When he's not raking up record grosses at the Roosevelt Hotel in New York or on one night stands throughout the country, Guy Lombardo spends his time with his racing boat, Tempo, and running his Freeport, Long Island restaurant, both of which are pictured above. In the inset, Guy is shown entertaining a couple of guests near the restaurant's new Wurlitzer phonograph which is completely filled with Lombardo hits. Currently going strong on his Decca recordings of "Happiness" and "Evertrue Evermore", Guy and his crew returned to the Roosevelt last week after a triumphant two month tour.
MODEL-1432

Available in both 78 RPM and 45 RPM

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE
CHICAGO 51, ILLINOIS

All Around the World — the Phonograph that Sells Music

www.americanradiohistory.com
Controversy regarding whether ops should switch over to dime play, or continue on nickel play, waxes stronger each day.

This same situation came about immediately after World War II. Some of the juke box manufacturers went all out for dime play, others sat silently waiting to see what would happen, but, at the same time, preparing their phones so that dime play could be used. One manufacturer went all out against dime play.

This latter manufacturer won out. There were many surrounding factors at the time that played in his favor. The most important, that the public and people were supposed to again return to normal.

The first proposal for dime play was a suggestion of The Cash Box over eight years ago. This was during the war. Prices of everything were somewhere up in the blue sky, and going higher every day. Operators were having their hands full trying to keep step with tremendously rising overhead expenses and general costs.

The Cash Box, during that period, and while the public was extremely liberal with its coin, foresaw an opportunity for the juke box to swing in dime play and urged that the trade change over, while the changing over was good, so that dime play would come into being for the years after the war when, The Cash Box predicted, costs of equipment and general overhead expenses would be greater than the industry had ever before known.

All this has come about. Costs have risen far over 150% as far as cost of equipment is concerned. All overhead expenses and costs have risen anywhere from 100% to far over 200% and, in a few cases, some expenses have risen over 300%.

By the end of 1950, as war began to become more imminent with the Korean incident assuming ever larger and more frightening proportions, many in the field began to clamor for a change to 10c play, for music and amusement.

This clamor continued until some of the leading operators' associations decided to place the matter to vote. Many then jumped to 2 plays 10c and 5 or 6 plays 25c.

But, even this speed-up music merchandising method, didn't seem to be able to take care of the additional coin needed to continue in business on a profitable basis.

Since then, there have been many who called for straight out-and-out dime play. Some of the music operators who have adopted this type play and reported their findings. Many of these have been published here in The Cash Box in the past months.

The most outstanding swing to dime play, of course, as far as the music field is concerned, was that of the Recorded Music Service Association of Chicago on April 4. This is the music operators organization of that city.

At a recent meeting of operators (73 of them) voted unanimously the evening of April 4 to change their machines over to 1 play 10c and 3 plays for 25c.

The new, as is understood, there will always be a few spots where this won't happen. As well as spots which will, in all probabilities, demand that their music machines either remain at 5c per play or have in certain cases, have been cut down to one hour and, in most cases, much less time than that.

The operator is being forced to do whatever he thinks best for his own machine. If he runs, during the small peak-time play that is left to him on his locations.

The location owners, after a discussion with many Chicago music operators regarding the changeover to 10c play, have agreed to place the order, and give more time for their music machines. So, in most cases, the location owners are cooperating with the juke box operators.

Whether this change to dime play for juke boxes will also cause a change to dime play for fiveball games, isn't as yet predictable.

Some pinball ops are already on dime play. Others are holding off. The majority agree that the change should be made. Further, it will give or obtain a dime.

There is no reason then, some state, while the average pinball game can't also obtain a dime for each play. It certainly is much easier to adjust pinball to dime play.

In the meantime, the controversy, as to whether there will be a变成 dime or 10c straight dime play, as against present nickel play action, continues at a hot and heavy pace.

It is believed that if the Chicago music operators' experiment proves itself successful that the nation's music operators will follow suit, and that they will drag along with them a great number of the smaller cities and towns throughout the nation to also adopt dime play.

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

THE CONFIDENTIAL PRICE LISTS" The "Confidential Price Lists" are the only and officially recognized price guide of all new and used machines in the United States. The "Confidential Price Lists" are published in an integral part of The Cash Box and appear in each week's issue. "The Confidential Price Lists" are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are recognized by all banks, savings & loan associations, for taxation purposes. "The Confidential Price Lists" are published by finance firms, insurance companies, and other financial institutions to guide them in making loans to members of the coin operated machinery industry. They have been recognized in courts throughout the United States and Canada. "The Confidential Price Lists" have been complimented by the coin operated machinery industry. Enquiries and legal cases are based upon the quotations appearing in "The Confidential Price Lists."
Time Grows Short

Announcement by The National Production Authority that the long-heralded CMP (Controlled Materials Plan) would go into effect for the third quarter of 1951, beginning July 1, has shortened time considerably for this, and many other, industries.

The fact now remains that, beginning on July 1, 1951, the larger industrialists of the nation, the prime contractors for the defense work now being rushed out in billions of dollars by Government agencies, will have priorities to the three basic metals: copper, steel and aluminum. They will, in turn, so arrange their priority quotas that they will include their sub-contractors.

Whatever copper, steel and aluminum is then left, after these giant industrialists have taken their bite, will be pooled for all other industries.

This still does not mean that these industries can rush to their suppliers and grab what’s left. They will be given a chance to scramble with all others for whatever their quota share amounts to of the metals left.

In short, there’s going to be a real scramble, if ever there was one before. The few tons of copper, steel and aluminum which the large industrials will not want, will be subject to grab by all other industries. All other small, and some large, manufacturers who have no war work and are not considered essential, will try to grab somewhere up to what will be their quota.

In the meantime, of course, the large industrialist will be calling on the smaller factories to take on more and still more sub-contract work. Like during World War II, he will attempt to get the smaller manufacturer to work exclusively for him, if he possibly can, so as to allow him some space and labor for his own regular products.

The small manufacturer cannot refuse. Rather than scramble about trying to get a few tons of steel, copper and aluminum (if he can get them) he will be more than happy to keep his plant in operation doing sub-contract work for the larger industrialist. In short, he must sacrifice his regular products in an effort to survive. There is no other way out for him.

Therefore, the time grows short.

Shorter than a lot of men in this industry realize. NPA’s announcement that the CMP would go into effect on July 1, 1951, shortened the manufacturing life of this business tremendously. Nothing else, short of all out war, could have so shortened it.

As the weeks go by, after July 1, less and still less new equipment will be manufactured. The manufacturer who can scramble a bit better than some other, may get a few more pounds of copper, steel and aluminum. But, whatever he does obtain, won’t be sufficient to keep him in continuous operation. He is, and has been, searching for sub-contracts. He will continue searching for sub-contract work more intensively than ever.

That also means that the average operator, jobber and distributor must prepare himself, as the weeks go by, as time grows short, for whatever eventualities will arise in the near future.

General production of all equipment has been deeply cut. Manufacturers are continuing along, in most cases, on very shorted production schedules. But, they want to continue, to keep their hand in this business, and be ready to swing back if, and when, the time comes.

It is also important to remember that war can come at anytime. Should this happen, everything goes by the board. It will mean that wartime methods and wartime economy must again be the rule.

But, while war is seriously in the offing, according to the experts, this, and all other industry, wants to continue along as best as it can. Therefore, all engaged in this field, at least those who will want to remain in it, must take into consideration the fact that time has, most suddenly, been very much shortened and that all must act quickly not to get caught short.

Operators who haven’t as yet arranged for a more equitable commission percentage arrangement, or for higher coinage play action, whichever they most desire, should think very seriously of this move now—and think fast.

Jobbers and distributors who haven’t prepared themselves for whatever they can best do when, and if, no new equipment is forthcoming, should work very fast in this regard. Either set up immediately for converting, or for whatever else they think themselves best fitted.

The business slideoff will go out very soon. As less and less production of new merchandise becomes the case, inventories will continue to disappear, and then the rush which will result will be of little, or no value, for there just won’t be anything to rush for—except materials for war.

Perhaps, as the experts state, by 1953 a wartime economy will so deeply pervade the present type economy that the public will become accustomed to more austere living conditions. People will then get used to finding very little of the merchandise they want. Less cars, less refrigerators, less everything and anything new.

But, until 1953, there are still about 18 months for the members of this industry to work and earn a livelihood. They must, then, prepare now for the vacuum which seems to be about here. The time when little, or no, new equipment can be purchased.

Time grows short.
HEADED INTO

THIS COLUMN

helen o'connell

singing

LOVE ME

by Victor Young and Red Washington

with Orchestra Conducted by HAROLD MOONEY

26 RPM NO. 1512
45 RPM NO. 11512


43 rpm numbers in parenthesis.

CO-DE-27490
LO-851
DE-27402

[Image of a page from a publication titled "The Nation's Top Ten Juke Box Tunes"]

The Nation's
TOP TEN
Juke Box Tunes

MACKIN' BIRD HILL
LEN PAUL & MARY FORD—PATIIE PAGE
CA-1373 (F-1373)—Len Paul & Mary Ford
MO-5552 (5552445)—Tony Hill
DE-27446 (F-27446)—Eust Morgan
DA-10294—Martin Storer

HOW HIGH THE MOON
LEN PAUL & MARY FORD
CA-1373 (F-1373)—Len Paul & Mary Ford
DE-27443 (F-27443)—Irvin Harper
MO-30303 (K-30303)—David Rose

ON TOP OF OLD SMOKY
THE WEAVERS & TERRY GILKSYON
CO-39326—Bart Ives
CR-60345 (9-60345)—George Gates O
DE-27515 (F-27515)—Weavers &
TE-27506—Terry Gilkerson

IF
PERRY COMO
CA-1349 (F-1349)—Perry Como
CO-39159 (K-39159)—Denny Doherty
DE-27481 (F-27481)—Louis Armstrong

BE MY LOVE
MARIO LANZA
CA-1352 (F-1352)—Ray Anthony O
CO-39676—Leo Love O
CR-60375 (9-60375)—Dee Brown
DE-27506 (F-27506)—Victor Young O

W O U D I LOVE YOU
PATIE PAGE
CA-1356 (F-1356)—Helen O'Connell
CO-39193 (F-39183)—Day & James
DE-27420 (F-27420)—Jerry Gray O

SPARROW IN THE TREE TOP
GUY MITCHELL
CA-1460 (F-1460)—Les Baxter
CO-39190 (F-39190)—Guy Mitchell
DE-27403 (F-27403)—Bill Murray

BEAUTIFUL BROWN EYES
ROSEMARY CLOONEY—JIMMY WAKELY
CA-1426 (F-1426)—Arthur Smith
CO-39193 (F-39193)—Jimmy Wakely
CO-39127 (F-39127)—Rosemary Clooney
DE-27458 (F-27458)—Evelyn Knight

I APOLOGIZE
HILLY ECKSTEIN
CA-30189 (F-30189)—Chap Butler
DE-27448 (F-27448)—Don Cherry

ABA DABA HONEYMOON
DEBBIE REYNOLDS and CARLETON CARPENTER
CA-39205 (F-39205)—Les Kane
CR-60324 (F-60324)—Cliff Steward
DE-27474 (F-27474)—Carmichael & Doley

(11) MY HEART CRIES FOR YOU
(12) TOO YOUNG
(13) BRING BACK THE THRILL
(14) YOU'RE JUST IN LOVE
(15) TENNESSEE WALTZ
(16) SYNCOPATED CLOCK
(17) THE LOVELYEST NIGHT
(18) HOT CANARY
(19) NEVER BEEN KISSED
(20) WHEN YOU AND I WERE YOUNG
MAGGIE ROSES

"It's What's in The Cash Box That Counts"
"THE HOT CANARY" (3:15)
"TWO LITTLE MEN ON A FLYING SAUCER" (3:21)
ELLA FITZGERALD
Couple (Decca 27578, 9-27578)
- Ella Fitzgerald takes a novelty that's causing a lot of excitement as an instrumental and sings some lyrics to it on the upper half. With Sy Oliver's orchestra doing the backing, Ella makes this sound very cute. The second side is another item with clever lyrics which Ella delivers in her well known style. Ops oughta tune in.

"THESE THINGS I OFFER YOU" (2:55)
"DEEP PURPLE" (3:05)
SARAH VAUGHAN
(Columbia 39370)
- A lovely new ballad gets a wonderful rendition on the top deck from Sarah Vaughan. With Percy Faith and the orchestra backing her up, Sarah really lets herself go with this one. The bottom half is a standard which she again does very smoothly in her listenerable voice. The top deck could be a big one.

"SEPTEMBER SONG" (3:50)
"ZING WENT THE STRINGS OF MY HEART" (3:25)
RED NORVO TRIO
(Discovery 147)
- Red Norvo and his Trio take two oldies and give them a ride on this platter. The first side is a slow treatment of a very attractive tune while the bottom half is a light rendition which ranges all the way through. Ops with the right locations want to get with this one.

"BECAUSE OF YOU" (2:48)
"I WON'T CRY ANYMORE" (2:42)
TONY BENNET
(Columbia 39362)
- Two beautiful ballads are given a vocal going over from Tony Bennett. Each end finds Tony at his best singing out the lyrics with real feeling as Perry Faith comes in on the backing. Each of these tunes has a very melodic appeal and ops are advised to listen in.

"WONDROUS WORD" (2:18)
"HOMETOWN, U. S. A. " (3:07)
HALL KANNER ORCH.
(Radiola 770)
- A religious number with a lot of pop appeal turns up here done by Hal Kanner and the orchestra. Hal puts a lot of jump into these inspirational lyrics and makes this side excellent sleeper material. The bottom half is a ballad in a somewhat sentimental vein. Ops oughta watch the top deck.

"THE CASH BOX RECORD REPERTORY"

**MY PRAYER** (2:58)
"DOWN THE TRAIL OF ACHING HEARTS" (2:50)
SAMMY KAYE ORCH.
(Columbia 39360)
- An oddie gets Sammy Kaye's usual smooth treatment on the top deck at Tom Almo does the vocal. The second side is a western sort of thing which comes out very listenable with Tony and the Kayettes getting together. Ops have a couple of good sides here.

"I WISH, I WISH" (2:54)
"THE KISSING SONG" (2:13)
TONY MARTIN & DINAH SHORE
(RCA Victor 20-4126; 47-4126)
- Tony Martin and Dinah Shore team up again to give out with a couple of novelties. Both ends are cold items which the pair sing with their usual accomplished style. Although not as strong as "A Penny A Kiss," these ditties should find some interest in the machines.

"THE LETTER" (3:17)
"POSSIBILITIES" (2:54)
PHIL HARRIS
(RCA Victor 20-4124; 47-4124)
- Phil Harris has a couple of novelties to offer here. On the first side he joins up with his wife, Alice Faye, and together they make this cute thing very listenable. On the bottom half he goes it alone with a 39%20inspirational item which has a lot of zest. Ops should listen in.

"I LOVE TO DANCE THE POLKA" (2:54)
"PIZZA AND BEER" (2:47)
LOUIS PRIMA
(Robin Hood 108)
- Louis Prima has a very potent item in the tune on the top deck. It's a polka with a lot of meaning in the lyrics which should help it go over big on the boxes. The bottom half is another novelty in Louis's typical style which his fans should eat up. Ops better not miss the top side.

"I AM FREE" (3:00)
"HOW LONG IS FOREVER?" (2:57)
BOBBY WAYNE
(London 1077; 45-1077)
- Bobby Wayne has a big dramatic number which he bursts out with on the upper level. This side has a production with the Chorus and Dick Hayman's orchestra backing Bobby up. The second side, in contrast, is a soft ballad done very easily by Bobby. Ops will want to hear the top deck.

"HAPPY MAY" (2:54)
"AF DISK OFFER LOT WON'T HAVE ANY" (2:55)
"IT'S A CUCKER" (2:47)
"CLEANSE" (2:56)
"DON'T MAKE ME WAIT ANY MORE" (2:50)
"IF I HADN'T BEEN FOR YOU" (2:57)
"AM I TO BLAME?" (2:45)
ARTIE WAYNE
(Coral 60457; 9-60457)
- A couple of ballads are turned out here in the styling of Artie Wayne. Taking it very easy, Artie does these numbers in an extremely soft manner as The Encores provide a chorus and piano. The bottom half comes through with a fine, small instrumental backing. Ops might take a peek at this disk.

"THE LONG VAUGHN" (2:47)
"THE MOON WAS YELLOW" (2:54)
FRANCES LANGFORD
(Mercury 5636; 563645)
- Frances Langford returns to the recording picture with two oldies which she vocalizes in a straight forward manner. The top deck is a nostalgic ballad while the second half is a Latin American rhythm thing which sounds real good. Ops will want to hear Frances again.

"OLD SOLDIERS NEVER DIE" (2:43)
"LOVE AND DEVOTION" (2:53)
VAUGHN MONROE ORCH.
(RCA Victor 20-4146; 47-4146)
- One of the best versions of this old soldier song which has currently been getting a big push is put forward by Vaughn Monroe. Vaughn sings it in his straightforward manner and if the song goes, this should be the version. The second side is another interesting item with some good lyrics which should do well in the boxes. Ops will have to get going here.

"WOH'LL TAKE MY PLACE?" (2:48)
"THE SANDWICH BOOGIE" (2:04)
THE MADCAPS
(Decca 27582; 9-27582)
- The Madcaps have a couple of good instrumentals to offer as they go to town on a harmonica duo. On the upper half, they have Ev Reisman backing them up on the piano while on the second side they do a driving number just with harmonica. Ops may want to take a look at these sides.

"DISK OF THE WEEK"

"MISTER AND MISSISSIPPI" (2:53)
"THESE THINGS I OFFER YOU" (2:48)
PATI PAGE
(Mercury 5645; 564545)
- Pati Page keeps rolling along with two more sides which are bound to keep her up there in the best seller lists. This time Pati combines a folk tune tune called "Mister and Mississippi" and a ballad "These Things I Offer You" and makes both of them sound outstanding. If you want a really good disk you will find it on this disk. The top deck is a very unusual number with a lot of change of pace involved in which Pati switches from a single to a combination of several voices every few phrases. The second side is a rather sultry ballad, right for her type of delivery which keeps you clinging to her every word. On each side Jack Reel provides just the proper backing and the whole affect is a terrific one. Here's a disk which ops are gonna have a great time with.
Her Nibs
Miss Georgia Gibbs

FIRST EXCLUSIVE MERCURY RELEASE

"TOM'S TUNE"
COUPLED WITH
"I WISH, I WISH"

MERCURY 5644-5644X45

"It's What's in THE CASH BOX That Counts"
"SLEEPER OF THE WEEK"

"TOM'S TUNE" (2:49)
GEORGI GIBBS
(Mercury 5644; 5644 x 45)

- Georgia Gibbs, on her first disk for Mercury, shows up with another side which should have lots of juke box appeal. Georgia has a light hearted way with a tune, "Tom's Tune" in this case, and ops are due to have a goodly amount of coin to count when they get this one into their machines. Glenn Osser backs her up as she runs through the cute lyrics in a pleasant manner and this novelty in one which keeps you humming a long time after the disk is over. No matter who's tune it is, Tom's or anyone else's, Georgia makes it hers. The second side is another novelty which she does right by. It's a very attractive item again getting a wonderful vocal and just the right backing from the orchestra. Here is a disk for ops with these two sides to go on. It's one that can't be missed.

"I'LL NEVER KNOW WHY" (2:42)
TOMMY EDWARDS
(MGM 10973; K10973)

- Tommy Edwards, who's shown so much promise in his first disk follows through with another two sides which are great to listen to. Tommy gets a wonderful quality into his voice as he gives out with these two ballads very softly and quietly. Here's a boy for ops to watch very carefully.

"MY RESISTANCE IS LOW" (2:26)
THE STRANGE LITTLE GIRL
(2:40)
LEE BROTHERS
(Columbia 39303)

- The new Hoagy Carmichael tune gets a grand going over here from the Lee Brothers. The boys give this one a lively interpretation to Paul Weston's backing. On the bottom half they take off on a current western favorite which could easily go in the pop field. This is one for ops.

"YOU'RE TIRED OF ME" (3:14)
"PARADISE" (2:50)
KITTY WHITE
(Decca 2757; 9-27571)

- Two very slow tunes are turned out on this platter by Kitty White. The top deck is a ballad which she sings with a faint edge while the second side is an oldie given a very good arrangement. Ops might take a peek at this one.

"TOM'S TUNE" (2:58)
"MY O-HO HEAVEN" (3:06)
ROY KOSS
(Coral 60435; 9-60435)

- A cute new novelty gets a likely rendition from Roy Ross and the Quintet. With the Charmelows singing out the lively lyrics, Roy and the boys do o.k. by this. The lower half too is a pleasant sounding thing getting the same treatment. Ops oughta tune in.

"MY DADDY IS A GENERAL TO ME" (3:03)
SPIKE JONES
(Decca Victor 20-4125; 47-4125)

- Spike Jones is still in his zany groove with a take off on the top deck. Combining an operatic aria with a barking dog, Spike makes this one sound real silly. The lower end is a mixture of all sorts of things mostly sentimental with a baby voiced vocal. Ops who have the right spots might listen in.

"COME OUT AND KISS ME" (2:30)
"THIS IS NO LAUGHING MATTER" (2:55)
DAVE STREET & PAULETTE SISTERS
Broadway 1004

- Dave Street and the Paulette Sisters team up to give out with two grand sides. The first one is a novelty done in slow, easy style which features some excellent lyrics. The second side is an oldie which Dave and girls get a lot of feeling into and make good to hear again. Ops shouldn't miss this.

"OLD SOLDIERS NEVER DIE" (3:16)
"UNLESS" (2:47)
HERB JEFFRIES
(Coral 60478; 9-60478)

- A dramatic version of tune which is currently in the limelight is offered on the upper half by Herb Jeffries. Done in march rhythm with Jeff Alexander's orchestra doing the backing, this may be a big one. The second side is the revival which is going strong and this version won't hurt. Ops want to take a listen.
NEW YORK:

Another controversy over the breaking of release dates is with us again, this time involving Shapiro-Bernstein's "Mister And Mississipi." Everyone is making threats, charges and countercharges. In the midst of all this, one would like to make a prediction that this furor will blow over with absolutely nothing being done, as has been the case so many times before.

Jo Stafford got a swell plug in that Collier's article. . . . Lee Brown takes his entire band to Europe to play army camps for two weeks and then returns to open at the Capitol May 24. . . . Claire West, who handles Dick Jockey Service for Victor, remained in Camden when Cannon's company moved to N. Y. . . . The best Mann will take care of those cows. . . . Nat "King" Cole's "Too Young" looks like a successor to "Mona Lisa" in sales potential. . . . Freddie Robbins, who emcees the Kresiel Band Stand will present an elegant gift to the person who suggests a top new name for the show. . . . Harry Kruse has a bright new smile these days now that his wife is on the mend.

Maypole Music's major plug, "Bring Back The Thrill," is bringing back a former hit of theirs, "A New Shade Of Blues," via the sheet music route. The back of the "Thrivl" tune carries, "A New Shade Of Blues" and orders are beginning to trickle in. . . . Victor has made another terrific purchase of rare music chrome to plug its products and records will be pushed to the fullest extent.

A gold plated copy of Herb Jeffries' "Old Soldiers Never Die" was presented to General MacArthur, through his aide, Col. Sidney Huff, on behalf of the Sixth Combat Engineers Group of California of which Jeffries is a captain. . . . Frank Sinatra's new film "Meet Danny Wilson" will have a score of his former hits chosen by the old jockey poll of listener's choices. . . . Jeffries continues her wonderful warbling on her new London disk "Why Crying" backed by "Sometimes, Somewhere." Columbia star Tony Bennett flies in from Cleveland to be crowned "King Of The Bartitones" on Bob Harris's "Baritone Battleground" show over Newark's WVNJ.

CHICAGO:

General MacArthur day in Chicago was certainly a huge success for the juke box operators. Ops claim they had their biggest take in years. . . . Art Kassel into New York with transcription of some new tunes by his Penn. . . . After reorganizing his band, Charlie Barnett is re-recording some of his old great for Capitol. . . . Jan Garber into the Melody Mill May 11. . . . Jerry Lewis had a surprise appearance at a girls' club meeting in a large loop department store where he kissed hundreds of girls who claim they've never been kissed before to promote his latest disk, "Never Been Kissed." . . . Sol Bourne in town just looking over some. . . . MGM bought some old Musick masters from which they are making an album that will include some of Mel Torme's and Artie Shaw's grand oldies. . . . Archie Levinson off to New York for a few days. . . . Nelly Lutcher, who is getting terrific rave review from the London critics, feels that she loves England and is enjoying herself tremendously.

. . . Peggy Lee hospitalized in Los Angeles with a serious case of pneumonia. . . . Dorothy Shay doing her usual very fine job at the Empire Room. . . . Dick LaPalma tells us that Nat Cole will be at the Chicago Theatre along about the middle of June and there's talk of him being able to hear the news. . . . Mindy Carson is back at the Oriental and what a terrific job she did there in spite of a very bad cold. . . . Tito Gutiérrez made a one-week stand at the Trianon. . . . Ervin Beke ready to make a big announcement. . . . The Mills Brothers, longtime Chicago favorites, enjoyed an open engagement at the Chicago.

LOS ANGELES:

Some of the more worthwhile talent at local site spots these days would be Sophie Tucker, Mercury's pride, opening at Ciro's, and Ruth Brown, Atlantic's "Teardrops In My Eyes" gal, bowing in at the Oasis. . . . Another goody is George Shearing, he of MGM fame, at the Tiffany Club. . . . Had us a nice little chat with Bob Kantner, top man of the local London branch, and learned that he's an old San Francisco side-kick of Gordon Wolf, who holds forth for MGM over at Sunland Music Districts. . . . Biggest things popwise around London at present seem to be Anton Karas with his "Second Theme" and Al Morgan's "What Will I Tell My Heart?" . . . Teresa Brewer sales also soared up there during her few-week stay at Ciro's. . . . Ran into first playing of Vic Damone band newie, "You Gotta Show Me," with Mezz Mezzrow's Lee Palmer splinter. . . . Mike the press for Jim Mironko, the genial Phonoloph gentile, in a package commemorating Vic's domino uniform on May 5. . . . Harry Bloom and the press crew are betting on another great big Patti Page hit in her new and quietly titled "Mister And Mississipi." No. 1 plug with Shapiro-Bernstein.

. . . Didn't realize how many "Old Soldiers Never Die" were cut, and in a hurry, till we spotted a big window full of Herb Jeffries on Coventry, Dick Kurlan's Modern Distribs window. . . . Jim Warren and crew of Central Records a happy gang with Jerry Hamann's window. . . . Jackie Kelleba's "The 10 Hit Listings" in The Chicago Sun-Times, and our Midget Listing in The Illinois Times. . . . Clark and Jim on their babies. . . . Hard-to-catch-up-with-of-late Al Sherman of King up to San Diego for a few days, we learned from his Gal Friday Jean. . . . Sammy Lane of International label back in action with "Celia Libra" by the Nelson Alexander Quartet and off to a fast local start via Central Records. . . . Discovery comes up with a promising cutie in Clow Brown's "Two Little Twains."
THE CASH BOX

Page 10

May 12, 1951

1. "I LIKE THE WIDE OPEN SPACES" (2:48)
2. "ROSE, ROSE, I LOVE YOU" (2:53)
   ART LUND
   (MGM 1978; K1978)
   • A new novelty that may break out is offered by Art Lund on the upper half. Art does this one with spirit and helps give the song a further push. On the bottom half, the Chinese imported hit gets another go from Art and it too turns out ok. Ops might listen in.

3. "PRETTY EYED BABY" (2:53)
   "YOU MADE ME LOVE YOU" (2:49)
   BILLY WILLIAMS QUARTET
   (MGM 1096; K1096)
   • Billy Williams and his Quartet take a current jump tune and give it a great rendition. Billy does a wonderful job on the vocal as the boys come in to help. The lower half is an oldie done slowly by the group who show off their terrific brand of Harmony. Ops shouldn't miss this one.

4. "LAURA" (2:45)
   "PENTHOURSE SERENADE" (2:55)
   ERROLL GARNER
   (Columbia 39275)
   • Erroll Garner works his piano magic on a couple of standards here and makes them sound out of this world. The top deck gets a soft, quiet going over while the bottom half shows up a little more complex. For the quiet spots, this is perfect material.

5. "BLAME IT ON YOURSELF" (2:55)
   "IF I CAN'T HAVE YOU ALL TO MYSELF" (2:52)
   LILY ANN CAROL
   (Robin Hood 107)
   • Lily Ann Carol has two first rate sides on this disk. Displaying a very attractive voice, this thrust goes to work on two ballads as Merty Kraft and the orchestra help her out. These tunes have a lot of appeal and ops certainly oughta take a listen.

6. "HELLO, YOUNG LOVERS" (3:15)
   "SOMETHING WONDERFUL" (3:18)
   BING CROSBY
   (Decca 27588; 9:27588)
   • The top side finds Bing Crosby taking a lovely ballad and presenting it in his usual attractive style. Victor Young and his orchestra supply a piano and chorus that helps put the number over. The under side gets the same treatment from this successful combination.

7. "MY PRAYER" (2:55)
   "WONDERFUL, WASN'T IT?" (2:49)
   BILL FARRELL
   (MGM 10948; K10948)
   • The top deck displays some pleasant singing by Bill Farrell, who always turns out a listenable disk. Russ Case and his orchestra assist Bill on both sides of the platter. The under half shows the pair to good advantage in their offering of a slow ditty. Ops oughta listen.

8. "SINGING A HAPPY SONG" (2:54)
   "TAKE BACK YOUR HEART" (2:48)
   BOB CHESTER ORCHESTRA
   (R. F. D. 5077)
   • Bob Chester and his orchestra, featuring the pleasant vocalizing of Alan Foster, go through a happy sounding number on the top level of this disk. The lower half finds this pair combining on a listenable jumpin tune. This disk can go in the right locations.

9. "PAL POLKA" (2:46)
   "JOLLY OBEREK" (2:41)
   EDDIE GRONET
   (Coral 60433)
   • Eddie Gronet and his orchestra come through with couple of polkas that makes it for dancing. The first one was written and dedicated to the PAL organizations. Both ends should do fine in the proper spots and ops who do well with polkas certainly oughta take a look at these.

10. "MASQUERADE POLKA" (2:53)
    "HOMECOMING POLKA" (2:49)
    HARMONY BELLS ORCH.
    (Dona 3050)
    • Two instrumental polkas are turned out here, these by the Harmony Bells orchestra. The top deck is a polka which seems to be gaining in popularity while the second side is a waltz which is real good to listen to. Ops who have good dance spots will do ok with these two sides.

11. "WHEN IT'S TULIP TIME IN AMSTERDAM" (2:53)
    "HEY, LOUella" (2:40)
    TONI ARDEN
    (Broadway 1005)
    • An early Toni Arden record shows up here on which the thrush is accompanied by Al Trace and his orchestra. Toni does a ballad on this side while the boys provide a straight backing. On the flip, the Trace crew do it alone with some zany instrumentals. Ops will want to take a listen.

12. "LOVE ME" (3:05)
    "I WHISTLE A HAPPY TUNE" (2:25)
    FRANK SINATRA
    (Columbia 39346)
    • A lovely new ballad gets an ultra slow rendition from Frank Sinatra who has it sound real good. Axel Stordahl provides the backing to this very likely item. The second side is a cute light hearted tune which Frankie does right by. This is one for ops.

The Cash Box, Music

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.
Ed Ponney
WGXM—Fitchburg, Mass.
1. SOUNP OFF (Paul and Meal)
2. NO YOU DON'T (F. M. Smith)
3. SPOONING FOOL (Boy)
4. I APOLOGIZE (Paul and Meal)
5. I'M COLD (Boy)
6. BURST THE BURST WALL (Boy)
7. OH, YOU SWEET ONE (F. M. Smith)
8. EVERYONE'S WELCOME IN THE HOUSE OF THE LORD (Boy)
9. EIGHTH STREET UNDER THE BILL (Boy)
10. DOWN THE TRAIL (Boy)

Dave Miller
WYAT—Perryton, N. J.
1. I DON'T WANT TO SET THE WORLD ON FIRE (Any)
2. OH! YOU SWEET ONE (Lawrence Divey)
3. I CAN'T TELL YOU EVERYTHING I THINK YOU SHOULD KNOW (Boy)
4. I CAN'T TELL YOU EVERYTHING I THINK YOU SHOULD KNOW (Boy)
5. EVERYONE'S WELCOME IN THE HOUSE OF THE LORD (Boy)
6. STRANGE LITTLE GIRL (Boy)
7. SOMETIMES I EVEN CHANGE A PIECE OF THE WALL (Domino)
8. HOW HIGH THE MOON (Boy)
9. HOW AM I (Boy)
10. HOWLIN' AT THE MOON (Horace Williams)

Larry Gentile
WDFV—Davie, Mich.
1. I LOVE ABA
2. I LOVE ABA
3. I LOVE ABA
4. I LOVE ABA
5. I LOVE ABA
6. I LOVE ABA
7. I LIKE ABA
8. I LOVE ABA
9. I LOVE ABA
10. I LOVE ABA

Don Bell
KRTN—Des Moines, Iowa
1. MICKIN' BIRD HILL (Paul and Meal)
2. MICKIN' BIRD HILL (Paul and Meal)
3. MICKIN' BIRD HILL (Paul and Meal)
4. MICKIN' BIRD HILL (Paul and Meal)
5. EVERYONE'S WELCOME IN THE HOUSE OF THE LORD (Boy)
6. STRANGE LITTLE GIRL (Boy)
7. I FEEL THE SAME ABOUT YOU (Boy)
8. HOW HIGH THE MOON (Boy)
9. SPARROW IN THE TREETOP (Boy)
10. HOW COULD YOU BELIEVE ME (Boy)

Art Tacker
WTAO—Cambridge, Mass.
1. NO ONE BUT YOU (Boy)
2. I'M SORRY FOR YOUR PAIN (Boy)
3. I'M SORRY FOR YOUR PAIN (Boy)
4. I'M SORRY FOR YOUR PAIN (Boy)
5. I'M SORRY FOR YOUR PAIN (Boy)
6. I'M SORRY FOR YOUR PAIN (Boy)
7. I'M SORRY FOR YOUR PAIN (Boy)
8. I'M SORRY FOR YOUR PAIN (Boy)
9. I'M SORRY FOR YOUR PAIN (Boy)
10. I'M SORRY FOR YOUR PAIN (Boy)

Earl Padney
WGY—Schenectady, N. Y.
1. HOW HIGH THE MOON (Boy)
2. HOW HIGH THE MOON (Boy)
3. HOW HIGH THE MOON (Boy)
4. HOW HIGH THE MOON (Boy)
5. HOW HIGH THE MOON (Boy)
6. HOW HIGH THE MOON (Boy)
7. HOW HIGH THE MOON (Boy)
8. HOW HIGH THE MOON (Boy)
9. HOW HIGH THE MOON (Boy)
10. HOW HIGH THE MOON (Boy)

Bad Wendell
WJMO—Cleveland, Ohio
1. HOW HIGH THE MOON (Boy)
2. HOW HIGH THE MOON (Boy)
3. HOW HIGH THE MOON (Boy)
4. HOW HIGH THE MOON (Boy)
5. HOW HIGH THE MOON (Boy)
6. HOW HIGH THE MOON (Boy)
7. HOW HIGH THE MOON (Boy)
8. HOW HIGH THE MOON (Boy)
9. HOW HIGH THE MOON (Boy)
10. HOW HIGH THE MOON (Boy)

Dick Coleman
WCRE—Baltimore, Md.
1. TOO YOUNG (Boy)
2. TOO YOUNG (Boy)
3. TOO YOUNG (Boy)
4. TOO YOUNG (Boy)
5. TOO YOUNG (Boy)
6. TOO YOUNG (Boy)
7. TOO YOUNG (Boy)
8. TOO YOUNG (Boy)
9. TOO YOUNG (Boy)
10. TOO YOUNG (Boy)

Garry Lestors
WYNJ—Newark, N. J.
1. IF (Paul and Meal)
2. IF (Paul and Meal)
3. IF (Paul and Meal)
4. IF (Paul and Meal)
5. IF (Paul and Meal)
6. IF (Paul and Meal)
7. IF (Paul and Meal)
8. IF (Paul and Meal)
9. IF (Paul and Meal)
10. IF (Paul and Meal)

Eddie Hubbard
WIND—Chicago, Ill.
1. HOW HIGH THE MOON (Boy)
2. HOW HIGH THE MOON (Boy)
3. HOW HIGH THE MOON (Boy)
4. HOW HIGH THE MOON (Boy)
5. HOW HIGH THE MOON (Boy)
6. HOW HIGH THE MOON (Boy)
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8. HOW HIGH THE MOON (Boy)
9. HOW HIGH THE MOON (Boy)
10. HOW HIGH THE MOON (Boy)

Bob Anthony
KRMG—Topeka, Okla.
1. HOW HIGH THE MOON (Boy)
2. HOW HIGH THE MOON (Boy)
3. HOW HIGH THE MOON (Boy)
4. HOW HIGH THE MOON (Boy)
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8. HOW HIGH THE MOON (Boy)
9. HOW HIGH THE MOON (Boy)
10. HOW HIGH THE MOON (Boy)

Roger Clark
WNRK—Norfolk, Va.
1. HOW HIGH THE MOON (Boy)
2. HOW HIGH THE MOON (Boy)
3. HOW HIGH THE MOON (Boy)
4. HOW HIGH THE MOON (Boy)
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9. HOW HIGH THE MOON (Boy)
10. HOW HIGH THE MOON (Boy)

53441-492 1951
### New York, N.Y.
1. **Mockin' Bird Hill** (Les Paul & Mary Ford)
2. **Wouldn't It Be Nice** (Les Paul & Mary Ford)
3. **On Top of Old Smoky** (Weavers)
4. **If** (Perry Como)
5. **ABA DABA HONEYMOON** (Reynolds-Carpenter)
6. **Would I Love You** (Patti Page)
7. **Mockin' in the Tree Top** (Guy Mitchell)
8. **Beautiful Brown Eyes** (Rosemary Clooney)
9. **ABA DABA HONEYMOON** (Reynolds-Carpenter)
10. **Too Young** (Nat King Cole)

### Chicago, Ill.
1. **How High the Moon** (Les Paul & Mary Ford)
2. **On Top of Old Smoky** (Weavers)
3. **Mockin' Bird Hill** (Patti Page)
4. **Sparrow in the Tree Top** (Guy Mitchell)
5. **I Apologize** (Billy Eckstine)
6. **If** (Perry Como)
7. **ABA DABA HONEYMOON** (Reynolds-Carpenter)
8. **Tennessine Waltz** (Patti Page)

### Los Angeles, Cal.
1. **On Top of Old Smoky** (Weavers)
2. **If** (Perry Como)
3. **On Top of Old Smoky** (Weavers)
4. **Beautiful Brown Eyes** (Les Klock)
5. **My Heart Cries For You** (Guy Mitchell)
6. **ABA DABA HONEYMOON** (Reynolds-Carpenter)
7. **Sparrow in the Tree Top** (Guy Mitchell)
8. **Mockin' Bird Hill** (Patti Page)
9. **How High the Moon** (Les Paul & Mary Ford)

### Savannah, Georgia
1. **If** (Perry Como)
2. **Mockin' Bird Hill** (Patti Page)
3. **On Top of Old Smoky** (Weavers)
4. **If** (Perry Como)
5. **My Heart Cries For You** (Guy Mitchell)
6. **ABA DABA HONEYMOON** (Reynolds-Carpenter)
7. **Sparrow in the Tree Top** (Guy Mitchell)
8. **I Apologize** (Billy Eckstine)
9. **How High the Moon** (Les Paul & Mary Ford)

### Fayetteville, Ark.
1. **Mockin' Bird Hill** (Les Paul & Mary Ford)
2. **If** (Perry Como)
3. **Would I Love You** (Patti Page)
4. **On Top of Old Smoky** (Weavers)
5. **ABA DABA HONEYMOON**
6. **On Top of Old Smoky** (Weavers)
7. **Sparrow in the Tree Top** (Art Mann)
8. **You're Just in Love** (Perry Como)
9. **When You and I Were Young Maggie Blues** (Bill & Gary Crosby)
10. **ABA DABA HONEYMOON** (Reynolds-Carpenter)

### Shoals, Indiana
1. **If** (Perry Como)
2. **ABA DABA HONEYMOON**
3. **Mockin' Bird Hill** (Patti Page)
4. **Sparrow in the Tree Top** (Guy Mitchell)
5. **I Apologize** (Billy Eckstine)
6. **ABA DABA HONEYMOON**
7. **ABA DABA HONEYMOON**
8. **ABA DABA HONEYMOON**
9. **Mockin' Bird Hill** (Les Paul & Mary Ford)
10. **My Heart Cries For You** (Guy Mitchell)

### Fertile, Minn.
1. **Mockin' Bird Hill** (Patti Page)
2. **ABA DABA HONEYMOON**
3. **Mockin' Bird Hill** (Patti Page)
4. **Mockin' Bird Hill** (Patti Page)
5. **Mockin' Bird Hill** (Patti Page)
6. **ABA DABA HONEYMOON**
7. **ABA DABA HONEYMOON**
8. **ABA DABA HONEYMOON**
9. **ABA DABA HONEYMOON**
10. **Mockin' Bird Hill** (Les Paul & Mary Ford)

### Malta, Montana
1. **Mockin' Bird Hill** (Patti Page)
2. **Sparrow in the Tree Top** (Art Mann)
3. **ABA DABA HONEYMOON** (Kellen-Hawes)
4. **If** (Guy Lombardo)
5. **On Top of Old Smoky** (Weavers)
6. **Beautiful Brown Eyes** (Jimmy Wakely)
7. **I Apologize** (Billy Eckstine)
8. **How High the Moon** (Les Paul & Mary Ford)
9. **Get Out Those Old Records** (Guy Lombardo)
10. **Tennessine Waltz** (Les Paul & Mary Ford)

### Reno, Nevada
1. **On Top of Old Smoky** (The Weavers)
2. **Mockin' Bird Hill** (Patti Page)
3. **ABA DABA HONEYMOON** (Reynolds-Carpenter)
4. **Sparrow in the Tree Top** (Guy Mitchell)
5. **Would I Love You** (Patti Page)
6. **Beautiful Brown Eyes** (Rosemary Clooney)
7. **ABA DABA HONEYMOON**
8. **ABA DABA HONEYMOON**
9. **Mockin' Bird Hill** (Les Paul & Mary Ford)
10. **Roving Kind** (Guy Mitchell)

### Miami, Florida
1. **If** (Perry Como)
2. **ABA DABA HONEYMOON**
3. **ABA DABA HONEYMOON**
4. **Would I Love You** (Patti Page)
5. **ABA DABA HONEYMOON**
6. **ABA DABA HONEYMOON**
7. **ABA DABA HONEYMOON**
8. **ABA DABA HONEYMOON**
9. **Mockin' Bird Hill** (Les Paul & Mary Ford)
10. **My Heart Cries For You** (Guy Mitchell)

### Broadhead, Wis.
1. **Beautiful Brown Eyes** (Lino Kirk)
2. **On Top of Old Smoky** (Weavers)
3. **ABA DABA HONEYMOON** (Cliff Shumway)
4. **Sparrow in the Tree Top** (Les Paul & Mary Ford)
5. **I Apologize** (Billy Eckstine)
6. **Mockin' Bird Hill** (Les Paul & Mary Ford)
7. **My Heart Cries For You** (Guy Mitchell)
8. **ABA DABA HONEYMOON** (Reynolds-Carpenter)
9. **ABA DABA HONEYMOON**
10. **Too Young** (Nat King Cole)

### Indianapolis, Ind.
1. **If** (Perry Como)
2. **Mockin' Bird Hill** (Les Paul & Mary Ford)
3. **On Top of Old Smoky** (Weavers)
4. **Would I Love You** (Patti Page)
5. **ABA DABA HONEYMOON**
6. **ABA DABA HONEYMOON**
7. **ABA DABA HONEYMOON**
8. **ABA DABA HONEYMOON**
9. **Mockin' Bird Hill** (Les Paul & Mary Ford)
10. **Tennessine Waltz** (Patti Page)

### Honolulu, Hawaii
1. **If** (Perry Como)
2. **Mockin' Bird Hill** (Patti Page)
3. **ABA DABA HONEYMOON**
4. **ABA DABA HONEYMOON**
5. **ABA DABA HONEYMOON**
6. **ABA DABA HONEYMOON**
7. **Mockin' Bird Hill** (Patti Page)
8. **ABA DABA HONEYMOON**
9. **ABA DABA HONEYMOON**
10. **I Apologize** (Billy Eckstine)

### Baltimore, Md.
1. **Mockin' Bird Hill** (Les Paul & Mary Ford)
2. **My Heart Cries For You** (Guy Mitchell)
3. **ABA DABA HONEYMOON**
4. **ABA DABA HONEYMOON**
5. **ABA DABA HONEYMOON**
6. **ABA DABA HONEYMOON**
7. **ABA DABA HONEYMOON**
8. **ABA DABA HONEYMOON**
9. **ABA DABA HONEYMOON**
10. **How High the Moon** (Les Paul & Mary Ford)

### Cincinnati, Ohio
1. **If** (Perry Como)
2. **Mockin' Bird Hill** (Les Paul & Mary Ford)
3. **ABA DABA HONEYMOON**
4. **My Heart Cries For You** (Guy Mitchell)
5. **ABA DABA HONEYMOON**
6. **My Heart Cries For You** (Guy Mitchell)
7. **Mockin' Bird Hill** (Les Paul & Mary Ford)
8. **Beautiful Brown Eyes** (Rosemary Clooney)
9. **Tennessine Waltz** (Patti Page)
10. **You're Just in Love** (Perry Como)

### Phoenix, Ariz.
1. **Mockin' Bird Hill** (Patti Page)
2. **If** (Perry Como)
3. **ABA DABA HONEYMOON**
4. **My Heart Cries For You** (Guy Mitchell)
5. **ABA DABA HONEYMOON**
6. **ABA DABA HONEYMOON**
7. **ABA DABA HONEYMOON**
8. **ABA DABA HONEYMOON**
9. **ABA DABA HONEYMOON**
10. **Mockin' Bird Hill** (Patti Page)

### San Francisco, Cal.
1. **If** (Perry Como)
2. **My Heart Cries For You** (Guy Mitchell)
3. **ABA DABA HONEYMOON**
4. **If** (Perry Como)
5. **ABA DABA HONEYMOON**
6. **ABA DABA HONEYMOON**
7. **ABA DABA HONEYMOON**
8. **ABA DABA HONEYMOON**
9. **ABA DABA HONEYMOON**
10. **On Top of Old Smoky** (The Weavers)

### Detroit, Mich.
1. **I Would Love You** (Patti Page)
2. **ABA DABA HONEYMOON**
3. **ABA DABA HONEYMOON**
4. **ABA DABA HONEYMOON**
5. **ABA DABA HONEYMOON**
6. **ABA DABA HONEYMOON**
7. **ABA DABA HONEYMOON**
8. **ABA DABA HONEYMOON**
9. **ABA DABA HONEYMOON**
10. **Mockin' Bird Hill** (Patti Page)

### Denver, Colo.
1. **Mockin' Bird Hill** (Les Paul & Mary Ford)
2. **I Would Love You** (Patti Page)
3. **If** (Perry Como)
4. **ABA DABA HONEYMOON**
5. **Mockin' Bird Hill** (Patti Page)
6. **ABA DABA HONEYMOON**
7. **ABA DABA HONEYMOON**
8. **ABA DABA HONEYMOON**
9. **ABA DABA HONEYMOON**
10. **On Top of Old Smoky** (The Weavers)
THE NUMBERS BLUES" (2:34)
"IT'S LATER THAN YOU THINK" (2:38)
ROY MILTON
(Specialty 403)

ROY MILTON
- Roy Milton, who has them flying off the shelves these days, come up with another top disk called "The Numbers Blues." This one is due for a tremendous play and ops will be playing smart if they listen in real soon. Roy has a terrific lyric to work with here and he seems to play it with great power. This is a jumpy, driving number that keeps you listening all the way through and, as a matter of fact, makes you want it again. The second side too is a likely item offering the same kind of tune that's so effective on the upper deck. Roy again takes a blues number and gives it a fast, pounding going over. These are two sides which ops are going to find money-makers. In particular, the top deck stands out and is right for a serious look.

IS MY POP IN THERE?" (2:53)
"TIME HAS PASSED" (2:48)
IVORY JOE HUNTER
(MGM 10963; K10963)
- Ivory Joe Hunter has a potent side here which could easily break out. It's a very rhythmic thing which he does with a definite beat as his piano and orchestral accompaniment help him out. The second in a ballad which he has in his usual top selling style. Ops won't want to miss this disk.

NIGHTLESS LOVER" (2:35)
"WHAT A FOOL I WAS" (2:45)
Percy Mayfield
(Specialty 400)
- Two more of those somber sides which have become Percy Mayfield's trademark are turned out here and have the same appeal that his former best selling disks had. Each end gets a slow drawn out vocal from Percy as he backs him up to the hilt. Ops will certainly want to take a look at this.

SUNDAY MORNING BLUES" (3:12)
"WANDERING BLUES" (2:55)
Henry Hill
(Federal 23224)
- An unusual disk which combines a very heavy vocal with a light piano backing makes for grand listening on the top deck. Henry Hill sings the lyrics here and makes this a top notch side. The bottom half is slow and somber with another vocal by Henry.Ops shouldn't miss the upper half.

ROMPIN' AND STOMPIN'?" (2:40)
"MY GAL" (2:35)
Peppy Prince
(Mercury 8220)
- Peppy Prince continues to come through with listenable platters as he takes two tunes to town. The first side is a jumpy thing with a repetitious lyric which he delivers in straightforward style. The lower end finds him swinging to a terrific piano backing. This is a natural for ops.

I'M LOOKING FOR BABY" (2:28)
"SHE'S ALWAYS ON MY MIND" (2:36)
Smoky Hogg
(Mercury 8228)
- Smoky Hogg has a couple of tunes here which should please his fans. Both ends are slow blues numbers which he does so well and on either side he gets a fine backing of guitar, bass and piano. Ops know Smokey's drawing power in the boxes.

A LOVE UNTRUE" (2:45)
"I BELIEVE I'LL FALL IN LOVE" (2:33)
Wynonie Harris
(King 4445)
- Here are two sides offered by Wynonie Harris in a shuffling blues number style. The top deck has a very blue feeling while the second side is done in an almost talking song. Ops who want a disk that's gonna stand at either end, should get going with this one.

I'M WAITING JUST FOR YOU" (2:35)
"BONGO BOOGIE" (2:30)
Lucky Millinder
(King 4453)
- Lucky Millinder comes through with a couple of interesting sides. The upper half features a duet by Annistine Allen and John Carol on a very slow number while on the bottom end Annistine goes it alone singling out the lyrics to a dance. Ops oughta tune in.

JUNGLE MAMBO" (2:53)
"TEQUILA" (2:47)
Gaucho & Orch.
(Sovex 783)
- Two good tunes in Latin American rhythm are put forward here by Gaucho and his orchestra. Both end up exciting beat and both are done in instrumental fashion. This thing could get a lot of coin into the machines and ops who have the proper locations will want to take a look.

Attention: Disc Jockeys and Operators

Paul Monday presents
"Dearest Mother" (for Mother's Day) Peacock # 1569
"Happy Birthday" (for Every Day) Peacock # 1566
"Irene's Boogie" "If You Were Mine" Peacock # 1570

Like $ S $ S in the Bank!!!
Clarence "Gatemouth" Brown
Rocks Them Again With
"Justice Blues"
"I Live My Life"

A Natural!

Great - Great - Great - Spiritual Stylist
Sister Jessie Mae Renfro
Soulfully Sings
"Rock of Ages" (Hodo Thou Me)
"A Wonderful Saviour"
Peacock # 1571

Original Five Blind Boys - Jackson Harmonizers
Makers of "Our Father"
Now Presents — Another Master Recording
"In this World Alone"
"Old Ship O' Zion"
Peacock # 1552

Peacock Records, Inc., Houston 10, Texas

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!
L. A. Disk Jockeys Celebrate

FOR LONG GREEN
Feature
“SADIE GREEN” and
“ONE STEADY BABY”
by MARGIE DAY & GRIFFIN BROS.
Dot Record # 1041

Dot RECORDS, INC.
GALLATIN, TENN. (Tel. Gallatin 880)

Juke Box Moneymaker!
MONEY BLUES
by CAMILLE HOWARD
# 401

Savoy
# 29225

Featuring THE GAY SISTERS
“GOOD WILL” I'M GOING TO WALK OUT
OF YOU” In His Name
For Fast Delivery Order From
SAVOY RECORD CO. INC.
56 MARKET ST.
NEWARK 1, N. J.

Sensational!
A SMASH!

George Shearing
QUINTET

M-G-M RECORDS
George Shearing
QUINTET

THE GREATEST NAME IN ENTERTAINMENT

FOR LONG GREEN
Feature
“SADIE GREEN” and
“ONE STEADY BABY”
by MARGIE DAY & GRIFFIN BROS.
Dot Record # 1041

Dot RECORDS, INC.
GALLATIN, TENN. (Tel. Gallatin 880)

Juke Box Moneymaker!
MONEY BLUES
by CAMILLE HOWARD
# 401

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# 29225

Featuring THE GAY SISTERS
“GOOD WILL” I'M GOING TO WALK OUT
OF YOU” In His Name
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NEWARK 1, N. J.

Sensational!
A SMASH!

George Shearing
QUINTET

M-G-M RECORDS
George Shearing
QUINTET

THE GREATEST NAME IN ENTERTAINMENT

LOS ANGELES—A group of L. A. disk jockeys got together this week at the Hollywood Brown Derby to help celebrate the first anniversary of Wilbur Clark’s Desert Inn in Las Vegas, Nevada. Clark hosted the platter pilots to a “Ham ‘n Eggs” breakfast in recognition of their cooperation with his resort-hotel during the past year. Seated, left to right are: Al Yoak, KFYI; Wilbur Clark; Bill Leyden, KFWB; Ira Cook, KECA; George Sanders, KPVD. Standing are: Joe Magni, Publicist; Pat Hogan, Los Angeles Examiner; Johnny Grant, KNPC; Paul Masterson, KNX; and Ralph Story, KNX.

Columbia Retraces “The Louis Armstrong Story”

NEW YORK — Columbia Records launched its new “Golden Era” series, devoted to historic jazz figures, with a four-volume recorded reprint of “The Louis Armstrong Story.” Retracing the legendary Armstrong career from 1925 to 1931, Columbia’s musical history covers the four major periods in which Armstrong established his reputation.

Forty-eight titles originally recorded for the Okeh label are included in “The Armstrong Story,” performed by a series of notable ensembles including the famous Hot Five, the Hot Seven, the ensemble in which Earl Hines was band pianist, and the first Armstrong big band. Featured with Louis Armstrong in these recordings are such other stellar jazz musicians as Johnny Dodds, “Kid” Ory, Lilian Hardin, Johnny St. Cyr, Earl Hines and Jack Teagarden.

Selections in this Armstrong anthology were culled from original masters assembled and preserved at Columbia’s vaults in Bridgeport, Connecticut by George Avakian, jazz authority.

Miller Announces Winners

CHICAGO—During the MOA convention held in March, registrants at the suite of M. A. Miller Manufacturing Co. became eligible for a drawing of free needles which took place on the last day of the meet.

The company has now announced that the first prize of 100 needles went to Bob Lindolf of General Music Corp., Skokie, Ill. The second prize of fifty needles went to R. Silverman of the Excel Phonograph Co., Cleveland, Ohio.

Miller Manufacturing is now promoting their “Miller” and “Cartell Dynamic” needles. There is a complete Miller line of needles for all coin phonographs, including the featured Bumper Nylon needles.

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City’s Harlem Area; Chicago’s South Side, and New Orleans.

**THE CASH BOX THAT COUNTS**
King To Open New Distribution Centers

NEW YORK—Sydney Nathan, president of King and Federal Records, revealed this week that he intends to increase the number of his company-operated distributors.

Nathan, who was in town for a few days on business, said that he felt that for strategic operation it was necessary to have fifteen distribution points and along those lines, he will be opening an additional fifteen by the end of the year.

Distribution centers, he said, should not be more than 150 miles apart for when they are dealers and retailers in the in-between territory are sometimes serviced only once a month or even less.

Cities currently under consideration for new King distributors are Butte, Montana and Knoxville, Tenn.

Nathan also revealed that his firm has gone into territory such as Colorado, S. C., where there had previously been no record distribution at all, and has nevertheless been doing a fine business there.

Orioles Make First B'way Appearance At Strand

NEW YORK—The high-flying Orioles made their first appearance at a Broadway theater in opening an engagement Thursday, May 3 on the stage of the Strand theater. The popular singing group are co-starred with Count Basie and his orchestra at the “Jump King Of Swing” debuts his biggest bill.

The Orioles were signed for the Strand engagement by Harry Mayer, chief talent booker for the Warner Brothers theater chain, as a result of their recent headlining at the Apollo Theater in Harlem where they chalked up the biggest week of the past year.

In a little more than two years the Orioles have come to the fore as one of America’s biggest box office attractions. Their tremendous success has been attributed to their numerous disk hits on the Jubilee label, among which have been “It’s Too Soon To Know,” “Tell Me So,” “I Challenge Your Kiss,” “Forgive and Forget.”

The group recently signed a new three year contract with Jubilee.

Peacock Acquires Artists

HOUSTON, TEXAS—Don D. Rohey, president of Peacock Records, announced this week that he has signed two spiritual artists, They are Sister Jessie Mae Menefro of Tulsa, Oklahoma and Rev. E. G. Gordon, who comes from Chicago.

The first disk of both artists will hit the record markets early in May. Sister Menefro was auditioned by Marion Anderson, who picked her as possessing one of the greatest voices in the spiritual field.

Shaw Signs Shaw

NEW YORK—Joan Shaw, lovely MGM Recording artist, after ironing out contract difficulties with MCA, was immediately signed by Shaw Artists Corporation, Ben DeCosta, personal manager for several top rhythm ’n blues artists. The deal and plans to bring several other top names into the Shaw office.

Joan just concluded a successful engagement at the Apollo Theater.

"It's What's in THE CASH BOX That Counts"
Les Paul & Mary Ford Take Over Pennsylvania Senate

HARRISBURG, Pa.—Les Paul and Mary Ford, Capitol recording artists, were recently honored during their trip to Harrisburg, Pa., when the State Senate recessed and welcomed them to the State Capitol.

Senator John Walker, Majority (Republican) leader, and Senator John Dent, top Minority (Demo.) joined forces to greet Les and his wife Mary Ford when they arrived to look around the Senate. They were on a tour of deejays with Dick Linke, Capitol’s Eastern Promotion head, and had accompanied disc-jockeys to the Upper Chamber to hear the hot income-tax debate.

Senator M. Harvey Taylor, president pro tempore and Republican State Chairman of Pennsylvania invited the artists to pose at the rostrum of the Senate.

Although the House of Representatives was not in session during the pair’s visit, Red McCarthy, Pete Wambach, Tom Weitzel and Dick Redmond, all members of the lower chamber were cordial to the artists. Rep. Dany Verona, Pittsburgh, and Rep. Johnny Van Sant of Allentown (top sports announcer when he’s not legislativing) showed the group around the House. Van Sant and Paul discovered during the tour that they had been in the same outfit during the war.

The Harrisburg reception for Les and Mary was one of the best ever afforded artists here. Papers carried headlined stories of their arrival, and daily and music columns gave special plugs to their works. The deejays added extra station time to regular commercial shows to present the artists at their best.

Red McCarthy, who is a band leader in the area beside having a one-hour deejay show, threw a party for Les and Mary and the music talk went to five a.m. The visit will undoubtedly have a great effect on the sale of Capitol’s current top artists’ wares here.

A round of the record shops in the downtown area completed a one-day stop by Les Paul and Mary Ford. Then to Scranton for a session with the deejays there.

Shown above are, left to right, Pete Wambach, WCMB deejay and Harrisburg Evening News columnist, Senator John Dent (D) Minority Leader, Les Paul and Mary Ford, and Senator John Walker (R) Majority leader.

STEW GUITAR JUBILEE” (2:47)
“WEAR MY RIBBON” (2:45)
SMOKY ROGERS (Caral 64902)
- Smokey Rogers has an instrument to offer on the upper half which he does with his steel guitar. With an interesting backing, Smokey makes this one very lively. The bottom half is a pretty ballad on which he sings the vocal while accompanying himself on the guitar. Ops oughta tune in.

THE STRANGE LITTLE GIRL” (2:38)
“I WAS SORTA WONDERIN’” (2:25)
DUDE MARTIN (Mercury 6319)
- A tune that’s due to break wide open gets another rendition here from Dude Martin which helps give the thing one more push. The second side a ballad for which Dude sings out the lyrics in pleasant style as some good piano accents. Comes in Ops will do ok with this one.

“I KEEP THE BLUES ALL THE TIME” (2:38)
“LOVE IS HARD TO UNDERSTAND” (2:48)
JIMMY LEE (Capitol 1509; F-1509)
- Jimmy Lee has a good ballad to work with on the top deck. He does it very slowly with a definite rhythmic beat and gets a backing of guitar and piano. The second side has a long drawl vocal from Jimmy and it too is good to hear. Ops should tune in.

“BABY, I AIN’T GONNA CRY NO MORE” (3:05)
“DADDY’S LITTLE COWBOY” (2:53)
SONS OF THE PIONEERS (Capitol 24-1431; 47-4311)
- A very smooth number done in first rate harmony is turned out on top deck by The Sons Of The Pioneers. With Larry Russell’s orchestra providing the backing, the boys run through this in an accomplished style.

“I’M HOG WILD CRAZY OVER YOU” (2:57)
“NOBODY LOVES ME ANYMORE” (2:31)
GRANDPA JONES (King 948)
- Grandpa Jones has a hit on this disk called “I’m Hog Wild Crazy Over You”. He does this cute number in a way that makes the hog wild crazy over him as they count their receipts. Grandpa has a way with a tune and on this one he really steps out. It’s a driving thing, fast and steady with fiddles and mandolin in the background. He’s due to go to town on the lyrics. The second side too is done in similar manner with Grandpa giving out in listenable style. Each end holds a lot of interest for ops not only because of the great appeal that this artist has but also because his material on this platter is first rate. Ops who know Grandpa Jones’ drawing power will start ordering this one right now.

“DO THE PINES GROW GREEN IN THE VALLEY?” (2:22)
“I CAN’T BE HONEST WITH YOU” (1:55)
SMILEY BURNETTE (Capitol 1520; F-1520)
- Two different types of tunes are taken for a ride here by Smiley Burnette. The upper half is a pleasant ballad which he does in an interesting way while the lower half is a fast driving tune with clever lyrics. Both ends are good to hear.

“FORECASTING ALL OTHERS” (2:53)
“A PICTURE OF YOU SMILING” (Capitol 1528)
GENE MCGHEE (MGM 15966)
- Gene McGhee takes two numbers on this platter and sends them to town to an organ accompaniment. Both ends are ballads which Gene does with the help of a chorus and both shows turn out to be listenable fare. Ops might take a peek.

FROM LEXINGTON TO LOUISVILLE” (2:46)
“THE LADY AND THE SOLDIER” (2:53)
FAIRLEY HOLDEN (Federal 10012)
- Fairley Holden, a new name on the western horizon, has two sides here which he does in very distinctive style. The first side is a driving thing while the second is very slow and done in pronounced delivery. Ops will want to listen to this.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
Edward Kassner, English Publisher of "IF," Starts New American Music Firm

NEW YORK—Edward Kassner, the English publisher who owns "IF," has started an American publishing firm, Edward Kassner Music Co.

The firm, which controls many European copyrights, will not only publish the new "IF" tunes but will also acquire songs here for European use. In line with his purchase of Kassner's rights, Shapiro-Bernstein, which has secured the English rights to "Mr. & Mississippi" from Shapiro-Bernstein, will now be in charge of all the company's American interests.

Kassner, who today owns more than 10,000 works started in the publishing business when he was discharged from the British army in 1946. Since then, he has been managing director of Shapiro-Bernstein.

He came to the attention of the New York music world when he leaned the American rights to "IF" to Shapiro-Bernstein. Kassner found "IF" in the O.C.45 Columbia catalogue which he had bought and for two years tried to interest American firms in the song before finally making a deal with Shapiro-Bernstein.

The Cecil Lennox catalogue includes such standards as "Lady of Spain" and "Let's All Sing Like The Birds Sing." In England, Kassner is in partnership with Sidney Braith and last year bought "O.C.45," the best seller list at the same time.

His influence was also felt in the American market, for this year he acquired "IF" his property, but also I Never Saw Maggie Alone," "No Orchids For My Lady" and "Let's Do It Again."

He's now entered the American market in full force, having just published "With A Song In My Heart," written by Don Reid, who he's signed to a one year contract. He's also purchased a half interest in the Lincoln Music catalogue which includes all the old Larry Clinton tunes. Moreover he's obtained from Bibliotec records the rights to two tunes, "Wondrous Word" and "Hometown, USA."

Capitol Issues 45 RPM Disks With New Center

HOLLYWOOD—A major problem in the record industry has been solved by Capitol's new release of 45 RPM records. These "O.C.45" records are like the present available 45's in every way, except the center hole is small, permitting the record to be played on Studebaker, small spindles without the use of adapters. Record buyers who have the standard 45 players, with large spindles, merely push out the center with the thumb, leaving the large hole in the new 45's.

Capitol's development of "O.C.45" opens a new market for 45 records among the five million owners of 8-speed players.

Beginning with Release Number 265, all new Capitol 45 pressings will be issued with this Optional Center Credit goes to William Fowler, Capitol's Vice President in Charge of Production, James Bayless, General Plant Manager for overcoming the engineering problems involved in this development.

De Campo Inks Coral Pact

NEW YORK — The announcement has been made by Jimmy Hilliard, president in charge of recording at Coral Records, that vocalist Vinny De Campo has signed a one year contract, with options, with Coral.

The Boston-born singer was featured vocalist with Harry James' orchestra for two years. Vinny is currently seen on the Kate Smith daytime TV show.

He formerly recorded for London. London will not release record before this month this time.

"Lollipop Tree" Promotion

NEW YORK—A novel promotion is being worked out by Evelyn Knight's forthcoming release "The Lollipop Tree." To plug the tune, arrangements have been made with the windows of Child's restaurants in the downtown area decorated with plastic trees filled with lollipops. A further plug, 150 bags of lollipops are being mailed out to disc jockeys and the trade press.
Music Operators-

Get Behind Your Government in this great emergency!

Feature:

"Any Bonds Today"

IN EVERY JUKE BOX IN AMERICA
COIN INDUSTRY STILL HELD TO CURTAiled STEEL QUOTAS

Industry NOT EXEMPTED As Eroneously Reported In "Billboard". Steel Production To Go For Essential Defense Products - Civilian Items Will Get Very Little In Near Future

CHICAGO—The coin machine trade was unduly upset this past week when an erroneous interpretation of the NPA order on steel made by The Billboard appeared in its past issue.

The Cash Box has been informing the trade that usage of steel (and certain other metals) is restricted to 80% of the average quarterly use in the manufactured item during the base period. The Billboard stated in its story that the NPA enforcement sets more steel for coin machines, creating a false optimism that production of equipment would be more available.

Actually, of the many hundreds of industries using steel, NPA is exempting only five categories—these items which are considered either of prime necessity, or where the amount used is so minute that total consumption would not be effected.

The attention of this industry was called to the tight steel situation in a story appearing in the April 28 issue of The Cash Box, when it was reported that The New York Times, in a special survey among steel producers in Pittsburgh, Pa., found that companies who had ideas that supplies would be easier in the coming months, were not only disappointed, they were due for a shock.

The New York Times, at that time, stated, "The opinion that steel supplies for less essential uses will be tight for some time was further supported by information indicating that some steel companies were already closely approaching the point where 45 per cent of their total steel shipments were slated for direct defense and defense-supporting agencies."

This survey found that there was already evidence at that time that the price of the non-essential manufacturer was growing worse. While some manufacturers of less essential civilian goods were still operating at a good rate, many others were less fortunate, and were drastically rationing supplies.

The conclusions drawn from the Times survey indicated that as the Controlled Materials Plan goes into effect or July 1, it is expected that strictly military orders will be on a quarterly allocation basis, with actual requirements matched on available supplies. It was believed that strict orders would be enforced in military cases within the next thirty, sixty and ninety days.

The coin trade, therefore, can easily see, that not only is the industry being kept to the same 80% restriction, but that steel will not be made available in any proportion, as practically all steel will be going into defense factories.

NEW YORK—The opening of any Arcade season hasn't seen such optimistic anticipation as is shown this year by arcade owners since the years of World War II.

More arcade equipment, both new and old, has been sold during the early months of this year than in any previous year in the memory of its oldest dealers. It is pointed out that there are two reasons for this lively activity. First, arcade owners, in anticipation of a larger business this year, do not will to increase in the armed forces (which are lively in arcade machines) and increased number of defense workers, both groups seeking economical entertainment and relaxation. Second, the buyers of equipment are trying to forestall any possibility of being left out when shipment dates comes scarce or extremely high prices.

Also, in addition to those arcade locations already established, a number of column have plans to open brand new spots near service installations and in amusement centers nearby cities and towns humming with defense work.

Another sales source that drained many arcade pieces out of the market is the foreign market, with which trade is not unusually active. These foreign buyers, remembering the dearth of machine which were created by the last war, due to lack of shipping facilities and government bans on import, have been rushing to obtain machines in the event another conflict of world proportions gets under way. Wholesalers have been shipping arcade machines to all points of the globe.

Arcade owners in this country, who in the past several years were concerned to keep the homes going over the holidays than ever games that they had from previous years, changed their views this year, and it seems that all are seeking to protect themselves from a scarcity which seems sure to develop within the next several months.

An eastern arcade owner explained his position as follows: "In addition to try to protect myself in the event machines are unavailable, or the price zooms to the sky, I want my equipment to stand up mechanically during the entire season. I recall some of my worst problems during the past war when repair of machines on the floor. Instead of bringing in revenue many of the machines were idle, either being repaired or waiting until a mechanic could get to them. If things get tough again, we're sure to run into the mechanical situation again. Many of the boys will be in the armed forces, and many will take employment in defense factories, where the pay is better. I don't think I can get my men."

My thinking is that if I have the machines, this will be the one problem I can solve with a minimum of heartache."

Arcade owners, therefore, are looking into an second season in 1951.

Region III NAMA Meets In Baltimore On May 16th

BALTIMORE, MD.—Members of NAMA (National Automatic Merchandising Association) Region III will hold an Automatic Merchandising Day celebration and meeting on Wednesday, May 16 at the Emerson Hotel, this city. Sessions will begin under way at 10 A.M., and will wind up at 7:30 P.M.

NAMA's board of directors, coming from all parts of the country, will be in attendance.

George A. Miller Warns Music Operators Against "Gimmicks"

OAKLAND, CALIF.—George A. Miller, national president of MOA (Music Operators of America), from his headquarters in this city, is greatly perturbed over the many reports he's been receiving from music opera-

tors in some areas have been "sold" on the idea of using outside "gimmicks" to try to supplement their in-

come.

Miller condemns these practices

wholeheartedly, and writes: "Every so often some new "gimmick" shows its ugly face on an automatic phonograph. Either the sale distributors or some particular brand of cigarette comes along with an idea of advertising their merchandise on juke boxes. They want to place adver-

tising on the phonographs, or place records on the machines which mention their product; and, of course, try to impress the music operator with the idea that it is going to increase the operator's revenue. This is not only untrue, but it is unsound and certainly doesn't add to the dignity of good music."

"It has just been called to my attention that some of the operators are putting on a contest known as the 'Juke Box Mystery Tunes' contest. The slips that are being handed out state that for each nickel the player enters entitled to one guess. In case there is more than one correct answer, then a drawing will be held to select a winner."

"This, in the writer's estimation is a lottery or game of chance and can easily put the automatic phonograph in a bad light as far as the general public is concerned. I hereby recommend that those responsible for the contest eliminate it from juke boxes because it will be a short-lived affair as far as income is concerned; but the damage to the industry can live on forever. I feel that if the owners desire to continually improve the public relations and morale of the automatic phonograph industry, all "gimmicks" or advertising of any kind should be kept off the automatic phonograph."

"The automatic phonograph is really a showcase to sell the top bands and artists of the nation to the gen-

eral public. Let's improve on these ideas and one of these days it will pay great dividends."

"It's What's in THE CASH BOX That Counts"
Music Ops Seek Info On How To Convert Packard Boxes To 10¢ Play

NEW YORK — One problem which seems still unsolved when music ops change over to 10¢ play is the conversion of Packard Wall Boxes. Music ops have written in to The Cash Box asking how to solve it.

A Texas music op writes: Please tell us if you know of any supplier who makes a conversion part for the purpose of changing a Packard Wall Box from 5¢ to 10¢ play. Do you know of any way of solving the problem of converting a Packard box, and having the advantage of a “slug” rejector after the conversion is made? Of course the problem of an insert fishing for the coin hole is simple, but we are plagued by the problem of converting the operating mechanism.

(Ed Comment: If you have the answer, please write us so that we can inform the entire trade).

United Delivering New And Unusual Five-Ball “A-B-C”

Bill DeSelm
CHICAGO—Bill DeSelm, sales manager of United Manufacturing Company, this city, announced this week that its new and different five-ball “A-B-C” is in full production, and that shipments have gone forward to all of its distributors.

“A-B-C” is an entirely new type of five-ball” explains DeSelm. “It comes in a very attractive cabinet, approximately only 4 ft. long and 2 ft. wide, with flashy light up back board, and novel playfield. It has a fascinating ‘Bingo’ appeal, and is a very fast playing game, averaging only 40 seconds to finish. It plays 1, 2, or 3 coins each game, and has a 5¢-10¢-25¢ coin chute which is optional to the buyer. There are 180 scoring combinations (50 to each end) and the top award is 200 replays.”

The new game has been out on test location for several weeks, reports DeSelm, and collection reports show an astounding high figure.

Please mention THE CASH BOX when answering ads—it proves you’re a real coin machine man!
CHICAGO — George Jenkins, vice president and director of sales for Bally Manufacturing Company, this city (seated) and Bill Gersh, publisher of The Cash Box, go over the firm’s initial announcement of its new “Bally Baseball” game. The copy in the ad compared this new product to its world famous “Bally Bumper” game of many years ago, stating, “Bally Baseball” will do for shuffle-amusement game operators what ‘Bally Bumper’ did for pinball operators way back when.”

“Reference to ‘Bally Bumper’ brought back fond memories to both Bill and myself,” stated Jenkins, “and from the reaction of the trade, as indicated by rush orders being phoned in by our distributors, it appears as if we were absolutely correct in making this analogy.”

Fla. Bill Would Tax Dealers S2000 Annually

Also Seek Upped Tax From Ops

TALLAHASSEE, Fla. — A bill introduced in the Florida House of Representatives (April 25) would subject dealers in coin-operated machines to an annual license tax of $2,000. The dealers also would be subject to an additional tax of $50 annually on each machine which is “leased, rented, stored, distributed or consigned and not sold.”

Introduced by Rep. J. H. Peeples, Jr., of Glades County, the bill would apply to coin-operated music boxes, pinball machines and others which permit “engaging in a game of skill.”

Peeples also introduced a bill which would raise the license fees levied on most coin-operated machines from $5 to $25. The levy on vending machines located in business establishments would be upped from $2 to $5, and the tax on machines which operate with a penny would be raised from 50 cents to $1.
There's a HURRICANE of NEW, INTENSIFIED ACTION in CYCLONE

Earnings soar to new highs with terrific impact of Double Rotation! 1 thru 5 Bumpers at the top increase value of "POP" Bumper sequence . . . "POP" bumpers, hit in rotation, set up additional scoring values!

5 "POP" Bumper Cluster! A tornado of ball action!

Ultra-High Score Feature! Strategically located in front of out hole . . . makes possible ½ million to 1½ million extra score at last moment of play! Grips and stimulates player interest throughout game!

2 Side Recovery Lanes! Add stirring suspense!

ORDER TODAY FROM YOUR DISTRIBUTOR

J. H. KEENEY & CO., INC.
Designers-Engineers-Manufacturers
COIN CONTROLLED EQUIPMENT
2800 WEST 50TH STREET
Chicago 32, Illinois

"There is no substitute for Quality!"

Ben Goldberg Dies

Ben Goldberg, one of the country's most beloved coinmen, died here on Tuesday, May 1, after a long illness. He was 60 years old.

At the time of his death, Goldberg was a partner of Bill Marmer's of Sicking, Inc., this city, nationally known distributors. He and Marmer joined forces about twenty years ago and together these men built one of the leading wholesaling firms in the country. Prior to his association with Marmer, Goldberg operated all types of equipment throughout the states of Ohio, Kentucky and other nearby states.

During his active days, Goldberg was known as one of the most progressive coinmen in the country. He also attained a reputation in social circles as one of the world's biggest eaters. He could consume food enough for a half dozen ordinary persons.

The funeral was held on Wednesday, May 2 and was attended by hundreds of his friends, including factory executives who flew in. Many who couldn't attend sent wires and flowers.

He leaves a son, Marvin, and a married daughter, Mrs. Evelyn Bessin.

10c Phono Play Increases Collections 18 Per Cent

ROCKFORD, ILL. — Lou Casola, Mid-West Distributing Company, this city, is one music operator, who not only was willing to make the change to 10c, 5 plays 25c, but who now is happy to report that collections have risen since this changeover.

"Two weeks after making the change to 10c play", states Casola, "our records show that there has been an average increase of 18%. The location reaction has been very acceptable, and so has the public reaction."

Casola's firm is making and selling an insect which changes 5c Wall Boxes to 10c, and also tells operators how to change the rejector. Since many music operators are now making the changeover, Casola has been busy supplying his conversion thruout the country.

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

Man on second-base and man on third-base. Home Run will score 2 Runs. But a Single will score only 1 Run and advance the man on second to third, restoring an easy Run in the next inning. If 2 players are playing, the second player is handed a Run on a silver-plated, because the man advanced to third is sure to come home on a Single or Home-Run hit. See Bally Baseball advertisement in this issue.
Gottlieb Ships New Five-Ball

CHICAGO—D. Gottlieb & Company, this city, introduced its new five ball this week. Called “Cyclone” it's described by company executives as a “hurricane of new, intensified action.”

As in the case of other Gottlieb five ball games, “Cyclone” has been put thru intensive location tests and officials of the firm report that collections rose to new highs wherever the game was spotted.

“Cyclone” features many scoring features. “Double Rotation” is its top action getter. When the ball goes thru 5 bumps at the top it increases the value of “Pop” Bumper sequence. “Pop” Bumpers, hit in rotation, sets up additional scoring values. The 5 “Pop” Bumper Cluster sets up a tornado of ball action. A ultra-high score feature makes for high scoring. It is set strategically in front of the out hole and makes possible a half million to a million and a half score at the last moment of play. A feature that adds suspense is the 2 side recovery lane.

All distributing companies have “Cyclone” and the factory is making immediate shipments.

WANTED
BY ONE OF CHICAGO'S
MAJOR MANUFACTURERS

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

Give Full Details to . . .
Box No. 150

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

DALLAS DOINGS

Things are really looking up—down Texas way. Every phase of the coin machine business has picked up sales-wise. As sure as the wonderful Texas weather has a little something to do with it. We've all gotten a little happy and most any week-end you will find half of Dallas out at Lake Texoma or Possum Kingdom.

Joe Metessa and Henry Madden drove down and dealt business, but the business is still waiting. They were so close to Buchanan Dam that they couldn't resist a day of fishing with E. J. Shelby and Ed Maslek.

By the way, Joe is still trying to get all his pledges in to go to the movies across you guys. We only lack a few dollars of reaching the amount we set as a goal. If you want to help us raise it to $100,000, which Max hopes will see many thousands of customers pass thru to play the many games, most of which will be brand new machines. . . . Missed out on getting Simoh, Albert Simon, the men who he's told is out selling the trade on Chicoin's "Band Box" 45 rpm phonos.

EASTERN FLASHES

Altho a majority of operators report increases in collections, the discussions continue, pro and con, as to the impact of television. Some claim that the sports tolerant (baseball and football) is not only the play, but also the one that interests the early days of radio claim a parallel exists with the TV program today.

Most common think that the problem, while it cannot be overcome entirely, can not result in the medium ever becoming so strong.

It's acknowledged that, with most homes here having TV sets, many folk who patronize taverns do. It seems not to want to do even want to look at programs. It's been proven that customers at taverns watching sporting events stay around after the event is over, and the coin equipment then gets a nice play.

Barney (Shugy) Sagerman, Runyon Sales Co., returns from his Virginia vacation and is ready to hit the ball shelve game is placed on the showroom floor, and creates a great impression on the trade. The game, with its new and intriguing play, draws a continual crowd of operators, who not only view the play, but become interested, wait their chance to try their skill. "When a game attracts so many professional players," Barney says, "the play features, entire thing to them I know I have a hit on my hands." . . . Eddie Cortisone, Fallsdale Specialties, Cliffside Park, N. J., a visitor on coinrow. Eddie has just reaped away fifty pounds and his present smile and unlimited optimism, announced loudly that he's celebrating his sixteenth wedding anniversary this week. I'm just about the luckiest man in the world to live such a wonderful partner," states the "Senator." . . . Dave Storm, Seacoast Distributing, Inc., Elizabeth, N. J., planning on an important announcement to the trade next week.

Max Schiffman, music op, has a great publicity relation idea bouncing around in his mind. . . . Dave Lomy, Dave Lomy & Company, who was to leave for Chicago this week, held up because of the rush of business. However, Dave intends to leave for the Windy City next week. . . . Joe Yeager, of Yeager Distributing (Wurlitzer distributors), covers the New Jersey area seeing the music ops. The Lime-station gets the first few-week contact and some good operating in Westchester and Connecticut. . . . Harry and Hymie Koeppe, Koeppe Distributing Co., haven't any time to offer complaints about poor business—both are busy preparing music equipment for the summer. They are doing quite a job, both throughout this country, and export to Europe and South America. . . . "This year should be the best ever enjoyed by arcade owners," states Mike Murves, "if the way they're buying equipment is any indication."

Murves, in between bites of a sandwich, shows us the new Exhibit "Big Bronche," which just arrived. What a piece of coin operated equipment! There isn't an arcade that should be without it. . . . Jack Semel very proud of the feature article that appeared in this past week's magazine section of the New York News about his brilliant daughter Eleanor. . . . "Happy" Herbie Semel will make Jack a grandpa any minute now.

Max Brown, Philadelphia wholesaler, is opening an Arcade on the Boardwalk in Wildwood, N. J. It is naming it the "Flamingo Room." The arcade is located next to Convention Hall, in the identical exact spot where brother Lynn Brown (now in Los Angeles) ran an arcade several years ago. A big vacant lot sign over the name of the place makes the difference, which Max hopes will see many thousands of customers pass thru to play the many games, most of which will be brand new machines. . . . Missed out on Simoh. Albert Simon, the men who were told is out selling the trade on Chicoin's "Band Box" 45 rpm phonos.

"It's What's IN THE CASH BOX That Counts"
CHICAGO CHATTER

The entire trade here was saddened to hear of the death of one of its favorite sons, Ben Goldberg of Sicking, Inc., Cincinnati, O. Ben died on Tuesday, May 15, at his home in Youngstown. Attending the funeral on Wednesday in Cincinnati were George Jenkins and Dan Moloney of Bally and Ed Levin of Chicago Coin. Many of his coinmen here desired to attend but were unable to get away. All sent flowers and telegrams. Sam Lewis of ChiCoin got ready to hit the road shortly after hearing of Ben's desire to acquire the trade all about his new game, which firm executive reports have obtained sensational results on test locations. Will, no doubt, also work with distributors on its “Hit Parade” 45 rpm selective phone. . . .

Sam Gensburg back to Florida. . . . ChiCoin also announces that it has appointed First Distributors of Chicago as exclusive distributors of “Hit Parade” for Chicago, Northern Illinois and Northern Indiana. . . . Paul Heubich, sales manager for J. H. Keeney & Company, reports that the firm is shipping its new Shuffle Game, and that the reaction from the trade was great. “Orders are just pouring in” states Heubich. . . . The first summer weather of the year brings an upsurge of local coinmen to go fishing and fishing. After a summer week-end, many a sunburned face can be seen around town.

General MacArthur day here brought happy smiles to the faces of operators. Report was that collections were extremely high—with some stating it was their biggest day in many years. . . . Sam Stern on high at Williams Mg far busier than ever with two hits running at the same time. The firm’s amusement game “Super World Series” and its phone “Music Mite” is keeping production lines rolling at top speed. . . . Stern hosted several out of town visitors, among whom were Fletcher Blalock of F. A. B. Distributing, New Orleans, La., and Lew O’Leary of Music Distribut., Louisville, Ky., who, Weidberger hustled back to his home town to be on hand for the Kentucky Derby being run on Saturday, May 8. . . . Herman Paster, Mayflower Novelty, in town and visits at the Keeney factory. . . . Alvin Gottlieb, D. Gottlieb & Company, smiling happily over the many enthusiastic reports coming in from distributors who report that the firm’s new five-ball “Cyclone” is taking hold in a big way. “It’s a faster game than we’ve ever built” states Alvin, “featuring terrific action, lots of animation, and lots of flash.” He also adds that hisention on this machine is superior to anything seen in a long while. . . . Sel Gottlieb is now on an Eastern road trip, while Elly Ray has just returned from the West Coast.

Joe Abraham, Lake City Amusement Co., Cleveland, O., tells us that he’s getting things ready to move to his new large quarters, and between the moving chores and handling sales of equipment, he’s up to his ears in work. . . . First Distributors adds a new man, Art Coest, Wally Finn reports. . . . Leo Schub- lian, regional manager in the Texas area for Rock-Ola, in town for the funeral of his brother. . . . B. D. Lazar of Pittsburgh, Pa., Rock-Ola distrib in that area, visits the factory. Reports that the report that the firm’s new five-ball “Cyclone” is taking hold in a big way. “It’s a faster game than we’ve ever built” states Alvin, “featuring terrific action, lots of animation, and lots of flash.” He also adds that hisention on this machine is superior to anything seen in a long while. . . . Sel Gottlieb is now on an Eastern road trip, while Elly Ray has just returned from the West Coast.

Bill DeSelm, United Manufacturing Company, reports that the firm is busy shipping its new five game ball “A-H-C”, which has caught on fast. The game, only introduced last month, has been on an entirely new play principle, using a “Bingo” appeal. It’s extremely fast, only takes on the average of 40 seconds to play, and plays 1, 2, or 3 coins in each game. . . . Over at Bally Manufacturing Co., they’re all busy with their new shuffle game “Bally Baseball”. Bill O’Donnell is kept glued to his desk answering the long distance calls from distributors who keep insisting on fast and quantity shipments. Ben Becker, who flew into town this past week, expresses great enthusiasm over the game—and Becker is one man who should know where he speaks. . . . Tommy Cal-laghan shows up back at his desk at Bally any moment now. He’s well on the way back to 100% efficiency. . . . Bud Breitenstein, chief mechanical engineer over at Bally, seen enjoying a ride in his new car. . . . Jack Nelson returns to the factory from a trip thru the west central territory, where he reports he ran into many of the flooded areas. In Iowa, he states, many factories were completely washed out. He adds that the entire staff were extremely busy. With the demand for Wurlitzer’s new phone increasing all the time and now with Bally’s “Baseball” shuffle game taking hold in a big way, the factory staff is in full swing.

We hear that Al Bergman, Alfred Sales, Buffalo, N. Y. is still on the sick list with a very bad back. . . . With Frank Mencuri, Exhibit sales manager, on the road over at the Illinois state fair with the equipment for the many arcades throughout the country. Columnists who have seen Exhibit’s “Big Bronco” rave about it’s tremendous possibilities as a money-maker both as an arcade piece and as a home entertainment machine that can be used in Country Clubs for a “Cowboy” theme, department stores, and amusement centers. . . . Alths “The Cash Box” has been doing extremely well on short supply for the material are something but defense items. The Billboard reported in its last issue that the coin machine industry was being exempted from the NPA regulation allowing only 30% over of steel. This report was entirely erroneous. Not only is the coin machine industry still held to this quota, but from reports of experts in the materials field, steel will be more difficult to obtain than ever—and that within the next ninety days, will be practically impossible to obtain, except for use in production of defense products.
Tube Shortage Imminent With Tungsten Supply Becoming Scarce

WASHINGTON, D. C.—Availability of materials for electronics equipment needed in defense and essential civilian production was discussed this past week at a meeting of the transmitting and Special Purpose Tube Industry Advisory Committee with officials of the National Production Authority.

Industry spokesmen told NPA that although they had managed to maintain good production levels to date, they are concerned over growing shortages of nickel, cobalt, tungsten and copper.

Officials of NPA told the committee that there is little relief in sight in the tungsten situation and pointed out that demands for tungsten far exceed anticipated supplies. The government is considering a plan to purchase supplies of tungsten abroad, NPA said, but even this additional supply will not be sufficient to meet all requirements.

Officials said that approximately 12 percent of all tungsten used goes into electronics and lighting equipment. They warned the committee that there will be a considerable reduction in the amount of tungsten available during July and August.

NPA told the committee that while there is no immediate problems in fine wire drawing production, forthcoming miniature and sub-miniature tube programs for radar and other military and essential industrial uses probably will create shortages.

Growing shortages of products using cobalt were reported by the industry. NPA pointed out that the future picture for cobalt is probably better than that for tungsten.

Little immediate relief is to be expected in the nickel situation, NPA officials said, but the importance of the electronics industry is recognized and CMP procedures probably will provide some relief on critical materials.

The Electronics Products Resources Agency is conducting a requirements survey for the industry, and the information will be presented to NPA when it is completed.

GETS THE POPULAR PLAY EVERYWHERE, operators report daily. You have four games in one to satisfy conditions in every location. Takes nickles — dimes and quarters. Vends ticket for skill award. Adjustable for skill control. No legal restrictions. DON'T MISS OUT—WHILE YOU CAN GET THEM FROM YOUR EXHIBIT DISTRIBUTOR.
It's What's Inside THE CASH BOX That Counts
<table>
<thead>
<tr>
<th>Week</th>
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<tr>
<td>A</td>
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<td>A</td>
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<td>A</td>
<td>100 Wall Box 30c Wire</td>
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### MANUFACTURERS NEW EQUIPMENT

Equipment listed here is currently in production. Prices listed are manufacturer's list prices.

<table>
<thead>
<tr>
<th>AMI, INC.</th>
<th>Model &quot;C&quot; Phonograph</th>
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<tr>
<td></td>
<td>Model 12-ESM Hideaway</td>
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<td></td>
<td>5c-10c Wall Box (40 Selections)</td>
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<td></td>
<td>5c Wall Box (40 Selections)</td>
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<td></td>
<td>All-Mechanical Speaker</td>
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<tr>
<th>BALLY MANUFACTURING CO.</th>
<th>Surf King</th>
<th>$605.00</th>
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<tr>
<td></td>
<td>Rolly Ball</td>
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<tr>
<th>BUCKLEY MANUFACTURING CO.</th>
<th>Buckley Wall &amp; Bar Box</th>
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<tr>
<th>CHICAGO COIN MACHINE CO.</th>
<th>Band Box</th>
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<tr>
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<td>Thing</td>
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<td>Hit Parade Phonograph</td>
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<th>H. C. EVANS &amp; CO.</th>
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<td>Ten Strike 1951</td>
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<th>THE EXHIBIT SUPPLY CO.</th>
<th>Two Player Hockey</th>
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<td>Big Bremco</td>
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<tr>
<th>J. H. KEENEY &amp; CO., INC.</th>
<th>Minstrel Man</th>
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<td>Twin Shuffle-Cade</td>
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<td>Shuffle Alley Deluxe Conversion</td>
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<td>Super Shuffle Alley Deluxe Conversion</td>
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<td>Double Shuffle Alley Deluxe Conversion</td>
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<td>DeLuxe Twin Bowling</td>
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<td>Shuffle Tournament Attachment</td>
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<td>Cabinet Model Phonograph</td>
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<td></td>
<td>Control Tower</td>
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<tr>
<td></td>
<td>Super World Series</td>
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<th>THE RUDDOLPH WURTZLER CO.</th>
<th>Model &quot;1400&quot; Phonograph</th>
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<td>Model &quot;1450&quot; Phonograph</td>
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<td></td>
<td>Model 4551 5c-10c-25c Wall Box (48 Selections)</td>
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<td></td>
<td>Model 6100 8&quot; Speaker</td>
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<tr>
<td></td>
<td>Model 6110 12&quot; DeLuxe Speaker</td>
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</tbody>
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### NOTICE

In view of the national inactivity of Bells, Consoles and Automatics, price lists of this type equipment have been removed.
UNITED'S

5 Player Shuffle-Alley

1 to 5 Players Can Play
10¢ PER GAME...EACH PLAYER
(ROLL-OVER SWITCH REBOUND)

Complete
Bowling-Team
Competition

Greater Appeal...
Increased Earnings

FEATURES INCLUDE
DISAPPEARING PINS
20-30 SCORING AND
FAST REBOUND ACTION

EASY TO SERVICE
MECHANISM

SIZES:
8 FT. x 2 FT.
9 FT. x 2 FT.

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

SEE YOUR DISTRIBUTOR
Earn biggest profits in shuffle history with

NEW LOOK! NEW ACTION! NEW SCORING!

Bally BASEBALL

ONE PLAYER 10¢
TWO PLAYERS 20¢

FIRST shoot to put men on bases by shooting pucks into cups

The set-up shown in the picture is only one of many possible combinations that challenge the skill and judgment of the player. Note that player has succeeded in placing his first 3 pucks on first, second and third bases. If he hits a Home-Run roll-over with his fourth puck, the circular turn-table will revolve, and, as each cup advances from third-base to home-plate, puck will be automatically kicked out of cup, scoring 3 runs as the 3 "men" romp home. However, if player hits a Single roll-over, he will score only 1 run, as "man" on third goes home. "Men" on first and second bases will merely advance and be on second and third bases at the start of the next inning. If 2 players are playing, opponent will start his half of the inning with 2 "men" on bases. If player who shot the set-up shown in the picture can drop his fourth puck into home-plate cup, before hitting a roll-over, he will score 4 runs by hitting Home-Run roll-over. Single roll-over will score only 1 run and leave bases loaded for opponent. Single or Home-Run hit ends inning, and each player plays 9 innings.

THEN shoot to advance men on bases by shooting puck across roll-overs

"Men" actually run bases on revolving turn-table

Not just another bowling game dressed up to look like baseball... but a really new, exciting game that is already starting a new shuffle-boom. New look attracts immediate attention on location. New skill-scoring appeal insures continuous repeat play. New fast action produces biggest profits in shuffle history. Get in on ground floor... get Bally BASEBALL today!