surroundings where he will instantly feel at home, will find our new, big building absolutely to his liking."

"This is the operator's own headquarters," Weinberger continued, "and we want every single operator in our territory to feel just as if it were his very own offices."

There will be no formal opening. Weinberger asks that congratulatory wires and flowers be omitted. He suggests, instead, that all call around not just once, but, as many times as they desire, and visit with him and his organization in this new building.

## Minn. Ops All Helped To Defeat Tax Bill

FERTILE, MINN.—Duane Knutsen, president of Fertile Machine Service, Inc., this city, writes that while the operators of Minnesota do not doubt the effectiveness of the appearance of Thomas Venum at the two meetings of the taxation committee to fight the recent tax legisla-

tion (*The Cash Box* April 7 issue), he points out that a number of coinmen in the state knew what was going on and that they were active in their efforts to prevent passage of this unfavorable legislation.

"We noted your article in the April 7 issue headed 'Minnesota Juke Box Tax Bill Tabled Due To Efforts Of One Man.'", writes Knutsen. "Naturally you would not have heard of every effort put forth to have this vicious type of legislation killed. Being 'The Voice Of The Industry' you should however give the ops in Minnesota more credit than to think we would let this bill go by without voicing our opinions to the Representatives and Senators. For my own part, I sent letters to the Congressmen from my district, and instructed my location owners to do likewise. A rather scorching letter was sent to Senator Gerald T. Mullen of Minneapolis, the author of the bill."

## Chi Bell Firms Meet With U.S. Atty. To Discuss Report Of Sales & Inventory

CHICAGO — A number of bell people met with U. S. Atty. Otto Kerner, Jr., of Chicago, and Asst. Atty. General Charles McNellis of Washington, D. C., held here to discuss monthly sales and inventory reports under the Johnson Act, which since January 2, 1951, halted shipments of bells across state lines.

Discussion as to monthly reports of sales between those present and both U. S. attorneys went by hurriedly and completely.

Some misunderstanding arose regarding reports of monthly inventories. Marking of serial numbers on cabinets and mechanisms of bells was agreed to be easy. However, markings on individual parts, such as springs, nuts, bolts, etc., was pointed out to be almost a physical impossibility.

The question of inventory monthly reports was left unclarified, according to most of those who attended. It is believed that some decision will be forthcoming from U. S. Atty. Gen. McGrath's office in this regard.

## Conn. State Ops Meet

NEW HAVEN, CONN.—One of the most enjoyable meetings, and attended by a large number of members, was held by the Connecticut State Coin Association on Wednesday, April 4, at the Town House, this city.

Abe Fish, president, made an eloquent speech in which he stressed cooperation among operators, pointing out the great future and promise of the country's greatness, in which a man can "stand on his own two feet, and where he can live, love and be happy in his own way, regardless of race, or religious affiliations."

Several guests addressed the group, among whom were: Barney Sugerman, Runyon Sales Company, AMI distributor; Jack Mitnick, AMI regional representative; Bob Jones, Redd Distributing Company, Wur-litzer distributor; Ben Becker, Bally Manufacturing Company; Meyer Parkoff, Atlantic New York Corporation, Seeburg distributor and Jack Gordon, Seeburg regional representative.

The Connelly Brothers of New Haven listened in.

Next meeting was announced for Thursday, April 19, at the Depasquale's Restaurant in Hartford.

**INSERT BUSHING**  
**Converts**  
**5c Wall Boxes to 10c**  
**FITS ALL 5c BOXES**  
**Only 25c Each**  
 See Your Distributor or Write  
**Mid-West Distributing Co.**  
 208 N. Madison St., Rockford, Ill.

**J. H. KEENEY & Co., INC.**  
*Designers - Engineers - Manufacturers*  
**COIN CONTROLLED EQUIPMENT**  
 2600 WEST 50TH STREET  
*Chicago 32, Illinois*



## EASTERN FLASHES

Nothing but good cheer with operators here, both music and games. Nothing sensational, but collections fine, with expectations of increases as the weather gets warmer. Will bring out the hibernating and tv-ing individuals. Amusement spots and taverns will get its share of the extra spending. Country locations already showing some life on week-ends. This good cheer extends to the wholesalers, who are kept on the go supplying both new and used machines. Some wholesalers feel that prices of used equipment are bound to increase sharply as soon as it is evident that new equipment will be in short supply within a few months. However, while some would like to storage numbers of machines, they explain that not only would they need considerable space, but a terrific bankroll. In addition, they explain that they are in the business of buying and selling equipment, and that they must keep activity going at this time, as well as thinking about future months.

Mike Munves, tells us this spring has been the best he's ever had in all the years he's been supplying arcade machines. By employing additional help, and working long hours, Munves has arrived at a point where shipments are being promised for two to three weeks. Mike expects the demand to continue thruout the year. . . . Max Munves back from Florida, and immediately starts preparing a new circular. . . . Max Klein, Moder Amusement Co., Yonkers, N. Y., back from a Miami vacation, and stops off at the wholesalers along coinrow before going home. . . . Jack Rubin, the ever smiling Brooklyn op, visiting along the row, buying some needed equipment. . . . Al Simon, Albert Simon, Inc., back from his recent trip, listens happily as ops pass much favorable comment about ChiCoin's "Hit Parade" 45 rpm phono. . . . Joe Young, Young Distributing, tells us about one of New York's leading phono ops, (Joe says he'll furnish the name to any interested parties) who replaced a multiple record machine in five different locations with a Wurlitzer 1400, and has set collection records in each of the five spots. "This operator has re-ordered an additional five machines," relates Joe.

Barney (Shugy) Sugerma, Runyon Sales Company, on the road. Morris Rood, manager and Louie Wolberg, his assistant, keep the local visitors happy. A new advertising piece on the AMI phono gets plenty of attention. It's one of the most beautiful, as well as finely conceived and written pieces of advertising literature seen by your correspondent in years, not only in this business, but any business. The circular (eight pages) is die-cut to the shape of the AMI model "C," and printed in full color. Inside pages tell the whole story of the phono and the firm's accessory line of equipment. . . . Hymie Koeppel, Koeppel Distributing Company, visits Hirsh de LaViez in Washington, D. C., for a few days. "He needed a change and a rest," states brother Harry. We're wondering what kind of a rest anyone could get being with the pepper-pot, energetic Hirsh. . . . Sample of Evans' new amusement game arrives at Dave Lowy's this week. . . . Permo, Inc., turns out a brochure, which it calls "Permo's MOA Graphic Souvenir." Loaded with pics taken during the show. New York ops featured in many of the photos.

Music operators deeply concerned about the possibility of the City Council including Juke Boxes (among other items) in its plans to secure revenue thru taxation. Council has been playing around with a \$25 a year license fee on each machine. Association execs and individual ops have disclosed their opposition to any measure such as they speak of. . . . Johnny Bilotta, Bilotta Distributing Co., who runs offices in Newark, N. Y., and Albany, N. Y., visiting our town. Johnny reports biz good, particularly his sales of Wurlitzer 1400 phonos, which he distributes in that area. . . . Sol and Murray Wohlman, games operators, taking it nice and easy these days. "Never had it so good," smiles Sol. "Collections very fine, and we're not rushing around on Sundays, nights, etc., like we used to do."

## DALLAS DOINGS

Herb Rippra's running about town looking for additional copies of "The Cash Box" that carried his picture on the inside cover (April 7 Issue). . . . What else can happen to Mack Duce? We recently reported that Mack purchased a plane. Now we hear that the hangar that housed Mack's plane burned to the ground, taking not only Mack's plane but several more with it. . . . And speaking of planes Raymond Williams is on the verge of purchasing same. Raymond says he can cover the territory more often and also fly to the Wurlitzer factory at least once a month. Right now Ray's in the Rio Grande Valley calling on operators. . . . American Distributing reports sales up on all used equipment. Leonard and Joe Matassa also say they can't get enough new A.M.I. phonographs to supply the demand. . . . We were all surprised when E. S. Evans announced his marriage this week. Congratulations to Dell and E. S. and don't be so long getting back around to see us.

Mr. M. H. Rosenberg, Wurlitzer Distributor in San Francisco, has been the guest of Commercial Music Company for several days. . . . Tommy Chatten is up to his ears installing Wurlitzer equipment in the re-activated army camp at Amarillo. We also know he is carrying an outboard motor in his car—just in case a fishing opportunity comes around. And knowing Tommy it will. . . . Commercial Music Company is certainly doing all right on the Five Player Shuffle Alley, as evidenced by the following ops who were buying like crazy: Ralph Claybrook, Benny McDonald, Tommy Larrimore, Drew Osburne, E. C. Harris, Clarence Cleer, C. G. Coker, George Friedel, Waltern Thannish, R. M. & Tex Keel, Travis Roberts and Mack Duce. . . . B. H. Williams is busy making plans for a business trip to Cuba and Guatemala. B. H. wants to complete plans to export phonographs, and he calculates that this will take about three months.

## BRAND NEW-RED HOT-WHIRLWIND



**ACTION!**  
**HAPPY**  
**GO**  
**LUCKY** with

**CYCLONIC BUMPERS!**

**D. GOTTLIEB & CO.**

1140-50 N. Kostner Ave  
Chicago 51, Ill.

SEE YOUR  
DISTRIBUTOR  
NOW!

"There is  
no  
substitute  
for  
Quality!"

THE TALK OF THE MOA CONVENTION

*Chicago Coin's*  
**"HIT PARADE"**

THE ONLY "45" PHONOGRAPH

**WITH EVERY PROFIT-MAKING  
FEATURE! SEE FOR YOURSELF!**

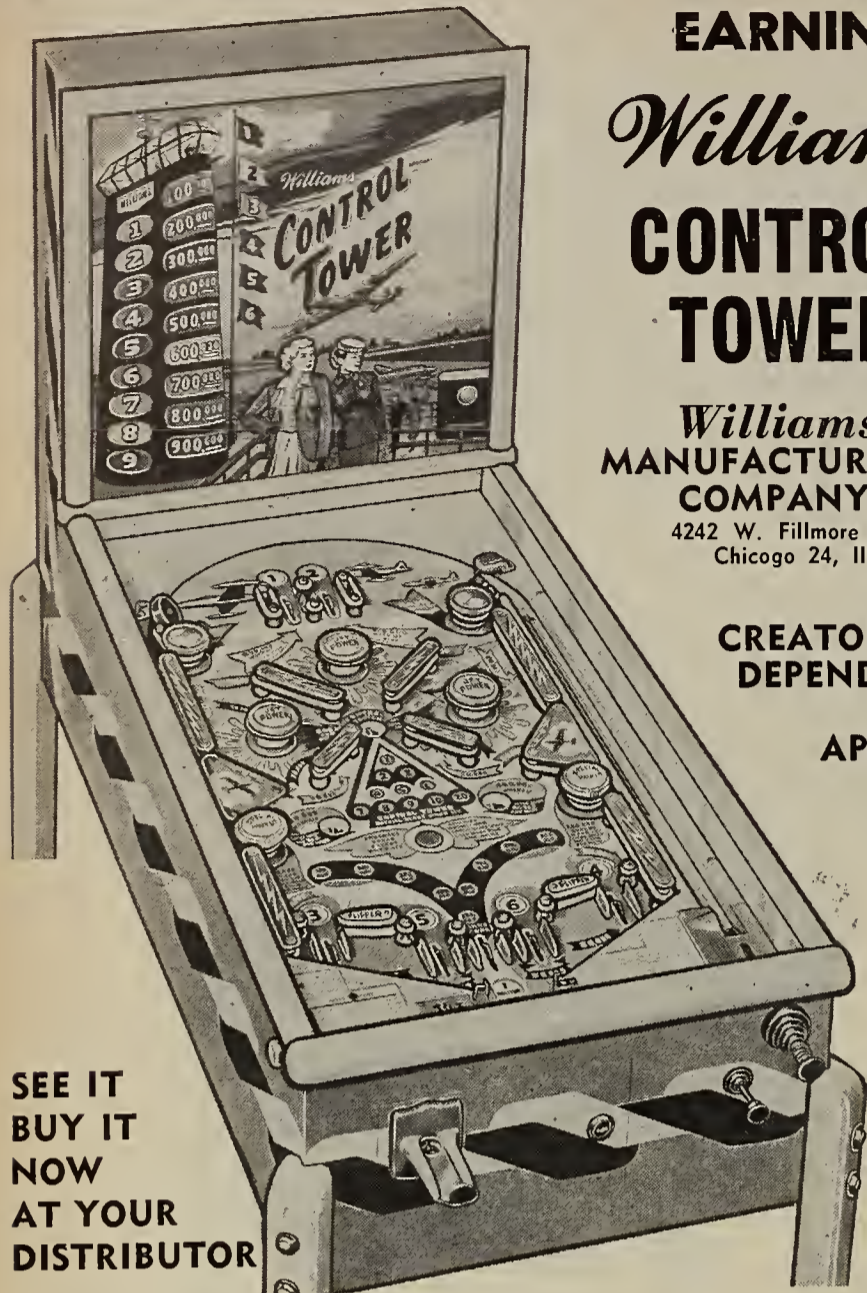
## NEW ORLEANS NOTES

Operators here, while appreciating the motive of The Cash Box in coding its "Price Lists," are in favor of returning to the previous method of listing, using numerals instead of letters for prices quoted. . . . Nick Carbajal, popular head of Crown Novelty Company, smilingly reports business has slowed down to "wonderful." . . . The amateur economists among New Orleans operators are amazed at the way the booming seller's market in games has suddenly, without warning, reverted to a buyer's market—which caused one coinman to remark that it proves more than ever that an operator and a distributor have to be not only exceptionally smart businessmen to remain in business, but they also have to be top flight economists and analysts of the trend of the times. . . . Operators here believe that they, as a whole, are among the best in the country. And that among them are two or three who are considered among the very best nationally.

Bob Buckley, partner Sam Tridico, and Ed Holyfield, general manager of Dixie Coin Machine Company, are among those who attended the recent MOA convention in Chicago. . . . Coinmen here congratulating Ed Kramer, who was elected president of the New Orleans Amusement Association by an overwhelming majority. Also up for commendation are Elmo Pierce, who was elected vice president, and Jules Peres, who was prevailed upon to remain as secretary and treasurer, an office he has capably handled for many years. John Bosch, retiring president, was acclaimed by all the operators for his wonderful work. Coinmen all agree that John has done more than any one man in New Orleans to promote better relations among the operators and better operating conditions in the area. . . . Popular Ray Bosworth was appointed by Kramer to serve on the Board of Governors. . . . Pete Nastasi and Andrew Monte are back from a vacation in Hot Springs. Both look great. . . . The route of the late Rosario Pepitone is being operated by his brother-in-law, Bill Benson. All local ops have expressed their willingness to cooperate with Bill, as Mrs. Pepitone has several small children to support. . . . We hear that Taft Odder is too busy running his farm in Slidell to think about distributing games.

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

**JET POWER ACTION — TOP FLIGHT EARNINGS!**



**SEE IT BUY IT NOW AT YOUR DISTRIBUTOR**

*Williams*  
**CONTROL TOWER**

*Williams*  
**MANUFACTURING COMPANY**  
4242 W. Fillmore St.  
Chicago 24, Ill.

**CREATORS OF DEPENDABLE PLAY APPEAL!**



**CALIFORNIA CLIPPINGS**

Took us a few weeks at this end to round up the first hand reports of the MOA Convention and the impression it made on J. H. Snodgrass of Pantages-Maestro, Nick Carter of the Nikabob and Phil Robinson of Chicago Coin, who made the trip. . . . Snodgrass, a highly articulate fellow, gave us a very clear and complimentary picture of the show, reporting that it was just about the most businesslike and informative one he'd ever attended over the many years he's spent in this business. He was very close to the hub of things back there, too, having sponsored the show room used by his good friend, George Miller, and the Northern California Music Guild. It seems that the present at the MOA show were so serious minded that there was, comparatively, a minimum of convention play antics and a maximum of business meetings. While there, he had plenty chance to discuss the current status and probable future of this industry with some of the top figures in its mfg. and distribution ends. Though not an alarmist, he reports that ops are shutting their eyes to the facts and indications, when they refuse to admit a pending shortage in equipment.

Many of the biggest outfits in the business, Snodgrass pointed out, are quietly turning to defense work on government request. This applies to his own firm, which now has several government contracts and has already stopped producing wired music for sale, concentrating on winding up on a number of units for their own operation. Despite all this, Pantages-Maestro is presently enjoying the best business it has had in the past three and a half years, at least from the operating end. . . . Nick Carter, who also spent some time in Chicago with Bill Gersh, reflects the same picture of little promise that equipment will become more plentiful in the near future. In conversations with John Haddock and other AMI chiefs, Nick tried to loosen up the flow of phonographs for Southern California distribution. There was only one machine on the floor when we dropped in and Nick revealed that he can sell more than his quota without trying these days.

Phil Robinson came back from Chicago with plenty on his mind, chiefly keeping those Chicago Coin "Hit Parade" phonographs coming in and getting a telephone installed at his new house. Being without one of Alexander Graham Bell's instruments is a real handicap—we know; it took us two months to get one out here in the Valley.

"Hit Parade" created a real ripple of interest among ops this week. Jack Simon tells us over at Sicking's, where the boys gathered around in bunches to give it a whirl and approving nod. . . . Lyn Brown also had some busy days in showing "Bowl-A-Matic." . . . George Warner busy lining up Automatic Games merchandise for Las Vegas auction April 17, 18 and 19. Dannie Jackson and he will both be on hand. . . . Homer Gillespie of Long Beach resting up after an illness.

Mike Kurlan, well known record distributor, tells us that San Diego has gone in for strictly ten cent music play and that ops down there never had it so good, with all chizzling eliminated and the boys and locations working in perfect harmony. . . . At Paul Laymon's, they've now got a couple of TV stars, the Wurlitzer 1400 and sales ace Ed Wilkes, the pair of them appearing on the Hal Sawyer Views Hollywood show over KECA. . . . Bus'ness is definitely on the upergrade, Paul reports, what with income tax time being over. . . . On the Row: Pasadena's Ralph Cragan . . . Wm. J. Denning of El Monte . . . E. C. Killborg of San Fernando . . . Jimmy Hume of Palm Springs . . . B. Goodsell of San Bernardino . . . Lompoc's Larry Hansford, wife and daughter on her first trip to L. A.

**ST. PAUL, MINN.**

Our sympathy goes out to the operators in the Mankato-Marshall area, where recent heavy thaw has caused floods throughout the southwestern part of our state. In Mankato, the water is the highest it has been since 1881, necessitating about half of the town to be evacuated. Flood warnings also issued for the Fargo-Moorehead area, where the Red River is threatening.

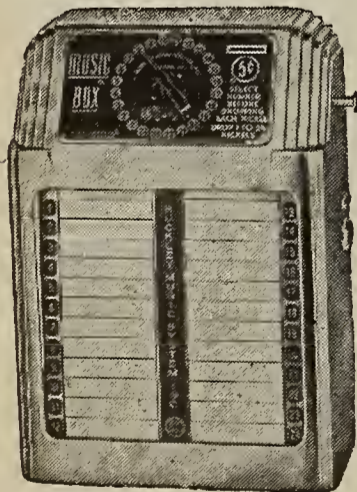
Visitors from out of town included Mike Imig, Yankton, S. D., who is busy lining up new players for his baseball club, which he so aptly manages when he is not busy with his coin machine route. . . . Arvid Mode, Rhinelander, Wis., is doing double duty while Sam Anderson and his wife are vacationing in Florida, and he is taking care of Sam's route. . . . Hank Vangen, L. S. Vangen Company, Minneapolis, reports that his son who is serving in the Navy, has recently been shipped to Korea. . . . Bob Keese, Forest Lake, is very proud of his daughter, as well he might be. She was recently chosen queen to rule at the junior-senior prom at her high school. . . . Norm Hansen, Osakis, and Fred and Stan Maytas, Moose Lake, in town shopping for equipment and purchasing records. . . . Orv Befera, Delmo Novelty, Hibbing, took just enough time off to make a quick trip to the cities.

**MINNEAPOLIS, MINN.**

Angus Grant and his wife of Minneapolis are vacationing in Miami, Fla. . . . Charles Sersen of St. Cloud, has just returned from Florida where he and wife spent two short weeks. . . . C. T. Inskeep of Livingston, Montana, made a trip down into New Mexico and Mexico City. . . . Joe and Clarence Totske of Fairmont, made a quick trip into town. . . . Vince Jorgenson, former operator from Des Moines, Iowa was seen talking to the local distributors. It seems that Vince still would like to keep in touch with the members of the industry.

Paul Atlas of the Howard Sales Company in Minneapolis was dashing around like mad handing out cigars and saying "It's a girl." . . . T. J. Fischer of Waconia was seen in town as was Paul Felling of Sauk Center, and Clifford McLain of Arlington. . . . In town also picking up supplies and additional equipment was John Bohnen of Freeport; Glen Rackliff of Superior, Wis.; and Gerald Johnson of Menominee, Wis. . . . Ed and Millie Birkemeyer of the Automatic Sales Company in Litchfield were in town and we learned the sad news that Wilbur George Shaw, Millie's father, passed away Friday, March 30th. . . . Mr. and Mrs. Ike Sundem of Montivedo were in the Twin Cities picking up supplies. They had not been in town for some time. . . . Walter Wilson of the Winnipeg Coin Exchange stopped into the Twin Cities and spent a few minutes with the jobbers. . . . Also in town for a quick trip were Joe Weber of Blue Earth; R. L. Gross of Jackson; and W. C. Gummow of Hopkins. Walter Witt, well known Minneapolis operator, and his wife just returned from a motor trip down into Tennessee, Miss. Walter tried to do a little fishing but did not have much luck.

**MORE IN DEMAND THAN EVER BEFORE BY MUSIC OPERATORS**  
WORLD FAMOUS  
**BUCKLEY**  
WALL AND BAR BOX  
FOR 16 - 20 - 24 - 32 RECORD SELECTIONS



**ONLY \$24.50 EACH**  
**RUSH YOUR ORDER!!**

SHUFFLE - REBOUND OPERATORS  
**BUCKLEY PUCK** ORDER THEM TODAY  
**BUCKLEY**  
MANUFACTURING CO.  
4223 W. LAKE ST., CHICAGO 24, ILL.  
(All Phones: VAn Buren 6-6636)

**Prepare NOW—**  
for  
**YOUR SUMMER LOCATIONS!**

We are ready for you with the finest stock of RECONDITIONED PHONOS and GAMES in the nation at prices that will amaze you.

Get in touch with us today and at the same time protect yourself on deliveries of new AMI "C"s—BALLY Gómes and PERMO Needles by placing your name on our reserve list.

**MAKE THIS SUMMER A PROFITABLE ONE!**

**RUNYON SALES COMPANY**

Factory Representatives for AMI Inc.  
Bally Mfg. Co., J. H. Keeney & Co., Inc.  
Perma Inc., Super Vend Sales Corp.  
593 10th Ave., New York 18, N.Y., LO 4-1880  
123 W. Runyan St., Newark 8, N.J., BI 3-8777  
354 S. Warren St., Trenton, N. J., TR 5-6593

**SPECIAL!!**

Rock-Olo 22 ft. Shuffleboards  
factory refinished . . . \$115.00  
Williams Double Headers  
slightly used . . . . . 165.00  
25 Aireons . . . . . 75.00  
Williams Music Mite . . . Write  
**LAKE CITY AMUSEMENT CO.**  
1648 St. Clair Ave., Cleveland 14, O.  
(All Phones: CHerry 1-7067)

**LAKE CITY**

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



## CHICAGO CHATTER

The majority of the nation's coin machine leaders realize that the present business slideoff is only temporary. As many economic experts point out, this is the lull before the complete turnabout. The turnabout will be when manufacturers enter into speedier and larger defense production. All civilian products will become shorter and shorter in supply. It takes months for the large industrialists to get under way. They are beginning to slowly hit their defense production stride. When they actually get going, every plant in this, and almost every other industry, will be engaged in subcontract work. To an extent where nothing else will be manufactured. Those who sell off used machines should replace with new equipment so as not to get caught short. . . . Of the 73 music ops who met in mass meeting of the juke box ops association here, 71 voted for going to 1 play 10c and 3 plays for 25c. The other two abstained from voting at all. This column made a personal survey. Such ops Bob Gnarrow, Phil Levin, Harold Motherway, E. Erickson, Bob Lindelof, Andy Oomens, F. Popke, C. Venturoni and many others are all for it. They sent letters in giving their reasons why. Others like Marvin Osburn, Sam Mided and Floyd Pedone are against straight ten cent play. They, too, have their reasons. By May 1, according to the association, the great majority of the juke boxes here will be operating at straight 10c play. . . . Over at Ben Coven's distrib quarters, Mac Brier, Harold Saul, Carl Christiansen, Lee Taylor, and all the others, are busy helping music ops convert their phonos to 1 play 10c, 3 plays 25c, with free Wurlitzer conversions. They also arrange 2 nickels for 1 play conversion. And are now working on wall and bar boxes to be converted. As Ben reports, "All Wurlitzer post-war phonos are equipped for quick conversion to dime play." . . . Big news from Leo Weinberger of Southern Automatic, Louisville, is that firm is moving into brand new, big building at 735 S. Brook St. Air conditioning and all. Big parking lot. Bigger officers, show-rooms, repair, parts dep'ts, etc. Maybe that's why Mort Weinberger here last week to get everything set with all the newest products of the manufacturers the firm represents. . . . Meeting held here this past Tuesday on the Johnson Act between U.S. Atty. of Chicago area, Otto Kernr, Jr., Asst. Atty. Gen. Charles McNellis of Wash., D.C., and about 25 of Chi's bell men resulted in arrangements for reporting sales monthly, but, issue of monthly inventory reports remain somewhat clouded. Among those present at the meet: Harry Brown, Ted Rubenstein, Jerry Huley, John Watling, Harold Baker, Oscar Schultz, Carl Hubbard, Zeke Wolf, Harold Jeske, Ben Coven, Herb Jones, Phil Burgess, Rex Shriver, A. Morris, and many others. . . . CMI (Coin Machine Institute) will make a survey of the nation's pinball ops to get ops' opinion regarding 5c versus 10c coin chutes. Dudley Rittenberg, atty. for CMI, reported this will be strictly trade association survey. . . . Two bills in Illinois Senate at Springfield have many disturbed here. They are S. 352 introduced by Sen. Lawis and S. 357 introduced by Sen. Grey. . . . Al Sleight of Portland, San Francisco, and other coastal ports, popped into town to visit with Bally this past week. . . . Bert Lane and Willie Blatt flew back to Miami together. . . . Hymie Rosenberg out on the road again. He may, he reports, return to Miami and make that his headquarters and home all over again. Hymie's children just can't get used to Chicago's weather. . . . Dave Bond of Boston around town. . . . Got Art Weinand on the phone and, just as we began to talk, Art advised he had but a second to go. Had to get down to Army Ordnance where firm has a big contract hewing. . . . John Conroe of Keeney well pleased with results of Keeney ciggy vendor showing at NATD convention. Also reports working right ahead on bowler conversions. . . . Mike Hammergren and Larry Cooper of SuperVend in Dallas trying to work out some plans for more production. George Dick in charge of offices here. . . . Gordon Sutton down to Florida for a vacation after starting Gordon Sales Co. And getting a 60 machine location in Post Office headquarters here. Sold over 800 drinks from two test SuperVend dispensers in P.O. in less than 2 hours. . . . Frank Mercuri, Joe Batten and Ford Sebastian over at Exhibit Supply Company have, what many, many believe, is the hottest idea in years. It's true modernization of the o'dtime penny arcade. Hundreds of such spots should be opened all over the nation. . . . Chief Petty Officers Club in the Naval Armory at the bottom of Randolph St. nior wants and needs a small phono, advises Bill Reed, CPO, who was with CMAC, CIT, and knows many phono men in the field. Now back in the Navy, Bill's carrying on for popularity of juke boxes. Anyone got an old phono to donate to Navy? . . . Music ops should study OPS (Office of Price Stabilization) order CPR 7, Amend. 2, which freezes retail markups of records. This may mean that record costs are frozen at the retail level from now on. . . . Phil Levin, secretary of the Recorded Music Service Assn., reports, "We have the finest music operators' association in the country." . . . Lyn Durant has just completed his engineering building. Just a few blocks away from the big United plant. It certainly is modernistic. Will house entire engineering staff. . . . Largest run for any kind of coin operated equipment was slot machine. Late Charley Fey's invention has been going on for 66 consecutive years. . . . State Sen Wm. G. Knox (R., Chicago) has offered bill's into Springfield empowering cities to tax ciggy machines and beverage dispensers. . . . The two Bills meeting and talking things over. Bill DeSelm of United and Bill O'Donnell of Bally. And both called to the phone with Herman Pastor at one and the same time. . . . Herb Jones is a connoisseur of good steaks. Ask him where when you're in town. . . . Earl Moloney down in Florida for a little sunshine. . . . Little Jimmy Johnson tells the one about the two guys who wanted to go out and have a time on the town but had only enough money to buy one hot dog. The way they worked this out will give you a real belly laugh. . . . Happy Birthday This Week To: Si Lynch and Arthur Hughes of the same firm, S. H. Lynch Co., Dallas, Tex. . . . To Meyer Marcus of Cleveland who won't reveal his age. . . . And to very charming Leona Bush, wife of Ted Bush of Miami. . . . We hear that Dick Eaton of SuperVend sold a load of dispensers through Texas. . . . Irv Sandler dissolves partnership and now has his own firm, Sandler Distrib. Co., Des Moines, Ia. . . . Sam Lewis on more long distance phonos this past week than in many moons talking about the firm's 45 rum "Hit Parade." . . . Sam Stern busier than ever as more and more war work swamps Williams Mfr. Co. . . . Henry Strong in charge of machines at O. D. Jennings wondering about parts inventory. . . . Ray Moloney looking very marvelous. We hummed smack into him past week. . . . Tom Callaghan still abed, but eager to get out. Has been receiving phono calls and letters from friends from all over the country. . . . Hymie and Mrs. Zorinsky in town from Omaha attending the NATD show and taking in Chicago version of South Pacific. . . . Si and Mrs. Redd of Boston passing thru town on way to Miss. for a vacation. . . . Ernie Marley of Kansas City in town seeking for something new to sell.

### USED FIVE BALL GAMES

ALI BABA	\$45.00
ALICE IN WONDERLAND	55.00
BARNACLE BILL	55.00
BUCCANEER	69.50
BLUE SKIES	54.50
CINDERELLA	49.50
FLOATING POWER	85.00
GRAND AWARD	55.00
PUDDIN' HEAD	59.50
RAMONA	55.00
RANCHO	39.50
SCREWBALL	54.50
SHARPSHOOTER	89.50
TRIPLE ACTION	44.50

MANY MORE

### USED PHONOS

WURLITZER 1100	\$445.00
1080	279.50
1015	279.50
850	99.50
780E	99.50
750	114.50
700	89.50
SEEBURG MAYFAIR	59.50
COLONEL	59.50
1465	239.50
AMI MODEL "A"	399.50

# COVEN

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

### USED JUMBO PIN GAMES

SPECIAL ENTRY	\$79.50
JOCKEY SPECIAL	89.50
CITATION	249.50
CHAMPION	349.50
WINNER	375.00
PHOTO FINISH	225.00

### ARCADE

BALLY HEAVY HITTER	\$49.50
WILLIAMS ALL STARS	89.50
EXHIBIT DALE GUN	79.50

### USED SHUFFLE GAMES

BALLY SHUFFLE BOWLER	\$59.50
BALLY SPEED BOWLER	119.50
BALLY SHUFFLE CHAMP	179.50
UNITED SHUFFLE ALLEY W CONV.	89.50
UNITED SUPER SHUFFLE ALLEY	59.50

distributing company

3181 Elston Chicago 18, Ill. Independence 3-2210

Authorized Distributors for

WURLITZER PHONOGRAPHS Models 1400 & 1450  
BALLY PRODUCTS - PERMO POINT NEEDLES  
CHICAGO COIN "BAND BOX" and "HIT PARADE"

# 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.

● April Is The Month The American Cancer Society Starts Its Drive For Funds. Support It. ●

# REMOVAL NOTICE— SOUTHERN AUTOMATIC now in new quarters!

To serve you better than ever, we now occupy a new, much larger building, and can offer a greater variety of new and used machines. We believe our new location provides the ultimate in modern distribution facilities, with increased convenience and service for operators.

- AIR CONDITIONED FOR YOUR COMFORT.
- SPACIOUS SHOWROOM AREA.
- AMPLE OFFICE SPACE.
- EXPANDED, UP TO DATE PARTS DEPARTMENT.
- MODERN SERVICE DEPARTMENT, STAFFED BY EXPERTS EMPLOYING THE LATEST IN SERVICE EQUIPMENT.
- NO PARKING PROBLEMS. Our big parking lot adjoins the building . . . step right from your car into office or shop!

**DON'T FORGET THE NEW LOCATION!**  
**735 S. BROOK STREET,**  
**LOUISVILLE, KY.**

Just a few blocks from former location, and still in downtown Louisville!  
We Are Distributors of A. M. I. Juke Boxes and All Types Amusement Machines.

**P. S.** No formal opening! Don't send flowers or congratulatory wires. Just visit us soon, and often, for quality merchandise at reasonable prices!

## FOLLOWING MACHINES ARE READY FOR DELIVERY FROM ANY OF OUR

## 6 CONVENIENT OFFICES:

### ARCADE EQUIPMENT

WILLIAMS ALL STARS	\$79.50
UNITED TEAM HOCKEY	119.50
POP UP	9.50
STAR SERIES	129.50
A.B.T. CHALLENGER	12.50
LANE Q-BALL	129.50
QUARTERBACK	89.50
ELECTRIC SHOCKER	14.50
ADVANCE ROLL	29.50
EXHIBIT SIX SHOOTER	219.50
AIR HOCKEY	175.00
CHICAGO COIN REBOUND	29.50
EXHIBIT DALE GUN	79.50
CHICAGO COIN PISTOL	119.50
EXHIBIT LITE A LINE	79.50
TOKYO RAIDER	79.50
QUIZZER	69.50
PONY EXPRESS	295.00

### FREE PLAY GAMES

ARIZONA, YUMA	Eq.	\$129.50
BASKETBALL		119.50
BE BOP		99.50
BAND LEADER		69.50
CROWN JEWELS		39.50
CAMPUS		89.50
CANASTA		119.50
CINDERELLA		39.50
DREAMY		129.50
FLYING SAUCER		139.50
FIGHTING IRISH		139.50
FOUR HORSEMEN		159.50
GEORGIA		139.50
HARVEST TIME		149.50
JUST 21		69.50
JUDY		119.50
JEANIE		119.50
KING COLE		39.50
KNOCKOUT		179.50
LUCKY INNING		119.50
MERCURY		109.50
NIFTY		159.50
PIN BOWLER		129.50
PLAYBALL		139.50
PLAYLAND		129.50
RIP SNORTER		119.50
ROCKET, GENCO		119.50
ROCKETTE, GOTTLIEB		149.50
SPOT BOWLER		159.50
SELECT A CARD		89.50
SWEETHEART		139.50
TRADE WINDS		39.50
TRI SCORE		149.50

### USED MUSIC

#### SEEBURG

GEM	\$49.50
VOGUE	49.50
8800 HITONE	59.50
146S., Conv. to 148S	285.00
H146, HIDEAWAY	250.00
H147, HIDEAWAY	325.00
148 ML	425.00
148 SL	395.00
146 S	250.00
146 M	275.00
STANDARD	49.50
R.C. COLONEL	49.50
R.C. HIDEAWAY, Prewar	125.00
ROYAL	49.50
CLASSIC	59.50
CROWN	49.50
ENVOY	49.50

#### WURLITZER

780	\$129.50
1250	Write
1100	425.00
1080	225.00
1017	225.00
61 COUNTER	39.50
101S	259.50
750	109.50
600	49.50
850	79.50
VICTORY 24	49.50
616	39.50
800	79.50
TWIN HIDEAWAY	49.50

#### A.M.I.

MODEL A	395.00
MODEL B	525.00
PACKARD MANHATTAN	169.50
AIREON DELUXE	40.00
THRONE OF MUSIC	39.50

### USED ALLEY GAMES

WILLIAMS DOUBLE HEADER	\$139.50
TWIN SHUFFLE	29.50
SINGLE BOWLER, 9 1/2 Ft.	29.50
DELUXE BOWLER, SWINGING PINS	39.50
UNITED SHUFFLE ALLEY	34.50
SUPER SHUFFLE ALLEY	34.50
SHUFFLE ALLEY, with Disappearing Pin Conv.	79.50
SKEE ALLEY, LIKE NEW	189.50
SINGLE SHUFFLE ALLEY REBOUND, F. 5.	169.50
DOUBLE SHUFFLE ALLEY REBOUND	189.50
SHUFFLE ALLEY EXPRESS	119.50
CHICAGO COIN BOWLING ALLEY	59.50
BOWLING ALLEY with Disappearing Pin Conv.	99.50
ACE BOWLER, FREE PLAY	149.50
REBOUND SHUFFLEBOARD	29.50
BALLY SHUFFLE BOWLER	39.50
SPEED BOWLER	79.50
KEENEY DOUBLE BOWLER	149.50
PIN BOY	29.50
TEN PINS	29.50
GENCO GLIDER	29.50
BOWLING LEAGUE	29.50
ROCK-OLA SHUFFLE LANE	29.50
EXHIBIT STRIKE	49.50

#### ROCK-OLA

1426	219.50
1422	149.50
1424 HIDEAWAY	150.00
39 STANDARD	49.50
39 DELUXE	49.50
40 SUPER	69.50
40 DELUXE	69.50

SEEBURG W1-L56 WIRELESS WALL BOX	\$19.50
W1-5L56 BOX CONVERTED TO 3-WIRE	19.50
3W2-L56 3-WIRE BOX	32.50
D.5-20 1-Z WIRED BOX	7.50
NEW ATTRACTIVE 12-INCH CORNER SPEAKER	9.50

"The House that Confidence Built"

**SOUTHERN AUTOMATIC**  
MUSIC COMPANY, INC.

ESTABLISHED 1923

**WRITE TODAY for COMPLETE NEW LIST**

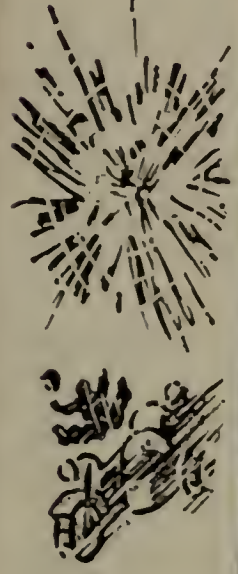
REMEMBER THE NEW ADDRESS: 735 S. BROOK ST., LOUISVILLE, KY.





**FRONT LINE  
TRIGGER ACTION**

**AS TIMELY AS  
THE "H" BOMB**



EXHIBIT'S  
DALE

**"GUN PATROL"**

'GUN PATROL' is not just location tested . . . but . . . location proven . . . on thousands of locations everywhere in the nation. 'GUN PATROL' is an Exhibit life-time product . . . with features that are unsurpassed for their realism, outstanding beauty, and mechanical perfection.

**INVESTIGATE!**  
**LOCATION SKILL CONTROL**  
**AND NEW CONVERTIBLE**  
**FEATURES with**  
**5c-10c-25c**  
**PLAY**

- ★ TRAINING APPEAL FOR COORDINATION OF EYE AND TRIGGER FINGER
- ★ BUILT TO LAST FOR YEARS TO COME
- ★ REALISTIC BATTLE SCENE
- ★ FLASHING COLORED LIGHTS SIMULATING BURSTING BOMBS.
- ★ EVERY HIT SCORES AGAINST THE INVADER
- ★ FAST MOVING MECHANIZED CONTROL
- ★ TANKS, JEEPS, HALF-TRACKS, REAL FRONT LINE ACTION.
- ★ AVAILABLE IN EITHER 5c OR 10c-25c PLAY
- ★ MANY CONVERTIBLE FEATURES INCLUDING 'MARKSMAN AWARD' VENDOR FOR SKILL SCORE.
- ★ OPTIONAL SCORING FEATURE, AND MANY OTHERS.

See 'GUN PATROL' at your EXHIBIT Distributor

**THE EXHIBIT SUPPLY CO. 4218-30 W. LAKE ST. CHICAGO 24, ILL.**

**AMI Introduces Phono Testing Unit For Operators**

GRAND RAPIDS, MICH.—The same inspection and testing methods used by the factory for analyzing the operation of jukebox components are now available to AMI distributors with the new "Master Analyzer," introduced by AMI Inc., Grand Rapids, Michigan.

"This new unit which will speed up service in the field, while saving time for the distributor, ingeniously combines a series of testing devices on a large, well-lighted instrument panel," explained John Haddock, president. "Among the components which can be quickly inspected are the phonograph and mechanism junction boxes, record rack assembly, credit units, switches, wallboxes, selector assemblies, gear motors and record changing mechanism.

"All the circuits used in the new service tool are based on those adopted by the factory for laboratory and assembly-line testing and inspection. The Master Analyzer is simple to use and enables the distributor service man to give the same thorough diagnosis and adjustment of electrical and mechanical parts as made by factory service engineers.

"The new unit includes electronic devices which provide short pulses from 40 to 200 milliseconds and a similar pulse measurement for accurately analyzing the operation of credit units, selector assemblies and wallboxes. The Master Analyzer was designed to test equipment under

actual conditions found in various locations. The wallbox, for example, may be tested and properly adjusted for best operation and under the extremes of voltage level which are encountered in day and night operation of the box.

"All cables used to connect equipment under test have been polarized to eliminate error when plugging in new units for analysis. Power is provided for each test circuit so that there is no need for resetting the entire panel when testing various units. The four, well-lighted, meters and the

various pilot lights on the instrument panel, are internally connected at proper points in the circuits. The complete unit has been fused for extra protection in addition to individual fusing of each circuit.

"The Master Analyzer has auxiliary outlets for tools and provides a 110-volt ground test for all units during operation. The entire new unit is mounted on a steel bench with pressed wood top. The bench comes equipped with four roomy drawers and there is ample space for adding new drawers as needed."



**Prices Slashed!**

**BRAND NEW—**

Stop and Go, Knockout, Shoo Shoo, The Thing, Tri Score, Ploy Boll, Universal Hi Score Bowler.

**Want to Buy or Accept in Trade—**

Wurlitzer 3020's, Seeburg 100A, 3W1's, Bear Guns, Chicago Cain Band Box, Packard Hi Chrome Wallboxes.

WIRE OR CALL **REDD** DISTRIBUTING CO., INC.

298 Lincoln St., Allston, Mass. AL 4-4040

811 Union St., West Springfield, Mass. 6-5418

**No. Carolina Bill Would Legalize "Amusement" Games**

RALEIGH, N. C.—A bill to legalize coin-operated machines used "for amusement only" was favorably reported (April 6) by the finance committee of the North Carolina House of Representatives.

Sponsored by Rep. Burl Hardison of Craven, the bill would place the pinball machines under the state license tax schedule, bringing in about \$50,000 a year in new revenue.

Rep. Hardison assured the committee there were no loopholes to allow the emergence of slot machines.





**CLASSIFIED ADVERTISING SECTION**

**Here's What  
You Can Get  
For Only  
92¢  
A Week**

- 1** A 40 WORD CLASSIFIED AD IN EACH AND EVERY WEEK'S ISSUE FOR A FULL YEAR (\$2 CONSECUTIVE WEEKS) ACTUAL COST WOULD BE \$3.20 PER WEEK OR \$166.40 FOR THE ENTIRE YEAR OF \$2 WEEKS . . . PLUS . . .
- 2** A FULL YEAR'S SUBSCRIPTION THAT BRINGS YOU "THE CASH BOX" EACH WEEK FOR \$2 CONSECUTIVE WEEKS, REGULAR PRICE OF SUBSCRIPTION IS \$15.00 WHICH ADDS UP TO THE GRAND TOTAL OF . . .
- 3** \$181.40 . . . ALL THIS FOR ONLY \$48 . . . OR 92c PER WEEK FOR YOUR 40 WORD CLASSIFIED AD PLUS YOUR WEEKLY COPY OF "THE CASH BOX" . . .
- 4** IF YOU ALREADY HAVE A \$15 SUBSCRIPTION TO "THE CASH BOX" YOU WILL BE GIVEN FULL CREDIT FOR THE REMAINDER OF YOUR SUBSCRIPTION. THIS WILL BE DEDUCTED FROM THE \$48 AND YOU WILL BE BILLED FOR THE DIFFERENCE ONLY.

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

Enclosed Find My First 40 Word Classified Ad Plus My Check For \$48.

Bill Me For The Difference Due From My \$15 Subscription. Enclosed Find My First 40 Word Classified Ad.

DISTRIBUTOR \_\_\_\_\_ MANUFACTURER \_\_\_\_\_

I AM AN OPERATOR \_\_\_\_\_ JOBER \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Address \_\_\_\_\_

Firm \_\_\_\_\_ Name \_\_\_\_\_

**FOR SALE**—The famous lightweight Jacobs Tone Arm for all automatic phonographs. Get it from your nearest distributor. JACOBS NOV-ELTY CO., STEVENS POINT, WIS.

**FOR SALE** — 1 1250; 1 750E; 1 600K; 2 600 Victories; 1 Mutoscope Sky Fighter; 1 Goalee; 1 Scientific Batting Practice; 1 Williams Quarterback; 20 Packard Boxes; 30 Junker Tables—Canteens, Kilroys, Honeys, Sea Isles. 75,000 used records, back to 1935. Make an offer. ROBERTSON MUSIC CO., 402 15th ST., LUBBOCK, TEXAS.

**FOR SALE**—We have in stock for trade new and used five-balls, new and used one-balls, large assortment of used Shuffle Machines. WANT—We want to buy or will accept in trade Wurlitzer 3020's, Seeburg Bear Guns, Seeburg 100A, 3W1's, Packard Hi Chrome Wall Boxes, Chicago Coin Band Boxes. REDD DISTRIBUTING CO., 298 LINCOLN ST., BOSTON 34, MASS. Tel.: AL 4-4040 and 811 UNION ST., W. SPRINGFIELD, MASS. Tel.: 6-5418.

**FOR SALE**—Best Bargains In Town. Flipper Tables: Gottlieb Just 21 \$60. Following at \$35 ea.: United Wisconsin; United Carolina; United Baby Face; United Serenade; United Manhattan; United Moon Glow; United Paradise; Gottlieb Humpty Dumpty; Gottlieb Select-A-Card; Williams Boston. Asst. (No Flipper Tables): Following at \$15 ea.: United Rio; 4 United Tropicana; 2 United Nevada; United Cyclone; 4 United Havana; United Caribbean; 3 Bally Surf Queens; Bally Home Run; Genco Jungle; 3 Williams Ginger; 2 Williams Smarty; Williams Tornado; Williams Yanks; Williams Bonaanza; Williams Amber; Exhibit Knock Out; Exhibit Big Parade; Exhibit Fast Ball; Exhibit Big Hit; Exhibit Mystery; Chicago Coin Play Boy; Chicago Coin Kilroy; Chicago Coin Sea Hawk. Seeburg Pre-war Remote Control Boxes \$5 ea.; 2 Rock-Ola Super, plastic good \$75 ea.; Rock-Ola Commando (for parts) \$25; 2 Wurlitzer 600, good condition, \$100 ea.; Rock-Ola '46, like new, \$250 ea. LEE NOV-ELTY CO., 1004 SPRING STREET, SHREVEPORT, LA. Tel.: 2-4545 and 3-3625.

**FOR SALE**—Arcade Equipment: Periscope, Foot-Ease, Hockey, Lite League, Rapid Fire, Super Bomber, Ace Bomber, Ten Strike, Sky Pilot, Ray Guns. Guaranteed fully reconditioned. Parts, supplies for ray guns. Amplifiers, motors, rifles repaired. COINEX CORPORATION, 1346 W. ROSCOE ST., CHICAGO 13, ILL. Tel.: GRaceland 2-0317.

**MISCELLANEOUS**

**NOTICE**—We are exclusive factory distributors in Metropolitan New York and Northern New Jersey for Keeney Electric Cigarette Vendor. Now taking orders. Will accept trades: For prices, write: DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CH 4-5100.

**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.

**NOTICE**—We are distributors for Evans' "Constellation" 40 record phonograph. Now delivering. DAVE LOWY & COMPANY, 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CH 4-5100.

**NOTICE**—Operators in Louisiana, Mississippi and Alabama—our new address is 122 North Broad St., New Orleans, La., with phone remaining the same. DIXIE COIN MACHINE CO., 122 NORTH BROAD ST., NEW ORLEANS, LA. Tel: Magnolia 3931.

**THIS WEEK'S USED MACHINE QUOTATIONS**

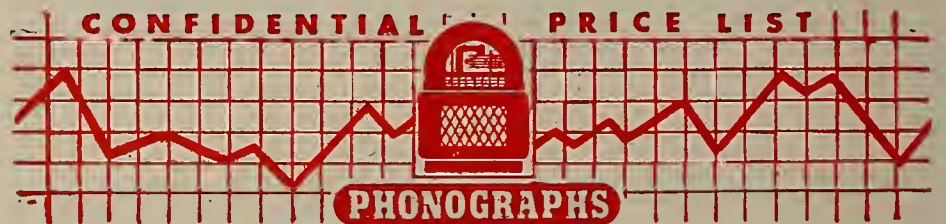
**How To Use "The Confidential Price Lists"**

**FOREWORD:** Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists", rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth \$150.00 whereas someone on the East Coast may think it worth but \$75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

**METHOD:** "The Confidential Price Lists" should be read as follows: First price listed is lowest price for the week; Second price listed is highest price.

**EXPLANATION**

- |                             |                                    |
|-----------------------------|------------------------------------|
| 1. Prices UP                | 5. No quotations Last 2 to 4 Weeks |
| 2. Prices DOWN              | 6. No quotations 4 Weeks or Longer |
| 3. Prices UP and DOWN       | 7. Machines Just Added             |
| 4. No change from Last Week | * Great Activity                   |
- CODE: Use Code As Of March 3, 1951**



**WURLITZER**

4. 24	.....RH.AT	EH.AT
2* 600R	.....RA.TT	IH.AT
2* 600K	.....RA.TT	KOA.TT
4. 500A	.....EH.TT	IH.AT
4. 500K	.....EH.TT	IH.AT
2. 41 (Counter)	.....EH.AT	FA.TT
6. 51 (Counter)	.....RT.TT	EA.TT
4. 61 (Counter)	.....EH.AT	IH.AT
4. 71 (Counter)	.....EH.AT	CA.TT
6. 81 (Counter)	.....EH.AT	IA.TT
2. 700	.....AH.AT	HH.AT
2. 750M	.....CH.AT	KTH.AT
4* 750E	.....HE.AT	KOH.AT
1. 780M Colonial	.....HA.TT	KOH.AT
4. 780E	.....CA.TT	KOH.AT
4. 800	.....IA.TT	KOE.AT
4* 850	.....FA.TT	KKH.AT
4. 950	.....IH.AT	KEH.HA
4* 1015	.....OOA.TT	RKH.AT
4. 1017 Hideaway	.....KHA.TT	OAT.TT
2* 1100	.....RFA.TT	EIA.TT
2* 1080	.....KHA.TT	RKH.AT
6. 300 Adapter	.....KT.TT	KA.TT
4. 320 Wireless Wall Box	.....R.AT	A.TT
4. 310 Wall Box 30 Wire	.....E.AT	A.TT
4. 320 2 Wire Wall Box	.....R.AT	A.TT
6. 332 2 Wire Bar Box	.....A.TT	H.AT
6. 331 2 Wire Bar Box	.....A.TT	KT.TT
4. 304 2 Wire Stepper	.....R.AT	A.TT
4. Wireless Strollers	.....KH.AT	OAT.TT
6. 430 Speaker Club with 10, 25c Box	.....FH.AT	IA.TT
6. 420 Speaker Cabinet	.....ET.TT	EH.AT
4. 3031 Wall Box	.....KO.TT	OAT.TT
4. 3045 Wall Box	.....KE.AT	OO.TT
4. 3020 Wall Box	.....RA.TT	AT.TT
4. 219 Stepper	.....KH.AT	OH.AT
6. Selector Speaker	.....HA.TT	KOA.TT
4. 100 Wall Box 5c 30 Wire	.....R.AT	A.TT
6. 100 Wall Box 10c 30 Wire	.....KO.AT	KI.AT
6. 111 Bar Box	.....R.TT	KT.TT
4. 120 Wall Box 5c Wire	.....O.TT	R.AT
6. 305 Impulse Rec.	.....O.AT	KT.TT
6. 350 WIs Speaker	.....KI.AT	RH.AT
4. 115 Wall Box Wire 5c Wireless	.....A.TT	I.AT
6. 135 Step Receiver	.....KE.AT	KH.AT
4. 145 Imp. Step Fast	.....E.AT	I.AT
6. 306 Music Transmit.	.....I.AT	H.AT
6. 130 Adapter	.....KA.TT	KI.AT
4. 580 Speaker	.....OA.TT	EH.AT
6. 123 Wall Box 5/10/25 Wireless	.....H.TT	KA.TT
4. 125 Wall Box 5/10/25 Wire	.....O.AT	F.TT

**SEEBURG**

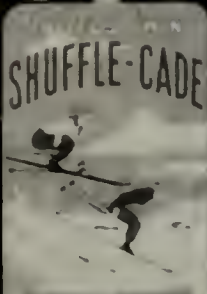
4. Plaza	.....OH.AT	RH.AT
4. Royale	.....OA.TT	RH.AT
4. Regal	.....RA.TT	AH.TT
4. Regal RC	.....RH.AT	FH.AT
2. Gem	.....RA.TT	EH.AT
4. Classic	.....RA.TT	FH.AT
4. Classic RC	.....AH.AT	IH.AT
4. Maestro	.....AH.AT	CA.TT
2. Mayfair	.....EH.AT	AH.AT
6. Mayfair RC	.....FH.AT	CH.AT
6. Melody King	.....EH.AT	IH.AT
4. Crown	.....RH.AT	AH.AT
4. Crown RC	.....FE.AT	IH.AT
4. Concert Grand	.....RE.AT	AH.AT
2* Colonel	.....EA.TT	FH.AT
4. Colonel RC	.....AH.AT	GT.TT
4. Concert Master	.....EH.AT	IH.AT
6. Concert Master RC	.....AH.AT	IH.AT
4. Cadet	.....AT.TT	IA.TT
6. Cadet RC	.....AH.AT	IA.TT
4. Major	.....EH.AT	IH.AT
4. Major RC	.....AT.TT	IH.AT
4. Envoy	.....EH.AT	IH.AT
4. Envoy RC	.....AH.AT	CH.AT
4. Vogue	.....EH.AT	IH.AT
4. Vogue RC	.....EH.AT	IE.AT
4. Casino	.....EH.TT	IE.AT
6. Casino RC	.....AH.AT	IH.AT
4. Commander	.....EH.AT	AH.AT
6. Commander RC	.....AT.TT	IA.TT
2. Hi Tone 9800	.....OAT.TT	KKT.TT
2. Hi Tone 9800 RC	.....EA.TT	FH.AT
2. Hi Tone 8800	.....RA.TT	AH.AT
2. Hi Tone 8800 RC	.....RA.TT	FH.AT
2. Hi Tone 8200	.....EA.TT	AH.AT
2. Hi Tone 8200 RC	.....EA.TT	FH.AT
2* 146S ('46)	.....KIA.TT	OIA.TT
2* 146M	.....KHA.TT	OIH.AT
4* 147S	.....OEH.AT	ROA.TT
2* 147M	.....OEH.AT	REH.TT
4. 148S	.....ROA.TT	RIA.TT
2. 148M	.....RAT.TT	RHA.TT
2. 148ML	.....ETH.AT	ERH.TT
6. Selectomatic 16	.....A.TT	I.AT
6. Selectomatic 24	.....A.TT	KH.AT
6. Selectomatic 20	.....A.TT	KT.TT
6. Remote Speak Organ	.....KT.TT	KI.AT
6. Multi Selector 12 Rec.	.....KO.AT	RA.TT
6. Melody Parade Bar	.....E.AT	F.TT
6. 5c Wallomatic Wireless	.....R.TT	CA.TT
6. 5c Baromatic Wireless	.....E.AT	A.TT
6. 5c Wallomatic 3 Wire	.....O.TT	G.TT
4. 30 Wire Wall Box	.....O.TT	H.AT
4. 5, 10, 25c Baromatic Wire	.....R.TT	F.HA





UNITED'S TWIN

# SHUFFLE-CADE

1 <sup>st</sup> UP	1 PLAYERS	2 <sup>nd</sup> UP
1000	SHUFFLE-CADE	1000
900 90		900 90
800 80		800 80
700 70		700 70
600 60		600 60
500 50		500 50
400 40		400 40
300 30		300 30
200 20		200 20
100 10		100 10
1-2-3-4-5-6-7-8-9-10-11-12-13-14-15		

**NOW TWO CAN PLAY**  
ONE PLAYER 10c...TWO PLAYERS 20c

**GREATER COMPETITIVE APPEAL**

**QUIET, SMOOTH OPERATION**

**SPEEDY MOTOR-DRIVEN PUCK RETURN**

**BEAUTIFUL STREAMLINED CABINET DESIGN**

**LOCATION TESTS REVEAL  
TERRIFIC PUBLIC ACCEPTANCE**

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9½ FEET  
BY 2 FEET  
•  
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