Composer Johnny Marks takes his three year old son Michael for a pre-Xmas ride on Exhibit Supply’s “Rudolph The Red-Nosed Reindeer”. Johnny wrote “Rudolph” in 1948 and, in less than four years, there have been some forty different recorded versions of the tune, resulting in a fabulous disk sale. This year, Marks is off and sleighing with still another Yuletide ditty entitled “The Night Before Christmas”. The photo was taken at the headquarters of Mike Munves Corporation, Eastern reps for Exhibit Supply.
IT BOILS DOWN TO THIS

A Wurlitzer Fifteen Hundred will out-earn any Phonograph any time. This is easy to prove. Pick your location...put one in! Every time you empty the cash box, the evidence will pile up before you.

Make More Money with Wurlitzer Fifteen Hundreds

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THE CASH BOX covers the coin operated machines industry, and all allied to this industry throughout the United States and all over the world. The Cash Box is on hand at various American consul offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to—automatic coin operated music equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers, juke box, radio stations, and all others identified with, or allied to, the music machine industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the vending, music and amusement fields are covered by The Cash Box. Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered.

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The above order was issued by the Government on November 30, 1952, lifting price controls from juke boxes, pinball games and amusement machines. It was explained by the Office of Price Stabilization that such amusement machines were on the outside fringe of items affecting the cost of living.

On May 11, 1951 the Office of Price Stabilization issued its General Overriding Regulation 14, which became effective July 9, 1951. O.P.S. claimed that operating of coin machines came under this regulation and that those machines operating with 5c coin chutes, must remain that way, but if machines had been working with 10c coin chutes, they could continue. Many machines at that time were operating with the 10c coin chute, but many others with 5c coin chutes were unable to continue on this basis without incurring a loss. There are now several cases pending where O.P.S. has prosecuted firms for changing over to dime play.

Feeling strongly that the coin machine industry must of necessity go to dime play, The Cash Box, in its issue of August 25, 1951, devoted a double page in two colors, outlining the part coin operated machines play in its effect on the national economy. In type 2 inches high, and printed in red, The Cash Box headline read: "JUKE BOXES DO NOT AFFECT THE COST OF LIVING!!"

In seeking relief from the O.P.S. regulations, operators and operator's associations followed the suggestion of The Cash Box and provoked the Government agency to decontrol its equipment.

The final, and strongest effort was made recently by George A. Miller, president and business manager of MOA (Music Operators of America) who brought his arguments directly to Tighie Wood (at that time head of O.P.S.) in Washington, D. C.

We take great pride in the fact that The Cash Box was the first to point out the merit of the coin machine industry's position, which was able to initiate a program that finally was decided in the coin machine operator's favor.

The industry should also be thankful that it has in existence the national group, Music Operators of America, and that its president, George A. Miller, traveled the length of the country, and thru his outstanding ability proved conclusively to the Government that "juke boxes do not affect the cost of living."
Santa Claus Is Coming To Town

Christmas all over the world has a special meaning. There's a glow about the season, a friendliness, a feeling of joy.

Happiness, merriment, affection are the themes of the season and in its songs and records, the music business reflects these feelings.

For years now, the month between Thanksgiving and Christmas has been turned over almost entirely to the playing of Christmas themes. Radio and disk jockey shows are filled with these tunes and juke boxes throughout the nation are programmed with them.

The Christmas season lends itself to the entire range of American music. There have been lovely ballads like "White Christmas" and "The Christmas Song" and there have been outstanding novelties such as "Rudolph The Red Nosed Reindeer" and "I Saw Mommy Kissing Santa Claus". Christmas tunes have been written in the forms of waltzes, foxtrots, rhumbas, sambas and everything else. In other words the theme of Christmas is all-inclusive; it is used in every possible way by America's writers and recorders.

Although the Christmas season, musically, reaches its climax in one month of continued play, it must be remembered that the planning for this one month takes the rest of the year.

Publishers and record firms start looking for new Christmas material on December 26—and many times, before. Records are sometimes made a year in advance. And exploitation on many of the season's tunes starts months before. Johnny Marks, for instance, whose "Rudolph" has become an integral part of American life, starts promotion on the tune as early as July.

Though the Christmas season is one of joy and affection, there are some people who claim that it has been commercialized too much. They feel that its meaning is lost in all the business that is attached to it.

But it seems to us that if Christmas is commercialized, then it's a wonderful thing. If you can package joy and affection and sell it, it's a fabulous commodity both for the people who want to give it and those who receive it.

And if the music business captures some of the feeling of the season in its songs and records, and if it then conveys it through the musical mediums which we enjoy in this nation, it is performing a function which is not only desirable but admirable.

There's an old saying that Christmas comes but once a year. Unfortunately that's true.

But those engaged in the music business at least do their best to make that season a wonderful one for everyone within distance of a radio or juke box. And moreover they help extend the season in some fashion through music and records which are available the whole year around.
John Wrisley (WSAV-Savannah) rolls from the keys of his typewriter the absolutely startling, astounding, and most novel idea to be heard in many years. "Let's put Christmas back in December, where it belongs." John has been receiving Christmas records since October and rebels at the idea of programming yuletide yolos before Tom Turkey is fully devoured and safely under the yule log. Wrisley flatly refuses to air a single jingle before the first week in December, and then only moderately. In a call to arms, Wrisley cries, "Come on deejays. Let's get together and put Christmas back in December, where it belongs!" Dick Fanning (WFAX-Palls River, Va.) has fallen completely in love with Jilla Webb, lovely MGM recording star. Dick had Jilla on his show for a half-hour swapping chit-chat and spinning her disks and he claims the response was terrific. Fanning proceeded to form Jilla Webb Fan Clubs in Washington and Palls River and will be president of the groups. . . . WWDC-Washington, D. C., will throw its studies open to the public from 6 to 10 a.m. Monday, December 15, to celebrate the birthday of Art Brown who has been on the air in Washington for the past 17 years. The entire affair will be tied in with WWDC's Christmas promotion of air for the old and needy of Washington including those at the District Home for the Aged and the Woodville Orphans Home. All the other WWDC personalities, Milton Q. Ford, Willis Conover, Jon Massey, and Jack Rowzie, will spell Brown at the mike while the party is going on.

Carl J. Swanson (WRUN-Rome, N. Y.) now has a total of 13 hours per week of Country and Western records. Swanson says according to the latest Hooper and Pulse surveys, his show is the most-listened to in this area. . . . Buddy Done (WITI-Baltimore, Md.) me's "Dance Jamboree" each week at a local ballroom. Guest stars that have appeared with him recently are Steve Lawrence, Danny Winchell and Jilla Webb. . . . Mitch Reed, who was dispossessed by Deane's latest wife when she came home from a vacation and found Mitch sleeping in the living room under a pile of old newspapers, was in New York looking for a front tooth. There are two conflicting stories about that. Mitch says he left it in the leg of a turkey at a Thanksgiving dinner. Buddy says Mrs. Deane packs a mean left. . . . Gil Henry, "King's Open House" (KING-Seattle, Wash.), in addition to his present schedule of 23 hours a week, began a new TV show on Saturdays. Columbia Records will sponsor.

Johnny Andrews, formerly with WNBC in New York, has switched to Cleveland, where he is getting a top build-up at WTAM, NBC station there. He has a hit show from 7 to 9 a.m. across the board; a record show from 12:15 to 1:30; and a television show twice a week at 7 p.m. On his live show he has a seventeen-piece band, headed by Henry "Hot Lips" Levine, of Lower Basin Street fame. Occasionally, Andrews uses records on his live shows. Although Andrews assumed the WTAM post only recently, he is already a big draw in the Cleveland area, one of the top music pioneering spots in the country. . . . Jack The Cat (WWLZ-New Orleans, La.) likes the Clevegers "I Played The Fool" and puts them at the top of his list. Writers to watch "Giin' Down Slow" by Billy Wright. . . . Jerry Kay, of the same station, had Connee Boswell as guest on his "Revolving Bandstand" and had a great time talking over old times. Connee tells from New Orleans, (and Dave Wimbish (KGL-Ft Worth, Texas) begins his fifth year at the station this month. . . . Stan Pat (WTNJ-Trenton, N. J.) took the opportunity on his Thanksgiving show of announcing for all to hear that one of the things he is thankful for is The Cash Box. He told a audience that he "wants you to know about a very fabulous magazine called 'The Cash Box,' which enables me to bring you the latest in releases, ratings, etc., from coast to coast, and which helps the 'Stan Pat Show' to retain its popularity."
JERRY COOPER (Anchor 14)

"I'M SORRY I MADE YOU CRY" (2:59) A fine and different voice steps into the spotlight and chants in his warm style a soft and pretty ballad. The fine job is done by Jerry Cooper with Leo Reisman's orch in the backdrop.

"HAVE YOU EVER BEEN LONELY" (2:35) Jerry changes the tempo and eases through an interesting item with a pretty tune and a pleasing backing. Another bit of fine backing are fine. Backing is done by the Johnny Guarini Quintet.

XAVIER CUGAT ORCHESTRA (Mercury 70024; 45-70024)

"MY SHAWL" (2:55) Xavier Cugat and his orch ease through their sensational theme song that's so pleasing on the ear. It's a wonderful rhumba tempo piece for listening and dancing. It's one of Cugat's best.

"MARRY MY OWN" (2:45) The Jack Halloran Singers join the Cugat Margination on a pretty ballad with a subdued Latin tempo. The fullness of the orch and the pretty tune are in fine blend.

MANTOVANI ORCHESTRA (London 1280; 45-1280)

"WHITE CHRISTMAS" (2:46) The great sound that comes from the Mantovani orchestra is set to the beautiful Irving Berlin Yuletide standard and the resulting lush sound is absolutely wonderful.

"DECENT FELINES" (2:59) Another wonderful holiday item is given the stylish Mantovani lush orking. The sound is very similar to that of a church. This is the type of music that one can listen to for hours.

LAWRENCE WELK ORCHESTRA (Coral 60893; 9-60893)

"OH, HAPPY DAY" (2:46) The Lawrence Welk Champagne Orchestra features the voice of Larry Hooper on a low slow voiced blues type of folk song that's currently making a stir in the disk circles. A pretty arrangement.

"YOUR MOTHER AND MINE" (2:46) A very nice bit of fine backing is set up for Roberta Linn as she pipes with her part voice a pretty tune from the movie "Peter Pan" by Walt Disney.

ANE SHELTON (London 1264; 45-1264)

"LITTLE DROPS OF WATER" (2:46) With the orchestra under the direction of Harry Grove, Anne Shelton tenderly delivers a sentimental number in her appealing manner. The tune has an infectious light lift.

"THE WALLFLOWER WALTZ" (2:55) The sweet voiced English thrush comes through with another fine reading of a sad, heart broken type of waltz with the same idea as the "Tennessee Waltz." The lush backing is fitting.

THE THREE SUNS (RCA Victor 20-5082; 47-5082)

"JUNGA-JUNGA" (2:52) A fast moving Latin beat is set up by the trio as they fly through a thrilling instrumental with a fine arrangement. An exciting piece.

"TWILIGHT BOOGIE" (3:00) The Cugat aggregation out a boogie tempo piece to a very fast moving pace. The tune is a fine one and the boys do well on it.

JUNE CHRISTY (Capitol 2308; F-2308)

"MY HEART BELONGS TO ONLY YOU" (2:46) The clear smooth voice of Jane Christy gives a fine performance of a pretty tune that might happen. The thrush comes up with a polished showing that oughta do good for her.

"I WAS A FOOL" (2:34) Pete Rugolo and his crew set up another one for the longfingers as she convincingly reads another slow ballad. The number has pretty lyrics.

CLIFF AYERS (Bert 1206)

"ROSBAY LANE" (2:25) A sentimental ballad done with an echoey effect is smoothly rendered by Cliff Ayers with the aid of the Gom- tones for choral fullness. The number has a pretty sound.

"SMILE WITH THE SUN" (2:30) Tony Lavello comes up with a fine bit of accordion soloing as Cliff chats a light bouncing waits.

FELICIA SANDERS (Columbia 39900; 4-39900)

"PLEASE BE GOOD WHILE THEY GONE" (2:47) A wonderful new vocalist, Felicia Sanders, steps into the spotlight to sing a pretty ballad with the backing of Paul Weston's orch and the Four Lads. The thrush's voice is clear, warm and inviting. She has a fine style.

"PEOPLE IN LOVE CAN BE LONELY" (2:55) Here Felicia comes up with another grand fashioning of a pretty ballad. This lovely item is set to a subdued Latin tempo that adds a pretty air to the tune.

THE FOUR KNIGHTS (Capitol 2315; F-2315)

"OH, HAPPY DAY" (2:25) The grand voice of the Four Knights blend on a low down arrangement of a grand folk type of tune that's con- ing up fast on the charts. The slow lift and fine song are well presented. The low voiced solo is done by Oscar Broadway.

"A MILLION TEARS" (2:45) A lovely ballad is portrayed by the boys and their fine har- mony. The sentimental number is most appealing. They sound grand.
MANTOVANI MEANS MORE PLAYS!

MANTOVANI and his orchestra

STRAUSS WALTZES

LONG PLAYING 33-1/3 RPM

LL 570  A SELECTION OF FAVORITE WALTZES
At Dawning: I Love You Truly; Greensleeves; Love Makes the World Go Round; Love Me In My Heart; Moonlight Madonna; Musical Rose; Lovely Lady; Dancing With Tears In My Eyes; Mandy: Dear Love; My Love; Was It A Dream?

LB 381  WALTZING WITH MANTOVANI
Chanson: Just For A While; Yugoslavia: Under The Roof Of Paris; Kisses In The Dark; For Two Dimes Bobette

LB 218  MUSICAL MONTAGE
Mexican Sunrise: Jajo Koi: Love Is A Song; Tango Selena; Intermezzo: Caribbean Colours: Oh Mama Mamma: Gypsy Trompeter

LB 127  A MANTOVANI PROGRAM

78 RPM ALBUMS

LA 239  WALTZING WITH MANTOVANI
Wyoming: Under The Roof Of Paris; Kisses In The Dark; For Two Dimes Bobette: Just For A While: Chocolate

LA 240  A SELECTION OF FAVORITE WALTZES - Vol. 1
At Dawning: I Love You Truly; Greensleeves; Love Makes the World Go Round; Love Me In My Heart; Moonlight Madonna: Musical Rose: Lovely Lady: Dancing With Tears In My Eyes: Mandy: Dear Love: My Love: Was It A Dream?

LA 241  A SELECTION OF FAVORITE WALTZES - Vol. 2
Mexican Rose: Lovely Lady: Mandy: I'm Dancing With Tears In My Eyes: Dear Love: My Love: Was It A Dream?

45 RPM SETS

LSF 102  A SELECTION OF FAVORITE WALTZES - Vol. 1
At Dawning: I Love You Truly; Greensleeves: Love Makes the World Go Round: Love Me In My Heart: Moonlight Madonna: Musical Rose: Lovely Lady: Dancing With Tears In My Eyes: Mandy: Dear Love: My Love: Was It A Dream?

LSF 100  WALTZING WITH MANTOVANI
Chanson: Just For A While; Yugoslavia: Under The Roof Of Paris; Kisses In The Dark; For Two Dimes Bobette

LSF 109  MANTOVANI HIGHLIGHTS

LSF 55  MUSIC FROM THE FILMS
Warsaw Concerto: Carmel Rhapsody: Cléal De Loue

LSF 27  MANTOVANI MUSICALE
Bencivale: Nara The Lonely Heart: Treatment: Rambler: Kashmir Song: Rhode Cradle Song

LSF 107  MANTOVANI CONCERT

LSF 106  MANTOVANI DANCE TIME

SINGLE RECORDS

78 RPM AND 45 RPM

121  45 RPM
122  78 RPM
132  43004  CLIVE DE LUNE Ph. 1 and 2
112  42010  CREEK DANCE EL TOREADOR

78 RPM
121  40004  CLIVE DE LUNE Ph. 1 and 2
122  42010  CREEK DANCE EL TOREADOR

45 RPM

121  I'LL TAKE YOU TO THE BALL Ph. 1 and 2
122  MANTOVANI'S FAVOURITE Ph. 1 and 2

THE CASH BOX, Music

December 13, 1952

MANTOVANI

WHITE CHRISTMAS

ADESTE FIDELIS

(O. COME ALL YE FAITHFUL)

1280  45/1280
AL MORGAN
(Decca 28501; 9-28501)

"TWO FOOLISH HEARTS" (2:29) In his distinctive style, Al Morgan vocalizes on a pretty tune with fine lyrics in a soft and smooth manner. The slow slowing number has a pleasing air about it.

"THE STOLEN WALTZ" (2:24) The vocalist soft eases through "The Stolen Waltz" and the presentation is fitting for the tune.

STAN FREBERG
(Capitol 2279; F-2279)

"THE WORLD IS WAITING FOR THE SUNSHINE" (2:35) Mimic vocal comedian, Stan Freberg does a humorous take off on Les Paul and Mary Ford's recent hit. The side is full of fun and sound effects and oughta go great in the boxes. Multiple voices are all done by Stan. This should be good in the boxes for a short time.

"THE BOOGIE-WOOGIE BANJO" (2:46) by JUNE STORDAHL

"AXEL" (Capitol 15212; 45-15212) "I'm Looking Over A False Number" and his "Baby Face" in recent years and is now doing so fine on his new record "Lazy River," shows its colors once again on a wonderful gay twenty type tune. The others called "Heartbreaker." The banjo and the ensemble are featured to give the tune that inviting air. The good bounce beat is set to a charleston tempo that all the youngsters are sure to go for in a big way. The other side, "Winter" is another cutie for the winter season that bounces along with the proper tempo. There is a good sound. The vocals on this end end well. Art and the gang are at their best on the top half. We expect it to go grand for the ork leader.

TEDDY PHILLIS ORCHESTRA
(King 15217; 45-15217)

"OPEN HOUSE" (2:28) The tune of "Auld Lang Syne" introduces a cute novelty party type of music. The orchestration is handled by Lillian Hoyt. The poppy novelty is cute.

"MARY, MARY" (2:48) Teddy Phillips sets up a polka tempo for his orchestra and amasses a happy vocal to go. The light ork is tailor made for the gay piece.

JUNE HUTTON & ALEX STORDAHL
(Capitol 2268; F-2268)

"KEEP IT A SECRET" (2:28) Some fine coverage of a tune that's coming up on the charts is presented by Alex Stordahl's orchestra with June Hutton taking the vocal. The Boys Next Door follow up with choral harmony.

"I MISS YOU SO" (2:56) Alex and the boys dish up another fine arrangement on a pretty tune that June does well on. The oldie is convincingly delivered.

HOACY CARMICHAEL & JANE WYMAN
(Decca 28494; 9-28494)

"I NEVER HEARD YOU SAY" (2:34) A cute novelty item is jumbled through in a duet manner by the happy voices of Hoagy Carmichael and Jane Wymann. Jane's pert voice teams with Hoagy's. "DODGIE BUG RAG" (2:15)

Vic Schoen's ork back the two songsters as they wend their way through a cutie that Hoagy wrote himself. The number is tailor made for light listening.

JIMMY COLLETT
(ARC 109)

"I REMEMBER CHRISTMAS" (2:20) Jimmy Collett gives out with a soft voiced treatment of a sentimental Xmas season piece while an organ backs him with that holiday sound. It's a pretty ballad.

"I DON'T WANT TO BE ALONE FOR CHRISTMAS" (2:56) The songster has another pleasing piece in this romantic seasonal item with an ever so fine Christmas spirit air. The ballad is soft.

HAL HOPPER
(Km 2716)

"DON'T BE AFRAID" (2:22) The Voices Of The Valley blend their harmony with the voice of Hal Hopper and smoothly bounce through a folk type of religious item.

"CHRISTMAS IN AMERICA" (2:22) The group led by Hal again does another fine job on a patriotic and sentimental Yuletide piece with a touching set of lyrics. The deck has an inviting fullness about it.

ART LOWRY ORCHESTRA
(Columbia 39904; 4-39904)

"THE GIRL WITHOUT A NAME" (2:34) From the new comedy success "Seven Year Itch" comes a cute slow bouncer that Art Lowry portrays in an instrumental manner with his piano and ork. A pretty arrangement. This could happen.

"SIOUX CITY SUE" (2:37) The Toppers add a vocal touch to a fine presentation of a cute oldie with that old rag time tempo. The novel arrangement is colorful.

RUBY WRIGHT
(King 15210; 45-15210)

"LEAVE IT ALONE" (2:22) Ruby Wright does a cute job on a dolly with double entendre lyrics and a good jump tempo. The pert voiced treatment highlights some pleasant listening.

"HOT DOG RAG" (2:35) The unique treatment of this piece takes us back a few years to the rag time era. It's a pleasing fast beat bonzer that some of the kids should like.

RALPH FLANAGAN ORCHESTRA
(RCA Victor 20-5095; 47-5095)

"SERENADE" (2:22) Ralph Flanagan and his Ork come up with a stand out job on a slow and pretty ballad to the lovely Sigmund Romberg tune from "The Student Prince." The arrangement is perfect for dancing.

"HOT TODDY" (3:00) The Flanagan ork has that pleasing Glenn Miller style as it bounces over a sock jump instrument that Ralph posed himself. It's a grand arrangement that kids oughta go for in a big way.

ARTHUR (GUITAR BOOGIE) SMITH
(MGM 11379; K-11379)

"SOUTH" (2:27) Arthur (Guitar Boogie) Smith demonstrates some light fingerpicking on his guitar to a good rhythmic tempo. The Cracker-Jacks lack the string stylist.

"Lady of Spain" (2:30) The artist does a better job on a current biggie that has been revived. Whistling adds color to the deck.

DELA RHYTHM BOYS
(RCA Victor 20-5094; 47-5094)

"TILL NEVER GET OUT OF THIS WORLD ALIVE" (2:40) The vocals of the Delta Rhythm Boys blend perfectly on a cute jump tempo number from the western catalog that was written by Hank Williams and Fred Rose.

"I'M USED TO YOU" (3:08) The band adds color to the smooth harmony of the background as the crew slowly lilt through a bounce item.

BLUE BARRON ORCHESTRA
(MGM 11375; K-11375)

"SANTA CLAUS LULLABY" (2:43) A pretty, dreamy type of number is vocalized on by the Blue Noten. The slow lilting tempo is pretty in sound. It has a soft air that's very fitting for the eve of Christmas.

"THE LITTLE MATCH GIRL" (2:38) Betty, Clark joust with the notes and end up with this one which comes up with a lovely melody for the holiday season. It's a sentimental piece about a little girl. A most lovely side.

BOB CARROLL
(Derby 814)

"SAY IT WITH HEART" (2:25) The fine voice of Bob Carroll sounds grand as he eases through a moderate tempo ballad with a very pretty tune. Jimmy Leyden's ork and chorus add roundness to a lovely side that could happen. Ops oughta get with this one.

"WHEEEE" (2:45) The chorus and the Jimmy Leyden ork back the fine voiced artist on a slow jump beat number that is delivered in an interesting manner.

DION CHERRY
(Decca 28497; 9-28497)

"THE SECOND STAR TO THE RIGHT" (2:57) The attractive voice of Don Cherry comes through smoothly as he warbies a pretty ballad from the "Peter Pan" film. The soft arrangement features they Ray Arthur Ork.

"HOW LONG" (3:11) Don sings with a great deal of feeling, a lush ballad. The soft number changes to a slow Latin tempo at mid point. The Arthur ork comes through with another fine showing.

WINIFRED ATWELL & HER PIANO
(London 1278; 45-1278)

"LADY OF SPAIN" (2:45) Winifred Atwell who may some day become the Queen of the keyboard belts out in a fast pace, an exciting piano rendition of a grand old tune. It's a fine demonstration of some fancy fingering. Guitar and bass back.

"TABOO" (2:45) A guitar and drums back Win with a thrilling tribal type of rhythm as she socks out a grand piano reading of a good standard. The Latin tempo is penetrating.
NEW YORK:

Received many wonderful messages this week from the winners of The Cash Box poll. ... Gordon Jenkins won a 1953 Cash Box this week in a raffle held by Frank Gill. ... Don Cornell drew the largest audience since its opening at the Edgewater Park Ballroom last week. The show was sponsored by Robin Seymour and Don McDoon ... Jimmy Martin in town on one night stand, where he always packs 'em in. ... Gordon Gray leaving San Francisco Electric, N. Y. distribs of S&M, to go into his own business, the Elton Company; a furniture concern. ... The Wurlitzer Sisters, winners of a recent Goodyear Talent Scouts show, have been signed by Coal. ... Jay Parmer, a west coast publicity man, now operating out of N. Y. ... Teresa Brewer's "Till I Wait Again With You" really looks as though it's going to make it. Tune was published by Sid Proson. ... Bob Carroll signed by Derby for two years with a big guarantee. ... Gloria Delhaven set for a three-month concert tour, with Tommy Dorsey. ... Heard some excellent sides by Snooky Lanson which really show what a fine sound the singer can have on disks. ... Negotiations going on between the Philippine government and Xavier Cugat for the maestro to play there for two months starting February at a record fee. ... Lenny Wolf of Decca is the papa of a baby boy. Name is November 25. Name is Matthew Reid Wolf. ... What song pluggers around town has been barred from 21? ... Sarah Vaughan will headline the Paramount Christmas show. ... Liza Kirk will appear next week for a major financial production. ... Merry Amsterdam preparing a "brand-new" type of recording for release shortly.

CHICAGO:

Music Ops of Northern Illinois have been hit by illness. We're sorry to say. ... Prexy Bob Lindeloff is confined to St. Francis Hospital, Evanston, with an unexplainable high temperature while Bill Nyland, organization secretary, is in Presbyterian Hospital with severe abdominal pains. Get well, quick, boys.

We need you! ... The Gaylords, Mercury property, have certainly clicked nicely, from what we hear, with their first disk, "Tell Me You're Mine." ... Stan Kenton coming to the Aragon Ballroom for another one-night stand, where he always packs 'em in. He has a new album for Capitol with a swing twist. Called "Prologue," Stan introduces each member of the aggregation, prior to each number. ... Gordon Jenkins was in town between trains last week just long enough to grab a quick lunch with Bud Kurtz of Decca and discuss Gordon's up-coming disks. ... Don Foreman of Capitol escorted little Melly Bee around town a few days ago and introduced the youngster to local deejays. ... Yma Sumac of the four-and-one-half octave voice, coming into the Edgewater Terrace's Mariner Room for four weeks, beginning December 26. ... As is the case in several cities around the country; the Don Howard version of "Oh, Happy Day" is still riding high here in Chicago. ... Jack Perry of Sanyty-Joy, a former Chicagoan, dropped in to say "Hello" and brought regards from some of our old friends in New York. Nice to see him again. ... Perry's "Sleeper of the Week," Teresa Brewer's "Till I Wait Again With You" looks like it might happen. This is a new, softer Teresa and the record is getting lots of spins. ... Phil and Leonard Chess are all smiles these days and why not? Boys currently have three hits on their hands in the R & B field. ... Joe James whose "Why Don't You Believe Me" is enjoying a top spot round these parts has followed this up with one that is starting to move. Called "Have You Heard." Nice break for a nice gal.

LOS ANGELES:

A flock of recording artists garnered the recent showing of the new Rock-Ola phonograph here last week. On hand for the festivities were Spike Jones, Giselle MacKenzie, The Four Lads, Jud Conlan's Rhythmaires, Champ Butler, and Stan Freberg. Music ops who came from all parts of the southland were more than pleased to meet with the stars. ... Nice to talk to Fred Ansuel, who's doing a job hyping the promotion of pert Karen Chandler. ... Thanks to Al Miller, who took time out to wish us a merry Thanksgiving and to Irvis Marcus of Peacock Records, for the Savarin. The Peacock firm by the way, has one of the better spiritual catalog's in the business. ... Dorothy Shay, the Park Avenue Hillbilly, wowing 'em at the Hotel Statler's Terrace Room. ... Lee Meiner, whose Aladdin plattery is hotter than a ten-dollar pistol via "I'm Gone" and "Greyhound," tuning at the New York City College official for their castigation of Nat Holman. Lee's an old hand at the Alegreco. ... Single Joe Bihari, Modern Records, back from a lengthy road trip to appear for a shorter jaunt this week. The boys take occupancy of their new offices on North Robertson soon. ... Eddy Heller's Rainbow plattery has a real hot one in "I'm Used To You." Rumored that several major platteries are going cut the song. ... Col. Irvis Pope's ingenuity is simply displayed in the clever "Monkey Snoops & Dumpings" by Brother Bones. ... Rhythm and blues fans are really taking to those Monday night raves at the Club Alabam with Hunter Hancock handling the chores. ... Champ Butler has a comer in his "Spike Rag," which goes to prove that the old two-fisted piano is here to stay. ... John Dolphy really came up with a find in Jesse Belvin. Latter's "Dream Girl" etching is getting sensational air play. ... Jack Linderdale, Swingtime proxy, reports that sales of the perennial Xmas best sellers, he has are well on their way to top last year's peak. ... Reohe Douglas, Vogue Records through attracting loads of attention around town. ... A big hello to Jerry Simon and Henry Okun. ... We're still singing the praises of Bill Molly Bee, whose "Tennessee Tangerine" is starting to climb.

"America's Fastest Selling Records" for the week of December 13, 1952:

GRADY MARTIN

"SIoux City Sue" and
"September Song"
Decca 28497 (78 rpm) and 9-28497 (45 rpm)

"Happy Birthday" and
"Anniversary Song"
Decca 28467 (78 rpm) and 9-28467 (45 rpm)

"Tennessee Tango" and
"Don't Make Love In A Bugle"
by JACK and DANIEL and
The Sourwood Mt. Boys

Decca 48289 (78 rpm) and 9-48289 (45 rpm)

"Oooh Yes!" and
"Please Don't Pass Me By"
by STOMP GORDON

Decca 48289 (78 rpm) and 9-48289 (45 rpm)
FOR THE THIRD STRAIGHT YEAR

BMI LICENSED SONGS VOTED NO.1 IN All CATEGORIES

YOUR VOTES IN THE CASH BOX POPULARITY POLLS FOR 1950-1951-1952 GAVE BMI 12 OUT OF 12 FIRST PLACE WINNERS

1952 — CRY (Mellow Music) ... Johnny Ray (Col.)

BEST POP

1951 — TENNESSEE WALTZ (Acuff-Rose) ... Patti Page (Mer.)

1950 — GOODNIGHT IRENE (Spencer) ... The Weavers (Dec.)

1952 — WILD SIDE OF LIFE (Commodore) ... Hank Thompson (Cap.)

BEST WESTERN

1951 — ON TOP OF OLD SMOKEY (Folkways) ... The Weavers (Dec.)

1950 — BONAPARTE'S RETREAT (Acuff-Rose) ... Pee Wee King (Vic.)

1952 — HALF AS MUCH (Acuff-Rose) ... Hank Williams (MGM)

BEST FOLK

1951 — COLD, COLD HEART (Acuff-Rose) ... Hank Williams (MGM)

1950 — CHATTANOOGIE SHOE SHINE BOY (Acuff-Rose) ... Red Foley (Dec.)

1952 — LAWDY, MISS CLAWDY (Venice) ... Lloyd Price (Specialty)

BEST RHYTHM & BLUES

1951 — 60 MINUTE MAN (Lois) ... The Dominoes (Federal)

1950 — I ALMOST LOST MY MIND (Hill & Range) ... Ivory Joe Hunter (MGM)
OVER 2 MILLION VOTES OUT OF A TOTAL OF 2½ MILLION 
GAVE BMI-LICENSED SONGS THIS HUGE LANDSLIDE

CRY (Mellow) Johnnie Ray (Columbia)

ANYTIME (Hill & Range) Eddie Fisher (Vic.)
KISS OF FIRE (Duchess) Georgia Gibbs (Mer.)
TELL ME WHY (Signet) Four Aces (Decca)
I'M YOURS (Algonquin) Don Cornell (Coral)
HERE IN MY HEART (Melolin) Al Martino (CBS Polda)
AUF WIEDERSEHN SWEETHEART (Hill & Range)
Vera Lynn (Lon.)
HALF AS MUCH (Acuff-Rose) Rosemary Clooney (Col.)
YOU BELONG TO ME (Ridgeway) Jo Stafford (Col.)

WILD SIDE OF LIFE (Commodore) Hank Thompson — Cap.

SLOW POKE (Ridgeway) Pee Wee King (Vic.)
ALMOST (Acuff-Rose) George Morgan (Col.)
SILVER AND GOLD (Blue Ridge) Pee Wee King (Vic.)
I DON'T WANT TO BE FREE (Wakely) Jimmy Wakely (Cap.)

HALF AS MUCH (Acuff-Rose) Hank Williams — MGM

LET OLD MOTHER NATURE HAVE HER WAY (Peer)
Carl Smith (Col.)
DON'T JUST STAND THERE (Hill & Range) Carl Smith (Col.)
GIVE ME MORE, MORE, MORE (Hill & Range)
Lefty Frizzell (Col.)
The GOLD RUSH IS OVER (Hill & Range) Hank Snow (Vic.)
WONDERING (Hill & Range) Webb Pierce (Dec.)
ARE YOU TEASING ME (Acuff-Rose) Carl Smith (Col.)
IT WASN'T GOD WHO MADE HONKY TONK ANGELS (Peer)
Kitty Wells (Dec.)

LAWDY, MISS CLAWDY (Venice) Lloyd Price — Specialty

MY SONG (Lion) Johnny Ace (Duke)
HAVE MERCY, BABY (Meridian) Dominoes (Federal)
GOIN' HOME (Commodore) Fats Domino (Imperial)
MART JO (Drake) Four Blazers (United)
JUKE (John Henry Burton) Little Walter (Checker)
NIGHT TRAIN (Familes) Jimmy Forrest (United)
THREE O'CLOCK BLUES (Modern) B. B. King
NO MORE DOGGIN' (Modern) Roscoe Gordon (RPM)
CRY (Mellow) Johnnie Ray (Columbia)
HEAVENLY FATHER (Blazer) Edna McGriff (Jubilee)

5-10-15 HOURS (Progressive) Ruth Brown (Atlantic)
YOU KNOW I LOVE YOU (Modern) B. B. King (RPM)
ONE MINT JULIP (Progressive) The Clovers (Atlantic)
FIVE LONG YEARS (Frederick) Eddie Boyd (Bob)
BOOTED (Modern) Roscoe Gordon (Chess)
BESIDE YOU (Lois) Swallows (King)
I'M GONNA PLAY THE HONKY TONKS (Lion)
Marie Adams (Peacock)
GET YOU ON MY MIND (Raleigh) John Greer (Vic.)
MY HEART'S DESIRE (Modern) Jimmy Lee & Artis (Modern)

BROADCAST MUSIC, INC. • 580 FIFTH AVENUE • NEW YORK 36, N.Y.

(Reprinted from The Cash Box, December 6th Issue)
Like we always say, this is a fabulous business, the record biz. Each new day offers its own verities and realities, combining to make for a truly pleasurable occupation.

So, pretty generally, we feel mighty lucky, being even an infinitesimal part of this fascinating number. Moreover, we are now more confident that the coming year will be doubly enticing to a mere fledgling in the business of promoting records and recording. After some eighteen years in the industry, we still derive a spine-tingling glow of juvenile anticipation in contemplating what the future of this business holds in store.

And just what does the future portend for the record business?

Without attempting to impress the idea that we hold any unique powers of clairvoyance, the following seems our likely guess:

1. There will be a host of new recording artists discovered, created and promoted to stardom. While these will, for the most part, teen-age youngsters or folks just beyond the teens, there will also be found some re-born stars of a past era, some older and more mature gentility with a novel approach to recorded music, some children with the fresh and nerve-seeking sense of commercialism and a few of the startling and confounding type of performer who can electrify a nation and cause the industry buzzing. New stars of '53, all of 'em: . . . . .

2. Better music. It is a personal notion that there is a constant progressive movement toward finer writing of the new songs and material. We can envision a new era of plenty, beginning in '53. Certainly the melodies and lyrics of the past few months show a decided leaning to a much more aesthetic, albeit colorful, approach to popular song writing, and die-hards who keep saying, "They're just not writing good stuff anymore—no like they used to back in . . . . ." will still be saying it a decade hence, and then, they'll be with it: . . . Not like they used to back in '52 and '53!

3. Closer coordination between segments of the industry seems to be shaping up, and should culminate during the coming year in a happy-happy relation of all branches of the business end. We feel that the publisher element will combine their promotional efforts with those of the record companies; that the record companies will devise new plans and schemes to assist the retail dealers and to popularize song writing, and die-hards who keep saying, "They're just not writing good stuff anymore—no like they used to back in . . . . ." will still be saying it a decade hence, and then, they'll be with it: . . . Not like they used to back in '52 and '53!

1. In general, a better year for records than ever before. This, it might appear to many, could be somewhat of a foolishly and premonitory statement. It is based, however, upon some minute personal observations of our own, carried out amongst various of our musical-minded friends in the industry, and by a variety of retailing factions. The buzzaloog that television was to have created never did come off to any appreciable extent. Rather, to the extreme, it appears that T.V. helped the recorded music industry. It may not have been objectively beneficial, but it was definitely a profound and grateful. No sooner had any artist begun to make his mark with some particular ditty, than there was an endless request for appearing on T.V. shows. This has probably assisted reference to the record and the millions it sold across the nation in just three weeks. Not result: A new rush of fervor and enthusiasm for the platter. Moreover, the console and table models have increased the ranks of the stay-at-homes so greatly that practically a brand new market for records has been established. By the same token, after watching television loving or some old feature movie, tavern habitues invariably turn to the juke, that takes care of the operators for us. And nobody suffers.

Which would probably bring this dissertation to a close. All in all, it could be considered a pretty optimistic outlook for us, in comparison to the usual satirical opinions we usually thrust upon the gentle reader. Anyway, it’s the way we feel—and we’re glad.

Yea—looks like it’s going to be a great, great year.

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**The HALE You Say**

by natt hale.

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**TOO SWEET TO FORCE**

**Backed By**

**MILESTONES**

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**The Cash Box, Music**

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December 13, 1952

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**REGIONAL REPORTS**

**Jockeys'**

Listings below are reprinted exactly as submitted by leading jockeys throughout the nation for the week ending December 6 without any changes on the part of THE CASH BOX.

---

**Bud Brees**


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**Gary Lesters**


---

**Wallie Dunlap**


---

**Stan Pat**


---

**Brad Lacey**


---

**Chuck Norman**


---

**Ross Simmerson**


---

"It’s What’s In The CASH BOX That Counts"
Paul Flanagan

WTRY—Troy, N. Y.
1. Why Don't You Believe Me (Jimmy Jones)
2. I Saw Tommy Kissing Santa Claus (Edmund Boyd)
3. Don't Let the Stars Get in Your Eyes (Perry Como)
4. Oh Happy Day (Don Howard)
5. Ma Says, Pa Says (Jimmy Dean & Ray & Ray)
6. Outside Of Heaven (Fisher)
7. You're Warm (Mills Bond)
8. My Baby's Comin' Home (Sandy Soy)
9. Keep It a Secret (Stefford)
10. It's Worth Any Price You Pay (Howard)

Pete Ward

WCCM—Lawrence, Mass.
1. Why Don't You Believe Me (Jimmy Jones)
2. Don't Let the Stars Get in Your Eyes (Perry Como)
3. Oh Happy Day (Don Howard)
4. Heart's Ease Four (Don Edwards)
5. Two Sweet to Forget (Vera Lynn)
6. I'll Tilt at Walls Again With You (Patty Page)
7. Vena (Vera Lynn)
8. It's Worth a Whirl (Eddy Howard)
9. Hello Big Balls (Stefford)

Jerry Crocker

WULW—Fort Worth, Tex.
1. Oh Happy Day (Don Howard)
2. Heart's Ease Four (Don Edwards)
3. It's in the Book (Standley)
4. Tryin' the Blues (Teresa Brewer)
5. Hold Me, Thrill Me, Kiss Me (Eddy Howard)
6. In the Mood (Edwards)
7. Faded (Patty Page)
8. Greyhound (Amos Milburn)
9. Day Don't Long Enough (Johnny Desmond)
10. Three Balls (Three Ball Scoops)

Dick Karrrow

WKNX—Richmond, L. I.
1. You Belong to Me (Stefford)
2. The Glow Worm (Mills Bros)
3. I Saw Tommy Kissing Santa Claus (Edmund Boyd)
4. Why Don't You Believe Me (Jimmy Jones)
5. I Saw Tommy Kissing Santa Claus (Edmund Boyd)
6. My Favorite Song (G. Gillette)
7. I'm Gonna Get My Man (Lana)
8. Because You're Mine (Lana)
9. It's Christmas Every Day (Howard)

Roger Nash

WJME—New Orleans, La.
1. Heart and Soul (Four Aces)
2. Don't Do That to Me (Janet James)
3. I Saw Tommy Kissing Santa Claus (Edmund Boyd)
4. I'm Sorry (Lana)
5. I'm Sorry (Lana)
6. I'm Sorry (Lana)
7. I'm Sorry (Lana)
8. Because You're Mine (Lana)
9. It's Christmas Every Day (Howard)

Bob Stevens

WVCQ—Carol Gabie's, Fla.
1. Why Don't You Believe Me (Jimmy Jones)
2. I Should Care (R. Flanagan)
3. I'm Gonna Get My Man (Lana)
4. The Glow Worm (Mills Bros)
5. You Belong to Me (Stefford)
6. I Saw Tommy Kissing Santa Claus (Edmund Boyd)
7. Close Your Door (Sandy Solo)
8. You Belong to Me (Stefford)

Doug Smith

WATQ—Norfolk, Va.
1. Keep It a Secret (Stefford)
2. I Want to Be Your Husband (Path Page)
3. Keep It to Yourself (Path Page)
4. The Glow Worm (Mills Bros)
5. You Belong to Me (Stefford)
6. I Saw Tommy Kissing Santa Claus (Edmund Boyd)
7. I Got a Message (I Got a Message)
8. Wish You Were Here (Lana)
9. High Noon (Tex Ritter)
10. Half as Much (Clenney)

EO Dickler

WMCK & WHOD—Pittsburgh, Pa.
1. Why Don't You Believe Me (Jimmy Jones)
2. Faith Can Move Mountains (Not "KING" Cole)
3. A Shoulder to Weep On (Sommers)
4. I Should Care (Flanagan)
5. Must I Cry Again (The Hilltoppers)
6. Where (Bob Carroll)
7. Spanish Candy (Ralph-Buddy Claus)
8. My Troubled Heart (Sarah Vaughan)
9. I Don't Care (Vic Damone)
10. Midnight in Paris (Stefford)

Earl浦

WGTY-Schectady, N. Y.
1. Why Don't You Believe Me (Jimmy Jones)
2. Keep It a Secret (Stefford)
3. Outside of Heaven (Fisher)
4. Close Your Dreamy Eyes (Shady Solo)
5. My Favorite Song (G. Gillette)
6. The Baby's Comin' Home (Sandy Soy)
7. That's A Whirl (Eddy Howard)
8. Just Squeeze Me (Four Aces)
9. Keep It a Secret (Stefford)

Ira Cooke

KECA & KMPC—Hollywood, Calif.
1. You Belong to Me (Stefford)
2. Why Don't You Believe Me (Jimmy Jones)
3. Yours (Vera Lynn)
4. I Want to Be Your Husband (Path Page)
5. Keep It to Yourself (Path Page)
6. Keep it to Yourself (Path Page)
7. Close Your Door (Sandy Solo)
8. My Favorite Song (G. Gillette)
9. I'm Sorry (Lana)
10. Heart and Soul (Four Aces)

Harry Nigeria

WKNX—Richmond, L. I.
1. Why Don't You Believe Me (Jimmy Jones)
2. I Want to Be Your Husband (Path Page)
3. Why Don't You Believe Me (Jimmy Jones)
4. Yourself (Vera Lynn)
5. The Glow Worm (Mills Bros)
6. Yours (Vera Lynn)
7. I Want to Be Your Husband (Path Page)
8. Call Me (Vera Lynn)
9. I'm Sorry (Lana)
10. I'm Sorry (Lana)

Mort Nebus

WHAM—Rochester, N. Y.
1. Don't Let the Stars Get in Your Eyes (Perry Como)
2. Carolina in the Morning (Howard)
3. Winter (Vera Lynn)
4. Love (Perry Como)
5. Hi Lil' Hi (Eddy Howard)
6. Fandango (W. Wainwright)
7. Keep It to Yourself (Path Page)
8. Close Your Door (Sandy Solo)
9. I Want to Be Your Husband (Path Page)
10. Meet Me, Callaghan (Four Aces)

Eddie Gallaher

WTOP—Washington, D. C.
1. You Belong to Me (Stefford)
2. The Glow Worm (Mills Bros)
3. Why Don't You Believe Me (Jimmy Jones)
4. Because You're Mine (Lana)
5. You Belong to Me (Stefford)
6. I Saw Tommy Kissing Santa Claus (Edmund Boyd)
7. Close Your Door (Sandy Solo)
8. I Want to Be Your Husband (Path Page)
9. Keep It a Secret (Stefford)
10. Lullaby of the Leaves (Stefford)

Ray Drury

WSVR—Springfield, Mass.
1. I Want to Be Your Husband (Path Page)
2. You Belong to Me (Stefford)
3. Setton's "I Want to Be Your Husband" (Lanne-Steoff)
4. Neon Of Heavenly Blue (Roswell-Wall)
5. The Glow Worm (Mills Bros)
6. Outside Of Heaven (Fisher)
7. Favorite (Fisher)
8. La Bamba (Four Aces)
9. Take the Crown (Stefford)

Paul E. Brown

WREX—Atlanta, Ga.
1. You Belong to Me (Stefford)
2. Lady of Spain (Eddy Fisher)
3. Jambalaya (Edwards)
4. Jambalaya (Edwards)
5. You Can Never Know (Lanne-Steoff)
6. The Glow Worm (Mills Bros)
7. Outside Of Heaven (Fisher)
8. Favorite (Fisher)
9. I'm Never Satisfied (Not "KING" Cole)
10. I Counted on You (Stefford)

RCA VICTOR

Best Sellers

WINTER

Spike Jones
20-5067

LADY OF SPAIN

EDDY FISHER WITH JIMMIE WINTER/ELL/Orch.
20-4953

ON THE BEAT WITH REX TUCKER

Eddy Fisher
20-5038

EVERYTHING I HAVE IS YOURS

EDDY FISHER
20-4641

THE GAL WHO INVENTED KISSIN' A FOOL SUCH AS I

Hank Snow
20-5034

FANDANGO

Hugo Winterhalter
20-4997

LADY OF SPAIN

GUARDIAN ANGELS
Monte Carlo
10-3637

NINA NEVER KNEW

LIL HILL
20-5065

LADY OF SPAIN

SYLVIA ROBERTSON WITH JIMMIE WINTER/ELL/Orch.
20-4830

BLUES IN ADVANCE

BELLA MUSICA
Dinah Shore
20-4562

I'M IN THE MOOD FOR LOVE YOU'LL NEVER KNOW

Eddy Fisher
20-4840

KEEP IT A SECRET

HILLY SHINE
20-4992

MY TWO FRONT TEETH

RUDOLPH THE RED-NOSED REINDEER
Spike Jones
20-4315

TIPS on This Week's Release

DELTA RHYTHM BOYS
I'm Used To You
20-5094

I'll Never Get Out Of This World Alive
20-5094

RALPH FLANAGAN
Tremendous
20-5095

THE HONKY TONKS
Show Me The Way To Go Home
20-5084

WADE RAY
The Things I Might Have Done
20-5091

"It's What's in THE CASH BOX That Counts"
HOLLYWOOD—Vicki Jayne Peter of KLAC and bandleader Jerry Gray see eye to eye on the merits of Jerry and the elk's latest Decca release "Don't You Know Why?" and "Hold Me, Thrill Me, Kiss Me." Jerry's all-star band is featured on the CBS Club 15 three times weekly.

"How Much More" b/w "The Mountain" by J. B. Lenoir

J.O.B. 9928

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DORIS DAY

The Chorus

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FRANK SINATRA

Stranded By Night

ME\2201\2201-93\50-703

JIMMY DANG

My Love Song

ME-17330 (47-5040)

JOHNNY DESMOND

Song Of The Moon

ME-1928-4 (47-5049)

LUTHER THOMAS

I'll Be Seeing You

ME-1928-6 (47-5049)

LUTHER THOMAS

I'll Be Seeing You

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Individual's Name

"It's What's in THE CASH BOX That Counts"
WHAT A SANTA!

New York, N. Y.
1. Why Don't You Believe Me (Joni James)
2. I Want To Be Your Wedding (Patti Page)
3. The Glow Worm (Mills Bros.)
4. You Belong To Me (Starrford)
5. Keep It A Secret (Starrford)
6. Let's Do The Twist (Starrford)
7. Why Don't You Believe Me (Joni James)
8. Lady Of Spain (Edith Fisher)
9. Keep It A Secret (Patti Page)
10. Outside Of Heaven (Fisher)

1. Why Don't You Believe Me (Joni James)
2. I Saw Mommy Kissing Santa Claus (Jimmy Boyd)
3. The Glow Worm (Mills Bros.)
4. My Baby's Comin' Home (Patti Page)
5. My Heart Belongs To Only One (Steve McMartin)
6. I Want To Be Your Wedding (Patti Page)
7. Tears (Versa Lynn)
8. Take Two To Tango (Bally)
9. Outside Of Heaven (Fisher)
10. You're Mine (Lana)

Cincinnati, Oh.
1. Why Don't You Believe Me (Joni James)
2. The Glow Worm (Mills Bros.)
3. Take Two To Tango (Bally)
4. Keep It A Secret (Starrford)
5. Do The Stars Get In Your Eyes (Perry Como)
6. I Want To Be Your Wedding (Patti Page)
7. Why Don't You Believe Me (Joni James)
8. Lady Of Spain (Edith Fisher)
9. Keep It A Secret (Patti Page)
10. Outside Of Heaven (Fisher)

Washington, D. C.
1. The Glow Worm (Mills Bros.)
2. Take Two To Tango (Bally)
3. I Want To Be Your Wedding (Patti Page)
4. Do The Stars Get In Your Eyes (Perry Como)
5. Keep It A Secret (Starrford)
6. Let's Do The Twist (Starrford)
7. Why Don't You Believe Me (Joni James)
8. Lady Of Spain (Edith Fisher)
9. Keep It A Secret (Patti Page)
10. Outside Of Heaven (Fisher)

Memphis, Tenn.
1. Why Don't You Believe Me (Joni James)
2. I Want To Be Your Wedding (Patti Page)
3. The Glow Worm (Mills Bros.)
4. I Want To Be Your Wedding (Clay McMartin)
5. Jimi McMartin's Starlighters
6. Keep It A Secret (Joni James)
7. Why Don't You Believe Me (Starrford)
8. Lady Of Spain (Edith Fisher)
9. Keep It A Secret (Patti Page)
10. Most I Cry Again (The Hilltoppers)

Seattle, Wash.
1. Why Don't You Believe Me (Joni James)
2. The Glow Worm (Mills Bros.)
3. Take Two To Tango (Bally)
4. Keep It A Secret (Joni James)
5. Lady Of Spain (Edith Fisher)
6. You Belong To Me (Starrford)
7. Keep It A Secret (Patti Page)
8. Wish You Were Here (Fisher)
9. Keep It A Secret (Patti Page)
10. Jimi McMartin's Starlighters

Richmond, Va.
1. Why Don't You Believe Me (Joni James)
2. The Glow Worm (Mills Bros.)
3. You Belong To Me (Starrford)
4. Keep It A Secret (Joni James)
5. Lady Of Spain (Edith Fisher)
6. Keep It A Secret (Patti Page)
7. Wish You Were Here (Fisher)
8. Keep It A Secret (Patti Page)
9. Keep It A Secret (Patti Page)
10. Jimi McMartin's Starlighters

New Orleans, La.
1. Why Don't You Believe Me (Joni James)
2. The Glow Worm (Mills Bros.)
3. You Belong To Me (Starrford)
4. Keep It A Secret (Joni James)
5. Lady Of Spain (Edith Fisher)
6. Keep It A Secret (Patti Page)
7. Why Don't You Believe Me (Joni James)
8. Keep It A Secret (Patti Page)
9. Keep It A Secret (Patti Page)
10. Keep It A Secret (Patti Page)

Detroit, Mich.
1. Why Don't You Believe Me (Joni James)
2. Two To Tango (Bally)
3. I Want To Be Your Wedding (Joni James)
4. Heart & Soul (Four Aces)
5. The Glow Worm (Mills Bros.)
6. Keep It A Secret (Joni James)
7. Why Don't You Believe Me (Joni James)
8. Keep It A Secret (Patti Page)
9. Keep It A Secret (Patti Page)

Dallas, Tex.
1. Why Don't You Believe Me (Joni James)
2. I Want To Be Your Wedding (Joni James)
3. Wish You Were Here (Fisher)
4. You Belong To Me (Starrford)
5. Keep It A Secret (Patti Page)
6. Outside Of Heaven (Fisher)
7. Why Don't You Believe Me (Joni James)
8. Keep It A Secret (Patti Page)
9. Keep It A Secret (Patti Page)

Portland, O.
1. Why Don't You Believe Me (Joni James)
2. I Want To Be Your Wedding (Joni James)
3. Keep It A Secret (Patti Page)
4. Why Don't You Believe Me (Joni James)
5. Outside Of Heaven (Fisher)
6. Why Don't You Believe Me (Joni James)
7. Keep It A Secret (Patti Page)
8. Keep It A Secret (Patti Page)
9. Keep It A Secret (Patti Page)

Mobile, Ala.
1. Why Don't You Believe Me (Joni James)
2. Two To Tango (Bally)
3. I Want To Be Your Wedding (Joni James)
4. Wish You Were Here (Fisher)
5. You Belong To Me (Starrford)
6. Keep It A Secret (Patti Page)
7. Keep It A Secret (Patti Page)
8. Keep It A Secret (Patti Page)
9. Keep It A Secret (Patti Page)

New York—To plug Spike Jones’ RCA Victor recording of “I Saw Mommy Kissing Santa Claus,” lascivious Barbara Nichols (one of the principals in the Broadway production “Pal Joey”) donned a Santa Claus outfit and went around kissing deejays. Most of them claimed the North Pole was never this warm. And Buddy Baech, who accompanied the curvaceous starlet-model, claims he has never gotten such an enthusiastic reception. Jockeys, when questioned however, didn’t seem to remember that Bass was along. Participating (wholesaleheartedly) were Freddie Robins and Morgan the basinet hound (WOR-TV); Art Ford (WNEW); Jack Lynch (WINS); “Jazzie” Collins (WNEW); and Gene Rayburn. (WBUC).

The Case Box, Music
Rock-Ola Showing

Los Angeles—The new Rock-Ola "Fire Ball" had its Los Angeles showing at Ted Brown's 60th birthday party at the Rock-Ola Company. Stars galore turned out to see it and several of them are pictured here. Upper left: The Four Lads; right: Champion Butler, Dan Stewart, Jo Ann Lewis, Giselle McKenzie; Jack Donel and Mrs. B. H. Forbes. Lower left: Mr. and Mrs. Joe Friedman and baby; center: Jack Donlan, Dan Stewart and Spike Jones; right: Jud Conlan's Rhythmaires.

Ted Brown Celebrates 3rd Year At WMGM

New York—Ted Brown, WMGM's early morning day, celebrates his third year on WMGM's "Ted Brown Show" Dec. 12th. For the past three years he's been getting up at 5:30 A.M. to make the studio for his wake-up show Monday through Saturday from 7:00 to 9:00 A.M. Besides the early-bird assignment, Ted announces and performs on top TV shows, narrates for sport films and enunciates on buses, charity benefits, as well as personal appearance tours on the Lowe's circuit of MGM lovelies like Denise Darcel and Joan Caufield. There's a feminine half of the "Ted Brown Show," an attractive 5’5” redhead variously known over the air as "Loudmouth" and "Redhead." The busy, versatile mother of two young boys and a season of four energetic pops, Rhoda Brown takes time out to heckle her husband unmercifully for each morning for all New York to hear. The husband and wife team record her part of the show at home each night. Home is a new house in Riverdale into which, the Browns recently moved with their four dogs and two sons 14-month-old Ricky, who was recently filmed for a television show, and 14-year-old Tony who's thinking of joining A.F.R.A. so he too can contribute to the "Ted Brown Show.

Ted's partner is live from the WMGM studios. Ted says his hours are really a snap. He lounges around in bed until 5:30 in the morning, jumps up after a phone call from Jack Drury—Reglory, a loud alarm clock, threats of dire treatment from Rhoda, and the instant barks of their dogs Hitty Boo, Balsec, Hambone and Mischief—two miniature poodles, an airasil and a fox terrier respectively. But Ted likes the job of early morning disc-jockey, despite the hours. It's a special kind of challenge. People getting up and preparing to go to work aren't able to concentrate fully on the radio but they can be cheered on their way with a light and airy word or two and a bright tune. There's a turnover every twenty minutes, which means that one can't do anything of long duration or one must constantly feed the morning necessities—time, weather, temperature, and the little humor that may mean a smile, Brown observes.

One of his very special helps in the humor is Rhoda. She contributes the notes of irreverence with Ted the major object of her insouciance. "I like to stay behind the scenes, do the creative work," says Rhoda. "Before we were married I used to write Ted's material for him. But although most of my family was in show business, I never particularly wanted to be in it."

Rhoda, a native New Yorker, was introduced to her husband by Barry Gray, Ted, who hails from Collingswood, N. J., made his home in Roanoke, Va., while at college there. He ran a disc jockey show and doubled as local sports announcer. In college he was a quarterback star, swimming champ and center on the basketball team.

After the war he was a rear gunner of B-17 and a prisoner of war in Germany for 15 months), he won a permanent staff job at WOR. Subsequently he took on major network assignments and starred in television shows. Ted launched his WMGM show in December, 1948.

More of what Ted laughingly calls humor: "A magician walked down a street and turned into a cigar store."

"Along with all the other channel swimmers, a school of herring attempted to swim the English Channel, three miles out, they all stopped to smoke. Local fishermen put out their nets and caught smoked herring."

"If you laugh the world laughs with you—and if you cry you catch a better Davis picture."

"Simple method for catching rabbits—just make a noise like a carve.

"Tony Martin and Dean Martin both made 'I Don't Care If The Sun Don't Shine'. Question: Which turntable has the Tony?"

Latin American 45 rpm Disks To Get Quicker West Coast Distribution

New York—Frank Amaru, head of national sales of RCA Victor's Latin American record division, just back from a west coast trip, reports that all disks which step out in his division will be pressed directly on the west coast to insure quicker delivery to western distributors. Thus, Amaru feels, should help take care of any 45 rpm needs which western juke box operators may have for Latin American disks.

He reported also that indications from Mexico reveal that Latin American record companies in that country will soon have a big 45 release program.

A further brightening of the 45 picture comes from the Latin Record Shop in San Antonio, Texas. That shop has experienced a hefty upturn in 45 releases on indie labels and bases it on increased promotion activity of Sescurg distributor Bud Nichols, manager of S. H. Lynch, as well as Frank Amaru of Victor.

Silbert To Give Amateur Talent TV Opportunity

New York—Any amateur singer or musician who feels that he or she deserves a spot on television, will be given the opportunity to display his or her ability by Bill Silbert on his daily WABD-Dumont show, Monday through Friday, at 11:20 a.m.

All amateur talent is invited to write to Bill Silbert at WABD-Dumont, 615 Madison Ave., New York, and arrangements will be made for auditions.

One amateur singer or musician will then be presented each night on the "Bill Silbert Show," with special recordings of the talent, taken off the air, to be sent to record company executives for their special attention.

Top Stars

New York—Joni James, currently one of the hottest artists in the recording picture with her MGM version of "Why Don't You Believe Me" at the top of all lists, guested with Perry Como on his TV show last week. Perry too has a hot one going in "Don't Let The Stars Get In Your Eyes," backed with "Las," put out on the RCA Victor label.
The Greatest Holiday Greeting Issue in the Industry...

Dated: December 27th
GOES TO PRESS:
Thursday
DEC. 18

Reserve Position Now — or better yet
Send in your advertisement to
THE CASH BOX
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Tel.: JUdson 6-2640

32 W. Randolph Street, Chicago (1)
Tel.: DEarborn 2-0043

6363 Wilshire Blvd., Los Angeles (48)
Tel.: WEbster 1-1121

"It's What's in THE CASH BOX That Counts"
Waking Up With Gallagher & O'Brien

NEW YORK — A couple of guys who make with the jokes and play records during the improbable hours of 6 to 9 A.M., recently celebrated one year of doing same and had a studio full of recording stars to help them do it.

Their names are Roger Gallagher and Joe O'Brien and they operate out of WMCA in New York. Both Joe and Roger are veteran radio men, Joe having been at it for 10 years and Roger for 7. Both had been staff men at WMCA. The morning spot however was the only regular assignment that Joe could take because he was busy the rest of the day with free lance work. But when that came along he insisted he wanted someone to do it with—and that someone turned out to be Roger Gallagher.

And talking about things that have turned out, the O'Brien-Gallagher team has turned out to be a pretty good combination.

As witness their birthday party.

When they decided to have it, they were told that no one would show up—it was too early in the morning. But when they arrived at the studio at 6 A.M., a half dozen people were already waiting. And during the rest of the morning, some of the top names in the business dropped by to say hello, such people as Joni James, Dick Todd, Connie Boswell, Tommy Edwards, June Valli, Hugo Winterhalter, Ray Bloch, Danny Winchell, Eileen Barton, Judy Lynn and many others.

As far as records are concerned, Joe and Roger have a unique attitude. They play the kind of mule they like. But they do get plenty of phone calls with requests and they sometimes play what is requested.

However some of the requests are pretty difficult. For instance every once in a while a letter comes in asking for a certain tune to be played at just a particular time because this guy had a fight with his sweetheart and if she hears the tune at that time she'll know its from him and they'll make up.

The boys—besides dealing with impossible requests—also have a lot of fun on the show. They kid the sponsors, the records and themselves. Often can't remember a little line from here to there and when Gallagher leaves the studio for a minute, these titles come out as something a publisher thought of in his worst nightmare.

They also go through routines kidding radio such as "Just Plain Vladimir" or "Memories—A Collection of Old Jokes."

Having just signed a new deal with WMCA, the future looks pretty bright for Joe O'Brien and Roger Gallagher. For besides their radio work, TV is beckoning. And although the boys have had several offers, they're waiting for just the right one to come along.

Chick Kardale Zooms Into The Publishing Picture

NEW YORK — Chick Kardale is ready to set the music publishing world afire.

Chick, who for many years represented Leed's in Chicago, has just opened his own publishing at 1619 Broadway and already has more than a dozen records lined up.

Operating in his unique dynamic manner, Chick has taken under his wing some of the most promising young writers in the business and is planning to make them top names.

Every major has songs of his which are to be recorded. And some of the records which have already been done, look like sure smashes.

Working closely with Monty Kelly, Chick is assured of getting top arrangements on all of his numbers. For Monte is the arranger of the hit Al Martino side, "Here In My Heart" and several other top records.

One of Chick's first releases will be with the new Capitol singer Bob Manning, whose first disks are due early in January and who looks like the next big name on the disk horizon.

Winterhalter To Europe For Fisher Concerts

NEW YORK—Hugo Winterhalter left for Europe last week to do several concerts with Eddie Fisher for the Armed Forces. He was accompanied by Milton Blackstone, Eddie's manager.

Winterhalter is due to remain in Europe for ten days and will tour with Eddie through Germany, Italy, France and England.

The Fisher hits have almost all been arranged and conducted by Winterhalter and the two have become closely associated by the trade and the public. At present they are riding high with "Wish You Were Here" and "Lady Of Spain."

Blackstone will remain in Europe until December 27 when Fisher is due to return to the United States.

Eddie will finish his hitch in the Army this spring.

Block Ends New Record Reviews

NEW YORK — Martin Block has eliminated his Saturday night review of new records.

Block said the reason was that there are not a sufficient amount of good new records each week to make up a full program.

In its place, Block will return to the Saturday Night Juke Box Party which he conducted for several years. On it he will feature 15 minute segments of the artists who are currently the most popular in the nation's juke boxes.

Biggest Selling Mambo line in the Country

JOE LOCO and Trio in his Greatest 2 Sided Hit

"WHITE CHRISTMAS" & "JINGLE BELLS"

Tico # 10-153

"I Love To Polka"

RCA Victor 20-4940

A N D

"Ski Waltz"

RCA Victor 20-4940

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RED RAVENS

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APPLETON, WIS.

"It's What's in THE CASH BOX That Counts"
One final word about the Poll Winners announced in the last issue, December 6. Telegrams and letters are coming in from all over the country congratulating the winners. Phone calls and wire transfers have been received from the winners who asked us to pass along their thanks to the operators who voted them the best of 1952. And so, to bed for another year and the prospects of a bigger and better poll in 1953. That treatment given to the newest blues hit “I Don’t Know” by Willie Mabon on the Chess label is fabulous. While we think the tune is a winner, the reading by Willie will skyrocket it across the nation.

Gratified to see the Clovers “I Played The Fool” on Atlantic coming up so strongly and fitting it out with the flip side “Hey, Miss Fannie.” Our personal choice at release time was “Fool” and initial reaction made it look like a “boom hit” on our part. Now that we have been vindicated, we’ll pop a few buttons. . . . Lou Krefetz, manager of the Clovers, and traveling field representative for Atlantic has been upped to National Sales Manager. Krefetz will spend more time managing sales and promotion for Atlantic Record from his New York offices. . . . Joe Costa, RCA Victor, is building up a rep with his current dashing “Midnight.” Sales have been reported “great” in the rhythm and blues spots.

Erroll Garner into George Wesol “Storyville” club Boston, Mass., December 15. . . . Tuxedo Record’s folk singer Millie Dumble’s just complete an engagement with the company of Moss Hart’s “Climate of Eden.” . . . Rainbow Records announced the signing of a new group, The Bluebirds. Eddie Heller has already cut the group and releases will be issued shortly. . . . The weird and spine tingling sounds that emerge from the mouth organ of Little Walter assure the youngster of another big etching in his “Sad Hours” on the Checker label. This piece of wax should outsell “Juke,” the side that introduced the harmonica specialist to the country.

There’s no stopping Jerry Blake, Comsat Distributing and Jubilee Records. The Philadelphia plant, opened less than a short year ago, has expanded its operations to a point where it was necessary to move to much, much larger quarters. Comsat is taking on a new pop line and the announcement will be made after the first of the year. . . . Amos Milburn, “Greyhound,” has greyhounded to California’s Club Alabam where he opened on November 29 for two weeks. Milburn is already solidly booked through the beginning of 1953 on the west coast.
I DON'T KNOW
William Hallmark (Chis 1531)

JUKE
Little Walter (Checker 134)

FIVE LONG YEARS
Eddie Boyd (J.O.B. 1957)

SAD HOURS
Little Walter (Checker 154)

V-B FORD
Willie Love (Trumpet)

MIDNIGHT HOUR
Roy Charles (Atlantic 997)

YOU KNOW I KNOW
The Clovers (Apollo 441)

I PLAYED THE FOOL
The Clovers (Atlantic 997)

LET'S CALL IT A DAY
Sonny Thompson (King 4541)

I'D BE SATISFIED
The Dominoes (Federal 12105)

YOU KNOW I LOVE YOU
William McKinley (Chis 1531)

OOOH-OOOH-OOOH
Lloyd Price (Specialty 440)

I PLAYED THE FOOL
The Clovers (Atlantic 997)

MY STORY
Chuck Willis (Okeh 4905)

GREYHOUND
Annis Milburn (Aladdin 3550)

PORT OF RICO
Illinois Jacquet (Mercury 89001)

MY SONG
Johnny Ace (RCA M. 360)

HEY, MRS. JONES
Billy Moll (United 130)

HOW LONG
Fats Domino (Imperial 3209)

I'M GONE
Shirley & Lee (Aladdin 3153)

FIVE LONG YEARS
Eddie Boyd (J.O.B. 1957)

OOF-OOOH-OOOH
Lloyd Price (Specialty 440)

I PLAYED THE FOOL
The Clovers (Atlantic 997)

MY STORY
Chuck Willis (Okeh 4905)

I DON'T KNOW
William McKinley (Chis 1531)

MY STORY
Chuck Willis (Okeh 4905)

JUKE
Little Walter (Checker 158)

YOU KNOW I LOVE YOU
B. B. King (R. P. M. 1952)

OOOH-OOOH-OOOH
Lloyd Price (Specialty 440)

MAKE BELIEVE DREAMS
Dinah Washington (Mercury 89001)

SECURITY BLUES
Roswell Sikes (United 130)

I'D BE SATISFIED
The Dominoes (Federal 12105)

MY SONG
Johnny Ace (Duke 110)

PORT OF RICO
Illinois Jacquet (Mercury 89001)

YOU'RE MY INSPIRATION
The Five Crowns (Rainbow 179)

in SAN FRANCISCO

I'M GONE
Shirley & Lee (Aladdin 3153)

I PLAYED THE FOOL
The Clovers (Atlantic 997)

HEY, MRS. JONES
William McKinley (Chis 1531)

I'M LONELY
The Dominoes (Federal 12105)

BACK BITER
T. J. Taylor (Savoy 852)

TRYING
Todd Rhodes (King 4556)

FIVE LONG YEARS
Eddie Boyd (J.O.B. 1957)

MY STORY OF THE HEART AND SOUL
B. B. King (R. P. M. 1952)

HOW LONG
Fats Domino (Imperial 3209)

WATCHING MY STUFF
Big Tom Collins (King 4548)

YOU KNOW I LOVE YOU
B. B. King (R. P. M. 1952)

OOOH-OOOH-OOOH
Lloyd Price (Specialty 440)

I PLAYED THE FOOL
The Clovers (Atlantic 997)

I DON'T KNOW
William McKinley (Chis 1531)

MY STORY
Chuck Willis (Okeh 4905)

JUKE
Little Walter (Checker 158)

YOU KNOW I LOVE YOU
B. B. King (R. P. M. 1952)

OOOH-OOOH-OOOH
Lloyd Price (Specialty 440)

MAKE BELIEVE DREAMS
Dinah Washington (Mercury 89001)

SEE SEE RIDER
Odetta (Atlantic 3153)

I'D BE SATISFIED
The Dominoes (Federal 12105)

MY SONG
Johnny Ace (Duke 110)

in NEWARK

in SHOALES, IN.

in DALLAS

in LOS ANGELES

in ST. LOUIS

The Cash Box, Music

THE CASH BOX

December 13, 1952

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

1. I DON'T KNOW
Willie Mollmark (Chis 1531)

2. JUKE
Little Walter (Checker 134)

3. FIVE LONG YEARS
Eddie Boyd (J.O.B. 1957)

4. SAD HOURS
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5. V-B FORD
Willie Love (Trumpet)

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The Dominoes (Federal 12105)

"It's What's In THE CASH BOX That Counts"
RAY AGEE  
(Aladdin 3161)  
"DEEP TROUBLE"  (2:37) Ray Agée pipes a slow tempo blues with feeling. His potently vocalizing is given a push with some solid but subdued orking and an appealing sax bit by Maxwell Davis.  

**THE ONE I LOVE**  (2:00)  
Flip is a moderate beat bounce swong with fancy free and light heart by the blues chanter.

PATTY ANNE  
(Aladdin 3162)  
**"MIDNIGHT"**  (2:10)  
Patty covers the tune that is getting a treatment from many r&b and western artists. The melodica slow beat is sung smoothly by the fem thurm, assisted by a chorus and potent orking by The Flames and Maxwell Davis.  
**"MY HEART IS FREE AGAIN"**  (2:30)  
The chuitaris dish up another slow tempo item on the lower lid. Patty Anne's smooth vocal is blended with a chorus backing.

EDDIE (GUITAR SLIM) JONES  
(1952)  
"FEELIN' SAD"  (2:32)  
Eddie (Guitar Slim) Jones gives an emotional performance as he renders the slow beat blues expressively. The effect of dramatic arrangement is heightened by the vocal. This waxing will reach the listener.

**"CERTAINLY ALL"**  (2:10)  
Flip is a spirited quick beat bounce, sung with a joyful treatment by the western artist. The happy feeling is aided by a rhythmic handclapping.

FAT MAN MATTHEWS  
(Imperial 507)  
**"SILVER BABY"**  (2:34)  
Fat Man Matthews gives his individualized vocal treatment to the driving bounces. The Four Rhythms assist with a fine chorus. Arrangement is on the wild side with the horns having a field day.  
**"WHEN BOY MEETS GIRL"**  (2:25)  
The under lid is a change of pace. The artists case through a very slow number.

JOE LOCO  
(Tiec 10-140)  
**"BERENADE IN BLUE"**  (2:49)  
Joe Loco and his Trio come up with the slow beat and beautiful "Serenade" for the listening and dancing pleasure of the mambo crowd. Will appeal to the more sedate mambo lovers.

**"BEI MIR BIET DU SCHÖN"**  (2:38)  
The famous Andrews Sisters tune is given a mambo lick and comes off with honors. Joe Loco has a good etching here.

LARRY DARNELL  
(Cam 1523)  
**"CHRISTMAS BLUES"**  (2:37)  
Larry Darnell dishes up a temely blues, with different well known Christmas tunes worked into the arrangement. Darnell sings the lament with touching sadness.  
**"I AM THE SPARROW"**  (2:41)  
Larry sings a dramatic item with a melodramatic touch. Soft backing helps round out Darnell's emotional chanting.

**"SAD HOURS"**  (2:38)  
**"MEAN OLD WORLD"**  (2:37)  
LITTLE WALTER  
(Checker 764)  
Little Walter, who rose to the attention of the nation's rhythm and blues spots via his recording of "Juke" puts his unusual harmonica sounds on a new piece of wax called "Sad Hours". The tune is a slow beat haunting item, to which Little Walter adds weird, different, and spine tingling notes drawn from the mouth organ. His shivering mouthings are set off to good advantage by a string accompaniment. This piece is atmospheric in its best. When the artist draws his long moans from the harmonica he is assuring the op of many more plays as this is one side you will want to listen to over and over again. Flip is a similar item with a similar arrangement. Walter handles a vocal bit on the lower deck and it is another good side. However, the one that grabs hold of you is the top etching.

**"BE SURE YOU KNOW"**  (2:31)  
Titos Turner sings a slow ballad with many vocal inflections and squeezing out of notes that has become so popular in 1952.  
**"CHRISTMAS MORNING"**  (2:37)  
Tutt Turner does better with a slow blues. Singing in a more forward manner the artist comes up with an ok end.

**"BAMBALAYA"**  (2:39)  
The Bayou Boys etch an item that takes you right into the jungle. The steady chant and rhythmic drum beat is embellished with wild laughs, paintings a picture of swaying bodies. A stirring fast tempo Latin beat treated to a different approach. It gets you.  
**"DINAH"**  (2:37)  
Flip is a lively reading of the standard. The boys have that something.

**"ANGER IN"**  (3:58)  
Phyllis Branch and The Kings Of Harmony get together on a slow steady religious item. Miss Branch and the group read the lyrics with a steady rhythm chorus.

**"SOMEDAY SOMEWHERE"**  (2:40)  
Flip, with Walter Bugett handling the lead solo, and The Kings Of Harmony setting up the harmony backing, is a smooth waxing of a similar item.

**"THAT'S MY BABY"**  (2:41)  
Tito Puente and his smooth working hand, etch a slow mambo instrumental for their evergrowing following.

**"MONTEREY"**  (2:38)  
The boys do another slow side with the deft Puente accoutrement. Adding to the pleasure of the disk is the polished vocal of Vincentico Valdes.

**"CHRISTMAS WON'T BE CHRISTMAS"**  (2:41)  
Bostic sends the yuletide spirit to a romantic lament. The ditty, a slow beat, is voiced against a steady soft chant.

**"FOUR ELEVEN BOOGIE"**  (2:39)  
The Calvin Bostick aggregation beats out a bustling boogie tempo instrumental in a manner that appeals.

**"THE BOXES"**  (2:39)  
**"CAMBLERS BLUES"**  (2:37)  
DINAH WASHINGTON  
(Mercury 70046)  
"Queen of the Juke Boxes" that was bestowed upon her laureted brow some months back by her faithful fans. The thrush belts out a fast tempo oddly with a personal­ity treatment that sends this side soaring. Her lush vocal of the spirited arrangement. The under lid is a moderate beat blues. Dinah turns up the wax with her salty piping of the dynamic lyrics. The thrush employs every vocal trick at her command to grab hold of the listener, and she does just that. This is a two sided hit platter and sure money in the box for the ops. Dinah's back and you've got her, so order this one fast.

**"THE REST OF MY LIFE"**  (2:41)  
Bartolomew tells of hav­ing scattered his wild oats, and is now ready to settle down with his wife for "The Rest Of My Life." An ok vocal of the moderate tempo item is set up by some potent orking.
Kickin' The Blues Around
with Sam Evans

Maggy Fry, record librarian at Chit's all-night WIND, tripped over a small pebble and hurt her trim little ankle to become so sprained, that the gal was held to her bed for several days. Now, back on one good foot and the other just getting back to shape, the ace show puller has clamped down on record pluggers and publisher's rep. She figures to allow only ten minutes in the music room, for the plug boys. Latest edict is to keep all of the "this is the greatest" boys out in the reception room, where they can leave their wares with a lovely little receptionist, who tells each plugger that she agrees that his tune is, beyond a doubt, the greatest to ever leave a pressing plant. With twenty-four hours of straight record programming, Maggy has a big job that calls for setting up shows as much as a week in advance. Trumpeter, new at this outlet, but a guy with the right slant, has several of the most popular shows aired each day. The Cash Box is used by both the artists, and the new rep's, and my only regret is that this huge and potent outfit steadfastly refuses to use any R&B material. But mark you, there is a matter of time and we will be hearing Ruth Brown, Muddy Waters, Varetta Dillard and Joyce Bryant on many stations not given over to this new and very popular style of programming. Howard Miller, Mike Hubbard and Bob Porter, solid standbys of the station, keep Chicago alerted as to the latest and best in the pop field.

Our recent mention of a recipe on potato pancakes has caused as much comment maybe more, than any subject we have ever discussed in this column. The restaurant mentioned, Rothschild's, has had a huge breakup of that particular column posted in their windows. They requested, and received, a copy of The Cash Box, which have been prominently displayed at the place. Bob O'Connor, of Billy Shaw's, recently told us his wife turned out a delectable potato cake based on our recipe. Myna Grammont thinks a little pinch of baking soda makes the cakes lighter and fluffier. She also likes the Hilltoppers and Danny Resler. Hal Tivin Botter, why, get back in the house after fixing and serving a batch of these golden beauties. Letters came in from all over and for all of these we are very thankful and most appreciative. Which remains me to ask for a raise, or else I'm switching to Ladies' Home Journal.

Ed Pate, formerly of Olathe, Kansas, now handling the program director chores at KRPS in Kansas City, ... Radio stations are today facing a serious shortage of business. Though the sales managers will nag you with long winded tales about how the station is sold solid, between you and me, Bud, it just ain't so. If the station has some sales, most of them are with a big premium attached and/or a bigger price cut. But with this general decline in time sales facing them, these men are reflecting on the need to go in for 'Rhythm and Blues shows, which could easily be the difference between feast and famine. It is regrettable that in this enlightened age we only, and I'm speaking in general terms, find Rhythm and Blues shows on the smaller stations and then usually in the very early hours of the morning or late at night. The choice "A" sets are seldom made available to this type of show. Yet the audience for this type of a show is the most loyal buying group in world and is today financially stable; and more brand conscious than any other segment of America. The thousands of people who bought Lloyd Price's record of "Lawdy Miss Cluevdy," surely have enough money to buy the big steel companies, the tobacco people, the automobiles, the aircraft, the radio stations, the music makers, the railroad companies, the home appliance dealers, to name only a few, to advertise with the R & B deejays across the country. Yet most R & B shows must be content with sponsorship by the town's credit jewelers, the credit clothiers, the credit appliance house, the credit furniture store, the credit dentist, possibly a local beer, and a huge assortment of "lay-em-down-straight" hair preparations. The big business is yet to come and along with it will come a gradual opening up of the big stations and the more attractive daytime and early evening hours.

Pearl Bailey and her new husband, Louis Bellson, straddled in the windy city, due to heavy snows. ... Nate Evans, handling things for the big W. C. Handy Theatre in Memphis. The place is always looking for something fresh and new, ... Freddy Cole, kid brother of Nat, pulled from his trio last week to go it with only his younger brother, Isaac, as his accompanist. Kid will cut a first session 12/6 for the Okeh label, with Percy Faith handling the eight side. ... The Flamingos, new singing group, drawing raves during this their first job at Club De Lisa. Several recording companies bidding heavy for their wax contracts, producer manager, Ralph Leon, being firm about the whole thing and holding out for the label that reaches us of a singer now working in Cleveland, and using the name of Chic A Bee, who is unusual and suppose to be a cross between Johnnie Ray and B. B. King. This I gotta hear.

Amae Milburn, as one of the of the many artists to do "Greystone," would be mighty pleased to know that the advertising agency that handles the business for this company scored, in its office of each record made on this fast moving tune. Seems some bright young idea boy with the agency dreamed up the tying in of this tune with some of the airing one minute commercials now being used by the motor companies. This would work out as well for Greystone as did "Merry Oldsmobile" for the car people. ... Calvin Booth, for Chess, is cracking all markets with a beautiful new tune. The choral background is real grown up stuff, ... Looking over the Hot Charts shows a rather interesting shortage of gal singers as the best sellers.

---

United’s Hit Parade Rolls On Two More Smash Hits!

Enough Record Dynamite to Explode One Million Juke Boxes!

"STREET OF DREAMS" by GENE AMMONS
U-135

"LIFE I LOVE" by MEMPHIS SLIM
U-136

"Back Alley" by GENE AMMONS

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

The Crown Prince of Blues Delivers A Mighty Recording of . . .
NEW YORK—Meg O'Shaughnessy makes her TV debut on Bill Silbert's show over WABD-Dumont. Meg has just made her first recording for Pyramid Records, "Who bothers About The Bad When The Good Is So Good" and "Don't Know Its Name But I Like It.

Three More Diskerries Join R.I.A.A.

NEW YORK—A general bulletin mailed this week to members of the Record Industry Association of America, from Executive Secretary John W. Griffin reported that three-additional record manufacturers had recently joined the Association: Peacock Records, Dana Records and Banner Records.

The Board of Directors, noted the bulletin, instructed the Executive Secretary to collect all statistical information available on the record industry as a whole, as well as in the buying habits of record users. The bulletin reports that a good start has already been made in this direction and that the data to be gathered will include estimated sales of all types and speeds of records, numbers of phonographs in use, etc. Upon completion, this information will be made available to all members of the Association.

The Board commended the efforts of the Promotion Committee in the matter of the recent Hartford, Conn., promotion, and a further report was received, indicating that a full program of promotional activity for the early months of 1952 would be submitted to the Board at an early date.

Whitaker Represents DeeJay's In Dorsey Birthday Fete

GREENSBORO, N. C.—The disk jockeys in this area had a surprise for Tommy Dorsey on his birthday. Tommy was playing Danceland in Greensboro when Gene Whitaker, on behalf of the other disk jockeys, presented him with a birthday cake. It was a total surprise both to Tommy and the rest of the band. And to top it all off, the entire audience joined in singing happy birthday.

Siskind Picks "Heartbreaker"

NEW YORK—Harry Siskind, who over the past years has been one of the most consistent pickers of hits in the juke box field, again goes out on a limb. Harry says that "Heartbreaker" by Art Money on the MGM label will be in the hit category by January 1.
THE CASH BOX Reports
THE NATION'S BIG 10

HILLBILLIES, FOLK & WESTERN JUKE BOX TUNES

1. JAMBA LAYA
   Hank Williams
   (MGM 17283; K-11283)

2. BACK STREET AFFAIR
   Webb Pierce
   (Decca 28369; 9-28369)

3. INDIAN LOVE CALL
   Slim Whitman
   (Imperial 8156)

4. DON'T LET THE STARS GET IN YOUR EYES
   Skeets McDonald
   (Capitol 2216; F-2216)
   Slim Willet
   (Four Star 1614; 45-1614)

5. MIDNIGHT
   Red Foley
   (Decca 28420; 9-28420)

6. I'M AN OLD, OLD MAN
   Lefty Frizzel
   (Columbia 21034; 4-21034)

7. I'D TRADE ALL OF MY TOMORROWS
   Eddy Arnold
   (RCA Victor 20-4954; 47-4954)

8. KEEP IT A SECRET
   Slim Whitman
   (Imperial 8169; 45-8169)

9. OLDER AND BOLDER
   Eddy Arnold
   (RCA Victor 20-4954; 47-4954)

10. I WENT TO YOUR WEDDING
    Hank Snow
    (RCA Victor 20-4909; 47-4909)

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Theme Song

NEW YORK—Stan Pat, disk jockey at WTNJ in Trenton, New Jersey, went backstage to visit with Sunny Gale and Charlie Barnet during their recent stay at the Paramount Theater. Here he is pictured (center) holding a copy of Barnet's "Cherokee" which is the theme on his "Stand Pat Show." In his other hand he's holding "Jump Back Honey," the Sunny Gale-Vaughn Monroe recording.

Jamboree Attractions Signs McDonald

CHICAGO, ILL.—Jamboree Attractions has signed Skeets McDonald for personal appearances, TV and radio, it was announced this week by Tom Dickin, manager of Jamboree. McDonald has recorded 16 sides for Capitol in less than three months. Of the 16 sides, a total of 11 are his own compositions, tunes such as "Blues Is Bad News," "I'm Hurtin'" etc. He has a writer contract with Cliffie Stone and Century Songs.

Burnett Show Reaches Hawaii

LOS ANGELES, CAL.—Smiley Burnett ventured into another area this month when his radio production, "The Smiley Burnett Show," started on four new stations in Hawaii. Other outlets outside the U. S. include 34 stations in Canada where he enjoys widespread popularity. Smiley is now on the road with Gene Autry in a tour that is drawing capacity crowds. He will do some dates in Texas after the tour closes December 7 and then spend Christmas with his family.

Ritter On Tour

HOLLYWOOD, CAL.—Tex Ritter is now in the midst of a personal appearance tour that takes him into 50 communities of California, Oregon, Washington and Idaho. The dates were booked by Hal Spencer of RCA. Capitol is still selling thousands of Ritter's platter of "Righ Noon" in this country and in England.

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Meeting Dates Of Music Operators Associations

Dec. 8—Wisconsin Phonograph Operators' Assn.
   Place: To Be Announced.

9—Western Massachusetts Music Guild
   Place: Contact Ralph Ridgeway, Springfield, Mass. Tel. 2-4946.

10—Music Operators of Northern Illinois
    Place: To Be Announced.

15—Westchester Operators' Guild
    Place: American Legion Hall, White Plains, N. Y.

16—Western Massachusetts Music Guild
    Place: Contact Ralph Ridgeway, Springfield, Mass. Tel. 2-4948.

17—New York State Operators' Guild, Inc.
    Place: Mitchell Inn, Middletown, N. Y.

"It's What's on . . . So Box That Counts"

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LADDER OF Best Sellers FROM King

Popular

STEVE LAWRENCE
   "TANGO OF ROSES (Love Me)
   HOW MANY STARS HAVE TO SHINE"
   15206 and 45-15208

TEDDY PHILLIPS
   "OPEN HOUSE"
   MARY, MARY
   15121 and 45-15121

BILLY WARD
   "WHERE DIDI SAYS"
   AND HIS DOMINOES
   I'M LONGING FOR YOU FOREVER
   Federal 12105 and 45-12106

Folk/ Western

MOON MULLIGAN
   "SOME ROSE OF RARE"
   (And A Faded Blue Ribbon)
   SLEEPLESS NIGHTS
   1523 and 45-15152

YORK BROTHERS
   TENNESSEE TANGO
   I'M A WANDERER
   1135 and 45-1135

WAYNE TANNER
   THE CHILD'S SIDE OF LIFE
   IF YOU KNEELED AND CLEARED
   1149 and 45-1149

Rhythm/Blues

THE SWALLOWS
   "WHERE DO I GO FROM HERE"
   PLEASE DON'T BE AFRAID
   4579 and 45-4579

LULA REED
   "DON'T BE AFRAID"
   4579 and 45-4579

TINY BRADSHAW
   "LET ME BE YOUR LOVE"
   "STRANGE"
   4577 and 45-4577

SONNY THOMPSON
   "REAL FAKE FINE"
   Part 1-2
   4534 and 45-4534

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Federal

BILLY WARD
   "I'D LIKE DOMINOES"
   I'D BE SATISFIED
   NO ROOM
   12105 and 45-12105

LITTLE ESTHER
   "LAUGH, LAUGH"
   "BLUES, FLESH AND BONES"
   12106 and 45-12106

JIMMY WITHERSPOON
   "MAMA"
   DON'T TELL ME NOW
   12007 and 45-12007

DISTRIBUTED BY

KING RECORDS INC.
**Hank Snow**

sing

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“A Fool
Such As I”
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RCA VICTOR 20/47-5034

b/w

THE GAL WHO INVENTED KISSIN’

Picked in Billboard’s “COMING UP IN THE TRADE” by Dealers and Disc Jockeys

RCA Victor’s No. 1 FOLK—WESTERN Best Seller ... 3rd Consecutive Week

**THE CASH BOX**

**BULLSEYE-of-the-WEEK**

“... Hank Snow’s heartfelt delivery puts this tune in top-ranking class ... sure fire for the ops.”

---

**FOLK AND WESTERN REVIEWS**

“I WANT TO THANK YOU LORD” (3:35)

“My Desire” (3:08)

**EDDY ARNOLD** (RCA Victor 20-5020)

- Eddy Arnold rings the bell again. This time with a pair of religious numbers that will appeal to all. The two sides will join the Arnold catalogue that assures the Western artist of royalties for years to come. The top deck, “I Want To Thank You Lord” is a slow tempo sacred item sung with the usual Arnold charm, Eddy’s soft treatment of the tender religious tune, with the fine accompaniment of the artists guitarizing makes this side a must. The flipside is a similar item given the same polished and tender vocal by the chanter. “My Desire” is a solid coupling for the upper deck. This is no “B” side and stands on its own feet as a fine etching.

**J. T. ADAMS**

(Republic 7017)

“FAITH IS THE KEY” (2:41)

- J. T. Adams handles the solo for the Men of Texas, religious group, and together they beat out a slow gospel side impressively.

“YOUR GOD IS NEAR” (2:38)

The aggregation blends on a similar religious number on the flip deck.

**SHORTY ASHURN**

(Fallot 792)

“MORE AND MORE” (2:22)

Shorty Ashburn warbles a moderate quick tempo lifting ditty zealfully. Shorty dislike the romantic lamen potently.

“THERE IS ALWAYS A TOMORROW” (2:25)

Shorty Ashburn sings of his lost love on the reverse deck. Shorty is in good voice as he handles the slow melodic item forcefulness.

**CHARLIE WALKER**

(Imperial 8173)

“FIELD OF MEMORIES” (2:10)

- Charlie Walker belts a quick beat as he lightheartedly recalls memories of his many women. Strings provide the proper atmosphere.

“WHAT YOU SAVIN’ YOUR LOVIN’ FOR” (2:30)

Another quick moving ditty provides the couple for the top deck. Walker tells of his efforts to break down his sweetheart.

**AUTRY INMAN**

(Decca 28495)

“DOES YOUR SWEETHEART SEEM DIFFERENT LATELY” (2:00)

- Throwing together a batch of current cigarette commercials, Inman scrambles well, and comes up with a set of lyrics that describe his sweetheart. A cutie, will win wins.

“ALL OF A SUDDEN” (2:07)

The lower plate is a romantic item of moderate tempo given a straight approach by the Western warbler for an effective side.

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**GOING STRONG**

1. 20-5034 (47-5022) “THE GAL WHO INVENTED KISSIN’” / A FOOL SUCH AS I — Hank Snow
2. 20-5034 (47-5034) JAMBOWL-LIAR / YOU BELONG TO ME NOW — Homer & Jethro
3. 20-5042 (47-5009) TENNESSEE TANGO / THE CRAZY WALTZ — Poo Wee King
4. 20-5042 (47-5004) GLIDE & ROLLER / I’D TRADE ALL OF MY TOMORROWS — Eddy Arnold
5. 20-5042 (47-5020) I WANT TO THANK YOU LORD / MY DESIRE — Eddy Arnold
6. 20-5040 (47-5040) DON’T LET THE STARS GET IN YOUR EYES / THE ONLY ONE I EVER LOVED, I LOST — Jennings & Jack
7. 20-5052 (47-5002) DID YOU EVER SEE MY DADDY OVER THERE/MOTHER’S PRAYER — Eddy Arnold
9. 20-5042 (47-5021) THE GREATEST SIN / YOU AIN’T SEEN NOTHING YET — Curtis Gordon
10. 20-4909 (47-4909) I WENT TO YOUR WEDDING / THE BOOGIE WOOGIE FLYING CLOUD — Hank Snow

**TIP—RECIPE FOR LOVE—** 20/47 5055 — Eddy Williams

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**THE TRAIL RIDERS**

(August 26)

1. “SANTA GOT STUCK IN THE CHIMNEY” (2:58) The Trail Riders come up with a cute one for the kiddies. Evan Kemp handles the novelty lyrics with a light hearted touch. Tune is spun in the rhyme vein. Spots with mother and kid play could get a big reaction on this one.

2. “TONIGHT IN THE TWILIGHT” (2:30) A ballad, written by Kemp, is veiled slow, soft and tender by the group. The romantic item is a good side.

3. “BORN TO BE BAD” (2:29) Johnny Bond sings a moderate tempo romantic weep, smoothly against a background of strings.


**THE AMBER SISTERS**

(Capitol 2289)

5. WHEN I想要 LOVIN’ BABY” (2:26) The Amber Sisters blend voices for some pleasant chorus chanting of a rhythmic jump.

6. “LONESOME ROAD BLUES” (2:37) The flip is a quick beat blues socked out in exciting style by the group. The sisters deliver some delicious harmony.

**CURLY WIGGINS**

(Inman 6666)

7. “UMBLEDWEED HEART” (2:01) Curley Wiggins spins a slow item with a tender feeling. String backing is supplied by Noel Boggs and his Tumbleweeds. Wiggins’ chanting is soft and in the manner that could break it wide open in both the pop and western fields. This one bears close watching.

8. “I’M SINGIN’” (2:25) Wiggins cuts a western rendition of the big B & B tune that woke up the nation several months back. Curley sings from the heart and the side. They late, it appeals.
...at the phonograph
anywhere in the location...

J. P. SEEBURG CORPORATION
Chicago 22, Illinois

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902

Select-o-matic
music systems
O. P. S. DECONTROLS COIN MACHINES

5th Annual Dinner Of Baltimore Ops Assn set For Feb. 1, 1953

Baltimore, Md.—Irvin Golden, president of the Amusement Machine Operators Association of Greater Baltimore (AMO), announced that the organization had set the date for its 5th Annual Dinner and Dance. The event will be held on Sunday, February 1, 1953, at the Lord Baltimore Hotel.

"All who have attended our affairs in the past have been tremendously impressed," stated Golden, "and we've been mighty proud of them. However, this year is going to surpass anything that's gone before. This will be our first anniversary and because we consider it a milestone in our career, we're going all out to make it positively terrific. We have even engaged an outside caterer because we feel our guests should have the finest food available in this great eating center.

"We have had many out-of-town visitors in the past, but this time we're going to contact all the factories and many of our friends in other cities and states, inviting them to be present."

Members of the Banquet Committee are: Irvin Rosenfeld, chairman; Arthur Hausman, Maurice Davis, Nathan Mannes, Gabe Camby, Bernard J. Rose and Irvin Golden.

As in the past, a souvenir Journal is being prepared, and the association expects it to be bigger and better than ever.

Rosen-Parkoff To Hold Annual Xmas Party December 17

New York—Following their practice of many years, Harry Rosen and Meyer Parkoff, heads of Atlantic-New York Corporation, Atlantic-Thomas Corporation, and Atlantic-Connecticut Corporation, will bring together all of their employees and their families on December 17 for their annual Christmas party.

This year the happy event takes place at the Cocoanut Room of the Park Sheraton Hotel, this city.

Joe Fishman, manager of the Newark, N. J. office, and Mae Pearlman, manager of the Hartford, Conn. office, head their staffs who will be present.

Harry Rosen will act as master of ceremonies from the time the party gets going at 6:30 P.M. with cocktails, until late at night when the staff will have dined, danced and listened to numerous recording stars.

Genco Sold. Now Under Management Of Sam Lewis and Av Gensburg Will Operate As Independent Unit

Chicago—The Chicago Coin Machine Company, through its owners, Samuel Gensburg and Samuel Wolberg, announces the purchase of the Genco Manufacturing and Sales Company.

For twenty-five years, Louis, David and Meyer Gensburg, operating as Genco Manufacturing and Sales Company, have been among the pioneers of the amusement machine industry. Through their ingenuity and skill many of the leading "hits" of our industry were produced by Genco, year after year. They are now retiring from this business and will devote their time to their many other interests both in Chicago and on the West Coast.

Samuel Lewis and Avron Gensburg, both former executives of Chicago Coin Machine Company have taken over the active management of Genco and will continue the business as a separate corporation.

In assuming their new responsibilities, Lewis and Gensburg said, "Because Genco will continue as a separate and distinct corporation we will be keen competitors of Chicago Coin. However, we will have the benefits of the strong financial backing of Chicago Coin, as well as the guidance and experience of its co-owners, Samuel Wolberg and Samuel Gensburg."

"We intend to rebuild and strengthen the Genco organization in every way for fully productive leadership management. New ideas and new plans for profit-earning games are already in work. Genco's current success— "Jumping Jacks"—is now at peak production. The popular appeal of this game is reflected in steady mounting sales and operator earnings. Its fine engineering has proved itself by trouble-free operation despite the tremendous play it receives on location everywhere."

"We pledge ourselves to continue to produce top money-making games for our operators. We know that our organization can be only as strong as our operators and distributors make it. Keeping this fact in mind, we shall strive to go forward, to build up the Genco organization and to produce games that will, as before, lead the coin-machine field."

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Miller’s Efforts Successful

Oakland, Calif.—George A. Miller, president and business manager of MOA (Music Operators of America), was extremely jubilant and highly thrilled over the news that the Office of Price Stabilization had decontrolled the automatic phonograph business.

"Tighe Woods signed the over-riding order on November 30 to take effect on December 1. This proves beyond any doubt that he kept his word and gave our industry his immediate full attention" stated Miller.

"I am sure that all are aware that Woods had presented his resignation to the President which was to take effect November 30, so his decontrolling of the automatic phonograph business becomes more significant. Ray Duniffe of Chicago and Arthur Hughes of the S. H. Lynne Company, Dallas, who accompanied me on my recent trip to Washington regarding the decontrol of the operation of automatic phonographs were very impressed with Woods’ frank statements, as was I. He assured us of his personal attention, and the results proved we received it."

"The decontrol ruling was the result of the many petitions that the MOA office mailed to the various associations and operators around the nation, and the hard work of Harrison W. Call of the California Music Guild, which has been opposing the O.P.S. regulation for more than a year.

"The results of our efforts prove again that in unity there is strength, and further that organized groups are far more capable of accomplishing their goal than individuals can ever hope to do."

"Local associations and the national association will always be confronted with such problems” concluded Miller, "and every music operator in the nation should hold membership either in their local organization or the national association of Music Operators of America, to give a helping hand whenever the occasion presents itself.”
Wurlitzer-Bush Cocktail Party

MIAMI BEACH, FLA.—One of the high spots, of an evening full of fun and conviviality, on Saturday evening, November 29, at the banquet of the Miami Automatic Music Operators Association, was the cocktail party given the operators by the Bush Distributing Company in combination with The Rudolph Wurlitzer Company, just prior to the official dinner.

Most outstanding feature to start off this very memorable evening was the cocktail party given by Ted Bush of Bush Distributing Co., Wurlitzer distributors here. The cocktail party attracted far over 300 of the most important music men in the area. Ted and Leona Bush, along with Bob and Ruth Bear (sales manager of the phonograph division of The Rudolph Wurlitzer Company) were hosts and hostesses at this grand cocktail party. It lasted until just moments before the Shol-I-Mar Room was officially opened to the public.

The crowds then went into the very swank and beautiful Pagoda Room of the Saxony Hotel here when the MAMOA (Miami Automatic Music Operators Association) held its Second Annual Banquet and Dance.

MIAMI BEACH, FLA.—One of the most pleasant, as well as one of the most outstanding affairs in automatic music machine history, occurred this past week (Sat., Nov. 29) at the Saxony Hotel here when the MAMOA (Miami Automatic Music Operators Association) held its Second Annual Banquet and Dance.

Most outstanding feature to start off this very memorable evening was the cocktail party given by Ted Bush of Bush Distributing Co., Wurlitzer distributors here. The cocktail party attracted far over 300 of the most important music men in the area. Ted and Leona Bush, along with Bob and Ruth Bear (sales manager of the phonograph division of The Rudolph Wurlitzer Company) were hosts and hostesses at this grand cocktail party. It lasted until just moments before the Shol-I-Mar Room was officially opened to the public.

The crowds then went into the very swank and beautiful Pagoda Room of the Saxony Hotel here when the MAMOA (Miami Automatic Music Operators Association) held its Second Annual Banquet and Dance. The last feature of the evening was a contest for the last prize, which was won by Mrs. Bob Bear, Wurlitzer’s sales manager, and Ted Bush, head of the local distributing firm, Bush Distributing Company. (Center) L to R: Mrs. Ken Willis; Mrs. Leon Shapochnik; Mrs. Ted Bush; Mrs. Bob Bear; Mrs. Joe Barton; and Mrs. Orlie Truppman—all wives of Bush executives, with the exception of Bob Bear’s wife. (Bottom) L to R: Leon Shapochnik; Eddie Jones; Laverna Truppman; Joe Barton; Ted Bush; Simon Wolf and Harry Zimond.
There's no cutting off notes that should be heard in full timbre with A M I's faithful reproduction of your recordings.

You quickly adjust the A M I amplifier to the exact preference of the patron and the location.

Tone, clarity and musical expression remain unmuffled—whatever the volume level.

The "D" is available in 80 and 40 selections, blond or mahogany cabinets.
LAST GROUP OF JUKE BOXES NAMED

"The Cash Box" Has Now Identified 52 Pre-war Music Machines

Suggest Trade Save Pages For Use When Needed

NEW YORK—With the identification of these 18 pre-war juke boxes, The Cash Box concludes its series.

Since starting on the reproduction of these machines, 52 models have been pictured. Not only have we and the trade been able to derive a good deal of fun in trying to correctly name the machines, but a service has been provided for the industry. Operators and wholesalers can now identify the machines which they desire to buy, sell or trade.

We suggest that the pages naming the juke boxes be kept handy by those who are active in the reconditioned market.
Round and Round
IT GOES TO
Run-up Rewards for You!
THE ROCK-OLA REVOLVING RECORD DRUM

Revolutionary, foolproof
Exclusive with Rock-Ola

ROCK-OLA
120 SELECTIONS

Discover Fireball
THE ONLY PHONOGRAPH WITH
120 SELECTIONS

Wall Box 1544
Single-Button Operation
from any Spot in a Location...
from table, booth or bar

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<td>S &amp; K DISTRIBUTING CO.</td>
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<td>SINCO MUSIC DISTRIBUTING CO.</td>
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<td>CALDERON DISTRIBUTING</td>
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<td>PUGTOUND NOVELTY CO.</td>
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<td>BORDER SUNSHINE NOVELTY</td>
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<td>PAUL W. HAWKINS</td>
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<td>RUTHERFORD ENTERPRISES</td>
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<td>UNITED AMUSEMENT CO.</td>
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<td>FT. WORTH AMUSEMENT COMPANY</td>
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<th>CORPORATION</th>
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<tbody>
<tr>
<td>800 North Kedzie Avenue, Chicago 51, Illinois</td>
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“It’s What’s in THE CASH BOX That Counts”

Distributors thronged the nation reported the new automatic music machine received a wonderful reception from the music operators. Reprinted below are the comments from a number of Rock-Ola distributors:

Bisco Distributing, Fort Wayne, Ind.

Our showings were filled all day with an excited crowd of operators, visitors and service men, all praising the new machine. Buffet lunch was served all day for the operators, making the guests attended a dinner at the fashionable Fort Wayne “Baby House.”

Savoy Novelty Co., Batavia, Wis.

Our showing was a tremendous success with approximately 200 attending. Comments overwhelmingly favorable.

Capitol Music Co., Jackson, Miss.

“Fireball” phonograph very favorably accepted by approximately 50 operators. Enthusiasm shown by everyone.

Cliff Davis Amusement Co., Ovilla, Ont., Canada

We had a very large turnout. Operators came from over 200 miles. Operators and service men particularly enthusiastic in their praise of the “Fireball 120.”

Harola Distributing Corp., Buffalo, N. Y.

Very good attendance. Comments unanimously overwhelmingly high on new phonograph.

Frank Swartz Sales Co., Nashville, Tenn.

Approximately 200 people attended our showing. Everyone very enthusiastic. We are very happy over excellent acceptance of the “Fireball 120” phonograph.

Rutherford Enterprises, Amalillo, Tex.

Despite over nine inches of snow, approximately 50 operators attended. We had a wonderful showing.

Badger Novelty Co., Milwaukee, Wis.

We had an exceptionally good response, with between 400 and 500 visitors in attendance.

H. B. Blask, Bann, Minn.

In spite of terrible weather, with the temperature ranging from 20 to 30 below zero and all roads blocked into Butto, the local operators were present and the response was overwhelming.

LOUIS ANGELES, Calif.—Dan Stewart, Bob Beaver and Jack Dolan, Dan Stewart Company, Inc., this city, hosted over 400 guests on Sunday, November 23, at their showing of the Rock-Ola “Fireball 120” phonograph.

In addition to the operators from the area who attended, a number of top recording artists dropped in to visit with the executives of the distributing firm and the operators. (Pictures of recording artists reproduced in the music section of this issue.)

Dan Stewart Shows “Fireball”
More fun for players, more profit for you, thanks to new **SELECT-A-SPOT** feature and new **TRIPLE-SPOTS** roll-over feature

**BALLY BEAUTY**

Popular **3-4-5-IN-LINE** scoring

Horizontal, Vertical, Diagonal

Plus attractive **4-CORNERS SCORE**

Advancing **SUPER-SCORES**

Dramatized in frills of Beauty Queens on backglass

New **SELECT-A-SPOT** feature

Players love toiddle the Selector-Knob to fill in a missing number to build an in-line score. "Second-guessing" is always fun. That's why the new **SELECT-A-SPOT** feature brings players flocking to **BALLY BEAUTY**.

New **TRIPLE-SPOTS** feature

Roll-overs hit when lit spot 2, 4 and 6—all 3 numbers

Popular **EXTRA-BALLS** feature

Advancing flash releases up to 3 Extra Balls

**BALLY BEAUTY** will put new life into your locations...add important dollars to your daily collections. Get **BALLY BEAUTY** now from your nearest Bally Distributor.

---

**THE CHAMPION**

The HORSE that always wins

**SPACE-SHIP**

Newest Kiddy-ride sensation

SEE BACK COVER

When **SELECTION-FEATURE** lights, player turns knob to

**SELECT-A-SPOT**

Choice of 19, 20, 21 or 22

Player can change choice until fourth ball is shot

5 BALLS plus extra balls
3 SCORE CARDS
REPLAY SCORES
Mfrs Like "School For Mechanics"

Agree With "The Cash Box" This Would be Big Boon for Entire Field. Some Don't Believe They Will Get Together to Help Arrange for a Trade School to Present a Coin Machine Mechanics Course. Majority are Willing to Loan Their Best Engineers to Teach at "School". Are Also Eager to Employ Graduates. Hold Back from Making Definite Commitments Until All Get Together to Make Such "School" Completely Successful.

CHICAGO—Since 1943 The Cash Box has continued to vigorously propose that there be created, for the entire industry to enjoy, a "School for Coin Machine Mechanics."

The need for skilled coin machine mechanics has continued to grow more and more acute.

Operators, jobbers, distributors, as well as the manufacturers, are desperately seeking such help.

In an effort to get a "School for Coin Machine Mechanics" under way, in one of the leading trade schools here in Chicago, The Cash Box wrote 15 leading manufacturers the letter which appears on this page.

All those who have already answered, were in full agreement that, "There is a tremendous need for a 'School for Coin Machine Mechanics.'"

They are also more than willing to cooperate by "loaning" their best engineers to teach the mechanics of their machines to the youngsters from technical high schools and electronics courses in trade schools who would take such a course.

In short, there would be an expert and able faculty for the young men who wanted to take a special course in coin machine mechanics and this, in itself, proved the letter extremely worthwhile.

Still the problem persists. Operators need mechanics. Many operators have said that they would expand their present operations if they could only get the mechanics they would need to do so.

Jobbers and distributors have also indicated that they would better their mechanical services if they, too, could get experienced mechanics to handle the increased work which would result.

The manufacturers, of course, would be more than happy to oblige up every graduate from such a course. They need labor, skilled or unskilled. But, especially, highly skilled labor, such as would result from such a course taught by their own best engineers.

THIS WAS LETTER WRITTEN TO FIFTEEN LEADING MANUFACTURERS CONCERNING CREATION OF A "SCHOOL FOR COIN MACHINE MECHANICS"

(Editor's Note: The following is a copy of a letter that was sent to 15 leading manufacturers by The Cash Box on November 13, 1952. Some answered by letter. Others phoned in their answers. Some haven't as yet answered. The majority opinion of those who replied, either by phone or letter, is contained in the story here.)

Dear Sir:

With the shortage of skilled labor growing ever more acute, The Cash Box is once again proposing that the industry come together to create a "School for Coin Machine Mechanics."

This publication has suggested that such a "School" be created since 1943.

Today, more than ever before, operators, jobbers, distributors, as well as manufacturers, are suffering from a shortage of all kinds of labor, skilled and unskilled but, especially, from a shortage of skilled coin machine mechanics.

Many operators have openly stated that, if they were assured they could get the mechanics, they would expand their present operations.

Jobbers and distributors have said that they would tremendously increase their services if they, too, could get the number of mechanics they require to do so.

Why not then, a concerted move on the part of the manufacturers to arrange with one of the leading trade schools here in the City of Chicago to give a course in "coin machine mechanics"?

The youth from technical high schools and students of electronics in the trade schools would be perfect for such a course, were they guaranteed a pleasant and profitable position, after graduation.

Why not the loan of leading engineers from all the factories to help teach these young men the inner workings of each manufacturer's mechanism?

Then the trade school would have an expert and outstanding teaching faculty so that the cost of the course could be tremendously reduced.

Perhaps tuition could be completely covered by the operators, jobbers, distributors and manufacturers, interested in the students who would want to take this special course so that these students, on graduation, could be employed by the firms paying for their tuition.

I should very much appreciate hearing from you in regard to your thoughts covering such a "School for Coin Machine Mechanics" which can, with the aid of such outstanding firms as your own, become an actuality.

(Signed by—BILL GERSH, Publisher of "The Cash Box")

Operators...
Jobbers...
Distributors...
are now asked to answer this same letter and give their opinions in regards to the creation of a "School for Coin Machine Mechanics"

SEND YOUR LETTER TODAY TO:

Bill Gersh

THE CASH BOX
32 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS
Taran Distributing Readies Move To New Building

MIAMI, FLA.—Taran Distributing, Inc., this city, announced this past week that it is preparing to gradually move into a new complete building on one of the five most important avenues of this city, located at 3401 N.W. 36th Street.

According to Sam Taran, "We expect to be fully moved over to our new building about January 1, 1953."

The new Taran Building has over 150 foot frontage on N.W. 36th Street.

It will give the firm approximately 13,000 square feet of floor space.

The entire building will be completely air conditioned.

Offices will front off the entrance showrooms which, according to Taran, will be the most impressive in this area and among the most outstanding in the nation.

The firm, because of its long experience in the industry, has carefully arranged details so as to handle business speedily and efficiently.

There are loading docks both in the front and the back of the building.

The operator can pull up to the front, or use the back, and in both cases can quickly load and unload machines.

There will be an unusually large and impressive record department.

The record department has been especially air conditioned so that even in the greatest possible heat there will be no warpage of any kind.

The recordings will be stored in a large, bank vault which is being built into the building for this very purpose.

Outer offices, off the front showroom, as well as the private office of the firm's executives, including the foreign trade department, will all be completely modern in every respect.

Even to the modern furnishings which have already been arranged for by outstanding office decorators.

"From every standpoint," Sam Taran stated, "this new building will be one of the most outstanding in the industry.

"From the standpoint of service and efficiency, there will be nothing like it in the country.

"From the standpoint of comfort and modern beauty, we think that it will be unequalled.

"The air conditioning of the entire building, plus the arrangement of the showrooms, offices, private offices, repair and record departments, storage, loading and unloading, a complete parking arrangement for cars of all customers, as well as every other feature, will be something for one and all to see.

"We shall announce our grand opening in the very near future," Taran said, "and we do sincerely hope," he continued, "that everyone from all over the country as well as from all Central and South American countries will be present."

Rock-ola 120

See it! Hear it! Ask the Operator who owns one! The sensational Rock-ola 120 out-performs them all. Features profit-proven magic touch selectors, futuristic design, mechanical proficiency.

WORLD WIDE DISTRIBUTORS
2330 N. Western Ave. Chicago 47 Everglade 4-2300

Irv Morris Moves To Larger Quarters

NEWARK, N. J.—The well known and popular Irving (Irv) Morris moved his Irving Morris, Inc. firm to new large quarters at 47 Stanton Street, this city. New quarters are only a short distance from the previous location, and firm will retain the same phone number.

Morris was just bustling out of the walls at his old offices, and had to have, not only more floor space, but convenient parking facilities for his customers. The new location gives him approximately five times as much space. He has set up offices, showrooms, stock rooms, and a large repair department in the back.

"Most important," smiles Irv, "is that my customers can now drive their cars into the driveway alongside my building, and park as long as they wish. This is a great help to operators who come to buy and take equipment out.

Morris is exclusive distributor for D. Gottlieb & Co. in his area.

"It’s What’s in THE CASH BOX That Counts!"
REMOVAL SALE!!
ALL EQUIPMENT BEING SACRIFICED!
WE DON'T WANT TO MOVE THESE MACHINES TO OUR NEW BUILDING! SAVE WHAT IT WOULD COST US TO MOVE THEM TO OUR NEW BUILDING! EVERY MACHINE AT A SACRIFICE PRICE!

SHUFFLE GAMES

<table>
<thead>
<tr>
<th>Each</th>
<th>Each</th>
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<tbody>
<tr>
<td>2 Bally Hook Bowlers</td>
<td>$144.50</td>
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<tr>
<td>3 Bally Shuffle Champs</td>
<td>25.00</td>
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<tr>
<td>5 Bally Baseballs</td>
<td>35.00</td>
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<tr>
<td>2 Chico In Bowling Classics</td>
<td>35.00</td>
</tr>
<tr>
<td>6 Chico In Trophy Bowls</td>
<td>75.00</td>
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<tr>
<td>1 Chico Ace Bowler</td>
<td>75.00</td>
</tr>
<tr>
<td>3 Chico In Bowling Alleys</td>
<td>35.00</td>
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<tr>
<td>1 Chico Pin Lite</td>
<td>75.00</td>
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<tr>
<td>3 Geno Shuffle Targets</td>
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<td>1 Chico Deluxe Bowler</td>
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<tr>
<td>15 Keene Big League Bowlers</td>
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<td>45.00</td>
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<tr>
<td>2 Universal Super Twin Bowlers</td>
<td>35.00</td>
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<tr>
<td>5 Universal Tournaments</td>
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SHUFFLE GAME SPECIAL!!
KEENEY TEN PINS $15.00 EACH
KEENEY ABC BOWLER KEENEY DUCK PIN

PINBALL GAMES

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<tr>
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<tr>
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<td>Bally</td>
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<td>Bowling Champ</td>
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<tr>
<td>Black Gold</td>
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<tr>
<td>Brenton</td>
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<tr>
<td>Catinola</td>
<td>15.00</td>
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<td>County Fair</td>
<td>145.00</td>
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<tr>
<td>Cyclone</td>
<td>135.00</td>
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<tr>
<td>Special GOTTLEIN &quot;DOUBLE ACTION&quot; IN ORIGINAL CRATES $100.00 EACH</td>
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<tr>
<td>Golden Gloves</td>
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SPECIAL PINBALLS

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<tr>
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<tr>
<td>United Stars</td>
<td>$395.00</td>
</tr>
<tr>
<td>Bally Atlantic City</td>
<td>395.00</td>
</tr>
<tr>
<td>Bally Palm Beach</td>
<td>$550.00</td>
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</table>
| CIGARETTE MACHINES
- AUTOMATIC SMOKE SHOP, 9 COLMS $200.00 |
- STEWART & MCGUIRE, 9 COLMS... $95.00 |
- UNEEDA CIG. VENDORS, 9 COLMS... $75.00 |

SPECIAL! AJAX 6 COLM ELECTRIC CIG. VENDORS BRAND NEW IN ORIGINAL CRATES $155.00 EACH

MUSIC

<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>Asm Model &quot;A&quot;</td>
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<tr>
<td>Asm Model &quot;C&quot;</td>
<td>475.00</td>
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<tr>
<td>Wurlitzer 1350</td>
<td>WRITE</td>
</tr>
<tr>
<td>Wurlitzer 1100</td>
<td>350.00</td>
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<tr>
<td>Wurlitzer 1015</td>
<td>175.00</td>
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<td>Wurlitzer 1464</td>
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<td>150.00</td>
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<tr>
<td>Wurlitzer 100-70</td>
<td>700.00</td>
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<tr>
<td>Wurlitzer 100-45</td>
<td>WRITE</td>
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MUSIC SPECIAL 100 CHICAGO COIN "HIT PARADES" BRAND NEW IN ORIGINAL CRATES $139.50 EA.
WURLITZER SPEAKERS 20 MODELS 4004A - 4005A - 4007 BRAND NEW IN ORIGINAL CRATES $29.50 EA.

THE 20 YEAR CLUB

CLIX BIG WITH TRADE'S MEMBERS

NEW YORK—In last week's issue of The Cash Box (November 29) the formation of a "20 Year Club" was presented to the industry. Altho the issue has been in circulation less than a week, members of the trade have expressed their enthusiasm for the idea. Numerous applications have already been received, and these men will soon be receiving their membership card.

As related in last week's issue, membership in the "20 Year Club" can be had by just being in the coin machine business for 20 years or more. The purpose is strictly sentimental. No dues or expenses involved.

Send us your name, or the name of your friends who have been associated with the business for this period. Include present affiliation, name and address, and when you and they entered the business.

Joe Orleck
THE CASH BOX
26 West 47th Street
New York 36, N. Y.

Dear Joe:

I have been connected with the Coin Machine Industry for 20 years or more.

Please enter my name as a member and send me a membership card.

NAME ..........................................................
FIRM ..........................................................
ADDRESS ..................................................
CITY ..................................................... ZONE ... STATE..

Date I entered the C. M. Business ..................................................
- Also Send Membership Card For ...................................

(Enclose Names, Firms, Addresses and when they started)

"It's What's in THE CASH BOX That Counts"
Gottlieb -- Reigning House of Winners,
Gives You

CORONATION

A NEW QUEEN OF PLAY FOR YOUR LOCATIONS... A NEW REGIME OF PROFITS FOR YOU!

Appealing Colorful Beauty and Sparkling, Fast Action with

4-IN-LINE BALL TRAP
SCORING for 1 REPLAY

4-IN-LINE BALL TRAP SCORING with BALL IN "CROWN" POCKET for 2 REPLAYS

ROTATION NUMBER-SEQUENCE LIGHTS ROLL-OVER BUTTON for REPLAY • SIDE ROLL-OVERS SCORE POINTS for REPLAYS • REPLAYS FOR HIGH SCORE • 3 "POP" BUMPERS • 2 SUPER-POWER FLIPPERS • 2 SUPER-ACTION CYCLONIC BUMPERS

DON'T MISS THIS ONE...ORDER NOW!

Two New Kiddie Rides By Meteor

BROOKLYN, N. Y. — Two new space rides are making headway in the sensationaly expanding kiddie ride field—the "Meteor Rocket" and the "Flying Saucer"—manufactured by Meteor Machine Corporation, this city, according to officials of the firm.

They state that location tests have proved these two rides to be top attractions.

"Meteor Rocket" is a dramatized version of a space ship, complete with jets, fully illuminated Radar Instrument panel, with flashing rockets, movable joy stick with machine gun button, rat-a-tatting guns, upholstered and padded cockpit, and appropriate accompanying sounds to the complicated "space flight" motions of the ride.

"Flying Saucer" is described as a real innovation, with most complicated and interesting ride movements. The saucer simultaneously goes back and forth, up and down, while rotating counter-clockwise. The cockpit is in the center of the saucer, with a heavily padded and upholstered seat. The ride features flashing lights at all times to attract patrons.

Special representative for the firm is J. G. Budd, who is carrying the two rides thru Virginia, North Carolina and Tennessee.

Walbox Sales Holds
Rock-Ola "Fireball" Party

DALLAS, TEX.—Many prominent colinmen visited Walbox Sales Company, this city, on Tuesday and Wednesday when the firm ran an open house party showing of the Rock-Ola "Fireball 120" phonograph.

Among those signed in were: Welton and Nolan Denton; Frank Messman; N. L. Ligon; W. H. Rawlin; Q. T. Morris; Leo Smith; Max Rock; Joe Gillespie; Tommy and Bill Culum; Norris Thread; Nate Womble; Dewey Parsons; Jim Storey; Don Morris; Burt Hunter; T. G. Biggers; Joe Davis; Lester Godwin; Holland Farrow; Dobie Samsone; T. A. Hagler; Sam Yaras; I. O. Long; Ray Langley; Bob DePiet; Tom Lambert; James and George Leightner; Joe Thompson; Eugene Rippen; G. A. Burton; Jack Wilford; Leon Spurgin; Charlie Rinker; Sam Hellborn; R. H. Fast; Emmitt Nutt; Al Smith; Abe Susman; Audrey and Bob Hunter; George Riddell; Bob Warner; Bob Tucker; Jimmy Crouch; Albert McKool; Bob Sunnerford; Speck Nevins; George Zulk; Leonard and Joe Metzner; L. L. Dlaeasi; and Roy Robins—all from Dallas.

NCMDA Meets In Chi

CHICAGO — NCMDA holds its annual meeting on Monday, December 8, at the Bismark Hotel, this city.

Election of officers will be the main item of business.

Present officers are: Joe Ash, president; Harold Lieberman, vice-president; Irv Blumenfeld, secretary; and SLazar, treasurer.

WE'VE GOT IT!! EXCLUSIVE DISTRIBUTORS FOR ROCK-OLA 1953

"fireball" 120 Selections C'MON IN AND SEE IT!!

LAKE CITY AMUSEMENT CO.

"It's What's in THE CASH BOX That Counts"
Announces a change in ownership and management

Samuel Lewis and Avron Gensburg, former executives of Chicago Coin Machine Co., have assumed the active management of Genco. The stock of the corporation has been purchased by the Chicago Coin Machine Co. The new management will continue to operate Genco as a distinct and separate corporation. They will, however, enjoy the benefits of the strong financial backing of Chicago Coin, as well as the guidance and experience of its co-owners, Samuel Wolberg and Samuel Gensburg. The new management plans to strengthen and rebuild the Genco organization. It is their aim to bring to Genco new ideas and plans for producing top money-making games that will, as before, lead the coin machine field.

WANT TO BUY

Large Quantities

MUSIC

WURLITZER 1015  WURLITZER 1100
WURLITZER 1200  WURLITZER 1400
EVANS CONSTELLATION

TARGET MACHINES

Exhibit SIX SHOOTER
Exhibit GUN PATROL
Microscope SKYFIGHTER

Also All the Latest
GOTTLIB and WILLIAMS
5 BALL GAMES

Highest Prices Paid
WIRE—PHONE—WRITE TODAY

INTERNATIONAL
AMUSEMENT COMPANY

1423 SPRING GARDEN STREET
PHILADELPHIA 30, PA. (Tel: RI 6-7713)

Design News Honors Wurlitzer

was made by the outstanding industrial design publication, Design News, in its October 15 issue.

The editors of Design News saw fit, not only to use two entire pages, illustrated with photographs and line drawings, but honored The Rudolph Wurlitzer Company by devoting its front cover to a photo of the model 1500, with Elia Little, one of the firm's engineers, demonstrating the mechanism as it uses both 45 and 78 rpm records (Photo reproduced here).

The 5204 Wall Box was also described, as well as the method of selecting tunes from 26 numbers and 4 letter panel buttons.

"Needless to say, we are extremely proud that Design News showed such unusual interest in our development," stated Bob Bear, sales manager. "It is particularly pleasing to realize that this is another Wurlitzer first. Our model 1500 was the first coin operated phonograph to play 45 rpm, and now our model 1500 is the first to play 45 and 78 rpm records in any combination throughout the twin tray stacks. Never before in history has this accomplishment been possible."

UNITED ENTERTAINS

NAAPB VISITORS

CHICAGO—The Park Show has brought many, many visitors to this very windy city. And the welcome mat was rolled out at United Manufacturing Company for a number of these people.

"Luncheon was served as well as cool, refreshing beverages the entire week to these very welcome guests," Bill DeSelm, sales manager, stated.

"Among the people we greeted were: Angelo Delaporte and Roger Shepherd of Rex Coin Machine Co., Syracuse, N. Y.; Cliff Bailie, from Syracuse; Dave Simon of Dave Simon, Inc., N. Y.; Harry Rosenberg, Double-U Sales, Baltimore; I. H. Bothein and Al Rodstein, of Banner Specialty, Philadelphia; Dave Liebling, Cleveland Coin Machine Co.; Wulf Solomon, Central Ohio Coin Machine Exch., Columbus, O.; Len Schneller of Philadelphia; and Sid Middleman, New York.

"It was a busy week, but a good time was had by all," DeSelm concluded.
**Rudolph The Red Nosed Reindeer**

Beloved by kids everywhere... The Authentic... Charming... "Rudolph The Red Nosed Reindeer"... He's Lovable... He's Irresistible... He's the Kids' Favorite... His Nose Lights Up Too... Jingle Bell Halter... Gentle, Easy Action... Year 'Round Appeal... In addition to "Rudolph The Red Nosed Reindeer" YOU SHOULD BE OPERATING ALL THESE GREAT EXHIBIT PRODUCTS...

**BIG BRONCO**
**ROY ROGER'S TRIGGER**
**PETE THE RABBIT**
**RAWHIDE**
**TEST PILOT**
**SPACE PATROL**
**SPACE GUN**
**STRATOGUN**

Write For Full Details Today... or See Them At Your Nearest EXHIBIT Distributor

---

**INVESTIGATE EXHIBIT'S FINANCE PLAN**

**EXHIBIT SUPPLY, 4218 4230 W. LAKE ST., CHICAGO 24, ILL.**

AMI “Write An Ad Contest” Winners Selected

Winners in the AMI “Write-An-Ad Contest”, selected from 400 entries submitted by music operators were selected this week by a panel of Judges from Grand Rapids Advertising Club. First prize winner is Mrs. Margie Rodgers, 3128 Home Avenue, Fresno, California, who will receive a new AMI Model “D-80” joke box, valued at $925.00.

Second prize winner is Mrs. Chester Merrill, Piedmont Amusement Company, Spartansburg, South Carolina, who receives the AMI "Hildeaway" valued at $575.00.

Tied for third prize were William S. Rider, Gibson City, Illinois and Leslie C. Boyd, 5024 Sylvan Avenue, New York 71, New York. Both Mr. Rider and Mr. Boyd will receive prizes of $250.00 in cash.

In addition 25 Amivos Extension Speakers are being awarded the following:

- Bob Kojis: 329 N. Sapulpa, Sapulpa, California
- Rudolph Kri: 936 E. 11th Street, Columbus, Ohio
- Grogan Music Company: 48 Green Street, Parkersburg, West Virginia
- Herbert P. Kermes: 9 Normal Avenue, Lowell, Mass.
- Mrs. Kudos Klein: 144 West 13th Street, New York, New York
- Roy Music LLC: 306 Monroe, Buffalo, New York
- M. de Harros: 108 Alameda Avenue, El Paso, Texas
- James H. Hines: 30 North 40th Street, Louisville, Kentucky
- Del Signore Sales Company: Broadway, Fort Edward, New York
- James A. Gerscopol: 15 Huntington Avenue, Boston 16, Mass.
- E. Zietlow Music: 512 Comstock Street, Adelard, Michigan
- Stéphane A. Sartor: 9 Osborne Street, Johnsburg, Ill.
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The superior quality of the ads submitted, according to William Fitzgerald, AMI Advertising Manager, was such that selecting the winners was an extremely difficult task and the panel from the Grand Rapids Advertising Club judging the contest spent many long hours in making their difficult decisions. A special award for the excellence of his art is being made to Mr. Henri Onder, operator of Antwerp, Belgium. In addition, Mr. Fitzgerald has announced that special recognition will be given later to a number of operators who submitted ads of unusual merit but who were not fortunate enough to have their entries selected as major prize winners by the panel of judges.

Meeting on Tuesday, November 25, to judge the 400 entries submitted by music operators in the “Write-An-Ad Contest” is a panel of members of the Grand Rapids Advertising Club. Left to right are William E. Fitzgerald, AMI Advertising & Sales Promotion Manager and panel members: Percy Nickel, Advertising Manager, Bissell Carpet Sweeper Company; Jack Dekker, Advertising Manager, Knaps & Vogt; David Schmidt, Vice President, Wesley Aves & Associates; Claude Meconis, Club President and Advertising Manager of the Rapids Standard Company and Dave Wallace, Wallace-Lindeman, Incorporated, all of Grand Rapids.
A combination of stormy weather and the upcoming holidays slowed his down a bit all alongob. However, dealers in reconditioned equipment report that they're moving along at a faster pace than ever. A great number of machines are being sold for export. The letdown in buying activity doesn't mean that selling has stopped. It all means is that the distributors now have the opportunity to catch up on backordered orders.

Xmas is coming—and the employees of Harry Rosen's and Meyer Parkoff's Atlantic-New York Corp. are the first to notice it. The Scheuer distributing firm will hold an annual employee Xmas party on December 17 at the Coconut Grove room of the Park Sheraton Hotel. Employees and their families from New York, New Jersey and Connecticut offices, totalling about 160 strong, will gather at 6:30 for cocktails, eat their dinner at 7:30, and then dance to the music of a 15-piece orchestra, as well as listen to a number recording artists. We understand that Harry Rosen will don a Santa Claus outfit, beard and all, and act as master of ceremonies (we saw him in his private office studying a copy of Joe Milly's 'Ima Take Book' and ascertaining after the party for a few weeks vacation in Miami Beach . . . Dave Lowy, Dave Lowy & Co., flies to Florida—strictly a business deal, Dave says . . . Milly Green, now in Miami, attended the music operators banquet there. Joe Grandins returns from a hunting trip at Geneva, N. Y. Came back with 1 buck (an accident, not money). . . . Arthur Herman supervises the super of Herman Distributing Co. offices on 10th Ave. (he just took over the spot formerly occupied by Milly Green's American Vending). Should be completely ready in a week or so . . . Dominic Ambrose, the L. I. operator, makes the rounds, buying equip and supplies . . .

Joe Young and Abe Lipsky visit the operators attending the Westchester Music Guild meeting, talking Wurlitzer 1900 of course . . . The Koeppel Distributing Co., Inc. and Hymie, Koepel Distributors, HIA, and most Difficult to catch up with that sorely needed extra space. One small store became available on coin — only thirty was the landlord told us in January. A large coin was located on Fifth Ave.—wanted $3500 per month for a hole in the wall . . . Tony Cataseven of Silver King Amusement Co., Suffern, N. Y. plows through the snow to visit Runyon. He derived much satisfaction over his move ever—he won a wrestling verdict over Irv (Kempy) Kemper. Barney (Shuggy) Superman, head man at Runyon, rushes by him on his way to his Newark, N. J. office. Will have something sensational to tell you next week, he says . . . Irv Morris, Irving Morris, Inc., Newark, N. J., opens new large quarters on the left side of 15th St. He advises he now has plenty of rack space, as well as unlimited parking facilities for the operators . . . Al Simon, Albert Simon, Inc., in Chicago visiting the Coin Book . . . Also in Chicago, but at the Park show, were Mike and Joe Munves; Nat Cohen; Herb & Bobkin of International Mutoscope Corp.; and May Levin of Scientific Machine.

We had a visit from A. C. Jordan, coin machine operator in South Africa. He was keenly interested in the decision of O. P. S. to decontrol coin operated amusement. He tells us that operators in South Africa have been running all equipment for the past five years for 6 pence, which is equivalent to our dime, 3 plays for a shilling (25c). His experience in changing over to dime play is similar to U. S. but that first the play slides off quite a bit, but local collections remain about the same. Then from four to six weeks after, the pay play starts to get original action, but operations he re- devotion of a plenty of columnists in this area have sent us their names to be entered as members of the "20 YEAR CLUB." Just tear out the coupon in this issue and send it in. We'll mail you your membership card.

Old man weather decided to be fickle, just like a woman, & instead of continuing nice weather that has been around lately, last Tuesday and Wednesday snow and cold weather swept into a good portion of the upper midwest area. As a result in some sections of Minnesota and South Dakota many people were marooned for a short time . . . Norton Lieberman of the Twin City Novelty Company states that he had one marquee to exchange while heading back to the Twin Cities for the Thanksgiving Holiday. He had trouble making headway in and around Marshall, Minn. He started out following a snow-plow and the snow-plow went around a small car and because of the bad visibility Norton did not notice the car until he was just a few feet from it. Lieberman managed to run into a snow bank, just to one side of the car, but a big truck took him careened into the other car.

It's so seldom that Robert Aherin of La Moile, N. D., gets into town, that we hate to see him rush off any day or he doesn't stay in town. Bob says he has to get back and take care of things back home . . . Darlow Maxwell of Huron, S. D., hoping that he would not get stuck in the town over the Thanksgiving holiday. That reports were that he managed to get out of town all right and get back home to Huron in time to have some turkey with his family. W. Jones of St. Cloud, Minn., managed to take some time off to go deer hunting up in Northern Minnesota, but even though he didn't get his deer, he said that he enjoyed the trip.

H. S. T. T. of W., President of the Minnesota Association of Phonograph Tree-operators, was Louis H., someone operating in that city . . . Don Smith of Sioux Falls, S. D., who used to do some flying for Uncle Sam's Navy, and who used to put in a few hours in the air after he knew he has been so busy that he hasn't had a chance to even get a look at a plane . . . Seen here and there at some of the distributor's offices and record stores . . . Lou Jander, Washington, T. J.; Father of W. Minn., Al Eggermont of Marshall, Minn., Len Worsack of Montevideo, Minn., Ray Benkowski of Cloquet, Minn., George Ault of Duluth, Minn., and Ben Laanke of

"It's What's in THE CASH BOX That Counts"
Due to the fact that so many, many requests have accumulated from you old-timers asking for us to 'Write another reminiscence column of the old days when things were just the way they were goin'... and we do hope you like it. ... (Worth repeating): Just wonder if any of you old-timers who were present will ever forget that New Year's Eve. The great eastern and New York Hibernian Hall in W. 9th St. had stood up there on the platform at the Stevens Hotel with the spotlight on him? How he spoke right from the heart? And there, crawling along the stage, was the old man who gave him a hot foot that made Walter jump three feet into the air? (Oh, brother, will we ever again see those times?) And when the band played Harry's 'Silver Slippers'? And the Million Dollar Hotel with George Jenkins chainin' up and down, and down and up? ... And what would have actually happened if that lady wrestler would have been actually in the ring when Cherel in Johnny's joint on North Clark Street?

When the late Joe Huber ran the Coinshows. Remember his very first stage presentation? ... Wonder what the late and loveable Tom Watling would say if he could have Vina Shay ever tell the story of the slot guy who decided to leave the his three times? But who returned the 4th time! ... Remember when Samuel (Curley) Robinson got the first public relations award from CMD? ... And what days (and nights) when the late Fred Mills showed "Panorama" for the very first time at the Waldorf-Astoria? ... Wonder whether the guys who were there would once again like to have Bill Wolf throw one of his old-time parties at the Biemarket? ... Those fabulous days (and nights) when Lyn Durrant traveled about. And guys who remember Billways (at that time) opened the refrigerator in his rosy apartment (in his northside Broadway factory) seekin' a bite to eat? And found nothin', but nothin', except liquid refreshment in the refri? ... That very interesting evening at the Amicon in L.A., when Bill Wolf, Barney Sagerman, Bill Gersh and a couple other guys, dashed about to clear that great linguist, Mike Carpin of Reading, Pa. (What a deal that was.) Ooh-hoo!

The swed look on Jim Mangan's face when Lyn Durrant gave $50,000 for the Damon Runyon Memorial Fund. And that put the coinwave over the top. Joe New London decided to branch out for himself and form his own distributor? ... And how many can recall the very first issue of The Cash Box? (Hee, man, even we can't!) ... When Bill Ruben became first head of the Western Lodge? That convention at the Sherman, (try to remember the year) when all anyone heard from all phonos on display was, "The Munich Mass! Bound And A-Bound! That's the year! (Brother that's the year!) All the guys went round and round.) ... When Harry Williams opened his first outlet on Wells St. With Tony Gasparro as sales manager? ... And back in Chicago, Mr. Chester and Mr. Pollard announced their very sensational machine, 'Hoot Man Golf.'

Wonder if Al Sebring will ever forget that 'important' day when he sat in his den smoking a Scotch and, suddenly (this was before War II when all hated Hitler), there came an announcement over that little table radio that: 'Hitler's just been shot dead. Move details in a few moments.' And the newspapers came out. (The newspaper? George Moloney?) Who had a secret 'mike' concealed in one of the drawers of his desk. And could cut into any radio program on the air at the time. And the guy who phoned every one in town to tell 'em Hitler was dead and wanted to bet 'a million.' (He was—was—Al Sebring.) ... And talkin' about George Moloney? The day he came in through the front door of the 'Wigwam' in Long Is., and pumped his gun, fire, run for your lives! And there was Sam Taran tellin' us this and thata as to why there was thia and thata. Sam jumped up and ran like mad. Right out of the building. (Oh, man, oh, man. Ain't they ever gonna make guys like this again?) ... The day that they gave Bill Gersh a 'testimonial dinner' in $100,000 Rose's Café-Nathan in New York. The kid didn't have even a quarter in his jeans. And some noted mr. said, "Well, Bill, this bein' your big testimonial, you buy the champagne." (In a nite club yet.) And a guy named Gasparro, just as the kid got white rounds the gills, slipped come-backs into his pocket from right behind him. ... Wonder if Ray Moloney ever will forget the Ten Park Avenue Hotel and a guy named Jim Goffney?

Man, oh, man, we gotta million more memories. ... Like when DuBois (Buck) Hament was still convincin' in his nuts because his 'boss,' the late Jack Parsons, was comin' to 'N'Yawk, and he didn't want the entertainment to get 'rough.' ... Wonder if Lou, Dave and Myer Gensburg will ever forget a guy named Al Adickes (Scott-Adickes, London, Eng.) and what Al did with a game called, 'Silver Cup Special'? ... And how many remember the convention at the Whitney Hotel in Cleveland (1929) when the sensation was the Seco Scale from Germany? ... When the late Archie M. Andrews had a story published in the 'Saturday Evening Post,' "Millions In Pennies," regarding his International Ticket Scales? ... Have been trying to figure out how many times that energetic, fightin', vigorous guy, named Dave Gottlieb, produced his 'Grip Tester?' And each time it was a terrific success. ... Wonder if Sam Wolberg and Sam Gensburg remember how tremendously enthused they were over some slick called "Sweet Sally." Also sometimes wonder if Bill Ruben, named Sen. Homer E. Capehart, can again picture himself in Babe Kaufman's showrooms on 42nd Street, N. Y. C. beatin' on the drum of an old fashioned culliephone, hollerin', 'Hurry! Hurry! Hurry!' ... When Roy Mc- Ginnis, Irr Sommer, Hayden Roberts, George Shuster and Al Arbogast, among other guys, decided to go swimmin' at Oak Street Beach about 4 in the dawning? About a night of a roundin'? ... When Jim Buckley rode the Flatbush Express Subway in Noo Yawk for what seemed hours and hours, to get all the gypsy boys, street people, who was havin' the tail of a truck takin' cash (just like a knivesh vendor) and throwin' off Ballyhoo's in return. So Jim went right back to the New Yorker and phoned Ray, "Raymondi," he said, "Y'know what? I think maybe we gotta hit." ... Could y' ever forget that terrific wrought iron gate that you visited Jimmey Johnson's Western Equipment spot? ... Wonder how many Nebraska's remember his 'Aksarben?' and a little thing called "Put'n'Take'?)
Many a coin man's paunch looked a mile longer this past week after the annual Thanksgiving turkey feast, and although several took advantage of the long-weekend break, most were too busy on the job handling a flood of business. General consensus of opinion is that this season's business will exceed that of the previous year, with operators in both games and music nodding assent. Quite a number of amusement piece seems to be in big demand, with bingo games leading the list. There's still talking about the large order received from the Dan Stewart Company for the showing of the new 1953 Rock-Ola 120 selection "Fireball" phono. Percy Dan himself and Bob Beaver, down from Salt Lake for the event were quite elated with the tremendous turnout. Well over 400 music operators attended, with recording stars Spike Jones, Giselle McKenzie, Champ Butler, The Four Lads, Stan Freberg and Jud Conlan's Rhythmaires adding to the general merriment. Poor display of humor was shown by the chap who made off with the guest register, something that Jack Dolan and Jo Ann Lewis were quite proud of. Nice to see boys again to Mary Wacker, Wico Corp, who is traveling the eastern states for the firm. Mary and yours truly were old friends, having shared exhibit space at those many Chicago conventions for years. Harry Duensing, who still might be yearning for that Lake Michigan breeze... S. L. Griffin, in from Pomona for the showings.. . . and so many, many others.

Lyn Brown, Exhibit Supply Co.'s regional rep, off to Chicago on a quick trip, leaving instructions for yours truly to "take care of the swimming pool." Lyn, one of the most likable and gentlest of the great Exhibit line. Lots of us thought that much talked about gun that the firm is coming out with... also off to Chicago and the balmy breezes, was Chicago Coin's Phil Robinson. If you happened to see a round figure in cream colored slacks, beret and sunglasses, that wasn't Clark Gable, but Phil himself. With the many orders literally pouring in day after day... "Bowl-A-Ball," Phil needs the disguise-he's been besieged by ops throughout this area. Youngest coin man at the Rock-Ola showing was yours truly's son Lee Michael, who was aptly tabbed Jack Dolan's "collector."... Charlie Daniels and Ed Wilkins, looking fresh and healthy... on an early Sunday morning. The reaction to Bally's "Space Ship" and "Bally Beauty" was instantaneous... ops throughout Southern California are making tracks like mad for this pair of exceptional money-makers. Said one op of the space ships, "When better rides are built, Bally will build 'em..." Jimmy Wilkins, out nursing a cold this week, although we're sure it didn't hurt his appetite for turkey... we'll bet there are lots of long faces in town this week, what with the University of Southern California getting whipped by Notre Dame. Stanache Southern Cal rooter Al Silberman had the winner though, predicting the turn of even the best game of all, Jack Steiner, Big Bear Lake, reports that the area looks a mite like Lake Placid these days, with skiers galore flocking to the resort area.

Mary and Kay Solle still on the lookout for a good man to help out behind the record counter. Their hit of the week, "Cake Walk Rag" by Champ Butler. Rumors that several major record companies were planning a price slash very definitely denied by an importer this past week,... but not the best break for a change... shortage of 45 rpm Spanish language disks still continues... what we don't mind is our disk to see that the Tudor Wickes is as busy as ever looking very spry as he helps his boys handle a shuffle game. Business is very good sex Bill... ditto a report from Jack Simon, who's showrooms were crowded with visitors this past week. Thanks for letting us know where we could get those bagels and lox Jack... Bill Huppel very proudly showing us the new Evans phonograph and that now Williams' "Poor Corners," both looking quite neat and trim... we'd like to hide under the counter at that little restaurant on Pico that seems to be the gathering place for coin-men... Fred Gauth wasn't off to a wedding affair, leading in that sharp blue suit that was just decided to put on the dog... Ops are still clamoring for more of United's "Super Shuffle Alley..." Pete Piraino, Sacramento, in Los Angeles, doing the town with Bob Portillo... Jack Tanaka, by the way, is one of the most expected operators in the business... S. A. Perry Thompson of Long Beach, in town this week. Bob Smith, Amuse Entertainment, reporting that long awaited shipment of six flavor soda shoppe's in this coming week. With the local area becoming more industrialized each and every day, the automatic drink business continues to improve, as does the demand for the line of vending products that Bob carries... lots of coin men happy to learn of Max Levine's return to active production, with many remembering the great line of Polka's "shake a little out" some years back... still more and more requests, and as many nods of approval for another one of those columns reminiscent by Bill Gersh... Abe Milsom, that intrepid in the local Vending Machine Operators Group continues to increase with each and every meeting.

Fred Shirley of South Gate, and Bill Bradley of Covina seen on the roof this past week... We learn that Pchinka, which is the equivalent to the American in all games, is now being operated in clubs... Turn of events in the coin machine business is easily seen in the many manufacturers who are exhibiting at the Parks Exhibition in Chicago... what did it—why kiddle rides of course. Joseph Bell, of Twenty-Nine Palms, telling all about the sudden drop in the sales of their old "Bowler«, which the manufacturers' association may be given additional time to remove their equipment. Oil was recently discovered on the property, with the Army closing the ramp down... Hello right back to Irv Fencsich, Brooklyn music on.
WANT

WANT—Cash Waiting. Will pay $375 for Atlantic City’s; $450 for Palm Beach; $250 for Bright Spots. D & P MUSIC COMPANY, 27 PHILADELPHIA STREET, YOR.

WANT—Metal Types, Mutoscope Voice-O-Graphic, ChiCoin Basketball, and any other late arcade machines. Give price and condition in first letter. MIKE MINTY, CO., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRyan 9-6677.

WANTED—Mills Panoramas—Write price, condition, etc. WESTERN DISTRIBUTORS, 510 W. 14TH STREET, NEW YORK, N. Y.


WANT—800 and 1015’s. All you have. LAREDO EXPORTING CO., LAREDO, TEXAS, Tel.: 672-273.

WANT—Tubes: 2051: 7017; 6SN7; 75: 6567; 23A: 3V4; 6L6; 6K7 Metal; 6N7 Metal. Metal will pay $400 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 N. ELAINE PL., CHICAGO 13 ILL.

WANT—45 R.P.M. records, late 15c, older 12c, we pay transportation. Selling Genco Targets $95.90; Bally Baseball $89.50; Chicago Derby $219.50. Will take in trade: 1422’s or records. NATIONAL NOVELTY COMPANY, 138 E. MERRICK RD., MERRICK, N. Y. Tel.: FReport 8-8329.

WANT—15 Palm Beach and 10 Atlantic City. Must be in A1 condition mechanically and in outward appearance. Contact us, stating best price. SOUTHERN MUSIC DISTRIBUTING CO., 132 CENTRAL PARK W., CINNATI 14, OHIO. Tel.: Main 8751.

WANT—Late Model Phonographs. Will pick up in a radius of 200 miles. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

WANT—Dealers surplus stocks. Operators we will pay the highest price for used records from 3 to 6 months old. Top prices paid for 45 RPM’s. Call or wire: C & L MUNSON, 11 BAY WINDOW AV., FRANKLIN SQ., 18, I. N. Y. Tel.: 4-1040.

WANT—Will buy phonograph records made before 1940; any quantity or number of copies; $100 per thousand; will make trip to inspect if required. Some of labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 128 W. 66TH STREET, NEW YORK CITY, N. Y.

WANT—Used 1425 Rock-Ola. State best price and general conditions to: SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

WANT—Palm Beaches, Atlantic Cities, Spot Lites, Bright Spots, United, Leaders, Ballys, 1000 Record Seeburg and late model phonographs, Exhibit Guns, Seeburg Bear Guns, Hobby Horses. Give best price on first letter. YVEY DISTRIBUTORS, 710 12TH STREET, SACRAMENTO, CALIF.

WANT—Shuffles, Rebounds, Bow- lers, Star Series, All Stars, Five Balls, A1 Condition Only. Any Quantity, we will pay, will pick up in states bordering Eastern Canada. E. LIEBERMAN, 12 Baby Point Rd., Toronto 9, Ontario, Canada.

WANT—Your used or surplus records all speeds. 45’s our specialty. We buy all rare year and pay top prices. No lot too large or too small. We pay more than dealers’ prices. Write for estimate. SEACON GAMES, 201 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: UNION 1-7500

FOR SALE

FOR SALE—United Alleys with Genuine formica tops and big pins: 4 Player $1900; 4 Player Deluxe $1600; 6 Players $250; 6 Player Deluxe $3000; Bally Guns $225; Bing-A-Rolls $45; MOHAWK SKILL GAMES $75; SWAGGERTOWN ROAD, SCHRACKTON 2, N. Y.

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonographs. Write for list and prices. 132 E. 37TH STREET, NEW YORK 1, N. Y. Tel.: 3726 KESSEN AVENUE, CINCINNATI, O. Tel.: MOnana 5000-1-2.

FOR SALE—Fine premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we feature are for operators only. We don’t sell stores. Write for our descriptive price list. HASTINGS DISTRIBUTING CO., 6100 BLUE MOUND STREET, MILWAUKEE 13, WIS. Tel.: Blaumond 8-7600.

FOR SALE—Bally Sunshine Parks, Atlantic Cities, Palm Beaches, Bally Frollos. Also, all late Gottlieb 5-ball used games. If interested, call, write or wire NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA, Tel.: Canal 8136.

FOR SALE—115 New and used wall boxes $100 at Thermophil, WYOMING 23, 124 BAY WINDOW, MACHINISTS, AUTOMATIC MUSIC, THERMOPHIL, WYOMING.

FOR SALE—9 Aristocats 12 Record Selectors, Reasonable. Make Offer. MOTTAVILLE 5-4693.

FOR SALE—Seeburg 147 $99; Packard Manhattan $99; Shuffle Alley Exhibits: A1, $75; B 1st. $95; V. Popeen Machine $79; S opp & Strikes $149. AMERICAN VENDING CO., 235 CONEY ISLAND AVENUE, BROOKLYN, N. Y.

FOR SALE—The finest used phono graphs in all our history now available for immediate sale. Get our prices before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: West 3-3224.

FOR SALE—Packard Wall Boxes $4 ea.; Wurlitzer 3061’s $8 ea.; Wurlitzer Books and Citations $22 ea.; Packard Inserts $3 per thousand; Rockola Playmasters $50 ea. GOLDEN GATE MUSIC COMPANY, 201 GOLDEN GATE AVE., SAN FRANCISCO, CALIF.

FOR SALE—United Skee Alley $85; H-Roll $50; Zingo $225; Wurlitzer Skeeball $100; A.B.C. $225; Wuljyslo $200; Exhibit Six Shooter $175; Geneo Unit Score $90; Wall-O-Matics $10; Star Players $18; Bank Ball $125; Y. YONTZ SALES CO., BYESVILLE, OHIO.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeway and Bally, WILLIAM A. SPORT AMUSEMENT COMPANY, 233 W. 3RD STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—United Alleys: 5 Player $225; 5 Player with formica and large pins $250; 6 Player $250; 6 Player with formica and large pins $275; 6 Player Deluxe $325; 6 Player Deluxe $350; 1 Player Re bound $50; Express; 6 Player Expert Skill Target $100; Chi. Coin Horse shoe $75; Genco 5 Player Rebound $125; Exh. Twin Rotation $425. Almost new 9 American Bank Shot, complete with 1000 discs, good scoring unit. A long life investment for bigger profit. Special $850. CLEVELAND COIN MACHINE EXCHANGE, INC., 2021 PROSPECT AVE, CLEVELAND 15, OHIO, Tel.: TOWER 1-6715.

FOR SALE—Phonographs with famous Davis six point guarantee: Seeburg Hammock Specials $145; $219; H147M $169; H246M $159; H164M $219; 1R Special $50; Wurlitzer $175; Williams Super $275; UNIVERSITY COMA MA CHINE EXCHANGE, 834 NORTH HIGH ST., COLUMBUS, OHIO. Tel.: University 6990.
For Sale – Williams Long Beach, original crate, $325; Two Williams Long Beach, slightly used, $225, WESTERN DISTRIBUTORS, 1226 SOUTH SIXTEENTH AVENUE, PORTLAND 5, OREGON. Tel. ATwater 7665.

For Sale – United Shuffle Alleys with genuine formica tops and big pins: 4 player $225; 5 player $250; 6 player $275; Bing-A-Rolls, $66. MOHAWK SKILL GAMES CO., 67 W. MAIN STREET, SCOTIA, N. Y.

For Sale – Write us for the lowest prices on the finest reconditioned used phonographs: 100 Seeburgs, $295; 1 Chico, Coin Shuffle Baseball Alley, $49.50; 1 Chico, Basketball Crane, $195; 1 Six Shooter $149.50; 1 Seeburg Bear Gun $195; 1 Williams’ Jabo $195. AUTOMATIC CAROUSEL CO., 722 W. 9TH STREET, EVANSVILLE 2, INDIANA.

For Sale – $295 Long Beach $375; 5 Star $50; County Fair $175; Steeplechase $225; Stars $450; AMI “A” $125; “B” $425; “C” $475; 1015 $100; Evans, $350. Write for Wholesale Premium List, CENTRAL DISTRIBUTORS, 2315 OLIVE STREET, ST. LOUIS 3, MO. Tel.: Genev 0972.

For Sale – Match score shuffle game conversion unit for United 2 to 6 players. Flip on top used condition. Extra attached, only 4 wires. Proven highly successful in N. Y. Low price $49.50. Send for photo. UNITED PLAY MACHINES CORP., 578 TENTH AVE, NEW YORK, N. Y.

 Classified Advertising Section

For Sale – $295; $34.50; Entire A.M.I.’s, New and Used. We pay cash for used equipment. REEL DISTRIBUTING CO., 6943 FOREST HILL DRIVE, ST. LOUIS, MO.

For Sale – One Stop Record Service. Large stock of major, independent 45’s, 78’s. Popular, Rhythm, Blues. We ship anywhere at cost plus 5¢ per record. LOMBARDI RECORD SHOP, 2827 W. MADISON ST., CHICAGO 9, ILL. Tel: Sacramento 2-5000.

For Sale – Wurlitzer 1080 $179.50 ea.: Wurlitzer 1100 $375 ea.; 10 Seeburg $175—$75. Bows $115. Will $225; Red Shoes $75; Thing $40; Coin Machine $250; F.O.B. St. Louis, 1/3 Deposit. Lots of others to choose from. Get our prices. REEL DISTRIBUTING CO., 6943 FOREST HILL DRIVE, ST. LOUIS, MO.

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For Sale – Match The Wheel Shuffle Alley Conversion. Attached to top of new machine at cost plus 5¢ per record. Only action matching unit. Only two wires to attach. Sample $42.50. Write for quantity price. One third deposit on order. WHITNEY DISTRIBUTION CO., 1505 Coney Island Ave., Brooklyn 30, N. Y.

For Sale – Buttons & Bows $45; Flitching Irish $75; Minstrel Man $125; Red Shoes $75; Thing $40; Coin Machine $250; F.O.B. St. Louis, 1/3 Deposit. Lots of others to choose from. Get our prices. REEL DISTRIBUTING CO., 6943 FOREST HILL DRIVE, ST. LOUIS, MO.

For Sale – Watch for Bally games, Wm. Jennings, Seeburgs, Chicoin and others. Write for list. We pay cash for used equipment. We will buy one ball, Bingo games, recent shuffle alleys. DARLINGTON MUSIC COMPANY, DARLINGTON, S. C. Tel: 500.

For Sale – Clean ready for location: Wurlitzer 1080’s $150; Seeburg 5e wireless wall box $7.50; Packard wall box $7.50. CAIN-CALLUTOTHES, 21-8200 Main St., NASHVILLE, TENN. Tel.: 42-8216.

For Sale – Ju-kie Box and Pinball Machine Route. All equipment post war and in A1 condition. Good Location. Located in Midwest, will sell at Cash box price list. BOX 12, THE CASINO BOX, 26 WEST 47TH STREET, NEW YORK 36, N. Y.

For Sale – Sacrifice—25 3020 Wurlitzer Boxes; 2 1017 Wurlitzer Video-ways; 7 4000 Model Wurlitzer Star Speakers; 2 219 Wurlitzer Steppers; 6 2140 Wurlitzer 5 & 10 Boxes; 1 Model 212 Master Unit; 1 Model 216 Receiving Unit. All in grand condition. Package deal only $899.50. F.O.B. Glenn Falls. WILLIAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, N. Y.

For Sale – Perfect condition, like new: Hot rods $45; Cigarettes $30; Gourmet nine phone calls $30; Various Flipper Pins (write) Two Turf Kings at $150 hardly used. 1/3 Deposit, Balance COD. WANT — We will buy Atlantic Cities—quote number and description. Wilson Distributing Co., 2321 S. KEDZIE AVENUE, CHICAGO 32, ILLINOIS. Tel: HEmlock 4-3844.

"It's What's in THE CASINO Box That Counts!"
FOR SALE—United Steeplechase $295; Connel Island $245; Touchdown $245; Williams Spark Plug $250; Hayburmer $245; Sea Jockey $245. Write for low prices on pins, bingos, arcade games. LEHIGH SPECIALTY, 826 N. BROAD STREET, PHILADELPHIA 30, PA.


FOR SALE—Cowey Island $390; A.B.C. $275; Spot Lights $425; Atlantic City—write, Skee Alloys $65; Universal Supers $60; Shuffle Alloys $15; Five Stars $145. ALLIED COIN MACHINE CO., 786 MILWAUKEE AVE., CHICAGO 22, ILL. Tel.: CAN. 6-0293.

FOR SALE—Chicago Coin Pistols $65; Chicago Coin Bit Parade $75; Penny Counter Grippers $20; Bango Roll $50; 750 Worksters $15. A. P. SAUCE & SON, 752 GRAND RIVER AVE., DETROIT, MICH. Tel.: Tylor 7-6213.

FOR SALE—New and used Scales. Send for our special price list on new scales and bargain list on used ones. SPARKS SPECIALTY CO., SOERTON, GA.

FOR SALE—Bargains—Exhibit Silver Bullets $110; Dale Gun $40; Hi-Rolls $45; Winner $75; Photo Finish $45; 5-Balls, Catalina, Thrill, Barnacle Bill, Tradewinds, Screwbull, Cinderella, Carnival, Magic, Humpty-Dumpty, Harvest Moon, Jack & Jill, Sportster; each. Hundreds of other real bargains. Write, Wire or Phone, STANLEY AMUSEMENT COMPANY, 1525 SOUTH TACOMA WAY, TACOMA, WASHINGTON. Tel.: HILGROW 3-5254.

FOR SALE—Ready for location. C.C. King Pin $125; Genco Hiit and Range $75; The Thing $45; Harvest Time $50; Bomber $70; Tahiti $65.50; Utah $50; Stop & Go $70; Star $49.50; Chicago Coin Pistol $95; Dale Gun $145. AMUSEMENT ARCADE CO. 410 9TH STREET, N.W., WASHINGTON, D. C.

FOR SALE—Spot Lite $375; A.B.C. $175; Zingo $200; Lite-A-Line $125; Bright Lights $35; Chicago Coin Pistols $150; Flying Sancer $65; Trl Score $50; Big Inning $75. ALLEN SALES, INC., 929 MARKET STREET, WHEELING, W. VA. Tel.: WHEELING 5472.

FOR SALE—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy get our quotation free. COMMERCIAL MUSIC CO., 1091 DRAGON ST., DALLAS, TEX. Tel.: Riverpark 4131.

FOR SALE—One New Floor Sample Exhibit Rotation Pool $495. 1/3 Deposit. BIRMINGHAM COMPANY, 540 2ND AVENUE, NORTH BIRMINGHAM, ALA.

FOR SALE—New 5¢ hot nut machines, heavy steel construction. Attractively finished in white. Side coin dispenser. Capacity 6 lbs. We invite inquiries from distributors. Write for special quantity prices. SEA-COAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. Tel.: Higlow 8-3524.

FOR SALE—Empresses; Thrones; '39 and '40 Standards and DeLuxes; Classics; WILLYS Wall Boxes; 600's Counter Models; Waning HiBoy Scales; Arcade Equipment; Misc. Pinballs. SOUTHSIDE VENDING, 306 N. SYCAMORE ST., PETERSBURG, VA. Tel.: S49.

MISCELLANEUS

NOTICE—Change to disno play. Hawley Converter Kit for old style and new style Packard boxes. Lots of 25. $1 each; Samples $1.25. Contains new glass, dime bulbings, parts for selector. Kits also available for other five-cent boxes. Specify your needs. J. R. HAWLEY DISTRIBUTING CO., 2720 W. PICO BLVD., LOS ANGELES, CALIF.

NOTICE—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is DIXIE COIN MAGCH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.

NOTICE — Garomatie — New Coin Counter and Wrapper. Counters and wraps, Pennies, Nickels, Dimes and Quarters three times faster than by hand. Order one or more today. Money refunded if not satisfied. $4.90 Postpaid. L. W. WHIPPLE, Box 125, MATTHEWS, NORTH CAROLINA.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box, Chicago, Ill., DEARBORN 2-0045; The Cash Box, Los Angeles, Calif., WEBSTER 1-1121.

"It’s What’s in THE CASH BOX That Counts"
THIS WEEK'S USED MACHINE QUOTATIONS

How To Use "The Confidential Price Lists"
[Also Known as the "C. M. L. (Coin Machine Industry) BLUE BOOK"

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reports, "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" are exactly what the name implies, the current quotation board at Stock Exchange—posting the prices as they are quoted for the past week, regardless of how many times they may be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no prices, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis for work. The latter may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, aerial, appearance, demand, the weather, all factors of current stock taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices or at better terms of reconditioning. "The Confidential Price Lists" reports every quotation exactly as it is made and desires the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

EXPLANATION
1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added
8. Great Activity

CONFIDENTIAL PRICE LISTS

PHONOGRAPHIC EXPLANATION

1. 4, 24
   2. 600R
   3. 506A
   4. 500K
   5. 61 (Counter)
   6. 61 (Counter)
   7. 81 (Counter)
   8. 100
   9. 500M
   10. 750E
   11. 750E
   12. 490
   13. 780E
   14. 800
   15. 850
   16. 950
   17. 1015
   18. 1100
   19. 1250
   20. 1425
   21. 2000
   22. 2250
   23. 3200
   24. 3210
   25. 3210
   26. 3221
   27. 3210
   28. 3210
   29. 4300
   30. 5200
   31. 6100
   32. 6110
   33. 6110
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MILLS

1. Hi-Bay (302)
2. Singing Towers (301)
3. Coin-Op (300)
4. Top Flight
5. Singing Towers (300)
6. Model 40
7. Model B 40
8. Model C 40

FOREWORD: (Also Counter)

1. Airmail
2. Super Deluxes
3. Blonde Bomber
4. Fiestas
5. Hi-Boy (302)
6. "Iron Crown"
7. "Webster"
8. "Wagon"
9. "Carbine"
10. "Bomber"
11. "Vogue"
12. "Diamond"
13. "Jubilee"
14. "Poplar"
15. "Maple"
16. "Cedar"
17. "Jenifer"
18. "Elm"
19. "Grove"
20. "Adaptor"
21. "Belmont"
22. "Viola"
23. "Orchid"
24. "Rockola"
25. "Imperial 16"
26. "Windsor"
27. "Monarch"
28. "40 Super Rockelite"
29. "Counter 39"
30. "Master Rockelite"
31. "60 Counter"
32. "40 Counter with Std."
33. "Bar Column"
34. "Modern Tone Column"
35. "Playmaster & Spectra-Column"
36. "Playmaster '46"
37. "Imperial '46"
38. "Commodore"
39. "1422 Phono (1946)
40. "Barrel" (6951)
41. "Magic Glo (1428)
42. "1550 Wall Box"
43. "1505 Bar Box"
44. "1505 Wall Box"
45. "1546 Bar Box"
46. "1565 Bar Box"
47. "1535 Bar Box"
48. "1550 Wall Box"
49. "1005 Organ Speaker"
50. "Wall & Bar Box O.S.
51. "Wall Bar Box N.2"
52. "Mute Bar Box"
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**Shuffleks - Rebates**

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**Equipment**

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**Arcade Equipment**

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坤 aggressively challenged the champ for the title.
Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory.

A.B.T. MFG. CORP.
Challenger (Counter Model Gun) ................................ $ 65.00
Rifle Sport, 3 and more Guns, plus complete ranges of various types .................

AMI, INC.
Model D-40 Photograph ........................................... $ 79.50
Model D-40 Phone .................................................. 92.50
Model KS/M Hideaway ........................................... 175.00
50-100 Wall Box (40 Selectons) ................................ $ 9.50
5c Wall Box (40 Selectons) ....................................... 33.50
Ambox Speaker ..................................................... 27.50

MARVEL MFG. CO.
Overhead Scoreboard for Shuffleboards ........................................ $ 125.00
Wall Type Scoreboards for Shuffleboards ........................................ 95.00

ROCK-OLA MFG. CORP.
"Fire-Ball" 120 Selection, Model 1408 ................................ $1,065.00
Model 1536, 50-100-Side Flare Box ................................ 59.50
Model 1536, 5c Wall Box ......................................... 23.45
Model 1424 Playmaster ............................................ 440.00

NATE SCHNEIDER, INC. (NASCO)
Atomic Jet (Airplane Ride) ........................................ $995.00
Aqua Jet (Boat Ride) .............................................. 690.00

J. P. SEEGBURG CORP.
MI06C (Select-O-Matic "100" photograpb) ...................................
HPL-106C (Select-O-Matic "100" R.G. Special) .................................
3W-1 Wall-O-Matic "100" ...........................................
MRVC-1 Master Remote Volume Control ........................................

CYS8-8" Wall Speaker Ivory (Teardrop) ..................................
CYS8-8" Model Receiver ...........................................
CYS78-12-12" Reoeced Speaker P5612 Power Supply .................
ARRA1-L6 Auxiliary Remote Amplifier ................................
AVC1 Automatic Valve Compressor Unit ............................... 390.00

UNITED MFG. CO.
Cirrus ..................................................................... $490.00
10th Frame Star Shuttle Alley .......................... 685.00
10th Frame Super Shuttle Alley ....................... 590.00

WICO CORP.
Major League (Automatic Baseball Pitcher) ......................... $1,050.00

WILLIAMS MFG. CO.
Four Corners ................................................................ $340.00

THE RUDOLPH WURITZER CORP.
Model "100" Photograpb ............................................
Model "140" Photograpb ............................................
Model 1500 Photograpb ............................................
Model 4851 5c-10c-25c Wall Box ...................... (40 Selectons) ........................................
Model 5204 Wall Box 5c-10c-25c .................. (104 Selectons) ........................................
Model 5100 8" Speaker ............................................
Model 5110 12" DeLuxe Speaker ...............................
UNITED'S 10th FRAME

Star Shuffle-Alley

WITH
MATCH A SCORE 0-9 MATCH A STAR
TWIN SPOT FEATURE

NEW, EXTRA-FAST SCORING

plus

STRIKE OR SPARE FLASHER LIGHTS
CAN PICK UP 7-10 SPLIT
FORMICA PLAYBOARD

SEE YOUR DISTRIBUTOR

SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
Built RIGHT and RUGGED for long distance operation

Because money-making Kiddy-Ride operations keep spreading over greater and greater areas to widely separated locations, you need the famous Bally construction that minimizes maintenance and keeps coins coming in while you are miles away. You know you’re in business every minute of the day in every spot in your chain when you operate Bally-Built Kiddy-Rides.

**Variable speed controlled by pilot**
**Colorful Eye-Appeal attracts attention on location**
**Colored lights flash in nose, tail, wings and dials of realistic instrument panel**

See the Bally space-ship in action... surging forward, gliding backward... dipping and banking... rolling from side to side... swinging and banking like a jet-fighter... and you will see why junior space-pilots prefer the Bally space-ship... why kids coax their parents to patronize the store with the Bally space-ship. And remember... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment. Ask your Distributor for details of the Bally Kiddy-Ride Finance Plan.

Operators find The Champion a real companion Kiddy-Ride for operation side-by-side with Bally space-ship. Kids keep riding one, then the other, and back again. Profits soar to new highs. See your Bally Distributor today.

**FINANCE PLAN**
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

**Ride the CHAMPION by Bally**
IT TROTS! IT GALLOPS!

**REQUIRES ONLY 24 IN. BY 49 IN. FLOOR SPACE**

110-115 VOLTS A.C.