

# THE CASH BOX

THE  
CONFIDENTIAL WEEKLY  
OF THE  
COIN MACHINE INDUSTRY

VOL. 11, NO. 45  
AUGUST 5, 1950



The young maestro avidly scanning a music score is none other than Hugo Winterhalter, whose orchestrations and arrangements have won the plaudits of the nation's music operators. Winterhalter's recording of "Count Every Star" currently occupies a top spot in the nation's juke boxes. In addition to his work as a recording artist, Winterhalter is chief musical director for RCA Victor Records. His latest releases are "Foggy River," "Symphony Of Spring" and "My Destiny," the latter tune holding tremendous winning potential. Hugo Winterhalter is exclusively featured on RCA Victor Records.

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# Public Relations

Public relations continues to be, and probably will always be, one of the important and much discussed subjects in this industry.

For many years this publication presented one reason after the other why there should be a "Public Relations Bureau" functioning in this field.

Tho attempts have been made, from time to time, to get such a bureau under way, there hasn't been any satisfactory success.

For a while it seemed as if CMI (Coin Machine Institute) had created an active bureau and that it would satisfy the trade.

Such a bureau is also in existence for NAMA (National Automatic Merchandising Assn.), and there is somewhat of a publicity arrangement for MOA (Music Operators of America), and also for ACMMA (American Coin Machine Manufacturers Assn.)

But, as yet, there is no one bureau which can be identified with the industry as a whole. Nor is there any bureau which has, with consistency, placed the case of this industry favorably and intelligently before the public.

Individual manufacturers as well as local associations have been somewhat successful. But, they too, have not been consistent.

Advertisements as well as editorials, which appear most often for this industry in mass public media, are from the vending machine industry. And even these manufacturers are only spasmodic in their attempts to gain better acceptance for their products from the public at large.

This doesn't mean that the organizations mentioned above don't want public relations bureaus. They

most certainly do want such agencies working to help them and all the trade.

But, the cost is enormous. And the obstacles which must be overcome are very, very great. Possibly by large and continuous expenditures of much monies, over a long period of years, most divisions of the field may succeed to some extent, as far as public relations is concerned.

Attempts to raise such large sums have failed. Just as they fail in every, but the most powerful and outstanding, industries.

Those individuals in this field who continually raise the cry about the need for a public relations bureau should, at the same time, devise some means or method whereby such a bureau could continue regardless of whatever financial problems may arise.

Until such a method comes about, a way to make it easy to raise the needed monies, then discussions pro and con as to the benefits and even the advisability of such a bureau, will mean little, or nothing.

In discussing this with leaders each has the same story. "How to raise the necessary monies?"

This, perhaps, can be raised by an inner-industry tax on each and every machine shipped. But, will the man in Arizona, and the man in New York, agree to such a tax for public relations work?

Local associations have voted time and again on the subject of donating for national public relations effort and have, in almost every case, turned down the motion. They feel all their monies should be spent within their own area.

This means that, nationally, the trade suffers. There is little to be expended on local effort which will mean anything in the big, national picture.

Therefore, until such time when someone will devise the perfect plan for the procurement of sufficient monies to carry forth a public relations campaign of outstanding character consistently, and over a long period of time, the trade had best forget that such great effort can be put into good use.

## THE CASH BOX

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

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

### "THE CONFIDENTIAL PRICE LISTS"

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

# NEW ERA AHEAD

## Amusement, Music, Vending Ops Foresee New Type Operating Ahead as Result of Inflation Plus Higher Prices for All Equipment

After a survey among leaders in the field, the thought arises that there is a new era ahead for the entire industry.

In the first place, inflation has brought about a need for greater income to equal off what was formerly taken in, and to amortize equipment in more or less the length of time as formerly.

At the same time, the scarcity of raw materials and skilled labor, the war scare which has come about with the Korean incident, have all had their share of pushing the field into a new era.

There is no longer any doubt that with the prices of equipment going up, and perhaps continuing on upwards as inflation takes stronger hold, that the operator must make new arrangements to insure himself remaining in business on a profitable basis.

This means that with the operators trying hard to overcome the inflationary period which is now well under way, and trying to amortize their equipment within a reasonable period of time, while collections continue more or less the same, that the jobbers and distributors will begin to feel the effect in future sales.

With jobbers and distributors effected, certainly the manufactories will also find themselves a part of the problem. Therefore, the basic factor, the operator, being up against a new problem, means that all in the field, all the way up the line, feel the problem just as keenly.

There will be a need for a better depreciation plan. This has been presented by *The Cash Box*. The plan which was printed here has won much good comment.

There will have to be brought about a new and better depreciation plan on a national basis. But, this is only part of the problem. There are other factors which enter into the situation.

Collections must remain high to take care of higher priced merchandise. This being the case, new ideas and new commission arrangements will probably have to come into being.

Better merchandising of all equipment will also have to come about to assure the operator that he is earning enough to cover his investment, plus showing him a decent profit on that investment, and thereby creating a reserve which will allow him to buy more equipment when he is in the market for new machines.

All this is being brought about by the inflationary trend which is well under way as well as the higher prices for equipment which have started to enter into the business.

If the operator earns more he can pay more. Inflation, which cuts the value of the dollar, also brings in more cheaper dollars to pay for the merchandise which he purchases.

But, where the average retailer can raise the price of his merchandise to obtain more monies so as to cover his inflated costs, the coin machine operator cannot do so. He cannot increase the size of his coin chutes without chancing complete loss of play action, whether this be amusement, music or vending.

Even the vending machine operators cannot go up in price all the time. It means, that unless they have emergency locations, they will not sell to the public.

Therefore, they, too, are up against this problem. They can charge 25c per pack of cigarettes only where this is within the price margin of the storekeeper who sells cigarettes over the counter. But, should they step ahead a penny or two, they realize that, aside from emergency spots, they lose sales.

The problem is, therefore, one that requires much new planning. In fact, the opening of an entirely new era.

The amusement machine, as well as the music operator, is also in a very strained position because of what is now happening in the market. Most of the music ops, at least the more intelligent, have rearranged their commission bases, and have also obtained front service money guarantees wherever possible.

Certain branches of the amusement field are not at all worried. But, in the main, the amusement machine operator is faced with a big problem. He has so established his present fifty-fifty commission system that he simply cannot change without inviting his competitors to knock him out of one spot after the other.

Unless he can obtain full and loyal agreement from everyone of the men in the same territory, then he is up against it when trying to see his way clear under present conditions.

In short, even those coinmen who haven't as yet paid too much attention to the economic changes coming about thruout the nation, realize that a new era is on the way into the industry.

They realize that there must be many changes made to assure the operator that he will continue to see some profit on his investment, regardless of the fact that the investment continues to grow bigger, as inflation and higher prices bring this about.

He also realizes that either he changes his present commission arrangements with his storekeepers, or put new and better merchandising ideas to work for him.

It will, therefore, be extremely interesting for all in the field to watch what effect inflation and higher prices will have.

# The Nation's TOP TEN Juke Box Tunes



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

\* Denotes Most Popular Recording.  
Record Companies Listed Alphabetically

### CODE

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

## MONA LISA

Pos. Last Week

- |                          |                            |                          |   |
|--------------------------|----------------------------|--------------------------|---|
| 1                        | * <b>KING COLE</b>         |                          | 3 |
|                          | CA-1104—Eddie Grant        | LO-619—Charlie Spivak O. |   |
|                          | CA-1010—King Cole          | ME-5447—Alexander Bros.  |   |
|                          | CO-38768—Harry James O.    | MG-10689—Art Lund        |   |
|                          | CR-60250—Leighton Noble O. | VI-20-3753—Dennis Day    |   |
| DE-27048—Victor Young O. |                            |                          |   |

## I WANNA BE LOVED

- |                          |                          |                             |   |
|--------------------------|--------------------------|-----------------------------|---|
| 2                        | * <b>ANDREWS SISTERS</b> |                             | 1 |
|                          | CO-38491—Buddy Clark     | MG-10716—Billy Eckstine     |   |
|                          | CO-38825—Tony Bennett    | VI-20-3772—Fontaine Sisters |   |
| DE-27007—Andrews Sisters |                          |                             |   |

## BEWITCHED

- |                                  |                            |                         |   |
|----------------------------------|----------------------------|-------------------------|---|
| 3                                | * <b>BILL SNYDER</b>       |                         | 2 |
|                                  | CA-1000—Mel Torme          | MG-30120—David Rose O.  |   |
|                                  | CO-38821—Benny Goodman O.  | TW-1473—Bill Snyder     |   |
|                                  | CO-38821—Doris Day         | VI-20-3726—Larry Green  |   |
|                                  | DE-24983—Gordon Jenkins O. | VI-20-3617—Andre Previn |   |
| ME-5399—Jan August & Harmonicats |                            |                         |   |

## HOOP-DEE-DOO

- |                          |                               |                             |   |
|--------------------------|-------------------------------|-----------------------------|---|
| 4                        | * <b>PERRY COMO—KAY STARR</b> |                             | 5 |
|                          | CA-980—Kay Starr              | DE-24986—Russ Morgan O.     |   |
|                          | CO-38799—Frankie Yankovic     | ME-5419—Lawrence Welk O.    |   |
|                          | CO-38771—Doris Day            | MG-10702—Lynn Duddy Singers |   |
|                          | CR-60209—Ames Bros.           | VI-20-3747—Perry Como       |   |
| DA-2077—Paulette Sisters |                               |                             |   |

## MY FOOLISH HEART

- |                       |  |                         |   |
|-----------------------|--|-------------------------|---|
| 5                     | * <b>GORDON JENKINS—BILLY ECKSTINE</b> |                         | 4 |
|                       | CA-934—Margaret Whiting                | MG-10623—Billy Eckstine |   |
|                       | CO-38697—Hugo Winterhalter O.          | TE-470—Franz Lehar      |   |
|                       | DE-24830—Gordon Jenkins O.             | VI-20-3681—Mindy Carson |   |
| ME-5362—Richard Hayes |  |                         |   |

## ROSES

- |                      |                                  |                                 |   |
|----------------------|----------------------------------|---------------------------------|---|
| 6                    | * <b>SAMMY KAYE ORCH.</b>        |                                 | 6 |
|                      | CA-1001—Ray Anthony O.           | LO-682—Snooky Lanson            |   |
|                      | CO-38826—Ken Griffin             | MG-10684—Billy Eckstine         |   |
|                      | CO-38816—Gene Autry              | VI-20-3754—Sammy Kaye O.        |   |
|                      | DE-46240—Stubby & The Buccaneers | VI-21-0306—Sons Of The Pioneers |   |
| DE-27008—Dick Haymes |                                  |                                 |   |

## SENTIMENTAL ME

- |   |                                 |                        |   |
|---|---------------------------------|------------------------|---|
| 7 | * <b>RUSS MORGAN—AMES BROS.</b> |                        | 8 |
|   | CA-923—Ray Anthony O.           | DE-48141—Ray-O-Vacs    |   |
|   | CR-60140—Ames Bros.             | DE-24904—Russ Morgan   |   |
|   | CR-60173—Ames Bros.             | ME-8174—Steve Gibson   |   |
|   | DA-2074—Billy Mayo Quartet      | VI-20-3793—Rudy Vallee |   |

## TZENA, TZENA, TZENA

- |                      |                            |                              |    |
|----------------------|----------------------------|------------------------------|----|
| 8                    | * <b>GORDON JENKINS</b>    |                              | 10 |
|                      | CO-38885—Mitch Miller O.   | ME-5454—Vic Damone           |    |
|                      | DE-27077—Gordon Jenkins O. | VI-20-3847—Ralph Flanagan O. |    |
| DE-27053—The Weavers |                            |                              |    |

## THE THIRD MAN THEME

- |   |                                   |                               |   |
|---|-----------------------------------|-------------------------------|---|
| 9 | * <b>ANTON KARAS—GUY LOMBARDO</b> |                               | 7 |
|   | CA-820—Alvino Rey O.              | LO-536—Anton Karas            |   |
|   | CO-38706—Hugo Winterhalter O.     | ME-5373—Herman Stachow        |   |
|   | CO-38665—Cafe Vienna Quartet      | MG-10593—Franz Dietschmann    |   |
|   | CR-60159—Owen Bradley             | NA-9104—Dave Apollon          |   |
|   | DE-24908—Ethel Smith              | VI-20-3698—Irving Fields Trio |   |
|   | DE-46218—Hank Garland             | VI-20-3611—Irving Fields Trio |   |
|   | DE-24839—Guy Lombardo O.          | VI-20-3707—Ray McKinley O.    |   |
|   | DE-24916—Ernst Nasar              | VI-20-3797—Freddy Martin O.   |   |
|   | DE-27048—Victor Young O.          |                               |   |

## COUNT EVERY STAR

- |    |                                  |                                 |   |
|----|----------------------------------|---------------------------------|---|
| 10 | * <b>HUGO WINTERHALTER ORCH.</b> |                                 | 9 |
|    | CA-979—Ray Anthony O.            | DE-48158—The Blenders           |   |
|    | CA-859—Ray Anthony O.            | DE-27042—Dick Haymes            |   |
|    | CO-38732—Herb Jeffries           | NA-9111—The Ravens              |   |
|    | CR-60142—Harry Babbitt           | VI-20-3697—Hugo Winterhalter O. |   |

11) I DIDN'T SLIP. 12) SAM'S SONG. 13) SIMPLE MELODY. 14) IT ISN'T FAIR. 15) I CROSS MY FINGERS. 16) WANDERIN'. 17) GOODNIGHT IRENE. 18) BONAPARTE'S RETREAT. 19) LA VIE EN ROSE. 20) PIANO ROLL BLUES.

# JOHNNY DESMOND



Brings You  
4 Smash HITS  
In A Row . . .

1

"C'est Si Bon"

Still Going Strong

2

"Picnic Song"

Summertime Sensation

3

"Pigalle"

New Big Hit

. . . And Now No. 4 The Most Sensational of Them All . . .

PICKED BY "THE CASH BOX" JULY 22 ISSUE AS THE

## DISK OF THE WEEK

"JUST SAY I LOVE HER" (2:25)

"IF ANYBODY DOES, YOU DO" (2:20)

JOHNNY DESMOND  
(MGM 10758)



JOHNNY DESMOND

● Tony Mottola's orchestration sets off the throbbing, pash vocal of Johnny Desmond as he steps into the balladizing duties on "Just Say I Love Her" and comes out covered with the plaudits of all who will hear him in the months

to come. Without a doubt, this powerful thrashing effort on the part of Johnny Desmond is the marriage of artist and song that this beautiful ballad has been waiting for. With "C'est Si Bon," "Pigalle" and "The Picnic Song" still in the big money Johnny Desmond appears to be supplying himself with his own heaviest singing competition as a result of the sure-fire smash hit that he has turned out on this side. This is the type of ballad that lasts and can be heard over and over again. The use of English and Italian adds further dash to the lyrics. Flip is also a ballad and airs the singer aided by a mixed chorus. Ops will see "Just Say I Love Her" set up a steady flow of coin. No juke box can afford to be without this disk. It's headed for the big time.

LISTEN to Johnny Desmond on the  
BREAKFAST CLUB  
ABC Network  
Every Morning 8 to 9 A.M.

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EXCLUSIVELY ON MGM RECORDS

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

# THE CASH BOX

# Record Reviews

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

## DISK OF THE WEEK

"DREAM A LITTLE DREAM OF ME" (3:19)

"I'M YOURS" (3:10)

CATHY MASTICE  
(Admiral 1014)



CATHY MASTICE

● Not since the days of Axel Stordahl and Frank Sinatra have we heard an arrangement and musical background that allowed so much of the quality of a truly great voice to come shining through. Mitchell Ayres turns his orchestra into a musical frame and

the beautiful thrushing of Cathy Mastice steps right through to wallop the listener with a smash hit performance on a tune that has tremendous potential. "Dream A Little Dream Of Me" is a ballad set in quiet, moving Fox trot tempo that allows for full location scope of listening, singing and dancing pleasure. The song is the sort that sticks with you once you've heard it and this fetching rendition by newcomer Cathy Mastice is going to mean a solid flow of nickels for replay after replay by enchanted customers in every location on your route. "I'm Yours" follows the same Mitchell Ayres orking format. It's a standard ballad that has long been an American favorite. A disk like this is an op's dream—it can wear white on either side. Ops, what more can we say—this is a great record.

"WASTED WORDS" (2:38)  
"I'M ALWAYS IN LOVE WITH SOMEONE" (2:38)

JERRY COOPER  
(Abbey 15014)

● Backed by the orking of Lawrence "Piano Roll" Cook, singer Jerry Cooper moves into two honky tonk efforts sharing the stellar honors with Cook's piano stylizations. First circle has the horns doing a duet with Jerry Cooper in the manner now gaining in popularity. Bottom ring is a novelty complaint set in a low-toned vein with the piano roll banging in to give the engraving an added zest.

Irish tenor thrushing weaves in and around the novelty material with grand results. Flip is set in the style of the twenties with a modified Dixieland beat from Nook Shrier's ork and a vaudey, growling style of selling the wordage that never fails to hit the listener. Ops in the market for wax that is aimed at them will find this shellac hits the spot.

"I LOVE THE GUY" (2:30)  
"LET'S MAKE LOVE" (2:35)

FRAN WARREN  
(RCA Victor 20-3848)

● Top ballad is the female version of the tune that won the "Disk" award a few weeks back. Fran Warren's rendition is very cute and should snag an ample part of the ton of juke box silver that this ditty will coax into the machines. "Let's Make Love" is another ballad but this time is a slower tempo. Fran Warren's singing is uniformly excellent. Ops should place the chirp's, "I Love The Guy," in every juke box.

"ROCKABYE THE BOOGIE" (3:00)  
"BOOGIE WOOGIE WASHER WOMAN" (3:15)

RAY MCKINLEY ORK.  
(RCA Victor 20-3849)

● Two hot boogie tunes get a masterful interpretation from Ray McKinley with the upper level a pure instrumental with the exception of a short spoken introduction by the maestro. Bottom is a jazz classic with a vocal by Ray McKinley and "Some Of The Boys." Both numbers move quickly and ops with spots that go for jazz sides will find these pulling heavily.

"WHEN MY DREAMBOAT COMES HOME" (3:06)

"NATIONAL EMBLEM MARCH" (2:35)

JIMMY SAUNDERS—RAY BLOCH ORCH.  
(Signature 15277)

● "Dreamboat" is set in a rickey tickey, strawhat, vaudeville flavoring with Jimmy Saunders carrying the bulk of the warbling chores and the boys in the ork hollering out choruses in the background. The tune is an oldie favorite. Bottom side is an instrumental by the Ray Bloch ork. The "March" is a flag-waver that gets a swingy rendition on this version. Both slices merit the attention of juke box ops.

"EMMA LOU" (2:56)  
"WHEN LOLA PLAYS THE PIANOLA" (2:35)

DANNY O'NEIL  
(Oriole 101)

● "Emma Lou" is set in the old-fashioned, frankly corney idiom that is tops commercially. Danny O'Neil's

"CAN ANYONE EXPLAIN" (3:08)  
"THE DEVIL SAT DOWN AND CRIED" (2:20)

SAVANNAH CHURCHILL  
(Arco 1259)

● Here is one of those extreme rarities among records—a disk that can do equally as well in a "jazz and blues" spot or in a "pop" location. Ops will find that this waxing is a money-in-the-bank selection for any juke box on their route. "Can Anyone Explain" is going to be a smash hit and Savannah Churchill will capture her share of the loot with this excellent rendition. The reverse is a standard that gets an irresistible, clap-hands arrangement and send off by the thrush and her group. Ops—this one is a must.

"MARGIE" (2:43)  
"LULLABY OF THE LEAVES" (2:40)

ERROLL GARNER  
(Atlantic 672)

● The magic piano wizardry of Erroll Garner adds zip and polish to the old Eddie Cantor classic "Margie" on this re-release of sides recorded by the master of the keyboard. Coupling, "Lullaby Of The Leaves," is in a slower, dreamier tempo which should hold some appeal for Erroll Garner fans. Ops would do well to lend an ear to "Margie" and give it a play.

"DUBLIN ROSE" (2:35)  
"STICKS AND STONES" (2:22)

DANNY O'NEIL  
(Oriole 102)

● Top wax glows with the lilting Irish tenor of Danny O'Neil on a ditty that harks back to Erin. Song is a tear-jerker that should hit hard in the boxes, it's strong op material. Bottom is a novelty side take-off on a familiar childhood phrase. Nook Schrier's ork adds a dash of Dixieland sparkle to the festivities and the result is another tempting platter. Ops who take our advice will grab with this disk the first chance they get.

"MOTHER USED TO TELL ME" (2:43)

"ALIBI" (2:51)

KATHY MARCH  
(Abbey 15015)

● Two novelty sides by thrush Kathy March look to skyrocket the chirp into the big time. First edge is the plaint of a girl whose mother never told her quite enough. Ditty airs very cute wordage and the delivery is polished. Bottom discloses the vocalist getting a brush-off from her boy friend and doing a follow-along duet with the brass. We look for great things from both ends of this etching with "Mother" and "Alibi" juke box naturals that should load in the loot.

"CHERRY STONES" (2:42)  
"YOUR HEART AND MY HEART" (2:55)

VERA LYNN  
(London 729)

● The beautiful voice of English chirp Vera Lynn blends with the deeper tones of boy singer Lee Lawrence on a novelty duet of the currently rising "Cherry Stones." A special bow goes to the orking of Bob Farnon, whose delicate arrangement sounds in spots like an old world music box. Flip is a ballad with Vera Lynn all alone on the thrushing and once again recording a grand performance. Ops would do well to get with this cookie and watch it touch off an avalanche of play in the juke boxes.

"YOU'RE NOT IN MY ARMS TONIGHT" (3:06)  
"DEED I DO" (3:06)

BILL FARRELL  
(MGM 10757)

● Sensational, young Bill Farrell steps into the spotlight once again to lend his deep, baritone pipes to the purring of the ballad featured on the first ring. On the companion wax Farrell moves into a faster pace as he knocks out an up-tempo version of the oldie standard "Deed I Do." The warbler's fans are such that every op will want to cover himself and his location with this Bill Farrell platter. Our nod goes to the bottom side and we add applause for the Russ Case backing.

"SOMEBODY ELSE IS GETTIN' IT" (2:51)

"YOU" (2:50)

JIMMY SAUNDERS  
(Signature 15278)

● "Somebody Else Is Gettin' It" has all the earmarks of a big, big hit! The tune is a novelty set in a smart style. It is a corney, toe-tapper with the kind of homely appeal that guarantees replays. Jimmy Saunders vocalizing makes a good marriage with the lyric and the bouncy tune. "You" is a fair enough ballad. Our money is riding on the first face to break wide open and spell heavy profits for all ops who place the platter.

"REVOLUTION MARCH" (2:52)  
"VILLAGE SQUARE" (2:44)

VICENTE GOMEZ  
(MGM 10756)

● In an attempt to match the phenomenal success of "Third Man Theme," Vicente Gomez, one of the outstanding guitarists in the world, has recorded a guitar solo of the theme music of the movie "Crisis." Both sides of the record are completely out of the ordinary but the "Revolution March" seems to hold the most promise. Stringing has a Spanish flair and is wierd, gripping and arresting. This will either hit very hard or mean little for juke boxes. Ops who take our advice will listen very closely before making decisions about placement.

"ALL MY LOVE" (3:13)  
"ROSES REMIND ME OF YOU" (2:34)

PATTI PAGE  
(Mercury 5455)

● First ring is a ballad set in a bolero tempo and handled nicely by the Harry Geller Ork and the vibrant voice of Patti Page. The tune looks to be a hot contender for juke box honors in the coming months and this version will capture its share of the glory. Under whirling reveals another ballad, this time in conventional tempo, with Patti Page again doing the oral emoting. Ops will find this wax getting its share of spins in any and all locations.

"FRIENDLY STAR" (3:06)  
"GET HAPPY" (2:46)

JUDY GARLAND  
(MGM 30254)

● A couple of cute ditties from the flicker "Summer Stock" get a little special treatment on a new release by Judy Garland. First side is a ballad done in an echo of the touching and appealing manner that harks back to Judy's earlier records. "Get Happy" is a peppy number that urges emulation of the title suggestion. Both sides sound good to us and ops might listen in.

## 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.

- ★ "CAN ANYONE EXPLAIN" Savannah Churchill Arco 1259
- ★ "SOMEBODY ELSE IS GETTIN' IT" Jimmy Saunders Signature 15278
- ★ "A BRAND NEW KIND OF LOVE" Lou Elliott Apollo 1167
- ★ "GOODNIGHT IRENE" Jo Stafford Capitol 1142
- ★ "MOTHER USED TO TELL ME" Kathy March Abbey 15015

# ROUND THE WAX CIRCLE

## NEW YORK:

Tin Pan Alley execs are talking about the way "Sometime" is starting to jump in the charts. The tune is getting a big play on the Jo Stafford platter and hot action is reported starting on the original version by the Mariners... Bill Farrell signed pianist Ed Ryan as his accompanist. Ed left the Ray Anthony band to take the job as he and Bill Farrell are boyhood chums—how's that for a double barreled success story? ... Few folks know that singer Johnny Parker who's "Our Little Ranch House" sounded so good to us last week is the same Johnny Eager who hit so hard a couple of years back with "You, You, You Are The One" ... Bob Arkin, popular Decca sales manager, eloped with model Liz Winters on July 21. They spent the week-end in Connecticut and will leave for their honeymoon on August 26 ... Over at the George Evans' office all their money is tied up in cash as they add Connie Haines, Rose Murphy and Phil Brito to their long list of clients. That's quite a roster for any flackery ... Elephant Boy Okun trumpets that his latest "Dream A Little Dream Of Me" looks like it will be one of the best ditties that he has ever handled. As a matter of fact, we think so too ... You can mail your "get well" cards to Paul Brenner at the Beth Israel Hospital in Newark. Paul is suffering, and I ain't kiddin', from a slipped disc ... Have you noticed the trend back to ballads? We find them a steadily growing percentage in the latest releases ... A sight to behold were the Modernaires so excited they could hardly talk after seeing "Bidin' My Time" chosen as the "Sleeper Of The Week" in the last issue ... Our own congrats to Hal Dickerson and his lovely wife, Paula ... Mack Wolfson, prof. mngr. of Cavendish Music is hustlin' and bustlin' these ayems lining up additional recordings of "The Man In The Moon," recently issued by Ray Anthony ... Art Morton, newest Capitol Recording artist, is taking in Manhattan after a tour of all Capitol distribs around the country ... Benjamin and Weiss have a right to be so tickled about their latest composition "Can Anyone Explain." They've recorded it on Mercury in addition to collaborating on the very fine writing.



JO STAFFORD

## CHICAGO:

Vocalist Chris Columbo going great with Al Trace Ork and eagerly looking forward to release of his first disk on Al Greene's "National" label ... Chick Kardale is all hepped up about "If You Were My Girl," which is, more or less, a natural statement for Chick ... Eddie Hubbard, deejay on WIND, cut a ukelele lesson on Sharp label. It's the first ukelele lesson ever to be waxed is claim ... Peggy Lee and hubby Dave Barbour into the Chicago Theatre, July 28. Dave's "El Mambo" clicking ... Irv Green, Art Talmadge, and Morris Price, Mercury execs, listening to a brand new disk by Ted Goone and his Boone-Bones and thinking it sounds juke-hot ... Maggie Whiting, whose "You're Mine, You" looks good, goes to the Capitol in N. Y. when she finishes her Chi engagement ... Art Lund and Jimmy McPartland Ork moved to St. Paul from the Blue Note where Louis Armstrong is now grabbing the spotlight ... Dinah Shore talking terms with the Chez ... Watch Billy Eckstine's "My Destiny." Juke box ops in town say, "It's getting hot" ... Howard Miller who writes "Record Spotlight" column in Chi's Herald-American, stated in his Wed., July 19, column, "Recording companies are growing more and more respectful of the coin-box operators as makers of hits and are producing sides aimed at being real nickel-grabbers" ... Johnny (Desmo) Desmond plays host to songwriters on his "Tin Pan Alley of Television" show, Friday nights on ABC. Songwriters come here from all over the nation are warmly received by Desmo who sings many of their hits and introduces a brand new tune to the audience. Friday Jack Yellen guested and Desmo did a fine job on "Yiddishe Mama" ... Lawrence Weik enjoyed a grand opening at his old stand, the Trianon ... Dick Jurgens at the Aragon ... Dick Contino and his accordion have the little gals sighin' at the Oriental ... Vic Damone goes into the Chez, July 28. This will be Vic's first appearance there. National Guard almost ruined the deal ... Art Kassel into La Martiniere for a week and then Al Trace back again.



MARGARET WHITING

## LOS ANGELES:

Capitol Records appears to have a fast comer in the initial pairing of Kay Starr and Tennessee Ernie on "Ain't Nobody's Business But My Own" ... And speaking of Capitol and the title, seems to be everybody's business along row that the Sunset and Vine firm has finally decided to make it a little easier for the boys to hawk their wares, with a regular time now being set aside for new tunes to be heard, after many of the lads were moaning that they couldn't even get past the downstairs telephone girl to an upstairs secretary ... Harry Bloom and Hank Fine of Mercury will be tossing a cocktail party for out-of-town disk jockeys (nice taking care of them for a change) on either August 3 or 4, depending on which date the boys can round up Frankie Laine, Patti Page, Kay Brown and the King Sisters all at the same place, the Mercury pressing plant on Robertson Blvd. ... Patti follows Frankie into Ciro's on August 4 and she should hang on the SRO sign as he did on opening night, July 21, following his South American honeymoon ... Patti's "All My Love" is doing fine, Harry tells us, and Vic Damone's "Tzena, Tzena, Tzena" is keeping the boys at the plant and in the stockroom in a sweat on these warm days ... In the retail field, the jumpingest joint in town remains the Rosslyn Music Shop, where Gene and Lennie have added some more sales help and still are swamped ... Heard two sides, "Is Your Rent Paid Up In Heaven" and "Tell Me, Tell Me" by a smooth new group, Paul Scott and the Mood Makers. We look for them to score heavily with this first release ... Eddie Janis and the BMI staff are really hosting their visiting execs these days, with a luncheon set for July 27, at Mike Lyman's to introduce the Canadian Vee Pee, Harold Moon, to the trade press and the disk jockeys ... Other VIP's on hand will be Bob Burton, BMI general manager and exec Bob Sauer from the New York office ... Local openings of note include George Shearing and his quintet at the Oasis, Hadda Brooks at the Studio Club and Tony Martin at the Coconut Grove.



FRANKIE LAINE

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

RELEASE # 50-31

### POPULAR

MINDY CARSON with HUGO WINTERHALTER'S ORCHESTRA and CHORUS

You're Not In My Arms Tonight  
The Touch Of Your Lips  
20-3878 (47-3878)

IRVING FIELDS' TRIO

Gypsy Festival  
The Fox Hunt  
20-3879 (47-3879)

### Here come the DANCE BANDS again!

VAUGHN MONROE

Why Fight The Feeling  
The Beer That I Left On The Bar  
20-3880 (47-3880)

THE FOUR TUNES

Do I Worry?  
Say When  
20-3881 (47-3881)

### Here come the DANCE BANDS again!

WAYNE KING

Waltz Of The Wind  
Lonesome—That's All  
20-3872 (47-3872)

### COUNTRY

CHET ATKINS

Boogie Man Boogie  
I Was Bitten By The Same Bug  
Twice  
21-0367 (48-0367)

### WESTERN

SONS OF THE PIONEERS

Old Man Atom  
What This Country Needs  
21-0368 (48-0368)

### RHYTHM

JOHNNY MOORE'S THREE BLAZERS

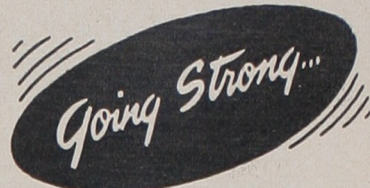
Someday You'll Need Me  
The Jumping Jack  
22-0095 (50-0095)

### POP - SPECIALTY

BERNIE WYTE

Roll Up The Carpet—Polka  
Good Luck Polka  
25-1168 (51-1168)

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



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

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

### WEEK OF JULY 29

BEWITCHED

20-3726 (47-3726) \$ 7  
Larry Green & The Honey Dreamers

BONAPARTE'S RETREAT

20-3766 (47-3766) \$ 7  
Gene Krupa & Orch.  
21-0111 (48-0114)  
Pee Wee King

COUNT EVERY STAR

20-3697 (47-3221) \$ 7  
Hugo Winterhalter

CUDDLE BUGGIN' BABY

21-0342 (47-0342) \$ 7  
Eddy Arnold

HOOP DEE DOO

20-3747 (47-3747) \$ 7  
Perry Como

I'M MOVIN' ON

21-0328 (48-0328) \$ 7  
Hank Snow

I THOUGHT SHE WAS A LOCAL

20-3828 (47-3828) \$ 7  
Sammy Kaye

I WANNA BE LOVED

20-3772 (47-3772) \$ 7  
Fontane Sisters

LA VIE EN ROSE

20-3819 (47-3819) \$ 7  
Tony Martin  
20-3739 (47-3739)  
Melachrino Strings  
20-3889 (47-3889)  
Ralph Flanagan

I CROSS MY FINGERS

20-3846 (47-3846) \$ 7  
Perry Como & Fontane Sisters

SAM'S SONG

20-3798 (47-3798) \$ 7  
Freddie Martin

VALENCIA

20-3755 (47-3755) \$ 7  
Tony Martin

The stars who make the hits are on **RCA VICTOR Records** RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

JAN FEB MAR APRIL MAY JUNE Swings JULY AUG SEPT to OCT NOV DEC '45'

# THE CASH BOX

# Record Reviews

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

"TILL WE MEET AGAIN" (2:40)

"TAKE A LETTER MISS SMITH"  
(3:12)

TONY MARTIN-FRAN WARREN  
(RCA Victor 20-3874)

● Tony Martin and Fran Warren blend their considerable talents with the orking of Henry Rene on a long-time favorite ballad. The tune is assured of a ready made audience and this version will certainly gain favor. Bottom is a wordy novelty with little singing and a great deal of conversation between an amorous boss, Tony Martin, and his secretary, Fran Warren.

"MORE MAMBO JAMBO" (2:27)

"MAMBO DE CHATANOOGA"  
(2:49)

PEREZ PRADO  
(RCA Victor 20-3873)

● The band leader who helped ignite the biggest dance craze (and one of the hottest selling Spanish records) in recent years, offers ops a little more of the same on the lead circle of the latest Perez Prado release. On the under pressing the familiar "Chatanooga Shoe Shine Boy" receives a mambo interpretation that should delight the fans of the new dance. Once again this is special material for ops with this type of location.

"I'M BASHFUL" (2:42)

"TEASIN'" (2:52)

MARION MORGAN  
(Decca 27121)

● The "gee whiz" top novelty with the cute lyric packs a great deal of zip in the wordage and the Marion Morgan thrashing. Tune is tremendously cute and is rising currently. The reverse is another novelty which has met with nice success and gets a good chirping from Marion Morgan and a nice ork backing from Le Roy Holmes. Ops will find this shellac a money maker.

"CAN'T WE TALK IT OVER" (2:42)

"I HAD A TALK WITH THE WIND  
AND THE RAIN" (3:12)

FONTANE SISTERS  
(RCA Victor 20-3871)

● "Can't We Talk It Over" is a slow moving ballad that receives a nice delivery from the Fontane Sisters and a good musical interpretation from the Hugo Winterhalter Ork. Turn-about ditty is set in the "Swamp Girl" style with a puzzling introduction and an odd format throughout. Ops might listen to the first ring.

"GOODNIGHT IRENE" (3:03)

"OUR VERY OWN" (3:10)

JO STAFFORD  
(Capitol 1142)

● Jo Stafford comes up with a version of "Goodnight Irene" that has enough vocal sparkle and flopsy flavoring to provide more than adequate competition with all the other renditions now flooding the market. The second deck is a fair enough ballad but the top wax is the circle that will grab off the honors. Ops should make this one a must.

## SLEEPER OF THE WEEK

"CRYING MYSELF TO SLEEP" (2:50)

"WHY FIGHT THE FEELING" (2:56)

ROSEMARY CLOONEY  
(Columbia 38900)



ROSEMARY CLOONEY

● Two new ballads by Rosemary Clooney sound so wonderful to us that we find it hard to choose a best side. Percy Faith's musical framing for Rosemary Clooney has aided her in turning out more than one record that garnered its share of the spins in juke boxes. On "Crying" he demonstrates his unique ability to use a chorus al-

most as an instrument in highlighting a vocalist. The choral group croons under the chirping, comes up at moments to do the refrain and then submerges again as Rosemary Clooney's wonderful ability with phrasing makes every word crystal clear and each meaning separate and distinct. "Why Fight The Feeling" is from the forthcoming motion picture "Let's Dance." The tune is one that looks to pull a lot of silver into the juke boxes and the magic of the Rosemary Clooney purring is going to be one of the hottest versions out. Ops who have listened closely to this shellac won't bother making distinction between sides—they'll just grab title strips for both rings, a bushel full of platters and start the tunes on their way.

"SAD EYES" (2:39)

"FLOWER OF MY DREAMS" (2:45)

NORO MORALES  
(MGM 10742)

● Noro Morales turns out a couple of instrumental sides in muracha and rhumba tempo featuring his own fine fingering on the piano. "Sad Eyes" is the muracha melody while the reverse, "Flower Of My Dreams," is in the fast rhumba time. Ops with spots that plunk in the moolah for this type of music should listen.

"I'VE FORGOTTEN YOU" (2:50)

"NO OTHER LOVE" (2:37)

TOMMY DORSEY  
(RCA Victor 20-3869)

● The spooning of Johnny Amoroso weaves throughout the patter on the top ballad as the chorus handles the refrain in the background and Tommy Dorsey does a quiet, nicely played job with the melody. Over airs another mellow, sweet ballad. Ops should make a place in their juke boxes for these polished performances by both Johnny Amoroso and Tommy Dorsey. "I've Forgotten You" sounds like a comer.

"A BRAND NEW KIND OF LOVE"  
(2:32)

"I'LL CLOSE MY EYES" (2:58)

LOU ELLIOTT  
(Apollo 1167)

● Upper shellac is a torchy ballad sung convincingly by girl singer Lou Elliott. The chirp uses Jerry Jerome's orking to good advantage to turn in a fine interpretation with a sound beat and gripping melody. Bottom is a standard oldie ballad. Lou Elliott's rendition is once again in the sultry mood with some first class pulsating piping. Ops would do well to listen very closely to the first face and then start placing the side as fast as they can make the rounds.

"COME BACK SWEET PAPA" (2:27)

"DIXIELAND SHUFFLE" (3:08)

BOB CROSBY  
(Coral 60226)

● The flow of Dixieland jazz sides from the Bob Crosby organization continues unabated here on two ditties set in that pattern. Top is a slightly modified instrumental in this category and the bottom follows along in shuffle rhythm. Ops who have the stops along their music route that get onto this kind of material will find good listening here.

"DADDY'S LITTLE BOY" (2:35)

"RED APPLE CHEEKS" (2:40)

DICK TODD  
(Rainbow 40055)

● While Dick Todd does the deep voiced crooning, Eddie "Piano" Miller handles the orking and Jerry Packer's chorus adds to the melodic movement on the top side's switcheeroo on the sex of "Daddy's Little Girl." Bottom is a lively, bouncy, novelty bit on a healthy young gal about to marry the apple of her eye. Ops will do well to give this wax some attention.

"ALL MY LOVE" (3:13)

"GOODNIGHT IRENE" (2:55)

DENNIS DAY  
(RCA Victor 20-3870)

● We look for Dennis Day to cull more coinage in the juke boxes with his rendition of the bolero timed love song, "All My Love" than with his good version of fast-rising "Goodnight Irene." Leadoff ballad gets a rich treatment from the Charles Dant Ork and Chorus receiving a Spanish inflection that sets the mood and a grand vocal from Dennis Day. Flip side is in the accepted folksy pattern and will also pull in the nickels for ops. Give both sides a listen and then decide.

"IT'S LOVE" (2:35)

"DON'T EVER LEAVE" (2:55)

TONI ARDEN  
(Columbia 38905)

● "It's Love" is set in a waltz tempo with an extremely feeling bit of sopranoing by the click chirp, Toni Arden and the great orking of Percy Faith. Turnabout discloses a tender ballad purred in Italian and English by the versatile thrush. Both tunes are naturals for the locations that load in the loot for love songs. Ops will want to give these sides attention.

"ME AND MY IMAGINATION"  
(2:18)

"I'M PLAYING WITH FIRE" (2:37)

DOROTHY COLLINS  
(MGM 10753)

● Dorothy Collins cuts her first shellac for MGM and turns in an impressive performance on a coupling of songs with a ready-made audience. "Imagination" is already launched on its way as a big ballad success and the reverse is an Irving Berlin ballad oldie. The pep which Dorothy Collins puts into her voice on the upper layer is enough to make us give this edge the nod. Ops will want to listen to this disk.

"YOU WONDERFUL YOU" (2:25)

"FRANCIE" (2:33)

ART LUND  
(MGM 10750)

● Two new musicals, the cinema's "Summer Stock" and the theatre's "Peep Show" are the sounding boards for "You Wonderful You" and "Francie" in that order. Art Lund's piping sets both sides off in wonderful fashion. Both rings are ballads but the under circle moves the melody up a few bars into a swiny fox trot pace that rates a hand from us as the best of the two sides. Ops will want to use "Francie" once they hear Art Lund sing it.

"GOODNIGHT IRENE" (2:47)

"KEWPIE DOLL" (2:10)

CLIFF STEWARD  
(Coral 60266)

● Cliff Steward and the San Francisco Boys with Ray Staunton at the piano give "Irene" a rickey ticky tavern treatment with the boys and girls joining in the crooning as everybody sings. "Kewpie Doll" shows more honky tonking in the singing and playing with vaudeville-seasoned interspersed comments. Ops will find that this is the sort of a platter that the juke box crowd really bangs away on.

"THE DIXIELAND BAND" (2:56)

"BETWEEN THE DEVIL AND THE  
DEEP BLUE SEA" (3:06)

BOB CROSBY ORCH.  
(Coral 60224)

● Bob Crosby's Dixieland band grabs onto this standard Dixie platter. Bob Crosby himself handles the vocal chores and the result will please fans of this sort of jazz. Turnaround whirling discloses an instrumental version of an established jazz classic getting a swiny treatment here. Ops with these spots might lend an ear.



# 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 July 22.

### Al Jarvis

KLAC—Hollywood, Calif.

1. MY DESTINY (Billy Eckstine)
2. BEWITCHED (Gordon Jenkins)
3. SENTIMENTAL ME (Ames Bros.)
4. I WANNA BE LOVED (Andrews Sisters)
5. TZENA TZENA TZENA (Gordon Jenkins)
6. LA VIE EN ROSE (Tony Martin)
7. CLOUDY MORNING (Fran Warren)
8. I LOVE THAT GIRL (Vic Damone)
9. PHANTOM STAGECOACH (Vaughn Monroe)
10. MISSISSIPPI (Kay Starr)

### Scott Douglass

KFMB—San Diego, Calif.

1. BEWITCHED (Larry Green)
2. I WANNA BE LOVED (Andrews Sisters)
3. SAM'S SONG (Bing and Gary Crosby)
4. SIMPLE MELODY (Bing and Gary Crosby)
5. MY FOOLISH HEART (Gordon Jenkins)
6. TZENA TZENA TZENA (Mitch Miller)
7. MISSISSIPPI (Kay Starr)
8. IF I WERE YOU BABY (Frankie Laine-Patti Paige)
9. VALENCIA (Tony Martin)
10. I DON'T CARE IF THE SUN (Tony Martin)

### Ray Perkins

KFEL—Denver, Colo.

1. SAM'S SONG (Bing and Gary Crosby)
2. COUNT EVERY STAR (Hugo Winterhalter)
3. SENTIMENTAL ME (Ames Bros.)
4. MONA LISA (Art Lund)
5. BEWITCHED (Doris Day)
6. I WANNA BE LOVED (Andrew Sisters)
7. MY FOOLISH HEART (Mindy Carson)
8. OLD PIANO ROLL BLUES (Cantor-Kaye-Kirk)
9. ROSES (Sammy Kaye)
10. THIRD MAN THEME (Anton Karas)

### Pat Martin

KHQ—Spokane, Washington

1. CLOUDY MORNING (Fran Warren)
2. I WANNA BE LOVED (Andrews Sisters)
3. MONA LISA (Dennis Day)
4. RED HOT MAMA (Georgia Gibbs)
5. LA VIE EN ROSE (Tony Martin)
6. PIGALLE (Johnny Desmond)
7. PHANTOM STAGECOACH (Vaughn Monroe)
8. RAIN (Gene Williams)
9. BEWITCHED (Gordon Jenkins)
10. LOVE LIKE OURS (Lisa Kirk)

### Bud Wendell

WJMO—Cleveland, Ohio

1. MONA LISA (King Cole)
2. DOWN THE LANE (Russ Morgan)
3. TZENA TZENA TZENA (Gordon Jenkins)
4. GOODNIGHT IRENE (Gordon Jenkins)
5. THE MAMBO (Perez Prado)
6. VAGABOND SHOES (Vic Damone)
7. MY DESTINY (Billy Eckstine)
8. MY FOOLISH HEART (Billy Eckstine)
9. I'M BASHFUL (Mindy Carson)
10. TENDERLY (Lynn Hope)

### Bob Story

WNOR—Norfolk, Virginia

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

### David Walshak

KCTI—Gonzales, Texas

1. MONA LISA (Nat Cole)
2. BEWITCHED (Mel Torme)
3. SENTIMENTAL ME (Ames Brothers)
4. ROSES (Dick Haymes)
5. TZENA TZENA TZENA (Gordon Jenkins)
6. COUNT EVERY STAR (Ray Anthony)
7. OUR VERY OWN (Charlie Spivak)
8. I WANNA BE LOVED (Andrews Sisters)
9. LA VIE EN ROSE (Paul Weston)
10. VAGABOND SHOES (Vic Damone)

### Dick Coleman

WCBM—Baltimore, Maryland

1. MONA LISA (Nat Cole)
2. ARE YOU LONESOME TONIGHT (Blue Barron)
3. SENTIMENTAL ME (Ames Brothers)
4. I CROSS MY FINGERS (Perry Como)
5. COUNT EVERY STAR (Hugo Winterhalter)
6. OUR LOVE STORY (Danny Schall)
7. GIVE A BROKEN HEART A CHANCE TO CRY (Chuck Foster)
8. MY FOOLISH HEART (Gordon Jenkins)
9. NO OTHER LOVE (Jo Stafford)
10. I'M BASHFUL (Mindy Carson)

### Dave Miller

WPAT—Paterson, N. J.

1. OUR LADY OF FATIMA (Kenny Roberts)
2. OLD MAN ATOM (Ozie Waters)
3. GOODNIGHT IRENE (Gordon Jenkins-The Weavers)
4. SO TALL A TREE (Texas Jim Robertson)
5. IF YOU ONLY KNEW (Lee Morse)
6. SHE'S NO WOMAN FOR ME (Eddie Gronet)
7. THE HEART ON THE OLD OAK TREE (Jerry Cooper)
8. I'M MOVING ON (Hank Snow)
9. THROW YOUR LOVE MY WAY (Ernest Tubb)
10. WHY DON'T YOU LOVE ME (Hank Williams)

### Larry Gentile

WJBK—Detroit, Mich.

1. MY FOOLISH HEART (Mindy Carson)
2. GIVE ME A KISS FOR TOMORROW (Frankie Laine)
3. NO GREATER LOVE (Bob Eberly)
4. BONAPARTE'S RETREAT (Kay Starr)
5. VAGABOND SHOES (Vic Damone)
6. MONA LISA (Charlie Spivak)
7. I WANNA BE LOVED (Andrews Sisters)
8. TZENA TZENA TZENA (Mitch Miller)
9. GOODNIGHT IRENE (Gordon Jenkins)
10. MAMBO JUMBO (Freddy Martin)

### Ed Penney

WFGM—Fitchburg, Mass.

1. GOODNIGHT IRENE (Gordon Jenkins)
2. TZENA TZENA TZENA (Ralph Flanagan)
3. MONA LISA (Nat Cole)
4. BONAPARTE'S RETREAT (Gene Krupa)
5. I'M IN LOVE WITH THE MOTHER (Robert Q. Lewis)
6. VAGABOND SHOES (Vic Damone)
7. I CROSS MY FINGERS (Percy Faith)
8. I WANNA BE LOVED (Billy Eckstine)
9. SENTIMENTAL ME (Ames Bros.)
10. NOLA (Les Paul)

### Ira Cook

KMPC & KECA—Hollywood, Calif.

1. TZENA TZENA TZENA (Gordon Jenkins)
2. I CROSS MY FINGER (Perry Como)
3. LA VIE EN ROSE (Tony Martin)
4. PIGALLE (Johnny Desmond)
5. I LOVE THE GUY (Fran Warren)
6. MONA LISA (King Cole)
7. PICNIC SONG (Carmen Cavallero)
8. COTTON CANDY (Dinah Shore)
9. VIOLINS FROM NOWHERE (Vaughn Monroe)
10. I DIDN'T SLIP (Bing Crosby)

### Pete Ebbecke

WDAS—Philadelphia, Pa.

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. I DON'T CARE IF THE SUN DON'T SHINE (Patti Paige)
4. VAGABOND SHOES (Vic Damone)
5. SIMPLE MELODY (Jo Stafford)
6. HOOP DEE DOO (Perry Como)
7. MY FOOLISH HEART (Gordon Jenkins)
8. TZENA TZENA TZENA (Mitch Miller)
9. GOODNIGHT IRENE (Gordon Jenkins)
10. SAM'S SONG (Joe Carr)

### Don Larkin

WAAT—Newark, N. J.

1. I'M MOVING ON (Hank Snow)
2. WHY DON'T YOU LOVE ME (Hank Williams)
3. THROW YOUR LOVE MY WAY (Ernest Tubb)
4. GONE FISHIN' (Texas Jim Robertson)
5. THEY USED TO CALL HER MARY (Gene Marvey)
6. MISSISSIPPI (Red Foley)
7. THE LAST STRAW (Elton Britt)
8. I THOUGHT SHE WAS A LOCAL (Shorty Warren)
9. COTTON CANDY AND A TOY BALLOON (Allen & Britt)
10. OUR LADY OF FATIMA (Red Foley)

### Garry Stevens

WGY—Schenectady, N. Y.

1. I WANNA BE LOVED (Fontaine Sisters)
2. COUNT EVERY STAR (Ray Anthony)
3. MONA LISA (King Cole)
4. MY FOOLISH HEART (Billy Eckstine)
5. SOMETIME (Jo Stafford)
6. SENTIMENTAL ME (Ray Anthony)
7. LA VIE EN ROSE (Tony Martin)
8. BUFFALO BILLY (Roberta Quinlan)
9. THIRD MAN THEME (Guy Lombardo)
10. LOVE LIKE OURS (Lisa Kirk)

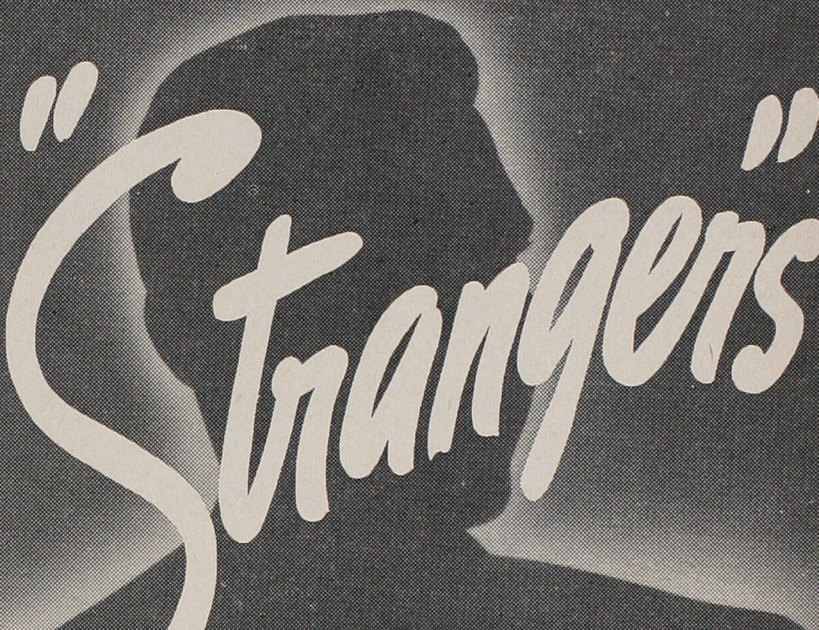
### Al Ross

WBAL—Baltimore, Md.

1. GOODNIGHT IRENE (Gordon Jenkins)
2. OUR VERY OWN (Charlie Spivak)
3. TZENA, TZENA, TZENA (Gordon Jenkins)
4. I'M BASHFUL (Mindy Carson)
5. STARS ARE THE WINDOWS (Ames Bros.)
6. MY FOOLISH HEART (Mindy Carson)
7. SOMETIME (Jo Stafford)
8. MONA LISA (King Cole)
9. SIMPLE MELODY (G. Crosby-B. Crosby)
10. SUSAN, NANCY (Lenny Herman)

# LORRY RAIN

Vocal with Cliff Parman's Orchestra



backed by  
"ANNA FROM HAVANA"

753  
78 RPM  
75¢ plus tax

30178  
45 RPM  
75¢ plus tax

# LONDON

RECORDS

# JUKE BOX BIZ GIRDS FOR BIG PLAY BOOM

**Many Already Switching to Spots Nearer Large Industrial Plants. Foresee 45 RPM Disks as Big Factor When Rationing Here. 45's Light in Weight, Longer Lasting, Require Less Storage Space, Give Fine Tone, Save Trucks, Tires, Gas, Etc. Orders for New Phonos at All Time Peak. Foresee Biggest Play Boom as Industrial Force Increases and Military Camps Become Loaded.**

The juke box business, from coast to coast, is girding for one of the biggest play booms it has ever enjoyed, as more and more labor enters into industrial plants, and the first military drafts point to more loaded camps for the future.

Many ops report that they are switching machines about to be nearer to industrial locations. General belief thruout the industry is that music will once again get big attention from the war materials' workers.

At the same time there is much operator interest in the 45 RPM platters. The Decca announcement that they would produce 45's helped stimulate this big interest.

Such Decca stars as Bing Crosby, Dick Haymes, Andrews Sisters, Guy Lombardo, and many others who cut for Decca, are standard material for the nation's juke boxes.

Most important, of course, is the fact that the 45's may solve many of the problems which juke box ops encountered during War II.

The 45's are light weight, give fine tone, don't take much storage space, are less costly for shipment, and cut down on excessive use of trucks, tires, gas, and much other rationed materials which ops had to contend with during War II and which they may again have to face within some few months to come.

The new phonos, because they can be converted over to 45 RPM play, are now enjoying biggest demand since the war. Ops are ordering the new phonos in quantity. Many plan to use them with 45's.

In addition, orders for late used model phonos, are also at top peak. The supply is very short everywhere in the country. Canada, since phono imports were allowed beginning July 1, has been taking whatever it can obtain. Canadians have been loading up in expectation that plants here will be cut down on manufacture of new units.

Mexico has also been ordering ahead, as have Cuba, South and Central America, so that the domestic market is gradually being stripped of any of the later model used phonos, and prices are starting to skyrocket as these become more scarce.

Ops believe that there will be plenty of records on hand this time. Many plan to make

arrangements far in advance for regularly scheduled deliveries, they state, so that they won't run into the same situation which existed during the last war period.

Most important factor is that the larger industrial plants, everywhere in the country, are starting to hire labor in large numbers. This is bound to boom play in all locations near to these plants.

These factory workers, according to ops, are among the best juke box customers. They have always given juke boxes big play action. It is believed they will continue to do so. Especially since many of the large plants are located where no TV sets interfere with juke box play.

Also important is the fact ops are in position to step up play by offering more and bigger selection of disks than ever before, satisfying all tastes.

The new phonos now being manufactured are reported to be far overordered and, it is generally believed, factories will be backlogged some months to come.

The manufacturers state that they are working at top speed to fill as many of the orders as they possibly can. So far most of these plants have not as yet been approached for war materials production. "But," as one factory head stated, "We may be called on anyday to go back into war materials effort."

Ops located near the large military camps are already setting machines in nearby locations. Tho most are ahead of time in this move they feel that they can afford to lose for the time being until camps become loaded as draft steps up.

The ops claim that best play they enjoyed during last wartime period was around camps. They won't be caught without these spots this time, they state.

Juke box ops also expect to be called upon as they were during World War II for placement of patriotic disks in machines. Campaign which featured "Any Bonds Today" was acclaimed by Secretary Henry Morgenthau during last war. He stated that juke boxes had much to do with stimulating sales of war bonds because of constant play of this and other patriotic numbers.

As yet no songs have appeared which ops

can use in same regard. But, they feel that these will soon be forthcoming. As per usual, juke boxes will be first to use and exploit such tunes for general benefit of all concerned.

Many ops who feature wired music state that they are increasing spots. Some report having been called in by smaller industrial plants, which formerly didn't feature music, to install speakers and get music set to go on 24 hours basis if necessary.

Single channel music will be most popular. Double channel music studios will probably remain as is with little increase in spots. Juke boxes are most outstanding because of portability, and fact they can be switched around into all types of spots, as new factories are created and new locations go up.

Meantime record biz is sure to come in for big share of the profits as music steps up and play wears 'em white faster.

Most interesting are the tests now being conducted with 45 RPM disks. Results may prove very important to record manufacturers. This may switch much pressing over to these smaller platters. Standards on 45's are most in demand by ops but must feature big names. These will last and bring in more coin, especially should disk production be sliced, and ops are forced to work with whatever they can obtain.

Coverage of juke box ops is now going forward at a faster clip. Distributors are making closer contacts. And arranging for better deliveries while, at the same time, closing deals to deliver platters at regular intervals.

The big play boom is already starting. Roadmen covering juke box field claim that this boom is only just getting under way.

Ops expect that it will increase as more and more labor gets into essential production while allocation of materials cuts down other work.

Whatever will come about in next few months, juke box ops are more or less better prepared this time, and are working along more intelligent and logical lines to get themselves set for any rationing programs which may come about, while seeking out the spots where they believe that play action will be greatest.

**THE CASH BOX**  
*Jazz 'n Blues Reviews*

**★ AWARD O' THE WEEK ★**

"LET'S DO IT" (2:34)

"SHE'S GONE" (2:26)

STICK Mc GHEE  
(Atlantic 912)



STICK Mc GHEE

● A hot vocal and an impelling beat pull you into the grip of this sizzling "jazz 'n blues" rhythm tune by Stick Mc Ghee and his group. "Let's Do It" bears no resemblance to the well-known "pop" standard with the same name. It is music suited both in tempo and lyrics for

ops with these spots. Stick Mc Ghee's rocking rhythm and appealing chanting turn the ditty into a toe-tapper that will prove irresistible on location and chalk up a score of replay after replay for ops. Flip, "She's Gone" is a jump boogie trickily and cleverly handled with Stick Mc Ghee's oral delivery being followed by another male voice that heckles along on the patter to give it a double kick. Once again the impelling quality that guarantees attention in the juke boxes is all present and accounted for. Stick Mc Ghee is by no means a new name to music ops who have been in the business a while but we think that they will agree after the very first listen that this is one of the hottest juke box waxings he has ever turned out. Ops—run, don't walk, to your nearest distrib.

"GRANDMA'S BOOGIE" (3:00)  
"EVIL DADDY BLUES" (2:39)

HATTIE NOEL  
(MGM 10752)

● Couplings offered here by piano playing and thrushing artist Hattie Noel are set in the rock and roll brand of boogie on the first side and blues on the bottom deck. Hattie is in good voice on both ends and doesn't spare the horses in putting her material across with a solid thump. "Evil Daddy" is mighty low-down and contains the stuff that pulls coin. Ops should definitely listen in.

"PLAYBOY BLUES" (2:31)  
"CRYIN' AND SINGIN' THE BLUES" (2:37)

ROY MILTON  
(Specialty 366)

● Roy Milton's efforts on the "Playboy Blues" edge ring much harder with us than its plattermate as the talented singer and musician shouts through a blues boogie in very good style and surrounds himself with his own find instrumentalizing. Flip is a slow paced blues disclosing Roy Milton on additional vocalizing. Ops would do well to get with the top deck.

"FREIGHT TRAIN BOOGIE" (2:21)  
"GOOD TIMES BLUES" (2:19)

JOHNNY OTIS ORCH.  
(Regent 1021)

● The currently clicking ork of Johnny Otis takes on the top circle as an instrumental boogie that sounds to us like it has the possibilities of showing nice returns in the boxes. Johnny Otis handles the ditty with faster than "Freight Train" speed that will set the fans hopping when they hear it. Reverse airs Redd Lyte in a low-down blues crooning. Ops who hear this one will grab it.

"ANSWER TO BLUES AFTER HOURS" (3:18)

"LOUELLA BROWN" (3:20)

PEE WEE CRAYTON  
(Modern 20-736)

● First ring, a sequel to the smash "Blues After Hours," is a guitar instrumental solo by Pee Wee Crayton with an orking background and set in the slow-drag idiom. Pee Wee Crayton's stringing is as good as ever. "Louella Brown" is a blues ballad that finds Pee Wee about to leave Chicago for L.A. 'cause things ain't breaking right with his baby. Ops who hear both ends will make their choice based on location preference for chirping or instrumentals.

"FINE, FINE BABY" (2:25)  
"HAVE YOU EVER WATCHED LOVE DIE" (2:28)

MABEL SCOTT  
(King 4386)

● "Fine, Fine Baby" is a rhythm ballad paced by well written chatter and a shouting vocal by Mabel Scott. For our money this chick waxes along with the best of 'em. The thrush's strong delivery sells her material. Turnover is a blues ballad that moves slowly around the plaintive patter. Ops should listen to Mabel Scott purring the upper shellac.

"CRAZY BONE RAG" (2:15)  
"ST. LOUIS TICKLE" (2:27)

JOHN MADDOX  
(Dot 1005)

● John Maddox turns his talented fingers to the honkey tonk keyboard piano antics as he takes two solos with rhythm accompaniment. Clicking in the back adds a little gimmick interest twist to the effort and the playing throughout is first rate. Ops will like the sound of the slices, particularly on the "Rag." Ops will want to listen closely.

"IT'S A GREAT, GREAT PLEASURE" (2:26)

"I'M GOING TO LIVE FOR TODAY" (2:35)

BOBBY MARSHALL  
(Abbey 3018)

● Bobby Marshall lends his explosive pipes to the jumping blues shouting that has made him one of the top "jazz 'n blues" artists in the country on both layers of this cookie. Top biscuit is spiced by the alternate choruses of Bobby Marshall and the hot jazz horns of the Ray Parker Ork. Turnabout continues in the same frantic pace. Ops will definitely want to grab a pail full of these platters and plunk 'em around their route.

"YOU GOT TO LOVE ME BABY" (2:45)

"FEED ME BABY" (2:35)

BROWNIE Mc GHEE  
(Savoy 760)

● Backed by the "X-Rays" Brownie Mc Ghee puts down his guitar and goes into the warbling end of the business with a blues ballad vocal that comes through very strong. Brownie Mc Ghee's piping is compelling listening and will set well with the fans. Reverse is highlighted by another chirping and the fast piano work of the group. Ops might lend an ear to both and are sure to go for the top.

**RCA Victor Distrib. Corp. Purchases Bickford Brothers In Buffalo And Rochester**

**Earl Hart Named Mgr.**

CAMDEN, N. J.—In a joint statement, Paul Wolk, president of Bickford Brothers, wholesale distributors in the Buffalo and Rochester areas, and H. M. Winters, director of RCA Victor's Distribution Department, announced that arrangements have been made effective August 1, whereby the RCA Victor Distributing Corporation will acquire the physical properties of Bickford Brothers Company.

Winters disclosed that the RCA Victor Distributing Corporation, wholly owned RCA subsidiary, would take over the operation of both the former Bickford branches.

Bickford Brothers Company have been in operation in the City of Buffalo since 1939, and they have operated in the City of Rochester since 1938.

The RCA Victor Distributing Corporation, with headquarters in Chicago, has branches in Detroit and Kansas City also.

Walter M. Norton, president of RCA Victor Distributing Corporation, revealed that Earle Hart has been appointed general manager of the new Buffalo-Rochester branches. Operations would continue in the present locations and present employees of Bickford Brothers Company would be employed. Hart has considerable experience with the distributing firm, having served in all of its branches.

**Promotes Own Record To Music Operators**



LOS ANGELES, CALIF.—Julie Mitchum, sister of the famed movie star, Robert Mitchum, making a reputation of her own as a singer with her first platter "A Simple Life Of Luxury" on the Luxury label, selling the disk to juke box ops over the Leuenhagen counter on Pico Blvd.



*best sellers*

**POPULAR**

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

**FOLK • WESTERN**

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

**SEPIA • BLUES**

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

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




### Abbey Records Adds 2 Pressing Plants

NEW YORK—Pete Doraine, Abbey Records, this city, reports that distributors have been placing so many orders for large quantities of his recent releases that production from his pressing plants find it difficult to keep up with the demand. Doraine states that his firm has added two new pressing plants with a guarantee of 300,000 records per month.

It is hoped, he states, that these added facilities will supply enough records to take care of his distributors' demands.

**FABULOUS!**



**AL HIBBLER**

his greatest yet...

**"DANNY BOY"**

hear it now

ATLANTIC Record No. 911

# 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.

Money Makers Like These ★ Keep Dealers Pleased!

★ **Rhythm In The Barnyard—Pt. I & Pt. II**  
JOE LIGGINS  
Specialty 368

★ **Pink Champagne**  
JOE LIGGINS  
Specialty 355


★ **Playboy Blues Cryin' & Singin' The Blues**  
ROY MILTON  
Specialty 366

★ **Where There Is No Love Junior Jives**  
ROY MILTON  
Specialty 358

**Specialty records**

8508 Sunset Blvd.      Hollywood

**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

- |    |   |   |  |
|----|---|---|--|
| 1  | <b>WELL, OH WELL</b><br>Tiny Bradshaw<br>(King 4357)                  | <b>I WANNA BE LOVED</b><br>Dinah Washington<br>(Mercury 8181)                           | <b>MONA LISA</b><br>King Cole<br>(Capitol 1010)                        |
| 2  | <b>PINK CHAMPAGNE</b><br>Joe Liggins<br>(Specialty 355)               | <b>MONA LISA</b><br>King Cole<br>(Capitol 1010)   | <b>GROWING OLD</b><br>Smiley Lewis<br>(Imperial)                       |
| 3  | <b>I NEED YOU SO</b><br>Ivory Joe Hunter<br>(MGM 10663)               | <b>MY FOOLISH HEART</b><br>Billy Eckstine<br>(MGM 10623)<br>Gene Ammons<br>(Chess 1425) | <b>HIDE AWAY BLUES</b><br>Fats Domino<br>(Imperial)                    |
| 4  | <b>DANNY BOY</b><br>Al Hibbler<br>(Atlantic 911)                      | <b>WELL, OH WELL</b><br>Tiny Bradshaw<br>(King 4357)                                    | <b>I AIN'T GONNA LET YOU IN</b><br>Annie Laurie<br>(Regal 3273)        |
| 5  | <b>I WANNA BE LOVED</b><br>Dinah Washington<br>(Mercury 8181)         | <b>PINK CHAMPAGNE</b><br>Joe Liggins<br>(Specialty 355)                                 | <b>PINK CHAMPAGNE</b><br>Joe Liggins<br>(Specialty 355)                |
| 6  | <b>CUPID'S BOOGIE</b><br>Little Esther<br>(Savoy 750)                 | <b>EVERY DAY I HAVE THE BLUES</b><br>Lowell Fulson<br>(Swingtime 196)                   | <b>I WANNA BE LOVED</b><br>Dinah Washington<br>(Mercury 8181)          |
| 7  | <b>EVERY DAY I HAVE THE BLUES</b><br>Lowell Fulson<br>(Swingtime 196) | <b>CUPID'S BOOGIE</b><br>Little Esther<br>(Savoy 750)                                   | <b>CUPID'S BOOGIE</b><br>Little Esther<br>(Savoy 750)                  |
| 8  | <b>MONA LISA</b><br>King Cole<br>(Capitol 1010)                       | <b>I'LL NEVER BE FREE</b><br>Annie Laurie<br>(Regal 3258)                               | <b>EVERY DAY I HAVE THE BLUES</b><br>Lowell Fulson<br>(Swingtime 196)  |
| 9  | <b>MY FOOLISH HEART</b><br>Gene Ammons<br>(Chess 1425)                | <b>DANNY BOY</b><br>Al Hibbler<br>(Atlantic 911)  | <b>GOLD AIN'T EVERYTHING</b><br>Gene Gilbeaux<br>(RCA Victor 22-0070)  |
| 10 | <b>I'LL NEVER BE FREE</b><br>Annie Laurie<br>(Regal 3258)             | <b>BESS'S BOOGIE</b><br>Bobby Smith<br>(Apollo 799)                                     | <b>LEAVING ON THE MID-NIGHT TRAIN</b><br>Helen Marina<br>(Decca 48159) |

# HOT

in DETROIT      in LOS ANGELES      in OTHER CITIES

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

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

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

---

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

---

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

---

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

---

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

---

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

---

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

---

- 9 **MISTRUSTIN' BLUES**  
Little Esther  
(Savoy)

---

- 10 **CRY, CRY BABY**  
Johnny Otis  
(Regent)

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

---

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

---

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

---

- TWO YEARS OF TORTURE**  
Percy Mayfield  
(Recorded in Hollywood)

---

- PINK CHAMPAGNE**  
Joe Liggins  
(Specialty 355)

---

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

---

- STACK O' LEE**  
Archibald  
(Imperial)

---

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

---

- REPENTANCE BLUES**  
Charles Brown  
(Aladdin)

---

- HAPPY PAYDAY**  
Little Willie Littlefield  
(Modern 754)

- SAN FRANCISCO, CAL.
1. I Wanna Be Loved (Dinah Washington)
  2. I'll Never Be Free (Annie Laurie)
  3. Hard Luck Blues (Roy Brown)
  4. Good Morning Judge (Wynonie Harris)
  5. Mona Lisa (King Cole)
  6. Blue Shadows (Lowell Fulson)
  7. Adam Bit The Apple (Joe Turner)
  8. 1950 Blues (Tampa Red)
  9. Every Day I Have The Blues (Lowell Fulson)
  10. Danny Boy (Al Hibbler)
- 
- LAWTON, OKLA.
1. Mona Lisa (King Cole)
  2. Hard Luck Blues (Roy Brown)
  3. Every Day I Have The Blues (Lowell Fulson)
  4. Cupid's Boogie (Little Esther)
  5. Pink Champagne (Joe Liggins)
  6. Well, Oh Well (Tiny Bradshaw)
  7. My Foolish Heart (Billy Eckstine)
  8. It Isn't Fair (Dinah Washington)
  9. I Wanna Be Loved (Dinah Washington)
  10. I Ain't Gonna Let You In (Paul Gayten)
- 
- CLEVELAND, OHIO
1. Cupid's Boogie (Little Esther)
  2. Mistrustin' Blues (Johnny Otis)
  3. Blues Nocturne (Johnny Otis)
  4. Oklahoma Blues (Ellis Slow Walsh)
  5. Mona Lisa (King Cole)
  6. Danny Boy (Al Hibbler)
  7. I Wanna Be Loved (Dinah Washington)
  8. I'll Never Be Free (Annie Laurie)
  9. Pink Champagne (Joe Liggins)
  10. Well, Oh Well (Tiny Bradshaw)
- 
- BIRMINGHAM, ALA.
1. Man's Brand Boogie (Billy Wright)
  2. Blue Sunday Morning (Paupers)
  3. Let It Be (Gene Ammons)
  4. Come Back Baby (Charles Brown)
  5. Cupid's Boogie (Little Esther)
  6. Birmingham Bounce (Amos Milburn)
  7. Danny Boy (Al Hibbler)
  8. I Wanna Be Loved (Dinah Washington)
  9. Flying Saucers (Mello-Tones)
  10. Helpless (Mel Walker)
- 
- ATLANTA, GA.
1. Pink Champagne (Joe Liggins)
  2. Cupid's Boogie (Little Esther)
  3. I Love You My Darling (Joe Fritzt)
  4. Let Me Dream (Ivory Joe Hunter)
  5. Cry, Cry, Baby (Ed Wiley)
  6. Gonna Look Like a Monkey (Smokey Hogg)
  7. Rollin' Stone (Muddy Waters)
  8. Danny Boy (Danny Cobb)
  9. Every Day I Have The Blues (Lowell Fulson)
  10. Repentance Blues (Charles Brown)

## HOT across the Nation!

- ★ **EARL BOSTIC**  
Serenade  
King 4369

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

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

---

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

---

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

For available dates  
**UNIVERSAL ATTRACTIONS**  
347 Madison Ave. New York

### Jazz In The Making



NEW YORK—Eddie Condon (right), world famous Dixieland guitarist-maestro, pointing out an interesting music angle to Jack Berch (seated at the piano). Berch conducts a coast-to-coast radio show. Freddy Krell (left), disk jockey from Saginaw, Michigan, gives an ear to the conversation.

Condon is currently creating a stir in jazz circles with his Decca recording of "Dill Pickles."

### Admiral Seeks New Name

NEW YORK—Due to the confusion caused in the trade by the name Admiral Records and Admiral Corporation (radio and television manufacturers), the nation's disk jockeys have been invited to help Admiral Records, Inc., select a new name.

A combination Admiral Television Radio and Phonograph console will go to the disk jockey suggesting the name that will replace the Admiral Records, Inc., label. The contest ends on August 31.

**GREAT NAMES**

MAKE A GREAT RECORDING  
**ALEC WILDER'S**  
ADAPTATION AND LYRIC FROM  
**TCHAIKOVSKY'S**  
"ROMANCE IN F MINOR"

and

**ANNE SHELTON'S**  
RECORDING OF  
**"I CALL YOUR NAME"**  
ON LONDON RECORDS

**LONDON RECORDS**

# JUKE BOX REGIONAL RECORD REPORT

## The Ten Top Records-City by City

AUGUST 5, 1950

### New York, N. Y.

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

### Chicago, Ill.

1. I WANNA BE LOVED (Andrews Sisters)
2. TZENA, TZENA, TZENA (Vic Damone)
3. MONA LISA (King Cole)
4. COUNT EVERY STAR (Hugo Winterhalter)
5. HOOP DEE DOO (Perry Como)
6. BEWITCHED (Bill Snyder)
7. SAM'S SONG (Bing & Gary Crosby)
8. SENTIMENTAL ME (Russ Morgan)
9. GOODNIGHT IRENE (Gordon Jenkins)
10. MY FOOLISH HEART (Billy Eckstine)

### Los Angeles, Calif.

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

### Newark, N. J.

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. BEWITCHED (Gordon Jenkins)
4. TZENA, TZENA, TZENA (Gordon Jenkins)
5. SAM'S SONG (Bing & Gary Crosby)
6. LA VIE EN ROSE (Victor Young)
7. GOODNIGHT IRENE (Gordon Jenkins)
8. SENTIMENTAL ME (Russ Morgan)
9. MY FOOLISH HEART (Billy Eckstine)
10. OLD PIANO ROLL BLUES (Lawrence Cook)

### Reno, Nevada

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. HOOP DEE DOO (Perry Como)
4. TZENA, TZENA, TZENA (Gordon Jenkins)
5. ROSES (Sammy Kaye)
6. SENTIMENTAL ME (Russ Morgan)
7. MY FOOLISH HEART (Billy Eckstine)
8. OLD PIANO ROLL BLUES (Lawrence Cook)
9. BEWITCHED (Gordon Jenkins)
10. LA VIE EN ROSE (Victor Young)

### Indianapolis, Ind.

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. BEWITCHED (Bill Snyder)
4. MY FOOLISH HEART (Billy Eckstine)
5. TZENA, TZENA, TZENA (Gordon Jenkins)
6. GOODNIGHT IRENE (Gordon Jenkins)
7. SENTIMENTAL ME (Russ Morgan)
8. ROSES (Sammy Kaye)
9. IT ISN'T FAIR (Sammy Kaye)
10. THIRD MAN THEME (Anton Karas)

### St. Paul, Minn.

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. BEWITCHED (Gordon Jenkins)
4. STARS AND STRIPES FOREVER (Frankie Laine)
5. IT ISN'T FAIR (Sammy Kaye)
6. HOOP DEE DOO (Perry Como)
7. ROSES (Sammy Kaye)
8. SENTIMENTAL ME (Russ Morgan)
9. COUNT EVERY STAR (Hugo Winterhalter)
10. THIRD MAN THEME (Anton Karas)

### Toledo, Ohio

1. MONA LISA (King Cole)
2. SENTIMENTAL ME (Russ Morgan)
3. I WANNA BE LOVED (Andrews Sisters)
4. BEWITCHED (Gordon Jenkins)
5. COUNT EVERY STAR (Hugo Winterhalter)
6. BONAPARTE'S RETREAT (Kay Starr)
7. TZENA, TZENA, TZENA (Gordon Jenkins)
8. GOODNIGHT IRENE (Gordon Jenkins)
9. MY FOOLISH HEART (Billy Eckstine)
10. ROSES (Sammy Kaye)

### Detroit, Mich.

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

### Cambridge, Mass.

1. SAM'S SONG (Gary Crosby & Friend)
2. SOMETIME (Ink Spots)
3. GOODNIGHT IRENE (Gordon Jenkins)
4. OUR VERY OWN (Sara Vaughan)
5. GIVE A BROKEN HEART (Lee Sherrin)
6. TZENA, TZENA, TZENA (Gordon Jenkins)
7. PICNIC SONG (Johnny Desmond)
8. I CROSS MY FINGERS (Vic Shoen)
9. I'M IN LOVE WITH THE MOTHER (Robert Q. Lewis)
10. LA VIE EN ROSE (Louis Armstrong)

### Tampa, Fla.

1. BONAPARTE'S RETREAT (Kay Starr)
2. A KISS FOR TOMORROW (Frankie Laine)
3. I DON'T CARE IF THE SUN (Patti Page)
4. MONA LISA (King Cole)
5. ROSES (Roy Anthony)
6. IT ISN'T FAIR (Sammy Kaye)
7. SENTIMENTAL ME (Ames Bros.)
8. C'EST SI BON (Louis Armstrong)
9. I WANNA BE LOVED (Andrews Sisters)
10. TZENA, TZENA, TZENA (Gordon Jenkins)

### Monroe, La.

1. I WANNA BE LOVED (Andrews Sisters)
2. MONA LISA (King Cole)
3. BONAPARTE'S RETREAT (Kay Starr)
4. BEWITCHED (Gordon Jenkins)
5. NOLA (Les Paul)
6. IT ISN'T FAIR (Sammy Kaye)
7. MY FOOLISH HEART (Mindy Carson)
8. HAPPY FEET (Dean Martin)
9. MISSISSIPPI (Red Foley)
10. SIMPLE MELODY (Bing & Gary Crosby)

### Shoals, Ind.

1. MONA LISA (King Cole)
2. BEWITCHED (Gordon Jenkins)
3. THE THIRD MAN THEME (Guy Lombardo)
4. I WANNA BE LOVED (Andrews Sisters)
5. HOOP DEE DOO (Perry Como)
6. SENTIMENTAL ME (Ames Bros.)
7. MY FOOLISH HEART (Gordon Jenkins)
8. COUNT EVERY STAR (Ray Anthony)
9. TZENA, TZENA, TZENA (Gordon Jenkins)
10. GOODNIGHT IRENE (Gordon Jenkins)

### Savannah, Ga.

1. SENTIMENTAL ME (Russ Morgan)
2. MONA LISA (King Cole)
3. I WANNA BE LOVED (Andrews Sisters)
4. BEWITCHED (Gordon Jenkins)
5. COUNT EVERY STAR (Hugo Winterhalter)
6. GOODNIGHT IRENE (Gordon Jenkins)
7. MY FOOLISH HEART (Gordon Jenkins)
8. ROSES (Sammy Kaye)
9. I DON'T CARE IF THE SUN DON'T SHINE (Patti Page)
10. STARS AND STRIPES FOREVER (Frankie Laine)

### Fayetteville, Ark.

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

### Baltimore, Maryland

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

### Jacksonville, Fla.

1. BEWITCHED (Gordon Jenkins)
2. THIRD MAN THEME (Guy Lombardo)
3. MY FOOLISH HEART (Billy Eckstine)
4. I WANNA BE LOVED (Andrews Sisters)
5. IT ISN'T FAIR (Bill Farrell)
6. AT SUNDOWN (Frank Petty)
7. SENTIMENTAL ME (Ames Brothers)
8. HOOP DEE DOO (Perry Como)
9. MONA LISA (Art Lund)
10. RAIN (Frank Petty)

### Toronto, Canada

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

### Brodhead, Wis.

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Andrews Sisters)
3. ROSES (Sammy Kaye)
4. BEWITCHED (Gordon Jenkins)
5. I LOVE YOU BECAUSE (Jan Garber)
6. SAM'S SONG (Bing & Gary Crosby)
7. SIMPLE MELODY (Dinah Shore)
8. HOOP DEE DOO (Doris Day)
9. AMERICAN BEAUTY ROSE (Eddy Howard)
10. I DON'T CARE IF THE SUN (Patti Page)

### Jackson, Miss.

1. I WANNA BE LOVED (Andrews Sisters)
2. MY FOOLISH HEART (Billy Eckstine)
3. IT ISN'T FAIR (Sammy Kaye)
4. BEWITCHED (Bill Snyder)
5. I'LL NEVER BE FREE (Annie Laurie)
6. COUNT EVERY STAR (Ravens)
7. HOOP DEE DOO (Perry Como)
8. PICNIC SONG (Johnny Desmond)
9. I'D'VE BAKED A CAKE (Al Trace)
10. THIRD MAN THEME (Freddie Martin)

### Topeka, Kansas

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

### Lawton, Oklahoma

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Fontane Sisters)
3. IT ISN'T FAIR (Sammy Kaye)
4. HOOP DEE DOO (Kay Starr)
5. THIRD MAN THEME (Victor Young)
6. SENTIMENTAL ME (Russ Morgan)
7. MY FOOLISH HEART (Mindy Carson)
8. BEWITCHED (Doris Day)
9. PIANO ROLL BLUES (Lawrence Cook)
10. MISSISSIPPI (Kay Starr)

### Boston, Mass.

1. COUNT EVERY STAR (Dick Haymes)
2. BEWITCHED (Bill Snyder)
3. HOOP DEE DOO (Perry Como)
4. MISSISSIPPI (Bill Darnell)
5. I ONLY SAW HIM ONCE (Rosemary Clooney)
6. WANDERIN' (Robert Merrill)
7. STARS AND STRIPES FOREVER (Ralph Flanagan)
8. MILES STANDISH (Tony Pastor)
9. THIRD MAN THEME (Anton Karas)
10. ROSES (Gene Autry)

### Birmingham, Ala.

1. TILL WE MEET AGAIN (Ray Bloch)
2. BEWITCHED (Bill Snyder)
3. GOODNIGHT IRENE (Gordon Jenkins)
4. MISSISSIPPI (Bill Darnell)
5. THIRD MAN THEME (Owen Bradley)
6. MONA LISA (King Cole)
7. TZENA, TZENA, TZENA (Gordon Jenkins)
8. BLUE SKIRT WALTZ (Glenn Davis)
9. CONEY ISLAND WASHBOARD (Freddie Hall)
10. SOMETIME (Jo Stafford)

# 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 July 29.

### Stephen Paul

WLEE—Richmond, Virginia

1. MONA LISA (Nat Cole)
2. BEWITCHED (Doris Day)
3. MY FOOLISH HEART (Billy Eckstine)
4. GOODNIGHT IRENE (Gordon Jenkins)
5. I CRY MY HEART OUT (Four Jacks)
6. PAPER MY WALLS (Patti Page)
7. TZENA, TZENA, TZENA (Mitch Miller)
8. TEASIN' (Kay Brown)
9. BOULEVARD OF BROKEN DREAMS (Tony Bennett)
10. LET'S MAKE LOVE (Fran Warren)

### Frank White

KMYR—Denver, Colorado

1. PLAY A SIMPLE MELODY (Gary and Bing Crosby)
2. TZENA, TZENA, TZENA (Gordon Jenkins)
3. MAPLE LEAF RAG (Frankie Carle)
4. I'M BASHFUL (Mindy Carson)
5. FIDGETY FEET (Sextette From Hunger)
6. CHOON' GUM (Dean Martin)
7. MONA LISA (Harry James)
8. I DON'T CARE IF THE SUN DON'T SHINE (Patti Page)
9. TZIN TZUN TZAN (Tex Beneke)
10. OLD PIANO ROLL BLUES (Beatrice Kay)

### Art Pallan

WWSW—Pittsburgh, Pa.

1. I CROSS MY FINGERS (Percy Faith)
2. MONA LISA (Nat Cole)
3. WAITING (Lee Kelton)
4. I WANNA BE LOVED (Andrews Sisters)
5. SIMPLE MELODY (Gary and Bing Crosby)
6. VAGABOND SHOES (Vic Damone)
7. TZENA, TZENA, TZENA (Mitch Miller)
8. EL MAMBO (Perez Prado)
9. BEWITCHED (Gordon Jenkins)
10. MY DESTINY (Billy Eckstine)

### Rex Dale

WCKY—Cincinnati, Ohio

1. SIMPLE MELODY (Bing and Gary Crosby)
2. GOODNIGHT IRENE (Gordon Jenkins)
3. MONA LISA (Nat Cole)
4. LADY OF FATIMA (Red Foley)
5. TZENA, TZENA, TZENA (Gordon Jenkins)
6. I DIDN'T KNOW WHAT TIME IT WAS (Fontaine Sisters)
7. I'M BASHFUL (Mindy Carson)
8. AT SUNDOWN (Frank Petty Trio)
9. I WANNA BE LOVED (Billy Eckstine)
10. I DIDN'T SLIP (Doris Day)

### Lee Morris

WSB—Atlanta, Ga.

1. TZENA, TZENA, TZENA (Gordon Jenkins)
2. WHEN WE'RE DANCING (Fran Warren)
3. GOODNIGHT IRENE (Gordon Jenkins)
4. ON THE MALL (Buddy Williams)
5. MY HEART ISN'T IN IT (Eddy Howard)
6. MAY I TAKE TWO GIANT STEPS (Eileen Barton)
7. MY FOOLISH HEART (Gordon Jenkins)
8. PLAY A SIMPLE MELODY (Bing & Gary Crosby)
9. SAM'S SONG (Joe "Fingers" Carr)
10. LA VIE EN ROSE (Victor Young)

### Joe Ryan

WALL—Middletown, N. Y.

1. VIOLINS FROM NOWHERE (Todd Manners)
2. PEDDLER'S SERENADE (Johnny Corvo)
3. IF YOU WERE MY GIRL (Perry Como)
4. GOODNIGHT IRENE (Gordon Jenkins)
5. MONA LISA (Charlie Spivak)
6. ROLY-O-ROLLING (Kitty Carlisle)
7. GONE FISHIN' (Johnny Guarneri)
8. OUR VERY OWN (Vaughn Monroe)
9. FALMINGO (Tony Martin)
10. BEWITCHED (David Rose)

### Arty Kay

WKLX—Lexington, Kentucky

1. BONAPARTE'S RETREAT (Kay Starr)
2. MONA LISA (King Cole)
3. SENTIMENTAL ME (Ames Bros.)
4. I WANNA BE LOVED (Perry Como)
5. HOOP DEE DOO (Perry Como)
6. CUPID'S BOOGIE (Little Esther)
7. I NEED YOU SO (Ivory Joe Hunter)
8. THIRD MAN THEME (Anton Karas)
9. TZENA, TZENA, TZENA (Gordon Jenkins)
10. GOODNIGHT IRENE (Gordon Jenkins)

### Bill Apple

KRSC—Seattle, Wash.

1. LA VIE EN ROSE (Tony Martin)
2. PHANTOM STAGECOACH (Vaughn Monroe)
3. SIMPLE MELODY (Georgia Gibbs)
4. CLOUDY MORNING (Fran Warren)
5. TZENA, TZENA, TZENA (Gordon Jenkins)
6. RAIN (Gene Williams)
7. I WANNA BE LOVED (Andrews Sisters)
8. LOVE LIKE OURS (Lisa Kirk)
9. PICNIC SONG (Johnny Desmond)
10. MONA LISA (Dennis Day)

### Jackson Lowe

WWDC—Washington, D. C.

1. MONA LISA (King Cole)
2. I WANNA BE LOVED (Dinah Washington)
3. COUNT EVERY STAR (The Ravens)
4. CUPID'S BOOGIE (Little Esther)
5. LET ME DREAM (Ivory Joe Hunter)
6. MY FOOLISH HEART (Gene Ammons)
7. I WONDER WHEN (Orioles)
8. WELL, OH WELL (Tiny Bradshaw)
9. PINK CHAMPAGNE (Joe Liggins)
10. I'LL REMEMBER APRIL (George Searing)

### Sandy Jackson

KOWH—Omaha, Nebr.

1. I WANNA BE LOVED (Tony Bennett)
2. SIMPLE MELODY (Bing & Gary Crosby)
3. I LOVE YOU BECAUSE (Jan Garber)
4. TZENA, TZENA, TZENA (Mitch Miller)
5. GOODNIGHT IRENE (Frank Sinatra)
6. SENTIMENTAL ME (Ames Bros.)
7. ARE YOU LONESOME TONIGHT (Blue Barron)
8. STARS ARE THE WINDOWS (Marineers)
9. ROSES (Sammy Kaye)
10. IT ISN'T FAIR (Sammy Kaye)

### Sherm Feller

WCOP—Boston, Mass.

1. CAN ANYONE EXPLAIN (Ames Bros.)
2. I'M IN LOVE WITH THE MOTHER (Robert Q. Lewis)
3. GOODNIGHT IRENE (Gordon Jenkins)
4. TZENA, TZENA, TZENA (Mitch Miller)
5. TIME AND TIME AGAIN (Dave Rose)
6. VAGABOND SHOES (Vic Damone)
7. I DIDN'T SLIP (Lisa Kirk)
8. MY DESTINY (Hugo Winterhalter)
9. PIGALLE (Johnny Desmond)
10. THE LONESOMEST WHISTLE (Ray McKinley)

### Hal Tate

WAIT—Chicago, Ill.

1. MONA LISA (King Cole)
2. SAM'S SONG (Bing & Gary Crosby)
3. CAN ANYONE EXPLAIN (Ames Bros.)
4. PLAY A SIMPLE MELODY (Bing & Gary Crosby)
5. I NEVER HAD A WORRY (Dinah Shore)
6. BEWITCHED (Bill Snyder)
7. STARS ARE THE WINDOWS OF HEAVEN (Fran Allison)
8. AMERICAN BEAUTY ROSE (Eddy Howard)
9. TELL HER YOU LOVE HER (Jack Haskell-Connie Russell)
10. JUST SAY I LOVE HER (Johnny Desmond)

### Maurice Hart

KFWB—Hollywood, Cal.

1. CLOUDY MORNING (Fran Warren)
2. LAUGH, CLOWN, LAUGH (Artie Wayne)
3. I WANNA BE LOVED (Andrews Sisters)
4. LA VIE EN ROSE (Tony Martin)
5. SAM'S SONG (Bing & Gary Crosby)
6. LOVE LIKE OURS (Lisa Kirk)
7. PHANTOM STAGECOACH (Vaughn Monroe)
8. TZENA, TZENA, TZENA (Gordon Jenkins)
9. MONA LISA (Dennis Day)
10. RAIN (Gene Williams)

### Bill Wright

WSGN—Birmingham, Ala.

1. MONA LISA (Nat Cole)
2. I WANNA BE LOVED (Fontaine Sisters)
3. I DIDN'T SLIP (Doris Day)
4. GOODNIGHT IRENE (Frank Sinatra)
5. BIRMINGHAM BOUNCE (Art Lund)
6. MY DESTINY (Hugo Winterhalter)
7. GIANNINA MIA (Ralph Flanagan)
8. LITTLE JOHNNY CHICADEE (Rosemary Clooney)
9. IF YOU WERE ONLY MINE (Buddy Clark)
10. WANDERIN' (Sammy Kaye)

### Bob Earle

KSO—Des Moines, Iowa

1. HOOP DEE DOO (Kary Starr)
2. THIRD MAN THEME (Guy Lombardo)
3. TZENA, TZENA, TZENA (Gordon Jenkins)
4. AMERICAN BEAUTY ROSE (Eddy Howard)
5. I DIDN'T SLIP (Doris Day)
6. IT ISN'T FAIR (Sammy Kaye)
7. I STILL GET A THRILL (Tony Martin)
8. BUFFALO BILLY (Evelyn Knight)
9. GONE FISHIN' (Arthur Godfrey)
10. MONA LISA (King Cole Trio)

### Johnny Clarke

WBAB—Atlantic City

1. A SIMPLE MELODY (Gary and Bing Crosby)
2. C'EST SI BON (Danny Kaye)
3. IT ISN'T FAIR (Bill Farrell)
4. GOODNIGHT IRENE (Gordon Jenkins)
5. THE RED WE WANT (Delaware County String Band)
6. AMERICAN BEAUTY ROSE (Frank Sinatra)
7. ON THE MALL (Buddy Williams)
8. MAY I TAKE TWO GIANT STEPS (Eileen Barton)
9. ELEVATION (Elliot Lawrence)
10. PINK CHAMPAGNE (Ralph Flanagan)

# RCA Victor 45 RPM Pop Records Upped To 49¢ For Ops

## Increase Brings Price To That Of All Other Diskeries

CAMDEN, N. J.—RCA Victor announced a price boost this past week on its 45 RPM pop records, bringing the price to ops from 39c to 49c. This 10c increase will bring the 45 RPM into the same price category as the 78 RPM Records.

Price increase is not due to present conditions, RCA Victor officials stated, but from the high cost of materials it has had to contend with over the past year, which left them very little margin of profit.

The 49c price now places the RCA

Victor 45 RPM record in the same price category as other firms, including Capitol, London and M-G-M, which have maintained this price from the beginning. Decca, who announced its entry into the 45 RPM pop field a few weeks ago, hasn't announced any price for their disks, but it's expected they will sell for the same 49c.

## TONIGHT

**TONI ARDEN**  
with Percy Faith Orch. & Chor.  
Columbia

**RUSS CASE ORCHESTRA**  
with Ray Charles Vocal  
M-G-M

**TONY MARTIN**  
with Henri Rene Orchestra  
RCA Victor  
and more coming

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Jimmy Durante .....MGM  
Georgia Gibbs .....Coral  
Margaret Whiting .....Capitol

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(A Sailor Boy and a U. S. Marine)

on the flip

THE SEABOARD, THE SOUTHERN AND THE A.C.I.

by

Norris the Troubadour and the Little Blue Chips

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FRANK SINATRA .....Columbia  
LARRY GREEN .....RCA Victor

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## JUBILEE RECORD Hits

FOR BANG-UP SALES!

### "OLD MAN ATOM"

by BOB HILL

Jubilee # 4005

### "I'M SENDING MY TEARS IN A BUCKET"

b/w "HOT DOGS & ROSES"

by CALIFORNIA AL VICTOR

Jubilee # 4001

Going Strong

THE ORIOLES

### "EVERYTHING THEY SAID CAME TRUE"

Jubilee # 5028

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

# Summer Disk Biz Booms As Good Material Ups Buying

NEW YORK—Decca Records, contrary to the usual hot weather doldrums suffered by diskers during the dog days, reports that they are currently pressing at one of the fastest paces in their post-war history as the labels versions of "Sam's Song" and "Simple Melody" by Bing and Gary Crosby, "Tzena, Tzena, Tzena" and "Goodnight Irene" by Gordon Jenkins and Louis Armstrong's "La Vie En Rose" commence to bust wide open as hits that may well rival "Chattanooga Shoe Shine Boy". The Andrews Sisters' "I Wanna Be Loved" is already one of their all-time greats.

Gary Crosby's disk debut is one of the phenomenas in recording history considering that it is the first professional work that the young singer has ever done. Young Mr. Crosby looks to be a strong contender for stellar honors in the vocalizing world.

The tremendous reception for the Louis Armstrong rendition of "La Vie En Rose" has proved to be a surprise even to the executives at Decca. The French ballad was so far afield from what the public usually associates with Armstrong that it was originally felt the biscuit would have

value only as a collector's item to Louis' many fans. The enthusiasm which greeted the release has gone far beyond these modest expectations.

"Goodnight Irene" has been recorded so many times by various firms that it may well set another mark of its own.

Another firm which reports business better at this time than at any previous summer since the last war is Capitol Records. The Hollywood diskery is hitting on all fours with "Mona Lisa" by King Cole, the top song in the nation. "Bewitched" by Mel Torme is a hit and thrush Kay Starr is keeping the juke boxes active with "Hoop Dee Doo" and "Bonaparte's Retreat."

RCA Victor reports that "Hoop Dee Doo" by Perry Como and "Count Every Star" by Hugo Winterhalter are their current top sellers and state that they feel that business, particularly in the last two weeks, has been more than satisfactory.

Once again, diskers are arriving at the basic fact in record business; there is a ready and eager market for good material.

## Dana Records Moves

NEW YORK—Walter Dana, president of Dana Records, number one independent polka recording firm in the United States, has announced the removal of his offices and warehouse to Kew Gardens, Long Island.

Dana, who has been phenomenally successful with his international styled pressings, revealed that illness has necessitated him placing his headquarters nearer to his home.

Dana Records was formerly situated in Manhattan.

## Spitalny & Contino Sign Victor Wax Pact

NEW YORK—Phil Spitalny and his all-girl orchestra, currently appearing at the Hotel Waldorf-Astoria, this city, has announced his joining the RCA Victor talent stable in a deal which calls for the major diskery to take over Spitalny's old masters as well as all his new diskings.

Spitalny was extremely successful with the direct mail advertising campaign of his Christmas records last season and is slated to do both symphonic and popular waxings for Victor.

In addition, Victor revealed that they had acquired Dick Contino, accordion playing winner of the Horace Heidt talent shows of two yeears back. Contino scored very heavily in juke boxes with his "Lady Of Spain" release and tees off in his first effort for Victor with an album of instrumental pressings.

**MUSIC OPERATORS**  
**BE SURE TO READ PAGE 10**



### THE LITTLE GENERAL

says . . . "help yourself to Juke Box Gravy with . . ."

### "PROFESSOR SPOONS"

by BOB HANNON & JOHNNY RYAN  
on DECCA RECORD 27105

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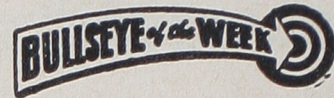
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by KATHY MARCH & Jerry Shard Ork  
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**"WASTED WORDS"**  
**"I'M ALWAYS IN LOVE WITH SOMEONE"**  
by JERRY COOPER & "Piano Roll" Cook  
**ABBEY RECORDS, INC.**  
418 W. 49 St. New York, N. Y.

## THE CASH BOX

# "Folk" and "Western" Record Reviews



"STEPPIN' OUT" (2:34)

"MONA LISA" (2:43)

JIMMY WAKELY  
(Capitol 1151)



JIMMY WAKELY

● Jimmy Wakely comes up with a ditty that looks like the logical successor to his smash hit, "Slippin' Around." The tune has already caused a storm of comment and excitement with several other versions already recorded and more on the way. "Steppin'

Out" is set in the pace and melodic strain that made "Slippin' Around" everybody's favorite. For our money that's a background that can't miss for a tune and Wakely's rendition will certainly give him the major portion of the mountain of moolah that this record is going to attract into the juke boxes. On "Mona Lisa," Jimmy Wakely hands the number one "popular" song in the country just enough of a switch in tempo to move it into the "Folk" and "Western" category but leaves it with all the original appeal that makes it the top song. Wakely's vocal is so good that he might cause a second explosion on the tune. Both ends of this wax are an op's dream and "Steppin' Out" can be banked on to do just that. Ops—here is a "must" selection.

"WHO-OO" (2:33)

"NO MAIL FROM A FEMALE" (2:35)

BOBBY GREGORY  
(Hillbilly 71101)

● Bobby Gregory turns in a yodeling hillbilly ballad with a flexitone adding an odd wail in the background. The tune is set in a near-polka pace and adds yodels and unusual instrument grouping to its efforts. Bottom side is in the novelty vein with the opening and closing stanzas a conversation between Bobby Gregory and the mailman.

"CHANGE PARTNERS" (2:33)

"JACK O' HEARTS" (2:29)

RED RIVER DAVE  
(MGM 10755)

● Red River Dave offers a slice of wax that sounds like a couple of sessions with a singing, hillbilly Mr. Anthony. First side, "Change Partners" is a country ballad with lyrics urging a switch in sweethearts for friends who have fallen in love with each other's mates. Bottom is a vocal warning by Red River Dave to gals to beware of men who'll woo 'em and forget 'em. Ops might listen, both edges have merit.

"LOVE OR INDIGESTION" (2:37)

"CHATTANOOGA STOMP" (2:17)

CUZZIN CLEM & ROY SNEED  
(Dot 1007)

● First face is a neat bit of folk satire sung by Cuzzin Clem (Dan McNew) with the backing of William Moore and the Country Cousins. Electric guitaring rates a special bow and the cracker-barrel voiced recitation has an appealing quality. Flip is a guitar solo featuring Roy Sneed against a background provided by the Cousins. Top deck is very funny and certain to go hot and heavy in all locations. Ops should grab it.

"THE HOKEY POKEY" (3:08)

"PADDY MURPHY'S WAKE" (2:45)

SUN VALLEY TRIO  
(4 Star 1505)

● If we could give two awards "The Hokey Pokey" would grab off the second one with no trouble. The Sun Valley Trio has taken a familiar childhood game and given it a melody a trifle slower than the conventional square dance but with that method of "calling" the lyrics. The tune's potential is enormous. Turn over is an old gang-sing drinking song with an Irish accent; this version should have everyone joining in. All ops should get with the "Hokey Pokey," and it is a certain winner for those with spots that allow dancing.

"STEPPIN' OUT" (2:54)

"I'M MOVING ON" (2:39)

JACK SHOOK  
(Coral 64055)

● Jack Shook polishes up his tonsils on the score of the "Steppin' Out" stanza and pipes a nice bit of vocalizing that should please many fans. A change of pace on the coupling finds Jack Shook "Moving On" in all senses of the word as he steps into high gear on a hillbilly rhythm tune. Ops will want to lend an ear to this cutting.

"IF I KNOW'D YOUSE A' COMIN' I'D CUT MY THROAT" (2:40)

"CAN'T YODEL BLUES" (2:38)

CACTUS PRYOR  
(4 Star 1498)

● Upper deck is a hilarious parody of the Eileen Barton novelty sensation that should leave Cactus Pryor's tremendous following weak with laughter. The satire maintains a high level of humor all the way through and has an ending as funny as the start. Turnover is a spoofing of cowboy yodelers that gives more range to Cactus Pryor's unique talents. Ops will find this one pulling nickels from every direction—get with it.

"NEW PANHANDLE RAG" (3:02)

"TEARDROPS ON THE ROSES" (3:02)

LES "CARROT-TOP" ANDERSON  
(Decca 46250)

● Adding full scale production technique to the grand hillbilly thrashing of Les Anderson the Perry Botkin Ork puts a fast and pleasing rhythm into the "New Panhandle Rag" and adds lustre to the excellent vocal by Les Anderson. Other layer is a mellow folk ballad about a lover who remains faithful even when his gal has left him. We suggest ops grab this platter and give it a place on their juke boxes.

"STEPPIN' OUT" (2:53)

"MY TRUE CONFESSION" (2:47)

COWBOY COPAS  
(King 885)

● The "Bullseye" winning tune gets a good ride from Cowboy Copas and a backing string band. The "Slippin' Around" style ditty has clever wordage and a strong appeal. Copas' fans will give this one many a whirl. Reverse finds Cowboy Copas making a clean breast of the lies he's told on a plaintive hillbilly ballad vocal. Juke box ops will find good material on both ends and a hot comer in the top etching.





## Disk Jockey Hypos Juke Box Play Asks Listeners To Buy Records And Sheet Music

PATERSON, N. J.—Dave Miller, disk jockey on WPAT, this city, has introduced something new in the way of juke box record and sheet music promotion which may well lead to one of the most dynamic and telling hypos to music business in recent years.

In the course of his regular record spinning duties, Miller makes it a practice to introduce plugs in behalf of the various phases of music business. A typical Dave Miller plug is reprinted below as it comes over the air:

"Friends—as you know, I present these records each day at your request. I also play the newest releases and lots of old, standard favorites. You know that I appreciate the fact that you write to me, but you can write in for requests and eventually see your favorite artists and songs win every popularity poll and hit parade and still not be helping that artist unless you put the nickels into your local juke box to hear his tunes and then go out and buy the records and the sheet music of his songs. You have to get solidly behind the juke box people, the recording artist, the record companies, the writers and the publishers if you want to continue to hear good music.

"If you can take the time to drop a line for a request, then you can certainly afford the few moments that it will take you to drop down to your local record shop to buy a copy of the record for your own collection. Most important, make it a practice to keep the juke box going whenever you are in a place that has one. In this manner you can be assured that there will always be good music available for you to play no matter where you are. Remember, without these music machines you would be unable to hear many of your favorite singers and musicians and their tunes when you want to hear them."

Miller reports that the results to these plugs have been very satisfactory and that he has received comment from local operators and retail store owners thanking him for his cooperation.

As Miller stated to *The Cash Box*, "If every disk jockey would spend a little of his air time putting in a plug for juke box play and promote the sale of sheet music and records in retail stores, they would be doing a great deal of good."

Miller believes that a national movement like this on the part of the nation's record spinners could turn into a bonanza for the music and record business. Juke box operators would be greatly benefited by the good public relations that the project would bring to them as well as by the jump in play that would result from such a concerted drive.

## Kalmar & Ruby Oldie Ballad Set For Plugs

NEW YORK—As part of the overall trend by music publishers and record companies to gradually move into the production and promotion of more and more ballads the Warner Bros. publishing firms of Harms, Remick and Witmark have announced that they are making "Thinking Of You" one of their top plug tunes in the fall.

The song was written thirty years ago by Bert Kalmar and Harry Ruby and is slated to be a part of the score of the forthcoming MGM motion picture "Three Little Words". It is reported that a host of records are coming out on the ballad including such stellar recording names as Ralph Flanagan on Victor, Don Cherry on Decca, Art Morton and Paul Weston on Capitol, Sarah Vaughan on Columbia and Anita Ellis on MGM.

## Larry Spier Exits Chappell Music

### Stan Stanley Takes Over As New G.M.

NEW YORK—Larry Spier, one of the best known figures in all of Tin Pan Alley, has announced that he has left the post of General Manager of Chappell Music which he had occupied for the past twenty years.

Spier, who is probably identified with as many hit songs as any figure in the publishing business, stated that at present he is publishing independently and "mulling over" several offers that have been made to him since his withdrawal from Chappell. Belle Nordone, secretary, remains with Spier.

Current plug tune that Spier is handling is "Just Say I Love Her," a *Cash Box* "Disk Of The Week," and one of the most talked-about tunes in the rising crop of ditties. A few of the tunes which Spier worked on are "Isle of Capri," the "Oklahoma" and "South Pacific" scores, "Third Man Theme," "Lover" and "Bewitched."

Stan Stanley will assume the position left open by Spier's departure. Stanley had formerly been profes-

## Larry Green Keeps Juke Box Busy



DORCHESTER, MASS.—Photo above shows popular band leader and pianist Larry Green delighting the local juke box set with a personal appearance at "Arnold's Ice Cream Parlor," this city. Green, (he's the one with the jacket and tie) is presently riding high on the juke box charts with his sensational recording of "Petite Waltz" and "Jet" for RCA Victor.

- 1** WHY DON'T YOU LOVE ME?  
Hank Williams  
(MGM 10696)
- 2** THROW YOUR LOVE MY WAY  
Ernest Tubb  
(Decca 46243)
- 3** I'LL SAIL MY SHIP ALONE  
Moon Mullican  
(King 830)
- 4** CUDDLE BUGGIN' BABY  
Eddy Arnold  
(RCA Victor 21-0342)
- 5** LONG GONE LONESOME BLUES  
Hank Williams  
(MGM 10654)

### ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

- BIRMINGHAM BOUNCE**  
Red Foley  
(Decca 46234)
- M-I-S-S-I-S-S-I-P-P-I**  
Red Foley  
(Decca 46241)
- SLIPPIN' AROUND WITH JOLE BLON**  
Bud Messner-Bill Franklin  
(Abbey 15004)
- MY SON CALLS ANOTHER MAN DADDY**  
Hank Williams  
(MGM 10645)
- DRAW UP THE PAPERS LAWYER**  
Dave Landers  
(MGM 10682)

THE CASH BOX—Gives "Pie In The Basket" a SOCK rating by FLORENCE WRIGHT on NATIONAL RECORD 9118 FLIP "REAL GONE TUNE" with ERROLL GARNER The "Hottest" Platter in the Country EILEEN BARTON'S "STILL COOKING" on NATIONAL #9112 "May I Take Two Giant Steps?"

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

**APOLLO** Suffering Spaceships—He's Causing An Interplanetary Storm!!

Have YOU Heard— "THE LITTLE GREEN MAN" [From Mars]—?

Apollo # 1163 Picked As Top Nov. Disk of Week—July 15 By Martin Block —WNEW

**APOLLO RECORDS, INC.**  
457 W. 45 St. N. Y.

**SEX-SATIONAL!!**

SAVANNAH CHURCHILL'S "CAN ANYONE EXPLAIN" b/w "The Devil Sat Down and Cried" ARCO RECORD 1259

DIST.—Write for Available Territories AMERICAN RECORD CO. 1020 Broad St. Newark, N. J.

**OPERATOR'S TIPS**

"BONAPARTE'S RETREAT" by KAY STARR

Capitol-936



# VENDOR OPS FORCED TO RAISE PRICES

**Higher Syrup Costs Forcing Drink Dispensers to Up Price. Cig Machine Ops Also Prepare for Price Hike. Nut and Candy Vendors Face Boost. Ops Fear Short Merchandise Supply. Raw Materials Price Hikes Boosting Cost of All Machines.**

Drink dispenser ops began to rumble this past week as cost of syrup was upped in many areas. Belief now is that the 10c drink will become standard. Those who are now selling at this price are ahead of the game. But, with majority of dispensers at 5c per drink, price will have to be boosted quick to offset further price hikes of syrup and other supplies.

Ops report, so far no rise in cost of cups noted. But these, too, are expected to go up very shortly, as labor wages and materials prices continue to skyrocket. Dispenser ops are not planning to cut commissions to locations but will, instead, boost drink price to 10c in effort to overcome present and future supplies price boosts.

Cigarette machine operators are fully prepared, they report, to go up in price should factories raise cost of ciggies. They believe that this will come about just as it did in last war. But, at present, they state, they are holding price line and hoping that they will be able to absorb price hikes by cutting down on commissions in agreement with locations.

Where this isn't possible, some ops state, they will go up in price to match hike in cost of cigarettes. The cigarette machine ops have had much experience in general price raises in past are not prepared at this time to go much higher, they state. Some machines are at top price now. Others will simply have to meet top price to match raises even before they come about.

Nut and candy vendor ops are cutting down on amount of merchandise vended to hold present coin chute on machine. Many, tho, do not see how they can continue on much longer on this basis. Commissions are at rockbottom in most instances, they report, and they do not believe that merchandise will long hold present price line.

In fact, some report some hikes in price already in candy and nut lines. This is, as yet, more or less local, but, from all indications will soon spread thruout country. Where ops can't cut down on volume of merchandise vended will have to change to higher coin.

Many penny nut vendors being switched over to 5c. Others, who are still holding out for penny, find that they cannot give very much for this coin. These men, too, at least in nut lines, will be able to go to 5c chutes.

In candy line, problem is much greater. Even tho some have plans to cut size of bars as in past war era, most believe that full size bar will have to be vended, but will have to obtain 2c more per bar. Change will somehow have to be inserted in, or taped onto, each bar. 10c chutes will have to be used with signs indicating

change returned with bars.

Few of the candy vendors feature changemakers and, therefore, are forced into extra labor to arrange for change with candy bar sales.

In addition to these problems now being faced by merchandise machine ops, comes the fear that general merchandise supplies will be short as stores, chains and department stores all grab for merchandise, and try to contract for large quantity.

Many ops fear that present sources will either dry up or will be forced to hike prices to point where many machines will have to be pulled off locations, just as happened during last war.

Ops in industrial plants believe that they will be able to have arrangements made, as last war, to obtain merchandise, especially in essential industry plants. But for general locations, believe that they will have to pull in many vendors and either spot them in industrial locations or else store them away. In the meantime ops continue on and wait to see what future will bring.

Orders for new machines have been flooding many manufacturers. Machines are in demand. Especially new models with changemakers and large capacity. But manufacturers, in most cases, are faced with severe steel shortage problem and can't see too much production ahead.

Some have already notified customers and distributors that they only have steel for short production splurge, and that unless they can acquire more of this metal, as well as important components, will be forced to shut down on production until such time as they can obtain necessary materials to manufacture machines once more.

Price hikes in cost of equipment inevitable. Every manufacturer holding present price line where some stock of materials on hand. But, just as soon as these are gone, will be forced to raise price to meet higher cost of raw materials and components.

Manufacturers also believe that many component plants will be pushed into war work. Their own plants, they state, also geared for war materials production. Some have already had inquiries in this direction. Others have been carrying on with work of this kind ever since last war.

How soon many plants will be closed down to all but spotty domestic production isn't foreseeable at this time, they state.

Some ops suggest banding together for cooperative purchasing in an effort to assure supplies. This is being frowned upon by the majority. Those who have made such attempts find little, if any, co-operation from others in same

territories. Belief is that ops should continue along on regular purchasing basis and await price developments.

Hope is that vending machines will continue to remain important to war effort, especially those in industrial locations, and others that will go into camps. Such machines can obtain sufficient supplies, tho prices may have to be hiked now, to offset future raises as supplies prices go up.

Belief is that where two and three machines located in small industrial plants at this time, this number will be doubled and trebled, should war production get under way in these plants and that these machines, unless obtained now while manufacturers can deliver, will have to come from non-essential locations to meet industrial demand.

At same time ops in such spots as large industrial plants plan expansion of number of machines. Feel that this will allow for them to carry on regardless of what future may bring.

Demand for used drink dispensers, cigarette machines and other merchandisers at peak right now. Demand started weeks back and grew very rapidly. It is believed that prices now being paid for used equipment highest in many months and still bound to go higher.

Used machine demand is not spotty. It is national in extent. Operators from everywhere in the country now searching for late model used equipment. Prices offered higher than what has been offered in years. Yet, machines harder than ever to obtain, with belief that they will continue to become scarcer right along. Demand will become even greater as new machine prices are hiked and announced to trade.

The some vending machine manufacturers holding back from open announcement of new machine price hikes, customers have been quietly advised to buy quick. Manufacturers can't see holding present price line much longer and will not guarantee price on machines ordered for future delivery. In fact, some manufacturers already allocating quantities of machines to various buyers, while they last.

Vending machine industry can be stated to be somewhat in ferment, but, not confused by present like-war situation. Most men in vending biz have had much experience during World War II and are preparing to work along same lines.

Problems of tire, gas and truck rationing very important. Many now preparing themselves as best they can.

Whatever future holds forth, the vending machine industry will continue onward courageously, is what average ops in field believe.

# NAMA DIRECTOR ON WAR SITUATION

## Darling Sees Curtailment Of Camel Cigarette Price Upped; Manufacturing — Service By Other Brands To Follow Ops In Factories And Camps

CHICAGO—C. S. Darling, executive director of NAMA (National Automatic Merchandising Association) with headquarters in this city, reports that his office has been on the receiving end of numerous telephone calls from automatic merchandisers this past week asking the question "What is going to happen to automatic merchandising if this country gets into war?"

Darling, like everyone else, informed his questioners that he isn't in any position to issue a positive and clear-cut answer. "However, automatic merchandising has become so important in the daily lives of millions of our citizens, and is so potentially important in any war effort, either partially or complete, that this country may make, that NAMA members are entitled to the best help that can be obtained for them," he stated.

After having spent several days in Washington, during which he talked with representatives of the Department of Defense, the Munitions Board, National Security Resources Board, Department of Commerce, Chamber of Commerce of the United States, National Association of Manufacturers, various trade association executives, and others, Darling stated, "It seems reasonably clear to me that the Korean situation is probably one of a long series of similar local situations which communists leaders have been planning and which may break out at various times over a period of many years to come, unless the situation de-

velops sooner into World War III. It seems clear, therefore, that for probably many years this country will be on a basis of greatly accelerated production of war materials, increased armed forces, and a considerably restricted civilian economy. The effect on the manufacturing of machines is clear. There are not enough materials—and probably not enough manpower—to carry on our civilian economy at its present high rate and still permit the production of the war materials which will be called for under current programs."

Darling further pointed out that many of the larger manufacturers of merchandise vending machines have been surveyed for the production of war materials, and may expect in the weeks to come, orders which they will be required to fulfill ahead of civilian orders.

As for the operator, Darling stated that the government is fully aware of the important part automatic merchandise vendors play in upholding civilian morale and as a needed service to workers in factories and camps.

### Al Cohen Appointed Eastern Distributor For "Freshway"

NEWARK, N. J.—Al Cohen, one of the best informed men in the country on merchandise vendors and head of Ajax Distributing Company, this city, announced this week that his firm had been appointed as Eastern Distributors for the "Freshway" automatic Refrigerated Vendor. This machine vends sandwiches, pies and cakes.

Extremely enthusiastic over this appointment, Cohen stated, "I have been in the merchandise vending field for many years, and have had close personal experience with every machine made. But never before have I been so impressed and so enthusiastic over a vendor as I am with 'Freshway'. This is just what the doctor ordered for operators, and I am certain it will be received with open arms by the public."

Cohen is opening offices in many major cities thruout his territory in order to give the operators the benefit of on-the-spot service, and to help them set up their routes.

Cohen's first move in this direction was this week, when he flew up to Boston to open his first branch office.

WINSTON-SALEM, N. C.— Announcement was made this week by the R. J. Reynolds Tobacco Company, this city, manufacturers of Camel and Cavalier cigarettes that it had raised its wholesale prices.

Tobacco trade executives stated that this increase will necessitate a rise all along the line, with the smoker paying an additional 1c per pack. They also predicted that the other tobacco companies would follow suit and the increase quickly would become general on all major cigarette brands.

This hike to the consumer will bring the price back to its highest level which prevailed in 1948.

In its announcement Reynolds Tobacco Company said its wholesale price was being increased from \$7.75 to \$8 a thousand, subject to the usual discounts. They cite increased costs, especially higher prices of leaf tobacco, as the reason for the raise. Higher freight rates and labor costs also were said to be factors in advancing manufacturing costs.

### NAMA Members To Go All Out In National Program For Red Feather Campaign

CHICAGO—Aaron Goldman, chairman of the 1950 Public Relations Committee of NAMA, and Laurie Cavanaugh, secretary of the committee, announced that the directors have given their approval of a national campaign for the Red Feather Program.

The sponsorship by NAMA of the Red Feather plan for automatic merchandisers following the approval of the Board of Directors, was a result of a test case this past spring in promoting the Red Feather campaign of the Rochester, N. Y. Community Chest.

It was announced that this is the first time that the promotional power of America's automatic merchandising machines has been used en masse on a single project.

The Community Chests and Councils of America, New York City, have enthusiastically endorsed the program, and have designed special message tape for use of vending machine operators only.

NAMA asks that all members order their cups, matches and stickers this summer (by August 15) so that co-operating cup and match companies can gear their production for delivery by Labor Day.

The Red Feather message tape, for use on all machines, will be available to NAMA operator members at approximately \$1.50 per roll of 90 messages, from local Red Feather services. Special poster stamps for small machines will cost \$1 per thousand.

The following match companies have Red Feather match books available: The Diamond Match Co.; Lion Match Co., Inc.; Maryland Match Co.; Match Corporation of America; Ohio Match Co., and Universal Match Corp.

The following cup companies are participating: Dixie Cup Co.; Lily-Tulip Cup Corp.; and Maryland Cup Co.

### Price Of Keeney Cig. Vendor Up

CHICAGO—John Conroe, vice-president of J. H. Keeney & Company, this city, announced that due to rising prices of raw materials and higher costs of labor, it was necessary to increase the price of its cigarette vendor to \$259.50, a hike of \$10.

Keeney's cigarette machine has been one of the favorites of the operators, and even with the increased price, the factory is finding it difficult to keep pace with the many orders being placed. In addition, it was stated, they do not know just how long it will be possible to produce the machine, due to the scarcity of steel.

### Atlas Tool Hikes Price Of Ice Cream Vendor \$100

ST. LOUIS, MO.—Walter Gummerheimer, sales manager of Atlas Tool & Manufacturing Company, this city, announced that the price of its ice cream machine "Colsnac" was increased \$100. Price now goes to \$695.

Before leaving on a six-week sales trip thruout the Western and Mid-Western states, Gummerheimer explained that the increase was made necessary because of increased costs of raw materials and labor.

### U. S. Buys Sugar From Cuba

WASHINGTON, D. C.—Drink vendor operators, who have been worried over their supply of syrup, heaved a collective sigh of relief upon reading that the Department of Agriculture of the United States has arranged to buy Cuba's entire reserve stock of 600,000 short tons.

Regardless of any runs on the sugar market or hoarding by firms or individuals, this tremendous purchase will assure drink ops of plenty of syrup for a long time to come.

When you buy from Runyon

**YOU BUY THE BEST**

EXCELLENT CONDITION

Ready For Location

**5**

**REFRESH-O-MAT**

CUP DRINK VENDORS

Vends The Nation's Leading Fruit Flavored Drinks.

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# PRICE INCREASES SURE TO COME

## Voluntary Raw Materials Allocations Will Hike Prices Regardless Of Efforts Of Mfrs To Hold Prices Down

CHICAGO—There is no longer any doubt that, regardless of how hard manufacturers may try to hold down prices of their present products, they will, whether they like it or not, be forced to raise prices of all their forthcoming equipment, for allocations now quietly being placed into effect at sources of supply, are forcing prices away up and beyond control of all industry not classified as "essential."

This was noted this past week, here in the coin machine industry's manufacturing center, as more and more of the factory procurement experts began to report that it was becoming ever more difficult to obtain sufficient raw materials to keep their present production lines supplied.

The most of the manufactories, it is claimed, are well supplied at this time, and are continuing right along, not increasing their prices, they will soon, and very soon, too, feel the new allocations which have been voluntarily placed into effect by sources of supply and will, because of this, be forced to hike prices to meet new costs.

Some factories here haven't as yet made any reports regarding whether they will, or will not, hike prices.

So far heads of factories continue to state, "We are holding our present price line. We are going to give operators every possible break we can, while we can, and wait to see what the future brings."

In complete commendation of the manufacturers it must be reported that they are trying very hard to hold the present price line.

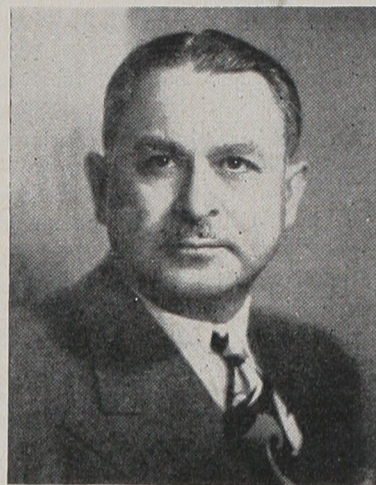
They realize, as does the rest of the industry, that inflationary prices of all essentials, especially non-essentials and luxuries, will go skyhigh.

They are trying, therefore, to keep the trade within reasonable price bounds.

As the nation's leading economists have stated, all but absolute essentials will feel the pressure of sudden restrictions of raw materials. The factories here realize that this will be the case.

Thruout this entire market the manufacturers should be complimented by all in the trade for the fine, calm, and cool manner in which they have been conducting themselves, and have been holding down prices by absorbing increases, while trying to keep the trade optimistic regarding the future.

## Newly Elected CMI President Issues Acceptance Statement



SAMUEL WOLBERG

CHICAGO—Samuel Wolberg, veteran coin machine manufacturer, and president of Chicago Coin Machine Company, this city, who was elected

president of the Coin Machine Institute (CMI) at its annual meeting held July 17, made it clear that there would be no change in the fundamental policy of CMI, particularly at this time when the amusement industry faces a critical period.

In his statement, accepting the CMI presidency, Wolberg declared:

"Coin Machine Institute will continue to put forth all of its efforts to the end that the coin-operated amusement industry will achieve permanency, stability, and dignity and take its rightful place beside other industries in the entertainment world. We want an industry that is not only profitable but one of which every manufacturer, distributor, and operator can be proud. In recent years, we have made great progress in this direction, but the tremendous task before us has just barely begun.

"CMI small continue to inform the public, in general, and public officials, specifically, of the true nature of the coin operated amusement industry.

"The coin machine amusement industry will again be called upon during the coming year to meet problems at national, state, and local levels. Congress is still certain to have before it far-reaching legislation which could conceivably engulf the amusement industry, while State Legislatures will be receiving suggested legislation from the Crime Conference which met in Washington last February; cities will have submitted to them by the same crime group, a suggested model ordinance concerning this industry.

"Under these circumstances, and in the face of this program, it will be CMI's objective to meet these problems at all levels, but it must be obvious that we must win the widest public support in the various communities. This can only be achieved by the manufacturer, distributor, and operator working together in presenting the real facts of the coin-operated amusement industry.

"The many services maintained by CMI, which have been widely used by distributors and operators in the past, have been broadened, and our files contain a vast amount of legal and public relations material which will, as always, be available to the operator and distributor.

"My association with this industry for 20 years convinces me that the coin machine amusement industry faces its brightest future, provided we courageously and frankly face the many problems which lie ahead.

"I ask the entire industry, including the manufacturers, distributors, and operators, to join with CMI in carrying forward the only program which I believe will build a solid and permanent foundation for this industry."

✓  
**CHECK**

*"The Confidential Price Lists" in this week's issue to learn what your machines are worth TODAY!*

## Belgium Coin Operations Big

ANTWERP, BELGIUM—Of all the countries in Europe, Belgium is far ahead in the operation of coin-operated equipment. In addition, the country is the most prosperous, with people earning and spending more money.

Operations of music and pin game routes are bringing coinmen nice profits, and the amount of equipment being used is continually increasing. Practically all equipment is American made, being imported from wholesalers in the United States.

In addition to regular routes in many cities and towns thruout Belgium, there are several well-stocked arcades running in resort and shore areas. The largest and most progressive company is the Belgium Amusement Company, located in Antwerp, which wholesales and operates. This company also runs two arcades in seashore towns—1 in La Panne and the other in Blanckenberghhe. As most

Belgians vacation at seashore resorts, these arcades get a tremendous play for six weeks. Season closes at the end of August.

Belgium Amusement Company is run by three Americans, Sal Groenteman, Albert Polak and Abe Witsen. Witsen remains in New York buying equipment for the enterprise under the name of International Amusement Company (parent corporation).

Pictured below are four shots showing the huge crowds attending the arcades. In the photo at top, left, is Sal Groenteman supervising a racing game.

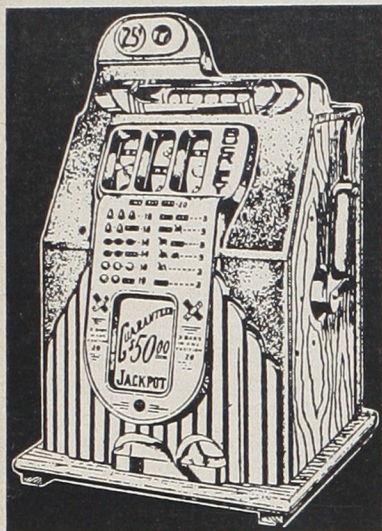
Unlike their American counterparts, the Belgian arcade owners hope for continual rain. It seems that the vacationers have a choice of bathing or attending the arcade. If it rains, the arcade gets all the play. If the sun shines, they have to await evening, when they all crowd into the arcade to play the games.



# IMMEDIATE SHIPMENT

**BUCKLEY  
CRISS-CROSS  
JACKPOT BELLE**

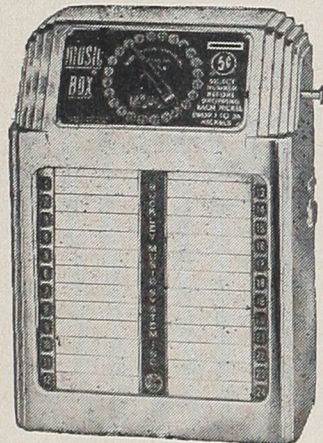
5c • 10c • 25c



WRITE FOR PRICE!

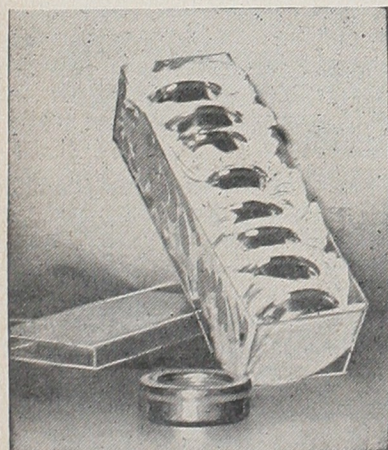
WORLD FAMOUS  
**BUCKLEY**  
WALL AND BAR BOX

FOR 16 - 20 - 24 - 32 RECORD SELECTIONS



NOW ONLY \$19.50  
ORDER QUICK!

**BUCKLEY PUCK**



PACKED 8 IN CELLULOID BOX  
WRITE FOR PRICE!

**BUCKLEY**

MANUFACTURING CO.

4223 W. LAKE ST., CHICAGO 24, ILL.  
(All Phones: VAn Buren 6-6636)

## Distribbs "D.H. Day" Showings Click Thruout Nation

CHICAGO—"Showings of our new 'Double Header'", Sam Stern, executive vice-president and general manager of Williams Manufacturing Company, this city, reported this past week, "are clicking everywhere in the country at all of our distributors' showrooms."

Sam Stern stated that the firm started to receive reports from their distributors early Wednesday (July 26), the first day when the new Williams' "Double Header" was being shown to the ops, and that these reports continued well into the evening.

"We feel certain", he continued, "that 'Double Header' is going to become one of the most outstanding games in the history of the amusement industry."

"Distributors tell us that operators



SAM STERN

started to come into their showrooms early in the morning and have con-

tinued to arrive from all nearby points all day long.

"The 'Double Header'", he said, "is one of the most outstanding rebound games ever built. It has everything that the operator wants."

"Distributors are now learning that whatever we claimed for the game is only a part of what is actually happening. Operators are telling them the game is even greater than we claimed it to be."

Sam Stern was a very busy man all this past week, from Wednesday on, taking orders from the firm's various distributors thruout the nation who continued to phone in and advise him how well the "Double Header" was being accepted by their customers.

He promised to fill all orders just as soon as possible.

## IMPORTANT NOTICE TO SUBSCRIBERS

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

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

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

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

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

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

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

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

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

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

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

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

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

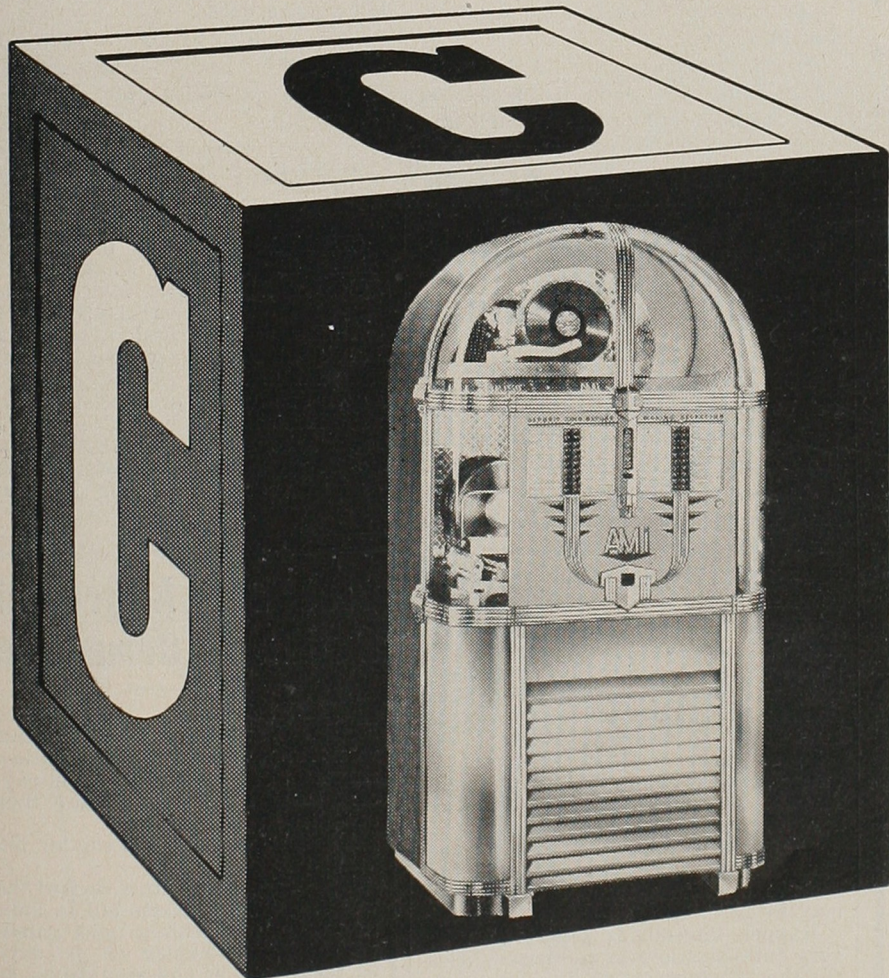
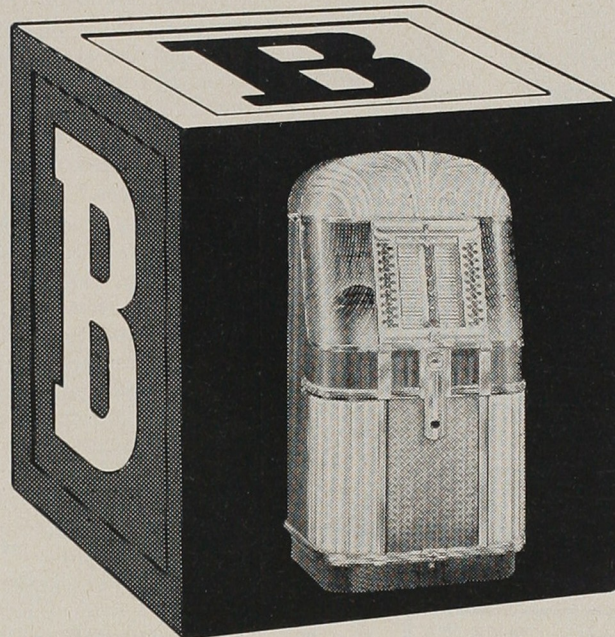
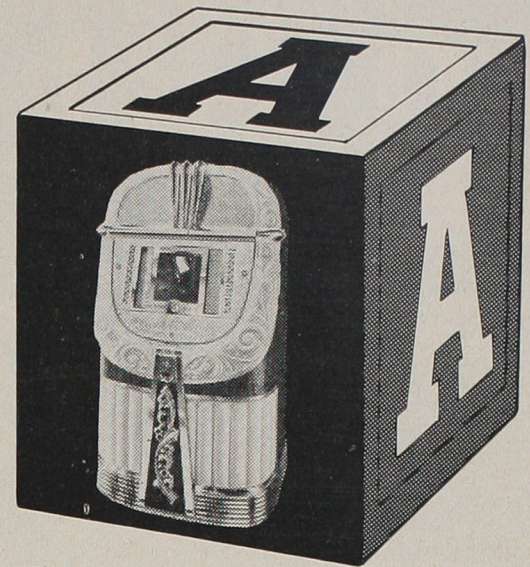
This publication has, once again, geared itself for the new and crucial events which are rapidly transpiring in this nation, and thruout the entire world.

*The Cash Box* stands prepared.

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

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# models of simplicity!



The dependability of the AMI record changing mechanism is basic — universally acclaimed! Its performance over the years proves to all music operators there is more profit, more financial security in running AMI's than any other make. Those sterling performers, Model "A" and Model "B" are today delivering the goods in tens of thousands of locations. Regardless of age, they play and work as if they had just been shipped from the factory this week. And should anyone want to sell them, they command a premium! AMI music is the foundation of operating success; you not only bank big operating profits, you save the greatest part of your first investment. 40 years of music know-how are behind the "C".

## AMi Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan • Branch Office: 134 North La Salle Street, Chicago 2, Illinois

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

# Williams DOUBLE HEADER

HIGH SPEED REBOUND BASEBALL GAME



1 or 2  
PLAYERS  
10c PLAY

Men Actually  
Run Bases  
on Field!

Opposing  
Team Actually  
in Position  
on Field!

8 FT.  
LONG.  
2 FT.  
WIDE



## SOUTHERN AUTOMATIC MUSIC CO., Inc.

624 S. Third St., Louisville 2, Ky. 1000 Broadway, Cincinnati, Ohio  
240 Jefferson St., Lexington 2, Ky. 603 Linden Ave., Dayton 3, Ohio  
3011 E. Maumee Ave., Ft. Wayne 4, Ind. 325 N. Illinois St., Indianapolis 4, Ind.

### LOOK to FIRST for the BEST!

#### SHUFFLE GAMES

Reconditioned and Guaranteed  
Playing Fields Resurfaced

|                              |       |
|------------------------------|-------|
| United SHUFFLE ALLEY EXPRESS | \$235 |
| Williams DELUXE BOWLER       | 219   |
| Exhibit STRIKE               | 175   |
| Universal TWIN BOWLER        | 169   |
| Universal TWIN BOWLER        |       |
| With Lite-A-Pin Conversion   | 179   |
| Chi. Coin BOWLING ALLEY      | 165   |
| Chi. Coin BOWLING ALLEY      |       |
| With Lite-A-Pin Conversion   | 175   |
| Rock-Ola SHUFFLE JUNGLE      |       |
| Floor sample                 | 159   |
| Gottlieb BOWLETTE            | 139   |
| Bally SHUFFLE BOWLER         | 119   |
| Genco BOWLING LEAGUE, 10 ft. | 95    |
| United SHUFFLE ALLEY         | 95    |
| Genco GLIDER                 | 45    |

#### PREMIUM SPECIALS

|   |   |
|---|---|
| FLASH CAMERA  | KIT CAT KLOCK   |
| Takes photos in-doors or outdoors.                              | Sensational electric clock. Huge eyes and tail always moving. |
| Twin lens reflex. Guaranteed. \$7.95 value. Exclusive at FIRST! | Luminous eyes, dial and hands. List \$12.45.                  |
| ONLY \$3.95   | OPERATOR'S PRICE \$6.95                                       |
| Write for our illustrated circular.                             |   |

#### NEW SHUFFLE GAMES

Keeney DOUBLE BOWLER  
In 8 ft. and 9 1/2 ft. sizes  
United TWIN SHUFFLE ALLEY, Rebound  
Chicago Coin TROPHY BOWL

#### BALLY CONSOLES

|                         |       |
|-------------------------|-------|
| DRAW BELL, Metal Button | \$125 |
| DRAW BELL, Red Button   | 135   |
| DELUXE DRAW BELL        | 155   |
| TRIPLE BELL, 5-5-25c    | 225   |

#### NEW ONE BALLS

Bally TURF KING  
Universal WINNER

#### NEW FIVE BALL

Gottlieb TRIPLETS  
Chicago Coin  
PIN BOWLER  
Exhibit JUDY

Coming Soon!! Big news for Illinois phonograph operators. WATCH "FIRST"!!

### FIRST Distributors

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

We've Got It . . . . It's A Hit!

## Williams DOUBLE HEADER

Write—Wire—Phone—or

COME IN AND SEE IT ON DISPLAY

# ALFRED SALES, INC.

881 MAIN ST. Lincoln 9106 BUFFALO 3, N. Y.

Alfred Sales is the Exclusive Distributor in this territory for Wurlitzer, Bally, Gottlieb, Williams, Exhibit and other leading manufacturers.

## Ops Stocking Up On Parts Supplies And Used Machines

CHICAGO—In the past few days reports have been filtering in that operators are ordering in large quantities.

Parts and supplies are foremost on almost everyone of these op's lists.

Next comes machines.

The quantities which are being purchased indicate that these operators are "stocking up" in preparation for whatever may be ahead in the very near future.

Ops have been answering all questions with, "This looks like the last chance."

In the meantime, this sudden buying spree of parts and supplies has not only shorted stocks, but, at the same time, has boosted prices to new high levels.

Claim among sellers is, "We cannot obtain the same parts and supplies at former prices."

One well known parts man here stated, "We used to sell bell slides for \$1.50 each. Now we have to get \$2.00 each. And even at \$2.00, we can't get them. Especially in the quantities we have orders for at this time."

This same applies all the way down the line to all other types of machines.

For example, tubes are most difficult to obtain at this time. Juke box ops have been buying in quantity. Sellers are having trouble replacing tubes at this time.

Other types of supplies are being purchased in ever larger quantity by both distributors and operators everywhere in the country.

Resultant effect is to boost prices, as demand continues great, and supply becomes low.

In the meantime, much to the credit of the majority of manufacturers here, they are maintaining former parts and

supplies prices, and are trying to satisfy all demand.

Same isn't true in case of sellers. They are hiking prices as demand gets greater.

One notable example, ops claim, is price of bell parts. These have zoomed to new highs and are still going up. Ops claim this is taking advantage of them.

Some are purchasing older machines and will break them up for "parts."

But, whether they will be able to obtain enough of old machines at low prices is the problem.

In the meantime, those who have parts for bells, especially, are planning to build 50c machines.

Furthermore, those who have sufficient parts and supplies, and are running up against stubborn resistance as to price advances in present sales, are holding back from selling.

They are gambling that these will become so hard to obtain that they will be able to name their own price.

This seems to be the case in most instances. Ops still can't, at least some of them, see prices moving too far up.

They feel that Federal Government will allow sufficient domestic production to take care of "repair parts" for all types of equipment.

Whatever the future will bring, the fact is that many ops are buying up whatever quantity of parts and supplies they can afford.

Sellers are buying even more, but, what is extremely interesting is the heavy purchases on the part of those men who believe that they will have the trade at their mercy within six to twelve months.

They hope to be able to obtain unheard of high prices for all parts, supplies and machines they will have stocked up.

### Badger Named Distrib For "Ristaucrat '45'" For So. California

LOS ANGELES—W. R. (Bill) Happel, Jr., of Badger Sales Co., Inc., this city, has been named distributor for the "Ristaucrat '45'" automatic phono.

The first of these new, counter model size phonos are now on display at the firm. The machines feature the new lightweight, longer lasting 45 R.P.M. records.

Joseph J. Cohen, president of Ristaucrat, Inc., stated, "We are very proud of the way Bill Happel and his Badger Sales organization have launched into sales of our new 'Ristaucrat 45' phonograph.

"Mr. Happel realizes that this is one machine which is extremely timely for every operator. It smooths the way for the near future.

"We feel certain that this is the automatic music box that they will find best to operate whatever the future may bring."

Happel, himself, is reported to be very enthusiastic over the possibilities for the "Ristaucrat '45'" in his territory. His men are already contacting many operators here to get them started with "the music box for the spot you forgot."

### "WhizBowl" In Full Production

CHICAGO — "Keep those orders coming in," said Billy Knapp and Vic Weiss of Allied Coin Machine Company, this city, manufacturers of the "WhizBowl" conversion unit for Bally's Shuffle Bowler and United's Shuffle Alley.

"We are in full production and can make immediate delivery," stated Col. Lewis, who will be making a trip thru the South very soon and is looking forward to meeting with his many friends.

### Slot Bill Approved By House Committee

WASHINGTON, D. C.—The House Commerce Committee this week approved a bill to outlaw shipment of slot machines and pay-off games into states where they are illegal.

The Senate passed a similar bill last April.

The House committee revised the wording of the Senate bill to limit it to "bell machines and games which deliver money or property as the result of the application of an element of chance."

Bill must now come out of committee and proceed thru usual House and Senate action.





# Williams DOUBLE HEADER

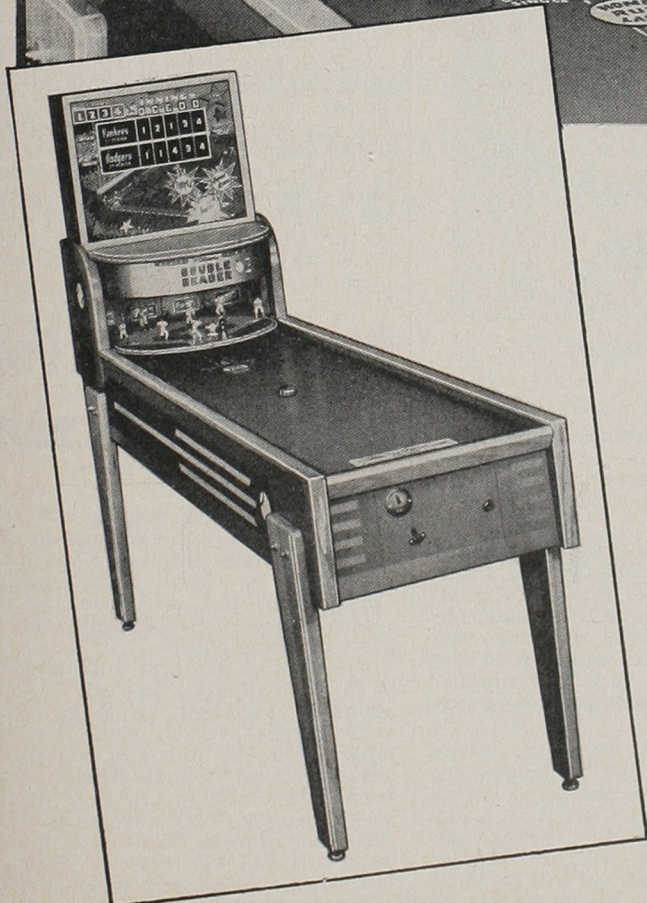
**HIGH SPEED REBOUND BASEBALL GAME**

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

**1 or 2 Players  
10c Play**

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

**8 FEET LONG!  
2 FEET WIDE**



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



**CREATORS OF DEPENDABLE PLAY APPEAL!**

4242 W. FILMORE STREET, CHICAGO 24, ILLINOIS

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