Seeing is Believing...
for the latest and best, see and hear
The Music Equipment
that is the answer to the Operator's Prayer

at the Penthouse Bungalow
Morrison Hotel, Chicago
January 17-18-19
THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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

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LOS ANGELES CLIPPINGS

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THE CASH BOX exclusively covers the coin machine
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coin operated music equipment; automatic coin
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well as all coin operated amusement equipment; the
music and record business, recording artists and pub-
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tified or allied to the coin operated machine industry
as well as all finance firms, banks and other financial
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loans to the members of the coin machine industry.

Welcome . . . to Booth No. 77.

We've corresponded. We've talked over long-distance telephones. We've
telegraphed each other. Now . . . we'd like to say hello. . . . in person.

Come on over to Booth No. 77. Let's meet. Let's get acquainted.

We feel we've got a great bunch of guys you'd like to know just a little
bit better. The kind of guys who can discuss your business with you on
your level . . . and know what they're talking about.

Welcome . . . to Booth No. 77.

Where you'll meet men who have
worked for years in your entire in-
terest.

The complete and unselfish inter-
est of making this industry a greater
business for you. A more assured
business.

A business you and your children
can be proud of. . . . and know that
your friends are proud of, too.

Welcome . . . to Booth No. 77.

That is The Cash Box booth.

The Cash Box has won, and will
continue to win, the greatest inter-
est of all in the trade . . . for this is
a truthful, fearless, honest publica-
tion . . . most completely devoted to
the future welfare and better inter-
est of all the coin machine industry.

Welcome . . . to Booth No. 77.
LOW POINT PASSED

Trade Looks Ahead to Steady Upward Climb in '49 as Convention Opens.

In last week's issue we tried to describe the eagerness of the trade awaiting the opening of the doors to the exhibit floor of the CMI convention. We called January 17, 1949, the "new year's day" for the coin machine industry.

Perhaps, it would be even better to emphasize this fact today, by also stating that there are many in the industry who feel, "The low point's passed".

In short, they believe that all that faces them now . . . is going ahead . . . going higher. And that's why this convention is so very important to all now in the coin machine industry.

The trade looks ahead to a steady, upward climb in ’49 with the opening of the CMI convention.

All believe that this day, with the convention floor crowded, with ops looking coolly, calmly, collectedly at the new equipment being shown ... as their minds figure just where and when they can place certain machines . . . how many they can afford to buy ... what they believe is the "hit" ... and also what they feel is the "flop" ... of the show ... that with this day the trade's sure to step out ahead . . . put on steam . . . gain the goal it seeks . . . so as to make this year of ’49 one of the greatest in coin machine history.

There is no one in this industry who will deny that the trade went thru some very depressing months. The readjustment period was extremely harsh for many. It was a test by fire. It was the kind of test few could have survived . . . if there wasn't something, somewhere, they could look forward to . . . that would give them hope . . . would continue their faith . . . to go onward regardless of the extremely difficult conditions under which they labored.

No longer are there finance firms willing to talk long and easy terms. No longer are there salesmen who cry, "Just take a hundred, we'll collect when you've made it" . . . no longer are there the high pressured sellers thruout the field.

This business has resolved itself down to its strongest point. It now has a more solid and substantial base on which to build for tomorrow. It has men who are interested in going ahead. It has men who are willing to work hard to make this a greater industry.

The low point is passed. The curve is now upward. It will not be a long, excruciating, slow curve upward, either. It promises to suddenly zoom upward . . . ever ahead . . . because the men now in the field are the kind of men who can do that sort of trick and continue to do it . . . given the products with which to do it.

"We can't go any lower", an operator said the other day. And that means all must go higher. Must get up there "on top" again. Must again feel that bracing, stimulating air which invigorates . . . and which creates greater and ever greater industries . . . as men once again feel that they are working for "something worthwhile".

Play has bettered itself. Collections have bettered themselves. The public will continue to be there . . . in ever increasing numbers . . . provided, of course, that the industry produces what the men out on the firing line need . . . to assure themselves going upward . . . because they just "can't go any lower" . . . the low point has been passed.

The people left in the field are the stronger people. The people upon whom this industry can depend . . . can build . . . for tomorrow . . . and the tomorrows yet to come.

These are the people who are the solid foundation. They are the people who will "try" . . . will "attempt" . . . will "make good" . . . and will optimistically look ahead, work ahead, with all the industry.

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THE CASH BOX

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THE CASH BOX

“Missouri Waltz” (3:00)

“Beautiful Ohio” (2:55)

VICTOR YOUNG ORCH.

(Deco 24535)

• Soft, seductive melody in orchestral pattern of the Victor Young orch., and the musical refrain of “Missouri Waltz” and “Beautiful Ohio” are heard throughout. While the style of the music itself is limited, operators with wired music locations should find it an attractive item.

Flowing ripples of singing strings and lush reed dance about the measures of the wax, furnishing a background of delightful musical charm. Stuff is easy on the ears and should garner its fair share of coin play.

“Love” (3:00)

“Chasing My Tune” (2:56)

JUDY GARLAND

(Deco 23688)

• Some revisions wax via Judy Garland, long missing from the phonograph spotlight, and the vocal offering of “Love” and “Chasing My Tune” top deck will be widely remembered since it was one of the nation’s hits seven years or more ago. Judy’s pitch on the side of the very best in vocal styling, with the Victor Young lending her adequate instrumental backing throughout. The flip is another grade A recording for Judy. It’s a good tune and she wins its fair share of coin play. While the disc won’t stop traffic by any means, it should fill the bill. Top deck appears to be the better of the pair.

“Let’s Fly” (2:36)

“Would Yo?” (2:27)

JOHNNY MERCER AND THE PIED PIPERS

(Capitol 15337)

• The nostalgic vocal combination of Johnny Mercer and The Pied Pipers on this coupling should prove enough to warrant ops going wild with this cookie. Johnny’s vocal on “Let’s Fly,” a medium-tempo’d piece of music, is tops throughout, with the Pied Pipers backing him with that first rate vocal harmony. It’s free and easy stuff, that makes for a ton of wonderful listening pleasure. On the flip with “Would Yo?” Johnny and the Pipers come back to ring up some cute stuff tinted with a Hawaiian “native” vocal. It’s great for the boxes and easy on the ears. The musical perfection of maestro Paul Weston makes the gang up in high style throughout the package. Ops should get with this disk.

“If You Will Marry Me” (3:15)

“You Was” (2:45)

DORIS DAY AND BUDDY CLARK

(Columbia 38382)

• The sensational vocal team of Doris Day and Buddy Clark and the ear marks of another bold disc in the making for the combo are headed ops way in this coupling of “If You Will Marry Me” and “You Was.” Both sides fairly reek with the odor of

BUFFALO HIDE and seem certain to come in for a windfall of coin play. Top deck, with Doris and Buddy sharing vocal honors bounces around in dainty fashion with the perennial cupid query hanging in the balance. It’s a beautiful pattern, warbled in top drawer manner throughout. The flip, “You Was” echoes the brilliance of the top deck with Doris and Buddy bouncing back with another smash hit for the ops. Don’t miss this blue ribbon package of wax!

“Out In The Cold Again” (2:43)

“Gypsy Love Song” (2:41)

SAM DONAHUE ORCH.

(Capitol 15340)

• Orlando Sam Donahue into the musical limelight, with a pair of tunes that appear to be possible winners for the music machines. Top deck, with pipin’ Bill Lockwood to spoon the vocal澜eshows as an attractive piece, with the smooth, sincere lyric of “Out In The Cold Again” seeping thru. It’s a pleasant stuff, offered in able vocal fashion. The Donahue gang furnish excellent background music behind this soft, sentimental ballad to further enhance the winning possibilities of this platter. The flip, “Gypsy Love Song” is a novel instrumental version of this oldie, dressed up in a unique arrangement by the gang. The many Donahue fans should hold still for this pair.

“Harlem Sandman” (2:29)

“Ofh! Mo’nagh” (2:17)

THE DIXON SISTERS

(Capitol 15139)

• One of the nation’s top favorites on Juke boxes, The Dixon Sisters

step out with one of their best offerings to date this “Harlem Sandman.” It’s a platter done up in unique styling, with the girls piping some wonderful lyrics that score. Vocal perfection spills throughout the platter, as the medium tempo of this cookie seeps thru, winding up to a lovely finale by the gal. Ork backing by the Jack Fasinate crew is extremely attractive and hypes the platter all the way. Ditty has loads of beat and rhythm to it and is one that should grab a top spot in your operators’ machines. The flip, “Oh! Mo’nagh” is another winning piece of music for the group, with the Art Van Damme Quartet backing the lass in fine fashion. “Harlem Sandman” is a winner.

“Pino Pantalone” (2:48)

“Would It Make Any Difference To You” (2:40)

FRANK PETTY TRIO

(Coral 60012)

• Pair of sides by the Frank Petty Trio, with the maestro sitting in the limelight doing the vocal work on “Pino Pantalone” and “Would It Make Any Difference To You.” Top deck, a novelty tune that overflows with a ton of cute lyrics, might catch on in spots. It’s flavored in sprightly tempo, with the song that should seriously consider instrumentals. Tunes make for cute listening pleasure and might catch on. The flip, a slow, sentimental ballad is effective as it stands. Frank’s vocal tones spill in refreshing manner and are the bright spot of the disk. Top deck offers the incentive.

Tish, Tish, Mctavish” (2:23)

“Dare To Dream” (2:23)

BOBBY WAYNE

(Coral 60014)

• The vocal spooling of piper Bobby Wayne, and the set-up of a pair of tunes that may meet with the fancy of music operators. Titled, “Tish, Tish, Mctavish” and “Dare To Dream,” Bobby lends his pipes to this pair in smooth vocal styling to come up with some tunes that might catch on in the wax. Top side is a light, novelty with effective wordage echoing the title. The flip, a simple, sprightly moving ballad showcases the lad’s voice to better effect. It’s a platter that is well loaded with winning possibilities—one that definitely bears watching. Music ops should take note.

“Yours Is My Heart Alone” (3:00)

“Frappo Serenade” (3:07)

AL GOODMAN ORCH.

(RCA Victor 20-3292)

• Musically styled in the ultra sweet manner of Al Goodman, and the set-up of “Yours Is My Heart Alone” and “Frappo Serenade,” both are in the pop vein and seem best suited for those ops who have wired music locations. Ops awash with the musical swell since they have been favorable thru the years. It’s sweet music, offered in the very best of fashion, and wax that may grab on with the older set. Ops who have the spots might take a look-see in this direction.

“The Gal Who’s Got My Heart” (2:58)

“I’m Gonna Get Lost From You” (2:56)

PAGINA CAVALVANO TRIO

(RCA Victor 20-1390)

• The light instrumental and vocal styling of the Pagina Cavallano Trio, and some very pleasant wax is to be found in this coupling of “The Gal Who’s Got My Heart” and “I’m Gonna Get Lost From You.” Ops familiar with this group will want to listen quite attentively to this offering. It’s smart, sweet stuff, done up as well as the combo can. Top deck is an oldie and quite delightful sendoff by the trio. The flip, with lyrics leaping around the title is just as dainty and cute. Platter is there for the asking—music ops take it from here.

“Nyet N’you” (2:58)

“Roses Of Picardy” (3:04)

PERRY COMO

(RCA Victor 20-2288)

• Music operators know about this one already. Booking forth as one of the nation’s top tunes in this Perry Como disk of that quart, quaint “Nyet N’you” and “The Picardy Song” Ditty fairly overflows with tasty tidbits of musical flavor, with Perry’s novel lyric in affectionate style. The flip, “Roses Of Picardy” should be very familiar to music ops and the rendition offered in the very best of vocal styling by Perry, in strong sincere tones of vocal expression should garner a spot on ops machines. Top deck will reap all the coin. Get it.
...and this year, the girl who was voted one of the "most promising" girl singers of 1948 will make you more money than ever before! Watch for Fran's brand-new records from RCA Victor!

Here's her first post-ban RCA Victor hit...

"Joe" and "Why Is It?"

with orchestra conducted by Henri René. It's RCA Victor 20-3318

Remember! THE STARS WHO MAKE THE HITS... AND THE HITS THAT MAKE YOU MONEY ARE ON

Welcome to the Convention!
RCA Victor wants to meet all CMI members at our Penthouse Headquarters—"The House On The Roof"—atop the Hotel Sherman. Drop by and talk things over with us—we'll be waiting for you!

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

• The Leading Record Distributors
  In The East

Hits On Each of These Labels

ALADDIN  "BEWILDERED"—Amos Milburn
ALLEGRO  BEST IN KIDDIE UNBREAKABLES
ARISTOCRAT  "I FEEL LIKE GOING HOME"—Muddy Waters
CANDY  "MY ADORABLE ONE"—Johnny Lane
COLEMAN  "I'LL ALWAYS BE IN LOVE WITH YOU"—Ray-O-Vacs
CROSS  "WHEN WAS JESUS BORN?"—Sons of Heaven
DAMON  "MY HAPPINESS"—Jon & Sondra Steele
DOWNBEAT  "HOT BISCUITS"—Jay McShann
4 STAR  "PRETTY MAMA BLUES"—Ivy Joe Hunter
MIRACLE  "TREES"—Al Hibbler
MODERN  "SAILBOAT IN THE MOONLIGHT"—Hadda Brooks
PEARL  COMPLETE PARTY LINE
REGENT  "RUN, RABBIT, RUN"—Alan Foster
RONDO  "DOWN AMONG THE SHELTERING PALMS"—George Olsen
ROCKETT  "I JUST CAN'T STOP LOVING YOU"—Warren Evans
SCORE  SPIRITUALS by The Trumpeteers
SIGNATURE  "SWEET SUE"—Johnny Long
STAFF  "BEWILDERED"—Red Miller Trio
TOWER  "RED HEADED GAL"—Benny Strong

MAJOR DISTRIBUTING COMPANY, INC.

NEW YORK CITY  BUFFALO  B'KLYN, N. Y.
733-11th Ave.  287 Genesee St.  106 DeKalb Ave.

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.

1. ALADDIN  "BEWILDERED"  CA-15308—Blu Lu Barker
2. ARISTOCRAT  "I FEEL LIKE GOING HOME"  CA-15298—Smoky Rogers
3. ASTOR  "MY ADORABLE ONE"  CA-30016—Jerry Wayne-Jessie Davis
4. BLUE STAR  "HOT BISCUITS"  DE-24318—Evelyn Knight
5. STAR  "PRETTY MAMA BLUES"  DE-24302—Blige Crosby
6. MODERN  "THE CANDY"  DE-24315—Jackie McShann
7. ARISTOCRAT  "I FEEL LIKE GOING HOME"  DE-24312—Evelyn Knight
8. BLUE STAR  "HOT BISCUITS"  DE-24315—Jackie McShann
9. MODERN  "THE CANDY"  DE-24312—Blige Crosby
10. SWEET GEORGIA BROWN  EX-2371—Joe Liggins

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"I Love Jeemy" (3:02)
"All I Do Is Dream Of You" (3:04)

Frank Gallagher (Dare 1940) - "Careless Hands" (3:00)

Sammy Kaye Orch. (RCA Victor 20-332) - "Powder Your Face With Sunshine"

Johnny Lane (Candy 3000) - "Adorable One"
"Hello Mr. Snowman" - (2:44)

Henry Renn Orch. (RCA Victor 20-328) - "Destiny-Waltz" (3:00)

JOHNNY JOHNSON - "Little Bird Told Me" (3:26)

1. The widely popular Lawrence Duchow and His Red Raven orchestra setup with a pair here that should become a standard hit of 1949. Wax, titled "Zephyr Waltz" and "Pilgrim Folks" keeps the slice in fine style. Top deck is a slow piece done up in light style with some mellow accoutrements accompanying it. The 2's pick up to a happy polka tempo with the Duchow orchestra displaying some vibrant orchestral patter throughout. The sides are easily taken to and should suit the needs of the many fans who go for this type of music. Ope's who have the spots, and there are many, should definitely listen in.

2. Pair of joyous, play, delightful ballads by piper Johnnie Johnston and the "The Wayfarers." Wax, titled "Zephyr Waltz" and "Can't We Talk It Over?" Top deck should come a "coup" and provide the biggest hit for Johnston. His vocal work on this side is effective and should earn its fair share of admiration. "Can't We Talk It Over?" is a light, dainty, romantic ballad, with Johnston paring the carol coated lyrics ring- ing around the little. Stuff is pleasant throughout, with a rock backdrop, a round out the waxing in fair manner. Listen in!

3. A pair of beautiful ballads by thrush Vera Lynn are headed ops way, and seem sure to garner ops' approval for a top spot in record land. Wax, titled "Love Finds A Way" and "My Dream Is Yours" are two of the best vocal efforts we've seen lately. Vera Lynn will deliver their very best vocal efforts here, to set the stage for some lively coin play. It's the arrangement of the topside, and they do well. Vera's "Love Finds A Way" is a good, perky one for coin play. I'd offer it topdeck on jube boxes across the land. Wax, should play up to the fans, and it's a worth while general audience piece. "My Dream Is Yours" is worth the top deck, and Vera Lynn's delivery is most effective. The flip should be assigned to the top spot on jube boxes across the land. Vera does it with a bit of polish, but is no Johnny Johnston. The flip should be of little interest, and fans may want to hear both sides.
A Check List of Top-Selling M-G-M Records

Comedy Songs by

DANNY THOMAS

No Orchids For My Lady
BILLY ECKSTINE

Sunflower
JACK KITTY

Brush Them Tears From Your Eyes
MENTON 301

Cruising Down The River
BLUE BARRON

Powder Your Face With Sunshine
and his Orchestra

On A Slow Boat To China
ART LUND

By The Way

Buttons And Bows
BETTY GARRETT

The Matador

BLUE MOON

Fools Rush In
BILLY ECKSTINE

We Got To Put Shoes On Willie
THE KORN KOBBLERS

Never Make Eyes
M-G-M 30324

Deep Purple

Rhapsody In Blue

Oh! Ma-Ma

Where Gypsy Fiddles Play

You Were Only Fooling

It's Easy When You Know How

Boquet Of Roses
THE JACKIE BROWN QUARTET

You, You, You Are The One
M-G-M 30336

"You" Are Adorable
THE BUDDY KAYE QUINTET

Don't Save Your Kisses For Tomorrow
M-G-M 30310

Tara Talara Tara
JOHNNY DESMOND

Before Long
M-G-M 30187

What Do I Do
"JACK FINA

I Love You Much Too Much

Canadian Capers

Siesta
M-G-M 30289

Down Among The Sheltering Palms
THE JACKIE BROWN QUARTET

If We Can't Be The Same Old Sweethearts
M-G-M 30265

FOLK AND WESTERN

Life Gits Tee-Jus Don't It
CARSON ROBBIN

Wind In The Mountains
M-G-M 30224

Texas Drummer Boy
BOB WILLS

I Want To Be Near You
M-G-M 30334

Foolish Questions
ARTHUR [Guitar Boogie] SMITH

Rain Drops And Tear Drops
M-G-M 30333

Guitar Boogie

Boomerang
M-G-M 30293

Ebeny Series

Down By The Station
SLIM GAILLARD

A Ghost Of A Chance
M-G-M 30309

Sad Story Blues
SY OLIVER

Four To Go
and his Orchestra
M-G-M 30253

Sweet Honey Babe

Midnight In New Orleans

It's Too Soon To Know
M-G-M 30100

I'm Thru With Love
M-G-M 30293

The Cash Box, Music Page 10 January 22, 1949

 earners making millions and many musicians publishing for their families making millions and many musicians publishing for their families

Runda the Way

NEW YORK:

It's convention time again, and the cold, but very cold, Chicago weather looming right at local music folk. As The Cash Box went to press calls from throughout the city kept on coming in with discjockeys, music shops and music publishers making inquiries regarding train and plane reservations and, of course, hotel accommodations in Chicago. As a matter of fact, this last-minute character felt like a tourist bureau one day this past week. With loads of enthusiasm stirred up in the Big City, and a whaleful of surprises awaiting the industry at the annual show, we're quite confident of the meet turning out to be an immense success. We'll see you all at the show, and remember THE CASH BOX will be at BOOTH 27. Drop around and visit.

Knew into F. B. C., proxy of Universal Attractions that gone nitity, The Royal Roost. Ralph Watkins, owner of the bopera house, quite excited over the recent Tula ov, Ben had been playing better than a ten dollar pistol with The Rahn and Dinh Washington running wild. Incidentally, Ben has a wonderful piece in Amos Milburn, who currently is running all over the place as his "Bewildered" continues to garner top position in "race" spots throughout the nation. . . . Jack Kampe, formerly chief with Metro Recorders, Art is always the last buck with a bit of selling for Major Dist. Co. this city. . . Like the way publicist Buddy Baxx goes about things. Especially that wonderful schizzard candy he passed out for Xmas. Box had the notes on it. . . For better listening—Johnny Long's rendition of 'Sweet Sue'—For Better Taste—Schatflick's Candy & Restaurants' . . . Gordon Jenkins seems to have blossomed out as a consistent, famous Dobie show fan. His Deco recording of "My Funny Valentine" is climbing—but fast.

CHICAGO:

Dick Bradley of Tower Records all enthused over Darwin Dane's television debut Jan. 14 on station WBBM. The guest starred on the "Over 21" program, and from what we hear, he really went over in a big way. Dick says, "The boy has a sensational singing voice and his new Tower discs are really something."  . . . The Blue Note, Chicago's famed night spot, really packed 'em in solid this past week with the unveiling of Woody Herman's new band. The jazz nitery has an array of talent lined up for the new season that's well worth mentioning. The list includes such names as: The King Cole Trio, Sarah Vaughan, Lester Young's combo, Duke Ellington, Mel Torme, Ella Fitzgerald and Dinzy Gillespie's trio. Our book that stacks up some mighty good booking out--Carl's Dancers, the South American bombshell, inked for a two week stint at the Chez Paree beginning Feb. 4; Marion Hutton doing a bang up job over at the Chicago Theatre. You don't have to come from Brooklyn to appreciate the Hutton gal's rendition of "Baby It's Cold Outside" . . . Chi ops starting to play Mindy Carson's rendition of "Tara Talara Talah" . . . Evelyn Knight, stylish and talented songstress now of the Emily Room of the Covered Wagon is a real seller now. Evelyn has the jam-packed house eating right out of her hand . . . Orkster Phillips dropped in to our offices last week to pick up his copy of The Cash Box. Tommy says it's "terrific the way The Cash Box can pick the tunes that are going to click." . . . Lee Englefield of Miracle Records returned from a happy trip up to Detroit where he set up his first cooperative promotion there along with Aladdin and Specialty Record companies . . . Bob Miller of Music Publishers Contact Employes, in town recently to confer with Irvine Bell, Mort Schaefer and Al Bielen about Fin Pan Hall plans for this spring.

LOS ANGELES:

Local wax men taking a fast boat to Chicago for CMJ Convention are Lou Chaud of Imperial Records and Pete Kameron, Promotion Mgr. for Specialty Records and top man of Venice Publishing Co. . . Lou's heading for show and saddle with several old pieces of property in James Patrico. Pete will carry on to New York for a sales and promotion tour of Specialty's first three western releases. . . . At A&R in New York they're really livelin' on the outdoor market . . . "Yes," cracked the Ruper a'likin' up his chaps and gaiters, "it's bullets and bullets for us." . . . Changes upmost real quick, Art revealed that his new biscuit material is so terrific that ops have been writing in singing its praises . . . And even bigger news is the announcement that Specialty, Aladdin and Miracle are opening new Central Record Sales Co. branch in Detroit . . . That is one for the record books: Three platteries, hard plugging idiates at that, without any overlapping ownership, being able to work in peace and prosperity through such a mutual distrib setup . . . Rupe and the Menner Bros. proved it could be done with their Charlie Christian platteries. Jim Warren of Long's office back to Detroit to help get organized and brother Wayne taking over here . . . "Don't Gamble With Romance" the Peter Tintinum tunes fine label being handled by B & W, is one to watch . . . Catching on with the promise of a "My Happiness" . . . The Sandy Simz vocal sounds good to us and well. The company in Old Day on Columbia is开花 King on Victor . . . Black & White toppper Paul Reiner still in New York helping the new office get underway . . . Al Patrick of Supreme back to Kansas CITY visiting his ailing mother who, we're glad to hear, is coming along fine . . . Paula Watson, the great newcomer who did so fine by Supreme, Black and White & P'La Paula with "A Little Bird" shared honors with Ethel Jordan at Million Dollar past few weeks and proved one of the best vocal attractions the theatre has ever seen.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
TUNES THAT’LL SHINE IN ’49

CASH IN ON THESE Capitol HITS!

“THE PUSSY CAT SONG (NYO! NYOT NYOW)”
JO STAFFORD and GORDON MacRAE
and the STARLIGHTERS with Orchestra
CAPITOL RECORD 15342

“POWDER YOUR FACE WITH SUNSHINE (SMILE! SMILE! SMILE!”
ABSENCE MAKES THE HEART GROW FONDER (FOR SOMEBODY ELSE)
DEAN MARTIN with PAUL WESTON and His Orchestra
CAPITOL RECORD 15351

“FAR AWAY PLACES”
MARGARET WHITING
and THE CINCH CHIEFS
with Orchestra
“MY OWN TRUE LOVE”
MARGARET WHITING
with FRANK De VOL and His Orchestra
CAPITOL RECORD 15378

“HOLD ME”
“I WANNA GO WHERE YOU GO (THEN I’LL BE HAPPY)”
PEGGY LEE with Dave Barbour
and His Orchestra
CAPITOL RECORD 15398

“I’LL STRING ALONG WITH YOU”
JO STAFFORD and GORDON MacRAE
with Orchestra
CAPITOL RECORD 15400

“ON A SLOW BOAT TO CHINA”
“I HATE TO LOSE YOU (I’M So Used To You Now)”
BENNY GOODMAN
and His Orchestra
CAPITOL RECORD 15305

“SO IN LOVE”
“ROSEWOOD SPINET”
GORDON MacRAE with PAUL WESTON
and His Orchestra
CAPITOL RECORD 15357

“THAT’S A NATURAL FACT”
“COME IT OR GO IT”
THE KING COLE TRIO
Vocals by KING COLE
CAPITOL RECORD 15320

“My Darling, My Darling”
JO STAFFORD
and GORDON MacRAE
and the STARLIGHTERS
with Orchestra
“GIRLS WERE MADE TO TAKE CARE OF BOYS”
JO STAFFORD
and GORDON MacRAE
with Orchestra
CAPITOL RECORD 15370

“ONCE IN LOVE WITH AMY”
“TARRA TA-LARRA TA-LARR”
DEAN MARTIN
with Orchestra
CAPITOL RECORD 15329

“A STRAWBERRY MOON”
(In A Blueberry Sky)”
“DAINTY BRENDA LEE”
JACK SMITH
and the CLARK SISTERS
with Orchestra
CAPITOL RECORD 15358

“THE PRISONER OF LOVE’S SONG”
JO STAFFORD
(Alley Cinderella G. Stump)
with RED INGLE and His Western Sirens
“The Traveling Salesman Polka”
JO STAFFORD
with TEX WILLIAMS
and His Western Cavans
CAPITOL RECORD 15312

“I LOVE YOU SO MUCH IT HURTS”
“I DON’T WANT YOUR SYMPATHY”
Vocals by JIMMY WAKELY
with Cowboy Band
CAPITOL RECORD 15343

GREAT TUNES FROM A GREAT NEW MOVIE

“So Dear To My Heart”
“LOVE, YOUR MAGIC SPELL IS EVERYWHERE”
PEGGY LEE with Dave Barbour
And His Orchestra
CAPITOL RECORD 15339

“LAVENDER BLUE (Dilly Dilly)”
“THE MATADOR”
JACK SMITH
with the CLARK SISTERS and
Earl Sheldon and His Orchestra
CAPITOL RECORD 15335

“It’s Whatcha Do With Whatcha Got”
“YES, WE HAVE NO BANANAS”
The PIED PIPERS
with PAUL WESTON
And His Orchestra
CAPITOL RECORD 15353

“So Dear To My Heart”
Album DD-109—Superlatix
From the Walt Disney Production—narrated by JOHN BEAL. Featuring Members of the Original Cast Music Arranged and Conducted by BILLY MAY

PHONE or WIRE YOUR NEAREST DISTRIBUTOR TODAY!!!

BANK ON CAPITOL IN ’49!

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
New York, N.Y.
1. "A LITTLE BIRD TOLD ME" (Evelyn Knight)
2. FAR AWAY PLACES (Margaret Whiting)
3. LAVENDER BLUE (Disch Shore)
4. BUTTONS & BOWS (Dish Shore)
5. DOWN AMONG THE SHELTERING PALMS (Sanny Keys)
6. BY THE WAY (Perry Como)
7. MY DARLING, MY DARLING (Jo Stafford-Gordon MacRae)
8. DAINY BRENDA LEE (Eddy Howard)
9. SWEET GEORGIA BROWN (Brother Bones)
10. THE PUSYCAT SONG (Perry Como)

Washington, D.C.
1. "A LITTLE BIRD TOLD ME" (Evelyn Knight)
2. SWEET GEORGIA BROWN (Brother Jones)
3. ON A SLOW BOAT TO CHINA (Franny Martin)
4. "DID YOU ONLY KNOW" (Dick Haymes)
5. "MY DARLING, MY DARLING" (Jo Stafford-Gordon MacRae)
6. FAR AWAY PLACES (Perry Como)
7. THE PUSYCAT SONG (Bob Crewe)
8. BUTTONS & BOWS (Disch Shore)
9. POWER YOUR FACE WITH SUNSHINE (Evelyn Knight)
10. FAR AWAY PLACES (Bing Crosby)

Stillwater, Minn.
1. "A LITTLE BIRD TOLD ME" (Evelyn Knight)
2. YOU WERE ONLY FOOLING (Blue Barron)
3. YOU'RE ADDABLE (Buddy Cole)
4. "ROSES WERE BLUE" (Bing Crosby)
5. A LITTLE BIRD TOLD ME (Evelyn Knight)
6. MY DARLING, MY DARLING (Jo Stafford-Gordon MacRae)
7. FAR AWAY PLACES (Perry Como)
8. A SLOW BOAT TO CHINA (Art Land)
9. MY DARLING, MY DARLING (Jo Stafford-Gordon MacRae)
10. SWEET GEORGIA BROWN (Brother Bones)

Boston, Mass.
1. FAR AWAY PLACES (Bing Crosby)
2. TO BE TO YOU (The Orioles)
3. CONGRATULATIONS (Jo Stafford)
4. ON A SLOW BOAT TO CHINA (Kay Kyser)
5. RECESS IN HEAVEN (Deep River Boys)
6. A LITTLE BIRD TOLD ME (Evelyn Knight)
7. IT'S LIKE TAKING CANDY FROM A BABY (Tony Pastor)
8. BUTTONS & BOWS (Disch Shore)
9. THAT CERTAIN PARTY (Buddy Clark)
10. SWEET GEORGIA BROWN (Brother Bones)

St. Paul, Minn.
1. ON A SLOW BOAT TO CHINA (Benny Goodman)
2. MY DARLING, MY DARLING (Jo Stafford-Gordon MacRae)
3. WHAT DID I DO (Dick Haymes)
4. "MY DARLING, MY DARLING" (Jo Stafford)
5. UNTIL (Doris Day)
6. FAR AWAY PLACES (Perry Como)
7. BUTTONS & BOWS (Disch Shore)
8. LAVENDER BLUE (Disch Shore)
9. YOU WERE ONLY FOOLING (Blue Barron)
10. FOR YOU (Perry Como)

Oakland, Calif.
1. "A LITTLE BIRD TOLD ME" (Evelyn Knight)
2. BUTTONS & BOWS (Disch Shore)
3. ON A SLOW BOAT TO CHINA (Art Land)
4. LAVENDER BLUE (Disch Shore)
5. "MY DARLING, MY DARLING" (Jo Stafford-Gordon MacRae)
6. FAR AWAY PLACES (Perry Como)
7. IN MY DREAMS (Vaughn Monroe)
8. TWELFTH STREET RAG (Pee Wee Hunt)
9. I'VE GOT MY LOVE TO KEEP ME WARM (Los Brown)
10. TARA TALARA TALA (Johnny Desmond)

Frankfort, Ky.
1. DOWN AMONG THE SHELTERING PALMS (Sanny Keys)
2. SWEET GEORGIA BROWN (Brother Bones)
3. BUTTONS & BOWS (Disch Shore)
4. YOU WERE ONLY FOOLING (Blue Barron)
5. ON A SLOW BOAT TO CHINA (Benny Goodman)
6. TARA TALARA TALA (Mindy Carson)
7. FAR AWAY PLACES (Margaret Whiting)
8. A LITTLE BIRD TOLD ME (Evelyn Knight)
9. GALWAY BAY (Bing Crosby)
10. BY THE WAY (Perry Como)

Seattle, Wash.
1. "A LITTLE BIRD TOLD ME" (Paul Watson)
2. YOU WERE ONLY FOOLING (Bing Crosby)
3. ON A SLOW BOAT TO CHINA (Kay Kyser)
4. "WHAT DID I DO" (Dick Haymes)
5. TWELFTH STREET RAG (Pee Wee Hunt)
6. BUTTONS & BOWS (Disch Shore)
7. FAR AWAY PLACES (Perry Como)
8. IN MY DREAMS (Vaughn Monroe)

Los Angeles, Calif.
1. "A LITTLE BIRD TOLD ME" (Paul Watson)
2. MY DARLING, MY DARLING (Jo Stafford-Gordon MacRae)
3. ON A SLOW BOAT TO CHINA (Kay Kyser)
4. YOU WERE ONLY FOOLING (Key Starr)
5. LAVENDER BLUE (Disch Shore)
6. FAR AWAY PLACES (Margaret Whiting)
7. THE PUSYCAT SONG (Jo Stafford-Gordon MacRae)
8. HERE I'LL STAY (Buddy Clark)
9. BUTTONS & BOWS (Evelyn Knight)
10. CUIANITO LE GUSTA (Carmen Miranda-Anderw Sisters)

Baltimore, Md.
1. "A LITTLE BIRD TOLD ME" (Paul Watson)
2. BUTTONS & BOWS (Disch Shore)
3. MY DARLING, MY DARLING (Jo Stafford-Gordon MacRae)
4. DOWN AMONG THE SHELTERING PALMS (Sanny Keys)
5. TARA TALARA TALA (Disch Shore)
6. WHAT DID I DO (Dick Haymes)
7. FAR AWAY PLACES (Margarit Whiting)
8. YOU WERE ONLY FOOLING (Blue Barron)
9. ON A SLOW BOAT TO CHINA (Benny Goodman)
10. THAT CERTAIN PARTY (Benny Goodman)

Carson City, Nev.
1. "A LITTLE BIRD TOLD ME" (Evelyn Knight)
2. BUTTONS & BOWS (Disch Shore)
3. MY DARLING, MY DARLING (Jo Stafford-Gordon MacRae)
4. DOWN AMONG THE SHELTERING PALMS (Sanny Keys)
5. TARA TALARA TALA (Disch Shore)
6. WHAT DID I DO (Dick Haymes)
7. FAR AWAY PLACES (Margaret Whiting)
8. YOU WERE ONLY FOOLING (Blue Barron)
9. ON A SLOW BOAT TO CHINA (Benny Goodman)
10. BY THE WAY (Perry Como)

Portland, Me.
1. BUTTONS & BOWS (Disch Shore)
2. LAVENDER BLUE (Disch Shore)
3. MY DARLING, MY DARLING (Jo Stafford-Gordon MacRae)
4. DOWN AMONG THE SHELTERING PALMS (Sanny Keys)
5. TARA TALARA TALA (Disch Shore)
6. "WHAT DID I DO" (Dick Haymes)
7. FAR AWAY PLACES (Perry Como)
8. PowEn YOUR FACE WITH SUNSHINE (Evelyn Knight)
9. THE PUSYCAT SONG (Buddy Clark)
10. FOR YOU (Perry Como)

Twin Falls, S.D.
1. "A LITTLE BIRD TOLD ME" (Paul Watson)
2. "WHAT DID I DO" (Dick Haymes)
3. ON A SLOW BOAT TO CHINA (Bing Crosby)
4. "MY DARLING, MY DARLING" (Ray McKinley)
5. MY HAPINESS (Jan & Sandra Sleow)
6. IT'S TOO SOON TO KNOW (The Orioles)
7. BELLa BELLA MARIE (Larry Green)
10. THE PUSYCAT SONG (Perry Como)

Shelby, Miss.
1. SWEET GEORGIA BROWN (Brother Bones)
2. REWILEDER (Amos Milburn)
3. A LITTLE BIRD TOLD ME (Evelyn Knight)
4. ON A SLOW BOAT TO CHINA (Bing Crosby)
5. BUTTONS & BOWS (Disch Shore)
6. DOWN AMONG THE SHELTERING PALMS (Sanny Keys)
7. "WHAT DID I DO" (Dick Haymes)
8. BOUQUET OF ROSES (Dick Haymes)
9. YOU WERE ONLY FOOLING (Blue Barron)
10. THE PUSYCAT SONG (Perry Como)
Thank you... Mr. Operator!

for helping to make DECCA America’s Fastest-Selling Records

These current DECCA Hits are setting a New HIGH in record popularity:

A LITTLE BIRD TOLD ME
BRUSH THOSE TEARS FROM YOUR EYES
EVELYN KNIGHT
Decca 24514

FAR AWAY PLACES
TARRA TA-LARA TA-LAR
BING CROSBY
Decca 24532

DOWN AMONG THE SHELTERING PALMS
IS IT TRUE WHAT THEY SAY ABOUT DIXIE?
AL JOLSON and MILLS BROTHERS
Decca 24534

THE PUSSY CAT SONG (Nyow! Nyot Nyow!)
PATTY ANDREWS and BOB CROSBY

DON'T WORRY 'BOUT STRANGERS
ANDREWS SISTERS
Decca 24533

POWDER YOUR FACE WITH SUNSHINE
ONE SUNDAY AFTERNOON
EVELYN KNIGHT
Decca 24530

GALWAY BAY
MY GIRL'S AN IRISH GIRL
BING CROSBY
Decca 24295

SO TIRED
I HEAR MUSIC
RUSS MORGAN
Decca 24521

MORE BEER!
LET A SMILE BE YOUR UMBRELLA
(On A Rainy Day)
ANDREWS SISTERS
Decca 24548

RED ROSES FOR A BLUE LADY
EVERYWHERE YOU GO
GUYS and DOLLS
Decca 24549

I'VE GOT MY LOVE TO KEEP ME WARM
I LOVE YOU SO MUCH IT HURTS
MILLS BROTHERS
Decca 24550

THESE COUNTRY AND SEPIA RECORDS ARE BEST SELLERS TOO!

HAVE YOU EVER BEEN LONELY?
LET'S SAY GOODBYE LIKE WE SAID HELLO
ERNEST Tubb
Decca 40844

BLUES IN MY HEART
TENNESSEE SATURDAY NIGHT
RED FOLEY
Decca 46136

UP ABOVE MY HEAD, I HEAR MUSIC IN THE AIR
MY JOURNEY TO THE SKY
SISTER ROSETTA THARPE and MARIE KNIGHT
Decca 40970

Single Records 75¢ each (plus tax)

ORDER TODAY!

America’s Fastest-Selling Records!

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
SEE NO CHANGE IN AUTOMATIC MUSIC
BIZ AS DISKERS UNVEIL NEW PLATTERS

Introduction of RCA Victor 45 RPM Record & Player and Columbia Seven Inch LP Disk Has Industry in Mild Disk Battle. Music Ops Query Effect of New Music Systems on Juke Box Business.

Public Reaction Finds Dead Stock on Dealers' Shelves.

NEW YORK—James W. Murray, Vice President in charge of RCA Victor Record Activities, shows Miss Jeri Miller the difference in size between a standard 10" record and RCA Victor's new 45 RPM non-breakable, vinylite record. Joseph B. Elliott, Vice President of RCA Victor's Home Instrument Division, holds the new RCA rapid changing record player. Photo was taken at a press demonstration of the new record and its component record player.

(Edited Note: For more complete information and details concerning the introduction of new music systems, and their joint effect upon the music operator and the automatic music industry, see guest editorials by trade executives appearing throughout this Convention Issue of THE CASH BOX.)

NEW YORK—The introduction of two new music systems to the trade and general public this past week drew nationwide attention in the press and radio, and found the majority of the nation's music operators a bit bewildered as to their basic position resulting from this latest development in the phonograph recording business. RCA Victor this past week unveiled a new record and phonograph player which will revolve at a speed of 45 RPM and is just under seven inches in size; along with Columbia Records who also ushered in a new seven inch LP vinylite recording. The issuance and announcement of both new music systems immediately brought about reports throughout the trade of a "disk war", with the result that phonograph record manufacturers throughout the nation were eagerly scanning the situation with tense apprehension. In the formal announcement of RCA Victor's development of the new system, J. G. Wilson, Executive Vice President of the Radio Corporation of America, in charge of the RCA Victor Division, declared:

"The new record player, contains the fastest record changing mechanism ever devised and its radically advanced design eliminates 75 percent of the problems encountered in conventional changers.

The record developed for this new system is a light-weight, wafer thin, non-breakable vinyl player, which is also unusual for its 1 1/8 inch center spindle hole. The record delivers up to five minutes and 15 seconds of playing time per side, and with the rapid action changer, up to 42 minutes of undistorted music.

The new 7" platter unveiled by Columbia Records Inc., substantially incorporates all the basic ideas of Columbia's 10" and 12" LP records, now on the market for several months. Although price schedules for the new RCA platters have not as yet been announced, officials of the organization disclosed that "instruments incorporating the new system will be at least competitive in price with comparable conventional record-playing instruments." It was also pointed out that their 7" platter is also compatible with earlier designs.

Columbia Records disclosed that their 7" disk will market for 60c plus Federal income tax for the first time. Releases and 90c for masterwork records.

Executives of both firms stressed other aspects of their new music systems, among them the new and revolutionary changes which will be made by their distributors insofar as hoarse, management and transportation of records are concerned. It was also pointed out by both firms, that their new 7" disk will allow approximately 1000 records to be stored in the standard record phonograph cabinet. Both Columbia and RCA Victor disclosed that their engineers and laboratory technicians have been "working" on these advancements for more than 10 years, and efforts of both firms will continue for an additional year or two, in order to make sure sound, construction and uniformity will be better in the future.

The Automatic Music Market

The possible effects and changes that the introduction of both the new music systems might have with regard to the automatic music market were viewed by the Cash Box this past week. No changes, at present, seemed possible since an adaptation of a new speed and the conventional "juke box" would require the joint efforts of phonograph manufacturers and the nation's diskers. Although the new systems were being closely followed by juke box manufacturers and the manufacturers of wired music systems, no immediate or radical change from the 78 RPM speed could be seen.

Executives of RCA Victor and Columbia disclosed that they will continue to issue shellac records revolving at the 78 RPM speed. In commenting upon the further issuance of shellac records, Mr. Wilson of RCA Victor declared, "In homes throughout America, there are 16 million record players designed for use with the 78 RPM records which have been standard for 60 years. This market must, and will be, serviced. Mindful of this, RCA Victor will continue to prepare its production schedule on records of this type. The company will also continue to support dealers with the full weight of its advertising, promotion, and merchandising programs of RCA Victor's 78 RPM records."

Columbia Records will also continue to manufacture and issue records revolving at the 78 RPM speed.

Disk War

With regard to the "disk war" allegedly in progress between both RCA Victor and Columbia, both organizations revealed that this past week of any such practice. In admitting that Columbia Records has offered its 33 1/3 RPM each to the entire industry before its release last June, Frank Folsom, President of the Columbia Recording Corporation, declared, "We told Columbia and Philco we would not go along with them, and that Columbia knew about our new record before they came out with it."

Mr. Folsom added, "I do not regard this as any warfare with Columbia Records, but merely to get a competitive job that people do every day in business."

Ed Wallerstein, Chairman of the Board of Columbia Records Inc., declared, "We are unable to fathom the purpose of the records revolving at 45 RPM which we understand are being released some time in the spring."

Mr. Wallerstein further stressed that there are already manufacturers making equipment for Microgroove records, with the exception of RCA Victor.

Other Platters Scan Field

While RCA Victor and Columbia Records were making their move this past week, other record manufacturers were also busy watching the turn of events. Mercury Records was the first firm to take a substantial stand and announced itself on the side of Columbia by coming out with a 35 1/3 RPM platter.

Decca Records declared that they were working in this situation, but no definite plans have been made. King Records, one of the nation's largest independent diskers stated that they will not be on the side of any firm. They have the money to go into this sort of thing and we don't. We are going to make what we can sell. Besides, we are only in the 10-inch field and most of our records are used in juke boxes.

Decca and MGM Records were learned to have no "immediate plans for entering the field."

Immediate reaction by record dealers and stores was poor. Dealers stressed that too much fanfare had already caused a slow-down in sales and might possibly result in dead stock on their shelves. The buying public was definitely confused, and one large dealer was reported as cutting down on his record orders until he knew which end is up. With three phonographs on the market I can't possibly know how to order."
MEET ME TONIGHT IN DREAMLAND

SWEET SUE, JUST YOU

ORDER TODAY FROM YOUR NEAREST DISTRIBUTOR

Cadet Distributing Co.
13649 Linwood Avenue
Detroit, Michigan
Phone: Townsend 9-9590

C. & C. Distributing Co.
1720 North West Marshall
Portland, Oregon

C. & C. Distributing Co.
112 5th Street, North
Seattle, Washington
Phone: Elliot 3770

Chord Distributors
2320 S.W. Michigan Ave.
Chicago 16, Illinois
Phone: Danube 6-1040

Eddy's Record Distributors
2818 Dowling Street
Houston, Texas
Phone: Atwater 8-3463

Elite California Distributors
316 Sixth Street
San Francisco 2, California
Phone: Klenkis 2-2151

F. M. Distributing, Inc.
1229 West Ninth Street
Cleveland, Ohio
Phone: Superior 7440

G. & S. Distributing Co.
243 West Kellogg Blvd.
St. Paul, Minnesota
Phone: Cedar 7640

W. E. Harvey Co.
234 Walnut Street
Cincinnati, Ohio
Phone: Dunbar 5152

Major Distributing Co.
720 11th Avenue
New York, N. Y.
Phone: Plaza 7-2815

Maple Leaf Records, Ltd.
435 Craig St., W.
Montreal, Ontario, Canada
Phone: M. 4231

Mariner Distributing Co.
1622 Fairmount Avenue
Philadelphia 30, Pa.
Phone: Stroven 2-5650

Millard Record Sales Co.
1704 Main Street
Kansas City, Missouri
Phone: Harrison 6940

Millard Record Sales Co.
110 North 18th Street
St. Louis, Missouri
Phone: Central 5681

Music Suppliers Of New England
77 Chadwick Street
Rockbury, Massachusetts
Phone: Highlondo 3-8586

Nola Record Distributors
816 Carondelet Street
New Orleans, Louisiana
Phone: Canal 8743

Northwest Music Co.
Pierre, South Dakota
Phone: Pierre 2597

Pan American Distributing Co.
90 Riverside Avenue
Jacksonville, Florida

Pan American Record Supply Co.
2061 Champa Street
Denver, Colorado

Pan American Distributing Co.
170 N.W. 23rd Street
Miami, Florida

Radio Supply Company
45 East 4th South Street
Salt Lake City, Utah
Phone: Salt Lake City 5-2817

Schwartz Brothers
2931 12th Street, N.E.
Washington, D. C.
Phone: Michigan 4500

Seaboard Distributors
110 Ave Street
Hartford, Connecticut
Phone: Hartford 2-5682

Standard Distributing Co.
Of Pittsburgh
1721 Fifth Avenue
Pittsburgh 19, Pa.
Phone: Atlantic 8852

Southland Distributing Co.
441 Edgewood Avenue, N.E.
Atlanta, Georgia
Phone: Lamar 7511

Tennessee Music Sales
220 Woodland Avenue
Nashville, Tennessee
Phone: Nashville 6-9892

SPECIALTY SALES

134 North 16th Street
Birmingham, Alabama

SPECIALTY SALES

P.O. Box 2447
Dallas, Texas
Phone: Prospect 7-2062

SPECIALTY SALES

Municipal Auditorium
Oklahoma City, Oklahoma
Phone: Oklahoma City 79-2118

SPECIALTY SALES

316 Sixth Street
San Francisco 3, California
Phone: Klenkis 2-2151

SPECIALTY SALES

1229 West Ninth Street
Cleveland, Ohio
Phone: Superior 7440

SPECIALTY SALES

1622 Fairmount Avenue
Philadelphia 30, Pa.
Phone: Stroven 2-5650

SPECIALTY SALES

110 North 18th Street
St. Louis, Missouri
Phone: Central 5681

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Nashville, Tennessee
Phone: Nashville 6-9892

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"The Cash Box, Music
Page 16 January 22, 1949

The MIRACLE RECORD for the NEW YEAR
"TREES"

by Al Hibbler (Miracle 501)
BACKED BY "Lover Come Back To Me"

MIRACLE RECORD COMPANY
500 EAST 93RD ST CHICAGO, ILL.

"Bippity Be Bop Pony" (2:27)
"Right Around The Corner From Basin St." (2:36)
MABEL SCOTT (Exclusive B7X)

- Thrash Mabel Scott walks away with top honors this week with the smash disk titled "A Bippity Be Bop Pony," a platter that should whirl right and fly high over the spot throughout the nation. The gal's piano offers a lot of vivacity to fit the mood and patter of this ditty like a glove. It's an up tempo tune, with the lyrics ringing a ring around the title in top rock fashion. Mabel's husky pitch, combined with the wonderful orchestrated patter of the swell Davis orchestra, make this platter the winner that it is. Tune has a lot of heat within it and should satisfy the many jump fans. It's a platter that will make the phones jump. On the flip with "Right Around The Corner From Basin St.", Mabel keeps the tempo mellow to come back with some more potent wax for the juke. It's too bad that it's marbled in the very best of fashion. Music ops will have to keep their eyes peeled for this item—she's got just what they want. Top deck seems certain to fill ops jeans with plenty of beans—the silver kind. Get with it!

"Don't Worry 'Bout Nothin'" (2:49)
"My Song While We Dance" (2:57)
EDDIE GORMAN PAUL GAYTEN (Decca 3300)

- Pair of sides featuring Eddie Gorman and Paul Gayten show as potential winners on the phones, wax and top deck, "Don't Worry 'Bout Nothin'" bagging the glory. Eddie's vocal on this side, a lyric at high style, ditty, fits the tune like a glove. It's heavy stuff, the kind you wanta sit and listen to all the more. Slow shuffle rhythm behind Eddie effective, backs him throughout the ditty. On the flip, Paul Gayten offers "My Song While We Dance" in adequate vocal styling. Paul with all the riff and vocal styling should meet with excellent reaction, especially so from the younger set. The platter rates ops listening time—and more.

"Memory Of Sonny Boy" (2:30)
"A Woman On Every Street" (2:27)
FOREST CITY JOE (Aristocrat 3101)

- Music ops in the market for some low-down blues, have a sure thing in this ditty by Forest City Joe. Joe's vocal is as low down as one can possibly get, with the lyrics of the tunes, "Memory Of Sonny Boy" and "A Woman On Every Street" riding thru in fine forte. Harmonica backing on the pair flavors the platter and seemes it in its slow, drawly vein. Pipes that Joe pitches with are fine and dandy throughout, especially so on the top deck. While the disk itself may not kick up a storm, ops can depend on the platter to be a consistent and steady nicked nubber. Take a look see in this direction and then load up.

"A Little Bird Told Me" (2:40)
"Baby, Baby" (2:31)
ROSE MURPHY (RCA Victor 20-3320)

- You can bet your bottom dollar that Rose Murphy will be back in the juke box spotlight via this diskling. Long missing from the phonos, Rose, The Chee Chee Girl, offers her first diskling on RCA with the wondrously harmonious this group offer is hard to beat. It's a beautiful disk with Murphy singing top vocal in her sweet voice in grade A manner. Disk should attract a load of attention and make juke box fans dig deep down. The flip, "A Little Bird Told Me," with Rose's chirping and chirping in her sweet voice in grade A manner. Disk should attract a load of attention and make juke box fans dig deep down. The flip, "Baby, Baby," has the gal offering a fine, fun filled affair and sure to please. Grab an armful and watch the coin roll in!

"Always" (2:42)
"Rooster" (2:50)
THE RAVENS (National 9004)

- This thing is funny enough to click—and in big big way at that. It's The Ravens, out with some fresh wax that appears to be headed for a featured spot on a million phonos throughout the nation. Top deck, "Always" is the over lovin' standard that has lasted thru the ages. Bass vocal spot, combined with RCA with the wonderful harmony this group offer is hard to beat. It's a beautiful disk with Ravens harmonizing perfectly and ably serves to show what a top deck group can do with a top song. The flip is the side that will definitely do. Offering some novelty stuff, The Ravens come up with "Rooster," replete with chicken, cows and what have you. It's a cute thing that might catch on, if it does—beware.
Best wishes to the Nation's operators for a HAPPY CONVENTION TIME and...

thanks again for voting us BEST ORCHESTRA of 1948 IN THE CASH BOX MUSIC POLL

New RCA Victor Smash
"RED ROSES FOR A BLUE LADY"
and
"MELANCHOLY MINSTREL"
RCA Victor *20-3319

On the air CAMEL CIGARETTEs
Saturdays 7:30-8 PM CBS Coast to Coast

Direction: MARSHARD MUSIC

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
IN '49

Switch to

Skitch

HENDERSON

on CAPITOL Records

Personal Management
GABBE, LUTZ & HELLER
6272 Sunset Blvd., Hollywood, Calif.
1619 Broadway, New York 18, N. Y.

Direction
MCA

Record Exploitation
ELLE KOPFER

Standard Songs are MONEY MAKERS!

"BLUE ROOM"

PERRY COMO—RCA Victor
HANK JONES—Mercury
BERYL DAVIS—RCA Victor
EDDY DUCHIN—Columbia
Published By: HARMs, INC.

MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

WASTE ALL OUT FOR BOP!

Capitol Records will go "all out" for bop and progressive music, according to a statement by James B. Conkling, the firm's vice-president in charge of artists and repertoire.

Although bop and progressiveism existed before the recording ban, Conkling pointed out that its biggest growth and record and radio exposure came about during the year 1948 when the new musical forms solidly entrenched themselves as something definitely more than passing fads and fancies. With a firm belief in the future of these new and modern ideas in popular music, Capitol will wage a full-scale campaign to raise the over-all popularity level of the controversial bop and progressive styles.

Stan Kenton, perhaps the most important figure in the promotion of progressive music in the popular field, was one of the strongest influencing factors in Capitol's decision to pursue bop and progressiveism so wholeheartedly. It has been Kenton's outstanding success with his famed "Progressive Jazz" band, as well as his verbal extolling of the merits of all forms of modern music which, in large part, have induced Capitol's executives to look on bop and progressiveism in such a favorable light, Conkling said. He further pointed out that Capitol has never been hesitant to record neglected and so-called uncommercial music in the past, and will pioneer again in raising bop and progressive music to a high commercial level.

While the "new sounds" in popular music thus far have been restricted pretty largely to the big cities, due to the fact that these styles have had limited record and radio distribution, Stan Kenton's series of one-night stands across the nation has proved decisively that this modernism is highly acceptable to music lovers in communities of all sizes.

NEW YORK—While Capitol Records were announcing their bop plans, orkster Benny Goodman, a Capitol Records artist, was firmly putting bop to test.

The mighty King bopped, but good, at no other hop club but The Stork Club, this city. Trade press galore, radio and television people were on hand, all decked out with a "bop hat and the gottest pair of phlasses." Show was aired by that groovy Jack "Dizzy" Lacy over WINS.

The light, as a rule, was just to make the evening complete, several saxophone ladies dropped around and bopped along. Credit for the show goes to Hal Davis, public relations head at Kenyon & Eckhardt; Dick Linko, Capitol flack chief; and Miriam Zuckerman, BO's secretary.

WATCH ARISTOCRAT'S Sensational
"Come Back To Sorrento"
ARISTOCRAT RECORD No. 3301
Featuring...SKEETZ VAN
Greatest Tenor Sax You've Ever Heard
ORDER FROM YOUR DISTRIBUTOR TODAY

ARISTOCRAT RECORDS
5249 COTTAGE GROVE AVE., CHICAGO, ILL.
(Tel: MUSEUM 4-1322)

WHAT'S MY NAME?

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

FACT 1
LONDON RECORDS ARE LONG WEARING RECORDS...
YOU GET TWICE THE NUMBER OF PLAYS PER RECORD.

FACT 2
LONDON RECORDS ARE BETTER SOUNDING RECORDS...
THEY ARE FULL RANGE RECORDINGS. (30 TO 14,000 CYCLES)

FACT 3
LONDON RECORDS ARE FREE FROM DISTRACTING SURFACE NOISE...
THEY CONTAIN MORE THAN 20% SHELLAC.

FACT 4
LONDON RECORDS ARE HIT RECORDS...
THEY GAVE YOU GRACIE FIELDS' "NOW IS THE HOUR", PRIMO SCALA'S "UNDERNEATH THE ARCHES",
CAMARATA'S "FIDDLE FADDLE" AND MORE!

NOW! MORE LONDON HITS...
NO. 362 — GRACIE FIELDS' "FOREVER & EVER"
NO. 365 — JOY NICHOLLS & BENNY LEE "THE PUSSYCAT SONG"
10" Blue Label series — 75c plus tax

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
"Don't Bring Your Blues To Me" (2:31)
"Roses Of Yesterday" (2:56)

ELTON BRITT
RCA VICTOR 20-3306

"On A Slow Boat To China" (2:46)
"Nobody Loves A Fat Man" (2:47)

(20th Century 20-78)

A hillybilly takeoff on the current pop tune is rendered here by the pair of tunes hanging in the olfing for music ops. Widely popular, the gal's spooning of "Loaded Pistol" and "Chuahua Song" may attract some loose coinage. Top deck is there for the asking, with Dale's vocalizing turning up as adequate. The flip, a cute novelty ditty should buck up a bit of a storm in those spots that go for this sort of music. It's complicated stuff that gets you all tongue-tied, but it makes for pleasant listening. Ops who have the call, and there are many, might get with this platter.

"Take That Slow Train Thru Arkansas" (2:34)
"Twenty-Five Chickens—Thirty-Five Cows" (2:34)

ROY HOGGED
(Capitol 40141)

Some wax for music operators with folk spots to take a look at is this offering by Roy Hogged. It's effective material that should meet with fair approval on the part of ops and folk fans. Wax, tagged "Take That Slow Train Thru Arkansas" and "Twenty-Five Chickens—Thirty-Five Cows" makes for delightful listening throughout. It's fair stuff—the kind that you can take to your pockets, a rhythm novelty ditty, in an oldie that keeps coming back. The flip, more unique novelty wax, is all get out and should win wide praise. Wax is there for the asking.

"Behind These Prison Walls of Love" (2:38)
"The Cross On The Hill" (2:47)

THE BLUE SKY BOYS
(RCA Victor 20-3307)

"Don't Hand Me That Line" (2:46)
"The Nashville Jump" (2:47)

CHET ATKINS
THE COLORADO MOUNTAIN BOYS
(RCA Victor 20-3324)

Pair of sides which might meet with music operators approval are these offered by Chet Atkins and his Colorado Mountain Boys. Wax, titled "Don't Hand Me That Line" and "The Nashville Jump" shows as effective throughout. Top deck, a lively piece with the lyrics weaving around the title shows Chet's vocal strain to excellent advantage. Guitar and string background are pleasant enough and add to the winning effect. The flip, an instrumental piece in medium tempo might catch on with the older set. Smart guitar work with Hoggs the limelight throughout the platter and should attract many fans.

Wax won't create a storm of excitement but nevertheless will fill the bill. Ops take it from here.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
THANKS, OPERATORS for your help in making

“ONE HAS MY NAME”

#1 in the NATION’S BIG FIVE FOLK & WESTERN JUKE BOX TUNES
CAPITOL 15162

ALL I CAN SAY IS:

“I LOVE YOU SO MUCH IT HURTS”
CAPITOL 15243

TWO MORE GREAT SIDES (Just Released)

“FOREVER MORE”
CAPITOL 15333

“TILL THE END OF THE WORLD”
CAPITOL 15368

Business Manager: RAY WHITLEY, 2041 VISTA DEL MAR, HOLLYWOOD, CALIFORNIA
Lena
HORNE

“LADY IS A TRAMP”
WHERE OR WHEN
(from “Words & Music” Sound Track Album)
MGM 30171

“SOMETIMES I’M HAPPY”
“IT’S MAD, MAD, MAD”
MGM 10246

“DEED I DO”
“LOVE OF MY LIFE”
MGM 10165

MGM Pictures
MGM Records

Public Relations
GEORGE B. EVANS
Direction
MUSIC CORP. OF AMERICA

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Marvin Drager Buys Out Wayne Varnum Flack Firm

NEW YORK — Marvin Drager, who has been a partner in the publicity and public relations firm of Wayne Varnum Associates since it was organized two years ago, has bought out the interest of Wayne Varnum, and will operate under the name of Marvin Drager, Public Relations, it was announced this past week. He will continue servicing all accounts from the same offices at 424 Madison Avenue, New York City, and will retain his present staff.

The move was made following the withdrawal from the partnership of Wayne Varnum, who has been undergoing special treatment for the past two months at the National Naval Medical Center in Bethesda, Maryland.

Wayne Varnum and Marvin Drager first formed their public relations office in April 1947 after resigning from Columbia Records, Inc., where they established the company's first New York publicity department. Since then they have handled the publicity and public relations for orchestra leaders Vaughn Monroe, Dick Jurgens and Larry Green, British singer Beryl Davis, the Hotel Commodore, Artkraft Strauss Sign Corporation, and have conducted special programs for Bond Clothes, Inc., and the New York Tuberculosis and Health Association.

First: "OPEN THE DOOR, RICHARD"
Then: "A LITTLE BIRD TOLD ME"

AND NOW—
Our Latest and Greatest

THE ORIGINAL RECORD

Sweeping The Nation

"DON'T GAMBLE WITH ROMANCE"

The Troubadours with Sandy Sims—Fine Arts 1001

ORDER FROM YOUR NEAREST
BLACK & WHITE
DISTRIBUTOR

RAYMOND C. McCOLLISTER
Music Publisher, Song Writer, Musical Artist
Proudly Presents
RAYMOR RECORDS
Going Bigger and Better Every Day

FREDDY NAGEL And His Orchestra

"Maybe I'm Dreaming"
BACKED BY
"Honkin' The Horn For Honey"
RAYMOR 5003

"Sophisticated Swing"
BACKED BY
"Head Over Heels In Love"
RAYMOR 5006

DISTRIBUTORS—Write Wire—Phone—Some Territory Still Available—“EARN MORE WITH RAYMOR”

Write for Complete List of Western, Hillbillys and Pops. We feature the finest organ records ever made—P. Hans Flath, World's Greatest Organist.

NOMAR BLDG. 54 W. RANDOLPH ST.
WICHITA 4, KANS. CHICAGO 1, ILL.
(Tel.: 2-1094; 3-3656) (Tel.: Financial 6-2522)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Operators for helping make these King and De Luxe records and artists

**Hits in 1948**

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**KING Records, Inc., Distributors of King and De Luxe Records**

1540 Brewster Ave., Cincinnati 7, Ohio

**Beat the "Less Play" Problem with Eddy Howard and Great Songs**

There's "Play Power" in his name - There's "Listener Appeal" in these Songs

- **Record No. 5217**: I'll Hold You in My Heart
  - My Best to You
- **Record No. 5219**: Missouri Waltz

**Go Places in "Play Volume"**

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
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{(Commodore 7505)} |   |   |
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{(Modern 628)} |   |   |
| **Bewildered** | Amos Milburn  
{(Aladdin 3018)} |   |   |
| **Texas Hop** | Pee Wee Crayton  
{(Modern 628)} |   |   |
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{(Modern 635)} |   |   |
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{(Modern 624)} |   |   |
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{(Tempo 633)} |   |   |
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{(King 4240)} |   |   |
| **Bewildered** | Amos Milburn  
{(Aladdin 3018)} |   |   |
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{(Modern 628)} |   |   |
| **Pretty Mama Boogie** | Jimmy Grisson  
{(Modern 635)} |   |   |
| **Get Yourself Another Fool** | Charles Brown  
{(Aldedin 3020)} |   |   |
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{(Modern 624)} |   |   |

**January 22, 1949**
RIDING INTO THE NEW YEAR

with

A LITTLE BIRD TOLD ME

THAT CERTAIN PARTY

AH! BUT IT HAPPENS

LOVE, YOUR SPELL
IS EVERYWHERE

and NOW!

The Quickest Smash in Years

'JOHNNY GET YOUR GIRL'

Recorded by Every Important Label

BOURNE, Inc.

NEW YORK
799 SEVENTH AVE.

CHICAGO
54 WEST RANDOLPH ST.

HOLLYWOOD
1483 NORTH VINE ST.

INDUSTRY FACES PRODUCTIVE, INTERESTING YEAR'

By PAUL E. SOUTHDARD
Vicoj President, Columbia Records, Inc.

I am certainly grateful to The Cash Box for giving me this opportunity to extend my greetings to Columbia’s many Coin Photograph Operators on the occasion of the coin operators annual convention. I want to express my appreciation for the important part coin machine operators played in building such hits as “Buttons and Bows,” “Slow Boat to China,” “Slip Her Down Again,” “It’s Magic,” “My Darling, My Darling,” etc. I know, too, that I speak for all of the many fine Columbia artists when I say that they join me in this expression of appreciation.

So much for the past. What about the future of the industry in general and Columbia in particular? Frankly, I think the industry faces an extremely interesting and productive year. Operators will be directly affected by some of the important changes taking place. For example, the recent introduction of the sensational new Columbia 7 inch Microgroove record. A record which completes the Columbia Long Playing Microgroove Record family, offers many fascinating possibilities for operators. Certainly, coin operated reproducing instruments for these remarkable new discs will make their appearance and operators may find smaller size coin machines and lower priced better quality records an important factor in developing more outlets for phonographs and more plays per instrument.

It is hardly necessary for me to point out that I am optimistic about the months immediately ahead. However, I also know that the post-war competition for the consumers entertainment dollar is keen. It is this recognition which accelerated the development of the Columbia Microgroove technique and the introduction of the Microgroove record—a realization that the consumer must be given the best possible value for the money he spends. It is this recognition too which will find us, as an organization, continually seeking new talent and consistently promoting established top notch Columbia artists. The coin machine operators have come a long way in promoting the desirability of coin operated phonographs in public places and in promoting records into hits. But I think that the keenly competitive months ahead will necessitate even more promotion by operators who individually and collectively have made “juke boxes” such an important part of the social life in their communities.

We recognize an obligation on our part to supply operators with the best records we can produce at the lowest possible cost. We recognize a responsibility to produce the best music by the best artists we can secure. We recognize our responsibility in giving you the service you expect and merit.

BREAKING FOR A H-I- 

!!!

on SEECO Records

"PORTRAIT OF JENNY"

backed with

"BABY I NEED YOU"

Recorded by One of The Nation's Great Singers

HARRY BABBITT

And Orchestra

SEECO Specialty Series # 4115

ORDER FROM YOUR NEAREST SEECO DISTRIBUTORS OR DIRECT FROM

SEECO DISTRIBUTING CORP.

1393 FIFTH AVENUE

NEW YORK 29, N. Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
OPERATORS from COAST TO COAST Acclaim...

Vic DAMONE

Latest MERCURY Hits

"SUSY" (with Italian and English lyrics)
backed with
"AN OLD MAGNOLIA TREE"
*5228

"YOU WAS!"
backed with
"YES, YES, YES!"
(duet with PATTI PAGE)
*5234

"FAR AWAY PLACES"
*5198
"HIS FRATERNITY PIN"
*5194

"MY HEART'S IN THE MIDDLE OF JULY"
backed with
"I HEARD MUSIC FROM HEAVEN"
*5213

* On the air PET MILK SHOW every Saturday NBC Coast to Coast

Personal Management
LOU CAPONE

Booking
WILLIAM MORRIS AGENCY

Press Relations
SIDNEY ASCHER

Please mention THE CASH BOX when answering ads—it proves you're a real vaudeville man!
ANOTHER FIRST ON TOWER
AND WE LOVE IT

WATCH FOR
“Don’t Call Me Sweetheart Anymore”
A NICKEL GRABBING ARRANGEMENT BY
Teddy Phillips AND HIS ORCHESTRA
TOWER RECORD No. 1453
ORDER NOW!

IT’S ANOTHER TOWER-IFFIC HIT!!
GREAT IN '48
FINE IN '49

Watch For NEW Releases By...
★ Benny Strong
★ Jack Fulton
★ Darwin Dane
★ Joe Burton
★ Leonard Keller
★ Jack Owens
★ Bela Babai

TOWER RECORDS
540 N. MICHIGAN AVE.
CHICAGO, ILLINOIS

A TRIPLE THREAT RELEASE

NEW YEARS RESOLUTION PORTERS LOVE SONG
SUNDAYS WITH YOU BUMP IN THE ROAD BOOGIE
CAREFUL LOVE HOMECOMING BLUES

ROY MILTON
SP NO. 317
CAMILLE HOWARD
SP NO. 318
JIMMY LIGGINS
SP NO. 319

311 VENICE BLVD.
LOS ANGELES 15, CALIF.

Watch — Watch — Watch
For
DOUBLE FEATURE RECORDS
To Be Presented By
UNIVERSAL RECORDS, INC.
20 N. WACKER DRIVE
CHICAGO, ILL.

Greetings to all C. M. J. Conventioneers
from
Chicago’s Most Outstanding Record Distributor
Milt Salstone

M. S. DISTRIBUTING CO.
1350 E. 61st ST., CHICAGO 37, ILL. (Tel.: BUTterfield 8-5698)
DISTRIBUTORS FOR
NATIONAL • MODERN • SAVOY • DOWNBEAT • DIAL • EXCLUSIVE

YOU GET MORE FOR YOUR MONEY WITH
PERMO POINTS
LONGER LASTING • KINDER TO RECORDS

Longer needle life — greater kindness to records—more dependable—more economical—than any other coin phonograph needle model

the same price since 1938
1 to 10—35c each 11 to 99—32c each 100 or more—30c each

MORE PERMO NEEDLES SOLD THAN ALL OTHER LONG-LIFE NEEDLES COMBINED
PERMO INCORPORATED

THE CASH BOX
January 22, 1949

1
THEN I TURNED AND WALKED SLOWLY AWAY
Eddy Arnold (RCA Victor 20-3174)

2
ONE HAS MY NAME
Jimmy Wakely (Capitol 15162)

3
BOUQUET OF ROSES
Eddy Arnold (RCA Victor 20-2806)

4
I LOVE YOU SO MUCH IT HURTS
Jimmy Wakely (Capitol 15243)
Floyd Tillman (Columbia 20430)

5
A HEART FULL OF LOVE
Eddy Arnold (RCA Victor 20-3174)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

SWEETER THAN THE FLOWERS
Moon Mullican (King 673)

LIFE GETS TEE-JUS
Carson Robison (MGM 10224)

JUST A LITTLE LOVIN’
Eddy Arnold (RCA Victor 20-2806)

REMEMBER ME
T. Texas Tyler (4-Star)

NO RODEO DOUGH
Sons Of The Pioneers (RCA Victor)

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
"THE MUSIC OP AND THE INDIE PLATTERY"

By Eddie Heller
Vice-President In Charge of Sales, Rainbow Records, Inc.

Thanks, Mr. Operator for helping us locate the gold vein of the phonograph trade with brand new ideas in money-making platters. Our disks definitely have real needle appeal for all operators. Here's why . . .

Through careful experimenting we have consistently hit the most listenable and saleable in music trends—literally a gold vein for the juke boxes. In the past two years, three brand new trends can be credited to Rainbow—the flute-bongo trend; 2-minute records; and honky-tonk stylings.

The first new trend appeared in the sensational "Jungle Fantasy," a new type of platter, featuring flute and bongo rhythm with orchestra. This Esy Morales disk was such a standout that it went over the $300,000 mark on juke boxes alone. Special thanks go to the California ops for featuring "Jungle Fantasy" on boxes near Universal-International Studios. Robert Siodmak, top U-I director heard the tune and was sold on it. He wired Rainbow for samples and spotlighted "Jungle Fantasy" in a sequence for the new Burt Lancaster-Yvonne DeCarlo film, "Cries-Cross."

Next came the follow-up hit to "Jungle Fantasy"—"Round the World" rhumba, another Esy Morales composition. "Round the World" had a big appeal for Philly operators, and they in turn bought records for special spots where this number gained the No. 1 slot on the boxes.

Rainbow turned to a completely different style for its next turntable offering. Honky-tank piano was the feature that sent "Whispering" to the top on sales, actually a piano style reminiscent of the Guy 90s and nickelodeon days. Operators in Baltimore have found "Whispering" one of their most profitable disks thus far.

Rainbow's new ideas have spiraled profits for ops, but we have not stopped there in going all out for operator business . . . In addition to stressing new ideas and the fresh approach for our merchandise, we have watched quality thoroughly to make sure it was tops. The third point in our program for operators is efficient service—the extra bit of service has promoted loads of good will. An example of this is our policy of servicing distributors direct and promptly with free title strips for the operators' convenience.

In fact, those three points about sum up the reason for Rainbow's juke box successes—top quality—extra service—and the Gold Vein of new ideas.
Another Smash
Modern Hit!

**Pee Wee Crayton**

**NEWEST MODERN RELEASE**

**20-643**

**Texas Hop**

*Backed By*

**CENTRAL AVE. BLUES**

Still Going Strong **MODERN 20-624**

Blues After Hours

*I'm Still In Love With You*

---

**Modern Records**

**Hollywood**

---

**By SYDNEY NATHAN**

President, King Records, Inc.

Our hard work and efforts during the year 1948 have been greatly rewarded by the results of polls conducted by Cash Box and other national trade publications. King has tried to produce records that would sell on the juke box as well as to the individual buyer. Many of our releases in the past year were "rush" jobs, both material and production-wise; but now that the record manufacturers have signed a five-year pact with the American Federation of Musicians, we can take our time in picking songs, finding the right artist to deliver the material, and will be able to turn out a superb recording job. In choosing material and artists, King will always keep in mind that the record must have (1) juke box appeal, as well as (2) individual consumer value.

From our inception we have strongly realized that the juke box plays a vital part in the success of a record; and should we have the good fortune to continue growing and to become a dominate factor in the recording industry—King will never lose sight of this fact.

The policy of releasing new voices and new sounds could aptly termed as "nickel-therapy." You boys can help us develop the stars of tomorrow. New stars give people something to talk about; and talk pulls the juke box nickels in; and when the nickels roll in—you're happy, and we're happy.

Many of you have yet to learn that the intertwining of King and Deluxe will continue to become closer and closer. At the present time all Deluxe releases can be purchased through any King branch or salesman, either in the United States or in Canada. All Deluxe records are now being pressed in our Cincinnati plant and have the same fine quality that you receive on King.

In the coming year we naturally intend to exploit new artists and new conceptions of musical styling. We also will here and there venture into the pop field and if these few pop numbers meet with your approval, then King will develop this field.

You, Mr. Operator, will be the deciding factor in our concentration on a pop catalogue.

I have, in the past few weeks, been concerned with TV, and what effect it may have on the operators. While to some of you it appears that video is cutting in on your revenue—I feel there is nothing that will replace the juke box permanently. True, when there's a big fight or a football game we all like to watch; but when a guy and his gal are having a quiet drink and talk—there's nothing like the juke box to lend the right atmosphere.

Thanks boys for your support in making King one of the leading independent record manufacturers in America. See you at the convention.

---

**THOSE WHO'VE HEARD IT—CALL IT—**

**"GREATEST JUKE BOX SENSATION"...**

**"Got The Time"**

*Recorded by*

**Larry Mc Mahon**

**Damon Record-11212**

**Other Recordings by America's Greatest Recording Artists to be Announced Very Soon. Watch for These Releases.**

---

**Whalen Music**

54 W. Randolph St., Chicago, Ill.

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Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
“NEW 45 RPM DISK & THE COIN INDUSTRY”

By James W. Murray
Vice-President in charge of RCA Victor Record Activities

As this is written, speculation as to RCA Victor’s future plans has been answered by demonstration of a remarkable new system of reproducing music on a 45 RPM record and itscomponent, a small, compact record player with a unique changer mechanism housed in the spindle of the machine. It is our plan to introduce this new system to the public in the very near future.

How does this affect the coin machine industry?

I do not believe the introduction of this remarkable new system will affect the industry. In introducing the 45 RPM record and its component machine, we took cognizance of the fact that there are more than 15 million turntables in American homes which receive at 78 RPM. It is our intention to provide this market with a continuing supply of records adapted for the instruments presently in use. That consideration was implicit in our planning for the future.

That same consideration is implicit in our thinking as regards the coin machine industry, which RCA Victor considers one of its most important markets.

We are confident there will be enthusiastic public acceptance of our new system of reproduction when the 45 RPM record and its complementary line of instruments reach the retail market. But we are also confident that the 78 RPM record will continue to be the “razor blade” of the record industry, in the American home as well as in the automatic coin machine industry. I know of no development in the foreseeable future which might alter our thinking along these lines.

We of RCA Victor believe that the record industry has a sound future ahead of it, despite the fact that 1948 did not measure up to the preceding year in unit production. The industry as a whole was 50 million units ahead of the best pre-war years. We believe that the coin machine industry has been a tremendous factor in the increased public acceptance of records in the past ten years and we are fully appreciative of this fact.

Since the ban was lifted RCA Victor’s top artists in all categories including Perry Como, Vaughn Monroe and Eddy Arnold—three RCA Victor stars, who again topped The Cash Box poll for 1948—have been recording once again. We are producing the new material as fast as our manufacturing facilities permit. We are sure that the hits on RCA Victor records will be the hits of the coin machine industry in 1949, and we look forward to a banner year for all of us.

RICHARD C. McCOLLISTER
Music Publisher, Song Writer, Musical Artist
Proudly Presents
RAYMOR RECORDS

“America’s Sweetest Voice”

WYOMA WINTERS
Singing
The Smash Hit of ’49
“Melody Of The Rain”
BACKED BY
“Let’s Talk About You”
(RAYMOR RECORD No. 5007)

DISTRIBUTORS—Write
—Wire—Phone—Some Territory Still Available
—LEARN MORE WITH RAYMOR

NOMAR BLDG.
WICHITA 4, KANS.
(Tel.: 3-6594; 3-7256)

RAYMOR RECORDS

“Love Those Operators . . .”
AMERICA’S NEWEST SINGING AND COMEDY DUO

Dean MartIN AND Jerry LEwIS

A HIT ON Capitol RECORDS

“POWDER YOUR FACE WITH SUNSHINE”
“ABSENCE MAKES THE HEART GROW FONDER”
Vocal by DEAN MARTIN
Capitol # 15051

“ONCE IN LOVE WITH AMY”
“TARRA TA-LARRA TA-LAR”
Vocal by DEAN MARTIN
Capitol # 15329

“THAT CERTAIN PARTY”
“The MONEY SONG”
Capitol # 15249

Starred in the Forthcoming Paramount Picture
“MY FRIEND IRMA”

On The Air
Sunday Evenings
NBC—Coast to Coast

Public Relations
GEORGE B. EVANS
Personal Management
ABNER J. GRESHLER
JUST AS WE PROMISED YOU
JOHNNY LONG
BRINGS YOU THE GREATEST, MOST
OUTSTANDING MONEYMAKER OF '49
"Sweet Sue"
SIGNATURE RECORD NO. 15243

Just as we promised you, Johnny Long brings you the greatest, most outstanding moneymaker of '49, "Sweet Sue." This signature record is No. 15243.

In the year just past, all industries have experienced a period of important and unpredictable changes. The record industry and the automatic phonograph industry are no exceptions.

We, at Capitol, regard ourselves as extremely fortunate, for 1948 was to us the outstanding year, from a standpoint of company growth and sales volume, in the history of our organization. The tremendously increased demand for Capitol records has been very gratifying and we extend to all of you operators, our thanks for the part you have played in making this success possible. We believe that the great strides forward that were made last year, were to a considerable extent, due to the policies which we have maintained since the inception of the company. We intend to proceed with those same policies and to modify them only in such ways as to enable us to provide better customer service and an even finer product. We shall continue then, to offer you the biggest hits on records and to deliver these hits through an improved distributor organization, on the same fair and equitable terms as we have in the past. With this program as our keynote for 1949 we look for continued increasing sales and a closer and more extensive relationship with our good friends in the automatic phonograph industry.

We are acutely aware of the problems that the phonograph operators have been faced with during the past year. The return to normal business conditions, the continued growth of television and the drop in volume of the general entertainment business, have all contributed to making your work more difficult and in some cases less profitable. Regardless of these obstacles however, we earnestly believe that the juke box is not only one of the nation's most popular forms of entertainment but that it will continue to be so in the future. We do believe that it will be necessary for all of the industry and for those of us who are connected with it as suppliers, to devote more effort and thought toward promoting the juke box as a means of entertainment and it is our desire at Capitol, to take any and all steps within our means to assist you in developing the increased popularity of your business.

In closing, once again my sincere thanks for your wonderful help and cooperation in the past and best wishes for a successful convention and a successful and profitable year.
START WITH THESE GREAT NICKEL GRABBERS & WATCH FOR MORE TO COME!

Vic Damone
"FAR AWAY PLACES"
"Senorita"
No. 5198

Eddy Howard
"BEST YEARS OF OUR LIVES"
"Don't Tell Her What Happened"
No. 5209M

Frankie Laine
"ROSETTA"
"It Only Happens Once"
No. 5227

John Laurens
"ONCE IN LOVE WITH AMY"
"Sweet And Lovely"
No. 5226

Patti Page
"SO IN LOVE"
"Where's The Man"
No. 5230

MERCURY
THE COMPANY THAT STARS THE ARTIST RECORDS

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
“A GUIDE TO PROFITABLE MERCHANDISING”

By LEONARD W. SCHNEIDER
Vice-President and General Manager, Decca Records, Inc.

Once again it’s “Convention Time” for the coin machine operators of America, and once again, as we start a new year, it’s time to analyze the mistakes of the past and make plans to overcome them in the future. To put it bluntly, the operator will find it profitable to learn to be a better music merchant. Yes, the most successful operators have proven that certain principles of box office operation are essential to success. Decca has always been aware of these principles, and our recording and distribution policies are based upon them. The following can be the operator’s guide to profitable merchandising:

1. The operator is a music merchant. Music is all that he has to sell. His costly equipment, with its flashy chrome and colored lights, is designed solely to attract people to the records on the machine. If they don’t like what is listed, they won’t invest their nickels. It is essential for the operator to devote more time and attention to the records that are his only source of income.

2. Too many operators are more interested in making hits than in峡谷 in on the hits that are already made. They take great pride in saying that they bought a record before the public wanted it, when they should be reaping a harvest of nickels by giving the public what it wants when it wants it.

3. Use the top hits on “every” machine. When a record is a top money-maker, it should be on every phonograph. It costs too many plays to move records around trying to make them do the work of twenty. There are too few big hits at any one time to leave them off any machine.

4. Use the top tunes by the top artists. The top songs alone won’t assure the maximum number of plays; they must be by the best artists. It isn’t always the first recording, it’s the best recording that makes the most money.

5. Use the record, whenever possible, with two popular artists. A record by Bing Crosby and the Andrews Sisters attracts plays from fans of both artists and increases plays.

6. Get the most from every machine. Every one of the 20 or 24 records should be a money maker. No record should be on the machine just because the operator happens to have it. It is better business to throw away a record that shouldn’t have been bought, rather than to try to salvage a few plays from it.

Decca’s catalog has been built from the songs that the public wants by the artists they like best.

This is Decca’s message to the operators as we embark on a new year. With the sincere hope that you can and will use this guide to the best advantage, we wish each and every one of you a healthy, happy and most prosperous 1949.

America’s Greatest

NICKEL-NABBERS

on

ALADDIN and SCORE

AMOS MILBURN

CLEAN SWEEP ACROSS Cash Box LISTS

“BEWILDERED” AL 3018.
“CHICKEN SHACK BOOGIE” AL 3014
“GET YOURSELF ANOTHER FOOL” AL 3020
“WILL I’VE DONE MY BEST” SC 5005

TRUMPETERS

As Great As “Milky White Way”

FOR THE BEST IN RACE MUSIC

ALADDIN RECORDS

Hollywood, Calif.

Leo Feist Inc. - 1619 Broadway, N. Y. 19
HARRY LINK, Gen. Mgr. - GEORGE DALIN, Prof. Mgr.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
By A. B. Greene
President, National Records, Inc.

The year 1949 should prove to be a big year for the coin machine industry, in particular the automatic music operators of America.

The year just ended saw the industry come through a period of crucial utmost importance to all connected in music and its vast allied fields. With the resumption of recording activity throughout the nation, we at National Records feel most confident of a bright and prosperous future.

We are well aware of the great service the music operator performs in helping to promote records and recording artists. We know that the standards of musical performance, both live and recorded, are greater than ever before, and that the standards of the great music consuming public has been elevated to a point where only the best performance can survive against strong competition. The coin machine industry certainly deserves enormous credit for its contribution in perfecting mechanical facilities for public record performance, and in the discernment shown in the programming of records.

The music operator and the juke box, that great American institution, have become an integral part of operation in the scope of National Records policy. We are particularly cognizant of the steady volume of repeat sales which primarily come from juke box play. In many cases, the first performance of a new recording is heard by the individual on a juke box. The listener’s ultimate decision to make other selections and finally a purchase of a recording at his neighborhood store, result from his first hearing on a juke box. This is easily brought to light when one views the continued success of such artists as The Ravens and Billy Eckstine.

In 1949, National Records will continue to give the music operator the ultimate in high quality, long wearing recordings. We are conscious of the problems of the music operator and realize that a recording of long-wear, and one that is free of surface noise, is essential to the operator in the successful operation of his business. The meticulous care with which National Records are manufactured and the constant testing of National Records assures the music operator of the best in recording.

The continued development of the recording industry, which will attain new heights of prominence thru the joint efforts of all companies, their technicians, engineers and laboratory specialists, leaves only an optimistic and bright road open for the members of the coin machine industry.

National Records extend a most hearty welcome to the music operators of America, convened at their Annual Coin Machine Industries Convention.

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Thank You, “Cash Box”
FOR YOUR MAGNIFICENT REVIEW

“Man, oh, man . . . where’ve they been hidin’ this platter? Just listen in to Brother Bones And His Shadows go away out and real gone with the clickety-clack of the bones and the whistling of the clowns in the most unique arrangement ever heard to sell that great tune, ‘Sweet Georgia Brown,’ for a base-cleaning home run! And then just turn it over and hear Brother Bones do one of the most outstanding, different and sensational renditions of ‘Marge.' This is one disk you can buy by the boxful and be sure that every one of your spots is just gonna tap hands keepin’ time with Brother Bones And His Shadows. It’s a moneymaker if ever one was yet presented. A CLICKEROO FOR JUKE BOXES!”

THE CASH BOX, NOV. 30.

Thank You, Operators
FOR YOUR SUPERB SUPPORT OF
“SWEET GEORGIA BROWN”
AS PLAYED BY
BROTHER BONES *
And His Shadows
(TEMPO RECORD #652*)
Copyright 1948 by T.R.C.A.

Thank You, “Billboard” and “Variety”
FOR YOUR WEEK-AFTER-WEEK REPORTING ON THE PROGRESS OF
THIS SPECTACULAR RECORD
Which Has Sold
500,000 COPIES TO DATE
WITHOUT A SIGN OF A LET-UP!

Now The Public Is Clamoring For More
TEMPO-BROTHER BONES RELEASES—
AND HERE THEY ARE !
# 648 "I KNOW THAT YOU KNOW"      # 668 "CHINATOWN"
"RED WINE"                         "DOLL DANCE"
# 650 "NARCISSUS"                  # 670 "GREEN EYES"
"MARIE"                            "18TH CENTURY DRAWING ROOM"
# 672 "JADA"                       "JIVE MELODY"

REMEMBER—THERE’S ONLY ONE BROTHER BONES
WITH HIS BONES, HIS KNIVES, HIS WHISTLE—AND HIS RHYTHM!

TEMPO RECORD COMPANY OF AMERICA
8540 SUNSET BLVD., HOLLYWOOD 46, CAL.
728 TENTH AVENUE, NEW YORK CITY, N. Y.

D. J. MacKillop, Dir. of Sales, Southern Div. MILTON SALZMAN, Dir. of Sales, Eastern Div.

50 MILLION OPERATORS CAN’T BE WRONG

50 MILLION OPERATORS CAN’T BE WRONG

50 MILLION OPERATORS CAN’T BE WRONG

50 MILLION OPERATORS CAN’T BE WRONG

50 MILLION OPERATORS CAN’T BE WRONG
“TELEVISION IS HERE TO STAY—MUSIC OPERATORS SHOULD FACE IT”

By Art Talmadge
Director, Advertising and Promotion,
Mercury Records, Inc.

The fear that many operators have toward television and its effect in resulting plays on their music boxes is, in my humble opinion, not as bad as it seems.

Television, it is true, made amazing progress during 1948, as a matter of fact it even amazed its own industry. Initially most “viewers” were tavern customers because tavern owners realized the tremendous draw their television sets would have. Television sporting events were the main attraction because it made for easy viewing and also it encouraged many side bets on the matches. However, tavern owners soon found that customers “nursed” their drinks a great deal longer during the telecasts. Plays on the music boxes suffered quite heavily, but the novelty wore thin and tavern owners turned the television sets on only for choice telecasts, and usually for sporting events. Plays on the music boxes picked up appreciably, and in many instances boxes operated during the telecasts.

As a record company it is to our advantage to have the operators in a healthy condition, because they are the pulse and heartbeat of record sales.

One thing is certain: we can’t stop progress. Television is here to stay. Perhaps its competition to the music boxes will result in some gimmick that will invite more plays. Radio and motion pictures also have a problem because of television, but they are using every possible source to compete with this new rival. Better programs, better pictures and, for the record industry, better music and if possible lower priced discs. Gimmicks are also playing a big part to increase attendance. Right now it’s give away, bigger and better than ever. How about a give away with music boxes—after so many plays a lucky number and a resulting giveaway. What to give? Free drinks, cash or, better still, how about the television set in the tavern!

Operators: THE SWING IS TO NATIONAL

OUR LATEST RELEASES ARE YOUR COIN COLLECTORS

THE RAVENS’
#9049 SOPHISTICATED LADY
#9060 IN A SENTIMENTAL MOOD
#9061 MY SILENT LOVE
#9052 YOU’RE MY EVERYTHING

THE GREAT MR. B
(BILLY ECKSTINE)
#9049 SOPHISTICATED LADY
#9060 IN A SENTIMENTAL MOOD
#9061 MY SILENT LOVE
#9052 YOU’RE MY EVERYTHING

CHARLIE VENTURA
#9057 I’M FOREVER BLOWING BUBBLES
#9048 EAST OF SUEZ
#9055 EUPHORIA

‘DUSTY’ FLETCHER
(Open The Door, Richard)
#9018 THE LAST CLEAN SHIRT
SHE SURE MAKES A FOOL OUT OF ME

WHISTLING MR. JONES
(With Bone Acc.)
#9063 SWEET GEORGIA BROWN
Latch on to these HITS!

NATIONAL Records

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
'Merry Christmas Baby'
Johnny Moore's 3 Blazers

'Elevator Boogie'
Mabel Scott

'I've Got A Right to Cry'
Joe Liggins

'Gloria'
Johnnie Moore's 3 Blazers
Buddy Baker's Orchestra

'Dear Okie'
Doye O'Dell

'Boogie Woogie Santa Claus'
Mabel Scott

'I Sold My Heart to the Junkman'
The Basin Street Boys

'Roll 'Em'
Joe Liggins

'That's Your Last Boogie'
Joe Swift

'Draggin' the Steel'
Texas Jim Lewis

'The Honeydripper' Part 1 - Part 2
Joe Liggins

'Basin Street Blues'
Herb Jeffries - Buddy Baker's Orch.

'Loose the Man'
The Dixieaires

By Ed. Levy
President, Major Distributing Co.

Just two years and eleven months ago we started in the record distributing business. It seems like yesterday, Herb Zehley and I decided, over a "Gin" game, to enter the music business. Our first start was an initial order for 62,000 Aladdin Records. As the records left Los Angeles we raced to New York to find space to receive them. They had a hit called "Be-Be-Be-Leba," by Helen Humes, and we were off to a flying start. We sold all day, delivered at night, and tried our hand at bookkeeping on Sun-

days. Sometime ago it took account-

ants six months to straighten out our bookkeeping attempts. Thanks to our many friends, the music operators, retail music dealers and disc jockeys, we grew and grew. Today, Major Distributing Company handles 19 lines. We feel that we still have room to grow. Not so much with the view to taking on more lines, but a continuing, speedy service to our customers, and the ability at all times to handle hit songs.

We have just recorded a number called "My Adorable One" by Johnny Lane. The first week we moved more than 5000 records. We started a sub-

sidiary company called Lee Sales Co., Inc., to handle all manufacturing. Distributors for this record are at present: James Martin, Chicago; Da-

vid Rosen, Philadelphia: Jake Fried-

man, Atlanta; Allen Dist. Co., Vir-

ginia; Mann Music, Boston, and Mike Mclntyre, Detroit; Pan American, Flor-

ida; and Seabird in Hartford, Conn.

Our new branch opened at 237 Gen-

neseo Street in Buffalo and has en-

joyed a very successful first sales period. This office services all of our up-

state customers.

Out This Week!

ILLINOIS JACQUET'S
New APOLLO Disk # 785

TINY BROWN'S
NEW BLUES SIDES
APOLLO 402

Order From Your Nearest
Distributor or Write
APOLLO RECORDS, INC.
457 WEST 40TH STREET
NEW YORK

Latest Hits on MANOR

"I NEED A MAN"
(Vocal by BASIL SPEARS)
backed by
"FRENZY"
(Instrumental)
by BASIL SPEARS & ORK.
$1.11

MANOR RECORDS
313 WEST 57th STREET N.Y.C.
Worthy Successors to Our Current Smash Hits

★ "ON A SLOW BOAT TO CHINA"
★ "MY DARLING, MY DARLING"
★ "IT'S TOO SOON TO KNOW"

"ONCE IN LOVE WITH AMY"
FROM THE HIT MUSICAL "WHERE'S CHARLEY"
Already Recorded by
FRANK SINATRA on Columbia
DEAN MARTIN on Capitol
JOHN LAURENZ on Mercury
FREDDY MARTIN on RCA Victor

"CARELESS HANDS"
Recorded by
SAMMY KAYE on RCA Victor

Published by
EDWIN H. MORRIS & CO., INC.
1619 BROADWAY • NEW YORK, N. Y.

"REMEMBER ME" T. TEXAS TYLER
New Release—Just Out
4-Star 1290

"PUT MY LITTLE SHOES AWAY"
and
"THERE AIN'T GONNA BE NO DOGGONE AFTER AWHILE"

"The Man with a Million Friends" will be in there pitchin' to
corral you a million nickels in 1949
FOR THE BEST IN FOLK MUSIC

4-STAR RECORDS 210 NO. LARCHMONT
HOLLYWOOD 4, CALIF.

"JUKE BOX GREATEST OFFERING FOR A NICKEL"

By Frank B. Walker
General Manager, M-G-M Records

The advent of 1949 means the start of
a new year for business. It also
commemorates the 100th anniversary
of the California Gold Rush. Un-
doubtedly, this signifies that this is
the beginning of a new rush in record
buying—we hope. However, I hon-
estly feel that it is a year of hope
and bright prosperity for the record
industry as a whole. Business in the
first few weeks of '49 indicates that
there is definitely an awakened inter-
est in records.

The outlook for the coin machine
operator is also a hopeful one. Dur-
ing the ban, coin machines, anxious
to stimulate "nickel droppers," in
cany cases, resorted to buying estab-
lished standards which they knew
were always good for a play. How-
ever, with the prospect of new tunes
and new artists, the coin machine
operator can look forward to a big-
ger and better sales stimulus.

Concentrated pluge of new releases make
the outlook much brighter and should
lure the nickels into the juke boxes.
There is one thing for the coin ma-
chine operators as well as the Record
Industry as a whole to remember.
America is a vacation-minded land.
This is particularly true of the young
wage earner (the industry's greatest
gold mine). From the Northern coast
of Maine, to sunny California and
Florida your entertainment-conscious
youth is out to have fun. Music is
an integral part of that fun. That is
why, I believe, in a country where the
nickel is an almost forgotten coin,
the youth of this country are not go-
ing to neglect the coin machines.
In my mind it's the greatest entertain-
ment offering for a nickel this coun-
try has, and I have no doubt that the
kids of this country know it and in-
tend to keep their nickels dropping.
If 1949 means a record rush to the
dealer, it could also be the year of
the nickel rush to the Coin Operator.

* For The Best Records
In Chicago
See
CHORD DISTRIBUTORS
2406 So. LaSalle St. Chicago 16, Ill.
(Tel.: DAnube 6-1040)

WHAT'S MY NAME?

RCA VICTOR RECORDS

Famous "MY HAPPINESS" Team

JON & SONDRA STEELE
Exclusively on DAMON RECORDS

LATEST
D-11220 "I'll Be In Love With You" Acc: Gene Pringle
"Lonesome For You" and His Orchestra

Order Now From Your Damon Distributor

DAMON RECORDS, INC., 1221 BALTIMORE AVE., KANSAS CITY, MO.
By Richard Bradley
President, Tower Records

Heartiest congratulations to the nation’s music operators for the tremendous strides accomplished in the face of overwhelming difficulties. Yes, in spite of the “musigremlins,” it was a great 1948, and the fortitude of this great industry will make it shine in ’49.

Speaking for a comparatively new independent label, Tower Records has made great strides in 1948. I want to personally extend my sincere thanks to the nation’s music operators for the great part they played in making our in-the-running possible.

I’m certain that our artists also realize how much their success is due to the valued exploitation by music operators thru the medium of coin operated phonographs. It is without doubt the all important measuring stick of their professional careers and, together, we highly value their criticisms.

Now we have even a better realization of the need for cooperation between music operators and record manufacturers, and we shall continue striving to make each side of every release a potential for our mutual benefit.

It has been proven that music operators appreciate the intricacies of producing good recorded music. Only with their continued support can we bring to the general public the varied music to suit tastes and to serve many moods.

To maintain this good-will, we know that the music operators must have their records made of the finest quality obtainable, and we will continue to make this phase the most important part of our operation.

Sometimes, due to circumstances beyond our control, varied difficulties arise. We ask only the privilege of hearing your “gripes.” You have our assurance that we will do everything in our power to eradicate unfortunate occurrences. It is our ambition to conform to the desires of the music operators.

With the advent of so many new labels, I can appreciate the task of having to listen and consider them all, but this greater variety should afford a greater selection, and hence greater potentialities. In 1948 we have had the distinct honor of introducing to the musical enthusiasts of this country many great recordings of great tunes.

It was a privilege to be first. Among them we have been able to present to the music operators two major hits, “HOW SOON” and the current “THAT CERTAIN PARTY.” We know that the music operators helped to make these tunes the great hits they were.

By Richard Bradley
President, Tower Records
The All Time King of the “VIBES” and DRUMS
LIONEL HAMPTON
and his Orchestra

Current DECCA Hit
"HOW HIGH THE MOON"
"RIBS AND HOT SAUCE"

In Pictures...
“A SONG IS BORN” A Samuel Goldwyn Production

ON DECCA RECORDS

Public Relations: GEORGE B. EVANS
Management: ASSOCIATED BOOKING CORP.
Joe Glaser, Pres.

The DOUGH will FLO, JOE
with
"FLO and JOE"
KING COLE TRIO on Capitol 15320
BENNY LEE on London 392

Published by REGENT MUSIC CORP.
1619 Broadway New York 19, N. Y.

M. A. Miller Mfg. Co., Inc.
CHICAGO 15, ILL.
Manufacturers of the "Famous Four"
CARILLON-DYNAMIC COIN MACHINE NEEDLES
invites all Music Operators and Distributors visiting the CMI Show in Chicago to
BOOTH 100
for FREE SAMPLES of America’s Finest Precious metal alloy and sapphire needles.

The Polka is not merely a dance fad. It is a form of musical expression, for singing and dancing, that has won the hearts of millions in America and is popular throughout the entire world. Recognizing this, DANA will continue its policy of providing the Coin Machine Operators with the world’s finest polka creations. Many of these will be in the Polish language for localities where there is a special demand for Polish recordings. Wherever the polka is of a type that has especially endeared itself to the hearts of the American singing and dancing and listening public, DANA will issue English language versions.

In addition to its polka line, DANA will continue to lead the way with the latest "pops" that look like they have great promise. Special emphasis will be placed on tunes with a continental flavor that have proved themselves abroad and which are ripe for introducing in this country. Now that the recording ban has been lifted, the year 1949 looks very promising for big things in the record industry, since the new works of our songwriters need no longer gather dust on the shelves for lack of the greatest of all stimulants toward success — The Record.

DANA recognizes the great part played in the industry by the Coin Machine Operators and sincerely trusts that DANA records will play an important part in the "juke box" of 1949.
Just 6 months old today...
and already one of the most successful bands in America
JUST CONCLUDED SMASH ENGAGEMENTS AT

★ CLICK PHILADELPHIA
★ AVALON NEW YORK
★ TEEN TIMERS MBS Coast-To-Coast

Personal Management
BARBARA BELLE
1619 Broadway, New York 19, N. Y.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
43 STATES WILL OFFER OPERATORS VIDEO IN '49
See 49 As Biggest Television Year—Survey Shows Many New Stations To Open

NEW YORK—With more and more music ops getting an entirely new view of the forthcoming coin operated television industry at the sixteenth annual convention of the coin machine industry at the Hotel Sherman this week, one of the highlights of the Hotel Morrison, there is no doubt that the idea of television which the public will pay to hear is now starting to come to the front stronger than ever.

Ops were waiting for this convention to see what would be presented in the way of coin operated television. This year, Alrecon Mfg. Corp. of Kansas City, Kansas, and the Solo-Tone Corp. of Los Angeles, Calif., presented new units, in addition to the Teke-Juke and Vidograph units of New York City.

Each one of these firms has been doing a fine business with interest growing larger and larger, and more and more music ops learned about the various new styles.

At this convention the trade will also see, for the first time, the new video sets installed at the Hotel Morrison.

In short, the manufacturers haven't hesitated to signal that 1949 will probably be video's biggest year with prediction that over 5,000,000 sets will be in operation when '49 ends.

With 40,000 sets in public places and this number growing larger each week, we have taken a research on their own account and are reported to be carefully checking all units.

Most important to every music operator is the fact that in 1949 there will be more money to spend and the District of Columbia offering television programs. This is, without any doubt, the most phenomenal growth of any industry in American business history. It also means that ops will have the programs to sell to their locations.

With small business in its present chaotic state, there is no doubt that location owners will want coin operated units from a profit standpoint as well as from the fact that they don't want to invest money in receivers at this time. Everything points to a natural beginning for coin operated television.

There are now 50 stations in operation throughout the nation. Already 125 applications have been made for new stations with 138 applications in addition now in hearings. In addition, 76 construction permits have been granted and approximately 50 of these are already working to get stations operating.

With remote TV already here, which means ops can cover a complete location from every possible angle, and with the fact that these new forms of coin operated video have learned that television actually helps boost juke box take, and also with the further spread of television seeing stations, it becomes apparent that operators can look forward to the new opportunity for the coin trade.

It is also a well known fact that music ops have for sometime been discussing coin operated TV with their locations.

Some have been surprised to learn that these location owners would very much like to have such units installed rather than go out at this time and invest in new video receivers.

It has been the angle for the music op and ties in with his present interest in the location.

Genco Features “Floating Power”

CHICAGO—Zinging right into 1949 with one of the most outstanding five-balls they’ve ever built, Genco is prepared to handle records at their booths #49 (left) and #50 (right) at the coin machine show at the Sherman Hotel, and every booth has many, many visitors at their very modern factory on the near north side of the city.

With a powerhouse of winners behind them in ’48, which include: Merle & Widow, Triple Action, Trade Winds, Marilyn, Screwbol, Pudin’ Head and One-Two-Three, the firm feel that they are off to a “perfect start” for 1949 with the newest of their games “Floating Power.”

Executive of the firm are tremendously pleased with the reception given their newest five-ball by operators and distributors who have already viewed it. They feel certain that this game will surpass production records of their former games. "It’s absolutely thrilling” one of the Genco execs stated, “to have operators come around to tell us how much money we can earn for them and at the same time compliment us on this first new game of ’49, ‘Floating Power.’

“We are constantly trying to bring the operators bigger and better money-makers,” he continued, “and we feel certain that after any pin game operator play ‘Floating Power’ just once, he’s going to agree with us that this is one of the grandest five-ball games he’s ever played. Here’s a game with brand new and different features.”

Harold Klein Back With ‘Shuffleback’

MILWAUKEE, WIS. — Harold Klein, well known and popular columnist, returns to the coin field as head of the Shuffleback Company, 2833 W. Lisbon Ave., this city, which will play "Shuffleback" a new idea in shuffleboards. The board is 8 foot, but gives the player 15 feet of continuous playing field.

Klein will be on hand at Booth 181 at the Sherman to greet his many friends and show them the great earning power of "Shuffleback." He is now lining up distributors throughout the country, and will appoint others at the shows.

AMI Distris Meet At Morrison Hotel Jan. 16

RAY MOONEY GETS CITATION FOR “CITATION”

CHICAGO—A plaque on which is engraved a citation of “Citation,” Bally’s great one-ball game, has been presented to Ray T. Moloney, Bally president, by the company’s New Orleans distributors.

The plaque, a brass plate mounted on a stained wood shield, carries the following inscription:
RAY T. MOONEY
May We Extend to You and
The Entire Personnel of Bally Manufacturing Company
The Deepest Appreciation of Ourselves, Our Customers and Our Locations for giving us
“CITATION.”
Louis Boasberg
Raymond Bosworth
Joseph Isaccion
Arcana Caley

The plaque has been hung in a prominent position on the walls of the game room at Bally’s Belmont Avenue plant.

"WHERE DO I PUT IN THE NICKEl?"
YESTERDAY  TODAY

GENCO  1948

TRADE WINDS

MERRY WIDOW

TRIPLE ACTION

MARDI GRAS

SCREW BALL

PUDDIN' HEAD

WE'LL BE LOOKING FOR YOU!

COIN MACHINE SHOW

BOOTHS 47-48-49-50

EVERY DAY IS A GOOD DAY WITH GENCO GAMES

YOU ENJOYED Big Profits WITH THESE
"GENCO HITS OF 1948"

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

NOW WE START A PARADE OF "MONEY MAKERS FOR 1949"

WITH GENCO’S FLOATING POWER

2621 N. ASHLAND AVE.

CHICAGO 14, ILL.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Chicago Coin's Re-bound retains all of the fine workmanship and beauty of the larger game. The cabinet is of beautiful Maple and Walnut. The playing field is made of "Dura-life", the plastic which will not warp, will not require resurfacing, and which always retains a smooth, true finish.

Player Throws Puck Against Rubber, Which Rebounds Puck to Score in Front of Player.

Chicag0 COn MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

JENNINGS LEADS BELL FIELD WITH "SUN CHIEF"

"First Really Different, Better And Modern Bell," Claim Ops Who Have Already Seen It.

Attracting many to the O. D. Jennings & Company offices where orders have been placed for the new "Sun Chief." As one noted bell coinman stated, "This is the first bell which I can safely state obsoletes everything that has ever yet appeared in the field."

Others said, "Here is the most beautiful, and the most outstanding bell from a mechanical standpoint, which has ever yet been created."

Expressions of this same type have been flowing through this city ever since the first noted bell coinman called at the Jennings' factory to view the "Sun Chief."

The machine will be the major display of the firm and will be featured all during their open house party. Hundreds of coinmen are making it their business to visit the "Open House" and see the "Sun Chief" because of the many fine compliments which have already been paid it.

O. D. Jennings & Co. sales force report that they have never before had so much interest shown in any new equipment.

As one of these men said, "This is really the first time in bell history when coinmen flocked to a factory in such numbers to place orders for a new machine. The "Sun Chief," he continued, "is revolutionizing the entire bell machine industry."

Seacoast Distributors

Dave Stern  Tom Burke

...will be at the C M I Convention to discuss distribution and sales opportunities with manufacturers

Contact Us At Sherman Hotel, January 17, 18 and 19

SEACOAST DISTRIBUTORS
415 FRELINGHUYSEN AVE., NEWARK, N. J.
(All Phones: Bigelow 8-3524)
During 1948...

**Aireon** The Operator’s Phonograph

**Gave You...**

- PLUG-IN TELEVISION
- G. E. RELUCTANCE PICK-UP
- COLD, NEON LIGHTING
- MICRO-GROOVE (Long Play) EQUIPMENT (Optional)

ALL in a SENSIBLY PRICED PHONOGRAPH!

**NOW—for 1949**

**Aireon** PRESENTS SENSATIONAL NEW

**TONAR**

Employing the cathode ray principles of radar, to make the playing of each record a new and exciting adventure... FASCINATING, EDUCATIONAL! A SURE "LOCATION-GETTER".

**Plus...**

- ATTRACTIVE COLOR-LIGHTED DOOR
- COMPACT, COMBINED AMPLIFIER & CONTROL BOX
- TWIN MATCHED CINAUDAGRAPH SPEAKERS FOR FULL TONAL RANGE
- SIMPLIFIED MECHANISM

and STILL in a SENSIBLY PRICED PHONOGRAPH!

Get ahead... Stay ahead with

**Aireon**... The Operator’s Phonograph!

*Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!*
Exclusive Distributors
For
THE COMPLETE
BUCKLEY
LINE

TRACK ODDS—CRISS CROSS BELLS
WALL BOX—and NEW 1949 MACHINES

★ ALL TYPE SLOTS REBUILT
★ WE SPECIALIZE IN REBUILDING
BUCKLEY TRACK ODDS
★ GUARANTEED USED MACHINES
★ COMPLETE STOCK OF COIN
MACHINE PARTS

BOB BUCKLEY  SAM TRIDICO
CONSOLE DISTRIBUTING CO., INC.
3425 METAIRIE ROAD
NEW ORLEANS 20, LOUISIANA
(PHONE: TEMPLE 5712)

AMERICAN MACHINIST
The Cash Box

January 22, 1949

SAFETY WHERE
SAFETY COUNTS!

Chicago ACE Locks

You can relax with ACE Locks on your equipment because
they protect your investment where it counts—on location!

CHECK THESE SAFETY FEATURES:
★ 7 pin-tumbler locking mechanism
★ Round keyway to prevent getting tools into the lock
★ More than 60,000 key changes
★ Registered key change for your exclusive use
★ ACE round key that defies unauthorized duplication
★ Duplicate keys available only from the factory—and
then only on your proper authorization
★ Unused ACE key blanks are never sold to anyone
★ Built of finest materials to resist all known operating
hazards.

Ask your Distributor for Chicago ACE Locks,
or write for Folder CB

CHICAGO LOCK CO.
2504 North Racine Avenue
Chicago 14, Illinois

NAMA To Hold 1949
Convention At Atlantic
City, November 27-30

CHICAGO — National Automatic
Merchandising Association (NAMA)
will hold its 1949 Convention and
Exhibit on November 27 thru 30 at
the Convention Hall, Atlantic City,
N. J., according to an announcement
by Ford S. Mason, president.

"I am certain that at the 1949 con-
vention we will see new and improved
vending machines of every type. The
conference committees, headed by
Chairman George M. Sendman of
New York, is working hard and exhibitors
have already spoken for more than
40 per cent of the exhibition space," stated Mason.

Pre-Convention Rehearsal—

CHICAGO—Three popular coinmen
getting ready for the hectic show days.
Left to right: Al Stern, World Wide
Distributors; Tom Callaghan, Bal-
ly's congenial representative; and
Herman Paster, Mayflower Distribut-
ing Co., St. Paul, Minn., caught prac-
ticing up at the Boulevard Room of
the Stevens Hotel.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
COME OUT TO JENNINGS DURING THE C. M. I. SHOW AND INSPECT THE NEW SUN CHIEF MACHINES!

TRANSPORTATION ON THE HOUR FROM THE SHERMAN HOTEL TO OUR PLANT!

We want you to be among the first to see Jennings' new SUN CHIEF Machines in person! Just look at these features. Rich, gleaming gold/chrome front that LIGHTS-UP . . . it will attract more players.

Notice the new jackpot design . . . the big silo full of money will demand attention anywhere! Both Sun Chief models have Jennings famous “One-Piece” Chief Mechanism with new 1949 mechanical innovations.

Make it a point to see the new SUN CHIEF Machines in Booths 9 and 10 at the C.M.I. Show or at our Open House Jan. 17-18-19.

JENNINGS DELUXE SUN CHIEF

SEE JENNINGS'S Sun Chiefs

JENNINGS SUN CHIEF CONSOLE

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

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

. . . SEE FOR YOURSELF!

BOOTHs 17-18-19
COIN MACHINE SHOW

Creators of Dependable Play Appeal

Wise Buys
(IT PAYS TO BUY FROM A REPUTABLE DEALER)
THIS IS YOUR OPPORTUNITY TO BUY THE FINEST COIN-OPERATED EQUIPMENT AVAILABLE AT RIDICULOUSLY LOW PRICES

BALLY DOUBLE UPS $25.00  KEENey BONUS Bells $20.00
BALLY WILD LEMONS 315.00  KEENey TWIN BONUS BELLS 375.00
BALLY RESERVE BELLS 395.00  BALLY GOLD CUPS 295.00
BALLY TRIPLE BELLS 395.00  BALLY JOCKEY SPECIALS 195.00
BALLY DELUXE DRAW BELLS 215.00  BALLY SPECIAL ENTRIES 150.00
BALLY DRAW BELLS 175.00  VICTORY SPECIALS 75.00
BALLY BIG INNING (NEW) 315.00  BALLY BIG INNING 210.00

1/3 DEPOSIT WITH ORDER

Bally Multi-Bell
(Immediate Delivery)
REGIONAL BALLY DISTRIBUTORS
MARYLAND, PENNSYLVANIA, VIRGINIA, DELAWARE
AND WASHINGTON, D. C.
CHRIS NOVELTY COMPANY
1217 NORTH CHARLES ST., BALTIMORE 1, MARYLAND

PHONE: MULBERRY 8722

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

Fred A. Mann and Ben Palastrant
Join Trans-Vue Corp As V-P's

CHICAGO—R. R. (Rudy) Greenbaum, president of Trans-Vue Corporation, this city, announced two of the country's foremost columnen have joined the organization as vice-presidents: Fred A. Mann and Ben Palastrant, associated with Greenbaum in former companies which he headed, assumed their duties immediately, and both will be on hand at Trans-Vue's display of their "TV" equipment at the Penthouse Bungalow, Morrison Hotel, January 17, 18 and 19.

"Trans-Vue Corporation is bringing to the music operator the means for him to use his present equipment and even surpass war time peaks in collections," stated Mann.

Sutton Forms Export Company

CHICAGO—In order to concentrate on domestic business, and to more adequately handle the increasing export business, Gordon E. Sutton announced the formation of an export company, Simplex Export Company, with offices at 134 North La Salle Street, this city.

James M. Davran and Hugh W. McGarrity head this new company.

In addition to continuing to export all equipment for Illinois Simplex Distributing Company, the export firm will take care of all foreign sales and distribution of Revco's IcE Cream venders, Refreshomat Soft Drink Vender, and Fadon's Shoe Shine Machine.
A PERSONAL MESSAGE TO EVERY MUSIC OPERATOR

A phonograph’s TRUE VALUE to the music operator is measured by this yardstick:

Will it get and hold top locations, operate dependably at minimum expense and maximum profit, in sensible relation to the investment it represents?

Over the years Wurlitzer Phonographs have faithfully and \textit{provably} held to that concept of phonograph value.

As a result, Wurlitzers have been by all odds the world’s largest selling phonograph, have consistently commanded highest trade-in values, have earned for Wurlitzer the dominant leadership of the commercial music industry.

BUT LEADERSHIP IMPLIES RESPONSIBILITY

Under today’s conditions Wurlitzer recognizes as its primary responsibility the continuance of quality merchandise built to the desires of the public, the location and the operator. It is no idle boast that current Wurlitzer models, at today’s prices and by every accepted standard, are \textit{the greatest phonograph values ever offered to music operators}.

That is as it should be, for it is important that \textbf{ALL} of us face the future with confidence. And we at Wurlitzer sincerely believe that we have a stake in your future as you have in ours.

Wurlitzer Engineered Music Systems enable you to serve and profit from every type of commercial music installation. Wurlitzer Phonographs are \textit{location tested and proved \ldots EASY TO PLAY}, easy to service, economical and profitable to operate.

What you \textit{get} for what you \textit{pay} is still a fundamental of your business. And when you buy a Wurlitzer you buy the best—\textit{in value, dependability, earning power, and in public and location acceptance}.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
BUY A NEW MACHINE FOR ONLY $75.00
Keep Cost of Operations Down
Seeburg LO-TONE
(Cabinet Only)
$75.00—(Plus Your Old Cabinet)
All you have to do is send your old cabinet (unscrew the mechanism) and we will ship our refurbished LO-TONE CABINET. Install the mechanisms in our cabinet and you will have a machine that will operate and look as good as new. When ordering, specify whether you want Model 810, 8180 or 9000.

SHIPPING ORDERS TODAY!
1/3 with Order. Bal. C.O.D. Send for Complete List

DAVID ROSEN, INC.
Exclusive AMI Distributor
855 N. Broad St., Philadelphia 23, Pa.
503 Evergreen Ave., Baltimore 23, Md.
EDMOND 5322

Washington Music Guild Elects Officers For '49

WASHINGTON, D. C.—The Washington Music Guild, music operators association here, held its annual election of officers meeting at the Hamilton Hotel this week.

Hirah de LaVic, Hirah Coin Machine Corporation, was elected president; Jack Kaplan, Music Supply Company, vice president; and Evan Griffith, Pioneer Novelty Company, secretary and treasurer. Elected to the Board of Directors were: Charles W. Bowles, East Coast Music Company; Teddy Crawford, Sterling Novelty Company; Simon Davis, Washington Music Company; Harold Klein, Silent Sales System; and Ed Rense, Northern Virginia Music Company.
TERRITORIES OPEN FOR DISTRIBUTORS
MAKE ILLINOIS SIMPLEX YOUR HEADQUARTERS

SEE THE
SIMPLEX LINE
DURING THE CMI
SHOW
BISMARCK HOTEL
Suite D, 3d Floor
JANUARY 17-18-19

FOR

SIMPLEX SHUFFLEBOARD
REVCO ICE CREAM VENDERS
NATIONAL ICE CREAM VENDERS
FALCON SHOE SHINE MACHINES

CHOICE OF PLAYING FIELDS
- MASONITE
- FORMICA
- MAPLE

Introducing the SIMPLEX
SHUFFLEBOARD
WITH ELECTRIC SCOREBOARD AND
CHOICE OF PLAYING FIELDS

The Operator's Shuffleboard, built to the exacting
specifications of men who know operator's needs.
Beautifully designed cabinet, built to take a real
beating. Slick, smooth tops will give a lifetime
of trouble free service.

ALL FOREIGN BUYERS WELCOME

SIMPLEX
SHUFFLEBOARDS
AVAILABLE WITH
OR WITHOUT
ELECTRIC SCOREBOARD

NATIONAL
ICE CREAM
BAR VENDER

Three flavor National Venders a top money get-
ter on any location, any season. Large capacity,
trouble free operation, attractive durable finish
cabinet.

FALCON AUTOMATIC
SHOE SHINE
MACHINE

Sturdy, foolproof, de-
pendable, engineered to
operate with a minimum
of service calls. Already
proven a 1p money
maker.

ILLINOIS SIMPLEX DISTRIBUTING CO.
831 SO. WABASH AVE., CHICAGO 5, ILL.
Phone: WABASH 2-4090

INDIANA SIMPLEX DISTRIBUTING, INC.
2451 MERIDIAN, INDIANAPOLIS, IND.
Phone: TALBOT 3375

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
OPERATORS: We Have A SPECIAL DEAL FOR YOU on “NU-ART” SHUFFLEBOARDS

PICTURED HERE
DE LUXE MODEL
SIZES: 20 and 22 FEET

ALSO AVAILABLE — Combination Bowling Game and Shuffleboard 16 Ft. Size Only (Not Illustrated)

“NU-ART” SHUFFLEBOARDS HAVE NO COMPETITION IN QUALITY

OPERATORS: Write — Wire Immediately For Complete Information on our “Special Deal”
— You Can Save Money!

SHUFFLE BOARD COMPANY OF AMERICA, INC.
224 EAST ELM STREET • LINDEN, NEW JERSEY
(Manufacturers of Nu-Art Shuffleboards for Over Twelve Years)

SAVE MONEY
AND GET THE BEST
IN USED FIVE BALLS
ALL MERCHANDISE GUARANTEED REGARDLESS OF PRICE

MEXICO $ 34.50
HEAVY NITTER 49.50
BONANZA 49.50
TREASURE CHEST 59.50
MAJOR LEAGUE 69.50
SPINBALL 102.50
VIRGINIA 119.50
MERRY WIDOW 124.50
JAMBOREE 129.50
DEA W DITTY 129.50
RANCHO 139.50
HIT PARADE 149.50
CIRCUS 159.50
WRITE FOR PRICES ON ALL NEW GAMES

FINANCE PLAN AVAILABLE

SILVER-KING CORP.
522 Divisery Parkway, Chicago 14, Ill.

R. R. (Rudy) GREENBAUM

CHICAGO — R. R. (Rudy) Greenbaum, President of Trans-Vue Corp., this city, has just introduced himself to all the cointrade by showing "TV," which he listed for many weeks, as the newest in completely commercial television receiver equipment at the Morris Hotel Penthouse Bungalow.

Vice-Presidents of the firm were introduced as Fred Mann of this city and Ben D. Palaser of Boston, Mass., both well known to music coinmen throughout the country.

An exclusive contract with the Belmont Radio & Television Corp. of this city, division of the Raytheon Corp., was featured. The firm showed coin machine ops the newest ideas in the use of television receiver remote control equipment which would bring complete focus coverage to every part of the location, making it easy for location owners to tune in the programs in which their customers are most interested.

“This is the first time,” Greenbaum stated, “the bartender, or the owner of the spot, doesn’t have to crawl up on a chair and monkey around with the dial of the television receiver to bring in any program.”

The firm features a very simple control unit placed right at the bar which allows the bartender to tune in easily and simply and get whatever program he is most interested in. This multiple unit of three controls is locked into a single master control.

At the same time, Greenbaum announced, because of their present contract they will be able to give coin machine ops in the 23 cities where TV is now showing complete and expert service. The firms with whom he is contracted already have expert service men in each area where TV is now being featured.

The firm are showing two models. One features a 10½" tube with a 78 square inch pic and the other a 16" tube with a 130 square inch picture. No prices were given regarding the cost of these units to the trade. Both are coin operated.

One thing which was immediately explained was the fact that no state-wide franchise would be granted.

At the same time execs of the firm stated that they would be able to deliver to all the dits who would be appointed immediately after the convention.

One important feature which Greenbaum explained was, "This is one unit which cannot be purchased thru any retail channels. It is definitely the very first really commercial television receiving equipment ever created."

Special arrangements have been made to use phono amplification units and the firm will provide a very super amp unit, if this is desired. So that the operator will have one of the most modern audio units ever yet presented to the cointrade.

It is truly a remarkable showing at the Penthouse Bungalow.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Shuffleboard Ops Urge 70%-30% Commish Basis

All Should Obtain Better Than 50-50 Basis on High Priced Boards is Claim. Extra 20% Speeds Amortization and Assures Profits. One Mfr. Claims Location Will Accept Such Commish Basis. Also Urge Set Weekly Service Fee Be Arranged.

NEW YORK—Leading shuffleboard ops throughout the country, as well as distrbs and one well known manufacturer, have come to the fore to suggest to the operators who are now purchasing shuffleboards (in ever larger quant-

"There is no earthly reason," one well known eastern shuffleboard manufacturer stated, "which you have pro-

"This commission plan," one well known eastern shuffleboard manu-

"He also said," The higher price of the shuffleboards makes a better loca-

It is also a known fact (and an item appears in this issue) that servicing shuffleboards is an entirely different, expensive and separate business in itself.

"The A.B.T. Totaliser totals any combination of pennies, nickels, dimes or quarters. Counts and vends automatically and can be used in any size.

The New Ace Chute

The New 6500-B Slug Rejector

Actually 3 individual rejeectors in this small and compact unit. 5-10-25c—each coin is separately tested for size, weight and metal content. Equipment with the new time-delay coin actuated switches, this new rejector will operate any Relay or Solenoid—a new and exclusive A.B.T. feature. All A.B.T. Slug Rejeectors are equipped with a new exclusive ADJUSTABLE CRADLE.

The A.B.T. Totaliser—Totals any combination of pennies, nickels, dimes or quarters. Counts and vends automatically and can be used in any size.

Meet us at the Coin Machine Convention 50-100

All Products of A.B.T. MANUFACTURING CORP.

On the West Coast, see A.B.T. equipment at the R. B. Clapp Company, 314 Omar Avenue, Los Angeles 13, Calif.

VISIT BOOTH 181  WORLD'S GREATEST SHUFFLEBOARD

"SHUFFLEBOARD"  FULLY PATENTED

It's Sensational

Attention DISTRIBUTORS—Territorial Franchises Now Available!

SHUFFLEBOARD COMPANY 2633 W. LISBON AVE.
MILWAUKEE 5, WIS.

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

I'd like you to publish the following ad in your paper: The "L" of my name is "lit" under a former name, Hankin Distributors. We are doing business as usual and all customers are welcome.

You don't need the bally-hoo of an "ed" to let the industry know you're back in action. Everyone has been rooting for you to return to us. We've been waiting for you for a while. We're glad to see you're back.

**HANKIN DISTRIBUTORS**

Morris Hankin, 708 Spring Street, N.W., Atlanta, Georgia

**ADVERTISING POSTERS CO., INC.**

1500 N. HALSTEAD ST.

CHICAGO 22, ILL.

**KOEPEL SAVES YOU MONEY!**

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**COMPLETE LINE OF ARCADE EQUIPMENT & SUPPLIES**

**See Our Display Of MERCURY GRIP SCALES**

**ST. LOUIS, MO.**

Ideal Novelty Company has received delivery of a new ¾-ton Chevrolet pickup truck for hauling arcade machines. They have been preparing for the new line of machines by improving their facilities. The company is located at 123 Main Street, St. Louis, Missouri.

**MINNEAPOLIS-ST. PAUL, MINN.**

Norman Hansen of the Osaki Novelty Company, Osaki, Minnesota, spent the day in Minneapolis visiting several of the distributors in the Twin Cities. Herman Fiscer of the Mayflower Distributing Company, St. Paul, Minnesota, visited Mr. and Mrs. John E. Hinds at the White House, St. Paul, Minnesota, in Minneapolis visiting relatives. John driving a new 1949 Cadillac since his 1948 Cadillac was smashed up in a bad accident several months ago.

Mr. and Mrs. Irv Heitman of Lake City, Minnesota in Minneapolis just for the day. Irv has bought out a good part of the route from which he worked for the past several years. Billy Gummow, for many years taking care of the route in Hopkins, Minneapolis for Kelly Distributed Chaska, Minnesota, is now on his own, as he recently purchased this route from Kelly. Good luck, Billy!

T. F. Flisch of Waconia, Minnesota back on his feet again and visited Minneapolis for the first time in several months. Mr. Flisch suffered a heart attack several months ago and is just getting around. Mr. and Mrs. Don Thrall of Lakeville, Minnesota spending a few days in Minneapolis. They expect to make the trip to Chicago to attend the Coin Machine Convention. Fred Felix of Pembina, North Dakota writes us that the weather has been so cold and heavy there, he is considering leaving for Chicago to attend the Coin Machine Convention.

Jim Donahue of Spooner, Wisconsin is spending the day in Minneapolis calling on distributors. Francis Boe of Lewiston, Minnesota in Minneapolis for the day attending business. A. R. Pierson of Mitchell, South Dakota spending a few days in the Twin Cities calling on distributors. Can't wait until he can take off for Florida. Fred Grohs, St. Paul owner is leaving for Miami, Florida for a three week vacation. Leonard Zelinski of the J & L Novelty Company, Lakefield, Minnesota spent the weekend in Minneapolis.

**EASTERN FLASHERS**

Coinmen from the East will be well represented at the CMI show, as reports indicate that a goodly crowd are on their way. As usual, this past week has seen an unprecedented number of meetings and conventions. Among the recently held conventions were the Coin Machine Contractors' Association in Chicago, and the Coin Machine Operators' Association in New York.

It is interesting to note that in a story in the New York Times, Commissioner Cammella stated that his department could develop additional municipal revenue if the city permitted the licensing of vending machines. He said they were legally operated for a fee in other municipalities.

Hymie Rosenberg, H. Rosenberg Company, who was traveling thru the southern states, flew directly to Chicago instead of returning home as he had planned. Bert Lane and Larry Pearl, Bert Lane, and Rayteco representatives, left for the show early in the week. Ralph Lackey and Al Dolins, Pioneer Music Company, Rosedale, Mass., working hard to stimulate action by the trade with music, are making the most of the situation and are very favorable. At a meeting of the Coin Machine Dealers of New Jersey, Emery E. Jones, House of U.S. N. J., on January 19, the board was held, and the following officers and board of directors were elected: Charles Stone, president; Sonny Silverstein, vice president; Frank Graves, Jr., treasurer, and John Shook, secretary. The board consists of Michael Lasker, Edward Dierickx, Louis Millman, Pat Trimmer, and David Goldberg. Joel L. Kessman is the executive secretary and treasurer.

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

ATLANTA, GA.—Morris Hankin, one of the country's best known coin men and pioneer of the coin machine industry, returned to his desk this week after a lengthy illness, and advised a reorganization of the firm, H & L Distributors.

Hankin reports that he has dissolved his ties with Jack Loveland and would operate the firm under the name of Hankin Distributors. The company will function at the same address as heretofore, the beautiful building and showrooms at 708 Spring Street, N.W., this city. The personnel remains intact.

As he is still under strict medical orders to "take it easy," Hankin will be unable to attend the coin show this year, and he pointed out that this will be the first show he will have missed since the inception of industry-wide shows, sixteen years ago.

Upon his return from Florida, where he is taking a vacation, Hankin will personally conduct the activities of the firm.

Hankin Reorganizes Distrib. Company

The Royal Shuffleboard is manufactured in Regulation Tournament Size 22-ft. long overall. The playing field is 20-ft. 8-in. long and 21-in. wide. Other Sizes Available on Special Orders.

The Royal Shuffleboard is manufactured in Regulation Tournament Size 22-ft. long overall. The playing field is 20-ft. 8-in. long and 21-in. wide. Other Sizes Available on Special Orders.

OPERATORS
Are you looking for a shuffleboard that is trouble-free?
The ROYAL is your answer!
Contact your local distributor for the shuffleboard with all the PLUS features, but at no premium to you.
"It's Black Magic"

WORLD'S FINEST CONSTRUCTION
All-Welded Structural Steel Frame
ROYAL is the finest Shuffleboard ever engineered or constructed—and it is now offered to you at NO EXTRA PREMIUM.
The playing field does not rest on a wooden cabinet (or supporting Bed) as is customary, but is independently supported by an all-welded structural steel frame—all of which playing surface is an integral part. Detachable, sturdy chrome plated steel legs rigidly secured to this steel frame allow direct leveling of the playing field.

This assures the location owner, or operator, a permanently accurate playing surface free of any and all distortions.

THIS IS AN EXCLUSIVE ROYAL FEATURE
Playing field is milled from Masoneite die stock of Aviation Industry Standards, then treated by processes developed by leading Chemical Technicians to produce a durable, abrasive resistant playing surface—unmatched in the entire Shuffleboard field.

The resultant finish is superb in its mirror-like resemblance to highest quality "Patent-Leather."

OPERATORS
Are you looking for a shuffleboard that is trouble-free?
The ROYAL is your answer!
Contact your local distributor for the shuffleboard with all the PLUS features, but at no premium to you.
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This assures the location owner, or operator, a permanently accurate playing surface free of any and all distortions.

MAIN OFFICE
120 Van Ness Avenue, Watsonville, California—Phone Watsonville 2070
"ROYAL" SHUFFLEBOARD

C. T. GIRDNER CO.

WORLD WIDE DISTRIBUTORS FOR THE

WORLD WIDE DISTRIBUTORS, Inc.

See Us at Our Exhibit

BOoths 79-80
For ALL coin-operated equipment. We have everything!

Visit Us at Our Famous, Beautiful Showrooms
for the finest in new and reconditioned coin machines.

See Us at Our Exhibit

BOoths 79-80
For ALL coin-operated equipment. We have everything!

Visit Us at Our Famous, Beautiful Showrooms
for the finest in new and reconditioned coin machines.

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

SENSATIONAL EARNINGS!

PERFECT CONTROL OF ITS FASCINATING ACTION ASSURES CONTINUED PLAYER APPEAL

- Wide Store Front Visibility
- Attracts Attention—Hold's Play
- Welcome in Locations Not Permitting
- Ordinary Games.
- Dual Control Speeds
- 12 Second Play
- Realistic Overhead Industrial-Type Crane
- Fascinates All Types of Patrons

Write for New Illustrated Folder...Stop At Booth No. 7 Coin Machine Show

COMO MANUFACTURING CORP. 2532 N. ELSTON AVE. CHICAGO 47, ILLINOIS

Finer Gifts from Fagman.

HABERDASHERS

TO AMERICA'S BEST DRESSED COINMEN

WHILE AT THE C.M.I. CONVENTION COME IN AND LOOK OVER OUR BEAUTIFUL "GIFT" LINE FOR '49...WALK RIGHT IN FROM THE LOBBY OF THE SHERMAN

Fagman ON RANDOLPH STREET IN HOTEL SHERMAN

CHICAGO CHATTER

This is it. The CMI Convention is underway. All you guys and gals that have been making plans and preparing to get here...can now look over what promises to be one of the best shows yet. Coinmen from across the country are in Chicago. Many are hustling around meeting old friends and making new ones. They've made lots of plans for these three days and want to crowd everything in. Yet sit, it's show time, so let's all have a good time.

We hear from Lindy Force that AMI will hold their annual distributors' meet Jan. 16th at the Morrison Hotel. The meeting will be followed by cocktails and dinner, and, from what Lindy tells us, this should be a very important occasion. It's in the pipeline for January 1949. Also... Sam Taras of Miami, the coin king of the south, visiting the AMI loop offices to confer with proxy John Haddock... It was recently announced by AMI that aside from showing their standard line of equipment at the convention they will also introduce their new 5c-10c-40 selection wallbox. Necessary parts to convert the 5c boxes to this new model will be available right after the show... Had a nice talk with H. F. (Denny) Dennison of Dennison Sales Co. and Solotone Corp. Denny is as busy as a one arm paper hanger these days. He had a zillion and one things to do before the convention. But he got them all done in time as you can see at his booth.

Over at O. D. Jennings & Co. the force is going full speed ahead with their open house party. And will continue busy all during the three days of the show. Jennings has transportation from the Sherman direct to the plant. Coinmen are all waiting to see Jennings' booth and the fascinating action of a new bell, "Sun Chief." From the booths coinmen are taken out to the factory where the Jennings' force is on hand to act as hosts... Over at Bally Mfg. Co. found proxy Ray Moline giving "Citation," the fabulous one-ball game which he recently received from his distributors, New Orleans Novelty Co. The plaque, beautifully engraved, honors Ray for "Citation," the fabulous one-ball game which is proving to be one of the greatest games ever created. Ray immediately requested that it be hung in a prominent place on the wall of the game room where it may be seen by all Bally visitors.

Spoke with Sam Lewis of Chicago Coin, who is telling everyone at his booth about the new midget Skee-Ball, Pistol Target Game, and their new five-ball "Beauty." Sam stated that the boys at Chloin are very enthused over "Beauty," which offers something different in the way of a five-ball. Chicago Coin's main attractions are their Shuffle-King and Shuffle-King II. Rebound plus the Shuffle-King scoreboard... Boys over at Genco booths thrilled over the way their new game, "Floating Power," has elicited at the show. Genco booths are the gathering place for all coinmen who dislike the CMI loop. Managed to get in a few words with Gerald Haley over at Buckley Mfg. Co. Jerry is as busy as the proverbial bee these days with all kinds of meetings and conferences and, as per usual, you can always count on the boys at Buckley to pull a few surprises.

Gordon Sutton of Illinois Simplex tells us about the formation of his new export company which will be operated and managed by James Davran, Export Manager, and Hugh McGrady, Domestic Sales Manager. The new export corporation will be called Simplex Export Co. and will be located at 150 No. LaSalle St. In addition to continuing the exporting of all makes and models of coin operated machines throughout the entire world, Simplex will handle all foreign sales and distribution of the following coin machine products: Revco Ice Cream Vender, "Refreshomat" Soft Drink Vender, and the Falcon Shoe Shine Machine. Gordon stated that all these, as well as other equipment in the Simplex line, will be on show at their suite at the Bismarck Hotel during the CMI show... At United Mfg. Co. as well as at their booths Billy DeSelm claims that, "Everything is a beehive of activity with everyone rushing here and there." He also says, "It's tough when a fella can't even take time to grab a cup-o-coffee."
DON'T LET 'EM KID YOU!

Only BUCKLEY Can Give You the GENUINE CRISS CROSS FEATURES

PLUS

LARGE GUARANTEED JACKPOT

The unprecedented popularity of the BUCKLEY CRISS CROSS JACKPOT BELLE has prompted others to try to copy it.

The name BUCKLEY is engraved in the top front casting of all genuine CRISS CROSS JACKPOT BELLES. Be sure to insist upon a manufacturer's WARRANTY guaranteeing that each BUCKLEY CRISS CROSS is made of NEW first grade materials.

DON'T PAY GOOD MONEY FOR A COUNTERFEIT!

We challenge any other Jackpot Bell to stand up in competition with the BUCKLEY CRISS CROSS!

BUCKLEY MANUFACTURING CO.

Announcement—

PIN GAME USERS—SAVE MONEY—GET A NEW PLAYING PIN GAME FOR VERY LITTLE MONEY

We are COMPLETELY CONVERTING your old "HUMPTY DUMPTY" into a real "Livey" called CROWN JEWELS

✓ Check these special features:

- Playing Field completely changed
- Your choice of a new “Contact Bumper” or “Spinner”
- 10 new rebound counters installed with special free play features
- Rails and Legs made to look LIKE NEW
- Cabinet repainted and a BRAND NEW 12 Color Backboard Glass called CROWN JEWELS

For this Conversion on your old "Humpty Dumpty" our charge is $65.00 F.O.B. PHILA.

DISTRIBUTORS — JOBBERS — OPERATORS

Write or Wire for special prices on orders for 5 or more

GLICK-WAIN INDUSTRIES

(Original Converters of Pin Games)

2618 FRANKFORD AVENUE, PHILADELPHIA 25, PA.

Meet us at Booth No. 140 See The New Scale of J. J. Frantz Mfg. Co.

1946 W. Lake St., Chicago 12, Ill.

(Tel.: MOnroe 6-2789)
MIAMI, FLA.

Miami is sending quite a delegation to the Coin Show. Altho the boys down here put up quite a verbal battle, claiming it's a shame to leave this beautiful climate to head into Chicago's winter weather, none will miss the show. Opera- tors and distributors are winging their way to the show by plane, train and private car. Among those planning on taking the trip are: Willie (Little Napoleon) Blatt, Joe Mangone, Harry Rosen, Milty Green, Lou Koren, Ted Bush, Sam Taran, "Max" Maclinney, Bill Shaye, and many others.

With the country's common running down to this city, driving the winter blasts, Willie (Little Napoleon) Blatt is getting a national reputation as a one-man reception committee. Seems that all his friends from all over the country make it their business to drop in and visit with him. Arthur Pokras of Universal Amusement Co., Philadelphia, Pa., stopping at the brand new El Morocco Hotel. Artie is really relaxing. Not only the usual things, such as the beach and clubs, but Artie is spending time on the tennis courts and golf course... Jackie Cohen of J. C. Music Co., Cleveland, Ohio, staying at the White House, Miami music operators very grateful to Cohen for taking time off from his vacation to address a meeting, and for his many suggestions to help in organizing its affairs.

Sam Ginsburg, Chicago Coin official, resting prior to rushing back to Chi for the big show... Gil Kott, Empire Coin Machine Exchange, Chicago, making his headquarters at the Coral Reef Hotel while here. Irving Kaye, Kaye Manufacturing, and many of the other dealers and manufacturers reported that they were enjoying the sunshine and services of the two famous. That's really one way of preparing for the show... Sam Taran and Willie Blatt seen discussing the pros and cons of the industry... Morris Harkin, H & L Distributors, Atlantic, Ga., and his wife, should be in Miami Beach when you read this. Morris expects to reach Miami in a few days. Reports that our doctor's orders are being followed... Hymie Rosenberg, H. R. Shuf- fleboard Co., New York City, here. Hymie was active in the coin biz in this town several years ago, and as a matter of fact met his wife here. Hymie is one of the lads "sand in his shoes" and would like to see you at some point during the show.

© 1949 Cash Box Publications Inc.
FOR SALE

FOR SALE—New Black Cherry and Golden Falls Case Assemblies for $40 each. Each Assembly consists of Castings, Wood Case, Club Handle, Drill Prooﬁng, Award Card, Jack Pot Glass, etc., completely assembled and packed in individual carton. Write us for list of prices on new, used and rebuilt slots.

WOLFE MUSIC CO., 201 W. MAIN ST., OTTAWA, ILL. Tel.: 1312.

FOR SALE—Bing-A-Roll $250; Hy-Roll $150; Advance Roll $75; Hawaii $65; Singapore $75; Bang-A-Fitte $125; Spinball $100. MD. HAWK SKILL GAMES CO., 67 SWAGGERTY TOWN RD., SCHENECTADY, 2, N. Y.

FOR SALE—All or any part of 49 Hawkeye Popcorn vendors—like new with 1949 end. Will sell quickly for $75 each, or will trade for Jennings machines. GENERAL VENDORS, P.O. Box 227, EAST LANSING, MICH.

FOR SALE—On or before January 31, 1949, you can obtain the Special Convention Feature Bargain Subscriptions for a Full Year, 52 weeks’ issues, for only $10. A present of incomparable value and interest for all your friends in the coin machine industry. Mail $10 Today to: THE CASH BOX, EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

FOR SALE—Seeburg Distributing Co., 3255 Metairie Rd., New Orleans, LA.

FOR SALE—Authorized Used Machines—Bells; Consoles, One-Ball; Pinballs. Machines sold at factory cash prices, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 4325 METARIE RD., NEW ORLEANS, LA.

FOR SALE—Victory Specials $59.50; Special Entry $69.50; Victory Special $199.50; Humpty Dumpty $79.50; Sunny $79.50; Virginia $99.50; Cinderella $119.50; Miss $179.50; Lady Robin Hood $121.50; Bonus Roll $199.50; Warlizer $179.50; Seeburg $119.50; Terms 1/3 Deposit, Balance C.O.D. ECONOMY SUPPLY CO., 1555 MARYLAND AVENUE, BALTIMORE 18, MD.

FOR SALE—Cover Girl Console $50; General Coin Roll $65; Bank Roll $49.50; Gold Mine Console $50; Skill Jump with stand $10; 1947 Art Challeng $25; Commander ESRC $90; Casino $49.50; Warlizer $2149.50; Stand $49.50; Send for Parts and Sales Catalogue. WEST SIDE DISTRIBUTING CO., 612 TENTH AVE., N.Y., N. Y. Tel.: Circle 6-6464.

FOR SALE—Close-out: Best Buy Ever! Brand new Pro-Scores in original crate $35 each. F.O. B. Chicago, GEORGE PONSER COMPANY, 250 W. 57th ST., NEW YORK, N. Y. Tel.: Circle 6-6651.

FOR SALE—Bowling Machine Bargains: Keeney Bowllets 14 x 12 ft.; Bally King Pins 10½ ft.; Chicago Coin Rollerskoes 9 ft.; Rocket Ball 9 ft.; Gene Dale Play Rollalong; Evans Ten Strike, high dial. All above machines in good condition, $50 ea., uncrated. S. J. WEISER, 5465 ATKINSON, DETROIT 6, Mich. Tel.: T 8-1664.


FOR SALE—Or before January 31, 1949, you can obtain the Special Convention Feature Bargain Subscriptions for a Full Year, 52 weeks’ issues (Regular Price $15.00) for only $10. A present of incomparable value and interest for all your friends in the coin machine industry. Mail $10 Today to: THE CASH BOX, EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

FOR SALE—700 Warlizer repainted $250; 600 Warlizer $125; $166 Warlizer remodelled $90; $166 Warlizer $75; 1940 Rock-Ola C.M. repainted $135; $100 Warlizer $125; 35 five Ball Pinball games $10 up. All machines in excellent condition. X-CEL NOVELTY COMPANY, 1929 W. TIoga ST., PHILADELPHIA 40, PA. Tel.: RA 5-8705.

FOR SALE—Best used Mills Slots in the South. We also refurbish and sell. Seventeen years of rebuilding. Mills Slot parts and stationery bright and sold new. BRAN, RT. 3, BOX 426, SAVANNAH, GA. Tel.: 3-5432.

FOR SALE—"Holycarne"—the answer to the operator’s prayer. This is the digger that is bringing in the biggest proﬁts in history for operator after operator everywhere in the country. Get our price before first week of May. Here’s a machine that will put you back in the real world again. Write or wire: Box No. 444, c/o THE CASH BOX, EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

FOR SALE—WILLIAMS All Stars, clean $165; 1 Evans Racer CT, Thoroughbred $125; $39 for Warlizer Counter Phoons, ﬁshed $15 ea.; 3 Mills Double Slot Safe Cabinets, refinished $90 ea.; 1 10c Mills Bonus, Brown ﬁnish, knee action $75; 1 10c Mills Extraneous, knee action $65. AUTOMATIC AMUSEMENT CO., 100 PENNSYLVANIA ST., EVANSTON, IND.

FOR SALE—Pin Games: Singapore $29; Stage Door Canteen $25; Thoroughbred $44; Miss $35. Add $10 for free plays. Wooden Roll Down: Advance Roll $50; Total Roll $32. Complete as is—crated to ship. $10 for free playing, cleaned, ready for location. Steel Roll Down: Mimi, Hawaii $75; 1949 $5; Tropicana $54.50. Add $5.00 for reconditioning and cleaning. NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

FOR SALE—4 Rio, 7 Fast Balls, 4 Amber, 4 Havana, 4 Superliner, 1 Big Hit, 2 South Seas, 2 Super Score, 1 Smarty, 4 Big League, 2 Hardball, 1 Midget Racer, 2 Sea Breeze, 2 Spellbound, 1 Dynamite —$115.00. Terms 1/3 cash, 2/3 C.O.D. K. C. NOVELTY COMPANY, 419 MARKET ST., PHILA. DELA. 6A, PA. Tel.: Market 7-6461 or Market 7-6391.

FOR SALE—1 Warlizer 24 $75; 1 Flamingo $25; Cyclone $20; Humpty Dumpty $80; Jumbo Parades P.O. $50; Sea Isle $50; Sunny $100; Triple Action $80; Baschaul $50; Wasting 10c Roll-A-Page $10. A Top $40. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: BR 756.

FOR SALE—Warlizer 24 $89.50; Marmites $121.50; 50¢ Models $134.50; 5¢ Model $12.50; 50¢ Model $179.50; Rock-Ola Commando $89.50. All in playing condition. FAB DISTRIBUTING CO., Inc., 1019 BARONNE ST., NEW ORLEANS, LA.

FOR SALE—Or before January 31, 1949, you can obtain the Special Convention Feature Bargain Subscription for a Full Year, 52 weeks’ issues (Regular Price $15.00) for only $10. A present of incomparable value and interest for all your friends in the coin machine industry. Mail $10 Today to: THE CASH BOX, EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

FOR SALE—MIMI; AMERICAN; SKEE LOO; MARATHON; DUKE; INDIAN; VICTORY; DEXTER; POKER; JUMBO; DIXON; AMERICAN; DEER; REINER; JUDSON; FOUNTAIN; BREEZE; PATRIOTIC; HOLLANDER; CHERRY; BIG MIMI; HUMPTY; DUMPTY; NET; 14A; 50¢; 25¢; 10¢; 5¢; 3¢; 2¢; 1¢; 5c. For details send to: LIEBERMAN MUSIC CO., 1124 HENNEPIN AVENUE, MINNEAPOLIS 3, MINN.

FOR SALE—Special—Just what every games operator wants! Spend Kicker Kits $6.95; Ex. Flippers Kits $3.95. Make new games out of old ones. Rush your check today. MARLIN AMUSEMENT CORPORATION, 412 9TH STREET, N.W., WASHINGTON, D. C.

FOR SALE—All Tubes—Standard Brands, individually boxed 60% off list. 50 assorted tubes 60 and 10% off list. ENGLISH SALES COMPANY, 620 W. RANDOLPH ST., CHICAGO, ILL.

FOR SALE—Or will trade: 50 Skee Ball Alleys, all makes, also 50 See- burg Ray Guns with mother-in-law circuits. Priced very well for immediate disposition. Write immediately as we need the room. RELIABLE SKEE BALL CO., 2512 IRVING PK., CHICAGO, ILL.

FOR SALE—Parts and supplies for all types coin operated machines. Send for Free Illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE—Radio Tubes, 60% off list, minimum shipment 50 tubes assorted Popular brands. All types in stock. Mazda bulbs: No. 47, 839 per 1000, $4.50 per 100; No. 40, 44 and 46, $5.20 per 100; No. 50 and 55, $3.90 per 100. BELMONT RADIO SUPPLY, 1921 BELMONT AVENUE, CHICAGO 13, ILL.

MISCELLANEOUS

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

PARTS & SUPPLIES

FOR SALE—Hard to buy Wurlitzer parts and plastics from model 412 to present day models. We have large stock on hand. Upper Midwest Wurlitzer distributors. Write: LIEBERMAN MUSIC CO., 1124 HENNEPIN AVENUE, MINNEAPOLIS 3, MINN.
UNIVERSAL'S

BABY FACE

TWO LITES-OUT FEATURES
(Not Rotation)

MULTIPLE WAYS TO SCORE REPLAYS

See it At Booths 144-45-46

FIVE BALL NOVELTY REPLAY

See Your Distributor

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