Freckle-faced Jimmy Boyd, the newest sensation in the record field, is riding high. His recording of "I Saw Mommy Kissing Santa Claus" has developed into one of the greatest selling Yuletide disks. Here he's riding high on Mitch Miller's shoulders as they are pictured during a recent recording session.
Merry Christmas

Happy New Year

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Count Your Change

When the plan for 10¢ play was first presented, 'way back in '43 by The Cash Box, there were some who stated at that time that the public would never go for automatic music if they had to pay 10¢ per tune.

Since then, of course, this has all been changed. Simply because the dime is today considered like the nickel of pre-war days.

But, even more important, was the entrance of the coin operated horses and now the space ships and other kiddy rides, and these have all been sent out into the field by the manufacturers with dime coin chutes.

No one now argues the point that the kiddies can get their mamas and their daddies to come thru with dimes for a minute or so of thrilling ride.

The fact also remains that the one best way to check whether dime play is or is not fitted for any certain territory is for the operator to simply count the change in his pocket.

That's the simplest and most definite method or proof anyone could ask for.

In short if the reader will, right at this point, take the change from his pocket and count it, he might come across a very great revelation.

He might find that he has more dimes and quarters than he has pennies, nickels, half dollars or silver dollars in his pocket.

The average seems to be running about nine dimes to two or three nickels.

Many have noted more quarters in their pockets (along with dimes) than they have nickels.

The reason is simply that as all merchants changed over to the dime, from the pay telephone to the candy counter, more dimes have come into circulation.

The operators, when they check their change, are suddenly very much surprised to note that they have more dimes and quarters than nickels.

The fact remains that more and more operators, everywhere in the nation, have come to the realization that dime play is the answer to their present tremendously increased overhead expense problem.

If the operator continues doubtful, as to whether or not dime play is feasible in his area, then the one best thing he can do right now, and for some days to come, is to continue to check the change in his pocket.

He will, then, decide for himself as to just which coinage is highest in circulation in his community.

There may be some communities where nickels outnumber dimes. In such communities, after a careful check by the operator, perhaps it will pay him to continue on 5¢ play, regardless of how hard it will be for him to meet his bills and pay his overhead expense.

But, where the operators discover that they find more dimes and quarters, when checking the change in their pockets, then perhaps they should give more thought to that which is most apparent: dime play.

One well known music operator caused many of his location owners to agree with him, when he made a change over to dime play, by simply asking the merchant to check the change in his pocket.

They allowed that simple check to be the decisive answer to whether or not the phone should be changed over from nickel to dime play.

In almost every single instance, he reports, the retailers, themselves, were amazed to find more dimes and quarters than nickels in their pockets.

Of course, as he reports, after the first few changes, then the other merchants fell into line.

But, in the meantime, this was the derivitive test.

Therefore, before saying 'yes' or 'no' to dime play, perhaps it would be best for each and every reader of this editorial to first check the change in his pocket.
One of the greatest abuses in the record field is the false sales figures which are given out as gospel truth not only to the public—but what's worse and much more dangerous, to the trade itself.

We all know that this is a business in which promotion is one of the dominant factors. But promoting and knowingly giving false figures are two different things.

It is the intention of The Cash Box, therefore, from now on NEVER TO PRINT SALES FIGURES ON RECORDS—FROM ANY SOURCE WHATSOEVER—which are not FULLY SUBSTANTIATED by IBM FIGURES.

Every week, in one trade paper or other, fantastic figures of sales can be read—figures which for the most part are totally imaginary. They have no basis in fact and certainly have not been checked.

It is our contention that a trade paper has an allegiance to its readers to print only facts that it can substantiate.

This especially applies to the juke box operator field where so many of an operator's purchases depend upon what he sees happening in the trade. Naturally an operator can be hyped. Anyone can.

Yet if he is hyped into buying records which are not actually doing what is claimed for them, he is the one who suffers; he is the one who is stuck; he is the one who loses money.

In the past year there have been flagrant abuses in the publication of sales figures. One company to which many operators are grateful for the number of hits it has turned out has nevertheless had a great deal of the glory diminished by the number of times it has led ops on to large purchases of records that were not really happening.

And everyone in the trade knows of dozens of instances where record companies have given out huge figures of what they claim to have sold, and yet when the publisher of the tune has been paid off, those figures were nowhere near the same.

We at The Cash Box believe that promotion is a great thing up to and until it reaches the point of purposely supplying false information. That we will not knowingly be a party to. Particularly not when the direct sufferers are our own readers.

Perhaps it doesn't matter too much what figures are given to the public. There is no great damage done there. But it does matter what is given to the trade—and a trade paper is responsible for what it passes along to its readers.

Irresponsibility, unfortunately, is too often a matter of course with the trade papers in the music field. It has been a practice too long, for instance, to accept figures given on a rush phone call, figures printed on a sheet which are not IBM totals, figures given in confidence with the whisper "Believe me, it's so."

Well, at The Cash Box, that will no longer go.

We earnestly believe that this is one way in which a semblance of truth and reality can be brought into the business.

Moreover, we sincerely invite the other trade papers to do the same. But whether they do or not, henceforth this will be our policy:

THE CASH BOX WILL AT NO TIME PRINT UNSUBSTANTIATED FIGURES OF RECORD SALES. IF YOU SEE SALES FIGURES IN ANY OF OUR STORIES, YOU MAY BE CERTAIN THEY HAVE BEEN CHECKED AND ARE ACCURATE.
THE TEN RECORDS

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1. WHY DON'T YOU BELIEVE ME... Joni James (MGM)
2. GLOW WORM... Mills Brothers (Decca)
3. I SAW MOMMY KISSING SANTA CLAUS... Jo Stafford (Columbia)
4. KEEP IT A SECRET... Jimmy Boyd (Columbia)
5. DON'T LET THE STARS GET IN YOUR EYES... Perry Como (RCA Victor)
6. YOU BELONG TO ME... Jo Stafford (Columbia)
7. I WENT TO YOUR WEDDING... Patti Page (Mercury)
8. YOURS... Vera Lynn (London)
9. HEART AND SOUL... Four Aces (Decca)
10. LADY OF SPAIN... Eddie Fisher (RCA Victor)

Harv Morgan (WARM-Scranton, Pa.) writes on the subject of the Petrillo ruling against AFM members appearing on DJ shows. "It was silly enough when it applied to only night club emanated shows, but this new edict is approaching insanity. For one thing, the listeners are watching this show now, so we're not hurting on that score. The various voss and their publicists have been wonderfully cooperative. But—how in blazes do the bands expect to expedite their return to supremacy or even equality, if they're forced to forego a publicity outlet such as this. Maybe it doesn't go as far as the "make or break point" but logic dictates that—talent plus publicity plus bookings equal loot. One ingredient depends upon the other." ... Paul Bremer (WAAT-Newark, N. J.) will air The Cash Box top ten reruns for the past eleven months. This feature is being started by Bremer on Monday, December 15, and will be run each night through Saturday, December 21. The whole program will be devoted to the top tunes of each month.

Sheriff Davis (WLOW-Norfolk, Va.) doing a wonderful job in his area. Phone calls and mail testify to his growing audience. ... Hank Bouchard (WWON-Muncie, Ind.) "12/20/Club" has been caused along the results of the poll to his audience since The Cash Box started printing the returns about four or five weeks ago with a big buildup for a big all star show based on the final returns. ... Bud Wilson (WRLX-Cleveland, N. H.) gave fifty minutes to the 1955 "Poll Winners." By the time he got to the best record, the suspense had really been built up. Calls flooded the studio while the show was being aired with questions and laud. ... Bob "The Robin" Martin (WRBR-Manchester, N. H.) with his three buddy deejays of the same station, hosted June Valli exclusively for the entire day, Monday, November 17, in conjunction with their promotion Swing to 45. June appeared at three Manchester record stores with the KBR mobile mike and the boys loved the thrush's warmth, charm and personality. ... Friday, December 12, marked the third anniversary of the top disk jockeys at WMGM. Ted Brown, whose wake-up show is on the air Monday through Saturday 7 to 9 a.m., Ken Roberts, conductor of "Top Of The Pop" Monday through Friday 2:30 to 3:30 p.m., Saturday 9 to 10 p.m. and Sunday 9:30 to 10:30 p.m., and Hal Tennis, heard Monday through Friday 3:30 to 4:30 p.m. Sundays 10:30 to 11:30 p.m. and 6 to 7 p.m., joined the roster of WMGM deejays on Dec. 12, 1949. ... A polling of the WMGM jocks determined that the person they would most like to spend Christmas with was 50 percent for luxurious Marilyn Monroe and 50 percent for Adair Stevenson. Now we leave it to you. Which 50 percent has the brains? Carl Warner, assistant to Barry Kaye (WME-Miami, Fla.) writes that the Kaye show, featured nightly at Mammys', is really clicking. ... Murray Jordan (WLJB-New York) started a two a week TV show on WPIX about two weeks ago.

Once again, Chuck Thompson sends his Cash Box reports in from Hattiesburg, Miss. Chuck & Else were brought back from Ohio by popular demand to their home base. If they stay as long as their first engagement with WFOR, they'll be there another four years. Chuck sent us a magazine clipping about his rooster "Fanny," but the unsung hero of the back yard was much more interesting. ... Ross Smithmier (WHBS-Huntsville, Ala.) left December 13 to return to WALA-TV-Mobile, Ala. on December 14. ... Johnny Cobb is related with the reception his "Stingy" on the Pleasant label has been receiving from deejays. Sherm Feller in Boston and Doug Arthur in Philadelphia have been especially hot for the disk. ... Joe Johnson (WFAG-Mount Airy, N. C.) has four hours daily of recorded folk music. In addition, Johnson tours a five-state area as Uncle Joe and his Blue Mountain Boys with Pretty Blue Eyed Odessa.

"It's What's in THE CASH BOX That Counts"
A Merry Christmas To You
For Making It Our Happiest Holidays Ever

Voted No. 1 in the Cash Box 7th Annual Poll

BEST VOCAL COMBINATION
OF 1952

the Four Aces

To Each and Every Operator for making the award possible. We Hope that our Decca Records will Help make 1953 the biggest year you've ever enjoyed.

"It's What's in THE CASH BOX That Counts"
"It's What's in THE CASH BOX That Counts"
WOODY HERMAN
(MGM 11357; K-11357)

"I CRIED FOR YOU" (2:42)
Woody Herman comes up with a grand olde and gives it a fine delivery that merits credit for the saxophone stylist. The soft slow and relaxing delivery is also highlighted by a fine vocal on Woody's part.

"LIVIN' ON LOVE" (2:58)
Louie Belcher's ork bucks the artist once again as he vocals a pretty Latin tempo number in fine fashion. The tune and the arrangement are good.

Billy May Orchestra
(Capitol 2297; F-2297)

"A CUTE PIECE OF PROPERTY" (2:48)
The distinctive style of the Billy May ork's sax section that has helped make the band so popular, is presented on a slow jump number with the Encores carrying the vocal. An all around cute piece of property.

"DRIFTWOOD" (2:40)
Billy and his boys dish up some solid dance music as they belt out a slow slither that picks up at mid-point to a good jump pace. Jitterbugs are gonna go for this cool number.

Pete Dailly's Chicagoans
(Capitol 2302; F-2302)

"SLEEP IN THE DEEP" (2:58)
Pete Dailly's Chicagoans live over a slow jazz time item with a plenty of mood and features the trombone and trumpet.

"GRAMOPHONE RAG" (2:24)
Billy and his boys dish up some solid dance music as they belt out a slow slither that picks up at mid-point to a good jump pace. Jitterbugs are gonna go for this cool number.

Hugo Winterhalter Orchestra
(RCA Victor 20-5093; 47-5093)

"NEVER SMILE AT A CROCODILE" (2:49)
Judy Valentine has the voice of a child as she perky chirps the cute lyrics of a novelty piece from the new Disney "Peter Pan" flick. The fine arrangement for the orking is done by the great Hugo Winterhalter.

"YOU CAN FLY! YOU CAN FLY! YOU CAN FLY!" (2:58)
Winterhalter has the equally grand job on another ditty from the same movie with the aid of a vocal ensemble for color. Each line of the song picks up in tempo from slow to fast and makes for cute listening.

Robert Lee & Jerry Gray O.
(Decca 28520; 9-28520)

"DO YOU KNOW WHY" (3:00)
This novelty number, a slow bounce beat is tenderly yet happily voiced by Roberta Lee as the fine backing is set up by Jerry Gray and his ork.

"HOLD ME, THRILL ME KISS ME" (2:57)
The team gets together on a lovely piece of coverage set against a fine orking that shows the fine qualities of Roberta's voice. Should get its share of spins.

MARY OSBORNE TRIO
(MGM 11387; K-11387)

"EASY TO LOVE" (2:26)
Mary Osborne Trio rides over an old standard with Mary taking the guitar vocal choruses on a pretty tune from the flick "Born To Dance". Number is presented at a moderate rhumba and jump tempo.

"TWILIGHT ON THE TRAIL" (2:34)
The orking takes a "cowboy on a horse" type of song from the movie "Trail Of The Lonesome Pine" and pipes it to a slow tempo. The tune is not easily remembered.

Kid Orly's Creole Jazz Band
(Good Time Jazz 77)

"BLUES FOR JIMMIE" (2:27)
A slow jazzy type of blues rendition is socked out to a steady beat by the seven pieces in Kid Orly's Creole Jazz Band. A good jazz rendition.

"GET OUT OF HERE" (2:34)
Here the aggregation lifts itself up and runs wild on a crazy jazz number that's full of pep and vigor.

FIREHOUSE FIVE PLUS TWO
(Good Time Jazz 73)

"LONESOME RAILROAD BLUES" (2:52)
One of our current favorite aggregations belts out a slow tempo jazz number with cute sound effects of a train's whistle. A great dance by the jump and orking.

"RUNNING WILD" (2:34)
The sound of an old 1914 fire engine starts a wild and fast moving jazz item that the lovers of this type of music will just adore. It's a real rockin' delivery.

JANE PICKENS
(RCA Victor 20-5094; 47-5096)

"HALF A HEART" (3:00)
A lush and lovely ballad that is given the sound of a chorus by the multiple voiced reading of Jane Pickens results in some smooth listening. George Siegel's ork backs the smooth voiced thrush.

"INTERMEZZO" (3:26)
Jane comes up with a lovely multi-voiced vocal on a pretty tune from the flick by the same name. The lyrics set to the tune are very appealing.

WINFRED ATWELL & PIANO
(London 1267; 45-1267)

"SERENATA" (2:35)
A terrific Valerie Andrews rendition of this popular, very modern song is delivered with perfection. It's a soft love song that will give everyone a great deal of feeling into the Latin tempo presentation.

"PLINK, FLANK, PLUNK" (2:32)
The fine style of the keyboard star shows her colors once again as she plays a light and happy Anderson tune. Rhythm accompaniment helps make the number grand.

PERCY FAITH ORCHESTRA
(Columbia 19902; 7-39007)

"OVER THE MOUNTAIN" (3:55)
A wonderful romantic ballad by the fine song writer, Joseph Mannix is made capable gone over by Percy Faith and his boys. The high chanted of a thrush in the backing and a vocal by the ensemble makes a pleasing finish.

DELL ASHER (2:46)
Percy conducts the crew through another lush piece which he composed in part and gives the recording of a tune that is tailor made for the soft and lush locations.

VIN STRONG & ORGAN
(RCA Victor 23-5851)

"MAMBO CON EL BLUES" (2:45)
Vin Strong sits at the organ and belts out a mambo with the aid of rhythm accompaniment. It's a pretty arrangement but not the kind that mambo fans love best.

"ONE more" (2:34)
Vin comes through in better form on an exciting and rhythmic samba that shows the organist's style to better advantage.

Doris Day
(Columbia 19906; 7-39006)

"MISTER TAP TOE" (2:13)
Doris Day sounds like her sweet self on a cute ditty set to a bounce beat and backed by the Paul Weston Ork and Norman Luboff choir. Her pert voice and zippy delivery with a fine arrangement should make this happen. A grand side.

"YOUR MOTHER AND ME" (2:38)
In her touching soft manner Doris presents a lovely sentiment ballad that gives you a contented feeling. The fine support by the Four Lads adds a great deal to the side. This lovely tune from "Peter Pan" looks like it too should happen.

The Jolly Rogers
(Vogue 1016)

"GOOGLY OLD IRISH CHRISTMAS IN THE GOOD OLD U. S. A." (2:14)
A cute holiday novelty that the folks oughta go for in a big way this season is happily bounced through by the Jolly Rogers with the Irish accent so well done. A fine job.

The Cash Box
("WENT TO CHURCH ON CHRISTMAS" (2:48)
Mike Burton is featured on a lovely touching Yuletide ballad set against the picture of the organ as the Jolly Rogers aid him with some smooth harmony. It's a lovely tune.
LAST CALL for THE CASH BOX Holiday Special

THE GREATEST HOLIDAY GREETING ISSUE IN THE INDUSTRY...

Dated: December 27th GOES TO PRESS:

Thursday DEc. 18

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“it's What's in THE CASH BOX That Counts”
MICHAEL DELL
(Merry 1972)

"ROMANCE IN A DREAM" (2:34) Michael Dell steps into the spotlight with his fine voice delivers a very pretty tune with most fitting lyrics as the Elsa Grainger Singers back with a choral effect. English vocals, not top.

"GO TO SLEEP MY DARLING" (2:32) Michael teams up with the Grainger Singers on another slow piece. The artist's voice is not set off to full advantage here.

RALPH MARTERIE ORCHESTRA
(Mercy 70045; 45-70045)

"AFTER MIDNIGHT" (2:22) The grand sounding ork of Ralph Marterie sends out a glowing jump instrumental that dancers of the quick beat music could go for. The sound effects and solo takes are fine.

"PRETEND" (2:31) The Marterie boys show off by coming through in fine style with a fox trot that's tailor made for dancing. The guitar stands out.

HERB LANCE
(Jubilee 5106; 45-5106)

"WHY DON'T YOU BELIEVE ME" (2:37) Herb Lance takes the top tune of the day and delivers it in a slow round voice that reminds one of Billy Eckstine. It's a fine piece of coverup for the center.

"MY INSPIRATION IS YOU" (2:25) Sid Bass does the backing for Herb once again as the artist warbles another ballad in his feelingful and expressive voice.

ESQUIRE BOYS
(Rainbow 188)

"WE DRIFTED APART" (2:32) The Esquire Boys featuring Kay Karol team their talents on a slow and soft piece and come up with a smooth vocal. A tailing take off by the low voice in the group adds a good flavor as the group backers hardly.

"CARAVAN" (2:29) The group follows up with a fine instrumental version of one of the grand Duke Ellington greats. The arrangement is set to a jump tempo. It's a fine piece of wax that oughta do good for the gang. They sound grand.

RAY HENRY ORCHESTRA
(Done 3103)

"BLUE EYES-POLKA" (2:27) The boys in the Ray Henry band seem to be having a heck of a lot of fun as they happily bounce through a rowing polka. Cheers and shouts add to the colorful presentation.

"SEVEN-ELEVEN POLKA" (2:36) Ray leads the boys through another piece, this one a self composed number, that polka fans are sure to go wild about. These waxies are naturals for the right locations.

LITA ROZA
(London 1281; 45-1281)

"TEARS" (2:31) Johnny Douglas delivers the melody with the number with a lush sound of a harp that introduces a convincing reading of a sentimental ballad by Lita Roza. This is a hit.

"I WOKE UP CRYING" (2:30) Ed and the gang set a light and lovely tune to a solid samba rhythm and rock through this exciting Latin number. Latin music lovers oughta take this one.

EDMUNDO ROS ORCHESTRA
(London 1262; 45-1262)

"OLE MAMBO" (2:38) A rhythmic mambo that seems to imbibe itself in the blood stream and make you want to dance, is belted out with zest and sock by EDMundo Ros and his crew at the leader cries out "Ole!"

"LAS VEGAS" (2:35) Ed and the gang set a light and lovely tune to a solid samba rhythm and rock through this exciting Latin number. Latin music lovers oughta take this one.

JO ANN TOLLEY
(Cadillac 131)

"TOO SWEET TO FORGET" (2:26) The Graham Prince Orchestra sets up a fine backdrop for a soft and warm presentation of a pretty ballad by thru Jo Ann Tolley. Her smooth manner of delivery has a sincerity about it.

"MILESTONES" (2:32) Jo Ann sings a formal concert type of introduction by the Prince orch that leads into a slow reading of a moderate beat item. The tune is OK.

LEE LAWRENCE
(London 1266; 45-1266)

"FASCINATION" (2:42) Showcased by the lunch accompaniment as directed by Roland Shaw, is a well controlled strong voiced reading of a ballad by Lee Lawrence. The tempo is that of a slow waltz and the result is appealing.

"A VIOLA, A SERENADE" (2:38) The appeal of Lee's voice can better be felt as he vocalizes on a lovely sentimental ballad set to one of the most beautiful classical pieces. The crying violins in the back drop are grand.

NANCY REED
(MRT 779)

"DON'T DISTURB" (2:47) Nancy Reed and her spicy voice bounce through a rhythmic novelty with an interesting jump beat. The powerful delivery is offset by the fine orking of Jimmy Carroll's orch.

"YOU'RE NOT FOR ME" (2:25) A chorus joins the fine voiced through on soft and romantic ballad with a pretty tune. The artist has a smooth method of delivering a tune.
NEW YORK:

Caught Frank Sinatra at the French Casino last week and was reminded all over again that the guy is simply a sensational performer. The room was packed and the audience just wouldn't let him go. Another top performance in town is Nat "King" Cole at La Vie En Rose. Nat is packing 'em in.

Jerry Cooper's Anchor record of "Have You Ever Been to Memphis," which is rapidly making noise, has been signed to a new contract by the disc jockey. The Buddy Bauch office now handling promotion for Florian Zacchi, Dick Green, just got a big break when the account for the firm. Vini DeCampos has been signed to HRS, the company which turned out the Al Martino record of "Here in My Heart." Frank Russo, well known to Newark, N.J., operators, has just scored the "Carriage House" at the San Marino Hotel in Miami Beach in conjunction with Phil Brite.

Eliot Horne of Marvin Drager's office getting set to be in Chicago in February. Lenny Forrest playing Fazio's in Milwaukee for two weeks. A new music group, Asap Music, has high hopes for "Lullaby Of Birdland" which George Shearing recorded. The publicity is run by Oscar Cohen.

Frank Campana inked to an Anchor Records contract. George Goldner of Two Records returned from a tour of the Middle West and reported a 4 distributor setups including St. Louis, Indianapolis, Cincinnati and Pittsburgh. Joe Allegro, new RCA owner, got quick action from RCA, which signed him last week, by being booked into the Casablanca Hotel in Miami where he will be featured with Jackie Miles starting January 18.

If your Cash Box should sell a couple or two late this evening, blame it on the Christmas delivery rush. And by the way, in case you missed it, be sure to read the editorial "False Figures" on page 4. It's of importance to everyone in the music business.

CHICAGO:

Lots of visitors to our town this past week. Mitch Miller, responsible for many new sounds of this past weekend here as the housemaker of popular deejay, Howard Miller. Also in town to thank ops and jocks for the many spins given their popular "Tell Me You're Mine" were The Gaylords. Sandy Soulé brought his latest, "Close Your Dreamy Eyes." Sandy is really beginning to gain recognition.

Four Aces sked to parcel out in Aria Show at Chicago Stadium, Yes! Reason Eddie and Jackie Hubbard will soon give up their interview show for late evening, although it is indeed a pleasant two. The Hubbards are awaiting the arrival of Sir Stork. Congratulations, kids!

Art Seger, proxy of Seger Records stopped in town as part of a ten-city tour, and called to say hello. Art has a disk that he really starting to move in Banguard Parlophone "So Go." Sonny King, song stylist who just closed at the Chez Paree, informs us he is considering offers from four major labels. The Chez, incidentally, is closed until New Year's Eve to undergo a remodeling job. From all reports, the hottest Christmas tune rounding the bend is Jimmy Boyd's Columbia waxing of "I Saw Mommy Kissing Santa Claus." Hear sales are really zooming. Happy to report too, Linda, one of the hospital and recuperating fans, says the Doctor says if all goes well, Bob can go back to work next week. A mysterious virus has been plaguing our fair city for the past few weeks and Sid Parkinson's group, one of our favorite radio personalities, has been a victim to it. Jerry Murad's Harmonicats are currently entertaining the folks at the popular Freview Lounge.

LOS ANGELES:

New indie label to bow with a smash is Jake Porter's Combo Records with Chuck Higgins' "Pachuko Hop" causing all the noise. Jake, a well liked guy at home, was just in town. Maggie Whiting is set for the Grove the first week in January, Iriv Marcus, Peacock Records top A & R chief, in and out of town this past week. Harry Goodman's "I Saw Mommy Kissing Santa Claus" is really taking off. The Molly Bee disk on Capitol wax is gaining like mad. D'Oro Records, new entry in the platter field, has a couple of surprises in store that'll take the biz by storm. Christmas gifts we'd like to get a complete library of Benny Goodman etchings. Will anybody ever top him? Note to Eddy Heller of Rainbow Records—Don't let up on "I Used To Yoo." It's a real smash in working.

And a big hello to old friend Leonard Chess, whose "I Don't Know" by Willlie Mabon exploded like the atom bomb out these parts. Bud Freeman, Capitol Records publicity chief, exudes his post come to try his hand at radio and TV scripting.

Joe Shribman see hello to ole folks at the Brill Ballroom. Great Joe for much of the success of chary Rosemary Clooney, who has certainly been handled in grade A manner. Lass has sure come a long way from her days with the Tony Pastor band. Mike Kurlan, Coral Records distrib, doing a big job with Karen Chandler's "Hello Little Dreamer," and L. Palmer at Mercury Records, with La Page's "Conquost." Gisele MacKenzie, a likeable lass, been pegging for a hefty build up.

Lots of smiles at the cute cover of Spike Jones, Helen Grayco and their son Tack. The Bibhari boys hit pay dirt again with "King Kamehameha." Frank's latest, one, "Story From My Heart & Soul." Art Rupe, Specialty Records prexy, boasts one of the most diversified careers ever. And a swell guy too. Emphasis on rhythm and blues platters by the majors is due to increase moreso. The ante around town goes up and up, for the secret to phenomenal Dave Miller's success at picking tunes and winners. His "Oh Happy Day" is ample proof.

"Teardrops On My Pillow"

RCA Victor Record 20/47-5103

RCA Victor Best Sellers WEEK OF DEC. 13th

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<tr>
<th>SONG</th>
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<td>I Saw Mommy Kissing Santa Claus</td>
<td>Perry Como</td>
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<td>Lenny Driver</td>
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<td>Everything I Have Is Yours</td>
<td>Merry Fisher</td>
<td>RCA Victor</td>
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SUNNY GALE

RYE STUMPED IN NEW JERSEY. A strong woman has won the rights to the "Lullaby Of Birdland" which George Shearing recorded. The publicity is run by Oscar Cohen.

FRANK SINATRA

FRANK SINATRA

ROSEMARY CLOONEY

ROSEMARY CLOONEY

TIPS on This Week's Release

SUNNY GALE

"It's What's In THE CASH BOX That Counts"

"A STOLEN WALTZ"

RCA Victor Record 20/47-5103

The Cash Box, Music Page 11 December 20, 1952
New York—In a move which reestablishes the label as an active recording unit, and inaugurates a new procedure for jazz recording, Brunswick Records this week announced the release of the first volume in a series to be titled, "Jazztime U. S. A."

The idea was conceived and produced by Coral A. and R. man, Bob Thiele, together with Hal Weinman and Leonard Feiner. "Jazztime U. S. A." will be issued on a 12 inch LP disk. There will also be a 78 rpm release of three single records.

Noble angle of the venture is that the records were made in the presence of an audience of jazz fans, but, unlike previous sessions of this kind, were cut in a regular recording studio instead of in a concert or dance hall. This gives the records the double advantage of first-class engineering and balance combined with the atmosphere of excitement and applause conducive to the best possible performances by the musicians.

Terry Gibbs, prize-winning vibraphonist, leads the group on one side of the disk. Featured with him is Don Elliott, who doubles on mellophone and vib and is heard in the Gibbs-Elliott vibuet duet on "Flyin' Home." Also in Gibbs' group are Howard McGhee, trumpet; Billy Taylor, piano; David Rivier, bass; Sid Bulkin, drums; and others.

The other side of the disk presents another all-star band under the direction of the pianist, Mary Lou Williams. With her are, Morris Lane, tenor sax; Vic Dickenson, trombone; Harold Baker, trumpet; Newell John, guitar; Don Lamond, drums; and Ed Safranski, bass.

Listings below are repeated exactly as submitted by所属 jazz disk jockeys throughout the nation for the week ending December 9th and 10th.
Music

I know (Don Waltz RECORDS (Decca)

With Went Saw Waltz December WALTZ Went Should Went —Went Page Waltz Saw

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending December 13 without any changes on the part of THE CASH BOX.

Ray Perkins WFLD—Dorval, Colo. 1. A Mother's Baby (Earl Scruggs)
  2. The Glow Worm (Mills Bros.)
  3. You Belong To Me (Stafford)
  4. I Want To Be Your Wedding Singer (Patti Page)
  5. Because You've Missed (Lana)
  6. Lady Of Spain (Ediddle Fish)
  7. Look At You Work (Lana)
  8. It's In The Bag (Stan) You Want To Have (Johnny Shurian)
  9. The Hallelujah (Boswell-Shaw)

Clare Raid WJR—Detroit, Mich. 1. Why Don't You Believe Me (Joni James)
  2. The Baby With You (Teresa Brewer)
  3. (Don Cornell)
  4. Blue Violins (H. Winterhalter)
  5. Because You're Mine (Cola)
  6. Heart And Soul (Four Aces)
  7. Keep It A Secret (Earl Scruggs)
  8. Might Have Offered (E. Gernst)
  9. Two Kitty-Fers (Gaylords)
  10. Lies (Perry Como)

Earle Padney WGY—Schenectady, N. Y. 1. A Mother's Baby (Earl Scruggs)
  2. Blues In Advance (D. Shore)
  3. Close Your Dreams Eyes (J. Janis)
  4. That's A Why (Mit-Corn)
  5. You Belong To Me (Stafford)
  6. The Glow Worm (Mills Bros.)
  7. You Don't Believe Me (Joni James)
  8. My Favorite Song (Joni James)
  9. The Ruby Santa Claus (Not "King" Cole)
  10. Outside Of Heaven (F. Fisher)

Bud Wilson WGRW—Concord, N. H. 1. Should We Woop On Train (Bobby VAlle)
  2. Who Kissed Me Last Night (Margaret Whiter)
  3. I Want To Your Wedding Singer (Patti Page)
  4. My Favorite Song (Amos Br.)
  5. Blue Blows In Advance (D. Shore)
  6. Outside Of Heaven (F. Fisher)
  7. Because You're Mine (Lana)
  8. North And Flame (O. Gibbons)
  9. R. A. Secret Q. (D. Shore)

Donn Tibbetts WFEA—Manchester, N. H. 1. Don't Let The Stars Get In Your Eyes (D. Fisher)
  2. The Glow Worm (Mills Bros.)
  3. Why Don't You Believe Me (Joni James)
  4. I'll Waltz Again With You (Teresa Brewer)
  5. My Baby's Kinning Santa Claus (Spike Jones)
  6. Have You Heard (Joni James)

Bud Shurian WQAM—Miami, W. 1. Why Don't You Believe Me (Joni James)
  2. The Glow Worm (Mills Bros.)
  3. Trying (The Hilltoppers)
  4. You're Mine (Mills Bros.)
  5. I Went To Your Wedding (Patti Page)
  6. Wild Gowns (Bernice Page)
  7. The Baby With You (Earl Scruggs)
  8. Outside Of Heaven (F. Fisher)
  9. Lady Of Spain (Eddie Fisher)
  10. Because You're Mine (Lana)

Clare Linn WKMX—Dearborn & Detroit, Mich. 1. Why Don't You Believe Me (Joni James)
  2. The Glow Worm (Mills Bros.)
  3. Trying (The Hilltoppers)
  4. You're Mine (Mills Bros.)
  5. I Want To Your Wedding Singer (Patti Page)
  6. Wild Gowns (Bernice Page)
  7. Hold Me, Thrill Me, Kiss Me (Teresa Brewer)
  8. A Shoulder To Weep On (O. Gibbons)
  9. Stay Where You Are (Earl Scruggs)
  10. Heart And Soul (Your Area) (Not "King" Cole)

Idaho (Ray Anderson)

New York—On November 23 the Herman Distributing Company was host to several hundred column, representatives of record companies and recording artists when it held a showing of the new H. C. Evans "Century" phonograph at the Hotel Sheraton, New York City.

Show starred are: Top—Toni Arden with Arthur Herman; next—Danny Winchell, M. G. M. recording star and Leis Reck, sales manager of the phonograph department of H. C. Evans; then—Jill Webb, M. G. M. thrush and friend; and bottom—Elleen Bartan, Coral Record and Leis Reck.

Another BM! Fin-up Hit!

"TILL I WALTZ AGAIN WITH YOU"
Published by VILLAGE MUSIC recorded by TESSIE BREWER ............... (Coral)
DICK TODD .......... (Decca)

CLERMONT RECORDS

TWO New Ones From

CLERMONT RECORDS

Don McLeod WJBK—Detroit, Mich. 1. (Don Cornell)
  2. Why Don't You Believe Me (Joni James)
  3. Don't Let The Stars Get In Your Eyes (Earl Scruggs)
  4. Blue Violins (H. Winterhalter)
  5. My Favorite Song (Amos Br.)
  6. Outside Of Heaven (Wish)
  7. Birth Of The Blues (Sinatra)
  8. Outside Of Heaven (Amos Br.)
  9. Two Kitty-Fers (Gaylords)
  10. That's A Why (Mit-Corn)

Eddie Gallaher WTOP—Washington, D. C. 1. Why Don't You Believe Me (Amos Br.)
  2. The Glow Worm (Mills Bros.)
  3. You Belong To Me (Stafford)
  4. I Want To Your Wedding Singer (Patti Page)
  5. Because You're Mine (Cola)
  6. Don't Let The Stars Get In Your Eyes (Perry Como)
  7. You're Mine (The Gaylords)
  8. Outside Of Heaven (F. Fisher)
  9. Squeeze Me Four Aces (Sheepshrest)
  10. You're Mine (The Gaylords)

Jay Trompeter WIND—Chicago, Ill. 1. Why Don't You Believe Me (Joni James)
  2. The Glow Worm (Mills Bros.)
  3. You Belong To Me (Stafford)
  4. I Want To Your Wedding Singer (Patti Page)
  5. Because You're Mine (Cola)
  6. Don't Let The Stars Get In Your Eyes (Perry Como)
  7. Outside Of Heaven (F. Fisher)
  8. Squeeze Me Four Aces (Sheepshrest)
  9. You're Mine (The Gaylords)
  10. I Just A Baby (Frankie Lane)

Paul E. X. Brown WERD—Atlanta, Ga. 1. You Belong To Me (Stafford)
  2. Yours (Vera Lynn)
  3. Faith On Mountain (Vera Lynn)
  4. Birth Of The Blues (Sinatra)
  5. Jambalaya (Joe Stafford)
  6. My Favorite Summer (Joni James)
  7. Lady Of Spain (Eddie Fisher)
  8. Who Kissed Me Last Night (Joni James)
  9. Takes Two To Tango (Tampa)
  10. The Ruby And The Pearl (Eddie Fisher)

Evans Showing

FOOTAGE

A Slepper Hit!.... Tommy Edwards....Stills....
“You Win Again”

MAGAR 1956 (161352)

Published & Licensed By BROADCAST MUSIC, INC.

Eleanor Rogers

THE Label
With A Future

PALDA RECORD CO.

FROM LEONARD SILLMAN'S HIT SHOW

"NEW FACES OF 1952"

"LOVE IS A SIMPLE THING"

SAUTER-FINEGAN

VICTOR 20-5065

SANTLY-JOY INC.

1619 Broadway
New York 19, N. Y.

FOREIGN RECORDS for your FOREIGN LOCATIONS on 45 and 78 R.P.M.

improve the hook of your Music Machines. We keep records on 78 R.P.M. in 21 different Nationalities. On 45's we have 55 instrumentals issued. Included are authentic records for Italian, German, Bohemian, Slavonic, Polish, Scandinavian, Dutch, Norwegian, American, Lithuanian, and Portuguese. Folk and Welsh and authentic records on 45 or 78, either vocal or instrumental. Write for a complete record for your location. Hundreds of others have tried us, and have been convinced.

STANDARD PHONO CO.

163 W. 23rd St.
NEW YORK 11, N. Y.
In the course of natural events in the record industry, there occasionally arises a most singular aspect as to cause varied emotions amongst the trade. This aspect can assume: 1) The unusual; 2) The amazing; 3) The unexpected; and 4) A combination of all three!

The first point (Unusual) is probably the most common and can be employed in describing any and all circumstances surrounding the success of a particular song, artist or record personality. Such a song is the captivating melody composed by the singing call of the goona-goona bird, which one neophyte composer allowed to rend his imagination asunder. This resulted in some fantastic lyrics, an ever more phenomenal melody and a recording personality to envision its success, the blending of deejay and joke box ops' cooperation and a sale of some one million platters. While this could be said to be either a typical or non-typical case (based on whatever record company enjoys your support), the popular comment among the trade generally is: "Most unusual..."

While the adjective itself is akin to the first, in polite recording circles, "Amazing" is reserved more for those discs that didn't happen. Therein lies the vast difference, you see. "Unusual" is applied directly to records which we seldom speak of as a hit - crazy enough to happen. To bring matters down to the boiling point: Mr. José Treblecleft, composer of classic standing, has been imbued with one of the most rapturous musical strains, which he commits to some very expensive manuscript parchment. To show its commercial value - he calls the collaboration of his very good lyricist-friend, Eddie St. Vincent Verbiage, who has a host of popular hits to his credit. Once completed, the product of their prolific efforts is tender to the "Top Pop Pub" in the business, who immediately proclaims it the greatest piece of material he has ever heard. And every corner store and every thousand pieces of silver for its promotion and exploitation. The major labels, following suit, all "cover" this amazing accomplishment to its top talents of fame. All the leading jocks are flooded with provocative bits of literature, enticing pieces of artistic extravaganza, followed by a string of cocktail parties from one islet to the other where Bachelors reign supreme. Everybody's excited, and the thousand twenty pieces of silver are really making good of their investments. Salvo of happy mailmaids is sent daily from the center of the fact sure, everyone was-but the public! Then with appropriate downcast faces, one and all chuck tongues in unison and utter the "Amazing..."

Number Three is, unfortunately, the least used. We say, "unfortunately" because the unexpected is only used in the case of the disc that "come out of left field" in terms of what is happening but not too frequently, but often enough to make life worth living. To conjure a hap-penstance: Dandie Danny is holding a recording session for a typically "Theodore" artist, Tony Tonals. Three sides having been cut, it is necessary to cut another one fast to back up the old side. Whereupon, the A. & R. impressario remembers a light piece of romanticism which was committed by the Elevator man about a year ago. A head arrangement is quickly devised, and the side is cut in twelve minutes flat. The rest is easy to imagine. The 12-minute-special, hastily conceived, arranged and delivered, turns out to be a smash. So, while the ork director, the A. & R. genius and the artist are all taking deep and low-slung bows, the public can be heard muttering of the gentry in the "how know," saying; "Totally unexpected! Totally unexpected!"

Incongruous as it might seem, it is possible that there can be a combination of all three of these elements at once—on an arrow's point to lie in the dormant strata of the music business for oh, ever so long. Let's assume that the song is one of those long-suffering lines or at least the second best disc of the week. Number is committed to tape, the tape committed to disc and the disc committed to some quaint deejay's program. Oddly enough, they may have been born of sound mind and body, and would hardly dream of subjecting their faithful listeners to anymore remotely suggesting driving, his fellow listeners begin to storm the telephone switchboard of the studio which at once begins to resemble a lit up Christmas tree. And therein, music history is made. The wheelchairs throughout the entire industry, the joke box trade and the retail dealer element keep saying: "Most unusual!" "How amazing!" "Definitely unexpected!" See? All three points in one...

They also say a few other things to make a few other points, but—well, you may have grasped the idea now.

Or maybe you think all writing is fiction. (1)

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**‘I Love To Polka’**

RCA Victor 20-4940

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**‘Ski Waltz’**

climbing fast...featuring

**Lawrence Duchows**

RCA Victor

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**Red Ravens**

order now at

BOX 259

APPLETON, WIS.

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**“It’s What’s In THE CASH BOX That Counts”**
Dennis Day Flies
24 Hours To Do
15 Min. Show

Performs for RCA-Victor Distsributes at Casablanca Hotel, Miami Beach, Fla., After Flight From Hollywood, Calif. Flies Back Early Next Morning
For TV Rehearsals

New York, N. Y.
1. I Saw Mama Kissing Santa Claus (Jimmy Boyd)
2. Don't You Believe Me (Joan James)
3. My Heart Belongs To Only One (Bette Davis)
4. I Want To Married You (Stafford)
5. Glow Worm (Mills Bros.)
6. Because You're Mine (Lana)
7. Takes Two To Tango (Bailey)
8. You Belong To Me (Stroff)
9. Trying (Hilltoppers)
10. Don't Let The Stars Get In Your Eyes (Perry Como)

1. Glow Worm (Mills Bros.)
2. Don't You Believe Me (Joan James)
3. My Heart Belongs To Only One (Bette Davis)
4. It's In The Book (St. Jordan)
5. Glow Worm (Mills Bros.)
6. Because You're Mine (Lana)
7. Outside Of Heaven (Fisher)
8. You Never Any Price You Pay (Eddy Howard)
9. You're My Comin' Home (Paul-Ford)

Denver, Colo.
1. I Want To Married You (Stafford)
2. Glow Worm (Mills Bros.)
3. Don't You Believe Me (Joan James)
4. It's In The Book (St. Jordan)
5. Glow Worm (Mills Bros.)
6. Because You're Mine (Lana)
7. Outside Of Heaven (Fisher)
8. You Never Any Price You Pay (Eddy Howard)
9. You're My Comin' Home (Paul-Ford)
10. Wish You Were Here (Fisher)

Seattle, Wash.
1. Glow Worm (Mills Bros.)
2. Don't You Believe Me (Joan James)
3. It's In The Book (St. Jordan)
4. Glow Worm (Mills Bros.)
5. Because You're Mine (Lana)
6. Loosey (E.S. Fisher)
7. Two Worms In Love (Audrey)
8. The Gaylord (Stafford)
9. Wish You Were Here (Fisher)

Miami Beach, Fla. — Greatest exponent of the new slogan of all the RCA-Victor distributors for 1953, "Our Hat's In The Ring," was none other than Dennis Day, one of the nation's top outstanding vocalists, Dennis Day.

When called on to appear at the meeting of all the 69 RCA-Victor distributors in convention-met here at the Casablanca Hotel, Dennis didn't hesitate a moment.

He flew the 12 hours from Hollywood, Calif., to get here in time to perform for about 15 minutes before his friends.

The very next meeting, as the gorgeous sunrise of Miami came into view, Paul Barkmeier and Hal Maag had Dennis at the Miami airport awaiting his plans for his flight back to Hollywood, Calif.

Another 12 hours of traveling to his TV rehearsals for which he was now 24 hours late.

Everyone of the RCA-Victor distributors claim, "Dennis Day has encircled himself to us and we are going all out to make his next recordings outstanding."

"He said one of the finest shows we've ever enjoyed. Flying for 24 hours to give us a 15 minute performance is something none of us will ever forget.

"And", they concluded, "He definitely symbolizes what we mean when we say, 'Our Hat's In The Ring For '53."

Joe Elliott, vice president, introduced Frank Folson, president of RCA-Victor, and with Dennis Day's gorgeous vocalizing as an opened seller did the idea of the great plans that RCA-Victor have for all consumers, and all trade during 1953.

The day was probably the happiest and most enthusiastic meeting of all the times Dennis Day has appeared at any of the distributors, as Marty Bennett stated, the fact that Dennis Day flew so many hours and so quickly to appear at the meeting was something that hit home harder and faster than anything which has ever been yet noted at any of the distributors' meets.

Jack Williams, as well as all the other exponents of RCA-Victor, were tremendously enthused over Dennis Day's performance.

All the fine things which were said about Dennis, while he was en route to Hollywood, must have made his trip there and his heart beat faster with great joy.

"It's What's In The CASH BOX That Counts"
Mahalia Jackson, famed gospel singer, recovering from an operation performed a few days ago in Billings Hospital in Chicago. The singer collapsed in London Nov. 28 and was flown home for hospitalization and surgery. Plans are now being made for resuming her interrupted European tour early next year. Etta Jones, both easy on the eyes and the ears, is earning the biggest hit she's had these days. Gal is featured with the Earl Hines all-stars, and due to two New Year's commitments in being paid but not singing, while the group works out in Capitol Lounge, seems Federal taxes enter in along with chirping. Delta Rhythm Boys in town, featuring management of Paul Kapp, of the are rushing back for two weeks at Blue Note! Their latest for brother Dave Kapp's label is "I'll Never Get Out of This World Alive" by "I'm Used To You," ... Bill Green, and I thought it was a girl, so say hello for the Frank Hennings Music Publishing Co.

Stomp Gordon and his jump band working out of the Associated Booking office and recording for Decca. Louis Armstrong TV guest shot on the Tallulah show for the 20th and then into the Apollo on Xmas day. ... Herb Fields, wild as they come with a sax, working the Silhouette and blowing like mad across the street into dry territory known as Evanston, Ill., Duke Ellington to do Chi's Regal come Jan. 9. ... Elmore James, who made a big noise awhile back with his "Dont My Morn," is playing these days with Bep Brown, better known as J. T., "Nature Boy" Brown. The boys are working one-niters in the midwest. A subject too long ignored in this column is the Exotic dancer. This title means: foreign; strange; rare; unusual or sensuous. These latter definitions are from the dictionary; but from the jargon of the trade they are affectionately referred to as "strippers" or "shakes dancers." Many a smart club owner and booking manager will call them something more endearing, such as "show savers" or "best audience attention getters." These twirlers are today enjoying a big chunk of popularity and earning some good gelt with which to please themselves during non-working hours. Some small clubs find that by simply adding one girlie dancer, they can change from an ordinary engagement into something near a show. The girls have all the costumes, two or three, and the boss, in his capacities, brief and very inexpensive, into which they change for their numbers. An Afro Cuban; The Brazilian Nut; The South American Way; The Dance of The Papayas are just a few of very popular routines the girls are dancing to the delight of audiences and the clink, clank, clank of cash registers.

Simple tom-tom type music, coupled with soft jive, and a directed spotlight will do the trick.

Sandy Solo, from whom all of us could take some lessons in intestinal fortitude, drove his car on the entire eight-week tour which just concluded in Toledo. Recording now for Barry label and happy for the reception given his latest and best to date—"Close Your Dreamy Eyes." TV guest shots are coming up on both the Perry Como and Jackie Gleason shows. ... Lucille Ball tagged at many a heartstring this past Monday night, when she gave the best performance of her career, in announcing to her husband, Desi, and the country's biggest TV audience that she soon would become a mother. An otherwise delicate and touchy subject was handled with extreme tact and good taste. None of the comedy flavor was lost, nor did the show ever become mushy or sappy, it was just true, sincere and very deeply warm. Surely all parents must have felt a closeness to the lovable couple in their moment of supreme happiness. ... Buster Williams, Memphis presiden, losing sleep due to the visits being paid his plant by Art Sherman, of Chance Records; Lou Simpkins, of United Records; Leonard Chess, of Chess Records and Les Bihari of Meteor Records. All four of the boys have been going at this time and are at the plant supervising shipments directly to their dealers around the country. ... Marie Aronson, who plays "Ronky Tonks" for his cabals, hanging over on the west coast for the holiday season. ... Willie Mae Thornton splitting in the middle with Johnny Otis for their run in the east. ... Niles Trammell, top man at NBC network, and a spoke in RCA, leaving after 29 years and will set up his own TVer in Miami.

Eddie Boyd, a living example of what can be done on the strength of just one hit record. Out with the best seller "Five Long Years," the man finds him self much in demand and at very nice prices. Last turned down $50.00 a nite for seventeen nites at New Orleans Dew Drop Inn. Until this record he was just making scale and then only working weekends in small local joints. Willie Mahon another of the overnite boys, has been lucky to get scale for many a year and along comes "I Don't Know" and he told me he wouldn't take $900.00 for a one-nite. Brother, can you spare a dime. ... Radio-Television Mfrs. Assn. reports that production of television receivers in Oct. 1952 totaled 724,100 sets—75 percent above Oct. 1951, but 14 percent less than Oct. 1950. ... Carmen, the singer, visiting New York. ... "Rain Down Rain," "Gabbin' Blues," "Salty Tears," and "Wrong Lake To Catch A Fish."
And still the evidence pours in that the majors are either in or getting ready to jump into the rhythm and blues field with both feet. It becomes more and more evident that r & b is a field of clever and the big boys want to cut themselves a piece of pie. Most recent indications are Coral's move to greater participation in this direction with the signing of Bette McLaurs, former Derby thrush, and Phil Roe, former Derby associate. Also the stronger emphasis on the Brunswick label, Coral affiliate. Now along comes M-G-M with an announcement that they are re-entering r & b with much thought, great plans, new artists, new material, and a monthly release date for new recordings. Already signed, and cut with releases scheduled for January 9, 1953, are the Eddie Carter Quartet, Basie Spears, Gabriel Brown, Irene Redfield, and The Blues Chasers. A survey of the industry decided M-G-M to hit the market with only 78's, but they are ready to furnish 45's when the demand is in that direction.

A colorful "Specialty Tip Sheet" turned up in the mails makes much of The Cash Box award as Best Rhythm & Blues Record of 1952 to their "Lovely Miss Clowdy." . . . Illinois "Port Of Rico" Jacquet doing one-nighters with his 17-piece band before coming into New York Christmas week. . . . Peppermint Harris (Aladdin) breaking in his new blues label Christmas night for B. B. Beamon, Atlanta, Ga., promoter, . . . Joan Shaw (Coral) into St. Clair's Hospital, New York City, December 14, for a major operation. Joan has had to cancel four weeks of theatre dates at a result. . . . Big John Greer is scheduled to begin an one-nighter tour on January 8. Big John's Victor recording of "I'm The Fat Man" is beginning to move solidly.

Edna McGriff, The Five Keys, and Buddy Lucas’ Ork have been teamed for a limited series of pre-Christmas engagements. McGriff, 17 year old thrush, skyrocketed to fame with her smash Jubilee Records disc "Heavenly Father" which broke wide in both r & b and pop areas. . . . Republic Records has just signed Edna Gallmon Cooke, gospel singer, and will shortly release "Walk Thru The Valley" and "Nobody To Depend Upon." They have also inked Christine Kittrell, formerly with Tennessee Records, and who is well known for her "Sittin' Here Drinking." Kitty is being paired with Gay Creone and the pair will cut "Getta Stop Lovin' You" shortly. . . . The Jets have come up with a steamin' hot disc in their newest rainbow release "The Lovers." Watch out for this one.
Mr. Sad Head with Billy Ford and his Orchestra
RCA Victor 20/47-5089

Going Strong

1. 20-5059 (47-5097) SAD HEAD BLUES / HOT WEATHER BLUES .... Mr. Sad Head
2. 20-5059 (47-5097) OH HAPPY DAY / MR. VON Jo Jo Johnson — TNT Tribble
3. 20-5069 (47-5059) WAKE UP FOOL / PLEASE HELP ME FIND MY WAY HOME Oni Blackwell
4. 20-5059 (47-5090) GIVE YOUR LOVE TO ME / I’VE GOT A RIGHT TO KNOW Bobby Brooks
5. 20-5070 (47-5070) PEARLY LEE/LOOKIN’ FOR MY BABY Big Boy Crudup
6. 20-5059 (47-5059) WEARY BLUES / MIDNIGHT STROLL Ernest Kincaid
7. 20-5058 (47-5058) SARAH KELLEY/CALL ME DARLING, CALL ME SWEETHEART, CALL ME DEAR Melvin Smith
8. 20-5057 (47-5047) DADDY BE GOOD TO ME/HOW LONG MUST I WAIT Terry Timmons
9. 20-5037 (47-5037) I’M THE FAT MAN/SINCE YOU WENT AWAY John Greer
10. 20-4835 (47-4835) I WENT TO YOUR WEDDING/WAIT Steve Gibson & The Red Caps

TIP: OH HAPPY DAY Jo Jo Johnson
MR. VON TNT Tribble and his Crew 20/47-5097

It’s Mad Willie Mabon’s
“I Don’t Know” CHESS #1351

5/14 in 49th Street Chicago 15, Illinois

“Sad Head” BLUES

WOW Little Walter doing

“Sad Hours” CHECKER #764
CHECKER RECORD CO.形状 7850 W. 49th St. CHICAGO, ILL.

It’s What’s in THE CASH BOX That Counts
**THE BELLS** (3:10)
**PEDAL PUSHIN' PAPA** (2:27)
BILLY WARD AND HIS DOMINOS

**THE DOMINOS**

- The most unusual recording yet attempted by Billy Ward and His Dominos is presented for your approval and we believe that Ward and his song writing partner Ben Marks, have rung "The Bells". The unusual story of a funeral, complete with sob, bells, and opening remarks by the attending preacher, is told with telling force by the group and since the entire aspect of the tune is so entirely different this side will be played again and again. The lead voice carries the major share of the burden with the rest of the boys supporting in subdued style and good taste. Instrumental backing is also soft and in the mood of the theme. Because of its unusual nature and adult presentation this disk could go easily in sales and plays. The flip is a change of pace. A quick beat rhythmic jump presented in happy fashion by the poll winning choristers. This is a good side, but lost in the shadow of the upper lid.

**JOHNNY MOORE with MARI JONES**

- Mari Jones pipes a moderate tempo Latin rhythm as Johnny Moore and his Three Blazers instrumentalize in ok fashion.

- **LONESOME TRAIN** (2:56)
  
  Flip is a slow blues plaintively sung by Miss Jones. Moore's Blasters provide a soft backing for the thrush.

**DAVE BARTHOLOMEW**

- **HIGH FLYING WOMAN** (2:35)
  
  Dave Bartholomew vocals in low down style the story of a "two timing woman". The artist is impressing and the result is a potent plate.

**ARCHIBALD**

- **EARLY MORNING BLUES** (2:25)
  
  Archibald spins a slow blues instrumental in moving style. Spotted on this disk is a smart bit of pianizing.

**OTIS BLACKWELL**

- **PLEASE HELP ME FIND MY WAY HOME** (2:18)
  
  Otis Blackwell sings a slow and blues dramatically arranged in ok style.

**BILLY WARD**

- **LET'S TALK IT OVER BABY** (2:41)
  
  Jimmy Lee and Artis sing a rhythmic bouncer with great appeal. Backing the cute duo is the Jay Franko orch.

- **WHY CAN'T WE SEE** (2:39)
  
  The pair blend on a slow melodic item in good style.

**THE BEN SMITH QUARTET**

- **BENEATH THE LOVER'S MOON** (2:38)
  
  The Ben Smith Quartet do a slow tuneful ditty with romantic lyrics. The group projects the item with an ultra soft treatment. For pop audience.

**STOMP GORDON**

- **PLEASE DON'T PASS ME BY** (3:02)
  
  Stomp Gordon dishes up a slow rhythmic blues with a solid low down vocal that gets across. Solid orking supports the artist.

- **OOOH YES!!** (2:25)
  
  The under portion is a quick beat that the blues shouter sells with zest. His orkistic reading of the cute love lyrics and the red hot arrangement add up to a great side.

**LITTLE BILLY BIG with THE KIGHTINGALES**

- **VENGERANCE** (2:34)
  

**BILLY WARD**

- **SEZ TO HER** (2:06)
  
  The same artists wax a quick beat cutie.

**THE NICE NACS**

- **GONNA HAVE A MERRY XMAS** (2:38)
  
  Another yuletide disk is treated to a blues arrangement. The disk must be placed fast, because the lyrics will be dated in a few weeks.

- **FOUNTAIN A SUGAR DADDY** (2:41)
  
  The Nice Nacs present a potenti etching. A solid vocal duo pipes the slow blues against a harmony chant background.
Winning Combination

NEW YORK—Ace arrangers—band leaders Eddie Sauter (left) and Bill Finegan (right)—discuss details of their latest RCA Victor recording date with vocalist Joe Mooney. The Sauter-Finegan orch, eliciting enthusiastic comment throughout the country, recently came up with its first vocal disk a coupling of "Nina Never Knew" and "Love Is a Simple Thing."

"Hucklebuck" Signs New Femme Thrush

NEW YORK—Paul Williams, creator of the currently revived hit tune and dance "The Hucklebuck," has paced a new feminine thrush—the sensational Christine Kittrell. Discovered in Tennessee, Chris is rated as "the blues find of the decade," and Paul avows: "...this girl will kill 'em."

Chris has made three try-out appearances with the Williams aggregation, each time scoring unprecedented success. In Nashville, Tennessee, dance fans stopped dancing to applaud the five-foot-six chimp for a solid ten minutes, demanding encore after encore.

Luther Starts DJ Show

NEW YORK—One of the country's leading children's record artists, Frank Luther of Decca, will start a six-day a week radio show with the NBC. The program will originate from Luther's home in Manhattan and piped in live to the 5000 watter WJRM in Scranton. Many original features written for the rural market will be heard. The show was written and produced by Bob Stevens, executive of Vogue Records, who will also help on the daily show.

Big Turnout For Ted Brown's Anniversary Party

NEW YORK—Ted Brown celebrated his third anniversary as wake-up deejay at WMGM on Friday, December 19, and the town's available record stars flocked into the studio to congratulate Ted and appear on the air with him and his lovely wife, Rhoda, known to the audience as "Loudmouth" and "Redhead."

Concrete evidence of the deejay's popularity was the tremendous turnout. Many of those who had last seen the show are the beginning of that season and went without sleep to be able to make an appearance.

Probably what was the highest priced chorus ever, gathered around Ted and Rhoda to sing happy birthday and make the cake as the cake was cut.

Among the stars who were present were: Patti Page, Frances Faye, Elleen Bartol, Toni Arden, Lisa Morrow, Pat Terry, Ferrante and "Sister" Joe, Alto-vox, Norman Greene, Danny Winchell, Trudy Richards, Ricky, Hale, Jilla Webb, Harry Belafonte, Georgia Cari, Henry Jerome, Alan Dean, Tony Alamo, and Bill Hayes.

RIAA Cited by UNESCO Commission

NEW YORK—The Record Industry Association of America, has been commissioned by the United States National Commission for UNESCO, (State Department) for cooperating in UNESCO's project for the publication of an International Catalog of Folk Music. The commission was made in the form of a letter sent to John W. Griffin, Executive Secretary of the RIAA. Text of the letter is as follows:

Department of State
The United States National Commission For UNESCO

Mr. Harold Strivivas, representative of the National Music Council on the U. S. National Commission, has informed the National Commission of your assistance on the UNESCO project for the publication of an International Catalog of Folk Music. The response to your circular letter sent to members of the Record Industry Association of America has been excellent, and we join Mr. Strivivas in expressing appreciation for the contribution you have made toward making the extension of the project possible and a successful venture.

Sincerely yours,
Richard H. Heindel
Acting Director, UNESCO Relations Staff

Silbert Visitors Recruited

NEW YORK— Songwriters, song publishers and sundry visitors to the Bill Silbert WABD-DuMont television disc jockey show the other evening, were recruited for a "walk-in" to a pantomime bit by Nancy Reed, featured vocalist on the show. When Bobby Mellin, songwriter-publisher; Milton Gable, A and R head at Columbia Records; Milton Drake, songwriter; Julie Christie and Jack Spats, song publishers, were visiting the show, they were recruited for the bitting, pantomime roles, without advance notice.

The pay-off in the fact that Bobby Mellin enjoyed the bit so much, that he plans to join APOA-AVA, and get scale for his next appearance.

Incidentally, Al Johnston, has taken over as the new director on the Bill Silbert Show.

Coleman Records Appoints Smith

NEW YORK—Larry Smith has been named General Manager of Coleman Records and Benny Wells Musical Director.

Wells has done arrangements for such top artists as Duke Ellington, Count Basie, Ralph Flanagan and others.

The first sides to be released are "She's Yours—She's Mine" by Pablo Jones and "Beneath the Lover's Moon" by Ben Smith.

Coleman Records makes its headquarters in Newark, New Jersey.

Correction

LOUISVILLE—In a recent issue, The Cash Box reported that several disk jockeys in Louisville had decided the winners of Nat "Stove" Cole and Sarah Vauhchen because the artists had failed to appear at a party. Among the disk jockeys mentioned was Horace Roth of WKLO. Mr. Roth informs us that he was not one of the jockeys to ban those records and that he is continuing and will continue to play them.

NEW YORK—Rosemary Clooney, who helped inaugurate the Wurlitzer Model 1500 phonograph, is pictured here with the machine. Rosie has been riding high on the entertainment horizon and is currently making another movie on the Paramount lot.

"It's What's in THE CASH BOX That Counts!"
BMI Gives Dinner For Publishers And Writers Who Made The Hit Parade

NEW YORK—Officers and directors of BMI tendered a dinner Thursday evening, December 11, at La Per- roquet Suite at the Waldorf-Astoria Hotel in N. Y. in honor of the affiliated publishers and writers whose tunes made the Hit Parade in 1952.

Ray Bloch and Elliot Lawrence conducted the music and the guests were entertained by Nat "King" Cole, The Weavers, Don Cornell and Mary Osborne. Martin Block m'd the show portion.

Carl Haverlin, president of BMI in humorous form, highlighted the organization’s music achievements during 1952 and quoted from the results of The Cash Box Poll of Music Operators which this year gave BMI 81.3% of all the votes cast. Out of 2,500,000 votes, 2,000,000 were for BMI licensed songs. Haverlin also pronounced that BMI tunes took first place in all categories for three consecutive years as reported in The Cash Box.

Robert J. Burton made the presentation of a scroll to the winners as their tunes were played.

The affiliated publishers and writers who made the Hit Parade this year were:

Acuff-Rose, which had no representative present, but which had two songs, “Half As Much” and “Jambalaya.”

Duchess Music, represented by Lou Levy and Arnold Shaw. The song was “Kiss Of Fire.”

Hill and Range, represented by Jean Aberbach, wrote the most songs of any publisher, “Anytime,” “Aur Wiederersch’a Sweetheart,” “Blacksmith Blues” and “I Went To Your Wedding.”

Holms Music, represented by Howie Richman and Al Brackman whose tune was “A Guy Is A Guy.” The author, Oscar Brand, was also there.

E. B. Marks, represented by Herbert Marks and Harry Link for “Glow Worm.”

Mellin Music, represented by Bobby Melbin, who had three tunes, “Here In My Heart,” “I’m Yours” and “Sin.” Pat Genaro and Lou Levinson, authors of “Here In My Heart” were also present.

Mellow Music, represented by Perry and Jane Alexander whose winning song might be “City.”

Ridgeway Music, which had no representative there but which had two songs, “Slow Poke” and “You Belong To Me.”

Signet Music, which also had no representative. Its tune was “Tell Me Why.”

And Weiss and Barry, represented by Paul Barry for “Please Mr. Sun” whose authors Ray Getzov and Sidney Frank were present.

Also at the dinner were several publishers whose songs made the Hit Parade in previous years including Joe Davis, Ralph Peer and Ben Selvin, Sammy Kaye and Dave Krengle who represented Republic Music, and Al Porgie.

Wolf, Spier, Jr. Join Spier

NEW YORK—Murray Wolf and Larry Spier, Jr. have joined Spier Music in professional management capacities.

Wolf was formerly with Spizer Music in California.

Larry Spier, Jr. is a graduate of the University of Oklahoma.

Music In Movie House

NEW YORK — Mel Handwerger, MGM Records promotion chief arranged to place a Seeburg Selectomatic in the lobby of the Roxy theatre to promote the MGM Record album of “Stars and Stripes Forever” recorded directly from the sound track of the film of the same name.

Detroit—While he was in his hometown of Detroit on a personal appearance recently, Johnny Desmond switched places with one of Detroit’s favorite platter spinners, Don McLeod at WJBK, and became a disc jockey. Although only one day, he was quite willing to forego the turntables and go back to singing, as he does so well on Coral Records.

MGM Enters R & B Field

NEW YORK, N. Y.—MGM Records has re-entered the Rhythm and Blues field and will release five disks for public sale on January 9, 1953.

MGM, one of the pioneers in the R&B field back in the early twenties, after giving the matter much thought, has decided to enter the market with the full weight of the diskoeyy behind it. It will not be on the once in a while, underdetermined release date scale, but rather on a regularly scheduled monthly release to be or about the second Friday of each month. Each release will consist of not less than three records.

The record company expects to sign the best talent available and supply them with “new great songs” by “great new writers.” For its first release M.G.M. has signed The Eddie Carter Quartet, Basil Spears, Gabriel Brown, Irene Redfield, and The Blues Chasers. In describing this group, M.G.M. says, “We have something for everybody interested in R & B. A great quartet, a real gal blues singer, a scat type, a real gal singer, a down-home, deep cotton-patch male singer, and a knockout instrumental combo.”

Promotion wise, the record company has plans to advertise in trade papers; will see that disk jockies all over the country receive copies of new releases and follow ups with the deejays to get the deejays to try the disks on and Bugsy the streamers and the usual promotion pieces will not be neglected.

Letters have been sent to all distributors explaining the proposed entry of M.G.M into the R & B field. They explain what they plan to do in the way of recording and promoting and ask the cooperation of the dealers.

Frank Walker, general manager of M.G.M. Records, was one of the first to record rhythm and blues artists and among the greats he discovered are: Bessie Smith, Trixie Smith, Mamie Smith and Laura Smith; Ethel Waters; Blind Willie Johnson, the Reverend J. M. Gates, and many others.

Unique Exploitation Stunt

NEW YORK—One of the most unique exploitation stunts on a new song is happening to “The Girl Without A Name,” by Scott Olson and Dana Suesse, the theme song featured in the Broadway hit, “The Seven Year Itch.”

Harry Link, Professional Manager of Edward B. Marks Music Corporation, on reading the script before the play opened, saw the possibility of wedding a strain throughout this smash comedy along the lines of “Third Man Theme” or “Meet Mr. Callaghan.” On reading the script Link came up with the title, “The Girl Without A Name,” presented the idea to Courtney Burr and Elliott Nugent, producers of the show, thought in Dana Suesse and Scott Olson wrote up the title which now looks like it has one of the smash hits of the year.

Link showed the song to Mitch Miller, A & R representative of Columbia Records, who saw the possibilities, and rushed out a recording, in 8 days, by Art Lowry and his orchestra. This record is being rushed out to the disk jockeys and juke-box operators from coast to coast, with Columbia, as well as the Edward B. Marks Music Corporation, set to give the recording a coast-to-coast exploitation campaign.

The song is couched in sixteen spots in the show, and it is impossible to leave the theatre without remembering this melody which, when you reach the lobby, is on sale in sheet music as well as the Art Lowry Columbia record.

Santa?

HOLLYWOOD—Smiley Burnette who has an extensive library of kiddie records at Capitol, acts out Santa's role. Smiley J. just returned to Hollywood after a lengthy tour with Gene Autry. "The Smiley Burnette Show" is now heard over more than 250 stations in the U. S., Canada and Hawaii.

Sensational!

"Trouble In My Way"

Poizock # 1705

DIXIE HUMMING BIRDS

Peacock RECORDS, INC.

15th Lyric, Nashville, Texas

"It's What's in THE CASH BOX That Counts"
WSM Disk Jockey Party

NASHVILLE—At the recent party given by WSM for Country and Western disk jockeys to celebrate the 21th anniversary of Grand Ole Opry, artists and dj's met and got to know each other better. In the photo at the upper left are L to R: Max Wylle, Wm. Esty Co.; Minnie Pearl; Jack Stapp, program director of WSM; George D. Hay, originator of Grand Ole Opry; Uncle Ollie Hamilton, dj at WJZZ, Clarksville, Tenn.; and Eddie Birnshayer of Wm. Esty. At the upper right are Red Foley and Little Jimmy Dickens with a couple of visiting dj's. Lower left: Hank Snow (all the way to the left) and Red Foley and Jerry Byrd (all the way to the right) shake hands with the visitors. Lower right: Ray Price and Tommy Steelbe act as host.

WROK Inaugurates 45 RPM

ROCKFORD, ILL.—Radio Station WROK in Rockford, Illinois has added the 45 RPM Music reproduction system to its facilities. In this, WROK joins the many broadcasters to swing to 45 for streamlined operation.

Conversion of the conventional turntable equipment took place Monday, December 8th. A complete new library of 45 RPM records has been acquired and will be featured in segments specifically programmed to the 45 RPM tempo, as part of the very successful WROK disc jockey shows.

In addition each night 10:30 to 11:00 PM WROK will feature the newest presentation on a program titled "45 Star Time" featuring popular WROK disk jockey Harley Butters and starring such RCA Victor artists as Eddie Fisher, Perry Como, Tony Martin, Dinah Shore, June Valli, Hugo Winterhalter and many others.

An extensive advertising program has been prepared by WROK, RCA Victor and their Rockford dealers to hype 45 RPM record sales in the Rockford Illinois area.

Disk Jockey Switch

NEW YORK—Mitch Reed of WITC in Baltimore pulled a switch on the promoting boys with a surprise visit to New York to interview record and music-business personalities. Reed, better known as the Mad Monk of the Monastery, has an all-night record stint and was bored that the late hours of his show discouraged many pluggers and record artists from visiting his show. Reed set up headquarters in Harry Link's office at the Edward B. Marks Music Corporation, Harry got busy on the phone, within two hours Reed had taped interviews with top talent and pluggers, including June Valli, Mitty Carson, Cty. Vic Damone, Eydie Gorme, Elliot Horne, Nat Shapiro, Duke Niles and, of course, Harry Link.

March of Dimes Picks "Through The Years" As Theme

NEW YORK—The 1953 March of Dimes film sponsored by the National Foundation for Infantile Paralysis will feature the Vincent Youmans song "Through The Years". The short will have Howard Keel singing and narrating.

Last year's short, featuring Jane Froman singing "I'll Walk Alone" sparked the subsequent revival of the tune.

Federal

LADDER OF Best Sellers FROM Leading Records

Popular

RUBY WRIGHT
HOT DOG RAG
LEAVE IT ALONE
12137 and 45-12310

STEVE LAWRENCE
TANGO OF ROSES (Lover Me)
HOW MANY STARS HAVE TO SHINE
15280 and 45-12303

BILLY WARD
and his DOMINOES
I'M LONGING FOR YOURS FOREVER
Federal 12106 and 45-12106

Folk/Western

MOON MULICAN
A COLD RED RAIN
(A And A faded Blue Ribbon)
A THOUSAND AND ONE SLEEPLESS NIGHTS
1138 and 45-1152

EDE EDDY
PIPERLINER BLUES
1197 and 45-1137

YORK BROTHERS
TENNESSEE TANGO
RIVER OF TEARS
1135 and 45-1135

WAYNE BANZ
YOU CHILDREN'S LIFE IF YOU NEVER SLEEP AROUND
1149 and 45-1149

Rhythm/Blues

EARL BOSTIC
GO TO MY HEAD
THE HOUSE PARTIES
4556 and 45-4586

TINY BRADSHAW
STRANGE
4577 and 45-4537

LULA REED
LET ME BE YOUR LOVE
4578 and 45-4573

THE SWALLS
WHERE DO I GO FROM HERE?
13376 and 45-4579

Meeting Dates Of Music Operators' Associations

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

16—Western Massachusetts Music Guild
Place: Contact Ralph Ridgeway, Springfield, Mass. Tel. 2-2498.

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

Programs

1 JAMBALAYA
Hank Williams
(MGM 11283; K-11238)

2 BACK STREET AFFAIR
Webb Pierce
(Decca 28286; 9-28286)

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
(Decca 28420; 9-28420)

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

6 I'M AN 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)

12 THE CASE BOX
Reports
THE NATION'S BIG 10

HILLBILLY, FOLK & WESTERN JUKE BOX TUNES

1 JAMBALAYA
Hank Williams
(MGM 11283; K-11238)

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Webb Pierce
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Eddy Arnold
(RCA Victor 20-4954; 47-4954)

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

ATHENS, ALA. — The music business has suffered a great loss. Rabon Delmore, of the popular folk recording team the Delmore Brothers, passed away at his home in Athens, Alabama, December 4, 1952, after a long illness.

The team was formed in the middle '20's and has been favorites ever since. Rabon Delmore was not only an entertainer, but had composed songs numbering in the hundreds in his long career.

The Delmore Brothers first recorded with Columbia, then Victor, and were among the very first artists on the King label, where they have been top selling artists for the past ten years. Among their biggest hits were "Hillbilly Boogie," "Freight Train Boogie" and "Blues Stay Away From Me."

ALTOONA, PA.—She Hort is pictured at the mike in Altoona at station WVAM with his son Larry "Shel" Horton.

Shel Horton in Central Pennsylvania, has become synonymous with Western, Mountain and Folk music during the past 5 years that he has been spinning records in that part of the country and has one of the finest collections in his personal library in the east United States, having over 5000 and adding rapidly as time goes by.

His young son Larry "Mockin Bird Hill" Horton works the air with his dad. At 9 years old he is perhaps the youngest DJ in the business.

In the past year they have interviewed: Neil Burton, Pee Wee King, Patti Page, Hawkshaw Hawkins, Sally Starr, Jesse Rogers, Roy Acuff, Joe Williams, Dick Thomas, Vaughn Horton, Roy Horton Betsy Gay, Minnie Pearl, Gackle Sisters, Tex Fletcher, Stuart Hamblen, and Cliff Stewart.

CLYDE MOODY
(King 1147)

FORGIVE ME" (2:39) Clyde Moody spins a slow tempo plea for forgiveness. Strings support the smooth singing artist.

HARD HEARTED" (2:39) Flip Horton's a moderate tempo romantic ditty caroled in the same pleasing manner by the western chanter.

CURTIS GORDON
(RCA Victor 20-5062)

YOU AIN'T SEEN NOTHIN' YET" (2:05) A cute middle beat bounce is belted by Curtis Gordon who indicates that he can surpass his girl's perdify without any trouble.

THE GREATEST SIN" (2:30) The other side is a slow tempo story of a broken affair chanted by Gordon in nasal tone.

DIAMOND BROTHERS
(RCA Victor 20-5063)

I PLOWED A CROOKED FURROW" (2:02) The Diamond Brothers, with Charlie on the vocal end, using the terminology of farming, tell the story of having gone astray.

HICKORY STICK" (2:05) Charlie and Georgie sing a quick beat tune that sounds very much like the tune we used to know when we were kids "Lulu Had A Baby." Cute lyrics set to the rhythmic melody.

LATTIE MOORE
(Speed 101)

JUKE JOINT JOHNNY" (2:15) Lattie Moore warbles a story of his love for Duke boxes set to a moderate bounce tempo. Strings support the artist.

IT'S GOOD ENOUGH FOR YOU" (2:22) The under portion is a slow romantic lament engagingly performed by Moore.

 item with a slow beat that Copas sings with feeling and with the sure touch that marks all his releases. The lyrics are potent. The western chanter asks his lady fair to "love me now while I am living," "before the grass grows on his face," "before his name is printed on marble," etc.—to give you an idea. To say the least, they are different and Copas sells them. The flip lid is a quick rhythm bounce that shows Copas off at his best. Musical backing is in the mood on both decks, and to repeat, we think the "Cowboy" has come up with two money makers.

THE COUNTRY THINGS I MIGHT HAVE BEEN

RCA VICTOR 20/47-5091

COUNTRY and WESTERN

1. 20-5024 (47-5024) THE GAL WHO INVENTED KISSIN' / A FOOL SUCH AS I / Henk Snow
2. 20-5043 (47-5043) JIM-BOWLING LADY / YOU BELONG TO ME NO. 2 / Homer & Jethro
3. 435-0023 (47-0023) DID YOU SEE MY DADDY OVER THERE / MOTHER'S PRAYER / Eddy Arnold
4. 20-5009 (47-5009) TENNESSEE TANGO / The Crazy Waltz / Poo Wee King
5. 20-5020 (47-5020) I WANT TO THANK YOU LORD / My Desire / Eddy Arnold
6. 20-4909 (47-4909) I WENT TO YOUR WEDDING / Won't You Be My Sweetheart / Henk Snow
7. 20-5040 (47-5040) DON'T LET THE STARS GET IN YOUR EYES / When The Only One I Ever Loved Was Lost / Johnny & Jack
8. 20-4914 (47-4914) OURS TOGETHER / I'VE TRADE ALL OF MY TOMORROWS / Eddy Arnold
9. 20-5066 (47-5066) THE GREATEST SIN / YOU'VE SEEN NOTHIN' YET / Curtis Gordon
10. 21-0164 (47-0164) C.M.B. G.M.A.S. / WILL SANTY COME TO SHANTY TOWN / Eddy Arnold

TIP—TAKIN' CHANCES / I CAN'T LIVE WITH YOU (I CAN'T LIVE WITHOUT YOU)—
(RCA VICTOR 20/47-5086—Fritz Wagner)

"It's What's in THE CASH BOX That Counts"
Dave Gottlieb Given Surprise Testimonial Dinner

Distributors Present Gottlieb With Bronze Plaque and Life-Size Oil Portrait. Entire Gottlieb Family Present.

CHICAGO—Most outstanding testimonial was given to David Gottlieb of D. Gottlieb & Company, this city, by all of his distributors last Sunday evening (December 7) at the famed Imperial House.

Coming as a complete surprise, Dave Gottlieb was actually stunned, when he was led into the Imperial House for what was supposed to be a family dinner in 'a private room' and found every one of his distributors from all over the nation present to greet him.

Before Gottlieb could recover from his surprise, he was called to the speaker's table and presented with a bronze plaque, on which all the names of his distributors were engraved.

But even greater was Dave Gottlieb's surprise when a lifetime portrait of himself, painted in oil by noted artist Harvey Brownson, was unveiled.

Gottlieb was completely choked up and, for many minutes, stood with head bowed, unable to speak.

When he was, at last, able to talk, he recalled the old times, the old incidents, the long, hard road that the firm traveled to the present day.

This, David Gottlieb's 25th year in this industry as D. Gottlieb & Company, was the most highly honored event which he has yet known, he stated.

He humbly and sincerely thanked all present for their kindnesses, their loyalty, and their outstanding approval of his firm.

Among those present were: Joe Ash and Morris Bayer of Philadelphia, Pa.; Lou Wolcher of San Francisco, Calif.; Joe Magone of Miami, Fla.; Wm. R. Happe, Jr., Los Angeles, Calif.; Max and Harry Horvich of Birmingham, Ala.; Wolf and J. Solomon of Columbus, O.; Morris S. Gaiser of Cleveland, O.; C. A. Culp of Oklahoma City, Okla.; George Goldman, Harry Hoffman and Irwin Blumenfeld of Baltimore, Md.; Hy and Ed Zorinsky of Omaha, Neb.


Louis Boanberg of New Orleans, La.; John W. Spalowski of Manila, P. I.; Angelo Dolaport and Ray Daggitt of Syracuse, N. Y.; Art and Dale Saue of Detroit, Mich.; Myer C. Parkoff and Harry Rosen of New York City; Irving Bromberg and Marty Bocmeyer of Honolulu, H. I.; Alfred Bergman of Buffalo, N. Y.; Clarence Camp and Parker Henderson of Memphis, Tenn.; Leo, Joe, Sam and Morty Weinberger of Louisville, Ky.; Bill Fielding and Al Clavier of Windsor, Ont.; David S. Bond and Irwin Margold of Boston, Mass.; Harry Silverberg and Bill Betz of Kansas City, Mo.

N. J. Tavern Owner Winners in Runyon Operating Promotion

NEWARK, N. J.—The first group of lucky ticket holders in the much talked about Runyon Operating Division promotion included these New Jersey taverns . . . City Hall Bar, Newark; Charles Fussart Sports Tavern, Newark; Ramose Diner, Ramsey; Eddie's Tavern, Saddle River Township; Old Stone House, Bernardsville; and Abele's, Hoboken.

Each received pairs of choice tickets to the following top-notch Madison Square Garden college basketball games . . . Thursday, December 11, Manhattan-Louisville, Seton Hall; W. Texas State; Thursday, December 18, N. Y. U.-Temple, Seton Hall-W. Kentucky; Saturday, December 20, St. John's-Holy Cross, Manhattan-Furman University.

Distribution of the winning basketball tickets is for a forerunner of other exciting Runyon sports event drawings to be held at regular intervals throughout the year. All that tavern owners have to do to participate in the drawings is to detach, sign and mail a numbered card from a colorful brochure which is mailed to them without obligation.

"The response to our first mailing is very gratifying," says Ed Burg, Runyon Operating Division Manager, "and we are looking forward to succeeding mailings with justified optimism. The next drawing will probably be for tickets to an important football event . . . in any event it will definitely be for the finest tickets to the best sports event in the Metropolitan area."
N.P.A. Lifts Ban On Building Of Amusement Enterprises

WASHINGTON, D. C.—The National Production Authority eased curbs on construction of amusement buildings this week, effective January 1, 1952.

It is reported that N.P.A. acted because of improved prospects for steel and copper supplies after the first of the year.

Relaxation of these curbs, N.P.A. officials said, will allow builders adequate amounts of steel and copper for erections of these recreational buildings including such structures as dance halls, arcades and other amusement enterprises that heretofore had required individual sanction from the defense agency.

Unforeseen setbacks in the output of aluminum forced N.P.A. to hold its approval of greater use of the metal until May 1, 1951. However, officials said that they did not feel that restrictions upon aluminum use would prevent insurmountable obstacles to builders who desired to take advantage of the concessions on steel and copper.

MIAMI BEACH, FLA.—Bill Gersh, publisher of The Cash Box, and Abe Green, partner in Runyon Sales Company, with offices in New York and Newark, N. J., will relax under the brilliant sunshine of Miami Beach. Visit was made to attend recent banquet of the Miami music players' association.

With the weather up North getting winterly, many of the country's columnists will soon be seen at many of Miami Beach's hostilities.

Fla. Ops Pay 3% Sales (Income) Tax

MIAMI, Fla.—What started out as a "sales tax" has actually, according to leading ops here, turned into an "income tax" on their equipment.

Operators here originally paid 3% sales tax on purchases. After some legal alterations on this tax, it resulted in a "choice" move with the tax agencies of Florida. Now there is 3% being paid each month on the intake from all equipment.

As some point out, were the operators to purchase their equipment from out of the state, they would avoid the "sales tax" payment of 3% which was originally in effect.

Today, even if they purchase equipment from out of the state, they are still paying the 5% tax on the intake of the machine.

Actually, operators here state, this is an "income tax" and not a "sales tax," and even tho there has been some legal action taken once before, the majority are lukewarm in regard to any changes.

CoralRecords Tops Chi-Auto

CHICAGO—Coral Records bowling team stepped into the top spot in the Chicago Automatic Phonograph Bowling League this month.

Coral’s man, C. Latino, retained the individual bowler’s lead.

Melody Music’s team, which had been in first place last month, fell down to third place, as Decca’s team zoomed into the second slot from its fourth third position.

W. Paradise came up from fourth place in the individual bowler’s and went into the second spot, while R. L. Capone who had held second in last month’s list, fell down to fourth place this month.

Most interesting event of the month was the Turkey Sweepstakes, according to John W. Oomens, secretary of the league.

It seems that here Robert Gnauro proved himself a true "money bowler."

The winners in their respective brackets were: N. Delort, C. Michels, R. Gnauro, G. Kahn, E. Boland, and M. Moselki for the women.

R. Gnauro and C. Michels waited until the Sweepstakes’ night to really start stirring.

To top it all off, there was a good natural "grudge game" between the two A.B.C. teams. R. Gnauro helped with a 508 series to top all three games.

C. Michels, by the way, with a 516 series helped his Coral Records team take all three games from Columbia Records.

John Oomens is still holding his head because of his bowling, even tho he has an 170 average. It seems that Mrs. Oomens is the champ in this family maintaining her lead in the women’s field.

TEAM STANDINGS

Bowler's Name | Team Name | Games Total | Aver. High | Aver. Low
--- | --- | --- | --- | ---
1. C. Latino | Coral Records | 33 | 5438 | 164.26 | 216
2. W. Paradase | B & B Novelty | 33 | 5306 | 160.26 | 194
3. T. Walker | Coral Records | 33 | 5274 | 159.25 | 192
4. R. L. Capone | Melody Music | 33 | 5247 | 159.25 | 202
5. L. Christiansen | ABC No. 2 | 36 | 5664 | 157.12 | 195
6. A. Galgano | Galgano Dist. | 36 | 5637 | 157.71 | 211
7. C. Serbinski | ABC No. 1 | 36 | 5623 | 156.72 | 204
8. N. Delort | Decca Records | 36 | 5616 | 156.50 | 202
9. John W. Oomens | W. Oomens Sons | 36 | 5582 | 155.02 | 207
10. D. Radusta | Decca Records | 35 | 5865 | 164.15 | 214

FIVE INDIVIDUAL LEADERS, LADIES DIVISION

Bowler’s Name | Team Name | Games Total | Aver. High | Aver. Low
--- | --- | --- | --- | ---
1. I. Oomens | W. Oomens Sons | 36 | 4963 | 137.21 | 141
2. P. Serbinski | Atlantic Music | 36 | 4742 | 131.26 | 163
3. M. Nyland | Star Music | 36 | 4461 | 123.33 | 182
4. M. Modelski | Atlantic Music | 36 | 4218 | 117.66 | 168
5. E. Brown | Star Music | 14 | 1600 | 114.16 | 148

UNION STAR BOWLERS (Used 2 weeks) $435.00
Universal S Star W.M.U. C 95.00
Westlawn 1230 (like new) 195.00
Washington 1100 (very clean) 186.00
Rock-Orr Model 1428 (Blonde) 295.00
1942 Sarbonn Hideaway 195.00
Detroit Coin Bowler 125.00
Chicago Coin Box Bowler 125.00

SUNSHINE PARKS

used twice in quantity $375.00

NEW ORLEANS NOVELTY CO.

(Tel.) Canal 3318

BINGO GAMES

Reconditioned. In Stock — Immediate Shipment

BALLY

PROLOGUE WRITE PALM BEACH $350
ATLANTIC CITY $239
BEACH CITY $239
SPOT LITIS $375
COLORADO $375
GRAYSTON $239
BRIGHT SPOT $125
BRIGHT LIGHTS $245

KEENEEY

LITE-A-LINE $115.00
WILLIAMS LONG LIGHTS $295.00
TERI'S: 1/3 Deposit Balance Sight Draft

MONROE COIN MACHINE EXCHANGE, INC.
233 M. F. WHITNEY AVE., CLEVELAND 18, OHIO
(Tel.) Superior 4-1665

"It's WHAT in THE CASH BOX That Counts"
Watch the cheerful countenance of the man who operates a profitable music route. He's a happy man. Wherever he goes, his pleasant manner attracts friends—and business! Note how often this winning smile comes with the ownership of Model "D" juke boxes. You'll see it reflected in the glad welcome given the AMI operator by location and patron alike.
BALLY BEAUTY

More fun for players, more profit for you, thanks to new SELECT-A-SPOT feature and new TRIPLE-SPOTS roll-over feature

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

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.

ORDER NOW!
The Greatest
Bally's
"SPACE SHIP"

Miami Music Ops Want Dime Play

MIAI MI, FLA.—Top juke box ops here are starting to discuss dime play. This is now being brought up to the association meetings and the leading music ops believe:

"It will be sometime before we can place it into effect. Eventually", they state, "dime phonos will have to become the fact here as it will all over the rest of the nation."

Even more interesting is the possibility of the telephone company here obtaining permission to change all their pay telephone stations from nickels to dimes. This may happen at any moment.

"Should this happen", one well known member of AMOA said, "then we may as well change right over to dime play."

"This will mean a great majority of dimes in the peoples' pockets and, like in all other cities where the telephone pay stations are on dimes, it will make the dime the most important coin."

The discussions are only just beginning, and most of the conversation is between music ops who meet each other in various distribs' quarters, the general belief is that "the feeling is

The Cash Box

NEW YORK—Part of the large group of music operators who attended the showing by Herman Distributing Company, this city, at the Hotel Sheraton on November 25, in which the local operators were shown the Evans' phonograph (story The Cash Box, December 6 issue).
Upper Mid-West Musings

Pershing Gulden of Enderlin, N. D., took some time off from his varied activities which includes running a route around Enderlin, to make the trip into the Twin Cities to pick up some equipment for his route and to get it in shape for the winter business. . . . Don Hazelwood of Alltim, Minn., who operates in the Atklen and Milac Lake area, was in town picking up some supplies and records for his route and also looking over coin machines to figure out what changes to make in his route. I guess Don wants to get these changes made so that the route will be in tip-top shape when he heads for Mexico. Don has been going to Mexico for the last few years and evidently likes the peaceful surroundings down there. . . . Art Hagness of Grand Forks, N. D., says that once he gets on the road wheeling, it does not take him long to get in to town. Of course, when he comes in alone, without Mrs. Hagness, he is always in a hurry to get back home. . . . Ben Jahnke, of Hutchinson, Minn., always manages to pop into town to pick up the latest in records. Some of the boys who were picking up some new equipment and getting their routes in shape for the winter business were: Jim Stansfield of Winona, Minn., John Howe of Foley, Minn., Ken Anderson of Austin, Minn., Don Boiler of Baldwin, Wisc., Oscar Englund of Alexandria, Minn., Jeff Kost of St. Cloud, Minn., Pete Vanderhyde of Dodge Center, Minn., made a quick race into the Twin Cities to pick up a couple pieces of equipment for his route and hurried back out again because of the storm reports. He was thankful that the weather reports were a little off and the storm did not materialize. . . . John McMahon of Eau Claire, Wisc., was complaining that he had to stay in town an extra day because it was hard getting around due to the recent snow storm. Making a quick trip into town and out of town were: Roy Foster of Sioux Falls, S. D., Lester York of Mitchell, S. D., Glen Radcliffe of Superior, Wisc., and Bill Devaney of Sauk Centre, Minn. . . . Making the rounds, this reporter ran into Jack Lowrie of Lake City, Minn., Jim Donatell of Spooner, Wisc., August Quade of Rochester, Minn., John Gulep of Menomonie, Wisc., Frank Ponterio of Worthington, Minn., and Earl Hanson of St. Peter, Minn. These gentleman are engaged in such various activities as buying records in some of the record supply houses and talking to some of the boys in the distributor's office.
Happel Shows Evans Phono To L. A. Ops

LOUIS ANGELES, CALIF. — Bill Happel, president of Badger Sales Company voiced his thanks to the many music operators who attended the showing of the new 1953 Evans "Century" phonograph here this past week.

"Music operators really turned out for the show," Happel disclosed, "and we are quite happy with the reception given the Evans phonograph."

"The trouble free service of the Evans phonograph, the easy-to-read title strips and excellent mechanism made an instantaneous hit with all operators," stated Happel,

CAPTURE and HOLD

OPERATE THE KEENY

DELUXE ELECTRIC

CIGARETTE VENDOR

* Operates on any combination of nickels, dimes and a quarter thru a single coin opening.
* 9 Double columns dispense alternately at bottom. Always fresh cigarettes. Holds 422 packs.
* Dispenses regular or King size packs. Instantaneous price adjustment on each column.

THE PACK YOU SEE— IS THE PACK YOU GET!
Swing-up front top for easy loading. 3-way match reading.

Write

PHONE

1704 E FRIENDLY ROAD
GREENSBORO, N. C.

Miller Thanks Industry For Condolences

OAKLAND, CALIF. — George A. Miller, this city, whose father passed away several weeks ago, writes The Cash Box thanking it for the notice published in the November 22 issue. "I also wish to thank the manufacturers of automatic phonographs, the needle companies, and the many members of Music Operators of America for their kind sentiments and remembrance of my late father," Miller stated. "When one has so many friends, it not only alleviates the sorrow to a certain degree, but it causes one to appreciate such friends more fully."

"It's What's in THE CASH BOX That Counts"
On the Square! Williams
4 CORNERS
IS THE FIRST!
NEW TYPE 5-BALL SINCE
THE END OF WORLD WAR II!
IN-LINE SCORING
plus-HIGH SCORES
for replays!

IMAGINE!
When 4 corners are made: 4 rollovers on both sides and
3 special bumpers at top score replays!

It adds up!
look! replays
for 3 in line
4 in line
4 corners

Tantalizing
Thumper Bumper
and Fliffer Action!

Badger Specials
Exhibit SUPER ROTATION $495.00
Exhibit JET GUN 245.00
Exhibit SIX SHOOTER 185.00
Bally TURF KING 125.00
Seeburg BEAR GUN 275.00
Wurlitzer 1250 395.00
Wurlitzer 1100 295.00

San Francisco's papers reported the story of Robert Taylor, Marin County
policeman, and his fatal airplane crash this past Sunday. Two other occupants
of the Cessna, which crashed after the take-off, were also accounted for: one
seriously injured, the other dead. Bob's body apparently washed away to sea.

... Harold Zimmerman of Ukiah very happy because his son, Dick, is coming
home for the holidays. Dick is due to shove off for Japan right afterwards.
And do three years more on his Navy hitch. ... Wonder if anyone has ever
yet seen Ed Cooper of Santa Cruz in our grand town without a bow tie?...

Everyone likes Pete Portman's speedy joke telling. Only trouble is that Pete
doesn't get into the cool city too often. ... Visit with Joe Tessler for a while
if you like really good judgment business angles. Joe's won much praise from
those who've spent time listening to his good biz tips. ... Just heard that
Bob Nave's verra lovely wife, Doris, came out of that operation without even
a scratch. We sure are happy for both Doris and Bob. Two really swell kids.
(Aside: Doris, better get y'self goin' gal, only a few more days left to Xmas.)
... Sam Miano of Santa Cruz to the hospital for an operation which may keep
him there for two or three weeks. But, Sam, we're hoping that you'll be out
in plenty of time to enjoy the "Tom 'N Jerrys."

Dapper Frank Corsetti makes San Francisco his weekly port of call. ...
all the way from Napa ... but Sam's partner, Loren Crowell, doesn't show
up very often, even though we saw him shopin' about this past week.
Ruby Young (that's George Young's swell missus) of Selma, on her way into
the Fresno hospital for more plastic surgery. Both George and Ruby hope this
will be the last trip. This is result of serious auto accident both were in earlier
this year. ... Barney Shapiro's new 'figger' is really somethin'. Makes him
look all of his 6 ft. plus. What we wonder is whether it's really "doctor's orders"
for Barney to take off the poundage or is it, instead, the fact that
he likes to demonstrate how to ride the 'Space Ships' he's locating?

"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

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<tr>
<th>2 BALLY NOOK BOWLERS</th>
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<th>KEENEY BOWLER</th>
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PIECEFUL GAMES

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MUSIC

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<td>Rock-Ola Mat. 100-45</td>
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MUSIC SPECIAL

CHICAGO COIN “HIT PARADES” BRAND NEW IN ORIGINAL CASE

$139.50 EACH

WURLITZER SPEAKERS

MODELS 4004A - 4005A - 4007A BRAND NEW IN ORIGINAL CASE

$29.50 EACH

1/2 DEPOSIT WITH ALL ORDERS, BALANCE C.O.D., F.O.B. MIAMI, FLA.

TARAN DISTRIBUTING, INC.
2820 N.W. SEVENTH AVE., MIAMI 37, FLORIDA
(Tel: 3-7744)
(CABLE ADDRESS: "TARANDIST")
BRANCHES: JACKSONVILLE, FL.; HAVANA, CUBA; PUERTO RICO

EASTERN FLASHES

We getting close to those holidays—we can almost hear the jingle balls. Another reminder of how close we are—and this is highly personal—is The Cash Box "Holiday Greetings" special issue. We're busy getting up ads for the firms in the industry, and will be going to press when you read this. Last minute deadline is Thursday, December 18. So if any of our friends haven't sent in their ad—please rush it in to meet the deadline.

Local manufacturers of kiddle rides, who displayed at the Park show last week, now back in town. All were highly pleased with the reception of their equipment, which although not viewed directly was taken in by the large crowd engaged in the outdoor show business. A long trip for some, the American Machine drew plenty of attention, as well as being featured in one of Chicago's newspapers. . . . Nat Cohn's "Atomic Jet" and "Aquatic Jet" rides were shown off to great advantage in one of the nicest-displays of any exhibiting at the show. Those of you very well satisfied with the results. . . . Max Levine, Scientific Machine Corp., exhibited an airplane ride and a boat ride, and received enough encouragement to start production on both machines. . . . William (Bill) Macarelli of Catskill Music Co., Catskill, N.Y., passed away on Wednesday, December 3, after a long illness. Funeral took place on Saturday, Bill, one of the most popular coinmen in this area, will be missed. His business will continue under the direction of his wife, Lupe. . . . Visiting at Runyon Sales this week were "Pep" Bevo Onofrio of Forrestville, Conn., and Paul Quacken- bash of Royal Amusement Co., Oneonta, N.Y. . . . Dave Stern, Southeast Distributors, Inc., Elizabeth, N.J., distributors for Rock-Ola phones, spending considerable time on coinrow—his main purpose is to locate an available space to open offices. So far Dave hasn't had any luck. . . . Hymie and Harry Koeppel, Koeppel Distributing Co., join up in the "20 Year Club." Their association goes way back to the early days of pin games.

With shipments of Wurlitzer's Model 1500 coming along in good shape now, Joe Young, Young Distributing, able to put his mind on a few other important matters. One we noted this week was renovating his showrooms. Guess Joe's getting ready for a big 1953. . . . Irv Fenchel, Brooklyn music op, hustles along coinrow, buying needed supplies. . . . Seen at Atlantic-New York Corp., when we dropped in were Jack Rubin, Herman Silver and Lou Price. . . . Lou tells us about the robbery that took place at his office a few weeks ago. Lou and his partner, one of the three partners, was taking a large amount of change to the bank for deposit. He put in his car, looked it, and then went back to check the door of his office. He was gone about 30 seconds, but when he turned around, his car was missing—and natch, the dough. The car was found later on. . . . Dave Lawy, Dave Lowy & Co., still in Florida, attending to a business deal. . . . Al Schlesinger, Poughkeepsie, N.Y., back from Miami Beach, visits along coinrow. . . . Abe Green of Runyon Sales Co., who relaxed for a week at Miami Beach, also back on the job. Associate, Barney (Shug) Superman, to take a vacation starting January 22. Shug and his missus, Medie, to take a 29-day boat cruise to Panama, stopping off at eight ports along the way. . . . Arthur Herman, Herman Distributing Co., watches as the finishing touches are put on his new coinrow offices, Herman will display the Evans' phonos at this very beautiful spot. . . . Max Munves in Mt. Sinai Hospital undergoing some slight surgery. . . . "Big "Irv" Kaye visits along coinrow. . . . Bart Hartnett, business manager for the Associated Amusement Machine Operators of N.Y., Inc., reports just about a sellout for their 3rd Anniversary Dinner and Dance which will take place on Sunday night, December 28, at Alan Gale's Celebrity Club. Bart expects a number of out-of-town visitors. . . . Ed Wurgler drops us a note from his home in Buffalo, N.Y., tells he's still resting up, but expects to get into action after the 1st of the year.

THROUGH THE COIN RING

DALLAS DOINGS

The Christmas season has had its effect on Dallas' coin machine business. Business remains slow, and touring, the distributors, and recent machines just can't do what they used to be doing. Money doesn't come as readily as in the past. However, many distributors are taking advantage of the situation to buy good machines at a discount. The main reason for this is that many of the machines available in Dallas this week were buying records for his coin machine route and his retail shop. . . . Jimmy Garrett of Longview was in town. He too has a retail route in Texas, and is doing a booming business in that by his mind to coin machines. . . . We haven't seen Ray Barnes of Palestine on his regular weekly trips to Dallas. We understand that he has gone south on another one of his afflicted for a few weeks. Johnny Hice, the old Dallas toy buy for the Big D Jamboree, is busy buying records for his shop and mail order outlet. . . . John Shelton of Thannom Music in Fort was in town this week . . . Bill Jackson, also of Fort Worth, was in town on a business trip and took a look at the Pinball and coin shop and juke box route. . . . E. J. Arnett of Hillsboro Music Company in Hills- hobo was in town this week . . . Also seen around town were T. A. Webb and Bill Underwood.

"It's What's in THE CASH BOX That Counts"
Ford Sebastian, Frank Mencuri, Art Weinand, and all the others at Exhibit Supply, very much thrilled over the two great awards they won at the NAAAPPE show. The John R. Davies Trophy for the most meritorious device or equipment displayed was the big one. The Fred W. Pierce Trophy in the arcades and amusement field was also taken by Exhibit. The boys telling one and all the story of their accomplishments is Johny Ooms of the Old Auto, Phone, Bowling League in hindin’ his head in shame (even tho he’s averaging 170.) Seems like Isabel Ooms, John’s very lovely wife, is showing him how bowling should be bowled.

Which reminds us, Bob Gnarro proved that he was a real “money bowler”. This past Sunday Bob entered the Turkey Sweeps举行 held this past week. Bob just walked away with the prize money. . . . Two record firms have taken the lead away from the music ops here. Coral in first place, Decca in second.

By the way, George A. Miller of MOA did a very grand job getting O.P.S. to decontrol music equipment. . . . But, it was the manufacturers here, who signed a petition, which got amusement machines decontrolled.

Three who might have misconstrued the headlines which appeared should correct them at this time. . . . Bill Murner of Cincinnati out of the hospital and visiting here. . . . Mr. and Mrs. Gil Kitt to the Saxony Hotel in Miami Beach. . . . Jack Nelson to work right here in town until after the holidays. Then Jack has a treatment of some sort which’ll take him all over the U. S. A. . . . Which reminds—one of the busiest of the busy guys in town—working shoulder to shoulder with Jack Nelson—is Bill O’Donnell of Bally. . . . Lots of well deserved praise to Al Stern of World Wide Distribute in article which appeared Satty evening in the Press section of the Chicago Sun-Times (Dec. 7) for his great, great work in creating the Edgewater Hospital Heart Fund. Al went out all. And is still goin’ out all in this marvelous memorial to George Meloney. (If you’ve got a couple extra bucks—why not send them to Al for the Edgewater Hospital Heart Fund, too?)

Morton Downey, who has been with Coca-Cola for 15 years, and who has outlasted the regimes of 5 presidents of that noted firm, is absolutely thrilled with his new Lion TV receiver. Which, by the way, is being manufactured by Ray Moloney’s Lion Mfg. Corp. This TV division is headed by Paul Eckstein. It’s all receivers and reported to be “sensational”. . . . Ben Lazar of Pittsburgh planning a three month visit to Israel. . . . Sam Lewis and Avon Ginsburg, after 5 years of intensive training at ChiCoin, now head Genco. Can’t help but remember how Dave Ginsburg (who was operating Sc Hershey Bar vendors on the South Side in ’30) started in coinhabit when he discovered Howard Peo’s “Way Out” in Chicago. And he sold brother Lou Ginsburg of L. W. Ginsburg Co. (who way Mfg. novelties for “Cracker Jack”) build him Genco “Hearts.” Then came “Jiggers” in ’32. This brought Myer Ginsburg from the grocery in Pittsburgh. And started Genco on its way, Al Addicks (Scott-Adickes, London, Eng.) sold a tremendous number of the “Silver Cup Special” pins. And that got the boys ‘way up in the money. Now two youngsters are shootin’ for the same goal. They’ve received many well wishes this past week.

Bob and Ruth Bear (he’s sales manager of Wurlitzer’s phone division) have 3 babies—one-a-day. You guessed it—they named them “Toddie.” Very nice note from Bill DeSelm (the “New Man”) re: his birthday card. And Bill did sign it “thank you.” He just must have found that “thank you” better to write it. United was just simply jammed with visitors. . . . Very nice letter from Jack Williams of Denver. Who advises that things somewhat rough there. And requests no pressing changes due after Jan. 1 . . . Ted Kehlentz in Pittsburgh is this way, writing “I’m looking for a new business. Have you got it?” . . . Hear that Bruno Kober of Kissimmee, Florida has 20 selection wall boxes into 100 research psychologists. . . . Nice to think of you' letter from Richard W. Wolf of Sunapeutics Productions regarding Harry Miele of Willamstown. And Harry’s efforts for this group. . . . Guy who Jack Paschke is mighty proud this week is letter from Joseph C. Shortall, Principal of the Kershaw Elementary School praises Jack right to the skies for his donation of a really beautiful lake coin box. Therefore, those men of the kids who attend this school. All the kids, teachers, and Principal Shortall, have written to Jack to thank him.

Howard N. Ellis, Sec’y of the Music Guild of Nebraska, advising all about the meeting dates of his organization and thanking “The Cash Box” for its grand support. . . . Jim McNulty of Rock-Ola phone division telling us all about the many, many showings distrib of the firm have held and how great the reception for this 120 selection phone. . . . Thanks to Seeburg’s C. T. (Mac) McKelvey for helping to correct an error in our Nov. 15 issue showing old pre-war Seeburg models listed there as the “Seeburg Colonel” should instead be the “Seeburg Commander.” . . . No use talkin’ any more than the story and pies that appear in this issue, but, that Testimonial Dinner to Dave Ginsburg all the things of his distrib was a sensation altogether. Surprised to see, Hear that Si Redd is in the new England Hospital, Boston, Mass., recovering from his operation. (Why not drop Si a card?)

NCMDA (that’s the distrib) re-elected all last year’s officers at their annual meeting at the Bimarco, . . . Nice letter from George A. Miller advising that he, too, would like to join the “25 Club” which “The Cash Box” had established a short time ago. (George’s been in the coin 20 years.) If you have, too, why not clip coupon and mail it in for your membership card? . . . Dave Hirsch advising the boys that he will leave the employ of Revere, and start his own.

Just received latest issue of the “Joneelson Journal.” Can only state, “it’s wonderful, Ray. . . . Shirley Menciari sent us a very lovely note. . . . William E. McPherson did quite a good Job in the Nov. 18 issue of “Roller Novelty” that is definitely the most intense and deepest study of the need for a “School For Coin Machine Mechanics.” Bill should be a research psychologist. . . . Paul Golden of LaRu Novelty writes, “I only hope that you will continue your efforts to get a ‘School For Coin Machine Mechanics’ under way.” Paul also advised that he believes every operator, jobber, distributor and manufacturer will be “financially interested in such a School.”

Can there be one jute box op left in town who can donate a phone to the Parkway Community House at 3128 South Parkway? William A. Head, Director, has a plea in letter sent to us that’s really worth some ops all out effort. . . . Bally Space Ships have been getting lots of mention (?) Like Privates, the one from the Kreage Store in Oak Park, “Do something about this, will you please. The kids are lined up right around the store waiting to ride the ship.” And another, from still another Kreage Store, “Send some one out here quick. The kids can’t get any more dimes into the chute. It’s jammed fall.” Jack Nelson told us about these. And will give you the locations so’s you can go ‘n see fr’ y’self. . . . We’ve got lots more news, but, ye editor is cuttin’ us short here. So remember, it’s only a few more days to Christmas. . . . better do all the shopping. . . . NOW!!! . . . and include an ad in next week’s “Season’s Greetings Issue” of The Cash Box.

"It's What’s in THE CASH BOX That Counts"
NEW YORK—Applications for membership in the “20 Year Club” are pouring in (idea first presented in the November 29 issue of The Cash Box).

As originally stated, membership in the “20 Year Club” can be had by just returning the attached coupon, stating the year you entered the coin machine business. We will mail you a membership card.

We emphasize again that there are no other qualifications. No dues, no expenses, no officers, no duties... nothing but the desire to join a body of your friends who have been associated with the coin machine business for 20 years or more.

It’s a grand idea and can serve many purposes. For instance, Tom Libbey of Haverhill, Mass., writes: “I hope to see some of the names of fellows I knew in the business years ago and have forgotten and often wondered what became of them. It would be interesting to have a special corner marking the spot for members to meet at conventions and coin machine shows.”

SO—YOU TWENTY YEARERS—MAIL IN THE COUPON BELOW:

Joe Orelke
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”
WANT

WANT—Late Model Phonographs. Will pick up in a radius of 200 miles. KOEPEL DISTRIBUTING CO., 640 TENTH AVENUE, NEW YORK 19, N. Y.

WANT—We buy dealers’ surplus stocks. Operate the highest price for used records from 3 to 5 million. Top prices paid for 45 RPM’s. Call or wire: C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L 18, N. Y. Tel.: Tilden 4-9040.

WANT—to buy phonograph records made before 1940; any quantity at the right price. Dealer stock: $150 to $300 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, 12 W. 66th STREET, NEW YORK CITY, N. Y.

WANT—Palm Beaches, Atlantic Cities, Spot Lights, Bright Spots, United Leader, Stars, Boleros, 100 Record Seeburgs and late model Phonographs, Exhibit Guss, Seeburg Bear Guns, Halby’s Bows. Give best price in first letter. VALLEY DISTRIBUTORS, 710 12TH STREET, SACRAMENTO, CALIF.


WANT—Your used or surplus records all speeds. 45’s our specialty. We buy all year round and pay top prices for all top speed records. No more than 10% blues. We pay freight. BEACON SHOWS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-3600.

WANT—Used 1428 Rock-Ohs. State best price and general condition. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AV., ORLANDO, FLA.

CLASSIFIED AD RATE
10 CENT S PER WORD
Cash only including all words in firm names. Numbers in address count as 2 cents each. No Cash or Check Must Accompany All Orders for Classified Advertising. If cash or check is not enclosed with your classified ad it will be held for following issue pending receipt of your check or cash.

Notice to holders of “Special (34) Subscription”: You are entitled to a free classified ad of such width and containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged at the regular rate of 10 cents per word. Please count words carefully.

CLASSIFIED ADVERTISING SECTION

WANT—45 RPM Records, new or used. Any quantity too small or large. Highest prices paid. Write stating quantity on hand. TONY GOLAYCO, C. L. O. 2411, 5-412 NEW ORLEANS, LA.

WANT—45 RPM Records, new or used. Quantity too small or large. Highest prices paid. Write stating quantity on hand. TONY GOLAYCO, C. L. O. 2411, 5-412 NEW ORLEANS, LA.

WANT—AMO 440-DRO 40 24 plates, 12 78s. 1502 Washington St., Chicago 10, Ill.

WANT—Cash Waiting. Will pay $375 for Atlantic City’s; $450 for Palm Beaches; $250 for Bright Spots, D & P MUSIC COMPANY, 27 PENFIELD AVENUE, YORK, PA.

WANT—Metal Types, Typo, Vocable, Typo, Typo, Typo, and any other late arcade machines. Give price and condition in first letter. WILLIAM H. LIEIBMAN, 257 TENTH AVENUE, NEW YORK 11, N. Y. Tel.: Bing 9-6677.

WANT—For Sale—Scientific Pekinor Jr., like new; cash; $100. John Yeadon, 415-3191.

WANT—For Sale—Bargains! Exhibit Silver Bullets $110; Dale Gun $40; Hi-Roll $45; Winner $75; Photo Finish $45; 5-Balls, Catalina, Thell, Barnacle Bill, Tradewinds, Srewball, Cinderella, Swiss Cheese, Magic, Humpty-Dumpty, Harvest Moon, Jack & Jill Spinball, $25 each. Hundreds of other machines. Write, Wire or Phone. STANLEY AND GIBB COMPANY, 1626 SOUTH TACOMA WAY, TACOMA, WASHINGTON. Tel.: HI-3110.

WANT—Conditions: Baseball Crews, Fully Traded, 3-W-2, Chicago, 56's, $275; 1-5-12, $150. W. R. GRIFFIN, 419-9TH STREET, DETROIT, MICH.

WANT—For Sale—Coin Operated Equipment, small. Call or Wire: W. R. GRIFFIN, 419-9TH STREET, DETROIT, MICH.

WANT—For Sale—All used, small. Send for our special price list on new Sales and bargain list on used ones.
The Cash Box

December 20, 1952

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For sale — American's finest reconditioned slot machines from the famous and reliable American Coin Company, top-notch, high-grade, top-quality, used slot machines. All machines are in excellent, top-notch condition. Terms: Cash. Silver. Gold. G.C. 810-3-7648. PAYS IN THE BOX: 322-2882.


For sale — Photomatic 1 for 25 cent, semi-automatic, complete with darkroom, in A-1 condition. Will sell outright or trade for music, pin, or bingo games. Reliable Coin Machine Co., 104 Windor St., Hartford 5, Conn. Tel.: 6-3583.

For sale — AMI “A” $350; C.C. Hit Parade $150; Juillet-$125; Graceland $125; Thunderbolts Horns $450; Turf Kings $15; Winner $150; Escapade $250; A.B.C. $165; Shoot-A-Line New $200, WOLF DISTRIBUTING Co., 1000 W. Wolf, Des Moines, Ia. Tel.: BELFOX, DENVER, Colo. Tel.: BLEmont 3-4074.

For sale — Sacrifice—25 3020 Wurlitzer boxes; 2 1017 Wurlitzer Hideaways; 2 1000 Speakeasys; 2 1017 Star Speakers; 2 219 Wurlitzer Speakers; 6 2140 Wurlitzer 5 & 10 Boxes; 1 Model 212 Master Unit; 1 Model 216 Receiving Unit. All in good condition. Price on the figure. Only $999.95 F.O.B. Glen's Falls, W. HAMM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, N.Y.

For sale — United Allied: 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 Supers $350; 1 Player Rebound $100; 1 Player Target Skill 100; Chi. Coin Horse-shoe $125; 2 Players Rapid Run $125; Exh. Twn Rotation $425. Almost new 9 American Bank Shot, complete with 10 einz operated scoring unit. A long life investment for bigger profits, very special $350. CLEVELAND MACHINE ENTERPRISE, INC., 201 PROSPECT AVE., CLEVELAND 15, OHIO. Tel.: TOWER 1-6715.

For sale — Phonographs for famous Davis six point guarantee: Seeburg Hideaway Specials $116M $219; H147M $169; H246M $159; H146M $129; 1941 R Special $50; Wurlitzer 1060 $165. DAVIS DIST. CORP., 1249 ELY BLD., SYRACUSE 3, N.Y.

For sale — Closeout right off the runway — reconditioned like new. Coney Island with latest improvement — 2 4400's $450; 4 400's $295; Geneo Jumpin' Jacks (new write); Turf Kings $120; Citations $30; Hot Shots $40; Geneo Bomber 300's, $30; Flipper Pins (write), Geneo 400's equipped with latest factories improvements for ideal results. One-third deposit, Balance C.O.D., W. E. KEATING & CO., 488 W. MILL ST., SYCAMORE, ILl. Tel.: HZIEVIE, CHICAGO, ILL. Tel.: 4-8314.

For sale — Wurlitzer 24 W.1456 (5-10-15) $43.40 ea; 11 W.1450 (5e) Remove $4.50 ea; 11 30W (5e) Rock-Ola Parts $45.00 ea. CLEVELAND DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, N.C. Tel.: 2-9902.

For sale — Attention Horse Operators: 25 Beautiful Late Model Mechanical Horses, purchased less than two years ago, reconditioned, guaranteed, perfect paint job. Write, wire or call for prices. Chicago, Illinois.アジRNDSON, 314 R. 118 STREET, ERIE PA. Tel.: 22-894.

For sale — Palm Beach $525; Atlantic City $495; Spot Light $375; Bright Lights $225; Rose Bowl $175; Alpine $175; Assorted $325. UNIVERSITY COIN MACHINE EXCHANGE, 85 NORTH HIGH ST., COLUMBUS, OHIO. Tel.: University 6900.

"It's what's in THE CASH BOX That Counts!"
FOR SALE — United Steeplechase $295; Convoy Island $245; Touchdown $250; Williams Spark Plug $250; Hayburner $245; Sea Jockey $245. Write for low prices on plus, slingos, arcade games. LEHIGH SPECIALTY, 626 N. BROAD STREET, PHILADELPHIA 30, PA.

FOR SALE — Special Limited Offer — Ten new Shipman Triple Column Postage Stamp Machines plus 100,000 Free Stamp Folders—all for $395. Victory Folders $6 for 10, 000. New Folders $10 for 20,000. Mail Check To — SCHWARTZ DISTRIBUTING CO., 1800 S. 17th ST., MIAMI, FLORIDA.

FOR SALE — Bally Sunshine Parks, Atlantic Citys, Palm Beaches and Frolies. 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 8318.

FOR SALE — 115 New and used wall boxes $100 at Thermopolis, Wyoming. "Radio" JOE WARRINGTON, AUTOMATIC MUSIC, THERMOPOLIS, WYOMING.

FOR SALE — Spotlite $375; Harvest Time $50; Knockout $60; Utah $35; Five Star $100; King Pin $50; Cinderella, Wisconsin, Ramona, Shanghai $15 each. ROANOKE VENDING MACHINE EXCHANGE, INC., 118 W. WASHINGTON ST., CHARLESTON, W. VIRGINIA; Tel.: 3-0311.

FOR SALE — We have a large stock of reconditioned Five Balls, One Balls, Bingo, and Phonos. Write for list. WESTERHAUS COMPANY, 3726 KESSEN AVENUE, CINCINNATI, O. Tel.: Montana 5000-1-2.

FOR SALE — Finest 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 to stores. Write for our descriptive price list. HASTINGS DISING CO., 600 BLUES MOUND RD., MILWAUKEE 13, WIS.; Tel.: Bluestone 8-7600.

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., CROWN RECORD SHOP, 3757 E. CHICAGO AVE., CHICAGO, ILL. Tel.: Sacramento 2-0500.

FOR SALE — Bally Turf Kings, $92.50; Bally Champions, $42.50; and Universal Winners, $50. T & L DISTRIBUTING COMPANY, 1321 CENTRAL PARKWAY, CINCINNATI, OHIO. Tel.: Main 8751.

FOR SALE — Wurlitzer 1080 $179.50 ca.; Wurlitzer 1100 $375 ca.; 10 Seeburg 100A—75 $675. Plus $10 for crating. Many others — write for list. YOUNG DISTRIBUTING CO., 599 TENTH AVE., N. Y. C. N. Y. Tel.: CHickering 4-5050.

FOR SALE — The old reliable Massegill coin operated pool tables. Write for price list on used equipment. We will buy one balls, Bingo games, recent shuffle alleys. DARLINGTON MUSIC COMPANY, DARLINGTON, S. C. Tel.: 500.

FOR SALE — United Alleys with Genuine fornicate tops and big pins: 6 Players $250; 6 Player Deluxe $300; Bear Cams $225; Bally-A-Rolls 845. MO HAWK SKILL GAMES CO., 67 SWAGGER-TOWN ROAD, SCHENECTADY 2, N. Y.

FOR SALE — Clean ready for location: Wurlitzer 1080'S $105; Seeburg 5 wireless wall box $7.50; Packard wall box $7.50; CAN-CAILLOTTE INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.

FOR SALE — Cash deposits on new and used machines. Buy and sell. No trade or barter. The Cash Box, Los Angeles, California, LEBERGER 1-1121.

Notice — Mailing list of Coin Machine Operators. 104 Alabama, 90 Arizona, 135 Arkansas, 677 California, 116 Colorado, 157 Connecticut, 33 Delaware, Price 2¢ per name. 11,252 United States $125. Write for other states. L. W. WHIPPLE BOX 125, MATTHEWS, N. CAR.

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

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

"It's What's in THE CASH BOX That Counts"
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 Phonograph $795.00
Model D-50 Phonograph 925.00
Model JS-5M Hideaway 755.00
5-10c Wall Box (40 Selections) 59.50
5c Wall Box (40 Selections) 53.50
Amvox Speaker 27.50

AUTO-PHOTO CO.
Auto-Photo

BALLY MFG. CO.
Bally Beauty $660.00
The Champion (Mech. Horse) 1065.00
Space Ship 735.00
Sunshine Park 735.00

CHICAGO COIN
Band Box (New Model) $229.50
Bowl-A-Ball 695.00
6 Player Super Match Bowler 599.50
10th Frame Bowler 575.00

COIN-O-MFG. CO.
Bat-O-Mat (Automatic Baseball Pitcher) $1295.00

H. C. EVANS & CO.
Century Phone 100/45 $1050.00
Juhiilee Phone 40/45 825.00
Juhiilee 40/78 795.00

EXHIBIT SUPPLY
Big Broco $997.50
Roy Rogers’ Trigger 1,047.50
Rudolph The Red Nosed Reindeer 725.00
Pete The Rabbit 725.00
Rawhide 725.00
Complete Package of Three Bodies, ‘Rudolph The Red Nosed Reindeer’, ‘Pete The Rabbit’, and ‘Rawhide’, with One Base 1,195.00
Test Pilot 325.00
Space Gun 375.00
Space Patrol 375.00
Strategum 375.00
Silent Salesman (Card Vender) 75.50
Super Twin Retitioner 695.00

D. GOTTLEIB & CO.
Coronation $349.50

INTERNATIONAL MUTU. CORP.
Photomar ‘52 $1,200.00

J. H. KEENEY & CO., INC.
Electric Cigarette Vendor $284.50
Coin Changer Model 304.50
Team Bowluer 645.00

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 1436 $1,065.00
Model 1528, 5c-10c-25c Wall Box 59.50
Model 1526, 5c Wall Box, 23 Wire 19.50
Model 1424 Playmaster 440.00

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

J. P. SEEBURG CORP.
M100C (Select-O-Matic "100" phonograph) $285.00
HM 104C (Select-O-Matic "100") R.C. Special $195.00
3W-1 Wall-O-Matic "100" MRVC-1 Master Remote Volume Control

CVS6-4-8” Wall Speaker Ivory (Teardrop) $345.00
CVS6-4-8” Reecessed Speaker CVST-12-12” Released Speaker PS 12 Power Supply $39.00
ARA1-L6 Auxiliary Remote Amplifier $39.00
AVC1 Automatic Volume Compensator Unit

UNITED MFG. CO.
Circuit $600.00
10th Frame Star Shuffle Alley 605.00
10th Frame Super Shuffle Alley 590.00

WICO CORP.
Major Leaguer (Automatic Baseball Pitcher) $1,095.00

WILLIAMS MFG. CO.
Four Corners $340.00

THE RUDOLPH WURTLIZER CORP.
Model "1400" Phonograph
Model "1450" Phonograph
Model 1500 Phonograph
Model 4851 5c-10c-25c Wall Box (48 Selections)
Model 5240 Wall Box 5c-10c-25c (104 Selections)
Model 5100 8c Speaker
Model 5110 12” DeLuxe Speaker
DOUBLE and TRIPLE SCORE FEATURES

SPOTTEM FEATURE

ALL CARDS DOUBLED

ALL CARDS TRIPLED

SPOTS Nos. 15, 16, 17

SPOTS Nos. 14, 19, 22

ALSO SPOTS ABOVE NUMBERS SINGLY

EXTRA BALLS

1, 2 or 3 EXTRA BALLS can be purchased after one or more of the first 5 balls have been played.

METHOD OF SCORING

THREE, FOUR OR FIVE IN-LINE SCORING
DIAGONAL, VERTICAL AND HORIZONTAL

NEW HINGED FRONT DOOR

EASY TO SERVICE
MECHANISM LOCATED IN BACK BOX AND ON HINGED BACK DOOR
STANDARD PINBALL CABINET SIZE

SLUG-REJECTOR COIN CHUTE

SEE YOUR DISTRIBUTOR

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
- Twin Ray-Guns with exciting sound-effects
- Airblast blows from blower
- Safe, sturdy construction
- Simple mechanism
- National Rejector

See the Bally space-ship in action . . . surging forward, gliding backward . . . dopping and rising . . .
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

The Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS