The airy gentleman tripping the light fantastic is Dick “Two Ton” Baker. The beard and the furrowed brow belong to Mercury Records’ recording director Mitch Miller, while the records under Two Ton’s formidable feet are the newly developed Mercury non-breakable platters which hit the market on May 15th. In addition to carrying his own weight, Baker packs plenty of punch with the juke box trade via a string of consistent money-makers thru the years. Recent winners for “Two Ton” have been “Put Your Shoes On, Lucy,” “Red’s Back In Town,” “I Way A Rabbit” and “I’m A Lonely Little Petunia.” Dick “Two Ton” Baker is exclusively featured on Mercury Records.
Operators hail it the greatest idea yet for location appeal! The Wurlitzer 1080 PERSONALIZED with the location name wins the location owner, stands out as today’s top phonograph value in the music business.

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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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EASTERN FLASHES—CHICAGO CHATTER—LOS ANGELES CLIPPINGS

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

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

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

Talking It Over

After many, many months, certain leaders in the phono field brought forth the open at the "S States Convention" in Minneapolis the fact that this industry should start a drive for the minting of a 7¼¢ coin.

The Cash Box was the first magazine to introduce this idea over four years ago. It appeared in editorials here for sometime. Then, with the reaction seemingly not very enthusiastic, The Cash Box dropped its demand that the trade get after the nation's law makers to get such a coin minted.

The Cash Box pointed out at the time that the 7¼¢ coin would prove of great value to all business. Many items which are now being charged at 10¢ to the public should come down to 7¼¢ which would help the producers of the products as well as the wholesalers and retailers and, especially, the public sale.

The use of a 7¼¢ coin in the nation's juke boxes would mean obtaining 50 percent more income from the operators. This would make the juke box business extremely profitable in most areas.

It was explained that the conversion cost (changing the present coin chutes on the phono's to accommodate this new coin, whatever size would be decided upon) would run into many millions of dollars and would have to be done on a wide scale by the ops to make it successful.

Of course, to get a new coin minted would take years of legislative effort. Over four presidents have been trying to get Congress to cut out some of the great waste in Government. And so far haven't succeeded, even with the grand Hoover report before them proving this great waste.

The same would probably be true of the 7¼¢ coin. It might take years and years to pass the law needed to allow for the minting of this coin and the mint itself would take plenty of time to get into action.

The Cash Box, tho, is still of the belief that this nation could use a 7¼¢ coin and that such a coin would be of immeasurable aid to this industry. Not only for the juke box division, but, for every division of this field.

Discussions pro and con can go on for months and months on such a coin. But, it is well to remember that if there were a 7¼¢ coin in existence at this time a great many of the operators' present problems would be most completely solved.

The Cash Box believes that the trade should once again get back of this plan and, if the members of this industry want to read the editorials which were featured here The Cash Box will be happy to send them reprints.

[Signature]
More Ops Ask Switch to 10c. Play With Doubled Awards for New Games. Point to Success of Shuffleboards Getting 10c. Action. Believe This is Answer to Upped Overhead and High Game Costs.

Months ago The Cash Box reported that certain amusement machine operators had been seriously discussing a switch to 10c play, instead of the present 5c play action. The belief of these leaders was that the public had become more or less accustomed to the fact that costs of all services had jumped and that the games men could, therefore, obtain 10c per play.

The game ops had one logical platform. The fact that they could double awards on any game, new games preferred, so that any competitors who decided to continue on with 5c play would not too seriously hurt them. In short, the location owner could point out to the average player that by playing dimes he was getting double the awards he would get playing nickels into the machines.

Many arguments pro and con reached The Cash Box after the appearance of the first editorials and these were immediately reported to the trade. The fact is that the majority of those who wrote in were of the opinion that the first articles agreed that to offset the high cost of equipment and growing overhead expense more income was needed. And there was and still is nothing better than 10c play action.

This was proved in these past six months by the phenomenal rise of the shuffleboards throughout the nation. Shuffleboard play is at 10c and, in some areas, even at 15c per player per game. The success which the shuffleboards have enjoyed at 10c per player per game has stimulated the belief in the minds of many coinmen that pinballs and other amusement games should also come in for dime play action at this time.

All are of the belief that these should be new machines and should be shipped with the 10c coin chutes right from the factories. In this way the operator would be able to present "new equipment direct from the factory" featuring 10c play action. The result, the majority believe, would be to win the storekeeper's cooperation and also gain the player's approval after a short period of time.

It must be impressed indelibly in the minds of amusement machine ops that the one big reason there is every opportunity for them to succeed with 10c play is because they can "double the awards" on any machine featuring dime action. This, in itself, is the most outstanding and logical argument for the location owner and the player.

Some of these same amusement machine men who wrote in were the men who did not want their phone play upped to 10c when this plan was first advanced. In the case of the phone, they explained, they could not see the player paying 10c for the very same record for which he always paid a nickel. But, in the case of the amusement game, and the fact that they could "double the awards," they felt the player would ride along.

The fact of the matter is that as ops look down the merchandise lines in their locations they find everything has been upped to meet the higher costs and increased overhead which the retailers themselves are enduring. Therefore, to show some sort of profit, the locations have been forced to raise the prices of their merchandise. Even the New York subways were forced to break a forty year old tradition and raise the price of the subway ride from 5c to 10c which, in itself, was a grand argument for the men in this business.

Pinball ops are complaining that the prices of the games are "much too high." Yet, there is very little that can be sliced from the manufacturing cost and so the prices must remain about the same figure they are at present. Overhead, too, ops complain has risen tremendously. This is understandable. Gasoline, tires, even the minor help needed has been upped over 300 per cent in some cases. The answer is obtaining more income.

Since the 50%-50% percentage commission basis remains in effect, then the only answer at present is to up the play cost of the game as the shuffleboards have done. And since the shuffleboards have proved themselves successful in this venture there is, then, no reason why the very popular pinball should not be able to do the same, especially in view of the fact that the awards can be doubled to match the increased price.

There is one answer only to the problem of profitable pinball and general amusement game operation today. It's obtaining more income. And the one and only way to obtain greater income is to follow the success of the shuffleboards and swing over to 10c play so that the nation's operators will be able to double awards and earn more over a period of time.

The average amusement machine operator believes that the play may drop somewhat when the dime coin chute is first introduced. Others disagree with this belief. They point to the fact that the doubled awards will prevent any loss of play to speak of. Whatever will cease after introduction of the 10c coin chute on the forthcoming new games. It stands to reason that the operator can depend on the "majority" of the players to continue playing the machines. And that being the case with 10c per play action, he is bound to earn more money than he now does at 5c per play.

It will be a problem which each operator will have to work out for himself with his own locations in his own territory. Some territories may be able to agree on a general adoption of 10c play on all the forthcoming new games. Others may have to institute such action very gradually. Regardless of the methods which will be used, the answer is that the operator must have more income. And to obtain this greater income from his equipment so as to offset the cost of the machines and the higher overhead expense he should adopt 10c play.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
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FOREVER AND EVER
CA-15136—Margaret Whiting
CO-31616—Dickie Moore
DE-24569—Russ Morgan O.
ME-1523—Helen Carroll
VI-20-3347—Perry Como

"A"—YOU'RE ADORABLE
CA-15353—Jo Stafford-Gordon MacRae
ME-10194—Tony Pastor O.
DE-24579—Larry Fanning O.
ME-1521—Ann Vincent-J. Carroll

CRUISING DOWN THE RIVER
CA-15372—Jack Smith
CO-24511—Frankie Carle O.
CE-60235—Amer Brees
DE-24568—Russ Morgan O.
LO-256—Primo Scala O.
ME-1524—Helen Carroll
ME-10196—Blue Barron O.
SP-505—The Polkaute Sisters
VI-20-3349—Three Suns

AGAIN
CA-15329—Mel Torme
CO-36697—Daddy Hay
DE-26092—Gordon Jenkins O.
ME-1520—Vic Damone
ME-10195—Art Heaney O.
VI-20-3427—Tommy Dorsey O.

SO TIRED
CA-15316—Kay Starr
DE-24551—Russ Morgan O.
DE-24449—Russ Morgan O.
DE-1165—Nancy Donovan
DE-24521—Russ Morgan O.
KL-4163—Lonnie Johnson
SP-509—Pet Terry
VI-20-3350—Freddy Martin O.

RIDERS IN THE SKY
CO-38483—Bob Ives
DE-24616—Bing Crosby
ME-10166—Davy Fallgant
VI-20-1441—Vaugu Monroe O.

SUNFLOWER
CA-15394—Jack Smith
CA-15405—Donne Spraggles
CA-18397—Frank Sinatra
DE-24568—Russ Morgan O.
LO-394—Sam Brown
ME-5239—Dick "Two Tone" Baker O.
ME-10199—Jack Kilty
TW-1432—Jack Fulton
VI-20-3334—Ray McKinley O.

ONCE IN LOVE WITH AMY
CA-15139—Dean Martin
CO-30291—Frank Sinatra
DE-40063—Ray Bargar
ME-5126—John Lawrence
VI-20-3324—Freddy Martin O.

FAR AWAY PLACES
CA-15278—Margaret Whiting
CO-22039—Bing Crosby
CE-60701—Amer Brees
DE-24531—Bing Crosby
LS-285—Vera Lynn
ME-5196—Vic Damone
ME-10198—Kate Smith
SP-900—Pet Terry
VI-20-3318—Perry Como

CARELESS HANDS
CA-15379—Mel Torme
DE-23046—Jean McAllister
DE-24543—Bob & Jeanne
DE-24616—Bing Crosby
ME-6170—Eddie Deen
ME-1519—Johnny Desmond
VI-20-0907—Sherry Long
VI-20-3321—Sonny Kaye O.
THE CASH BOX

Word Lend

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May 14, 1949

“I’ve Got The Sweetest Man” (3:03)

“There Should Be Tears In My Eyes” (3:02)

DELORES BELLE

Conoco (609X)

• Pair of soft torchy tunes by Chirp Delores Bell, and the set-up of “I’ve Got The Sweetest Man” is a plea to be loved — “Oh, Please Be Tears In My Eyes.” Both sides are done up in slow tempo, with Delores pitching some jazz intonations in her vocal, that will satisfy, Wax is suited to a country audience, and should be greeted with wide favor by music ops and fans alike. Ork backing by the Dave Young is mellow and effective. Ops who have the spots should listen in.

“The Huckle-Buck” (3:06)

“It Happens Every Spring” (3:02)

FRANK SINATRA

(Columbia 48486)

• This thing is gonna ring the bell — but you can’t ring it too much. On gusts that’s gonna be heard throughout the country as the new ace in the raft of jazz vocals. Frankie is one of the best things he’s ever heard in this field. It’s a friendly, easy-to-listen-to number, and if he keeps on this way, the fans will stick with him. The flip, “It Happens Every Spring,” from the motion picture of the same title, is also a gem. A lovely slow rag time on the violin is added to make this number more appealing. Frankie has made a very effective vocal verse in the old Cuck- style on the song to carry the hit home, but it will add up to make this record a big one.

“Deeply In Love” (2:27)

TELLER

(Capitol 2164)

• This one is a classic. It’s a song that’s gonna be on the air for a long time. “Deeply In Love” has a musical arrangement that’s very catchy, and it’s sure to be a hit. The flip, “Keep Your Feet Off The Ground,” is also a good one. Check it out.

“The Way You Look Tonight” (2:50)

“Everything Happens To Me” (2:55)

JUNE CHRISTIE

(Capitol 57-578)

• Here’s a side that’s sure to make its mark. “The Way You Look Tonight” is a terrific song, and “Everything Happens To Me” is equally good. Both sides have long been waiting for a hit, and this one is sure to be the one. The vocal arrangements are top-notch, and the production is perfect. The flip, “The Way You Look Tonight,” is also a good one. Check it out.

“Keep Your Feet Off The Ground” (2:27)

TELLER

(Capitol 2164)

• Another classic from Tellar. “Keep Your Feet Off The Ground” is a catchy number, and it’s sure to be a hit. The flip, “Deeply In Love,” is also good. Check it out.

“A New Shade Of Blues” (3:01)

“Night After Night” (2:56)

BILLY ECKSTEIN

(MGM 1952)

• Deeply sincere vocal etching of this tune is truly a masterpiece. His heartfelt vocal pitch reverberates in crystal clarity. His and the instrumental musical melody throughout the entire melody. Orchestral background, supplied by maestro Hugo Winterhalter, is whispering from start to finish and in a feather at the latter’s clip as a piece of ravishing music. The song is offered in medium up-pempo format with singing strings and a beautiful serenade of brass to add to the winning incentive. The flip, “Night After Night,” is a number that’s sure to take hold of the tremendous band of fans Billy has, and it’s sure to be a hit. Ork backing by the Dave Young is mellow.

“Younger Than Springtime” (2:45)

“Nearly Was Mine” (2:50)

DONALD RICHARDS

(Mercer 529)

• New voice on the wax horizon makes his bow in wonderful fashion via this coupling from the flick “South Pacific” musical production. Balladeer Donald Richards displays some excellent vocal work on “Younger Than Springtime” and “This Nearly Was Mine,” two tunes that should be fairly well received to music ops since they have been widely recorded. Donald’s heavy, deep and rich voice handles the vocal on the pair in admirable fashion. His sincere rendition of the songs should put a well deserved spotlight on him in no time at all. Ork backing by the Jimmy Carroll crew is sweet and vibrato throughout. Keep your eyes peeled for Donald Richards — this platter tags him for a rapid rise up the ladder of wax fame.

“Keep Me Sweet” (2:56)

“I’m Gonna Wash That Man” (2:53)

DINAH SHORE

(Columbia 38487)

• More from the flick "South Pacific" musical production, with Dinah Shore paring the enchanting lyrics to “Keep Me Sweet” and “I’m Gonna Wash That Man Right Light On.” His vocal and orchestration are unfortunately familiar with this pair since they have been widely recorded. Dinah’s rendition of the two songs is bright and winsome throughout, and should add to the popularity of the tunes immensely. Ork background by maestro Harry Zimmerman is favorable throughout. Ops who haven’t yet climbed on the bandwagon should listen to this rendition.

“Mistletoe” (2:30)

“The Light In My Window” (2:41)

REGGIE GOFF

(London 427)

• The deep-voiced intonation of ballad Reggie Goff is shown to be excellent advantage on this coupling of “Mistletoe” and “The Light In My Window.” Both sides are offered in slow, smooth tempo that flows along with the irresistible tune, and have a vocals chorus and the wonderful orchestral arrangement of the Arthur Cyril Soon in the background. “My Mistakes” has loads of winning potential — ops should listen in.

“A New Shade Of Blues” (2:58)

“The Wreck On The Highway” (2:43)

RAY HENRY ORCH.

(Capitol 57-577)

• First Ray Henry platter on Capital wax has the maestro off to a wonderful start with a sensational tune tagged “A New Shade Of Blues” and “The Wreck On The Highway.” Both sides are about this ditty catching on. It’s sure to garner a featured spot in ops, and is a must throughout the country. The vocal on the side by Dick Noel is nothing less than terrific. Dick displays an unusual amount of feeling and depth in his vocal pitch, as the song is easy to take to melody and fill the air with beautiful tones of esthetic, lilting melody. Orchestral background on the side in sharp, emphatic fashion, and the flip, “The Wreck On The Highway,” has the Anthony boys displaying their versatile musical wares on a pseudo-hillocky ditty that has been quite popular not too many moons ago. Time is in the novelty vein and should meet with favorable reaction from music ops and fans alike. “A New Shade Of Blues” is a winner — grab it.

“The Boy From Down The Block” (2:36)

“Add Me To Your Love” (2:33)

BILLY ECKSTEIN

(MGM 1952)

• Some great string band wax by the equally great Primo Sela orchestra. The flip, “Add Me To Your Love,” is a big winner in its own right. “The Boy From Down The Block” and “Add Me To Your Love” should keep the fans coming back for more.

“Lola’s Wag” (2:56)

“Mushakala” (2:35)

XAVIER CUGAT ORCH.

(Columbia 53677)

• Music styled in the Latin vein, with material that’s easy to take to melody and fill the air with wonderful listening pleasure. The top deck is definitely the one for the Latin loving fans. The flip is a number that’s been kicked around a bit. Slow, melancholy tempo is effective, while the melody fills the air in beautiful passages throughout. Top deck is the one we go for.

“Hatville U. S. A.” (2:53)

“Summer Moon” (2:58)

HARRY JAMES ORCH.

(Capitol 57-578)

• Some more music from maestro Harry James, and the pleasing refrain of “Hatville U.S.A.” and “Summer Moon” is in the offering for music operators. Top deck is just what the ticket in need of a core melody, and this offering is bright and appealing, and the refrain echoing effectively. The flip is a strong bit of ballad material moving in slow tempo. With Vini Del Campo piping the smooth spots. Spot of horn by the maestro is nice listening, and this one should win favor from the many James fans. While both sides won’t stop traffic, they will hold their own.

“A Chapter In My Life Called Mary” (2:35)

“A Million Miles Away” (2:36)

DICK JAMES

(London 430)

• A platter that music fans are sure to sit up and take notice of is this bit of music by balladeer Dick James titled “A Chapter In My Life Called Mary.” The song, widely recorded, is a beautiful, bewitching melody that’s sure to turn heads this summer. With the vocal chorus on the side by the George Mitchell choir gives the ditty a tender, fragrance that makes for wonderful listening pleasure throughout the year. Both sides are good for music ops, and ops have a winner. The flip keeps in the same tempo, and has both a vocal chorus and the George Mitchell gang on pipes, and ops have a winner. The flip keeps in the same tempo, and has both a vocal chorus and the George Mitchell gang on pipes, and ops have a winner.
The Cash Box, Music

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May 14, 1949

The Cash Box

Dick Jockeys’

REGIONAL REPORTS

Listings below indicate preference with disk jockey radio audiences, compiled from reports furnished by leading disk jockeys throughout the nation, for the week ending May 7.

Myron Berg
WMOR—Chicago, Ill.
1. AGAIN (Vic Damone)
2. YOU’RE MY BABY (Margaret Whiting)
3. BEAU IT’S COLD OUTSIDE (D. Shore-B. Clark)
4. BLUE SUEDE SHOES (Donna Reed)
5. I’M SO SORROWFUL (Walter Hampden)
6. LET ME IN YOUR EYES (Andrea Reh)
7. I DON’T SEE YOU IN MY EYES (H. Forrest)
8. OPEN YOUR EYES (Bing Crosby)
9. I’M NOT GROSS FOR YOU (Gordon MacRae)
10. CARABET (Fredway Berigan)

Battie Parriss
WPCH—Pittsburgh, Pa.
1. IF LOVE IS TROUBLE (Walt Brann)
2. YOU AND ME ALWAYS (Tony Martin)
3. DON’T WANNA LET YOU GO (Jann Cooper)
4. OPEN YOUR EYES (Larry Bacon)
5. PORTRAIT OF JENNIE (King Cole Trio)
6. AS YOU DESIRE ME (Sarah Vaughan)
7. HOW IT LIES (Carole Haines)
8. RED SWEETLOVE (Valentine Valentine)
9. WHAT’S MY NAME (Fran Warren)
10. CARABET (Pattie Page)

Bud Chase
WHOT—South Bend, Ind.
1. RIDER IN THE SKY (Bill Ford)
2. “A” YOU’RE ADDICTED (Perry Como)
3. HONEY, DEAR, DEAR (Perry Como)
4. SO THOED (Russ Morgan)
5. CARELESS HANDS (Mel Torme)
6. FOREVER AND EVER (Margaret Whiting)
7. DID YOU KNOW THE GUN WAS LOADED (Betty Gay)
8. BABY IT’S COLD OUTSIDE (Morgan-Harding)
9. CRUSHING DOWN THE RIVER (Frankie Carle)
10. HAWAIIAN WAS CHAR Lie (Vera Lambert)

Larry Gentile
WJCK—Detroit, Mich.
1. SO IN LOVE (Patti Page)
2. BALI Hai! (Frank Sinatra)
3. AGAIN (Vic Damone)
4. I LOVE YOU SO MUCH IT HURTS (Mills Bros.)
5. FOREVER AND EVER (Russ Morgan)
6. I DON’T SEE YOU IN YOUR EYES (Walter Hampden)
7. CARELESS HANDS (Mel Torme)
8. CARELESS HANDS (Mel Torme)
9. BABY IT’S COLD OUTSIDE (D. Shaw-B. Clark)

Howard Malcolm
WOCF—Boston, Mass.
1. WHOSE GIRL ARE YOU (Blue Barron)
2. RIDER IN THE SKY (Pappy Lee)
3. NELLS (Mel Torme)
4. YOU, YOU, YOU, YOU ARE THE ONES (Amos Bros.)
5. RIDERS IN THE SKY (Morgan-Harding)
6. LONELY LITTLE PETUNIA (Two Tone Bake)
7. FOREVER AND EVER (Russ Morgan)

Claude Taylor
WHJP—Jacksonville, Fla.
1. “A” YOU’RE ADDICTED (Perry Como)
2. ALL RIGHT, LOUIE, DROP THE GUN
3. YOU DON’T KNOW THE GUN WAS LOADED
4. CARELESS HANDS (Mel Torme)
5. CARELESS HANDS (Mel Torme)
6. MANITOU (Ray Conley)
7. YOU, YOU, YOU, YOU ARE THE ONES (Amos Bros.)
8. RIDERS IN THE SKY (Morgan-Harding)
9. CARELESS HANDS (Mel Torme)
10. CHATTERBOX (Key Kyser)

Norman Hall
WOMI—Owensboro, Ky.
1. WHOSE GIRL ARE YOU (Blue Barron)
2. CARELESS HANDS (Mel Torme)
3. CARELESS HANDS (Mel Torme)
4. CARELESS HANDS (Mel Torme)
5. I’M NOT GROSS FOR YOU (Gordon MacRae)
6. ISN’T IT TRUE? (The Three Suns)
7. BLUE MOON (Mel Torme)

Sherm Feller
WBEI—Boston, Mass.
1. KISS ME SWEET (Judy Valatinos)
2. LOVE IN VAIN (Wyatt Moore)
3. SO IN LOVE (Patti Page)
4. CARELESS HANDS (Mel Torme)
5. IT’S TOO LATE NOW (Larry Raime)
6. DON’T WANNA LET YOU (Joe Costa)
7. CARABET (Al Grant)
8. SING ME A SAD SONG (Dale Howard)
9. TULSA (Jack Kelby)
10. BLUE SUEDE SHOES (Larry Graven)

Al Rock
WOTW—Nashua, N. H.
1. I DIDN’T KNOW THE GUN WAS LOADED (Andreas Sisters)
2. SMOLDERING (Larry Wall)
3. I DON’T SEE YOU IN MY EYES (H. Forrest)
4. OPEN YOUR EYES (Bing Crosby)
5. FIGURE FOR SAKsstED PIANO (Phil Moore)
6. AS YOU DESIRE ME (Walter Hampden)
7. BALI Hai! (Perry Como)
8. ROYAL NIGHT (Frank Sinatra)
9. SENORITA’S EQUETTE (Rino Eckstein)
10. COSTA AZUL (Victor Santiago)

Art Hume
WMAL—Lawelt, Mass.
1. I DIDN’T KNOW THE GUN WAS LOADED (Andreas Sisters)
2. SO IN LOVE (Gordon MacRae)
3. DREAMER WITH A PENNY (Charles LaVere)
4. YOU CAN’T BUY HAPPINESS (Gin Lamburg)
5. MISSISSIPPI FEVER (Vic Damone)
6. DON’T SEE ME IN YOUR EYES (Andy Devine)
7. CAN’T SLEEP (Larry Raime)
8. FALL AGAIN (Dick Gordon)
9. BLACK COFFEE (Sarah Vaughan)

Ted Huling
WMGM—New York, N. Y.
1. AGAIN (Gordon Jenkins)
2. EVERYWHERE YOU GO (B. Crosby-E. Knight)
3. YOU’RE SO UNSTAND (Margaret Whiting)
4. SOMEONE LIKE YOU (Darby Dean)
5. OPEN YOUR EYES (Perry Como)
6. I’M NOT GROSS FOR YOU (Gordon MacRae)
7. DID YOU KNOW THE GUN WAS LOADED
8. SOME ENCHANTED EVENING (Perry Como)
9. ANGELUS WAS RINGING (Anne Shelton)
10. IT’S COLD OUTSIDE (Gordon Jenkins)

Eddie Gallaher
WTOP—Washington, D. C.
1. CRUSHING DOWN THE RIVER (Russ Morgan)
2. “A” YOU’RE ADDICTED (Perry Como)
3. AGAIN (Vic Damone)
4. CARELESS HANDS (Mel Torme)
5. DON’T SEE ME IN YOUR EYES ANYMORE
6. SOME ENCHANTED EVENING (Perry Como)
7. CARELESS HANDS (Mel Torme)
8. GABY (Blue Barron)
9. RIDERS IN THE SKY (Morgan-Harding)

Ted Conner
WFMS—Youngstown, O.
1. CRUSHING DOWN THE RIVER (Russ Morgan)
2. “A” YOU’RE ADDICTED (Perry Como)
3. CARELESS HANDS (Mel Torme)
4. ANGELUS WAS RINGING (Anne Shelton)
5. ALL RIGHT, LOUIE, DROP THE GUN
6. HOW IT LIES (Carolee Hollins)
7. I’M NOT GROSS FOR YOU (Gordon Jenkins)
8. RIDERS IN THE SKY (Morgan-Harding)

Jerry Saxon
WIND—Chicago, Ill.
1. ONCE IN LOVE WITH AMY (Ray Bollas)
2. YOU DON’T CALL ME SWEETHEART ANYMORE
3. HOW IT LIES (Carolee Hollins)
4. AGAIN (Gordon Jenkins)
5. JOHNNY, LET ME BE YOUR GIRL (Peter L. Hayes)
6. ANGELUS WAS RINGING (Anne Shelton)
7. I’M NOT GROSS FOR YOU (Gordon Jenkins)
8. ALL RIGHT, LOUIE, DROP THE GUN
9. COME CD, COME CA (Vic Damone)
10. RIDERS IN THE SKY (Bobby Hollis)

Dick Campbell
WDVA—Dravyn, Va.
1. FOREVER AND EVER (Perry Como)
2. CARELESS HANDS (Mel Torme)
3. CARELESS HANDS (Mel Torme)
4. HOW IT LIES (Lori Kenney)
5. I’M NOT GROSS FOR YOU (Gordon Jenkins)
6. DON’T SEE ME IN YOUR EYES (Gordon Jenkins)
7. CAN’T SLEEP (Larry Raime)
8. I’M NOT GROSS FOR YOU (Gordon Jenkins)
9. THANKS TO YOU (Ray Vincent)

Ray Ulbrich
W50O—Salt Lake City, Utah.
1. IT’S TOO LATE NOW (Larry Raime)
2. FOREVER AND EVER (Bing Crosby)
3. KISS ME SWEET (Judy Valatinos)
4. I’M NOT GROSS FOR YOU (Gordon Jenkins)
5. CAN’T SLEEP (Larry Raime)
6. CARELESS HANDS (Perry Como)
7. CARELESS HANDS (Gordon Jenkins)
8. TO LET ME DOWN (Ray Vincent)
9. GREETING FOR YOU (Bill Board)
10. IT’S THE ROAD (Bobby Hollis)

NOW!

Mercury Records

NON-BREAKABLE AT NO INCREASE IN PRICE!

Last 3 to 4 Times Longer Than Ordinary Records

FEATURING THE COUNTRY’S TOP ARTISTS

ON TOP TUNES

* FRANKIE LANE — * VIC DAMONE
* ALBERT AMMONS — * TWO TON BAKER
* LAWRENCE WELK — * BILL BROWN
* GOLDEN GATE QUARTET — * JOE TARTO

Come In And Listen To Them Today!

MALVERNE DISTRIBUTORS, INC.
424 WEST 49TH STREET
NEW YORK, N. Y. (PHONE: COL 5-1872)

TEMPO RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 46, California

HAVE YOU HEARD BROTHER BONES’ Zooming Successor to "Georgia Brown???

"5 FEET 2!!" & "IDA!!" (TR # 6941)

WILL BUY COMPLETE STOCKS OF NEW RECORDS ANY QUANTITY — FROM 1,000 TO 1,000,000

Will Pay Cash On The Spot

Write Us NOW, Listing Quantity, Inventory Of Merchandise, And Price In First Letter

Box 514
c/o THE CASH BOX
EMPIRE STATE BLDG., NEW YORK 1, N. Y.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
"The Wonderful Girl Of Mine" (2:51)
"The Huckle-Buck" (2:41)
BENNY GOODMAN ORCH.
(Capitol 57-578)

"Sleeper of the Week"

"That Wonderful Girl Of Mine" (2:51)
"The Huckle-Buck" (2:41)
BENNY GOODMAN ORCH.
(Capitol 57-578)

"St. Bernard Waltz" (2:32)
"You, Oh Sweet One" (2:43)
THE AMES BROS.
(30197)

"A Wonderful Guy" (2:54)
"You're Heartless" (2:57)
ESTHER WILLIAMS-RICARDO MONTALBAN
(MGM 10413)

"Open The Door Polka" (2:53)
"Whose Girl Are You" (2:36)
BLUE EAGLE ORCH.
(MGM 10412)

"Baby, It's Cold Outside" (2:43)
MARILYN MILLER-ESTHER WILLIAMS-RICARDO MONTALBAN
(Capitol 10411)

"Open The Door Polka" was recorded by Blue Eagle Orchestra with Billy Roy in 1949. 40s music.
OPERATORS
HERE’S THE ANSWER TO YOUR DREAMS!

EFFECTIVE WITH THE CURRENT MAY 15th RELEASE, LISTED BELOW; AND ALL NEW RELEASES HEREAFTER

MERCURY RECORDS WILL BE
NON BREAKABLE!

AT
NO INCREASE IN PRICE

MERCURY RECORDS WILL BE NON BREAKABLE!

FRANKIE LAINE
"GEORGIA ON MY MIND"
"YOU'RE JUST THE KIND"
Mercury 5293

TWO TON BAKER
"BEAUTIFUL BLONDE FROM BASHFUL BEND"
"MY LITTLE PUP"
Mercury 5292

ALBERT AMMONS
"ROSES OF PICARDY"
"WHY I'M LEAVING YOU"
Mercury 8140

GOLDEN GATE QUARTET
"JOHN SAW"
"LORD I'M TIRED"
Mercury 8142

VIC DAMONE
"YOU'RE BREAKING MY HEART"
"FOUR WINDS AND SEVEN SEAS"
Mercury 5271

LAWRENCE WELK
"LORA-BELLE LEE"
"HOLLYWOOD SQUARE DANCE"
Mercury 5295

JOE TARTO
"PYRAMID POLKA"
"LOVE WILL FIND A WAY"
Mercury 2085

BIG BILL BROONZY
"KEEP YOUR HANDS OFF HER"
"MINDIN' MY OWN BUSINESS"
Mercury 8139

THREE TO FOUR TIMES THE PLAY OF ANY SHELLAC RECORD!

FREE!
AT OUR EXPENSE
Mail Coupon Today to
MERCURY RECORDS
839 S. Wabash Ave., Chicago, Ill.

Mercury will send you at no cost the latest record by Frankie Laine (5293). Test it! Listen to it! Prove to yourself this is the answer to bigger profits for your boxes!

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ADDRESS_________________________
CITY_________________ STATE________

SEE YOUR LOCAL MERCURY DISTRIBUTOR! PLACE YOUR ORDERS NOW!

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

There's really creating a big stir in the music trade via several really hot discs on Decca. Her recording of "Can't Sleep" is tagged by deejay Bill Brant, KDIA, Pittsburgh, Pa., as the "most weird, enchanting record of the year." Tex Beneke, who bowed into Frank Dailey's Meadowbrook this past week seems he's been carving record. Now he's got enough for a string quartet. Tex will have twelve wires at the Meadowbrook, the largest number any orchestra has had in quite a while. All the facts on the "South Pacific" score—with every major vying for the honor of being first out on the album. Nat King Cole bowed into Pop City this past week in a blaze of glory. Nat's addition of a bongo has really caught on with the fans. The Pop City spot is Nat's first location job in Gotham in a few years... Mae-stro Vaughn Monroe had a real close one recently. Vaughn and his band, enroute to a one-sitter in Virginia, had their bus catch fire and blew up. Luckily, a soul wasn't hurt. The band lost some music and instruments... Fran Warren's Latin Casino opening in Philly was followed by the jazz's opening in a Broadway leg, "As The Girls Go" this past week. Seems to this ink-stained charac- ter that the Jazz is a natural for the fleskert, what with that voice of hers. Really thrilling it is too... Morty Shad writes us from Charlotte, North Carolina and tells us that T. J. Fowler's singing of "T. J. Fowler's kings of wax is staring to catch on big down South... Lesly Greer, lovely trash on Castle Records in the big city for a round of disc jockey appearances in pro- motion of her new discs. Nice to see chimp Louise Carlisle, new King Records star. The gal is really as good lookin' as her voice is beautiful... Orkster Charlie Barnet, aided by bop vocalists Buddy Stewart and Dave Lambert, waxed "Hollop Spoken Here!" at his recent Capitol disk date... "Chittlins' Are You" is another lookin' as her voice is beautiful. The two sides that Ammons cut with the all star group include "Stuffy," the number of Don Redman's last hit, backed by Coleman Hawkins, and the pop tune "Once In A While." Ammons plays a lot of horn on both sides, a sweet kick on "Once In A While" and rolls like mad on the riff tune "Stuffy." Both sides featured on the first of the Jan Session series is a must for record collectors and jazz fans. ...Sajewski Music has had a hit tune in "Whose Girl Are You" which is fast becoming a juke box sensation. The song was first released March 1, by Data with a polka arrangement, one listen and all the labels started cutting. Watch this one, we predict it's headed right for the top... "The Four Guitars" are back in town talking up a deal with Mercury about his Jazz Album... Freddy Martin and his orch set for one- nighters throughout the midwest territory... Dizzy Gillespie's bop over at the Blue Note has the jazz fans hopping... Larry Green's new orch for the Sacred Ballroom May 31. We hear that Larry's new RCA Victor release "Blue Bumps" is really starting to catch on... Congrats to the troops of the "Salute To Cole Porter Revue" for the performance they gave at Vaughan Hospital this past week... Tower Records set with two new re- leases. Benny Strong's "When My Sugar Walks Down The Street" backed by "The Shiek Of Araby," and "Now Now Now" and "Wedding Day" waxed by Teddy Phillips... Ben Nelson of Capitol Records in town recently for some waxing sessions of Stanley Allen's orch.

CHICAGO:

Gene "Red Top" Ammons, one of America's outstanding tenor sax men, now with Woody Herman and his band is featured with an all star group on the new "Time Out" 10" 78 RPM. "Jan Session" records released by Aristocrat Records. The two sides that Ammons cut with the all star group include "Stuffy," the number of Don Redman's last hit, backed by Coleman Hawkins, and the pop tune "Once In A While." Ammons plays a lot of horn on both sides, a sweet kick on "Once In A While" and rolls like mad on the riff tune "Stuffy." Both sides featured on the first of the Jan Session series is a must for record collectors and jazz fans. ...Sajewski Music has a new hit tune in "Whose Girl Are You" which is fast becoming a juke box sensation. The song was first released March 1, by Data with a polka arrangement, one listen and all the labels started cutting. Watch this one, we predict it's headed right for the top... The Four Guitars" are back in town talking up a deal with Mercury about his Jazz Album... Freddy Martin and his orch set for one-nighters throughout the midwest territory... Dizzy Gillespie's bop over at the Blue Note has the jazz fans hopping... Larry Green's new orch for the Sacred Ballroom May 31. We hear that Larry's new RCA Victor release "Blue Bumps" is really starting to catch on... Congrats to the troops of the "Salute To Cole Porter Revue" for the performance they gave at Vaughan Hospital this past week... Tower Records set with two new re- leases. Benny Strong's "When My Sugar Walks Down The Street" backed by "The Shiek Of Araby," and "Now Now Now" and "Wedding Day" waxed by Teddy Phillips... Ben Nelson of Capitol Records in town recently for some waxing sessions of Stanley Allen's orch.

LOS ANGELES:

Jim Warren, recently back from New York chore for Central Record Sales (Sallity, Mivado and Aladina) leaves the firm this week to work for Mercury's and Lincoln's for the Easley Motor Co. in Huntington Park. ... Not sure we doubt Jim's prowess as a car salesman—but we wish he sells a million of 'em—but we've got a hunch he'll win up back in the record business someday... Brother Wayne Warren continues in local office of Central Sales, which this week adds Exclusive label to its fold. ... Herman (Huckleberry) Lobinsky was in town visiting Mike Kurlan at Modern Distrib, where several other discs are really moving, among them Connie Haines' "How It Goes" on Coral and Joe Turner's "Mardi Gras" on Modern... Mike reports Mike reports in Von Street and His Wig Poppers (love that handle) on Scoop's "Land- slide" and "A Tenor Plays the Blues" and "Chillfins" and "Jitterbug Kovens." Scoop is being distributed nationally by Ben Pollock's Jewel outfit. Ben playing it smart on the local distrib setup by giving Scoop line to Mike and Mercury getting local option on Plymochoke also off to the news via Sherman's west coast. "Gee" and "Dancin' the Bop." Jimmy Witherspoon, whose "Ain't Nobody's business" has spilled mighty fine business for Al Patrick's Supreme label, will soon be on off on a national P. A. tour. Sylvester Cozna recently going places with "Need You," 10 records already and he credits friend Wally Brady with doing a great plug job on the tune, which, not so incidentally, should not friend Johnny Blackburn a nest bundle come August 15 for his co-writer's share of the song.

NOW FEATURED ON MERCURY'S NON-BREAKABLE "MERCO-PLASTIC" RECORDS

1st Release "Hollywood Square Dance" vocal by "Tex" Cromer and "Lora-Bell Lee" vocal by Dick Hill (MERCURY 5295)

BEGINNING JUNE 1ST on the air 8:30 to 9:30 P.M., CDST over ABC for MILLER HIGH LIFE "The Champagne of Beer"

Currently: ROOSEVELT HOTEL, NEW YORK Personal Manager: Sam Lutz

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
GOOD NEWS, OPS...
MY NEXT AND ALL FUTURE MERCURY RELEASES WILL BE ON THE NEW UNBREAKABLE "MERCO" PLASTIC...
YOU’LL GET MORE PLAY...
IT'S LONGER WEARING...
NO INCREASE IN PRICE...

Here's my first release...

"GEORGIA"
(ON MY MIND)
backed with

"YOU'RE JUST THE KIND"

With CARL FISCHER and his Orchestra
MERCURY 5293

Frankie Laine
on MERCURY RECORDS

Publicity
RED DOFF
Hollywood, Calif.

Personal Management
GABBE, LUTZ and HELLER
6272 Sunset Boulevard, Hollywood, Calif.
1618 Broadway, New York, N.Y.

Record Exploitation
MILTON KARLE

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
New York, N. Y.
1. FOREVER AND EVER (Perry Como)
2. So You're So Understanding (Perry Como)
3. AGAIN (Vic Damone)
4. I'M TIRED (Black & White)
5. I'M TIRED (Black & White)
6. GONE WITH THE WIND (Gone With The Wind)
7. I'M TIRED (Black & White)
8. I'M TIRED (Black & White)
9. I'M TIRED (Black & White)
10. I'M TIRED (Black & White)

Chicago, Ill.
1. FOREVER AND EVER (Perry Como)
2. A—YOU'RE ADORABLE (Perry Como)
3. CARELESS HANKS (Mel Torme)
4. RIDERS IN THE SKY (Vaguely Morgan)
5. CRUISING DOWN THE RIVER (Blue Barron)
6. RED ROSES FOR A BLUE LADY (V. Monroe)
7. NEED YOU (Jo Stafford-Gordon MacRae)
8. A—YOU'RE ADORABLE (Perry Como)
9. WHAT'S YOUR NAME (Billy Eckstine)
10. I DON'T SEE ME IN YOUR EYES ANYMORE (The Starlighters)

Los Angeles, Calif.
1. FOREVER AND EVER (Perry Como)
2. AGAIN (Mel Torme)
3. CARELESS HANKS (Mel Torme)
4. RIDERS IN THE SKY (Vaguely Morgan)
5. SO IN LOVE (Gordon MacRae)
6. RED ROSES FOR A BLUE LADY (V. Monroe)
7. AGAIN (Mel Torme)
8. WHAT'S YOUR NAME (Billy Eckstine)
9. I'M TIRED (Black & White)
10. I'M TIRED (Black & White)

El Paso, Tex.
1. AGAIN (Vic Damone)
2. A—YOU'RE ADORABLE (Tony Pastor)
3. FREE AWAY PLACES (Margaret Whiting)
4. CRUISING DOWN THE RIVER (Blue Barron)
5. CARELESS HANKS (Mel Torme)
6. SUNFLOWER (Jack Fulton-Ray McKinley)
7. ALL RIGHT LOUIS DROP THE GUN (Wesson Bros.)
8. SO TIRED (Rus Morgan)
9. EVERYWHERE YOU GO (Guy Lombardo)

Roxbury, Mass.
1. FOREVER & EVER (Ross Morgan)
2. YOU'RE SO UNDERSTANDING (Larry Green)
3. CARELESS HANKS (Mel Torme)
4. FREE AWAY PLACES (Margaret Whiting)
5. CRUISING DOWN THE RIVER (Blue Barron)
6. CARELESS HANKS (Mel Torme)
7. KISS ME SWEET (Judy Valentine)
8. I DON'T SEE ME IN YOUR EYES ANYMORE (Frank Petty Trio)
9. HOW IT LIES (Bing Crosby)

Hollywood, Fla.
1. I DIDN'T KNOW THE GUN WAS LOADED (Janet Davis)
2. SO TIRED (Kay Starr)
3. SHE'S MY SUNFLOWER (Jack Fulton)
4. CRUISING DOWN THE RIVER (Blue Barron)
5. I'VE GOT MY LOVE TO KEEP ME WARM (Las Brown)
6. RED ROSE FOR A BLUE LADY (Vaguely Morgan)
7. FALL RAIN FALL (Don Gandy)
8. IT'S A BIG WIDE WONDROUS WORLD (Jack Smith)
9. BECAUSE YOU LOVE ME (Anna Shallen)

Shreveport, La.
1. CRUISING DOWN THE RIVER (Blue Barron)
2. FOREVER & EVER (Perry Como)
3. CARELESS HANKS (Sammie Kaye)
4. FREE AWAY PLACES (Margaret Whiting)
5. SO TIRED (Rus Morgan)
6. RED ROSES FOR A BLUE LADY (Vaguely Morgan)
7. YOU'RE SO UNDERSTANDING (Blue Barron)
8. BEAUTIFUL EYES (Artie Shaw)
9. DON'T ROB ANOTHER MAN'S CASTLE (Eddy Arnold)
10. FAR AWAY PLACES (Perry Como)

Richmond, Va.
1. HOW IT LIES (Connie Haines)
2. DON'T CRY CRY BABY (Four Knights)
3. A—YOU'RE ADORABLE (Perry Como)
4. FREE AWAY PLACES (Margaret Whiting)
5. THE HORN (Ben Webster)
6. AGAIN (Mel Torme)
7. AGAIN (Mel Torme)
8. SLEEPY BABY (Artie Wayne)
9. HURRY-HURRY (Bob Eberly)
10. YA WANNA BUY A BUNNY (Spoke Jones)

Kansas City, Mo.
1. FOREVER & EVER (Ross Morgan)
2. AGAIN (Vic Damone)
3. KISS ME SWEET (Kitty Kallen)
4. SITTING IN A LITTLE GIRL'S CRADLE (Red Lauren)
5. RED ROSES FOR A BLUE LADY (Vaguely Morgan)
6. RED ROSES FOR A BLUE LADY (Vaguely Morgan)
7. A—YOU'RE ADORABLE (Perry Como)
8. IT'S A BIG WIDE WONDROUS WORLD (Jack Smith)
9. BECAUSE YOU LOVE ME (Anna Shallen)
10. YOU, YOU, YOU ARE THE ONE (Three Suns)

1. A—YOU'RE ADORABLE (Perry Como)
2. FOREVER AND EVER (Perry Como)
3. SO IN LOVE (Vaguely Morgan)
4. ALWAYS TRUE TO YOU IN MY FASHION (Dinah Shore)
5. SO IN LOVE (Gordon MacRae)
6. RED ROSES FOR A BLUE LADY (Dinah Shore)
7. AGAIN (Rus Morgan)
8. AGAIN (Vic Damone)
9. PORTRAIT OF JENNIE (King Cole)
10. SO IN LOVE (Patti Page)

Baltimore, Md.
1. I'VE GOTTEN MY LOVE TO KEEP ME WARM (Las Brown)
2. AGAIN (Vic Damone)
3. MAKE A MIRACLE (Margaret Whiting)
4. YOU, YOU, YOU ARE THE ONE (Vaguely Morgan)
5. RED ROSES FOR A BLUE LADY (Vaguely Morgan)
6. LAVENDER BLUE (Vaguely Morgan)
7. SO TIRED (Kirk Krist)
8. HOW IT LIES (Evelyn Knight & Bing Crosby)
9. AGAIN (Gene Jenkins)
10. FOREVER & EVER (Perry Como)

Montreal, Canada
1. HOW IT LIES (Connie Haines)
2. FIVE FOOT TWO EYES OF BLUE (Benny Straup)
3. CRUISING DOWN THE RIVER (Rus Morgan)
4. SO IN LOVE (Lou Smith)
5. YOU, YOU, YOU ARE THE ONE (Rus Morgan)
6. CARELESS HANKS (Sammie Kaye)
7. RED ROSES FOR A BLUE LADY (Shore)
8. STREETS OF LAREDO (Ray Nube)
9. AGAIN (Gene Jenkins)
10. A LITTLE BIRD TOLD ME (Evelyn Knight)

Trenton, N. J.
1. AGAIN (Vic Damone)
2. I'VE GOTTEN MY LOVE TO KEEP ME WARM (Las Brown)
3. SO IN LOVE (Patti Page)
4. SO IN LOVE (Patti Page)
5. YOU, YOU, YOU ARE THE ONE (Vaguely Morgan)
6. CARELESS HANKS (Sammie Kaye)
7. FOREVER & EVER (Perry Como)
8. RED ROSES FOR A BLUE LADY (Vaguely Morgan)
9. CANDY KISSES (Eddy Howard)
10. MELANCHOLY MINISTREL (Vaguely Morgan)

Little Rock, Ark.
1. CRUISING DOWN THE RIVER (Rus Morgan)
2. RED ROSES FOR A BLUE LADY (Vaguely Morgan)
3. CARELESS HANKS (Sammie Kaye)
4. POWDER YOUR FACE WITH SUNSHINE (Benny Straup)
5. BLUE SKIRT WALTZ (Frank Yankovic)
6. A LITTLE LADY (Bob Eberly)
7. CANDY KISSES (Eddy Howard)
8. RED ROSES FOR A BLUE LADY (Vaguely Morgan)
9. ALONGSIDE ROSES (Eddy Arnold)
10. TEENAGE TEARS (Bing Crosby)
DEBORAH ROBINSON

Hold Me, Baby” (2:51)  “Home Cookin’” (2:39)  
JIMMY PRESTON  (Gordon 180)

RACE DISK O’ THE WEEK

“Mighty Lak’ A Rose” (2:40)  “Pennies From Heaven” (2:44)

DEBORAH ROBINSON  (Meiril 001)

Hold Me, Baby” (2:51)  “Home Cookin’” (2:39)
JIMMY PRESTON  (Gordon 180)

A guy that really gives out with a lot of vocal is Jimmy Preston. This mellow hunk of wax tagged “Hold Me, Baby” is a side that should garner some top juke box play. It’s a rolling, medium up-tempo ditty that makes you wanna listen. Jimmy’s strong vocal work on the side is first rate throughout. The flip, “Home Cookin’”, is an instrumental offering, with Jimmy and the boys knocking outs a hunk of infectious rhythm. Wax moves in fairly solid tempo, with some torrid sax work shining thru. Both sides rate music ops avid attention.

“Come Baby Baby” (2:42)  “Chittlins And Rice” (2:37)
CHARLIE JACK DUFFEE  (Apollo 406)

Some great wax in the offering for music ops is this pair by Champion Jack Dupree. Titled “Come Baby Baby” and “Chittlins And Rice,” Jack displays his great set of pipes in tip-top fashion, to come up with a winner. Top deck is a slow moody, blues affair, with Jack howling the strong lyrics of this tune in grade A style. On the other end with “Chittlins And Rice,” Jack switches to a high up-tempo piece that rolls and rocks throughout. Tempo makes you shake and stomp to it—it’s that good. Both sides rate a featured spot in music ops machines. Grab it!

“My Blue Walk” (2:31)  “Baby I’m Gone” (2:37)
4 SHADIES OF RHYTHM  (Swingmaster 13A)

Ditty kicking up a stir in this piece by the 4 Shades Of Rhythm titled “My Blue Walk.” Vocal harmony of the group splits in slow subdued tones that satisfy. Lyrics are in the sentimental vein, and make you stop and pay attention. It’s good stuff that should have phono fans weeping in their beer. The flip, “Baby, I’m Gone,” is a cute hunk of wax that makes for merry listening. The combo offer some pleasing moments of musical harmony on the side to come up with a possible winner. Ops should give this disk some heavy listenin’.

“Three Goes The Blues” (2:45)  “The Blues Rock” (2:47)
TEXAS JOHNNY BROWN  (Atlantic 876)

Pair of blues sides by Texas Johnny Brown and the set up of “Three Goes The Blues” and “The Blues Rock.” Top deck is a moody blues item, with Johnny handling the vocal refrain in effective manner. Wax is strong and is nothing to shout about. The flip is an instrumental on an off-beat, and has the gang delivering some fair melody. “The Blues Rock” might catch music ops fancy.

“I’m Lost” (2:41)  “Pitchin’ Up A Boogie” (2:42)
KING COLE TANITA  (Excelsior 105)

Pair of early sides by Nat King Cole, and the mellow refrain of “I’m Lost” and “Pitchin’ Up A Boogie.” Nat really was just as good then as he is today—this disk certainly bears out his vocal and musical wizardry. Top deck was a winner several years ago—it should win renewed favor today. The flip, “Pitchin’ Up A Boogie” has the combo knocking out some great vocal work on a light and bright mellow bit of music. Lyrics by Nat, and flip in spots make for “with” listening pleasure from start to finish. Ops should listen in.

“New Baseball Boogie” (2:27)  “Good Thing Going” (2:51)
BROWNE MCGHEE  (Seavy 551)

Up tempo boogie item working around a baseball theme by Browne McGhee shows with renewed promise to garner a top spot on ops’ machines. Lyrics weave about the title in drivin’ tempo, with Browne warbling the hot and holed lyriics in effective manner. Ops should be familiar with the tune since it scored last season. The flip, titled “Good Thing Going” is a piece that rocks in steady tempo, and has Browne yowling the stock race lyrics in fair mood. Top deck is the better side.

The Cash Box, Music  Page 13  May 14, 1949

THE CASH BOX NOW!

NON-BREAKABLE AT NO INCREASE IN PRICE!

Last 3 to 4 Times Longer Than Ordinary Records

FEATURING THE COUNTRY’S

TOP ARTISTS

on

TOP TUNES

FRANKIE LAIN * VIC DAMONE
ALBERT AMMONS * TWO TON BAKER
JAMES WELK * BIG BILL BROONZY
GOLDEN GATE QUARTET * JOE TARTO

Come In And Listen To Them Today!

MERCURY RECORD DISTRIBUTORS, INC.

2021 S. MICHIGAN AVENUE

CHICAGO, ILLINOIS

MGM
Decca
Mercury

ART MOONEY
GUY LOMBARDO
LAWRENCE WELK

Other Labels in Preparation

AND

“A CHAPTER IN MY LIFE CALLED MARY”

By JIMMY KENNEDY and NAT SIMON

Capitol  GORDON MacCRAE  Decca  DICK HAYMES
Columbia  BUDDY CLARK  Mercury  EDDY HOWARD
London  DICK JAMES  MGM  JOHNNY DESMOND
RCA Victor  SAMMY KAYE

SHAPIRO, BERNSTEIN & CO. INC.

Music Publishers

1270 SIXTH AVE.

NEW YORK 20, N. Y.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Al Grant Takes America With Four Great Recordings

**KING 15004 CABARET**

**I DO, I DO, I DO**

Al Grant and Louise Carlyle by Al Grant

- The capable and widely popular Bob Wills and his Texas Playboys notch this featured spot this week via a pair of sensational folk tunes that should spin night and day in the phones. Wax, titled "Don't Be Ashamed Of Your Age" and "Silver Lake Blues" has the group displaying their versatile vocal and instrumental work. Fiddle spot on the side glitters emphatically. Mixed shouts by the gang adds to the luster of the biscuit. Tempo of disk is merry as in the comedy lyrics. The flip is a merry up tempo instrumental waxing that has the gang showing off their musical wares in grade A manner. It's a disk that can easily be taken to, and one that is sure to find tremendous favor from music ops and fans alike. Top deck is the better of the pair—ops should get with it—but pronto.

"Five Foot Two, Eyes Of Blue" (2:32)
"Are You From Dixie?" (2:35)

**HUGH AND SHRUG'S RADIO PALS**

- Ditty causing a stir in the pop field is this disk done up by Hugh and Shug's Radio Pals. Titled "Five Foot Two, Eyes Of Blue," the gang render some pleasing melody in this folk version of a tune written more of the music ops should take note of the wonderful fiddle work on the side which adds to the winning incentive of the wax. The flip, "Are You From Dixie?" bounces along at a mellow tempo, with the lyrics weaving around the title. Song is an oldie and should be familiar to veteran music ops. Wax rates a featured spot in ops machines.

"You Made Me Live, Love And Die" (2:37)
"Slipping Around" (2:50)

**FLOYD TILLMAN**

- The widely popular Floyd Tillman on deck with a fresh pair of tunes that bld for top honors in the phonos, with the icing refrain of "You Made Me Live, Love And Die" and "Slipping Around" headed ops way. Top deck spils in slow tempo, with Floyd walling the soft, lamenting lyrics of the song in clear tones that satisfy. The coupling keeps in the same tempo, but switches to a romantic vein. Wax is offered in the usual pattern of folk tunes and should garner its fair share of coin play.

"Burglar Man" (2:30)
"Milk 'em In The Mornin' Blues" (2:40)

**CLAUDE BOONE**

- Some cute wax is to be found in this coupling of "Burglar Man" and "Milk 'em In The Mornin' Blues," with Claude Boone warbling the mel- low lyrics. Both sides of this platter are aimed at the many hillbilly spots throughout the nation. Top deck has Claude telling a wax story that makes for cute listening. The other end is sprottly light with the lyrics weaving around the title. Both sides of this disk should hold their own.

"Don't Be Ashamed Of Your Age" (2:50)
"Silver Lake Blues" (2:30)

**BOB WILLS AND HIS TEXAS COWBOYS**

- The Texas Rangers on deck with a pair titled "There's An Old Rail Fence" and "Frettin' An' A-Poutin'." Top deck is a slow, sentimental affair, with the boys harmonizing in pleasing refrain. It's sweet, smooth wax—and very relaxing. The flip, "Frettin' An' A-Poutin'" is a medium up-tempo novelty that makes for merry listening pleasure. Lyrics are wrapped up in the title, with the light instrumental, background ringing true. We're for the top deck—we're sure you will too.

"There's A Bluebird On Your Window Sill" (2:45)
"Put Your Little Foot Out There" (2:31)

**DON MURPHY**

- A ditty that is sure to come in for an avalanche of joke box play is this bit done up here by Don Murphy tagged "A Bluebird On Your Window Sill." Offered in the plaintive vein so rapidly sweeping the country, Don purrs the tender, yet wistome lyrics in soft spoken tones that satisfy. Light guitar backing by Don adds to the winning ways of the disk. It's a homespun tale that should go well in the boxes. On the flip with "Put Your Little Foot Out There," the Texas Playboys take over to turn in an effective performance on this ever popular number. The top deck is the big one—ops should get with it!

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
<table>
<thead>
<tr>
<th>Rank</th>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>Close Your Eyes</td>
<td>Herb Lance (Sittin' In 514)</td>
<td>Savoy 683</td>
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<td>2</td>
<td>The Hucklebuck</td>
<td>Paul Williams (Savoy 683)</td>
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<td>3</td>
<td>Coleslaw</td>
<td>Frank Culley (Atlantic 874)</td>
<td>Louis Jordan (Docco)</td>
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<td>4</td>
<td>In A Traveling Mood</td>
<td>Andrew Tibbs (Aristocrat 1105)</td>
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<td>5</td>
<td>Tell Me So</td>
<td>The Orioles (Jubilee)</td>
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<td>6</td>
<td>By The Candle Glow</td>
<td>Ben Smith (Coleman)</td>
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<td>7</td>
<td>Lean On Me</td>
<td>Harry Bellafonte (Roost)</td>
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<td>8</td>
<td>Fat Meat And Greens</td>
<td>Edgar Hayes (Exclusive 78X)</td>
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<td>9</td>
<td>Trouble Blues</td>
<td>Charles Brown (Aladdin)</td>
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<td>10</td>
<td>Hold Me, Baby</td>
<td>Amos Milburn (Aladdin)</td>
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**TROUBLE BLUEs**

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**Coleslaw**

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**MY BLUE WALK**

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**Fat Meat And Greens**

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**Hold Me Baby**

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<tr>
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**Rockin' At Midnight**

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**D'Natural Blues**

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**Drinkin' Wine Spoon Dee O' Dee**

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**Hoochie Boogie**

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**Little Girl, Don't Cry**

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**Sunday Morning Blues**

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<tr>
<td>Edgar Hayes (Exclusive)</td>
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**IN OTHER CITIES**

**Jacksonville, FLA.**

1. The Hucklebuck (Paul Williams)
2. Close Your Eyes (Herb Lance)
3. Boogie Chillin' (John Lee Hooker)
4. A Long Time (Don Juan Trio)
5. Trouble Blues (Charles Brown)
6. Hold Me Baby (Amos Milburn)
7. Hucklebuck (Paul Williams)
8. Drinkin' Wine (Stick McGhee)
9. Hucklebuck (Bullmoose Jackson)
10. Hold Me Baby (Amos Milburn)

**Atlanta, GA.**

1. Little Girl Don't Cry
2. Grandpa Plays The Numbers (W. Harris)
3. Rockin' At MIDNIGHT (Ray Brown)
4. Put Likker (Teddi Robbins)
5. The Hucklebuck (Paul Williams)
6. Hip Shakin' Mama (Chubby Henson)
7. I Feel That Old Age Creeping On (W. Harris)
8. Gimme My Moanin' ( congested)
9. Going To Go To Sleep Blues (King Perry)
10. Telephoto Blues (Edie Gorman)

**Dallas, TX.**

1. Trouble Blues (Charles Brown)
2. Lift The Savoir Up (Blue Jay Singers)
3. Hold Me Baby (Amos Milburn)
4. The Hucklebuck (Roy Milton)
5. Confession Blues (John Lee Hooker)
6. Boogie Blues (John Lee Hooker)
7. Boogie Blues (John Lee Hooker)
8. Empty Bed Blues (Jimmie Rodgers)
9. Boogie Chillin' (John Lee Hooker)
10. Boogie Chillin' (John Lee Hooker)

**Shoals, IND.**

1. The Hucklebuck (Paul Williams)
2. Rockin' At MIDNIGHT (Ray Brown)
3. So Tired (Louise Johnson)
4. I Didn't Like It The First Time (Julie Loo)
5. Drinkin' Wine (Stick McGhee)
6. Creepin' (Frank Culley)
7. Hold Me Baby (Amos Milburn)
8. Wrapped Up In A Dream (De-Re-Me)
9. Boogie Chillin' (John Lee Hooker)
10. Can'ta (Billie Eckstein)

**San Francisco, CALIF.**

1. Hold Me Baby (Amos Milburn)
2. Ain't Nobody's Business (Jimmy Witherspoon)
3. Trouble Blues (Charles Brown)
4. The Hucklebuck (Paul Williams)
5. Red Hot (The Savoir Up)
6. Creepin' (Louise Johnson)
7. Little Girl Don't Cry (Bullmoose Jackson)
8. You Sure Look Good To Me (Big Three Trio)
9. Hoochie Boogie (John Lee Hooker)
10. T-Bone Shuffle (T-Bone Walker)

**Cleveland, OH.**

1. The hucklebuck (Paul Williams)
2. Lavender Coffin (Don't Ask Robinson)
3. Deacon's Hop (Big Jay McNeely)
4. Chessin' Woman (Kansas City Jimmy)
5. Back Street (Eddie Chambliss)
6. Fat Assed N' Greens (Eddie Hayes)
7. Can Bo Beaked (His Singer)
8. Blues On A Hundred (Johnny Thompson)
9. Range Blues (Dixie Williams)
10. Nightmare (Joe Swift)
MERCURY PRESENTS NEW NON-BREAKABLE DISK

“Merco Plastic” To Hit Market With May 15 Releases. No Increase In Price

It is believed that the first releases which will hit the market on May 15 will probably be oversold. This does not mean, by the way, that the firm have given up pressing of shellac disks. They will continue to press the disks which were on the market prior to May 15.

Among the first releases of the new “Merco-Plastic” records are the following: Frankie Laine’s “You’re Just the Kind” backed by “Georgia (On My Mind)”; Vic Damone’s “You’re Breaking My Heart” backed with “Sittin’ By The Windows” and “The Beautiful Blonde From Blustery Bend”; Lawrence Welk’s “Lorn-Bell Lee” and “Hollywood Square Dance”; Big Bill Broonzy’s “Keep Your Hands Off Her” backed with “Minds My Own Business”; The Golden Gate Quartet’s “John Saw” and “Lord, I Am Tired And I Want To Go Home” and Joe Tarbo’s “Love Will Find A Way” and “Pyramid Drive”.

At the same time the firm, to prove the disk to the industry, has offered a free record to one and all. This is Frankie Laine’s latest recording and will give the industry the opportunity to test the “Merco-Plastic” record for tone and wearing qualities.

It is generally believed by executive members of the firm that the juke box operators will find the new Mercury non-breakable disks one of the greatest boons to hit the field.

The fact that they last three and four times longer than ordinary shellac records, as Irving Green explained, means that the juke box operators will be earning just that much more profit and not paying any more than they paid for shellac disks.

Green stated, “The one thing that the juke box operators have always wanted is brilliant tone quality. We can now assure them that with our new ‘Merco-Plastic’ non-breakable records they will get the finest tone quality that is obtainable from any recording manufactured.”

CHICAGO — Irving Green, President of Mercury Records, broke the news this past week that the firm would present their new “Merco-Plastic” non-breakable records beginning with their May 15, 1949 releases.

This will include their pop, race, hillbilly and polka disks. What was most impressive to all juke box ops was the announcement from Green’s offices to the effect, “There will be no increase in price for our new ‘Merco-Plastic’ non-breakable records. Operators and retail dealers,” he continued, “will receive them at the very same price they paid us for our shellac disks.”

Green also advised, “There will be a saving of approximately 50 per cent to all distributors and operators in shipping costs of these new plastic records.”

Tests which the firm have conducted also proved that the records gave three to four times more play than the shellac platters and that the tone quality was more brilliant and surface noise was practically eliminated.

The new Mercury non-breakable records, Green also stated, have met with the instant approval and commendation of the first juke box ops who were called in to test them.

These first operators are reported to have praised the firm for this change to a record which would mean so much more profit and finer tone quality.

ORDER FROM YOUR NEAREST DISTRIBUTOR

W. H. SAJEWASKI MUSIC & PUBLISHING CO.
1017 N. MILWAUKEE AVE.
CHICAGO 22, ILL.

1 TENNESSEE SATURDAY NIGHT
Red Foley
(Decca 46136)

2 THERE’S NOT A THING I WOULDN’T DO
Eddy Arnold
(RCA Victor 21-0002)

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

4 TILL THE END OF THE WORLD
Ernest Tubb
(Decca 46150)

5 DON’T ROB ANOTHER MAN’S CASTLE
Eddy Arnold
(RCA Victor 21-0002)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

CANDY KISSES
Cowboy Copas
(King 777)

ONE HAS My NAME
Jimmy Wakely
(Capitol 15162)

LET’S SAY GOODBYE LIKE WE SAID HELLO
Ernest Tubb
(Decca 46144)

JUST A LITTLE LOVIN’
Eddy Arnold
(RCA Victor 20-3013)

I LOVE YOU SO MUCH IT HURTS
Jimmy Wakely
(Capitol 15243)
Floyd Tillman
(Columbia 20430)
Bop Wax Starts Paying Off In Juke Boxes

NEW YORK—Bop music seemed set to stay, for a length of time at any rate, as music ops this past week disclosed to The Cash Box that many of their calls for new recordings now consist of bop music.

While bop in itself has met with excellent reception on the part of younger music and juke box fans, it has not attracted the adult set.

The more wider acceptance of bop is layed to the current crop of large and small bands who have reorganized their music style to the bop kick. Ork-sters such as Benny Goodman, Charlie Barnet, Woody Herman and Harry James are currently playing bop, and are meeting with large enthusiasm. Music fans who for years have followed vocalists are also taking to bop, with such mainstays as Ella Fitzgerald, Dinah Washington, King Cole and others reaching new heights of popularity.

Ops report that in bop, juke box fans have found new cause and reason for playing the juke boxes.

Bop music, in effect, has opened up a new field of operation for music operators.

Levine Heads Cap Branch

NEW YORK—Capitol Records, Inc., this city, this past week announced the appointment of Al Levine as branch manager of the plat-tery's New York distribution office, replacing Hal Crowell who resigned the post this week.

Bob Kearns, who had been a sales- man under Levine in the Newark area has been promoted to the post vacated by Levine in Capitol's Newark branch. Crowell had been with Capitol for the past five years, heading distri- bution posts in Pittsburgh, New York and St. Louis.

Amos Milburn Visits With NY Distributor

NEW YORK—Caught during a recent visit with Johnny Halonka, popular head of AMS Central Record Sales Co., this city, is Aladdin Records star Amos Milburn. Amos, in town recently for a series of theater engagements, dropped in to visit with his disk distributor and watch the rapidly rising sales of his current Aladdin winner "Hold Me, Baby." Milburn is the fellow who rode the top of the music charts for months on end via his sensational disking of "Bewild-ered."

Watch For—
"THE ROCKABYE" on SAVOY RECORDS
The New Dance Sensation from California

Mercury Records

NOW! NON-BREAKABLE AT NO INCREASE IN PRICE!

Last 3 to 4 Times Longer Than Ordinary Records
FEATURING THE COUNTRY'S TOP ARTISTS on TOP TUNES

* FRANKIE LAINE  * VIC DAMONE
* ALBERT AMMONS  * TWO TON BAKER
* LAWRENCE WEKEL  * BIG BILL BROONZY
* GOLDEN GATE QUARTET  * JOE TARTO

Come In And Listen To Them Today!

LONDON RECORD SALES

ALL-STATE DISTRIBUTORS, INC.
30 WARREN PLACE
NEWARK 2, NEW JERSEY

Formerly
EXCLUSIVE RECORD DISTRIBUTORS, INC.
606 10th AVE., N.Y.C. PLaza 7-1318

Gloria Friedman will serve you, as usual.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Dick "Two Ton" Baker SINGS

"My Little Pup With The Patent Leather Nose"

and

"The Beautiful Blonde From Bashful Bend"

on MERCURY’S sensational, new NON-BREAKABLE PLASTIC RECORD No. 5292

IT’S TERRIFIC!!

ORDER 'EM BY THE BOX FOR BIGGER PROFITS!

---

You Too Will Clap Your Hands

When You Hear This New MIRACLE RECORD HIT

Featuring Eddie Chumlee Tunes

MIRACLE Record Company • 500 E. 63rd St., Chicago 37, Ill.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
NEW YORK—Smiling faces herald The Cash Box Music Award, presented to balladeer Perry Como at the latter's Chesterfield Supper Club television show. Como copped top honors as the Best Male Vocalist of 1948 in The Cash Box Music Popularity Poll, and seems bent on repeating in '49 with a slew of hot RCA Victor platters currently riding hot on juke boxes throughout the land. Gathered around for the event are, left to right: Martin Block, famed for his WNEW "Make Believe Ballroom" airer, and a star of the Chesterfield Supper Club; Perry Como; The Fontane Sisters, RCA Victor recording artists; Bob Austin of The Cash Box and musical conductor Mitchell Ayres.

Watch For—
"THE ROCKABYE"
on SAVOY RECORDS
The New Dance Sensation from California

Hilliard Tops Coral Post
NEW YORK—Jimmy Hilliard was named to head the artist and repertoire department of Coral Records by the parent Decca Record firm this past week. Until now the Coral artist & rep department had been handled by a group of Decca execs.

NOW!
Mercury Records
NON-BREAKABLE
AT NO INCREASE IN PRICE!
Last 3 to 4 Times Longer Than Ordinary Records
FEATURING THE COUNTRY'S
TOP ARTISTS
on
TOP TUNES

* FRANKIE LAINE
* VIC DAMONE
* ALBERT AMMONS
* TWO TON BAKER
* LAWRENCE WELK
* BIG BILL BROONZY
* GOLDEN GATE QUARTET
* JOE TARTO

Come In And Listen To Them Today!

MERCURY DISTRIBUTORS, INC.
50 FLOWER STREET
HARTFORD, CONNECTICUT

NOW!
Mercury Records
NON-BREAKABLE
AT NO INCREASE IN PRICE!
Last 3 to 4 Times Longer Than Ordinary Records
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* LAWRENCE WELK
* BIG BILL BROONZY
* GOLDEN GATE QUARTET
* JOE TARTO

Come In And Listen To Them Today!

TRIANGLE RECORD DISTRIBUTORS
1901 FIFTH AVENUE
PITTSBURGH 19, PENNSYLVANIA

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Hampton To Play At "Command Performance"

NEW YORK—Lionel Hampton, the great Decca recording star, will do a "Command Performance" for the head of a sovereign state, his second in four months, when he plays in the presence of President Chaim Weizmann at the May 14th Celebration in Madison Square Garden, marking the first anniversary of the State of Israel.

Hampton will play his exciting, symphonic version of the ancient Jewish Lament "Eli Eli," the number which won so much favorable comment when it was played for President Truman at his inaugural last January.

Apollo Recording Sessions Bee-Hive Of Activity

NEW YORK—Bess Berman, president of Apollo Records, left this week for a much needed vacation, and will rest up in the Poconos.

Before leaving, Mrs. Berman announced that Arnet Cobb, the firm's all time sax virtuoso returns to his waxing sessions after being out ill for a while.

It was also announced that a new vocal discovery, Tommy Moseley, from Baltimore, will be put on wax. Discovered by Hirsch de LaVie, head of Washington music machine operators association, Moseley will be backed by a promotion campaign, which will be initiated in his home city with his first release this month.

A new vocal and instrumental group—Little, Sana, and Lee Trio—was signed and their first release will be issued this month. The group combine jazz and hillbilly.

NOW!

Mercury Records
NON-BREAKABLE AT NO INCREASE IN PRICE!

Last 3 to 4 Times Longer Than Ordinary Records featuring the Country's Top Artists on Top Tunes

* FRANKIE LAINE
* ALBERT AMMONS
* TWO TON BAKER
* LAWRENCE WELK
* BIG BILL BROONZY
* GOLDEN GATE QUARTET
* JOE TARTO

Come In And Listen To Them Today!

Wm. B. Allen Supply Co.
916 N. Clairborne Avenue
New Orleans 16, La.

NOW!

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* LAWRENCE WELK
* BIG BILL BROONZY
* GOLDEN GATE QUARTET
* JOE TARTO

Come In And Listen To Them Today!

Allied Music Sales Corporation
3112 Woodward Avenue
Detroit 1, Michigan

Winning Daily Double National Numbers
9076—Billy Eckstine's "I Only Have Eyes for You" Blues
9075—T. J. Fowler's "T. J. Boogie" "What's the Matter Now"
Television Receivers Going Into Homes At Tremendous Rate
New York City Leads With 560,000; Phila. Second; Chicago Third; L. A. Fourth

NEW YORK—More than one and a half million television sets are now in use throughout the country, and production is running over 200,000 per month, according to a statement in "Radio and Television Weekly," a trade journal.

Sale of video sets to home owners is progressing at a tremendous rate, with most manufacturers behind in deliveries. Metropolitan New York leads the country with approximately 560,000 receivers installed. Philadelphia is second with 150,000; Chicago third with 145,000; and Los Angeles fourth with 115,000.

Forty cities have broadcasting stations, with four more soon to open stations. These cities total sixty-eight stations in all, with Los Angeles leading with seven. The New York area is second with six but WOR will soon begin operating to make seven. Chicago and Washington, D. C., have four stations each, and Philadelphia, Baltimore and Detroit three each.

Through an expanding radio market in all areas, operators in virgin territory are eyeing the advancement of television with mixed feeling, albeit experience has proved that television in taverns reduce juke box income from 15% to 25%. In those large cities where receivers have been operating for several years, operators are resigned to the acknowledged cut in revenue, but are happily awaiting the day when homes will be completely covered. Experienced coinmen, who go back to the days of radios in taverns, expect the same condition to come about...when homes have sets, the novelty of seeing video shows in the bars will have worn off, and the juke boxes will once again become king.

A Grandpop—

Maine Coin Mach. Ops Asn. Holds Meet
Membership Increasing.
Next Meeting Scheduled For Wednesday, May 25

WATERVILLE, ME.—Charles Stillman of Augusta, Maine, vice president of the Maine Coin Machine Operators Association, presided over a meeting of its members on Sunday, April 24, at the Elmwood Hotel, this city.

The operators combined the meeting and a sumptuous dinner at the same time.

Membership throughout the state continues to increase, with four new members being added to the roster during the past month. The latest firms to join up are: Joseph A. Ferris, Madison; E. E. Laughton, York Beach; Mrs. Goldie Durgin of Durgin & Noyes, Inc., Presque Isle; and Roy and Donald Estes of Estes Music Service, Rockland.

Due to the fact that members are busiest during week-end periods for the next few months, the next meeting will be on Wednesday, May 25, thus permitting many of Maine's coinmen the opportunity to be present.

Sicking 3 Day Golden Anniversary Celebration Greatest Distrib.
Party Of All Time

Marmer And Goldberg Entertain Coinmen From Near And Far, Many Travel Hundreds Of Miles, New Equipment On Display

CINCINNATI, O.—Traffic around this city's airport and railroad station this past Friday and Saturday (May 6 and 7) was the heaviest in years. Two great events brought about this condition—the running of the Kentucky Derby (change for Louisville is made here) and Sicking's big Golden Anniversary celebration.

Some horsemen who were heading for the Derby, and unwittingly followed the crowd heading for the coin celebration, wound up as guests of Bill Marmer and Ben Goldberg. However, the attending crowd was so great, a few strangers more or less, didn't cause these genial hosts any inconvenience. (Wonder if any of Sicking's guests wound up at the Derby?) We know of a few columns who couldn't get to the party as it was impossible to get either plane or train accommodations.

For three days, Friday, Saturday and Sunday, the large offices and showrooms of Sicking, Inc. were filled with coinmen from near and far. Everybody connected with the business in the immediate vicinity dropped in, and large numbers of coin figures from every state in the country was on hand to join in with Marmer and Goldberg to commemorate this great milestone.

Visitors started flocking into the firm's headquarters early in the morning, and the festivities kept going full blast until the wee hours in the morning of all three days. Tables were stacked with food and drinks, souvenirs were passed out, and top entertainment by recording stars, and night club entertainers kept the party in a state of relaxation throughout the day and night.

Sicking's showrooms were dressed up to fit the occasion, with equipment distributed by them on view. Several new machines were flown in by the factories, giving the guests a preview of what was to come.

Members of the coin trade are no strangers to parties and celebrations, but one and all stated Marmer and Goldberg put the finest distributor gathering ever seen.

The firm heads were overwhelmed with the success of their Golden Anniversary celebration, and Bill Marmer stated "Ben and I want to thank everyone who attended, many coming for hundreds of miles, and those many people who are in our territory, for making this great party possible."

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IONIA, MICH.—Louis Papas, president Mercury Shuffleboard Manufacturing Company (a Division of Merchandise Display, Inc., Chicago, Ill.), announced that the firm opened its new plant in this city May 9. Papas stated that opening day saw a force of 80 employees on hand, and that the first week's schedule calls for 20 boards a day. He looks forward to a rapid increase over this figure.

With production started at the 150,000 square foot plant, Mercury will be able to make prompt delivery in large or small quantity, Papas stated. The firm is developing extensive promotional programs, which includes shuffleboard tournament leagues on a nationwide scale. Its distribution organization is being completed, and every state in the country, as well as Canada, will soon be covered.

"The complete facilities of this modern furniture plant give us direct control over every phase of production from hardwood forest to finished shuffleboards ready to ship out from our own spur tracks," stated Papas.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
Introduces New Deodorizer Unit For Location Rest Rooms

New Vending Stage On Mills Cup Dispensers

CHICAGO — A new, ingenious Vending Stage is now incorporated in the Mills 400-cup Automatic Fountain made by Mills Industries, this city, according to announcement by the firm. Officials of the firm state that this new Stage cuts servicing requirements because it prevents syrup getting into the mechanism to cause sticking of the gate and a safety lock keeps the gate shut and prevents tampering.

Happy Birthday—

Dave Gottlieb

CHICAGO—Dave Gottlieb, head of D. Gottlieb & Company, this city, will celebrate a birthday on Saturday, May 14. Best wishes!

NY—Electric Deodorizer Corporation, manufacturers of a new deodorizer device called "Pleasant-Air" have taken over a large factory at 250 Lafayette Avenue, Lindhurst, N. J., and have started immediate large scale production.

"Pleasant-Air" is a new wrinkle in providing an antiseptic cleansing odor to neutralize offensive odors from restrooms. It operates electrically, being powered by a dry-cell battery, and may be fitted into any convenient section of the rest room. A dry vapor block is used in the unit, which includes a blower fan, and the antiseptic odor is distributed through the room when a patron opens the door.

Officers of the firm are Leo Willens, president; Joe Eisen, treasurer, and Harry Barron, secretary. Barron, a Floridian, will remain in charge of the Miami office, while Willens and Eisen conduct the factory at Lindhurst, and the offices in New York City, which will be opened at the end of this week.

All three officials of the firm are experienced coin machine men, who have studied the opportunities for coin machine operators to utilize their many locations for the installation of this new product. "Before going into extensive manufacture of 'Pleasant-Air,' we went out into the field ourselves," stated Joe Eisen. "We found out that not only could we get a quick okay from the location owner, but that it was most eagerly accepted. The coin machine operator now has another profit-maker on the same location where he places his equipment, and furthermore, secures the location more than ever, as it is necessary to install new dry vapor blocks from time to time. The location rents the unit and pays for the servicing."

The firm is establishing distributors throughout the country, and will soon make its announcement to the trade.

Firm Headed By Three Well Known Coinmen—Joe Eisen, Leo Willens And Harry Barron. Open Factory At Lindhurst, N. J. Main Office To Be Located In New York City

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The firm is establishing distributors throughout the country, and will soon make its announcement to the trade.

ORGANE, N. J.—T. C. Brown, National Shuffleboard company, this city, announced this week that a Shuffleboard Team Tournament to determine the Illinois State Championship is being held in Springfield, Ill., on June 19, 21 and 12.

Entries are open to six or eight man teams, certified as approved in National Shuffleboard Leagues, he stated.

An award of cash prizes was announced as follows: First Place Team $500 plus individual trophies; Second Place Team $250, plus Team Trophy; Third Place Team $150; Fourth Place Team $100; Fifth to Eighth Place Teams $50 each.

Winning teams are to be given a banquet on the closing day. Outstanding civic and state officials and many sports editors have been invited.

The sponsor of the Championship Tournament will be awarded a new 40'er National Deluxe Shuffleboard.

Rules for play in this tournament are as established by the U. S. Shuffleboard Congress. All boards used in the tournament are furnished by the National Shuffleboard Company.

Says Eisen, "We believe we have a new wrinkle in the coin machine business. We are trying to give the coin machine operators something they can use in their many locations. We believe we can give them a plan that will increase their profits."

This plan, according to Eisen, consists of the installation of "Pleasant-Air" in restrooms. By doing this, the coin machine operators will make two profits: one, they will increase their profits because the "Pleasant-Air" is manufactured and sold to them; and two, they will save money because the unit is electrically operated. The "Pleasant-Air" is an antiseptic cleansing odor to neutralize offensive odors from restrooms. It operates electrically, being powered by a dry-cell battery, and may be fitted into any convenient section of the rest room. A dry vapor block is used in the unit, which includes a blower fan, and the antiseptic odor is distributed through the room when a patron opens the door.

The firm is based in Lindhurst, N. J., and will have its main office in New York City. The factory will be ready for operation by May 10.
The Cash Box

Page 24

May 14, 1949

BLACK GOLD

by Genco

PLAY WITH ONE, TWO
OR THREE NICKELS
PER GAME

SAME PLAYING TIME AS ANY
OTHER 5 BALL GAME!

THE NEW TYPE
5 BALL GAME OPERATORS HAVE
BEEN WAITING FOR!

“BLACK GOLD”
IS THE ANSWER
TO YOUR CASH
BOX WORRIES!

ORDER FROM YOUR NEAREST DISTRIBUTOR

2831 N. ASHLAND AVE.
CHICAGO 14, ILL.

THRU THE COIN CHUTE!

EASTERN FLASHES

ALTHOUGH the weather here hit the high mark for this year, and appears that in Cincinnati it’ll really be in the top brackets, many coinmen are heading for Bill Marmer’s and Ben Goldberg’s big “Golden Anniversary” party this Friday, Saturday and Sunday (May 6, 7 and 8). Traveling accommodations were made for security to the number of persons heading for the Kentucky Derby, which comes off Saturday. Some were unable to get out, and were extremely disappointed.

Bob Charles, well known owner of Binghamton Amusement Company, Binghamton, N. Y., purchased the trade of the Hubbard Music Company, Inc., which consisted of about seventy-five pieces, music and games. Charles will merge it with his own route, which makes it about the largest in his area . . . Hirsch de LaViez, Hirsh Coin Machine Corporation, Washington, D. C., visiting in San Francisco, Calif. Hirsch is one of the top offices of the Variety Club in his town, and a national meet is being held in the Golden Gate City. If any woman comes along about an earthquake in that part of the country, we’ll know whom to blame . . . At the regular meeting of the Maine Coin Machine Operators’ Association, it was announced that the membership was increased by the addition of four more coin companies . . . The Keyboard Company, operators’ headquarters, has advertised a good buyer from Ireland. Henry and Hymie took the young man under their wing, on a recent trip here, and passed along some good advice (which is continually being stressed in the columns of The Cash Box). The territory is virgin, and the operator, hedging the suggestion, is working on a 70%-90% commission basis.

Joe Eisen and Leo Willens, heading the new deodorizer for route operators, Electric Deodorizer Corporation, opened their factory this week at Lindhurst, N. Y. The offices will be located in New York City, address announced next week. The firm is presenting the coin trade with a new device, Pleas-Air. The product deodorizes the air and is installed anywhere in rest rooms. It is electrically operated, and the cost is small. These experienced coinmen have discovered their product fits in most readily within the present type of equipment, as it can be installed and serviced on the same location where machines are in operation, giving the operator additional income, and more secure control of the location . . . Barney (Shugy) Sagerman, Runyon Sales Company, is back in town after being in the Orient for a few days. Among them were John Haddock, president of the phonograph manufacturing company, and Artie Daddis, sales service engineer. Haddock was on hand to see a delivery of a AMI model “B’s” which, after a check by Runyon’s mechanics, were immediately on the way to several operator customers.

Mike Munves, who has always done a big spring business with his arcade equipment, went on a factory tour in the past month of April, which he states is the biggest the company has ever done. News of this kind is always great to hear, but in the case of Munves, who is probably one of the best coinmen, and best Pressed individual is one of the tradeshows one of those happy smiles (his picking up considerably). Teddy Seid, Loyw’s manager, also in a huddle with a “live one” . . . Al Simon, Alfred Simon Company territory manager for the following, giving credit to the same equipment, and winds up with a slightly mashed finger. Probably out of practice, as he’s been spending all of his time lately proportioning Chicos’ hit machines among his customers.

Joe Silverman, president of Philadelphia’s game operators’ association, has invited officials from the pin game factories to attend their next meeting on Tuesday, May 10. The meet is being held at “Big Bills,” starting at 6:30 p.m. The Philadelphia ops thought it would be a good idea for the factory men to be there, and perhaps take part in a round table discussion. National Shuffleboard Company, Orange, N. J., making a tremendous impression with its new “Gold Nugget” board. The company has begun a house organ called “National Shuffleboard News,” in which news will be disseminated to shuffleboard players thruout the country. First issue released April 29th, and a special offer of April 7th more than a pleasure. Max Munves, who has been vacationing in Miami Beach, Fla., for the winter, arrived this week to lend a hand . . . Dave Lowy, Dave Lowy & Company busy with several commissions at one time,Okasha one of those happy smiles (his picking up considerably). Teddy Seid, Loyw’s manager, also in a huddle with a “live one” . . . Al Simon, Alfred Simon Company territory manager for the following, giving credit to the same equipment, and winds up with a slightly mashed finger. Probably out of practice, as he’s been spending all of his time lately proportioning Chicos’ hit machines among his customers.

Cincy Phono Ops To Hold Meet May 10

CINCINNATI, O.—Charles Kanter, who was elected to the presidency of the Automatic Phonograph Owners’ Association at its last meeting, April 17, announced that the organization will hold its next meeting at the Hotel Gibson on Tuesday evening, May 10.

The May 10 meet is expected to be one of the association’s best gatherings, with many important subjects coming up for discussion. A membership drive has resulted in three new members this past month. Frank Galardo, John Toney and Charles Butler joining up.

The Cincinnati association has been responsible for bettering operating conditions in this area over the years it has been in existence, and progress is going continually ahead. Other officers, in addition to Kanter, who were elected at the April meeting are: Phil Gosan, secretary and treasurer, and Frank Michaels, vice president.

Selected to serve on the board of directors are: William Fitzpatrick, Nat Barthfeld, William Harris and William Stout.

抉择 THE CASH BOX when answering ads—it proves you’re a rare coin machine man!
WATCh

WilliamS
CONTINUOUS PARADE
OF WINNERS

WilliamS
MANUFACTURING COMPANY
161 W. Huron St.
Chicago 10, III.

GREATEST BARGAIN IN COIN MACHINE HISTORY!
Special Subscription Deal
To THE CASH BOX

With FREE ADVERTISING PRIVILEGE

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

- 13 WEEKS (1/4 YEAR) $15.00
- 26 WEEKS (1/2 YEAR) $26.00
- 52 WEEKS (FULL YEAR) $48.00

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

THE CASH BOX
The Confidential Weekly of the Coin Machine Industry
EMPIRE STATE BLDG., NEW YORK 1, N. Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
### HOW TO USE THE "C. M. I. BLUE BOOK"

**FOREWORD:** Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter, The C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market information board at the Stock Exchange — giving the prices as they are quoted for the week, regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than show no prices, retains the last known quotations for such equipment, so that the subscriber always has the last known price. It is useless to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, condition, serial number, appearance, demand, scarcity, quality, etc., are all taken into consider-

**METHOD:** The C.M.I. Blue Book should be read as follows: First price listed is lowest price for the week; Second price listed is highest price. Where only one price appears this should be considered lowest price.

### C.M.I. BLUE BOOK

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### BUCKLEY

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*The Cash Box, Page 28 - C. M. I. BLUE BOOK—"The Confidential Price Lists" May 14, 1949*
### Mills (Cont.)

| 5c Gold Chrome | 75.00 | 125.00 |
| 10c Gold Chrome | 65.00 | 75.00 |
| 15c Gold Chrome | 65.00 | 75.00 |
| 20c Gold Chrome | 65.00 | 75.00 |
| 25c Copper Chrome | 35.00 | 75.00 |
| 25c Copper Chrome | 35.00 | 75.00 |
| 25c Club Bell | 70.00 | 95.00 |
| 25c Club Bell | 70.00 | 95.00 |
| 35c Blue Front | 75.00 | 85.00 |
| 35c Blue Front | 75.00 | 85.00 |
| 35c Brown Front | 75.00 | 100.00 |
| 35c Brown Front | 75.00 | 100.00 |
| 35c Cherry Bell | 20.00 | 45.00 |
| 35c Cherry Bell | 20.00 | 45.00 |
| 35c Cherry Bell | 20.00 | 45.00 |
| 35c Prize | 75.00 | 95.00 |
| 35c Prize | 75.00 | 95.00 |
| 45c Original Chrome | 65.00 | 95.00 |
| 45c Original Chrome | 65.00 | 95.00 |
| 45c QT GLitter Gold | 35.00 | 75.00 |
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| 45c QT GLitter Gold | 35.00 | 75.00 |
| 5c VP Bell | 15.00 | 25.00 |
| 5c VP Bell | 15.00 | 25.00 |
| 5c VP Bell | 15.00 | 25.00 |
| 5c VP Bell Green | 15.00 | 25.00 |
| 5c VP Bell Green | 15.00 | 25.00 |
| 5c VP Chrome | 25.00 | 45.00 |
| 5c VP Chrome | 25.00 | 45.00 |
| 5c VP Chrome Plus | 10.00 | 15.00 |
| 5c VP Bells & BG | 25.00 | 35.00 |
| 5c Puritul | 10.00 | 15.00 |
| 5c Victory | 25.00 | 45.00 |
| 5c Black Cherry Bell | 90.00 | 125.00 |
| 5c Black Cherry Bell | 90.00 | 125.00 |
| 5c Black Cherry Bell | 90.00 | 125.00 |
| 5c Gold Bell Vendor | 95.00 | 125.00 |
| 5c War Eagle | 20.00 | 35.00 |
| 5c War Eagle | 20.00 | 35.00 |
| 5c War Eagle | 20.00 | 35.00 |
| 5c Melon Bell | 65.00 | 95.00 |
| 5c Melon Bell | 65.00 | 95.00 |
| 5c Golden Falls 10c | 115.00 | 145.00 |
| 5c Golden Falls 10c | 115.00 | 145.00 |
| 5c Golden Falls 10c | 115.00 | 145.00 |
| 5c Jewel Bell | 165.00 | 175.00 |
| 5c Jewel Bell | 165.00 | 175.00 |
| 5c Jewel Bell | 165.00 | 175.00 |
| 5c Bonus 49 | 230.00 | 47.00 |
| 5c Bonus 49 | 230.00 | 47.00 |

### GrocHeT

| 1e Columbia | 15.00 | 25.00 |
| 1e Columbia | 15.00 | 25.00 |
| 1e Columbia JPY Bell | 30.00 | 45.00 |
| 1e Columbia Fruit | 30.00 | 45.00 |
| 1e Columbia Cig RCJ | 30.00 | 45.00 |
| 1e Columbia DJP | 45.00 | 75.00 |
| 1e Columbia Club | 59.50 | 75.00 |
| 1e Columbia Cig. GA | 35.00 | 39.50 |
| 1e Columbia Fruit GA | 49.00 | 65.00 |
| 1e Columbia Orig. GA | 25.00 | 39.50 |
| 1e Columbia Chrome | 49.50 | 59.00 |
| 1e Columbia DeLuxe | 75.00 | 90.00 |

### Watering

| 5c Rolatop '46 | 45.00 | 65.00 |
| 5c Rolatop '46 | 45.00 | 65.00 |
| 5c Rolatop '46 | 45.00 | 65.00 |
| 5c Rolatop '46 | 45.00 | 65.00 |
| 1e Club Bell | 75.00 | 125.00 |
| 1e Club Bell | 75.00 | 125.00 |
| 1e Club Bell | 75.00 | 125.00 |

### Buckly

| 5c Criss Cross | 15.00 | 25.00 |
| 5c Criss Cross | 15.00 | 25.00 |
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