Perry Como wraps up the year with a smash RCA Victor hit, "Don't Let The Stars Get In Your Eyes". Shown here keeping those stars out of his eyes, Perry brings a Christmas gift of song and cheer to record fans everywhere. In the year ahead, Perry will continue to make his fine waxings which for so long have found favor in the nation's juke boxes.
Be Your Own Santa Claus

Don't wait for folks to wish you a Merry Christmas. Make sure you have one.

Be your own Santa Claus—buy Wurlitzer Fifteen Hundreds for your route now.

You'll have a Merrier Christmas and Happier for Years to come because you'll enjoy the highest earnings in phonograph history—from the only phonograph that plays 45 and 78 RPM records intermixed.

Make More Money with Wurlitzer Fifteen Hundreds

The Rudolph Wurlitzer Company • North Tonawanda, N.Y.
HOLIDAY ISSUE

December 27, 1952

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THE CASH BOX covers the coin operated machines industry, and all allied to this industry throughout the United States and all over the world. The Cash Box is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to—automatic coin operated music equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all cities and towns in the U.S., Canada, and Mexico. Lists, associates, publishers of music, disc jockeys, radio stations, and all others identified with, or allied to, the music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, component and all materials used in the vending, music and amusement fields are covered by The Cash Box. Banks, finance firms, loan organizations and other financial institutions, are listed in the financing of coin operated machines of all types, are covered.

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Here is a romantic magazine.

One that has built a following on personalities.

And personalities, they tell us, is what count with people like you and us who are just "people".

Like you and us, these are the people who want their children to have everything "we didn't have".

Just plain people.

Just people. In fact, the "common run". The people who made this the greatest and finest country on earth.

The people who made a great nation zoom up out of a wilderness.

That's us.

We're the people.

And this romantic idea of a magazine is strictly devoted to a certain trade, a certain people, this is the magazine that we bring you week after week — all year round.

This, my friends, is The Cash Box.

Captained by "people". People who know each other as "just folks". And that's the way we want it to be. Now, and for the years to come.

So, if you too, are "just folks", just "people", we're with you — in fact, we're your kind.

Let's all kind of grip into this thing — this livelihood that we are getting from operating, jobbing, distributing and manufacturing coin operated equipment in all its classifications . . . as well as recording, manufacturing and selling juke box tunes and records.

We're just people, aren't we?

Aren't we the people who help the people?

Aren't we supplying entertainment and services and merchandising automatically?

Aren't we sort of doing a job — in a way — for all the people — to make things just a bit brighter and easier and happier for everyone concerned?

Well, we "just folks," here at The Cash Box, kind of want you "folks," out there, to feel that we, too, are like you.

That we are driving ahead for you. That we are trying with all might and main to make this, your business, a more solid business. A better business. A grander and more respected business.

That we "folks" are like you "folks," who also want "our children," just like "your children," to enjoy the things that "we folks" didn't have to enjoy.

Sort of carry on with us for we are for you. And want to help you and work with you. And cooperate and do things that you feel we should do — if you'll only tell us more often what you want us to do for you. So that we can all enjoy better times and grander fun and live and laugh and be prosperous and happy.

Why shouldn't we, in the coin machine industry, enjoy the things that others in other industries claim as "theirs"? Aren't they "people" just like we're "people"? Flesh and blood and sorrow and heartache? And, when you add it all up — just momentarily here?

So, as Xmas comes around and as the New Year sort of sticks its little, frozen, red nose round the corner — let's all of us kind of remember — "we're just folks" — "just people" — just the kind of "friends" who are asking you to be friendly to us, and to like us, for we want to do what you want to do, and be good to you like you are good to us.

All of us "folks" here at The Cash Box — wish all of you "folks" — a very, very, merry Xmas.
Merry Xmas
and
A Most Prosperous And
Happy New Year

THE CASH BOX
Thanks -

FOR MAKING IT POSSIBLE

Best Small Instrumental Group of 1952

(2nd Consecutive Year)

Les Paul & Mary Ford

Personal Mgr.: GRAY GORDON • MEL SHAUER

“It's What's in THE CASH BOX That Counts”
SYMBOL OF ACHIEVEMENT

When the attainments of a lifetime are added up and evaluated, the honors a person receives for honest achievement almost always turn out to be the most cherished reward—and most enduring. For after he has worked for all the other things an individual may aim at, and no matter whether he has attained further successes or not, the honor he earned is his undeniably, beyond all recall.

In the music business, there are many things a person may set his sights for. Almost all, and that includes the artist, the publisher, record company, officials and everyone else concerned, are working for financial security. Moreover, in our business, there is the peculiar reward of public acceptance—applause, fame and all the other things which are associated with the entertainment world.

But perhaps most important of all is the knowledge that the work we do brings success to the people we're doing it for. Every artist wants to know that his record is the one that brings coins into the machines. Every publisher wants his tune to be the current hit. And every record company official wants it to be on his label. Naturally they want these things because it means income to them and the promise of more to come. But beyond all this, it means that they have done a successful job—something everyone in the world is aiming for, no matter what his life's work may be.

For the past seven years, we here at The Cash Box have been celebrating these successful jobs with our annual awards. And in these seven years The Cash Box award has come more and more to be the symbol of achievement in the music and record businesses.

Here are the men and women, the jive box operators—who as a whole are the greatest single market for records in this country—voting for the artists, the tunes, the records that made the most money for them. Here are no hypoed sales figures, no publicist's dream. Here are the simple facts as the jive box operators of this nation know them.

The artists they vote for are literally the most successful ones. For they are the ones who succeeded in a way which all understand. They garnered the most play during the year.

To those who receive a Cash Box award therefore, goes the unquestioned accolade of the music world.

And the award is lasting in its meaning, unchanging. Through all the years to come, through the vicsitudes and glories that we all experience, that award remains as the undeniable symbol of a great accomplishment.

When all the money has been counted, when all the applause has been heard, all the fame enjoyed, The Cash Box statuette, simple in its beauty, will remain the honor which neither time nor fortune can tarnish.
THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. WHY DON'T YOU BELIEVE ME ....... Jan James (MGM)
2. I SAW MOMMY KISSING SANTA CLAUS .......... Jimmy Boyd (Columbia)
3. DON'T LET THE STARS GET IN YOUR EYES ........ Perry Como (RCA Victor)
4. GLOW WORM ......... Mills Brothers (Decca)
5. YOU BELONG TO ME ...... Jo Stafford (Columbia)
6. KEEP IT A SECRET ....... Jo Stafford (Columbia)
7. TILL I WALTZ AGAIN WITH YOU .......... Teresa Brewer (Coral)
8. I WANT TO YOUR WEDDING ....... Patti Page (Mercury)
9. OH HAPPY DAY ........ Don Howard (Essex)
10. HEART AND SOUL ....... Four Aces (Decca)

Yuletide is always a season of mixed emotions. Sadness. Gladness. Tender memories. Joyful parties. Glitter. Gaily colored boxes ribbon basted. Christmas cards always a season for good will. If only that feeling could be kept over for twelve months. What a wonderful world this would be. . . MERRY XMAS—to our disk jockey friends all over the nation. May 1953 be a bigger
than ever for all of us and more artistic for all.

Paron Young is now a private in the army and is stationed at Fort Jackson. Tha news came to us courtesy of our friends Bob and Jim (WFBG-Greenville, S. C.). The boys, in their weekly newsletter, call the trade's attention to their listing carried in the recent Cash Box. . . . Thanks to Henry Okun for that truly wonderful Christmas card . . . Stuart Foster's new "Your Mother And Mine," with the Hugo Winterhalter orchestra, was picked by WMCA-New York, and its listeners as the number one release of the week. . . . Clark Reid (WJZ-Detroit, Mich.) says "If Teresa Brewer can stand the onslaught of Jimmy Boyd's "Kissing Santa Claus" her "Till I Waltz Again With You" should be number one nationally.

Tex Roper (KFAL-Fulton, Mo.), elated with the listener response accorded his programs. Back again after a short illness is Stephen Paul, WMBG-Richmond, Va. . . . Gil Henry (KING-Seattle, Wash.) rebelling at the pressure applied to the disk jocks at station KING. Says Henry, "The fellows here at KING have been getting a lot of telephone calls from publishers practically demanding that their tunes be placed on our top ten lists. I don't think these publishers realize the bad will they are creating by their "hackster" tactics and demands for dishonesty." . . .
What a party Ted Brown (WMGM-New York) had Friday morning, December 12. Practically every vocalist in town dropped in to congratulate Ted on his third anniversary with the station. Among those present were: Patti Page, Frances Faye, Eileen Barton, Tosi Arden, Lisa Morrow, Pat Terry, Ferrante and Teicher, Joe Allegro, Norman Greene, Danny Winchell, Trudy Richards, Ricky Hale, Jilla Webb, Harry Belafonte, Georgia Carr, Henry Jerome, Alan Dean, Tony Allen, and Bill Hayes. . . . Bill Phillips (WAX-Wilkes Barre, Pa.) who is one of radio's pioneers, celebrated the first anniversary of his three-hour show on December 11. Bill is currently engaged in a fund drive to raise $5,000 for a Wilkes Barre High school girl who was seriously hurt in an auto accident a few weeks ago. Phillips would like contributions of autographed pictures, records, and albums to auction off to his audience.

Skip-A-Long Hathaway (KUGN-Eugene, Oregon) has had a rash of guest stars on his show during the past month. Among them were Lefty Frizzell, his entire band, Lou Millet, Wade Ray, and many others . . . Harry Burgee (WQAM-Miami, Fla.) features The Cash Box listings for one full hour a week. A "picks" are played on all his shows . . . Bill Silbert (WAND-New York) whose record and interview show is featured nightly on that network at 11:30 p.m. is inviting his audiences to vote for their favorite recording personalities in the following categories: Top Male Vocalist, Top Female Vocalist, and Top Band Of The Year. The recording stars receiving the greatest number of votes will receive the "Bill Silbert 1953 Dick Jockey Award" plaque at a special televised ceremony during the week of January 5th to 9th, 1953. This will be an annual award . . . Bud Wilson (WXLL-Concord, N. H.) is doing the split shift for the Xmas season. Wilson is early a.m. disc-jay until 12:30, then goes on again at 6 for the "Santa Claus Show." . . . Morris Diamond has been signed by Coral to handle Alan Dale, Judy Lynn, Ray Bloch, and The Modernaires.
THE BURGLAR BUCK (2:26)
Dick Roberts plucks the tenor banjo while Red Roundtree strums on the plectrum banjo as the duo hop through an exciting rag time piece designed for a select market.

PICKN’ THE BANJO (2:30)
The boys do on another fine hopper with an infectious sound that all the banjo lovers will go wild about. The peppy piece is appealing.

THE BANJO KINGS
(Good Time Jaxx 76)

TURK MURPHY’S JAZZ BAND
(Good Time Jaxx 75)

CAKEWALKIN’ BABIES
(2:34) Clare Austin voices a rousing jazz rendition of a light and spritely piece that’s belted out by Turk Murphy on his jazz.

BAY CITY
(2:31) The piano takes a good part on this side as the boys deliver a slow bluesy jazz number. Number might draw coin if placed in the right spots.

JOHNNY PECON & ORCHESTRA
(Capitol 2306; F-2306)

SWEET POLKA DOT
(2:31) Johnny Pecan and his ork happily ease through a gay light polka with Johnny taking the vocal chores. Lou Trebar is featured in the band.

JUNIOR’S WALTZ
(2:33) The group runs through a slow waltz in a dry and dragging manner. It might be liked by waltz lovers.

SPIKE HASKELL
(Capitol 2305; F-2305)

UNDER THE ELBE
(2:14) Spike Haskell teams up with the Jolly Millers and slips through a cute instrumental polka that was arranged by Spike. The number is not exceptional but makes for pleasant listening.

WESTPHALIA WALTZ
(2:17) The Jolly Millers help Spike go over a pretty arrangement of a slow waltz. The interesting delivery is fine for dancing.

STEVE ADAMCZYK AND HIS HUNGRY SIX
(Dane 3113)

DISC JOCKEY POLKA
(2:30) Steve Adamszyk and his Hungry Six take a ride through a pleasing novelty polka with cute sounds throughout that add further color to a fine presentation.

REQUEST POLKA
(2:38) Steve leads his Hungry crew through a rhythmic boomer that demonstrates some fine arranging. It’s a pleasant piece of listening material and just perfect for the polka dance lovers.

JERRY LEWIS
(Capitol 2317; F-2317)

I’VE HAD A VERY MERRY CHRISTMAS
(2:34) A novelty that’s tailor made for children is comically presented by Jerry Lewis. Dick Stabile backs the comedian on a cute day after Xmas item. Jerry jokes about all his gifts.

STRICTLY FOR THE BIRDS
Jerry bounce through another most enjoyable and pleasingly amusing piece. The rendition is a bit straighter, but it ends up in rousing fashion.

CHOR DANA
(Dean 781)

ROZSTANIE
(2:32) Chor Dana, a group of voices, goes over a foreign language reading of a tango number that is fit for dancing. The number is not commercial for the pop market but might be good in certain spots.

PLUS O MIIE
(2:38) Another foreign language folk type number is rendered by the vocal group. The sad sounding piece will fit in only specialized locations.

EDDIE ZIMA ORCHESTRA
(Dean 3111)

MAMA POLKA
(2:32) A fine instrumental version of an exciting and stirring polka is belted out in a happy vein by Eddie Zima and his fine polka ork.

ZIVA POLKA
(2:35) Eddie leads the gang through another piece that’s full of oomp. Polka lovers are sure to take to these decks. They should go right in the good right boxes too.

JOE RESERT & HIS ORCH.
(Capitol 2304; F-2304)

POWDER PUFF POLKA
(2:32) A puffy fast moving polka is belted out with zest by Joe Resart and his boys as they have a fine time playing the polka. They seem to be having a wonderful time.

GEORGIE’S POLKA
(2:38) Another novelty polka is given a nippy delivery by the crew as Joe tells the story of Georgie and his girl. Could happen in the right spots.

BOB SCOBEY’S FRISCO BAND
(Good Time Jazz 74)

ALL THE WRONGS YOU’VE DONE TO ME
(2:39) Clancy Hayes takes the vocal on a slow bluesy type of jazz arrangement that features a prepared trumpet solo. The vocal fits smoothly.

PEORIA
(2:33) Bob Scobey and his Frisco boys do novel job on a bouncy jazz number about the famous city. The ork is subdued in certain parts but blasts in others.
Season's Greetings

...to all Juke Box Ops, Disk Jockeys and Dealers...

Dennis Day

RCA VICTOR RECORDS

"It's What's in THE CASH BOX That Counts"
THE COUNTRY'S SERENADE "(2:24)

* * *

ANDREW'S SISTERS & ALFRED APAKA (Decca 28295; 9-28295)

1. "THE COCKEYED MAYOR OF HAINAAKAI" (2:29) Danny Stewart and his Islanders set up a Latin tempo Hawaiian backing for the Andrews Sisters as they pipe a cute ditty with their fine voices that appeal to all.

2. "KING'S SERENADE" (2:24)

* * *

BOBBY BROOKS (RCA Victor 20-5090; 47-5090)

1. "I'VE GOT THE RIGHT TO KNOW" (3:29) The low voice of Bobby Brooks chants a ballad while Howard Biggs and the orch takes the chanter. The orch dowsn't out the warbler in the back. The tune is not too much but the reading is polished.

2. "GIVE YOUR LOVE TO ME" (3:32) Another Echtime like delivery is gone over by Bobby as he changes from the back vocal to the lead. The connecting line is not up to par.

FRED WARING AND HIS PENNSYLVANIANS (Decca 28512; 9-28512)

1. "WHERE IN THE WORLD" (3:18) Lee Marvin belts out a patriotic march vocal with the aid of a backing by Fred Waring and his Pennsylvania. The number is tip-top but not fit for the Jukeboxes.

2. "GOD BLESS AMERICA" (2:56)

* * *

THE WORLD SYMPHONY ORCH (Request 728)

1. "THE TYPEWRITER CONCERTO" (2:23) A cute lush instrumental, the type that is ever gaining in appeal to the public, is wonderfully portrayed by the World Symphony Orchestra. The tune is wonderful and features a type wrtiter pounding in the background.

2. "GYPSY BLUES" (3:17) H. An-drews conduits the group of musicians once again on a lush and steady tempo instrumental. The results are fine. Both sides should get ears from the public, especially the top half.

HARRY MEADE (Tennessee 844)

1. "SITTIN' ON TOP OF THE WORLD" (2:23) Some fast fingering is exhibited by Harry Meade at the piano. The bouncing piano solo is a bit dry without any accompaniment.

2. "WHITE HOUSE BLUES" (2:20) Another keyboard solo is presented by Mr. Meade. The poppy bounce might be liked by the folks who go for a simple piano instrumental. Not too hot for the boxes.

* * *

THE CASH BOX SLEEPER OF THE WEEK

1. A STOLEN WALTZ "(2:15)

2. RAINDROPS "(2:25)

3. RAINBOW "(2:25)

4. DARKNESS ON THE DRAWERS OF THE WORLD ORCHESTRA (Decca 28295; 9-28295)

5. "CHALLENGE OF THE YUKON" (3:29) The Royal Mounties sing to a march tempo the lyrics to the theme of "Sergeant Preston Of The Yukon" television and radio program. The tune is good but waxing is not too commercial.

6. "THE MAPLE LEAF FOREVER" (3:29) Showcased by an organ in the background, The Royal Mounties sing their anthem with the low woom in the air of the great country. The lead, this is also not very commercial.

7. "THE WORLD SYMPHONY ORCH. (Request 727)

8. "THE BUMBLEEE AT CARNEGIE" (2:30) H. Andean conduits the World Symphony Orch, as they ride through a lush and flithy instrumental that gives the impression of a bee in flight. It's a fine classical piece for the boxes.

9. "WASHINGTON WALTZ" (3:04)

* * *

RECORD REVIEWS

1. LOUIS JORDAN & TYMANPANY FIVE (Decca 28444; 9-28444)

2. "FRIENDSHIP" (2:42) Against a steady jump backing, Louis Jordan delivers a talking version of a cute story about a fellow who's run

* * *

FERRANTE & TEICHER (Entre 101-4)

1. "SUSANNA'S LAST STAND" (2:29) The story concerns their talents on a great piano trick delivery on a cute old tune. The sounds the artists get are different and appealing: They should make good programming. This cutie could also make a name for the boys.

2. "MARGIE" (2:10) Sophie tells the night club audience how she got the song and how the introduction goes into peppy distinctive and stylish reading of a great oldie. Her lovely manner of delivery is backed by a Charlie Shavers.

* * *

THE ROYAL MOUNTIES (Decca 28806; 9-28806)

1. "CHALLENGE OF THE

2. "THE MAPLE LEAF...

3. "THE WORLD SYMPHONY ORCH...

4. "THE BUMBLEEE ...

5. "WASHINGTON WALTZ"

6. "RECORD REVIEWS" (Entre 101-4)

7. "SUSANNA'S...

8. "MARGIE"

9. "WAITING FOR THE ROBERT E. LEE"

* * *

DANNY SUTTON (King 15213; 15-15213)

1. "I WAS WRONG" (2:39)

2. "OH WHAT A FOLLIN"

3. "WHY WHAT A FOLLIN"

* * *

THE CASH BOX, Music

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December 27, 1952
SEASON'S GREETINGS
and
THANKS
TO ALL MUSIC OPERATORS

Patti Page

"It's What's in THE CASH BOX That Counts"
The Quality of Records
Is Not Strained

By JOE CARLTON
Vice-President, Mercury Records, and
Director of Eastern Artists and Repertoire

The guy that invented the word "gimmick" is my mortal enemy. I hate him because he has provided ammunition for another type of idiot, the one who wants you to get away from gimmick and then translates this into the illig- cal conclusion that all hit records have gimmicks, hence only gimmicks are responsible for hit records.

What kills me is the snide suggestion that the use of gimmicks is alone responsible for sales results in popular recording today. And if it is, the sug- gestion that all gimmicks are cheap gimmicks is equally foul. I maintain that (1) All hit records have quality and (2) There's no such thing as a hit record without quality. I submit that the use of a gimmick should be considered pure artistic supplement, that this use most often adds flavor or clarity or color (or anyone of a dozen other aids) and most often adds to "quality."

The point is: our record business is not static; it progresses and like any continuing industry progresses by catering to changing standards of quality. For every so-called "gimmick" that one may find deleterious, there are a dozen that add to general record quality. We must not allow the slightest suggestion that there is a cheapening of quality, and it is, important there- fore for record men and music trade alike to help eliminate the many slipshod references to "gimmick."

And why use the word "gimmick" to depreciate the many advancements in modern popular recording. I have never heard a record yet where the gimmick alone spelled "hit." If the record was a hit, you bet the song was a great one or the rendition outstanding. The gimmick may flatten either the song or the rendition, but it can never overshadow both.

What is a gimmick in popular recording? If it is the extreme use of echo chamber and filter (viz Johnnie Ray "Cry"); one-mile recording (viz "Kiss of Fire"); separate-miking of individual instruments (viz, various disks featuring solo mikes on a covered drum for rhythm-beat accentuation); if it can support all these great songs or performances how can it be argued that "gimmicks" detract from quality. If the word did not exist, we would readily see that a gimmick actually is a technical device directed at improving the sound of a record. Some of these devices may not, in the opinion of the public, add to quality and these are discarded, some augment quality greatly; these are retained and become a part of the sound-recording science and in time lose their identity as new devices. Thus, to me a French horn section is no more a gimmick than Cezanne's use of the flaming hue; Patti Page's dabling no more a gimmick than the ten-wave conductor on a coaxial cable.

Where the times call for more intensity, more brilliance, more change of pace, more vivid and radical departures in music and records, let's call our answers "quality gadgets" not "gimmicks." We all consciously use gimmicks to implement quality and class; when we fail we have made a mistake of judgment not of intention. By and large to preserve our industry we must always convince our public that "quality and class" are fundamental objec- tives and however gimmicked-up a record, the intention was to supplement or improve quality, never to strain it.
Thank You
Music Operators

ROSEMARY CLOONEY

Selected "BEST FEMALE VOCALIST OF 1952"
in THE CASH BOX Annual Music Poll

***

Soon To Be Released
"THE STARS ARE SINGING"
for
PARAMOUNT PICTURES

Personal Management:
JOE SHRIBMAN

"It's What's in THE CASH BOX That Counts"
Music

But, to Hugo.

Hugo Winterhalter

Marty VloN

VLON

America's Fastest Selling Records

JUKE BOX

FAVORITE!

Jane Turzy and
Grady Martin

Picking Sweethearts

And That Heart Belongs To Me

Decca 28499 (78 rpm) and 9-28499 (45 rpm)

Al Morgan

A Stolen Waltz

And Two Foolish Hearts

Decca 28501 (78 rpm) and 9-28501 (45 rpm)

Lenny Dee

Midnight

And Bye Bye Blues

Decca 25800 (78 rpm) and 9-25800 (45 rpm)

New York:

With everyone concentrating on Xmas tunes, all discoria are waiting till next week to release their new records. And some terrific sides are waiting to be heard. Several that we've already had a glimpse of just can't help but make it. Hugo Winterhalter, back from his whirlwind tour of Europe with Eddie Fisher. Ferrante and Teicher, two lads who've been working their piano magic in concerts and on the right club stand for a number of years, are now doing likewise on some remarkable sounding records. Carl Nutter, manager of Tony Alama's, has been appointed manager of the new publishing firm of Veronique Music which will open offices on Fifth Avenue in N. Y. "Oh, what a happy day," says Dave Miller as his hit spreads across the country. Not only that, but Dave expects to have his new pressing plant ready for operation in January. And a snark review of Don Howard's next release, "Rain Rain," looks as though it will give Dave another happy day. Marty Ostrow of The Cash Box staff became the proud papa of a baby girl.

Hugo Winterhalter

Ralph Maitrise

Round The Way Circle

Los Angeles:

No closing: no gossips—almost no news at all. Just Greetings galore to so many friends who make our day a bit lighter, easier and happier. . . . Thanks then to Al Miller, at RCA Victor, whose genial warmth and somewhat shy nature evades the weight of talent he possesses . . . to Gene Becker, Ray Peleze, Bud Freeman and Margie Olafson at Capitol for their welcome greeting to a comparative newcomer . . . and Joe Matthews who not only promotes records and artists, but good cheer. . . . to Jimmy Warren, Jack Lewis, Andrew Nolen, Eddie Ray and Johnny O'Valle—the gang at Central Record Sales—whose catalog of hits and friendliness is worth its weight in spades . . . to Harry Bloom and Lee Palmer at Mercury, who keep us guessing what the next in Pare hit is gonna be . . . to Sid Talmadge and Joel Delsen at Record Merchandising whose phone we sometimes . . . to Jack Devaney at Columbia whom we haven't quite caught up with yet . . . to the Bihari clan and their表妹, to Irv, Saul, Joe 'n Florette and Jack "Pops" Allison who all kinds sorta make the disk biz a nice field to work in . . . and to Paul Shorten at Allied Music whose phone we sometimes steal . . . and Gordon Wolf at Sundial who wants More Good Music . . . to Herb Gershem and Mary and Kay who keep on keepin' . . . And to all who give us a friendly welcome, and to all who make our way easier, a happy holiday.

Ralph Maitrise

The Cash Box, Music

Page 14

December 27, 1952

"It's What's in THE CASH BOX That Counts"
To the Music Operators of America:

My heartfelt thanks for voting my orchestra the "Best Orchestra of 1952".

I am especially grateful that my Pops Concert Orchestra, along with dance, country and rhythm bands, has received the approval of the great masses of music lovers, whom you serve as the most democratic dispensers of music in the country.

My best wishes for a prosperous 1953.

Leroy Anderson

Woodbury, Conn.
December 12, 1952
MEMO

Our Humble Thanks
To The Music Machine
Operators Of America
for your Votes in The
Cash Box 7th Annual
Poll making possible

“HALF AS MUCH”
“BEST FOLK AND WESTERN RECORD OF 1952”
by
Hank Williams
on MGM

P.S. Headed for Hitdom in 1953
Ballad—“YOU WIN AGAIN”
Tommy Edwards
MGM 11326

Novelty—“A FULL TIME JOB”
Doris Day &
Johnnie Ray
Col. 39998

Country &
Western—“I’LL NEVER GET
OUT OF THIS
WORLD ALIVE”
Hank Williams
MGM 11366

and

“I’LL GO ON ALONE”
Marty Robbins
Col. 21022

The Cash Box, Music
Page 16
December 27, 1952

B.M.I. Celebrates

NEW YORK—At a dinner given at the Waldorf Astoria last week, BMI feted those publishers who, during the year, had their tunes on the Hit Parade. In the upper left photo are: Bob Sasser of BMI; Martin Block; Nat “King” Cole; Al Perego; Ed Burton of BMI; Jean Aberbach; and Hal Wehman. At the upper right Perry Alexander admires his citation. Center left: Bobby Mollin; Jean Aberbach; and Lou Levy. Center right: Bob Austin (right) of The Cash Box presents Carl Havelet, president of BMI, and Justin Miller, Chairman of the Board, with a special award for outstanding achievement. At the lower left a reunion is held by Sammy Kaye and Don Cornell. At the lower right: (standing) Pete Kameron; Lou Levy; Arnold Shaw; Jake Alexander; Herbert Marks; and Sam Weiss’ brother. In front are Jean Aberbach; Jack Shiftman; Ed Burton; Perry Alexander; and Paul Barry.

Sachs Named To Capitol Records Post

NEW YORK—Herb Sachs, has been appointed Eastern Representative of Studio and Recording Services Division for Capitol Records, Inc. It was announced last week by Walter Hrobner, General Manager of Capitol Records’ Custom and Broadcast Division. Sachs will handle custom records and various phases of the Broadcast Division reporting directly to Heebner in Hollywood. Sachs organized the Guild Record Company in Norwalk, Connecticut, and was Vice-President in Charge of Manufacturing. When Guild Records was sold to Mastercraft, Sachs was Vice-President in charge of their three plants. He was with the Dumont Television Network and served with the United States Government in the Economic Stabilization Agency.

TICO RECORDS

presents the World’s Greatest Latin Swing Pianist

JOE LOCO and Trio
in his Greatest 2 Sided Hit

“WHITE CHRISTMAS” &
“JINGLE BELL"S"

Tico # 10-153

Biggest Selling MAMBO line in the Country

“I’ts What’s in THE CASH BOX That Counts’’
A CABLE FROM-

PFC. EDDIE FISHER

American Cable & Radio System
"Via All America"

"Via Mackay Radio"

Q957 BHN1 LDH 46 11
LT SID PARNES CASHBOX 26 W 47 NYC
IT IS WITH DEEPEST GRATITUDE TO CASH BOX AND ITS READERS THAT
I ACKNOWLEDGE WITH THANKS YOUR CABLE GIVING ME A MOST WONDERFUL
XMAS PRESENT THE RESULTS OF 1952 POLL HAPPY HOLIDAY GREETINGS
TO ALL

PFC EDDIE FISHER

RCA Victor congratulates EDDIE FISHER on winning
"Best Male Vocalist of 1952" Award in The Cash Box Poll.

Sincere thanks to the Music Machine Operators of
America for making it possible.
SAN FRANCISCO, CAL.—While Arthur Fiedler, conductor of the Boston "Pops" orchestra, spent several weeks in San Francisco this summer playing nine concerts in the Civic Auditorium, he visited the Jones boys at R. F. Jones Co. and inspected the Seeburg Select-O-Matic. He was very much interested in the programming possibilities on the machine and the various classification of records which it was possible to display.

Juke Box Fan

The HALE You Say
by natt hale

Now then—

Far be it from us to attempt to conform to convention. Since this is the season of the joyous spirit when all and sundry give vent to inner emotions and let meriment and jubilarity run rampant, it behoves us to express our heartfelt gratitude to the many who have contributed to making this a standout year for us. This, of course, is in keeping with the standard pattern of the holiday period and, as stated before, who are we to cut things of the earnest.

Firstly—we feel humbly grateful to our parent employer who saw fit to keep issuing those lovely checks to us in greater abundance than ever before. Actually, while most promotion men seem to rest on the success of any or a number of records as the more expected results of their personal application and endeavor, instead of duty, our comptroller made it a point to intimate that the discs that clicked on our own parent label would have happened anyway. Be it as it may, we no longer observe this personage pounding a drum (with a most distinguishing off-beat) in the Salvation Army band or holding out the wrong end of a bedehed line in Skid Row and exclaiming that be decreed that it might be worthwhile to keep us around—even if only for laughs.

While we list this secondly, it holds an equal place on our Gratitude Roster: The staff of The Cash Box has certainly endured, way beyond measure, more tribulation and anguish in the preparation and editing of this column, that to disregard a mandatory allusion herewith would be little short of total grossness. To carry the thought to a point of linear directionality it would be a small matter for our patron editor, be must, most assuredly, come in for the lion's share of the accusations. It is true that our work is often tedious, but it is very coming year devoid of the same bits of paranoia. If anything, we expect to establish a new high mark in our communicable manner than this.

This does, however, serve to warn him that we will have to endure untold mental hardships from us in the year to follow, and trust that he will come through it as nobly as he has up to now.

Depending as we do, on the countless disc jockeys who are our primary source of contact, it appears somewhat incongruous to have relegated them to the gentleman who man, service—and collect—the hundreds of thousands of jokes from coast to coast. As much an element of promotion and exploitation of records as almost any other tangent of the business, the same is fitly granted to our selfsame同仁 and to our inner satisfaction. Besides—

they demands we make upon your time and patience it could entirely ossify our own personal welfare and to our inner satisfaction. Besides—

they demand we make upon your time and patience, it could possibly work to the will of Mr. Skid by name, expressing the heartfelt admiration and respect we have for your talents and patience. Putting up with the nonsense and frivolity with which we have bombarded our patron editor, be must, most assuredly, come in for the lion's share of the accusations. It is true that our work is often tedious, but it is very coming year devoid of the same bits of paranoia. If anything, we expect to establish a new high mark in our communicable manner than this.

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Reading down to the No. 4 spot, we come across the masters of the titanic juke box industry. Unhappily as they generally are, too little notice is given to the gentlemen who man, service—and collect—the hundreds of thousands of jokes from coast to coast. As much an element of promotion and exploitation of records as almost any other tangent of the business, the same is fitly granted to our selfsame同仁 and to our inner satisfaction. Besides—

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Then again, we come to the publisher segment and their representatives, most of whom are engaged in much the same line of work as ourselves. For this reason, it may be that we give them an occasional hard time, in an effort to make them more or less bit to our label of the fence. The occasion to be taken as a hint of the area wherein we operate have given sufficiently of their time and attention to our own peculiar problems and have even encouraged our purpose when we offered a temporary lapse of our usual spirit and good humor. Also—God bless—there are about the only guys who will take us to lunch. Keep well, ye pubber men! And have another great year for yourselves.

While we took our regular weekly leave of our senses to hammer out this piece, we frequently alluded, off screen d'acquiesce, to the artistic folks who star on the platters we plug. This is a rather woful attempt to make amends to the performers who have their own manifold problems and trials—not the least of which might be the local promotion man. With the many unsolved and unexplored times and demands, it could only be possible, rather miraculous that we haven't gone home on more than one occasion minus the neck of a bottle buried deep within our cranium. Still, most of you have recognized, and forgiven, our wearying faults and gone along with the gag. Sometimes it isn't easy to leave the sweet comfort of a dressing room, nursing a severe case of laryngitis, just to make a high school visitation dressed as an Easter bunny. But, you've done it, and usually without a grumble. So—despite the fact that we've employed your limb of the recording family tree to level our derogatory regards, you pilfered our beloved heroes and heroines to suit us. Oh, yes—yes—you're the ones who get the ball rolling on those check we get. Here's hoping you'll really have the greatest of years coming up.

There's still more on the list, but we might as well wind this up with an all-round 21-gun salute. This is one industry—the record business—which finds everyone regarding it as virtually a one-man or one-woman unit. The record producer, on one way or another, in this gigantic music world wouldn't change the picture one iota if they had to. Which makes for full and completely happiness, doesn't it?

At least, with so much to be thankful for, and with so many to be grateful to, this one small voice is truly happy to shout to the world:

A Merry, Merry Christmas to you all!
Wishing you the merriest of Christmases and the most prosperous of New Years—
Season’s Best!
To All Operators

Wishing Tender Consideration for:

“TO SEE YOU”
“CHICAGO STYLE”
“MOON FLOWERS”
“MERRY-GO-RUN-AROUND”

from

“Road To Bali”, out January

Bing

1952’s Top Pop Records
As Voted In The Cash Box Poll

1. CRY
   Johnnie Ray
2. BLUE TANGO
   Leroy Anderson
3. ANYTIME
   Eddie Fisher
4. DELICADO
   Percy Faith
5. KISS OF FIRE
   Georgia Gibbs
6. WHEEL OF FORTUNE
   Kay Starr
7. TELL ME WHY
   Four Aces
8. I’M YOURS
   Don Cornell
9. HERE IN MY HEART
   Al Martino
10. ‘AUF WIEDERSEH’N SWEETHEART
    Vera Lynn
11. HALF AS MUCH
    Rosemary Clooney
12. WISH YOU WERE HERE
    Eddie Fisher
13. YOU BELONG TO ME
    Jo Stafford
14. SLOW POKE
    Pee Wee King
15. I’M YOURS
    Eddie Fisher
16. BLACKSMITH BLUES
    Ella Mae Morse
17. I’LL WALK ALONE
    Don Cornell
18. I WENT TO YOUR WEDDING
    Patti Page
19. TELL ME WHY
    Eddie Fisher
20. LITTLE WHITE CLOUDS THAT CRIED
    Johnnie Ray
21. LOVER
    Peggy Lee
22. VANESSA
    Hugo Winterhalter
23. WALKIN’ MY BABY BACK HOME
    Johnnie Ray
24. BOTCH-A-ME
    Rosemary Clooney

Season’s Greetings

to all

from

Vogue

* * *

BETHE DOUGLAS
The Face with a Voice

* * *

SY MELAND
The Golden Voice

* * *

CLAUDE GORDON
His Trumpet
and His Orchestra

* * *

BOB KEENE
His Clarinet
and His Orchestra

* * *

HERB SAUNDERS Trio

* * *

JOLLY ROGERS

* * *

Vogue records inc.

“Fashions in Music”

HOLLYWOOD
NEW YORK

SEASON’S GREETINGS...

to all our friends everywhere

Gordon Wolf

SUNLAND MUSIC COMPANY
1310 S. NEW HAMPSHIRE
LOS ANGELES 6, CALIF.

“It’s What’s in THE CASH BOX That Counts”
To the Juke Box Operators of America -

Humble Thanks

For Voting "BEST RECORD OF 1952" "CRY"

Johnnie RAY

Your gracious acceptance of my Columbia Recordings has made possible a wonderful year. Thanks again for the honor bestowed upon me.

"It's What's in THE CASH BOX That Counts"
The Season's Greetings

Our rich heritage of song gives everyone the same joy and spread the meaning of fellowship and brotherhood of the holiday season.

Music has always been the natural expression of the true Yuletide spirit.

Hymns and carols and holiday melodies have been handed down through the years until it's impossible to imagine any festive occasion without them.

The Season's Greetings continue to be enjoyed by everyone.
New Coast Diskery, D'Oro Records, Releases Earl Hines Sides

HOLLYWOOD, CALIF. — The steady rise and rejuvenation in popularity of big band business received an ample boost here this past week with the release of D'Oro Records' first platters.

Reaction to the records from local disk jockeys, distributors, music operators and the general trade is somewhat startling, for all vehemently agree that the sides are "some of the best ever cut by the Hines aggregation."

In a statement to The Cash Box by the firm's general manager, Bob Gould outlined the policy of the new label.

He announced a "profit participating program" for recording artists and also disclosed that the firm has a lengthy catalog of music in its subsidiary organization, D'Oro Music Inc., in addition to some twenty masters already cut and recorded. Gould disclosed that recording artists will participate in the profits of the recording company, in many cases by as much as 20%.

Currently engaged in setting distribution, the platter has already set up key New York, Chicago, Los Angeles, Seattle, San Francisco and Philadelphia. Announcements of additional distribution points are expected to be made shortly. Gould emphasized that one of the firm's basic policies will be to see that its distributors are not overloaded with records.

The diskery's music publishing affiliate is BMI licensed and has set arrangements with the Weas & Barry firm as sole selling agents for its sheet music. All tunes in the firm's catalog are original, with the writers signed to scripting pacts with D'Oro Music.

Under contract to the new platter are the Earl Hines aggregation, and singers Ella Jones, formerly with RCA-Victor, Lonnie Satin and Helen Merrill.

First release for the platter is already on the market.

**THE CASH BOX**

**DISC HITS BOX SCORE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Dec. 27, Dec. 30</th>
<th>Dec. 27, Dec. 30</th>
<th>Dec. 27, Dec. 30</th>
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<tbody>
<tr>
<td><strong>1</strong></td>
<td><strong>Why Don't You Believe Me</strong></td>
<td><strong>CA-2225 (F-5291)</strong></td>
<td><strong>CA-2225 (F-5292)</strong></td>
</tr>
<tr>
<td><strong>2</strong></td>
<td><strong>Don't Let The Stars Get In Your Eyes</strong></td>
<td><strong>CA-2254 (F-5265)</strong></td>
<td><strong>CA-2254 (F-5266)</strong></td>
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<tr>
<td><strong>3</strong></td>
<td><strong>It's In The Book</strong></td>
<td><strong>CA-2249 (F-5249)</strong></td>
<td><strong>CA-2249 (F-5249)</strong></td>
</tr>
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<td><strong>4</strong></td>
<td><strong>The Glow Worm</strong></td>
<td><strong>CA-2240 (F-5256)</strong></td>
<td><strong>CA-2240 (F-5256)</strong></td>
</tr>
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<td><strong>5</strong></td>
<td><strong>Tying</strong></td>
<td><strong>CR-6029 (6-0833)</strong></td>
<td><strong>CR-6029 (6-0833)</strong></td>
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<tr>
<td><strong>6</strong></td>
<td><strong>I Went To Your Wedding</strong></td>
<td><strong>CR-2837 (7-5377)</strong></td>
<td><strong>CR-2837 (7-5377)</strong></td>
</tr>
<tr>
<td><strong>7</strong></td>
<td><strong>Keep It A Secret</strong></td>
<td><strong>HE-7002 (6-0070)</strong></td>
<td><strong>HE-7002 (6-0070)</strong></td>
</tr>
<tr>
<td><strong>8</strong></td>
<td><strong>Because You're Mine</strong></td>
<td><strong>MG-1130 (6-0034)</strong></td>
<td><strong>MG-1130 (6-0034)</strong></td>
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<tr>
<td><strong>9</strong></td>
<td><strong>NAT &quot;KING&quot; COLE</strong></td>
<td><strong>MG-1131 (6-0035)</strong></td>
<td><strong>MG-1131 (6-0035)</strong></td>
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<tr>
<td><strong>10</strong></td>
<td><strong>Saw Mommy Kissing Santa Claus</strong></td>
<td><strong>MG-1132 (6-0036)</strong></td>
<td><strong>MG-1132 (6-0036)</strong></td>
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<tr>
<td><strong>11</strong></td>
<td><strong>The Glow Worm</strong></td>
<td><strong>MG-1133 (6-0037)</strong></td>
<td><strong>MG-1133 (6-0037)</strong></td>
</tr>
<tr>
<td><strong>12</strong></td>
<td><strong>Whistle</strong></td>
<td><strong>MG-1134 (6-0038)</strong></td>
<td><strong>MG-1134 (6-0038)</strong></td>
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</tbody>
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- **THE Nation's Top 50**

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"It's What's In THE CASH BOX That Counts"
Best Selling Records

COMPILED BY JACK "ONE SPOT" TUNNIS

* Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" Tunnis. This listing includes the name of the song, record number, artist and title, and on the reverse side of the single record, the number of dealers in which the song was sold.

A Figure indicates the actual sales out of 1000 records made for the week. If the figure is 67.4, it means that for every 1000 records sold that week, 67.4 were of the time indicated—a combination of all the records on which it was available.

* Indicates best selling record.

Dec. 27, 1952

21 — Heart and Soul
DE-28390 (9-23990)
Just Squeeze Me

22 — Three Bells
EC-36757 — CA CRANSON Whirlwind
CA-36923 — SAMMY CAYDIE I Only Have One Life
DE-27186 — ANDREWS SISTERS & LAURENDS Windmill Soul

24 — Blue in Advance
MA-100 — WOODDY HERMAN & HIS HERMANIANS
VI-20-4954 (47-4954)
Bellina Bella

25 — A Full Time Job
10.5
EC-20486 — J. RAY & O. DAY Me Says, Pa Says
MA-46450 — EDDY ARNOLD Whirlwind
DE-27706 — TEGGIE JULLIANON Mr. Burdard

26 — Sleigh Ride
10.3
CA-1620 — CAPITOL SYL. BAND Christmas in Arlington
*DE-24284 — LEON K. ANDERSON SOONER
VI-20-4333 — THREE SUNS Stella Mae

27 — Till I Waltz Again With You
10.3
*CR-6972 — TESSIE BREWER Oh, Happy Day
DE-28305 — DICK TUCKER

28 — Wish You Were Here
8.9
DE-28308 (9-23430)

29 — Blue Violins
8.7
VI-20-4917 (47-4917)

30 — I'm Just a Poor Believer
8.2
*CO-39093 — FRANKE LAINE

31 — April in Paris
CA-2166 (F-2166)
VOICES OF SCHUMAN

32 — Conquest
*ME-7023 (43-7023)
PATTI PAGE

33 — My Favorite Song
CA-2264 (F-2264)
JIMMY GARRER A Things That Might Have Been
CA-2256 (F-2256)
REX MACKENZIE Don't Let This Thing Get Away

34 — Be Fair
4.6
*CR-60860 (9-60860)
DON CORNEWELL

35 — My Baby's Coming Home
5.1
*CA-2175 — L. PAUL & M. FORD Lady of Spain
JU-6019 — EDNA McGRIFF My Favorite Song

36 — Must I Cry Again
5.3
*CO-60955 — ALAN DACE

37 — Comes A-Long A-Love
5.2
*CA-2213 (F-2213)

38 — Meet Mr. Callaghan
4.2
*CA-1935 (F-1935)
PAUL TUBE ME IN YOUR

39 — High Noon
4.1
CA-2192 (F-2192)

40 — Somewhere Along The Way
3.9
*CA-2059 — WHAT'S HAPENED? What Does It Take

41 — Veradero
2.6

42 — Sleepy Time Gal
2.5

43 — The Ruby And The Pearl
2.5

44 — To Know You
2.5

45 — Everything I Have In Yours
2.2

46 — String Along
2.1

47 — Walkin' To Missouri
1.8

48 — Tonight You Belong To Me
1.6

49 — Ma Says, Pa Says
1.4

50 — Faith Can Move Mountains
1.1

*It's what's in THE CASH BOX That Counts"
Independents Make Good In Pop Field

By DAVE MILLER

Palda Records

With the year 1962 behind us, the music world, as others perceive it, was a good year. It was a good year in spite of high taxes and a few spotty months. One outstanding thing about ’62 was the comeback of the independents in the pop field. We may recollect that in general the indies had for some reason or other confined their activities to rhythm and blues specialized fields rather than pop for a period of about two years. With the exception of the few distributors who expressed MGM and Coral, the indie distribs had all lost but pop the market pop they had established right after the war through the “Near You-Me Happiness” era.

Then a little over a year ago, tunes such as “Sin”, “Down Yonder”, “Wheel of Fortune”, “Here In My Heart”, “I Can’t Help Loving That Man”, and numerous others broke through on independent, and in most cases, unknown labels by unknown artists. In spite of competitive versions on major labels by more artists the smaller labels managed to do the bulk of the record business on these tunes. There are numerous stories for the sales the indies have enjoyed on these records. Many of the problems confronting us up to 1964 have seemed to adjust themselves.

Already a long time far from perfect, the indie distributors are, in general, more financially stable than in previous years and a good many intelligently and have a better relationship with their manufacturers. Perhaps the most important factor in their favor is that now more than ever program directors, disc jockeys and operators don’t ignore a new release on ‘Nothing Records’ as they did before. They let other labels and others get a small start and they always have aspired themselves of the pressing facilities of RCA, MGM and other first rank firms. With the improved recording and pressing quality has greatly helped break down the resistance to small label offerings.

This rebirth of small labels has been good for the Independent in the whole. Several fine acts such as The Four Aces, Sunny Gale, Al Martino, The Hilltoppers, Jini and others have been discovered by little firms. And certainly many a publisher and a song writer who could not woo a waxing of their songs from the majors found the “Nothing Record Company” could give them a hit record.

It can easily be appreciated that the small label can take an unknown artist and give a concentrated effort to do the one particular record he may be working on. Certain cities, because of their economies and cross section of mass tastes, have become “test” or kickoff area for the independent label. Because of limited releases by the small labels they can usually get the feel of a number’s potential in these cities.

The greatest single factor in our being able to compete with major firms is the disc-jockey. A play on one station cannot be heard by any more listeners if it’s a major label or a “nothing” label. The rest is up to the individual appeal and merit of the record.

Also a number of the smaller firms have management agreements with the majors. In some cases our copywriters of the tunes they are promoting. The extra revenue in this “package deal” has added incentive for promotion that previously was not given or could not be afforded.

A good number of these firms have concentrated on extensive disc-jockey tours for their artists. A more personal artist-DJ relationship has led to the type of concentrated play required in breaking a hit.

With independent distribution getting more and more all the time relationships and operator confidence in our ability to produce good records, there can be little doubt that 1955 will prove another banner year for “Nothing Records.”

---

By Dave Miller
Perry & Jane ALEXANDER
of MELLOW MUSIC publishers of

"CRY"

say

THANKS

Johnnie Ray

for a great record

COLUMBIA RECORDS

and the entire personnel for wonderful sales and promotion

and to the

JUKE BOX OPERATORS OF AMERICA

for their votes

BEST RECORD OF 1952

"CRY"

Johnnie Ray

Columbia Records

*as voted in 7th Annual Poll of Operators by The Cash Box

SPECIAL THANKS: To The Recording Companies and Artists for Their excellent versions of “CRY”

MELLOW MUSIC PUBLISHERS

PERRY ALEXANDER
1619 BROADWAY

JANE ALEXANDER
NEW YORK, N. Y.

“It’s What’s in THE CASH BOX That Counts”
**Chatting**

**Firm Offers Stock Arrangements of Hit Disks**

NEW YORK—Artistry Arrangements have a new look with a new catalog of stock arrangements which is currently being offered to music publishers. The arrangements are designed to create the same sound as the top recording of a song. Developed by arrangers Fred Beorick and Paul Weick, the Artistry 3 in 1 stock orchestration has a three-fold purpose as its name might indicate. One is a dance arrangement that contains changes of color tone throughout while still retaining the best utility features of the old stock dance layout. Second and third are arrangements Artistry to keep the flavor and atmosphere of the hit vocal arrangements in both the male and female keys. The vocal back grounds are designed to be effective in any instrumental combination from a minimum up to a full orchestra.

Jack Gold Music Company was the initial party to go for the idea, and the first of the Artistry Arrangements is now available for orks on the current hit "My Favorite Song." One orchestra is of the dance type, one gives sounds like that of the Ames Brothers' recording, and one like that of Georgie Gibbs.

Now in the making are arrangements for similar orchestrations on "Nina Never Knew."  

**Sherm Feller Beats Bushes To Plug His New Tune**

CHICAGO—Sherm Feller, noted Boston, Mass., deejay (WLAW) burst into this town, a bit the worse for a long night ride, but still full of the energy and resonance of voice which has won him a terrific following, to promote his own song, "My Baby's Coming Home.

The big disk on the tune is Les Paul and Mary Ford's, Sherm is of the belief that the deejays here, once they spin it, will get back of it with everything they have on the ball to "make it a hit," according to Sherman.

Anyway, Sherm worked like a whirlwind while here, in an effort to close in and capture Detroit and other Midwestern cities, before Xmas struck the towns and he, too, would have to be back in Boston with his family.

**“Sweet” Promotion**

NEW YORK—A "sweet" natural tie-in between an entertainment world star and a candy company was effected recently by publicist Buddy Bush with the participation of the Jimmie Davis (Danville, Ill.), The tie-in was on behalf of Spike Jones' recording of "I Saw Mommy Kissing Santa Claus" (MGM). Busch reasoned that with Christmas near it was appropriate to send disc jockeys candy and since Spike Jones' record was full of "chuckles," he hit upon the idea of sending out candy "chuckles." Busch worked out plans with account executive James Shaw of Henry, Hurst & McDonald, Inc., advertising agency for "chuckles."

**Operator Writes Tune**

NEW YORK—An operator in Nassau County, John Cleane has written the new Tony Bavaar tune "Shoes Of Happiness." Tony is out with it on the RCA Victor label. The song was written in collaboration with Larry Colman and Norman Gimbel and was published by General Music.

**Wrong “Dream Girl”**

NEW YORK—In the Los Angeles "Hot Chart" of December 26, "Dream Girl" was listed by Jesse and Marvin on the specialty label. That was an error. It should have been the "Dream Girl" by Jesse Belvin on Recorded in Hollywood.

**Joni James Proves Again What ONE Hit Disk Can Do**

NEW YORK—The rapid success of twenty-one year old Joni James an aspiring ballet dancer turned singer, is further evidence of the hit recording. On the wings of ONE hits flying saucer, her MGM waxing of "Why Don't You Believe Me?" Joni has soared to the lucrative heights.

Only one year ago, the petite songstress received $1250 as a finalist in a Pittsburgh Copa talent contest. Then came her MGM smash and 200,000, she's booked into the same nite spot at one hundred times that much! ($1000 a week).

That was three weeks ago. Today, her "asking price" has shot to $2,000 and she is booked well into '53 at that figure.

Joni is the hottest artist to come MGM's way since the heyday of "Mr. B." and the enthusiasm at the diskery runs high. Following closely on the fast moving heels of "Why Don't You Believe Me?" is Joni's latest, "Have You Heard My "Wishing Ring" another candidate for the "hot wax" lists.

The national mags have also latched on to the new girl. Billboard, Down Beat, People Today, Seventeen, American Weekly and Pic are all reporting on this girl singer's star turn. Her "story" exemplifies, once again, the fact that a hot record is today's quick ticket to show business upper brackets.

**Deutch Named Professional Mgr. of Southern-Peer**

NEW YORK—Irving Deutch has been named professional manager of Southern and Peer Music's recording division. He succeeds the late Mark Schreck. Ralph Peer, who was in New York last week, announced the appointment before he returned to the coast.

Deutch will work under Ben Selvin, general manager of the publishers.

**Patricia Music, New Pub Garnering Plenty of Disks**

NEW YORK—Patricia Music Publishing Corporation, only five weeks old, is really buzzing for a youngster. It's first tune, an instrumental called "Tailfly Of Birdland", has a good number of recordings. The song was cut by Count Basie, Duke Ellington, George Shearing Quintet, Marian McPartland, Billy Banks, and others.

MGM has just released "Say You Love Me," another of the pub's tunes, by Alan Deaner of "Luna Rosa" fame. Scheduled for release in January is a Patricla Music recording "Don't Mention My Name" to be waxed by the Ravens on Mercury.

Oscar Collette, with Associated Recording Corporation for ten years, has left to become a partner and vice president of Patricia Music.

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

**“SINNIN’ AGAIN”**

DOROTHY LOUDON—RCA Victor

**“COOL WATER”**

RING CROSTY-ANDREWS SISTERS—Decca

AMERICAN MUSIC, INC.

1776 Broadway, N.Y. 1920 Sunset Blvd., Hollywood

**Season's Greetings**

Sid Talmadge

**Record Company**

MERCHANDISING COMPANY

2580 W. Pico Blvd.

LOS ANGELES 6, Calif.

PHONE: Dunkirk 3-1027

**Holiday Greetings and Thanks**

To All Our Distributors—Operators—D.J.'s and Dealers

For Making Possible Our Biggest Year Ever

Bob Wainstock, Pres.

PRESTIGE RECORDS, INC.

**Best Wishes For The Holidays—To All My Friends And Associates In The Music Business**

BUDD BRES

WPN

PHILA, PA

December 27, 1952
Picked by Billboard
It's a Hit!
"Believe In Me"

Savoy #777 by Dolly Cooper

Tilters’
"La Cumbanchero"
and
"Ee-Til-Ya-Dee"

Atlantic 979

Six-Volume Benny Goodman Anthology Released

NEW YORK — A comprehensive disk anthology of jazz by Benny Goodman has been compiled in The Kingdom Of Swing — Benny Goodman, a collection of six twelve-inch long playing records recorded by Columbia. Presenting Goodman in action at the height of the swing era, these recordings showcase the celebrated BG ensembles of the years from 1937 to 1945. The anthology is priced at $35.

Two records are devoted to the new "Benny Goodman 1937-38 Jazz Concert No. 2" series. These recordings feature such jazz immortals as Harry James, Teddy Wilson, Gene Krupa, Lionel Hampton, and Ziggy Elman.

Two more records are devoted to the "Carnegie Hall 1938 Jazz Concert," retrieved from oblivion in 1960. Here are the great numbers identified with Benny — "Sings, Sing, Sing," "Don't Be That Way," "Stampin' At The Savoy" and "One O'Clock Jump." As presented before one of the most responsive audiences in the history of Carnegie Hall.

Rounding out "The Kingdom Of Swing" anthology are two platters originally issued as albums, "Benny Goodman Sextet" and "Benny Goodman And His Orchestra" which cover the period from 1939 through 1945.

Collectors' Price Guide Issued

NEW YORK — A "Price Guide To Collectors' Records" has just been issued by the American Record Collectors' Exchange in New York. Edited by Julian Morton Moses, the book gives precise information as to the value of old records. Every celebrity disk made to 1925 is listed by artist and number with its current market price in dollars. Caruso has nearly three hundred listings and McCormack an even larger number. Among the other great names to be found in the book are Paderewski, Melba, Kreisler, Toscanini, etc. Values range as high as $150.00 for an original 1903 De Reske Columbia disk and over five thousand Victor Red Seal records are individually evaluated and priced.

Modern Takes Larger Quarters

HOLLYWOOD, Calif. — Saul Bihari, president of Modern and RPM Records, this city, this past week announced the opening of the firm's new offices at 257 North Robertson Blvd., Beverly Hills.

In addition to ample parking facilities and increased office space to handle the increase of business for the platteries, Modern's new quarters are fully equipped with the modern sound recording studios. Firm takes occupancy of their new offices December 19.

Two Stars

CHICAGO, Ill. — Jack Benny greets Nat "King" Cole as the Capitol artist performed at the "Harvest Moon Festival" in Chicago at which Benny was mc. Nat, who just completed an engagement at La Vie En Rose in New York, will soon be seen in the MGM musical "Small Town Girl." At the far right is press agent Dick LaPalm.

Start the New Year
Swinging
With These New SwinTime Hits!!

"Mr. Johnnie Long Don' Is Dead"
EMANON TRIO
ST-322

"My Man Is Gone"
LITTLE SON WILLIS
ST-363

"Bad Luck & Trouble"
"My Kinda Love"
"Citizen's Bop"
"Black Fantasy"
"New Ballroom Shuffle"
LLOYD GLENN
ST-324

Season's Greetings To Our Many Friends
Jack Lauderdale

Swingtime Records
Distributed thru La-Dale Sales Co.
Buddy Morrow has hitched his wagon to a star and it is certainly taking him places. Buddy has reached the rhythm and blues field for his last three releases and now hits the market with the current blues sensation "I Don't Know," RCA Victor has already released the Morrow version and it bids fair to further build up the status of the "hot" bandleader. Willie Mabon cut the original on Chess and it streaked across the hot charts in a few short weeks. Republic Music purchased the tune with the Morrow spark. Buddy's previous ventures into the r&b market were "Night Train," "One Mint Julep," and "Greyhound.

Prestige Records has announced the signing of Rudy Ferguson, well known for his work with the Hollywood Four Blazes from 1947 to 1950. Rudy plays the drums and piano in addition to vocaling. His first release "Cool Goofin'" and "Baby I Need You So" two terrific ideas. Orchids to that new group, The Diamonds. Atlantic records discovered the group when they took up honors at the Apollo Theater's weekly competition. Sorry to hear of the death of Martha Lou Harp's father. Paul Quinichette, Count Basie tenor saxman, etched two solid sides for Mercury as he fronted his own combo "Samie" and "Paul's Bandon."

Gale Agency announced the signing of King "Moody Mood" Pleasure (Prestige). Tony Hodges, one of jazzdom's top alto saxists, takes his group into Cleveland at the turn of the year to test in the New Year at Gleason's nitey. Lee Magid of Savoy Records enroute to Hollywood with several recording sessions planned to take place in the cinema city. Before leaving. Lee advised that Savoy had signed Henry Hayes and ork and Elmo Nixon, singer out of Galveston. Dolly Cooper, on the strength of her initial etching "Believe In Me" backed with "Is It True" has been booked into Bill Cook's Caravan Club, Newark, N.J. on December 26.

The Five Crowns are looking for a typist of their & a hit "You're My Inspiration" and think they have it in two sides they just cut for Rainbow Records. The boys have given the rhythm treatment to two current pop clicks, "Why Don't You Believe Me" and "Keep It A Secret." It is rumored that Jack Walker, director of promotion and advertising for Atlantic Records, and promotion man for the Billy Shaw Agency, will do a rhythm and blues show over WOW soon after the turn of the year.

"It's What's in THE CASH BOX That Counts"
I DON'T KNOW
Willie Mabon
(Chess 1531)

FIVE LONG YEARS
Eddie Boyd
(J.O.B. 1007)

I'M GONE
Shirley & Lee
(Aladdin 3153)

MEAN OLD WORLD
Little Walter
(Checker 764)

JUKE
Little Walter
(Checker 758)

DOROTHY MAE
Joe Hill Louis
(Aladdin)

YOU KNOW I LOVE YOU
B.B. King
(R.P.M. 363)

V-B FORD
Willy Love
(Trompet)

STORY FROM MY HEART AND SOUL
B.B. King
(R.P.M. 374)

I BELIEVE
Elmore James
(Meter 500)

I DON'T KNOW
Willie Mabon
(Chess 1531)

HEY, MRS. JONES
Jimmy Forrest
(United 130)

I'M GONE
Shirley & Lee
(Aladdin 3153)

I PLAYED THE FOOL
The Clovers
(Atlantic 977)

MY STORY
Chuck Willis
(Ohia 6905)

I'D BE SATISFIED
The Dominoes
(Federal 12105)

DREAM GIRL
Jesse McReynolds
(Recorded In Hollywood 120)

HOW LONG
Fats Domino
(Imperial 5209)

I DON'T KNOW
Willie Mabon
(Chess 1321)

HEY, MRS. JONES
Jimmy Forrest
(United 130)

I'M GONE
Shirley & Lee
(Aladdin 3153)

I PLAYED THE FOOL
The Clovers
(Atlantic 977)

MY STORY
Chuck Willis
(Ohia 6905)

SAD HOURS
Little Walter
(Checker 764)

JOHNNY, JOHNNY
Johnny Moore
(Medin 688)

I'D BE SATISFIED
The Dominoes
(Federal 12105)

MAKE BELIEVE DREAMS
Don Washington
(Mercury 5906)

PORT OF RICO
Illinois Jacquet
(Mercury 5901)

SECURITY BLUES
Roslewitt Sylvie
(Recorded In Hollywood 120)

FAITH CAN MOVE MOUNTAINS
Not. "King" Cole
(Capitol 1329)

in SAN FRANCISCO
in NEWARK
in SHOALS, IND.

I DON'T KNOW
Willie Mabon
(Chess 1531)

YOU KNOW I LOVE YOU
B.B. King
(R.P.M. 363)

I'M GONE
Shirley & Lee
(Aladdin 3153)

OOOH-OOOh-OOOH
Lloyd Price
(Specialty 440)

I PLAYED THE FOOL
The Clovers
(Atlantic 977)

YOU KNOW I KNOW
The Five Royals
(Apollo 411)

GARBIN' BLUES
Big Man Lundy
(Ohia 6301)

HEY, MRS. JONES
Jimmy Forrest
(United 130)

FIVE LONG YEARS
Eddie Boyd
(J.O.B. 1007)

THERE THEY ARE
Yvonna Dillard
(Sereno 839)

HEY, MISS FANNIE
The Clovers
(Atlantic 977)

MY STORY
Chuck Willis
(Ohia 6905)

JUKE
Little Walter
(Checker 758)

MAKE BELIEVE DREAMS
Don Washington
(Mercury 5906)

I'D BE SATISFIED
The Dominoes
(Federal 12105)

WHITE CHRISTMAS
Leslie Armstrong
(Dexco 2846)

YOU KNOW I LOVE YOU
B.B. King
(R.P.M. 363)

YOU'RE MY INSPIRATION
The Five Crowns
(Rainbow 123)

GREYHOUND
Wynnax Harris
(King 4929)

GONE TO MAIN ST.
Muddy Waters
(Chess 1526)

BEST SELLING SPIRITUAL RECORDS
Records Listed Alphabetically

- Blessed Be Thy Name
- PILGRIM TRAVELERS
  (Specialty)
- Every Day Will Be Sunday
  ORIGINAL GOSPEL HARMONETTES
  (Specialty)
- How Many Times
  WARD SINGERS
  (Savoy)
- If Jesus Goes With Me
  ANGELIC GOSPEL SINGERS
  (Gatton)
- In The Upper Room
  MAHALIA JACKSON
  (Apollo)
- My Rock
  SWAN SILVERTONE SINGERS
  (Specialty)
- Tell Me Angel
  ANGELIC GOSPEL SINGERS
  (Gatton)
- Trouble In My Way
  DIXIE HUMMING BIRDS
  (Faccott)
- Will He Welcome Me There
  SENSATIONAL NIGHTINGALES
  (Faccott)

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Dealers
DJs' and All Our Distributors

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And
PROSPEROUS
NEW YEAR

JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y. N. Y.

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J. B. Lenore’s

“HOW MUCH MORE”
B/W
“The Mountain”
J.O.B. 1008

Johnny Sellers’

“MIGHTY LONESOME”
B/W
“Blues This Ain’t”
“No Place For Me”
CH—1123

Al Smith’s

“SLOW MOOD”
B/W
“Smoke Gets In Your Eyes”
CH—1124

Dr. Jo. Jo. Adams

“I GOT A CRAZY BABY”
B/W
“Didn’t I Tell You”
CH—1127

CHANCE RECORDS

1151 E. 47th St., CHICAGO
(Tel. KENWOOD 4-4812)

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
JAMES MOODY (Mercury 70001)

"MY IDEAL" (2:37) - James Moody and his orchestra run through a lovely slow beat oddie with that tender touch.

"MOODY'S THEME" (2:39) - The aggregation comes through with an ultra light treatment of a slow melodic tune.

LITTLE SHAI'TT SINGERS (Glory 4008)

"WALK OUT IN JESUS' NAME" (2:56) - The Little Shaitt Singers get together on a beaty spiritual. The group starts easy and becomes hotter and more enthusiastic as the disk moves to an end.

"I'LL LIVE AGAIN" (2:56) - The under portion is a rhythmic quick beat done in jubilee style.

SISTER ROSETTA THARPE and MARIE KNIGHT (Decca 28599)

"THERE IS A HIGHWAY TO HEAVEN" (2:31) - Sister Rosetta Tharpe and Marie Knight chant a moderate rhythmic gospel tune. The duo singing with Jimmy L. Pitts and assisted by Alfred Miller at the organ, turn out a topflight religious dock that will more than please their tremendous following.

"IM Bound for Higher Grounds" (2:35) - The pair dishes out a quick beat religious number in a manner that will sell this platter. Dubs is exciting.

W. C. BAKER (Rocks' 503)

"BESSIE LOU" (2:45) - W. C. Baker charts a moderate beat rhythmic ditty against a too loud piano. The singer handles his chow in good style.

"I WENT BACK HOME" (2:16) - Baker pipes a slow blues in solid manner. Backing, mostly guitar, is soft and makes pleasant listening.

VAN "PIANO MAN" WALLS (Atlantic 982)

"AFTER MIDNIGHT" (2:37) - The nimble fingered Van "Piano Man" Walls waxes a slow tempo item with some florishing keyboard sweepings. Light backgrounding and Villalting sets the SS specialist up and makes for some mighty pleasant music.

BLUE SENDER (2:40) - A similar item expertly presented.

FREDDIE MITCHELL (Mercury 70018)

"LATER GATOR" (2:39) - Freddie Mitchell blows a torrid sax as he and the boys chop a quick Latin beat with pulsating effect. This one could stir up a bit of action.

"BLUE COAL" (2:39) - Flipside is a quick beat boogie presented by Mitchell and the ork in highly acceptable fashion.

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THE DIAMONDS (Atlantic 981)

"CALL BABY, CALL" (2:45) - A new quartette on the Atlantic label. The combo is smooth and makes pleasant sounds with a high voiced lead handling the lyrics. The quick beat item is deftly chanted and serves as a fine introduction piece.

"A BEGGAR FOR YOUR KISSES" (2:55) - The flip is a slow mellow item harmonized in a familiar style by the quartette. Tune is given a polished and tender rendering.

LEROY LANG ORCHESTRA (Rocker's 502)

"COMBO'S BOOGIE" (3:07) - The Leroy Lang Orch bangs out a quick beat boogie. Sax goes for a wild and wooly solo.

"A TENOR WALES THE BLUES" (2:42) - The group spins a slow tempo blues instrumental. Sax solo is good, but piano a more subtle interpretation to be in direct competition. Sound would have been better if the piano had been more subdued.

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"DREAM GIRL" (2:38) - HANG YOUR TEARS OUT TO DRY" (2:41) - JESSE BELVIN (Recorded In Hollywood 120)

strings and sax are most prominent. The flip, "Hang Your Tears Out To Dry," is a change of pace for the versatile singer. A quick beat bounce that is arranged in driving manner is belted by Belvin with gusto and comes through with a wild sound. Orking has that low down beat and this side could also stir up action in the boxes. However, from where we sit it looks like the top deck for the big one.

TNT TRIBBLE (RCA Victor 20-5097)

OH HAPPY DAY" (3:10) - The tune that has up-ended the music world is given a better than average treatment by TNT Tribble and his crew.

"MIR VON" (2:95) - TNT dishes up a quick beat driving item with seat. Saxist blows 'em out for a bouncy ride. A good side for the boxes.

BILLY TAYLOR TRIO (Prestige 796)

"THEY CAN'T TAKE THAT AWAY FROM ME" (2:37) - The Billy Taylor Trio spins a quick beat Gershwin oldie for a pleasant side. Billy Taylor, piano; Earl May, bass; and Charlie Smith on the drums, form a smooth combo.

"CALL TOO SOON" (2:38) - The boys dish up a slow pretty bal- lad for soft mood music.

PAUL QUINICHETTE (Mercury 70002)

"PAUL'S BUNION" (2:38) - Paul Quinichette and his orchestra wax a quick tempo instrumental bounce for a pleasantable side. A smooth blend of instruments.

"SAMIE" (2:39) - The flip deck is a moderate bounce with the Quinichette sax the featured instrument. Organ is added to the group and sound helps. A good deck.

PABLO JONES (Columbia Records 137)

"SHE'S YOURS SHE'S MINE" (2:45) - Pablo Jones charts a quick beat rocker against a two-timing gal. A potent vocal effort against a light musical backdrop.

"LOVESOME NIGHT BLUES" (2:41) - The singer spins a moderate tempo blues smoothly.

MR. SAD HEAD (RCA Victor 20-5089)

"HOT WEATHER BLUES" (2:48) - Mr. Sad Head puts a pair back to back that adds up to lots of plays. A quick beat bounce is socked out by the talented pipes of Sad Head against a very effective guitar.

"SAD HEAD BLUES" (2:45) - The under portion is a quick beat bounce charted by the blues shouter in lively style. Orking is exciting and wild.

PIANO RED (RCA Victor 20-5084)

"EVERYBODY'S BOOGIE" (2:45) - A moderate beat boogie is rocked out by Piano Red with zest. Side really moves.

"I'M GONNA ROCK SOME MORE" (2:05) - Piano Red races over the keys as he sings a moderate beat foot-tapper with excellent results. Combination of sparkling keyboard technique, potent vocal and moving rhythm makes this a top effort.
A NOTE OF THANKS from BILLYWARD, Composer of "HAVE MERCY BABY", "SIXTY MINUTE MAN", among many others to all for your wonderful acceptance of my tunes and recordings. Will try to make 1953 bigger and better than ever.

TO THE NATIONS OPERATORS - for "BEST R&B ARTIST OF 1952"

HAPPY HOLIDAYS

Thanks and Love

BILLY WARD and his DOMINOES
Season's Greetings...

Leo & Ed Mesner

BUNDLE OF HITS!

Shirley & Lee

"I'M GONE"
AL 3153

"Peppermint" Harris

"Sure Do Miss My Baby"
"Hey Little Schoolgirl"
AL 3154

Patty Anne

"MIDNIGHT"
AL 3162

The Five Keys

"Serve Another Round"
AL 3158

Calvin Boze

"HAVING A TIME"
"SHAMROCK"
AL 3160

Amos Milburn

"ROCK ROCK ROCK"
AL 3159

"GREYHOUND"
AL 3150

Lynn Hope & Orchestra

"MOVE IT"
AL 3161

Ray Agee

"DEEP TROUBLE"
AL 3161

The Flasher Brothers

"LOVE GAVE ME YOU"
AL 3156

Floyd Dixon

"Tired,Broke,and Busted"
"COME BACK, BABY"
AL 3160

and watch for this one...

Charles Brown

"EVENING SHADOWS"
AL 3163

Don Robey, proxy of Peacock records, opens his Bronze Peacock night club, for its annual eight-day Xmas run, in Houston... BMI due on the street come this January with a new magazine called Bandstand... Little Son Jackson will be late this week, in Houston, for his new record Meteor label... Lillian McMurray, of Jackson, Miss., expecting a new baby for her Trumpet Record Co. any day... Johnny Hodges has closed Cleveland's Gleason night spot for the New Year, then on to Brooklyn, Boston and Philadelphia, to play Fats Domino doing some fast traveling these days; speeding from McKeesport, Pa., to Gary, Ind., for a one-nite and then back east for a stay in Cincinnati. Hence to So. Ind., for Xmas eve, St. Louis for Xmas day, New Year's eve in Chicago for McRill Fitzgerald; and then Grady's Dinner Club in Nashville on New Year's day for four days. He should be minus some weight loaded down with loot.

Kuss Morgan has cut a new one for Decca, "Till I Wake Again With You," which should be released early in January, as a follow up to the successful "Can't Help Myself," in which Morgan is accompanied by the Kelly Sisters, and which has been a good seller. Morgan has a number of good sides under the new Decca label, which he plans to release later this month.

Irving G. Miller's Brown Skin Models due into the Daisy Theater in Memphis for a 5 day of the year run... Elva Fitzgerald into St. Vincent's hospital for a throat operation... Sally Rand, who brought focus back to this world, working the Holiday Theater on Broadway for the Xmas week... Dorothy Dandridge has asked for her Reno, Nev., night-club date for a screen test at Culver City's MGM... with George Washington Cooper, first out on Savoy, with "Believe in Me"... This album is a very fine one... The musical background is particularly interesting, with nice words by the originals, Larry Johnson... Ken Knight deejay at WERD, Atlanta, moved to Jacksonville, Fla., station of Jan. 1, 1952, for whom he was deejaying at Jacksonville, Fla. He is well known there and will be missed on Savoy. His Savoy debut was on Dec. 8 for "In the Mood," which is among the hits recorded in 1951.

Charles Shavers heads his own group these days while playing a string of club dates... Sandy Solo, reported in this column last week as having driven his own car for the entire eight-week tour, had a bad smash-up a few days ago, through no fault of his own. Lucky for the singer and her companion, Jil "I thought it was a girl" GeorgeDadd was scratched, but the Rock 88 was demolished...

Vera Green, local lovely, might get the last part of Mervyn Louis, in the forthcoming Joe Louis story, soon to be filmed...

Lena Horne to open the plush Riveria in New Jersey on April 4, 1953, and the latter Young into a new spot called The Playhouse Cafe in upper Manhattan... Jack Pauley, from the days of Mildred Bailey and the original band of Paul Whiteman, is today a successful songwriter. His latest catchy and the general order of "Wedding," titled "Keep Your Promise, Willie Thomas," published by Leeds, and currently being pitched at Vera Lynn for a first outing.

Eddie and Jackie Hubbard, husband and wife radio team, giving up one of their 100 shows per week, second week, Misses Hubbard, a popular windy city couple air niceley from WPNR-ABC... Damita Jo, now with Columbia, hope she gets what is due her in the way of recognition... Joe Young, who won a contest sponsored by The Chicago Sun Times, awarded with two weeks on stage with Nat "King" Cole plus a guest shot this past week with Kate Smith on her TV show... Floyd Dixon and group playing Gary, Ind., Xmas day, with the Xmas show at Springbrook Gardens in Lima, Ohio...

Joe Morris, Atlantic records blues singer, doing a stint at Detroit's Uncle Tom's Plantation. I had hoped that 'Unc' was going to do some work with Joe Davis, who has signed up a load of R & B talent, has them all recording for MGM label... Which is to herald the label's entry into the rock & R b field.

The Co-op's, modern dance group, who got their start with the Katherine Dunham dancers some years back, are show stoppers at every performance either on tour or in night clubs... Don Ellington continues to rack up new records as he swings across the country, on one of his never ending road tours. The Duke moves into Chicago's Blue Note this week, and will be filed with a gigantic testimonial dinner, show and presentation. Long a favorite of the nation, the man grows greater with the years...

Red Saunders, ranks along with Gay Lombardo, for holding a job at one location for a record breaking number of years. Red, on Jan. 1, began his fourteenth year of work at Chicago's world famous Club De Lisa. A Committee of one hundred will arrange activities to celebrate the occasion... B. B. Beanon, of the Savoy Hotel in Atlanta, out betting the bush country looking for talent for his shows and promotions...

Billie Holliday sends Christmas greetings to the entire trade through this column. And may we send to you, and you and you, way over there, our sincere best wishes for the coming year and the Christmas season.

"It's What’s in THE CASH BOX That Counts"
Season's Greetings...

FRANKLIN KORT
John Dolphin
Que Martyn
Sara Marchand

Watch These Hits!

"GOOD BYE BABY"
"LYIN' WOMAN"
"YOUR MONEY AIN'T LONG ENOUGH"
LITTLE CAESAR

"S'HELP ME I LOVE YOU"
JIMMIE GRISSOM
RNH 245

"PUT A NICKEL IN THE JUKE BOX"
Hollywood Five
Blue Jays

"BIG CITY"
LINDA HAYES

"AIN'T YOU SORRY BABY"
"PENITENTIARY BLUES"
SMOKEY HOGG

THE WARD SINGERS
SALLY MARTIN

"GREAT GOD ALMIGHTY"
"I LOVE THE LORD"
MT. CALVERY CONG.

"WHAT JESUS IS TO ME"
WMA SOUL STIRRERS

BOBBY NUNN
SONNY BOY HOLMES

ROBERTA MARTIN
THE PILGRIM TRAVELERS

THE GREAT MUSIC OF QUE MARTYN

ORDER THRU YOUR NEAREST DISTRIBUTOR OR WRITE
FRANKLIN KORT

RECORDED IN HOLLYWOOD
4822 SO. AVALON BLVD.
LOS ANGELES 46, CALIFORNIA

"It's What's in THE CASH BOX That Counts"
Thanks to Juke Box Ops—
for voting "LAWDY MISS CLAWDY" the best Rhythm & Blues record of 1952 AND
for making our prophesy of last summer COME TRUE!

And we predict LLOYD'S next moneymaker to be released January 2, 1953 will be one of the hottest contenders for top honors in 1953! • AIN'T IT A SHAME b/w • TELL ME PRETTY BABY • Speciality #452

Season's Greetings from the Midwest's Largest Record Distributors REPRESENTING America's Finest Record Lines "Blues With A Beat"-"Jazz With A Bounce" "Bop With A Kick"-"Spirituals With Feeling"

Juke Box Party

ELIZABETH, N. J.—At a recent showing of the new Rock-Ola "Fireball 120" held at the Seacoast Distributing Company, Allan Dale, Coral recording artist dropped by to say hello to Dave Stern and Tom Bourke, and to take a look at the new juke box. Allan is shown here with Tony Bernier and wife. Bernier is New-ark branch manager of Cosnat Distributors. Dale has been very busy with radio, night club dates and recording sessions. His latest release is "Do, Baby, Do" on which Judy Lynn shares billing.

Ernie and George Leaner

United Record Distributors

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(Phone Ha. 5-7123)

"It's What's in THE CASH BOX That Counts"
1952's Top R & B Records
As Voted In The Cash Box Poll

1. LAWDY MISS CLAWDY
   Lloyd Price
2. MY SONG
   Johnny Ace
3. HAVE MERCY BABY
   The Dominoes
4. GOIN' HOME
   Fats Domino
5. MARY JO
   Four Blazes
6. JUKE
   Little Walter
7. NIGHT TRAIN
   Jimmy Forrest
8. WHEEL OF FORTUNE
   Sunny Gale
9. THREE O'CLOCK BLUES
   B. B. King
10. NO MORE DOGGIN'
    Roscoe Gordon
11. CRY
    Johnnie Ray
12. TING-A-LING
    The Clovers
13. HEAVENLY FATHER
    Edna McGriff
14. 5-10-15 HOURS
    Ruth Brown
15. MOODY MOOD FOR LOVE
    King Pleasure
16. YOU KNOW I LOVE YOU
    B. B. King
17. ONE MINT JULEP
    The Clovers
18. FIVE LONG YEARS
    Eddie Boyd
19. BOOTED
    Roscoe Gordon
20. BESIDE YOU
    The Swallows
21. ROCK ME ALL NIGHT LONG
    The Ravens
22. SO TIRED
    Roy Milton
23. BEST WISHES
    Roy Milton
24. I'M GONNA PLAY THE
    HONKY TONKS
    Marie Adams

Season's Greetings from

Another Big New Year!

“STORY FROM MY HEART AND SOUL”
B. B. KING
RPM 374

“JOHNNY, JOHNNY”
MARI JONES
with Johnny Moore's Three Blazes
MODERN 888

“LET'S TALK IT OVER BABY”
JIMMY LEE AND ARTIST
MODERN 885

“NEW BOOGIE CHILLEN”
JOHN LEE HOOKER
MODERN 893

“Aching And Crying”
GENE FORREST
RPM 376

Season's Greetings from

United RECORD COMPANY
5052 Cottage Grove Ave., Chicago, Ill.

“Ws What's in THE CASH BOX That Counts”
Southern Cal Jumping With 2 R&B Hits

LOS ANGELES, CALIF. — The Southern California music market jumped this past week as two new rhythm and blues platters kicked off a rash of sales, the likes of which haven't been seen in these parts in many a moon.

Cause of all the commotion was the release of "I Don't Know" by Willie Mabon on Chess, and "The Bells" by Billy Ward and his Dominoes on Federal.

Both disks jumped off to an avalanche of sales with music operators and disk jockeys throughout the area climbing aboard the bandwagon. Reports on the "I Don't Know" side show that sales are soaring locally. "The Bells" disk caught local King-Federal distributors short, such was the instantaneous reaction throughout the area and on up to the northwest. Ralph hau, artist and rep chief for the Federal label predicted that the side will be "one of the biggest records of the new year."

SYDNEY, AUSTRALIA — American hits enjoy quite a vogue in Australia as shown by the above store window display. Taken at C. J. Coles and Company, Ltd. in Sydney, it shows a setting of "High Noon" which is on the Hit Parade there.

The Record to Buy

"I Don't Know"

by

Worry Blues

Down Under

Warm Christmas Greetings from

ALL THEIR ARTISTS

Randy Wood

"It's What's in THE CASH BOX That Counts!"
PEACOCK RECORDS . . . Presents
THE WORLD'S GREATEST SPIRITUALS
THE ORIGINAL FIVE BLIND BOYS
(JACKSON HARMONEERS)
“I Was Praying”
“Will My Jesus Be Waiting For Me”
Peacock #1706

SISTER JESSIE MAE RENFRO
Sings with feeling
“I’ll Be Satisfied Then”
and
“No Room In The Hotel”
Peacock #1707

GOING STRONG IN ALL TERRITORIES
DIXIE HUMMING BIRDS
“Trouble In My Way”
and
“I Know I’ve Been Changed”
Peacock #1705

SENSATIONAL NIGHTINGALES
“Will He Welcome Me There”
and
“A Soldier Not In Uniform”
Peacock #1704

World’s Greatest Spirituals

SEASON’S GREETINGS
from
THE HOUSE OF HITS

Our many friends who made
1952 the successful year it was.

JIM WARREN
EDDIE RAY
JOHN O’VALLE
MILT ZIMMERMAN

CENTRAL RECORD SALES CO.
2528 W. PICO — — LOS ANGELES, CALIF.

“It’s What’s in THE CASH BOX That Counts”
About 15 years ago a few dedicated youngsters would gather at both the Commodore Music Shop on 52nd Street and at the Hot Record Society on 7th Avenue, to display proudly some of the rare King Oliver, Jelly Roll Morton, Louis Armstrong and Bessie Smith records that they had found after wading through thousands of worthless records in junk shops, warehouses, cellars, Salvation Army Stores and other unlikely locations. Monumental arguments would take place about the relative merits of the first and second masters of an obscure pre-electrical recording, or whether it was Joe Smith and not Bobby Stark who took turnstiles and false teeth for a 65-year old musician in New Orleans named Bunk Johnson, and tickets were distributed and sold to a benefit for Fate Marable, the leader of the riverboat band in which Louis Armstrong played on his way up to Chicago from New Orleans.

From this ardent cult of young record collectors came, through the little magazines that they published, the first serious criticism, research and study by Americans of American jazz. The collectors were mainly responsible for the rediscovery of many great American musicians who had been living in obscurity and poverty. They also started what today is an important and lucrative phase of show business—the jazz concert. The collectors, with missionary zeal, formed some of the first of the modern "india" labels, among them Blue Note, Commodore, Solo Art, Signature, HRS, Circle, Dial and Jazz Man. Generally, they were pioneers in dignifying and helping to popularize a neglected American art.

Today, many of those dedicated youngsters have found their way into the music business, a group fortunate enough to have built successful careers out of a youthful and idealistic past that was both a hobby and a mission.

The genial proprietor of one of the gathering places of the collectors, the Commodore Music Shop, was Milt Gabler, now A & R chief at Coral. Gabler's Commodore label specialized in its own brand of dixieland and is still functioning today. Also at Coral is Bob Thiele, another former collector, whose Signature Record was originally an esoteric jazz label. Herb Abramson and Ahmet Ertegun who have made Atlantic Records one of the top firms in the R & B field today, were the possessors of two of the most complete jazz collections in the country. In the early days of the war, both Abramson and Ertegun were instrumental in introducing Le Jazz Hot to the Nation's Capitol. Jack Hammond, responsible for some of the greatest jazz ever put on wax and for the sponsoring of bands like Benny Goodman's and Count Basie's, was one of the earlier collectors. Hammond ran the first jazz concerts at Carnegie Hall. A noted critic, he has been associated with Columbia, Minit, Keynote and Mercury records.

Other graduates of the collecting cult are Jerry Wexler of the Big Three publishing firms, Bill Simon of Southern Music, Russ Banten of BMI, Hal Weisman, editor of Down Beat, disk jockey Fred Robbins, Steve Sholes of RCA Victor, George Avakian of Columbia. Still others are Norman Grans, whose Jazz at the Philharmonic concerts and records gross in the neighborhood of one million dollars a year, Ross Russell who runs Dial Records, Rudi Blesh proprietor of Circle Records, George Simon of Monnelle, Leonard Feather of Down Beat and Bob Shad who runs Imperial Records.

THE CASH BOX, March 1953

“Fats” Domino
T-Bone Walker
Lil Son Jackson
Gene Gilmore
Smiley Lewis
Tommy Ridgeley
Archibald
Cecil L. Sow
Union
Spiritual Harmonizers
Silver Light Quartette

THE BEST COUNTRY & WESTERN LABEL IN 1952—
WATCH THESE Imperial ARTISTS FOR 1953

Slim Whitman
Jimmy Kinchen
Billy Starr
Billy Briggs
Joe Bill
Tex Acheson
Bill Mack
Charlie Walker

Ed Camp

Season’s Greetings
Low Chudd

“I’d What’s in THE CASH BOX That Counts”
“Peter Pan” Score

NEW YORK—Phil Kahl, professional manager of Walt Disney Music, shows Billy Eckstine one of the top ballads from Walt Disney's latest production, “Peter Pan.” The tune, “Your Mother and Mine,” has been covered by all the major record companies. Photo was taken backstage at Carnegie Hall, where the Great Mr. B. was playing. The gal in the pic, looking on also, is Fran Warren.

Capitol Announces Promotions And Transfers of Personnel

NEW YORK—In preparation for the coming year Capitol has announced the following personnel promotions and transfers between the Hollywood Offices, the New York Sales Headquarters, and various field sales offices will be made.

Vice President and Sales Manager of District No. 4, Gordon E. (Bud) Fraser, will move into the Hollywood Merchandising and Promotion Offices of Capitol Records, Inc. under Lloyd Dunn to further expand and strengthen the present staff.

Al Latourka, present Sales Manager for District No. 1, will take over the greater responsibilities of Fraser's District No. 4, and will headquarter in or near Chicago.

The direction of field sales activities for District No. 1 will be taken over by Vice President Paul Featherstone in addition to his present Syndicate Stores activities. Paul's headquarters will continue in New York for the present.

The Management of the Philadelphia Branch will be taken over by Vic Blanchard who will also continue to serve as Vice President and Sales Manager for District No. 7. George Mansour is leaving Capitol, but has not yet announced his future plans.

Marvin E. Townsend, who has been working under Gene Becker in Holly-

wood on various advertising and promotion assignments, will return to the field. Townsend will work out of the New York Sales Office for several months on special assignments before appointment to a regular operations post.

Thorp Thompson, Cleveland Branch Manager, is resigning as of the end of the year to join the Brush Development Corp. In a sales capacity. Pending the appointment of a new Cleveland Manager, Max Callison, Vice President and Sales Manager of District No. 3, will temporarily supervise the Cleveland operations with the assistance of Tom Bell.

Decca Signs Ziggy Talent

NEW YORK—Decca Records has signed Ziggy Talent to a term contract and has already recorded him. This contract is apart from Ziggy's duties with Vaughn Monroe with whom he will continue to work. He will be used for recordings with which he has made so much noise. His “Sam You Made The Pants Too Long” is one of his best known records.

At the same time, Decca announced the signing of Roy Smock to make albums in the Hawaiian vein.

Meeting Dates Of
Music Operators' Associations

Dec. 23—Western Massachusetts Music Guild
Place: Contact Ralph Ridgeway, Springfield, Mass. Tel. 2-1948.

Jan. 8—Music Operators of Northern Illinois
Place: To Be Announced.

12—Wisconsin Phonograph Operators' Association
Place: To Be Announced.

14—New York State Operators' Guild
Place: Gov. Clinton Hotel, Kingston, N. Y.

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

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
THANK YOU,
MUSIC OPS..

for selecting my recording of "WILD SIDE OF LIFE" the "Best Country & Western Record of 1952"

Hank
Thompson

LONZO AND OSCAR
(Decca 28510)
A "TELL ME WAS IT WORTH IT IN THE END" (2:18) Lonzo and Oscar turn out a humorous quick beat in the expert manner that is expected of them from past performances. The duo, with strings for support, etch a winner.
B "KNOCK KNEED SUZY" (2:37) Lonzo and Oscar chant a laugh getter in the story of "Knock Kneed Suzy" who couldn't be choosy. This pair has the feel for humor.

CAROLE WILSON
(1-B 5000)
A "CONTENTED" (2:42) A slow romantic ballad is softly and sweetly sung by thrush Carole Wilson. Could go in pop locations as well.
B "WHEN THE SNOWFLAKES FALL AGAIN" (2:52) Miss Wilson waxes a similar item with a soft chorus assist. Same comments.

J. T. ADAMS
(Republic 7020)
A "IT'S CHRISTMAS TIME" (2:38) A moderate beat rhythmic yuletide ditty is appealingly and refreshingly projected by J. T. Adams and The Men Of Texas. The cute arrangement is the work of Adams.
B "CHRISTMAS TIME IS THE BEST TIME OF THE YEAR" (2:35) The flip is a slow tender Xmas tune emotionally presented by the group. The lead vocal is smooth and presented against a big chorus, who back the artist with soft and swelling sounds.

DON RENO AND RED SMILEY
(King 1150)
A "TENNESSEE CUT UP BREAKDOWN" (2:21) Don Reno and Red Smiley blend on a quick beat in potent style as the Tennessee Cut-ups supply the instrumental support. String action is highly commendable.
B "I'M GONE, LONG GONE" (2:20) The pair chant a similar item with string band backing.

CHET ATKINS and ROSALIE ALLEN
(RCA Victor 20-5100)
A "DREAM TRAIN" (2:12) The terrific guitaring of Chet Atkins and the polished vocalizing of Rosalie Allen are joined on a quick beat country item, and the result is an ok dishing.
B "GUITAR POLKA" (2:04) A quick beat polka is lightly heartedly presented by the Atkins-Allen combo for a sock side. The fém chantress sings the cute romantic lyrics with effervescence, and Atkins’ guitaring completes a bubbly side.

ROD MORRIS
(Capitol 2501)
A "THREE EMPTY BOTTLES" (2:13) Rod Morris and His Missouri’s belt out a quick beat bounce. Morris handles the romantic lament with feeling.
B "WHEN IT RAINS BANANA PEELIN'S" (2:24) The western artist warbles a moderate tempo novelty against a background of strings.

BUD HOBBS
(MGM 11391)
A "PICK UP TRUCK" (2:40) Bud Hobbs with His Trail Herders dish up a lifting quick beat with romantic lyrics. Number comes through with a happy sound and will go well in the jakes.
B "I BELIEVE I'VE ENTITLED TO YOU" (2:37) The flip deck is a slow romantic ballad sung with a mellow feeling.

HANK LOCKLIN
(Decca 28526)
A "PICKING SWEETHEARTS" (2:16) Hank Locklin treats a slow tempo love ditty to a plaintive vocal. Hank’s easy warblings set against a string backdrop makes pleasant listening.
B "I LIKE TO PLAY WITH YOUR KISSES" (2:16) The lower Id is a moderate beat rhythm of romance nicely smoothly waxed by the warbler.

“It's What's in THE CASH BOX That Counts”
Gratefully acknowledges with Thanks
The Votes of America's Music Operators
(in The Cash Box 7th Annual Poll)

"BEST COUNTRY & WESTERN ARTIST OF 1952"

Getting To Be The Hit of 1953

"TENNESSEE TANGO"
written by Redd Stewart and Pee Wee King
on RCA Victor 20-5009

PEE WEE KING ENTERPRISES
307 VAUGHN BUILDING
LOUISVILLE, KY.
SEASON’S GREETINGS

from
Southern California’s
Top Record Distributor
Irv Shorren

ALLIED MUSIC SALES
2542 WEST PICO BLVD.
LOS ANGELES 6, CALIF.

Season’s Greetings

to
OUR MANY FRIENDS

Abe Diamond
Vera Diamond
Dick Baldwin

Diamond Record Dist. Co.
1819 WEST PICO BLVD.
LOS ANGELES 6, CALIF.

1952’s Top Folk Records
As Voted In The Cash Box Poll

1. HALF AS MUCH
Hank Williams
2. LET OLD MOTHER NATURE HAVE
HER WAY
Carl Smith
3. DON’T JUST STAND THERE
Carl Smith
4. GIVE ME MORE, MORE, MORE
Lefty Frizzell
5. THE GOLD RUSH IS OVER
Hank Snow
6. WONDERING
Wes Pierce
7. ARE YOU TEASING ME
Carl Smith
8. IT WASN’T GOD WHO MADE HONKY
TONK ANGELS
Kitty Wells
9. JAMALAYA
Hank Williams
10. HONKY TONK ANGELS
Hank Williams

1952’s Top Western Records
As Voted In The Cash Box Poll

1. WILD SIDE OF LIFE
Hank Thompson
2. SLOW POKE
Pee Wee King
3. ALMOST
George Morgan
4. INDIAN LOVE CALL
Slim Whitman
5. SILVER AND GOLD
Pee Wee King

Eddy Arnold

CONDEMNED WITHOUT TRIAL
and
EDDY’S SONG
RCA VICTOR 20/47-5108

COUNTRY and WESTERN

1. 20-1054 (47-5104) THE GAL WHO INVENTED KISSIN’/... Hank Snow
2. 20-1054 (47-5104) I’LL SING WHEN YOU setC... Homer & Jethro
3. 20-1054 (47-5104) TENNESSEE TANGO/... Pee Wee King
4. 20-1054 (47-5104) THE CRAZIEST WALTZ/... Pee Wee King
5. 20-1054 (47-5104) I’D TRADE ALL OF MY TOMORROWS/... Eddy Arnold
6. 20-1054 (47-5104) I WANT TO THANK YOU LORD/... Eddy Arnold
7. 20-1054 (47-5104) I’M NOT Gonna give IN/... Porter Wagoner
8. 20-1054 (47-5104) DON’T LET THE STARS GET IN YOUR EYES/... Porter Wagoner
9. 20-1054 (47-5104) THE ONLY ONE I EVER LOVED, I LOST/... Johnnie & Jack
10. 20-1054 (47-5104) I CAN’T LIVE WITH YOU/... Johnnie & Jack
11. 20-1054 (47-5104) TELLIN’ CHANCES/... Porter Wagoner
12. 20-1054 (47-5104) I CAN’T LIVE WITH YOU/... Porter Wagoner
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20. 20-1054 (47-5104) I CAN’T LIVE WITH YOU/... Johnnie & Jack

THE TEN FOLK AND WESTERN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

1. DON’T LET THE STARS GET IN YOUR EYES Skeets McDonald (Capitol)
2. BACK STREET AFFAIR Webb Pierce (Decca)
3. I SAW MOMMY KISSING SANTA Claus Jimmy Boyd (Columbia)
4. KEEP IT A SECRET Slim Whitman (Imperial)
5. MIDNIGHT Red Foley (Decca)
6. I’LL GO ON ALONE Marty Robbins (Columbia)
7. JAMALAYA Hank Williams (MGM)
8. SLOWIN’ THE WINDS ON FIRE Hank Williams (MGM)
9. GAL WHO INVENTED KISSIN’ Hank Snow (R.C.A. Victor)
10. TENNESSEE TANGO York Brothers (King)

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
Grateful Appreciation
and Thanks To The Nation’s
Operators . . . For your votes
in The Cash Box 7th Annual Poll

BEST FOLK ARTIST OF 1952

CARL SMITH

Singing Star
GRAND OLE OPRY WSM, NASHVILLE

Latest COLUMBIA Release
“MY LONELY HEART’S RUNNING WILD”
b/w
“THAT’S THE KIND OF LOVE I’M LOOKING FOR”
21051 — 4-21051

Direction: JAMES DENNY WSM ARTISTS SERVICE BUREAU, NASHVILLE, TENN.

"It's What's in THE CASH BOX That Counts"
Southern-Peer Issues
New House Organ

Ralph S. Peer, president of Southern Music Publishing Company-Peer International empire has taken a new step to coordinate the activities of its 51 offices. This latest move is the publication of an eight-page House Organ for Peer employees throughout the world, the first such publication in the annals of the music business. The Southern House Organ contains messages from company executives and managers with pictures, and also includes information from each country regarding record releases, sheet music sales, adaptations of foreign hits and mutual plugging suggestions.

The entire publication was conceived and edited by Bill Simon, assistant to general manager Ben Selvin. Peer has recently added subsidiary offices in Auckland, New Zealand and Melbourne, Australia (both reporting to the main office in Sydney), Hamburg, Germany (reporting to Munich) and Rome, Italy (reporting to Milan).

Frank Off On Song-Singing Tour Of Haiti

NEW YORK—Marvin Frank of E. B. Marks is off on a song searching junket in Haiti. Frank will be gone for a month and hopes to combine a vacation with business as he examines the musical output of the Caribbean nation.

Frank is well versed in foreign music having spent several years in Europe with headquarters in Paris.

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Frank is well versed in foreign music having spent several years in Europe with headquarters in Paris.
Can't Thank You — "HALF AS MUCH"
Hank Williams

Awarded Two Years in a Row
BEST FOLK RECORD OF 1952
"HALF AS MUCH"
BEST FOLK RECORD OF 1951
"COLD, COLD HEART"

Writer and Artist of Current Hits
"JAMALAYA"
"HALF AS MUCH"
"SETTIN' THE WOODSON FIRE"
"YOU WIN AGAIN"

HANK WILLIAMS and wife BILLIE extend Thanks and Best Wishes of the Season to all

Current MGM Release
"I'LL NEVER GET OUT OF THIS WORLD ALIVE"
b/w
"I COULD NEVER BE ASHAMED OF YOU"
MGM 11366

featured star of LOUISIANA HAYRIDE
KWKH, Shreveport, La.

"It's What's in THE CASH BOX That Counts"
SEASON’S GREETINGS
from the J. P. Seeburg Corporation
and the
Nation-Wide
Seeburg
Distributing
Organization
COINMEN CAN AVOID THEMSELVES OF FREE HEART SURGERY

Al Stern, Founder of “Edgewater Hospital Heart Fund”, in Memoriam To George D. Moloney, Arranges To Give Free Heart Surgery To All Needy Coinmen And Their Families

CHICAGO — Al Stern, well known distributor, head of World Wide Distributors, this city, has won much honor for his great humanitarian work in founding the “Edgewater Hospital Heart Fund.”

The “Edgewater Hospital Heart Fund” is in memorial to the late George D. Moloney.

The organization is chartered by the State of Illinois as a non-profit organization. All funds are used for hospital expenses for indigents only.

This past week, Stern advised that any needy member of this industry, or any member of his family, requiring heart surgery, can have the services of the most famous heart surgeons in the nation, plus complete hospitalization, absolutely free of charge.

Famed internists, as well as world famous surgeons, are donating their skill free to the “Edgewater Heart Fund.”

The hope and aim of the “Edgewater Heart Fund” is to eventually have every hospital in the world employ, and even improve upon, the marvelous surgical technique which is now being used at the Edgewater Hospital, and which has proved so tremendously successful, for the betterment of all humanity everywhere.

Dr. Maurice S. Mazel, chief of staff of the Edgewater Hospital, developed the new surgical technique which is saving the lives of many people who formerly could only look forward to another heart attack and the fatal results which usually accompany such an attack.

Magnesium silicate, which is nothing more than a refined version of calcium powder, is inserted into the sac which surrounds the heart. It acts there in much the same way as a grain of sand that gets into the eye.

The irritation it sets up results in the formation of thousands of new blood vessels, just as the eye gets red with blood vessels.

The heart is a spongy kind of organ. It easily absorbs the blood it has to the point where it is able to bring in the mass of blood it needs for matters. The heart requires more blood vessels grow larger if the heart needs more blood. The auxiliary supply therefore meets all demands.

With the heart’s blood supply restored to normal, the patient immediately feels better. As for example, in the case of Walter E. Meta, who had suffered two severe heart attacks, and lived with the specter that, if he suffered another, that would be the end.

This new operational technique has not only saved his life, but has made an entirely new man of him. Meta has returned to his former job feeling just as chipper as he ever did before.

Dr. Mazel is now working with two other medical specialists in New York. The New York surgeons have performed operations on many heart patients. All the operations have been successful.

New this great new technique is free to all needy members of this industry and their families, thru the generosity of Allen J. Stern and World Wide Distributors of this city, who founded this great heart fund, and are now making this direction in winning great acclaim.

It is with gratitude that the entire industry turned to Allen J. Stern and, especially, for his offer to help all needy peoples of this field who are in need of such surgery, who haven’t the means to avail themselves of this great new technique.

Stern has been carrying on this work for some years now quietly and without fanfare of any kind. Those of his Friends who have known of his great efforts in the “Edgewater Heart Fund” memorial to George D. Moloney have been as busy as possible in obtaining donors to help this work continue so that, with assistance from hospitals and where in the world can avail themselves of this great new technique to save the lives of the thousands of heart sufferers everywhere.

Noted internists screen all patients who apply to the Edgewater Hospital, for this great free service. After the screening, and if they are admitted to such surgery, provided they require it, any needy member of the industry will find this is done for him, including all hospitalization, at absolutely no cost to him.

The many articles which have already appeared in the national press concerning Dr. Maurice S. Mazel for this great new surgical technique which is saving so many lives are, in themselves, a great honor to a member of the industry, Allen J. Stern, who now offers hope to many heart sufferers who are members of this field.

Year-End Prices Indicate New Trend

“The Confidential Price Lists” Show Pre-War Equipment Practically Out Of Present Price Scene. Earlier Post-War Machines Also Lose Value. Trend Is To Quicker Trades and Higher Used Prices. Demand Continues Big For Latest Used Merchandise

CHICAGO — This being the last issue of the year 1952 of “The Confidential Price Lists,” this being the very last issue of the year 1952 of “The Confidential Price Lists,” this being the very last issue of the year 1952 of “The Confidential Price Lists,” the trend is completely visual to all in the industry.

A careful study of the prices in this last issue of the year, as well as the many changes which occurred over the past weeks and months, will indicate that 1953 will see bigger prices being paid for certain types of machines as against others which many may be holding on the theory that prices will go up.

The operators are, they claim, trading equipment in much earlier than ever before, especially in amusement, which now supply in the top traded-in value for these machines and are able, then, to purchase new equipment at a better price.

At the same time, these men explain, while the equipment is practically new they, too, are able to get rid of it at a fair selling price, so that all are today most interested in the latest type post-war merchandise.

This, they state, is most completely indicated by the prices now appearing in “The Confidential Price Lists.”

NEW YORK—It is well known throughout the industry that, today, there are more and more "want ads" appearing in this publication requesting phonographs of all kinds and makes.

What is happening to these phonos? Where are they going? Why is the demand so great and growing greater?

These, and many more questions, are being asked by almost all engaged in the field today. The investigation has brought forth the fact that the greatest, the majorities of the used phonos are being exported out of the U. S.

In many instances, this is being done very quietly, so that the average operator who trade in his phonos or sells his used joke boxes knows little or nothing of what is happening to them, the fact remains that many of the nation's outstanding automatic music equipment distributors are back-logged with orders for phonographs for export purposes.

Canada, of course, still leads in importation of joke boxes. The Canadian market has become one of the most important for the members of the U. S. joke box business.

But, rapidly overtaking the Canadian market, is that of Central and South America.

Here, all the way from Cuba down to Chile, the demand for automatic phonos continues to grow ever greater each passing day.

More and more distributors are cutting into this market. Used equipment is being flown and shipped down to the South American countries every day.

But, this isn't all, Europe, too, has awakened to the automatic phonograph.

Regardless of the tremendous duties imposed on the import of such American merchandise, Italian, Dutch, French, Belgium and import firms in other European countries are ordering joke boxes from U. S. exporters.

Interesting, of course, is the tremendous growth of phonos in Japan. The Japanese have started to load in purchases of joke boxes. They have surpassed all the other Asiatic countries, according to reports, and are far ahead of the Islands.

The Middle East, too, with countries like Turkey, Israel, and others, are now also joke box connoisseurs.

U. S. firms are, therefore, clamoring for whatever used equipment they can obtain to meet the demand.

This means much highly specialized conversion work on the part of the phonograph and also employment of linguists who can handle correspondence with foreign countries. It isn't an easy, quick job.

It takes weeks and weeks of correspondence to sometime close an order. It even takes visits to the members of the countries. It takes understanding of mechanisms and coinage and electrical requirements.

The used joke box field is only part of the big export market. The automatic phonograph manufacturers are also shipping new equipment steadily to many of the foreign countries.

Aded all together this runs into a sizable amount of money each year. But, what is most impressive, is the fact that not only the U. S. A. and its close North and South American neighbors, but, the entire world has now become joke box conscious.

Foreign Demand For All Types Of Reconditioned Amusement Games Continually Increasing

NEW YORK—Although demand for joke boxes for export exceeds the demand for other types of coin operated equipment, a lively sale of reconditioned (as well as new) arcade type machines and pinball machines prevails, with demand continually increasing.

In this amusement field, foreign firms are asking for the more recent machines. Machines made up in Europe and Australia are finding a market. Absorbing most of these machines are Canada and the European countries of Belgium, France, Holland, Sweden, Denmark, Norway, and Switzerland. When these countries first began to buy amusement machines, shortly after the end of the war, of necessity, they were forced to take older models. As business improved, and as these novelty amusement machines had to be replaced and when another pub buyers began asking for the later models.

Of all the countries in Europe, England continues to suffer the worst. The surface in sports continues, and English coinmen are forced to continue with whatever equipment is at hand. This condition (supply and demand) has resulted in the cost of machines streaking skyward.

Pinball machines now operating in England are: Bally Reserve; Atlantic City (oil five-ball); Midway; Spot & Go; Bally Supreme, Snappy; Fiesta; Circus; Major; Gem; Zip; and the one greatest in demand, Jig Saw. If ever the market is opened in England, and it is the commonwealth countries who still have bans on imports of coin operated machines, the United States will be requested to fill orders for thousands of machines.

It is most interesting to the publishers of The Cash Box that their "Confidential Price Lists" are accepted in European countries as greatly as they are among American coinmen. In conversations with a number of European coinmen visiting this country, we've told that not only do these foreign firms use "The Confidential Price Lists" to judge values of machines they're buying, but also that custom officials of these countries use it as a base for their operations.

These European coinmen also are pleased with the policy of the Cash Box in keeping the publication out of the hands of the general public. We're informed that these firms also run into the same difficulties that American operators do when another publication, that covers the coin machine and amusement machine fields, gets into the hands of location owners.

Foreign coin machine firms assure us that they haven't even scratched the surface in their buying, and that 1958 will surely see a great deal more machines being purchased from the American market.
"12 O'clock and All's Well"

Many an operator with an AMI Model "D" in lively locations rests comfortably at home during the dark watches of the night. You can share this confidence in equipment that performs without interruption. You can be sure in the knowledge that your income continues morning, noon or night wherever people gather in a mood for music.

The "D" is available in 80 and 40 selection models, blond or mahogany cabinets.

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S.E., Grand Rapids 3, Michigan

"It's What's in THE CASH BOX That Counts"
My Sincere Wishes for a Very Healthy, Happy Prosperous New Year

Fletcher A. Blalock

F. A. B. DISTRIBUTING CO., INC.
NEW ORLEANS, LOUISIANA  BIRMINGHAM, ALABAMA
ATLANTA, GEORGIA  COLUMBIA, SOUTH CAROLINA

Exclusive Factory Distributors for
THE RUDOLPH WURLITZER COMPANY
WILLIAMS MANUFACTURING COMPANY
CHICAGO COIN MACHINE COMPANY
UNITED MANUFACTURING COMPANY
J. H. KEENLEY & CO., INC.

Merry Christmas and Happy New Year

Bally

A Very Merry Christmas and A Happy and Prosperous New Year FROM ST. LOUIS DISTRIBUTORS FOR
* AMI  * UNITED  * WILLIAMS  *
TONY KOPAL  NORWOOD YEACH CHARLEY KAGELS
CENTRAL DISTRIBUTING COMPANY
2315 OLIVE STREET  ST. LOUIS, MISSOURI

“The Cash Box” Page 52 December 27, 1952

“School for Mechanics” Pro and Con

AMI Would Go Along. But Dubious Of Workability

GRAND RAPIDS, MICH.—After conferring with John Haddock, president of AMI, Inc., William E. (Bill) FitzGerald, advertising and sales promotion manager of the phonograph manufacturing firm of this city, writes Bill Gersh of The Cash Box, presenting their views on the establishment of a “School for Coin Mechanic” (Editorial: December 15 issue).

“AMI, as you know,” FitzGerald writes, “has long subscribed to the belief that benefits to the operators are beneficial to the manufacturer as well. While we would be glad to go along with the other phonograph manufacturers in some kind of support for a school of this sort we are quite frankly dubious as to its workability.

“With manufacturers, distributors and jobbers supporting the school, it seems to me that there could be considerable difficulty in arriving at a curriculum which would be satisfactory to all. Somewhere along the line it’s inevitable that some of the school’s supporters would feel that their equipment was receiving inadequate coverage or was improperly explained. Some would feel that phonographs were receiving too much attention; amusement games, too little. And, vice versa.

“Beyond such difficulties as might arise from product and personality, it’s doubtful, in my opinion, that such school could accomplish the fine purpose you have in mind for it. Actually, Bill, it seems to me that the indoctrination needed by the young man who wants to become a coin machine mechanic relates more to his adapting himself to the peculiarities of the business, the irregular hours and the people with whom he must come in contact, rather than to any serious deficiency in his technical knowledge.

“The nation’s trade and technical schools are training many young men who need only the leavening of experience in the business to become good coin machine mechanics. The problem is how to get these men into the business. Recruiting, I believe, more than training, is necessary to get distributors and operators the personnel they need. There’s pretty good literature available today on recruiting and compensating personnel which would probably offer considerable help to those in our business who are genuinely sincere about facing up to and solving the problems of the shortage of trained mechanics. Perhaps something can be done along this line.

La Ru Nov. Co. Likes Idea Needs Many Mechanics

CHICAGO—Every faction of the coin machine industry has shown great interest in the latest effort of The Cash Box to relieve the hardship currently prevailing thru the lack of sufficient numbers of mechanics.

Paul Golden of La Ru Novelty Company, this city, writes:

“I noticed your page article with reference to the ‘School For Mechanics’, which is of great interest to me.

“There is a definite demand right now for a school of this type. I would venture to say Chicago alone could use one to two hundred men right now; not counting the surrounding territories. Personally, I would like to expand my operations many times, but have held back due to the help situation. The fact is, I am being held down right now.

“I have discussed this very situation with several of our distributors, manufacturers and operators, and they are all in accord that the need is great and are all enthused with the idea.

“We need someone to take the lead in the right direction, and with your interest in the matter and your organizing ability, I feel confident that you will be able to see it through.

“I hope you continue with your good efforts in behalf of this school. I feel confident that financial help can be realized from the operators, manufacturers and distributors. Personally, I want you to feel at liberty to call on me in any manner you deem necessary to assist you.”

“It rather imagine that most manufacturers will want to continue handling their own service schools. We conduct them on a continuing basis throughout the country. We have found them to be helpful to all concerned. However, should some recognized trade or technical school want to set up a special course we would be glad to lend a hand with equipment, literature and technical advice.”
Season’s Greetings
Season's Greetings...

Jean and Dolores MINTHORNE

Hank Tronick • George Mahlum
Ed Wisler • Nels Nelson
J. Ward Bartholomew • Vince Pokorski

MINTHORNE MUSIC CO.
2916-28 WEST PICO BOULEVARD • LOS ANGELES 6, CALIFORNIA • TELEPHONES PARKWAY 3172
EXCLUSIVE DISTRIBUTORS FOR J. P. SEEBOURG CO.
SOUTHERN CALIFORNIA • STATE OF ARIZONA • SOUTHERN NEVADA

Season's Greetings
from
America's Finest
ONE STOP MUSIC SERVICE
Exclusive WURLITZER Distributors
UNITED, INC.
HARRY JACOB, JR. - (Est. 1935) - HARRY JACOB, SR.
4227 WEST VLIET STREET, MILWAUKEE, WISCONSIN

Season's Greetings
... TO ALL OUR CUSTOMERS . . . OUR MANUFACTURERS
AND SUPPLIERS . . . AND TO ALL OUR FRIENDS . . . MAY
YOU ALL ENJOY A HEALTHY AND WEALTHY NEW YEAR...

Joe Abraham

MINTHORNE MUSIC CO.
2916-28 WEST PICO BOULEVARD • LOS ANGELES 6, CALIFORNIA • TELEPHONES PARKWAY 3172
EXCLUSIVE DISTRIBUTORS FOR J. P. SEEBOURG CO.
SOUTHERN CALIFORNIA • STATE OF ARIZONA • SOUTHERN NEVADA

"It Was A Great Year After All"

CHICAGO—Because of this annual "Season's Greetings Issue" of The Cash Box, it was the privilege of this reporter to speak to many coinmen 'round about the nation.

Naturally, the first question asked was:

"How're things going with you?"

There were complaints.

This is to be expected.

But, what was most extremely heartening, was the fact that the complaints regarding the past year's business, were not only far, far in the minority, but, even most important, the complaints were due to the fact that the distributors, jobbers and operators who did complain, complained about the fact that they "did not get enough machines."

In short, when all was sandwiched down to rock-bottom, the general answer among all these men, was:

"It was a great year after all."

The year 1952 produced a greater demand for new machines than any year since the first post-war production year.

Regardless of the Johnson Act (which eliminated a large segment of equipment from the industry) and also regardless of many local and state rulings, which also edged equipment out of certain territories, the fact remains that business went ahead.

Not just continued on ahead, but, actually went ahead of anything coinmen had ever formerly experienced.

What is most uppermost in their minds is, "Will this boom continue?"

Frankly, most of them did not think that it will.

The majority believe that 1953 is going to be a year "when we've got to really start selling."

This, of course, is no different than what all leaders of all industries believe.

This means, just as these leaders indicated:

"The honeymoon is, at long last, all over. The men who sell must learn to again really sell."

All agree, tho, that the operators are in the "best position" in the field.

As one noted leader stated, "The operators will have the edge on all this business in 1953."

"Anyone with a really good route," he continued, "is far ahead of the game. And will enjoy a terrific year in 1953."

"Those who have to sell machines," he believes, "will have to get out and beat the Hughes the way they used to prior to World War II."

But all do agree, regardless of everything that has gone by, that 1952 was a "great year after all."

"It's What's in THE CASH BOX That Counts"
Ted Fischer of Wahonia, Minn., while in town picking up some parts and supplies for his route mentioned that his fishing has been good out at Lake Waconia and states that there must have been close to 1000 people on the lake and they’re all making some pretty good catches. Of course that meant a lot of nice traffic through the town of Wahonia. . . . Darlow Maxwell of Huron, S. D., was wondering if he isn’t some sort of fish in as much as the last time he was in town, the day before Thanksgiving, he came in during a blizzard and he was in town this past Tuesday, and it was snowing like the dickens then. He made it a point to take care of his business and get on his way back home again. . . . Joe Reali of Cornell, Wisc., is out of the hospital and recuperating and will be up on the route again in no time. While Joe was in the hospital Mrs. Reali took care of the route. . . . Bruce Windhust of Aberdeen, S. D., finally took some time off to come in to town to pick up some supplies and also to see what was new in coin operated equipment. . . .

In town from the Wisconsin territory were: Frank Davidson of Spooner and Leo De Mars and son, Bud, of Ashland, Wisc. . . . Lyle Kesting of Billingham, Minn., doesn’t seem to stand still in one spot too long because he comes in to town and whales through his list that he has with him and then takes off back again off on the route. His father, Henry Kesting, meantime, has been doing a lot of fishing and hunting lately and will probably take off for the warmer climate just as soon as it gets colder here. . . . It was nice to see Van Middemas of Bismarck, N. D., and chat a few minutes with him. . . . Gabby Charles of Grand Rapids, Minn., isn’t talking much these days, since he doesn’t have any opportunity to get out on the golf-course and shoot a good game of golf. Oh well, there are better golf days ahead, Gabby. In from the Montana area was Moe Libin of Glendive, Mont.

Season’s Greetings

The Music Operators of California extend sincerest Season’s Greetings to all music operators, manufacturers, and all allied to the Automatic Music Industry everywhere.

George A. Miller
State President and Business Manager
CALIFORNIA MUSIC GUILD
128 EAST 14th STREET, OAKLAND 6, CALIFORNIA

HASTINGS DISTRIBUTING COMPANY
(Since 1932)
6100 W. BLUEMOUND ROAD
MILWAUKEE 13
WISCONSIN

Holiday Greetings

From
Harry and Hymie Koeppel
KOEPPEL DISTRIBUTING CO.
629 Tenth Ave., New York 1, N. Y. (Tel. Circle 6-6939)

Foremost wholesalers of reconditioned phonographs.
We also carry a full line of plastics.
H. C. EVANS & CO.
CHICAGO
Sincerely Wish You
A
Joyful Holiday
Season
and A
Prosperous,
Happy New Year

Season’s Greetings
to all in the Automatic Music Industry
Ray Cunliffe

AUTOMATIC AMUSEMENT COMPANY
3018 EAST 91st STREET • CHICAGO 19, ILLINOIS
(All Phones: 13ex 5-0500)

Season’s Greetings
to all OUR FRIENDS AND CUSTOMERS
. . . AND FOR . . .
A Happy And Prosperous 1953
BUY—AMI
Phil Weisman • Joe Glimco • Mike Spagnola

AUTOMATIC PHONOGRAPH DISTRIBUTING CO.
806 MILWAUKEE AVENUE, CHICAGO, ILL.

Season’s Greetings

Lou Casola
Midwest Distributing Co.
208 No. Madison
Rockford, Illinois

The Cash Box December 27, 1952

Coinbiz Boom Continues
MRS. OF PHONOS, VENDORS, AMUSEMENTS, BACKLOGGED

CHICAGO — Manufacturers here agree that they cannot foresee any letdown in present boom business for the first half of 1953 anyway. Manufacturers of phonographs, amusements and vendors are still backlogged and will, without doubt, remain backlogged, and for more than one reason.

Most important of all the reasons given is that of lack of sufficient labor to step up production to the point where a manufacturer with a hit product can fill all the orders he already has on hand as well as those he’s receiving each day.

In fact this past holiday week proved a tremendous surprise, as far as business is concerned, to many manufacturers.

As one of these men stated, “Usually we don’t expect to receive much business during the holiday week.

“But this year”, he said, “we have simply been amazed at the way orders have continued to flood into our offices with appeals for speedy delivery.”

The backlogged situation will, therefore, remain in effect for sometime yet to come.

There is no way that the average manufacturer can pull himself out of this situation for some many months.

The fact also remains that many are planning to present their new products after the first of the year.

This, added to the present backlog, will just jam up the average factory’s production lines.

The coinbiz boom, therefore, continues on ahead unabated. And the this has been reported many times in past months, there is no one here who can see how this boom can be halted.

At least until the manufacturers are in position to meet all the orders they now have on hand.

New products are being shipped on a quota basis by the majority of the factories here. They are forced to do this to give fair distribution to whatever they can produce at this time.

Yet, regardless of quotas and continued heavy production, the factories are flooded with more and still more orders.

The boom continues to roll merrily along.

Industry Increases Ad Budget

CHICAGO—With the fact becoming ever more apparent that 1953 may become a “buyers’ year” leaders in all industries are stepping up their advertising budgets in an effort to move merchandise.

Reports indicate that such outstanding firms as Packard Motor Car has stepped up its advertising budget 60% above ’52; General Electric has increased by 25% for ’53; Bendix Appliances plan to spend about 100% more in ’53 than they did in ’52; Sears Roebuck, Jones & Laughlin, Oliver Corp., Pepsi-Cola, Pittsburgh Plate Glass, Kelvinator, Magic Chef, and many, many other industrial leaders, are all increasing their advertising budgets to meet what they believe will be a tougher selling year.

The same is also true of many in the coin machines industry. Some of the leading distributors have already reported that they must once again beat the bushes for business.

These firms plan to increase their sales power as against their former advertising and selling programs.

The demand for good salesmen is increasing all down the line from the manufacturers to jobbers.

All who are following the trend of the larger industrialists realize that these firms are well advised regarding general conditions and to follow them is but good business logic.

Future Circus Bareback Rider

INDIANAPOLIS, IND.—With kiddie rides so popular at this time, coin machine operators now have to take their children with them when they visit distributors. Here we see Betty Louise Hall, 16-month daughter of John H. Nokeaville, Ind., operator, riding Bally’s “The Champion” horse at the headquarters of Calderon Distributing Company, this city.

“It’s What’s in THE CASH BOX That Counts”
Mencuri Sees Major Trend To Package Use Of Kiddie Rides

Mencuri noted that a store in Brooklyn, N. Y., recently removed its soda fountain to make room for an amusement area. "The advantage of the machines in merchandising sparked this change," says Mencuri.

Mencuri stated that Exhibit is featuring a cowboy ride package that includes a tape recording with each ride. "It entertains the rider as the horse jogs up and down," explains Frank. Tie-in with top T-V programs is another program Exhibit Supply is providing with its featured devices, Mencuri reports.

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Season's Greetings

Dan Stewart · Bob Bever
Exclusive Rock-Ola Distributors
DAN STEWART CO.
2667 W. Pico · 140 E. Second, South Los Angeles, Cal. · Salt Lake City, Utah

MONEY-SAVERS that are BIG MONEY MAKERS!

Beatty Big Steerings $149.50
Wess. Star Series 75.00
Beate Gun 65.00
West. De Luxe World Series 145.00
West. Pluggers 95.00
Winner (very clean) 75.00
Furburg (brand new) 395.00
Chico, Coin King Pin 75.00
Baby Double Headers United & Player Shuffle Alley (Fornico Top and Big Pins) 265.00
United 5 Player Shuffle Alley (Fornico Top and Big Pins) 235.00
Chico, Coin & Player Shuffle Alley De Luxe (Original Fornico Top & Pins) 265.00
California Electric Cigarette Vendors (New) 95.00
Set Shot Basketball Game (New) 975.00

United Star Bowlers (Used 2 weeks) $435.00
Universal 5 Steer 95.00
Wurlitzer 1220 (New) 295.00
Wurlitzer 1110 (very clean) 295.00
Wurlitzer 1110 (Blonde) 395.00
1960 Selburgs Sidecar 975.00
Chicago Coin Band Box 125.00

NOTICE

We are only listing a cross-section, very few of the machines we have in stock. If you want to know more about anything listed, please WRITE — WIRE — PHONE.

WANT TO BUY

We need all types of arcade equipment. Send us a list of what you have for sale.

WRITE! WIRE! PHONE!

---

The Arcade King

MIKE MUNVES
577 - 10th Ave., New York, N. Y.

EXHIBIT'S

"MIGHTY MIKE"

Sensational New Mechanical Sparring Partner

"It's What's in THE CASH BOX That Counts"
That Jolly Old Man With The Long Whiskers Is Here Again...

...and it gives us the very pleasant opportunity to say "Thank You" for all your many past favors, and to wish you an extra fine Christmas.

It often seems we're all so busy that we don't take time to tell you just how much your friendly co-operation means to us.

So at this Christmas time we want to stop for a moment to wish you the happiest Christmas and most successful New Year you've ever had.

Ted Bush and Associates
BUSH DISTRIBUTING CO.
Offices Miami and Jacksonville, Fla.
and Havana, Cuba

Music Distributors, Inc., Conducts Service School For N.C. Music Ops

FAYETTEVILLE, N. C.—Mike Malkin, Music Distributors, Inc., this city, has been conducting service sessions for music operators in his area for the past several months. The latest of these schools was held for two days, December 7 and 8 at the Selwyn Hotel in Charlotte. Assisting Malkin in the preparation and conduct of this gathering was A. H. Miller, district manager for the Seeburg firm.

With 65 operators present, representing 33 different companies, Edgar Blankenbeckler, Seeburg district engineer for the five southern states of North and South Carolina, Alabama, Georgia, and Florida, proclaimed it a most successful undertaking.

Pictured below are some of the operators who attended. The following music operators took advantage of the school during the two days: R. E. Harris; Kenneth E. Bernhardt; C. D. Blackwelder; C. A. Weisner; Bill Fowler; Harry Glenn; C. G. Hodges; Fred E. Ayers; Bob Sappenfield; T. F. Theyas, Warren Teague; Hal Huggins; Paul Mitchell; E. E. El-lington; R. E. Snyder; Carl Tow; O. L. Bankhead; W. L. Capps; George Fodell; James H. Matthew; Worth Heath; Gavin Miller; Mose Phillips; E. B. Polkes; Joe Gathings; Ben Carter; Ellis Cates; Doug Bailey; Bartis Stely; James Bell; Louis Tedder; R. S. Tally; T. R. Styras; T. M. Cline, Jr.; Arthur Sprouse; H. H. Thornton; Billy Pierce; Ralph C. Love; Joseph W. Howell; Eugene L. Smith; M. M. Hales; Cecil F. MacLaurin; Lambert Horne; David C. Talbot; J. R. Brown; H. E. Averette; James L. Stough; W. E. Luther; W. W. Richardson; V. A. Veapoint; Ray Holland; Fred Nance; Joe Melvin; J. L. Barrett; R. F. Ralby; Donley Aldridge; T. W. Al- dridge; W. Charles Gove; J. C. Burge; R. L. Smithy; and Lee Bartlett.

Season's Greetings...

Lyn Brown

Exclusive Representation For EXHIBIT SUPPLY COMPANY LYN BROWN COMPANY 1909 W. PICO BLVD. LOS ANGELES, CALIF.

"It's What's in THE CASH BOX That Counts"
The Cash Box Page 59

December 27, 1952

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.

Como Makes AMI Contest Award

NEW YORK—Les Boyd, local operator, was declared a winner of 3rd place in the recent AMI "Write An Ad Contest"; and Runyon Sales Company, in conjunction with Jack Mitnick, regional representative for the manufacturing firm, arranged for Perry Como, top RCA recording artist to present the check of $250 to him.

Pictured above we see Abe Green, Runyon Sales; Perry Como; Barney Sugerman, Runyon Sales; and Jack Mitnick looking over the check. The AMI "Model D" in the center, match.

As reported in the December 13 issue, first prize went to Mrs. Margie Rodgers, 6128 Home Avenue, Fresno, Calif., who received a new AMI Model D-80 valued at $925. Second prize, an AMI "Hidesaway" valued at $575, was won by Mrs. Chester Merrill, Piedmont Amusement Company, Spartanburg, South Carolina.

Season’s Greetings
...to all our friends and all operators and, especially, to all the music manufacturers for the great equipment, outstanding co-operation and service they gave us which has made possible another great year for

A. B. C. MUSIC SERVICE CORP.
5915 W. GRAND AVE. • CHICAGO, ILLINOIS

Season’s Greetings to One and All

J. R. (Pete) Pieters
KING-PIN EQUIPMENT CO.
826 MILLS STREET
KALAMAZOO, MICHIGAN

"It’s What’s in THE CASH BOX That Counts"
SINCEREST
Season’s Greetings
FROM ALL OF US
TO ALL OF YOU

DALLAS  SAN ANTONIO

Jack Eskew  Dan Perrotta
T. H. Chatten  Virginia Vanderheider
E. C. Koenig  Lenchio Segura
Dossie Cotter  Glen Schiller
S. M. Autry  Jesse Robles
All Ruth  Earl Chatten

and we, too . . .

R. B. Williams  B. H. Williams

COMMERCIAL MUSIC COMPANY, INC.
1501 DRAGON ST., DALLAS, TEXAS
901 E. HOUSTON ST., SAN ANTONIO, TEXAS

Buy Four Routes To Form New Music Corp.

Andy Hesch, Pres., Bob Lindelof,
Secty., Ray Cunliffe, Treas. Of New
“Town & Country Music Service Corp.”

CHICAGO—Noted automatic music
operators have formed together in a
new corporation, Town And Country
Music Service Corporation, with head-
quar ters at 777 McHenry Ave. in
Woodstock, III., purchasing four well
known routes to form this new cor-
poration.

Officers of the firm will be Andrew
Hesch, President; Robert E. Lindelof,
Secretary and Ray Cunliffe, Treas-
urer.

The routes were purchased from
Wayne Mayborn of Wayne Music Co.,
DeKalb, Ill.; H. A. Hopperstad of
Woodstock, Ill., Ace Music Co., An-
tioch, Ill., and from Bert Bondell of
Chicago, who was operating some mu-
sic machines in the country area.

The complete route totals over 500
phones.

The new firm became members of the
Musicians Of Northern Illi-
nois and will work under the rules
and regulations of this well
known organization.

Their own building has been taken
over in Woodstock, Ill., and new per-
sonnel is being added to the firm
at this time.

It will be a few weeks yet before
everything is running smoothly, the
new officers reported, but they believe
that when all has been organized and
these four routes completely combined
that conditions in the country area
will be better than ever before.

For some months now there have
been rumors circulating here regard-
ing the purchase of these routes and
the formation of this new firm. The
news, which was released this past
Saturday, December 13, confirmed the
rumors.

Town & Country Music Service
Corp. will devote itself strictly to au-
tomatic music.

And His New Year To All

Andy Hesch
A. & H. ENTERTAINERS
35 W. CAMPBELL STREET
ARLINGTON HEIGHTS, ILL.

to our

customers

all over

the

world

Merry

Xmas

and

Happy

New Year

Season’s Greetings

from

DISTRIBUTING CORP. OF ILLINOIS
1231 West Chicago Avenue
Chicago, Illinois

Season’s Greetings
to all

Lieberman music company

257 PLYMOUTH STREET, N.W.
MINNEAPOLIS, MINN.

“IT’s What’s in THE CASH BOX That Counts”
Williams Introduces New Game “Disk Jockey”

New Scoring Features Suggested by Distribs

CHICAGO — “Our distributors,” stated Sam Stern, executive vice-president and general manager of Williams Manufacturing Company, this city, “created our new 27 ways to score replays on our new game, ‘Disk Jockey.’”

Stern advised that, because of the games which the firm had produced, and which had won terrific support of all the nation's operators, his distributors had offered many suggestions for new ways of scoring “never before attempted.”

“The result,” Sam Stern said, “was to bring about one of the most unique games we have yet produced. The new type in-line scoring, plus high scoring, and the double feature which doubles all the in-line replays, has won tremendous praise from everyone of our distributors. “But,” he stated, “we don't want to take the credit for this. The fact remains,” he said, “that it was our distributors who brought these new scoring methods to our attention. “They are the men who tested them and who have made them so intriguing, as well as so interesting, that everyone who has so far seen ‘Disk Jockey’ at our factory showrooms, has applauded the game. “All have told us that: ‘This is the first real new game of '53.’”

Bally Appoints D. Huss Cline For The Carolinas

CHICAGO, ILL. — The appointment of D. Huss Cline as exclusive distributor of “The Champion” Ballyhorse and Bally “Space Ship” in North and South Carolina, was announced this week by Jack Nelson, general sales manager of Bally Manufacturing Company, this city.

Cline, who also is the owner of Cline Motors of Shelby, N. C., has set up a separate sales and service organization to handle the Ballyhorse and Space-Ship, under the capable management of Paul Baugn, who has traveled the Carolinas, and has a wide acquaintance in the territory, having represented the Colgate, Palmolive-Peet Co., for more than 15 years.

Season's Greetings

TO ALL OUR FRIENDS... OUR CUSTOMERS... AND MANUFACTURERS

DIXON DISTRIBUTORS
- Exclusive Distributors for Rock-Ola Mfg. Corp. -
3808 Southern Blvd. - Youngstown, Ohio

SEASON’S GREETINGS
Bill Happel Al Silberman Ray Powers
Jack Leonard W. E. Happel
BADGER SALES COMPANY, INC.
2251 West Pico Blvd. — Los Angeles 6, Calif.

“It's What's in THE CASH BOX That Counts”
That's right! The Cash Box will give you DOUBLE YOUR MONEY BACK if you don't agree that The Cash Box is the finest publication for you in all the history of the coin operated machines industry!

No other publication in the history of this industry has ever dared to make such an offer.

Fill out the coupon on the bottom of this page today! Enclose your check for $15.00 for a full year (52 week's issues) of The Cash Box!

Read the first four issues.

If you don't agree, after going over the first four issues you receive, that The Cash Box is the greatest magazine you've ever yet read to help you progress in your business . . . send back those first four issues . . . get DOUBLE YOUR MONEY BACK for those first four issues . . . PLUS...the original $15.00 you sent for the entire year's subscription!!

YOU CAN'T LOSE!

If anything at all . . . you can get DOUBLE YOUR MONEY BACK . . . by subscribing to The Cash Box TODAY!!!

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

OKAY: I'll match you! Enclosed find my check for $15 for a full year's subscription (52 exciting week's issues) of The Cash Box. If I don't like the first four issues I receive, I am to return these first four issues to you, and you are to give me DOUBLE MY MONEY BACK for those first four issues PLUS the $15 which I am enclosing right now.

FIRM.
ADDRESS.

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FIRM.
ADDRESS.
Season’s Greetings from

"RUDOLPH THE RED NOSED REINDEER"
"BIG BRONCO"
"ROY ROGER’S TRIGGER"
"RAWHIDE"
"TEST PILOT"
"SPACE PATROL"
"SPACE GUN"

and all the other "Very Great" products of
EXHIBIT SUPPLY

4218-4230 WEST LAKE STREET

CHICAGO 24, ILLINOIS

Mike Munves “Mighty Mike”

NEW YORK—When Mike Munves, this city, displayed his newest coin-operated device “Mighty Mike” at the Park show a few weeks ago, it received a wonderful reception, not only from the arcade owners and operators, but Chicago newspapers published pictures and stories of it.

The Chicago Daily News pictured the device with a beautiful girl throwing a punch at its chin. “Ever get an overwhelming desire to punch somebody in the nose?” asks the Chicago newspaper man. “Well, you can satisfy the urge now without running the risk of being punched in return. ‘Mighty’s’ chin is made of latex and clay but his backbone is of steel and he has the heart of an electric lion. He may back up, but he keeps coming back for more and you can’t hit him hard enough to hurt him. ‘Mighty’ operates on an eccentric rear. Very eccentric. He weaves and bobs and ducks like a fighter you ever saw. He dodges from side to side a maximum of 36 inches. There is no pattern to his behavior. He can function at three speeds.”

“Mighty Mike” was conceived by George J. Richman, who has developed it for coin operation. The naten scores a point by hitting “Mighty” in the body, 10 points for a chin on the chin. If he’s hit below the belt, the scoreboard lights up with a clam of “FOOL.”

Mike Munves, who is internationally known as “The Arcade King” has introduced many amusement devices to the trade, but he thinks the “Mighty Mike” will prove one of the most popular and successful money makers of all time.

WE SPECIALIZE IN MUSIC!
To All Our Friends,
At Home and Abroad—
BEST WISHES FOR
A
Merry Christmas
and A
Happy New Year!

ATLAS MUSIC CO.
CHICAGO • PITTSBURGH • DES MOINES

Season’s Greetings
TO ALL OUR CUSTOMERS ... TO ALL OUR FRIENDS ... TO ALL OUR MANUFACTURERS
Frank Page
ROANOKE VENDING MACHINE EXCHANGE, INC.
3110 WILLIAMSON RD., ROANOKE, VIRGINIA
63 COMMONWEALTH AVE., BRISTOL, VIRGINIA
118 W. WASHINGTON ST., CHARLESTON, WEST VIRGINIA
DISTRIBUTORS FOR
America’s Leading Manufacturers

Season’s Greetings
TO ALL THE INDUSTRY
From
Pat Buckley
And The Entire Buckley Organization
CHICAGO

"It’s What’s in THE CASH BOX That Counts"
Season's Greetings

To all our customers, our manufacturers and our friends everywhere,
may the new year bring you health, wealth and all happiness.

Joe, Sam, Morton and Leo Weinberger
Sam S. Dieter
Homer Sharp
Bernard Ratford
James Cheek
George Burch
Paul Himburg
Matt Maley

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio

The House that Confidence Built

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

Established 1923

735 S. Brook St., Louisville 3, Ky.
240 Jefferson St., Lexington 2, Ky.
129 W. North St., Indianapolis, Ind.

THE 20 YEAR CLUB

CLIX BIG WITH TRADE'S MEMBERS

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 half 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 Orleck
THE ORLECK
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........

(Enclose names, firms, addresses and when they started)

It's What's in THE CASH BOX That Counts
Labor Situation Acute

Mfrs Fear Production Cutback Unless More Labor Is Available In 1953

CHICAGO — Leading manufacturers here are very frank to state that the labor situation is "very acute" and that unless more labor is made available this forthcoming '53 there may be some cutbacks in production much as these manufacturers would hate to have this happen.

Every factory here has helped wanted signs outside, in addition to all of its advertising for labor, asking for assemblers, punch press operators, etc., etc.

"The situation has turned from serious to acute," as one noted manufacturer stated.

He fears that he will have to cut back on much of the production at his plant right now.

This manufacturer, along with others, is asking everyone in the field to help obtain labor for the factories, if this is at all possible.

Skilled mechanics are a tremendous need for operators, jobbers and distributors, but, the labor situation for the manufacturers is even more serious.

Factories here are attempting everything they possibly can to hold whatever help they now have while driving hard to obtain more labor.

The labor turnover is very bad. One factory hired about 30 men during the week and, on Monday morning, was saddened by the fact that 30 men, whom they already had on their payroll, didn't show up for work.

This is not a singular situation. It is practically general.

Executives here report that they have been notifying their distributors that the reason why they cannot fill orders completely, and as speedily as they used to in the past, is due to the fact they just haven't been able to get all the labor they need to fill the orders.

Others have cut quotas to their distributors in an effort to give everyone a fair share of the production which they can get out of their factories at this time.

All this, in addition to the fact that many of the machine factories have much war work to do, is cutting production down to new low marks.

Eastern Vending Party

BALTIMORE, MD.—When Morris Silverberg, Eastern Vending Sales Company, this city, recently ran his showing of the new Rock-Ola "Fireball" 120 selection phonograph for the operators in his area, he added a bit of spice to the party by bringing in Georgia Reed (Miss Maryland of 1922).

Here we see Miss Reid perched on top of the "Fireball". Surrounding the phonograph, standing, are: (1 to r) : Samuel Burns; Mrs. Morris Silverberg; Morris Silverberg; Mrs. Robert Leonard; and Mrs. Esther Waltner, seated are: (1 to r) : Jim Vernon; Leonard Remick; Melvin Sachs; and Marion Walter.

Season's Greetings

... to all our customers manufacturers and friends everywhere in the industry

Buster Williams

WILLIAMS DISTRIBUTING CO.
Exclusive Distributors For

* Wurlitzer * United * Williams *
1117 UNION AVENUE MEMPHIS, TENN.

Season's Greetings

... TO ALL OUR CUSTOMERS AND ALL OUR FRIENDS EVERYWHERE ...

Exclusive SEEBURG Distributors
WOLFE DISTRIBUTING CO.
459 RIVERSIDE AVENUE, JACKSONVILLE, FLORIDA
1626 SIXTH AVENUE, NORTH, BIRMINGHAM, ALABAMA

COMMON IDEAL OF ALL PEOPLES

Christianity:
"All things whatsoever ye would that men should do to you, do ye even so to them, for this is the law and the prophets." — Bible, St. Matthew 7, 12.

Hebraism:
"What is hateful to you, do unto others; that is the law and the remainder is but commentary." — Talmud.

Atlantic New York Corporation

"It's What's in THE CASH BOX That Counts"
Season's Greetings from Al Siegel and the entire staff of SIEGEL DISTRIBUTING COMPANY, LTD.

TORONTO • MONTREAL • VANCOUVER

WURLITZER PHONOGRAPHs MERCURY RECORDS

Season’s Greetings

...to all our friends...to all the automatic music manufacturers...to all suppliers...to all those allied to the automatic music industry...may all of you enjoy the Merriest of Merry Christmases and the very Happiest of Happy New Year's...

MUSIC OPERATORS OF NORTHERN ILLINOIS
8000 LINCOLN AVENUE (Room One) SKOKIE, ILLINOIS

Season's Greetings

To All

Mike Dale
COMMERCIAL PHONOGRAPH AND SURVEY SERVICE
110 NORTH FRANKLIN STREET CHICAGO, ILLINOIS

More Rock-Ola Showings

NASHVILLE, TENN.—Operators at Frank Swartz Company Rock-Ola showing: l. to r.: Tommy Tomin; Herschel Revlett; Roy Hoskin; Frank Swartz; J. E. Copeland; Finner Carver; Billy V. Long; and Walter Hopkins.

ALBUQUERQUE, N. M.—Executives of Border Sunshine Novelty Company, this city, and operators at the showing of the Rock-Ola “Fireball” phonograph.

FORT WORTH, TEX.—Lou Sebastian, Rock-Ola Manufacturing Corporation district manager and Harry Hooper, Fort Worth Amusement Company, this city, look over the new “Fireball 120” phonograph at their recent showing.

Season’s Greetings
to all our customers and friends
“Marvel Electric Scoreboards”

MARVEL MANUFACTURING CO.
2819 W. Fullerton Ave. Chicago 47, Ill.
Tel. Dickens 2-2124

"It’s What's in THE CASH BOX That Counts"
Bert Lane Answers Kiddie Ride Operators

MIAMI, FLA.—Bert Lane, who is manufacturing the "Miss America" boat ride for kiddies, and who has had a great deal of experience in the operation of horses, ships and other kiddie machines, reported that he has been continually answering queries of interested operators regarding kiddie rides.

"For example," Bert stated, "one of the questions which I'm being asked all the time is whether another ride being brought into the same location, in addition to the horse already there, won't kill the income from the horse?" To this, Bert continued, "we have but one answer. That is, that our experience has proved that the second unit will have little, if any effect, on the new ride. We have actual operating receipts here which show that the second ride does just as well as the first, and that both continue to roll along on a move or less even keel, as far as intake is concerned.

"In fact," Bert says, "even a third ride like the boat, will simply bring more income from the spot. This does not hurt the other two. Whatever the ride is, it seems that the kiddies enjoy one as much as the other and there are only few favorites and, at the same time, very few locations that will show a deep drop of intake on any one ride when a new one goes into the spot."

Bert Lane reports that, "There is one problem which is now affecting operators of kiddie rides. This is brought about by the operator who walks into a location, where someone else is already operating, and advises the manager, or the location owner, that he is from 'the company', and then places some unit in there, usually not a ride, creating confusion, and also upsetting the original operator's deal.

"In the long run in these instances," Bert reports, "this operator usually loses out and finds his equipment thrown out. The district manager, or the supervisor, or even one of the higher officers of the firm, will walk in and look with surprise on the latest unit, and then ask the manager of the store where he got it.

"The result is," Bert states from experience, "that the unit is ordered out immediately. But, what is serious," he continues, "is the fact that the original operator is then called in and much explanation is necessary for something this original operator had absolutely nothing to do with."
**XMAS PRESENTS FOR ALL OPERATORS**

Enjoy this closeout selling party! Write! Wire! Phone your order to us today!

**HERE'S A REAL Merry Christmas PRESENT FOR ALL OPERATORS: A SACRIFICE CLOSEOUT SALE!**

Start the New Year Right! Order Quick!

---

**SHUFFLE GAMES**

<table>
<thead>
<tr>
<th>Each</th>
<th>Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 BALLY HOKE BOWLERS</td>
<td>$39.50</td>
</tr>
<tr>
<td>3 BALLY SHUFFLE Cont.</td>
<td>$174.50</td>
</tr>
<tr>
<td>6 BALLY BATTERIES</td>
<td>$47.50</td>
</tr>
<tr>
<td>2 CHICAGO BOWLING CLASSICS</td>
<td>$15.00</td>
</tr>
<tr>
<td>&quot;COWN&quot; BOWLING BOWLS</td>
<td>$35.00</td>
</tr>
<tr>
<td>2 CHICAGO ACE BOWLS</td>
<td>$75.00</td>
</tr>
<tr>
<td>2 BOWLING ALLIES BOWLS</td>
<td>$50.00</td>
</tr>
<tr>
<td>1 CHICAGO PIN FINE</td>
<td>$25.00</td>
</tr>
<tr>
<td>2 CHICAGO SHUFFLE TARGETS</td>
<td>$15.00</td>
</tr>
<tr>
<td>1 KEENEY DELUXE BOWLER</td>
<td>$49.50</td>
</tr>
</tbody>
</table>

**PINBALL GAMES**

Cyclone 150.00 Bomba 10.00
Golden Glow 150.00 Deep Sea 27.50
Harvest Moon 125.00 Special Entry 25.00
Jungle Queen 100.00 Spinout 5.00
Jungle Light J'oulu 175.00 Safari 10.00
King Arthur 100.00 Safari 10.00

delphia 95.00 Naval Battle 25.00
Madison Sq. Garden 150.00 Spinout 5.00
Melody 115.00 Happy 15.00
Mermaid 100.00 Polka 10.00
Mermaid 100.00 Polka 10.00
Missouri 125.00 Expedition 10.00
Pacific 100.00 Tomahawk 25.00
Two-Three 150.00 Wisconsin 5.00

delphia 400.00 Worlds Fair 25.00
County Fair 150.00 Window 10.00

**SPECIAL PINBALLS**

UNITED STATES 150.00 KEENEY LITE-A-LINE $149.50
BALLY ATLANTIC CITY 150.00 BALLY HEIGHTS $200.00
BALLY PALM BEACH 150.00 BALLY HEIGHTS 300.00

**CIGARETTE MACHINES**

AUTOMATIC SMOKE SHOP 9 COLS $200.00
STEWART & McGUIER 9 COLS... 75.00
UNION CIG. VENDORS 9 COLS... 75.00
BOWE CIG. VENDORS 9 COLS... 75.00

**SPECIAL! AJAX**

BRAND NEW IN CRATES $155.00 each

**MUSIC**

| Ami Model "A" | $139.50 |
| Ami Model "B" | $139.50 |
| WURLITZER 1240 WHITE | $62.50 |
| WURLITZER 1440 WHITE | $112.50 |
| WURLITZER 1446 WHITE | $275.00 |
| WURLITZER 1448 WHITE | $350.00 |
| WURLITZER 2420 WHITE | $500.00 |
| WURLITZER 2460 WHITE | $575.00 |
| WURLITZER 2470 WHITE | $725.00 |
| WURLITZER 2480 WHITE | $875.00 |
| WURLITZER 2490 WHITE | $1,025.00 |

**MUSIC SPECIAL**

100 CHICAGO "C" HIT PARADE $139.50 Ea.
BRAND NEW IN CRATES

**WURLITZER SPEAKERS**

MODEL 4004A - 4005A - 4007 $29.50 Ea.
BRAND NEW IN CRATES

**TARAN DISTRIBUTING, INC.**

2820 N.W. SEVENTH AVE., MIAMI, FLORIDA

(CABLE ADDRESS: "TARANIDOS")

BRANCS: JACKSONVILLE, FL.; NABANA, CUBA; PUERTO RICO

"It's What's IN THE CASH BOX That Counts"
Juvenile Delinquency
One Of Nation's Greatest Problems

Coinmen Have Contributed Many Juke Boxes Thruout The Country — BUT MUST DO MUCH BETTER!

NEW YORK — In a recent statement, Dr. Martha M. Eliot, chief of the United States Children's Bureau, said: "The Nation has an annual total of 1,000,000 juvenile delinquents, and the number can be expected to increase to 1,500,000 annually within the next eight years."

A great many members of the coin machine industry have recognized the plight of the children of the nation, and have undertaken to cooperate with many factions in an effort to help diminish this terrible situation.

Readers of The Cash Box are familiar with what Bill Gerah, in collaboration with the coinmen of Chicago have done. Many of Chicago's leading music operators have donated juke boxes to schools, institutions, playgrounds, etc. Not only have they given their machines, but these men have promised to supply records and service.

In many other areas throughout the country coinmen are providing similar service. In New York, for instance, any recognized church, synagogue, playgroup, or institution can secure a juke box by contacting Al Denver, head of the music operators association. In addition many local operators have contributed their machines. In Newark, N. J., coinmen have cooperated with the local P.A.L. in providing music machines. Westchester Music Guild recently donated 25 juke boxes and 1200 amusement machines to organizations in their area. Many others throughout the nation have also contributed equipment.

But the industry can do a great deal more.

"Juvenile delinquency in the Nation may be on the way toward World War II peaks," Dr. Eliot said. "Even if the proportion of juvenile offenses did not increase, census figures showed that by 1960 there would be 45 per cent more children between the ages of 10 and 17, the age in which most juvenile delinquency occurred.

"In the Children's Bureau we are deeply worried about what is happening to America's children," she declared. "Reports received by the bureau in 1951 from 20,000 juvenile courts located largely in cities in thirteen states in various sections of the country showed that these courts handled 19 per cent more juvenile delinquency cases than in 1948."

The problem in some areas was even more serious than indicated by the over-all percentages, Dr. Eliot said. Sixteen of the 151 "small" courts showed increases as great as 50 per cent, and six of the twenty "large" courts had increases of 50 per cent or more.

"Four times as many children as showed on court records were picked up by the police," said Dr. Eliot.

The problem of juvenile delinquency, if considered by coinmen as something to be solved, alone would be sufficient reason for them to make every effort to cooperate with their local organizations, and contribute juke boxes and service. However, if coinmen wish to look at it: from a selfish viewpoint, they stand to gain by educating the youth of the nation to appreciate the joy, fun and relaxation derived from listening and dancing to the music of juke boxes.

Members of our industry can accomplish a great service to the youth of the nation, and at the same time build up good will in their communities which cannot be measured in dollars and cents.

Let's make this a must for 1953.

---

The Laniel Amusement, Inc.

wish to extend their very best wishes for a Merry Xmas and a Happy New Year to all their friends, customers and suppliers.

Laniel Amusement, Inc.

Montreal — St. John, Que. — St. Adele, Que.

THE LANIEL AMUSEMENT, INC.

Look! Low Low Prices!

For REAL BUYS FROM THE NATION'S LARGEST coin machine STOCK

Send for our COMPLETE PRICE LIST

David Rosen


551 N. Broad Street, Phila., 23, Pa.

Phone: Stevenson 2-2903

For exhibit

Big Bronco

Write

Lieberman Music Co.

237 Plymouth Ave., N.E., Minneapolis, Minn.
With 1952 rapidly coming to an end...

RUNYON SALES COMPANY
593 TENTH AVENUE, NEW YORK, N. Y.
123 W. RUNYON STREET, NEWARK, N. J.

...takes this opportunity to thank all its customers, manufacturers and friends for helping to make 1952 its banner year, and to assure one and all that 1953 will be an even greater year of outstanding service and equipment for all. We wish everyone...

A Very Merry Holiday Season
AND A...

Happy, Healthy, Prosperous New Year

Barnet Sugerman
Abe Green
and
Our
Entire
Staff

This last week before the Christmas Holiday found coinrow in a sort of pre-holiday spirit. Employees of the firms wrapping presents, signing cards, and decorating their premises. First firm to really get into the Christmas mood was Atlantic-New York Corp., who held its annual Wednesday night, December 17, at the Coconut Room of the Park Sheraton Hotel. This party is strictly for members of the firm, and they also came in from Newark, N. J., and Hartford, Conn. There were cocktails, dinner, dancing, and entertainment by a regular show as well as recording artists.

Every native of this big city who has traveled the subways knows how crowded they can get. For several years now, vendors of various kinds have been set up at the various entrances on the upper level of the drink vendors and candy machines were being located right on the platforms. It now appears to us that there are more vending machines in the subway stations than there are riders. And, by the way, the actions dropped in the drink vendors being set are the Lyons machine, and the operating firm is Chick's (Chick Mechan, former football coach of New York University)....

Dave Stern, Seacoast Distributors, Inc., Elizabeth, N. J., rushes past us with the statement that he's headed up the avenue to look at a location where he might open to display the Rock-Ola phonograph. He better hurry and get set, as we understand he'll be heading for Miami Beach in a week or so.

"Blackie" Blatt, connected with Harry Sickman's music operating firm, looking forward to his coming vacation, tells us he'll fly down to Miami Beach, where he'll visit with "Pop" (Willie Blatt). One of the real old-timers and top operators of the country, George Thayer, together with Mrs. Thayer, visit Harry and Hymie Koeppel of Koeffi Distributing this past week. George runs quite a music operation in Binghamton, N. Y., and surrounding areas.

Al Simon, Albert Simon, Inc., representative for Chicago Coin, returns from a visit to the factory, all enthused over the equipment he's been getting, and that while firm is producing the par 6-player shuffle alleys, the latest to arrive this week, "Special 10th Frame" with the 5th frame double score feature. Al states that all four of these shuffles going well.

Max Lobo, Belgium coinman, drops in to say hello. Lobo tells us that The Cash Box is the "bible" for coin machine firms in Europe. (As it is in the good old U. S. A., as well as in other foreign countries.) Max intends to stay in the country for quite some time, his a (American) visiting coinman in the country.... Nat Cohn, Count Sales, about the busiest man in town. No sooner does he return from the Park show in Chicago, than he rushes up to Canada to see some of his distributors on his "Atomic Jet" and "Aqua Jet" rides. ... unusual as it may seem for this time of the year, Mike Munves' firm hammering with activity. Mike particularly happy as he's seeing his "Mighty Mike" spurring partner machine is going over. Max Munves, who underwent surgery last week, back on the job, completely recovered. Dave Lowy, Dave Lowy & Company, still in Florida. Word now is that he may not be able to return until after the holidays. ... Hymie Rosenberg slowly and surely making progress with his shuffle game conversion unit "Try 'N' Tie," Arthur Herman, Herman Distributing, has opened over his new offices on coinrow, but sighs deeply when conversation gets around to delivering the Evans' phonos which he states, so many ope here have ordered. "More and faster deliveries is what I want," states Arthur. ... Lou Herman, music op of Westchester visits the wholesalers along the street. Young Distributing, nice and relaxed as Wurlitzer ships in those model 1600's and the ops take them right out. ... Jack Mitnick, AMI regional representative, returns from a prolonged road trip, but off he goes immediately. Jack cooks up quite a deal for Raney Sales and AMI, but operator Les Boyd makes an appointment by seconds, spelling a well-thought out Mitnick promotion.

WE USE THE FACILITIES OF THIS COLUMN TO WISH ALL OF OUR MANY FRIENDS IN THE INDUSTRY THE VERY BEST SEASON'S GREETINGS.

DALLAS DINGS

Business is reaching a peak in this area as Christmas draws nearer. The cold weather hasn't seemed to slow up the operators or their customers... Fred Barber over at Walbox Sales Company says that merchandise is moving quite well and he is pleased over the business outlook... Ditto for State Music Distributors, Inc., reports Abe Sussman and Audress Hunter... Over at Commercial Music Company the folks are shouting for more United "Ten Frame Star Shuffle Alleys." They can sell all they can get their hands on... G. R. Ferguson of American Music Company in Odessa says that business is good for him... Mr. Price of Green and Price in Dallas says that his business has picked up since the recent rains... Tommy Chatten of Commercial is making a tour of West Texas this week... Ernest Harris of Northside Music in Fort Worth is buying lots of shuffle alleys for his route... Berry Walton of Mineral Wells was in town this week buying both shuffle alleys and Wurlitzer phoms... J. H. Briscoe of Denton is stocking up on shuffle alleys for Christmas business... Earl Burns was started a nice little side line to his coin machine route—a contracting business. Good luck Earl... Pano Carr of San Angelo was in town this week buying shuffle alleys and phonographs.
THIRTY-ONE CENT CHICAGO CHATTER

It's Christmas. The one time of year beloved by all. When ray and cheerful folks give the order of the day. When that certain, indelible spirit pervades the air, and makes one and all just simply glow. There's happiness. There are parties. There are songs. There are gorgeous, colorful, cheerful Christmas cards. It's a thrilling, marvelous feeling. It's the one time of the year that makes all this industry big happy family. It's the time of year we celebrate A Very, Very Merry Christmas And A Happy, Healthy, Prosperous New Year. . . . The whole gang over at Southern Aut. Music Co. are together to wish one and all a Merry Xmas to Sam, Tony and Leo Weinberger, along with Sam Dieter, Homer Sharp, Bernard Raitt and Jim Cheek. And about 80 others all wishing one and all the best. . . . In other news, Leo Weinberger picks himself up to leave for a 6-weeks cruise starting from Miami, on to Puerto Rico, Kingston, Nassau.

Frank Mercouri of Exhibist Supply, who thought that this Xmas week would give him a chance to catch his breath, finds himself in the midst of "Kiddie Amusement Centers. And what's most remarkable, Frank reports, is that his boxes should be placed at 3, 4 and 5 places in location. We are at the very busiest they'll ever be. . . . Doctors are trying to get George A. Miller (Prexy of MOA and Calif. Music Guild) to take it easy. George has been working much too hard. Almost to the point of complete exhaustion. . . . That grand, grand Xmas party by Bob Gnarr for all the A. B. C. Music Service people this past Sunday eve at the Cafe Nova at Harlem and North Ave., reported by Bert Bondello and Mary Gillette as "the greatest ever given. . . . Art Lipton of Al Siegel's noted Canadian distress firm has been flying in and out of Chicago with great regularity these past months. . . . Three commen were honored by the Mt. Sinai Hospital Research at their tremendous banquet, in case you didn't know, for donating complete rooms. They were: William G. Myer, Gendeb and Ben Coven. The men who work harder than hard—Norwood Veatch, Tony Kopol and Charley Kayes of The Vista Distribute, St. Louis, and yet have the time to phone and wish everyone of their friends the very best of the season.

Bill Miller of Miller-Newmark, Grand Rapids, thinking of sunny Miami when he talks of Christmas news like mad. . . . Mike Dale of Commercial Service just all full of pep this past week. . . . Lou Casola telling us that Johnny Casola was with him while he talks to us from Rockford office. . . . Sr. M. of Bean is in Des Moines, Pa., advising us that he's passing out copies of The Cash Box this Xmas. . . . Vince Shay and Howie Frey with bad colds, Howie on his way with his family and services of Lou Rosen in charge while he's gone. . . . Condolences to the family of Morris Rosen who passed away last Thursday. . . . Kurt Kleeve and Jim Moloney of M. Ola advising that Toledo C. M. Exch., Toledo, Dayton Music Sales, Dayton, and Central Ohio C. M. Exch., Columbus, new appointment most welcomed, along with re-appointment of Cliff Bailey of Syracuse, N. Y. . . . Bill Johnson of AMI dries in to wish us the best of the season and tells us about some of his ideas. Which are truly terrific. This guy really takes the "Throat of This J. Watson's" slogan.


Madam Rumor has it that ASCAP are all ready with plans to once again try to get jive box ops to pay royalties for use of ASCAP copyrighted music. And that ASCAP is going to have big bills the next time the Congress is in session and want to make the music business. . . . Harry Jacob Jr. and Sr., Milwaukee, Wis., advise they're seekin' kiddie rides of all kind, (Get some!). Any good man with phonograph experience has got a great job waiting for him at Town & Country Music, Woodstock. Just contact Andy Hesch, 915 South C., Milwaukee, Wis., for details. There's plenty of room to get in a distribution biz. And devote yourself completely to its operations. No better operator than "Pete." One of the really swell people in our town—Charles Handyson, Johnson of Glob Distributing who has the new Downey-Johnson coin counters, etc., "all ready for delivery." . . . Nice call from Frank P. of Roanoke, Va., to advise that the firm's three offices in Roanoke, Va., Bristol, Va., and Charleston, W. Va., in all good action.

Len Alon of World Wide Distributes tremendously elated with the way many comment has extended to the grand, grand work of Al Stern and his Edgewater Hospital Heart Fund (in memory of George Moloney) and as a memorial to Marco Crotty many have asked "How much do we owe you." (We've always said the people with the biggest hearts in the world are the coin machine people). . . . Dave Russell of the Russ-Con Co., Canada, now down in Hot Springs and from there to Los Angeles, did surround Al Stern. Bally "Champion" horses and "Space Ships" clear across the Canadian Dominion in one of the biggest operations yet attempted. Said Jack Nelson in this regard, "Extensive routes are possible with Bally production." Talked about two young boys bigger than the proverbial one armed paper hanger who came to the rear of the show, and two other kids of the same general age, men simply drowned with letters, telegrams and baskets of flowers (even flowers that D.A.A) because of the fact that they are on their way. . . . Bally's Xmas party this year held at the "very Lake Shore Drive Athletic Club." . . . Busiest bunch of guys in town over at United. What with a billion people walking over to their Annual Xmas party at the Budweiser. Johnny Casola, Ray Riehl, and the bassman himself, Lyn Durant, all figuring we're here at this party are just about the only people who did dodge it. Merry Xmas, especially, to Ralph and Chris Nicholson who did themselves a very big favor. They bought they named: Jay Peter Nicholson, Sunday, Dec. 14. And Chris restin' swellly at Walter Memorial Hospital. . . . If you know where you can help for any and all info, here, don't hesitate to open your caps. Condition here is still the same as yesterday, same condition. All the more reason for a "School for Coin Machine Mechanics." (So why not now?) . . . Wishing you everything that's swell and everything that you're wishing for yourselves.

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

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**Season's Greetings**

**Coven Distributing Company**

3181 Elston
Chicago 18, Ill.

Independence 3-2210

**Exclusive Distributors of Wurlitzer Phonographs**

FOR A GREATER '53 – FIRST SEE MILLER-NEWMARK DISTRIBUT. CO. BEFORE YOU BUY!!

**Blue Ribbon Winner in Any Location in Any Location in Any Location in Any Location in Any Location**

6 PLAYER SUPER MATCH BOWLER

LOCATIONS CAN NOW MEET PLAYERS' DEMANDS OPERATE SUPER MATCH BOWLER IN ANY OF THESE 3 WAYS:

- COMBINING MATCH BOWLER AND 10TH FRAME BOWLER
- 10TH FRAME BOWLER ONLY
- MATCH BOWLER ONLY
- DELUXE MATCH BOWLER

EASY TO READ INDIVIDUAL SCORE DIALS
- 10TH FRAME FEATURE
- FORMICA PLAYFIELD
- JUMBO "FLY-AWAY" PINS
- 7-10 SPLIT PICK-UP
- HIGH SCORE OF THE WEEK REBOUND ACTION 20-30 SCORING

**The Most Progressive Distributing Organization in the State of Michigan**

**MILLER-NEWMARK DISTRIBUTING CO.**

42 Fairbanks St., N.W.
Grand Rapids 2, Mich.
(Tel.: 9-6632 or 9-6607)

Extends Season's Greetings to Everyone in the Industry

FOR A GREATER '53 – FIRST SEE MILLER-NEWMARK DISTRIBUT. CO. BEFORE YOU BUY!!

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**The Cash Box**

Page 71

December 27, 1952
WANT

WANT—$90 and 1012's. All you have, LAREDO EXPORTING CO., LAREDO, TEXAS. Tel.: 672-723.

WANT—Tubes: 2051; 7671; 6SN7; 75; 6SC7 (2); 6L6; 6K7. Metal 677. Will pay $40.00 hundred. Must have minimum quantity 50 of a type. Have 16 units of 1012. Address: LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO 15 ILL.

WANT—Seeburg 100 M; 100R; AMI Model A; AMI Model C. All Types of pinball, electronic, juke boxes, MONROE COIN MACHINE, 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

WANT—Panorams; Spot Lights; Literal Signs; Spot Signs; Bright Spots; Bright Lights. MONARCH COIN MACHINE, 2257 NO. LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel.: Lincoln 9-3996.

WANT—Wurlitzer Phonograph Model 1400, 1250 and 1100; A.M.L. Phonograph Model A, B, C, and D; Seeburg Phonograph Model M 100 A, B and C. State quantity, condition and best price in first letter. CONRAD DISTRIBUTING CO., 1814 ELSTON AVE., CHICAGO 18, ILL. Tel.: Independence 3-2210.

WANT—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, price, and name of dealer. Address: INTERNATIONAL AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

WANTED—Distributors, exporters, or operator dealers for the hottest item to hit the national scene. Automatic ice cuber is essential to and easily placed in Taverns, Restaurants, Hotels, Bars, on any business that now uses commercial ice cubes. Our plan guarantees the highest money return on the safest investment ever offered to any operator. Write, Wire or Phone. STANLEY AMUSEMENT COMPANY, 2225 S. FLORIDA AVE., TAMPA, FLORIDA. Tel.: HL 5110.

WANTED—All types of arcade equipment, Seeburg Guns, Seeburg M100's. Quote lowest prices or will trade shuffleboard scoring pads at $2 per thousand. Write, wire, phone, C. A. ROBINSON CO., 2901 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel.: Duskirk 3-1810.

WANT—Man with phonograph experience to take care of route and servicing. Address: AMI, 16 W. CAMPBELL ST., ARLINGTON HEIGHTS, ILL. Tel.: Clearbrook 3-2070.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity and condition, TONY KURTA, 3154 CALGANO DIST. CO., 4142 W. ALCALDE, CHICAGO 39, ILL. Tel.: Dickens 2-7060.

WANT—AMI D40—D90, 40 selection Hideaways, Wall Boxes, Stoppers, Speakers, Seeburg 100's, Half Away, Wall Boxes, Wurlitzer 1217, 1214, 1100; Latest amusement games, Metal Typers, Heavy Hitters, Silver Bullets, Arcade Guns, Scales, etc. Write stating condition, number, model and prices. ST. THOMAS, CO., CANADA. Tel.: 2648.

CLASSIFIED AD RATE
10 CENTS PER WORD
Count every word including all words in a name. Numbers in double figures one word. Minimum accepted $1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If order is not accompanied by check or cash your ad will be held for follow- ing two mailing pending receipt of your check or cash.

Notice to holders of "Special" ($4) Subscription: You have extra large or too many classified in each issue of this column, your classified will not be included in this issue. All words over 20 will be charged at the regular rate of 10 cents per word. Please count carefully.

ALL CLASSIFIED ADVERTISING CLOSURES WEDNESDAY NOON AT THE OFFICE, 26 W. 47th St., New York 16, N. Y.

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

WANT—We buy dealers' surplus stocks. Operators we pay the highest price for used records from 3 to 6 months old. Top prices paid for 45 RPM's. Call or wire: C. L. MUSIC CO., 11 BAYRBERRY RD., FRANKLIN SQ., L. I. S. N. Y. Tel.: Tilden 4-9040.

WANT—WILL pay phonograph records made before 1940, any quantity dealer stocks: $15 to $300 per thousand; will make trip to inspect if required. Some of labels wanted are Brunswick; Victor; Vocalion; Paramount; Cenetone; Bluebird; Champion, etc. JACOB S. SCHNEDEL, 128 W. 66TH STREET, NEW YORK CITY, N. Y.

WANT—Palm Beaches, Atlantic Cities, Spot Light, Bright Spots, United Leader, Stars, Boleros, 100 Record Seeburgs and late model Phonographs, Exhibit Guns, Seeburg Guns, Bobby Harres. 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 types and quantities. No more than 10% break. We pay freight. BEACH SONS, 820 N. MAIN STREET, PROVIDENCE, R. I. Tel.: UNION 1-7500.

WANT—Used 1428 Rock-Ola. State best price and general condition. SELLER MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

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

CLASSIFIED ADVERTISING SECTION
FOR SALE—America’s finest reconditioned phonographs and music equipment! We carry the finest reconditioned machines guaranteed because we recondition each one. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2216 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0773.

FOR SALE—Bright Lights $175; Coney Island $250; Atlantic City $350; Dancing $50; Music $50; Spot $220; Futurity $225; Holiday $225; Turf King $100. All of our units carry a one year guarantee. Thank you—Vincent A. Fast delivery. 1/3 deposite with each order. GROVEY NOVELTY CO., INC., 3020 HOWARD AVENUE, NEW ORLEANS, LA. Tel.: Canal 7137.

FOR SALE—Photomate—4 for 25¢ camera, semiautomatic, complete with darkroom, in A-1 condition. Will sell outright or trade for music, pin, or bingo games. RELIABLE CO., 1205 E. 14TH ST., CINCINNATI, OHIO. Tel.: SO R, HARTFORD 5, CONN. Tel.: 6-3563.

FOR SALE—AMT "A" $350; C.C. Hit Parade New $175; Willows Gay Record $125; Thunderbolt Horse $425; Sunset Horse $375; Magnolia Horse $100; Mutoscope Silver Gloves $250; Star Bell $350; New $200. WOLF DISTRIBUTING CO., 8600 W. COLFAX, DENVER, COLO. Tel.: Belmont 3-4074.

FOR SALE—Sacrifice—25 3200 Wurlitzer Box Breeds; 2 1017 Wurlitzer Hideaway Box Speakers; 2 219 Wurlitzer Steppe Speakers; 6 2140 Wurlitzer 5 & 10 Cent Pinball Machines; 1 Model 2126 Receiving Unit. All in great condition. P.O. Box $899.50 F.B.O. GLENS FALLS. WIGHTMAN ENTERPRISES & ASSOCIATES, 20-22 CORONATION AVENUE, GLENS FALLS, N. Y.

FOR SALE—United Allers: 5 Player $250; 4 Player $200; 3 Player $150; large pins $250; 5 Player $200; 4 Player with fornica and large pins $275; 3 Player $150; 2 Player $150; 1 Player $85. PINBALLS, INC., 215 FRANKLIN STREET, WESTBURY, N. C. Tel.: 23992.

FOR SALE—Be Bop $85; Triplette $35; Link-Mat $75; Four Horsemen $70; Harvest Time $60; Bowling (annual $50); Maryland $55; Just "21" $40; Sharpshooter $65; Double Shuffle $65; Lucky Jersey $66; Knock Out $65; Thing Bomber $65; Hot Rod $45; Tampica $35. All are refurbished and tops mechanically, 1/3 deposit required with each order. CROWN NOVELTY, 2320 9TH AVENUE, NEW ORLEANS, LA. Tel.: Canal 7137.

FOR SALE—Attenion Horse Operators: 25 Beautiful Late Model Warwick Race Horses, never ridden in a horse race, as much as one year, reconditioned, guarantee, perfect paint job. Write, wire or call for prices on all. Antique models and makes of Space Ships, Automoblies and Trains. We will trade this equipment for Bally Bingo Machines, Wurlitzer 1250’s, 1500’s, or other Quality Machines. REMO NTING CO., INC. 298 LINCOLN ST., ALLSTON, MASS.


FOR SALE—New Astroscope $275; Seeburg 3000 $225; Black Beauty $257; Advance Peanut Machines $122; 120 Pocket $55; Deluxe $250; New Wurlitzer $55; Bally Rapid Fire $75; Bowlette $40. MATHENY VENDING CO., INC. 1609 N. WEST CORNER 8TH, MICH. Tel.: Tyler 8-2230.

FOR SALE—Williams Hayburners, $139.50; park. Plus $119.50. See - Ockers $145.50; Williams Long Beach—close out. Late 5 Bell Games, write for list. Arcade Equipment—3 Deluxe Mutoscope Photos. 2 Late Voice-grams, write, 2 Stylophone, $30. Also late model 6 Gun A.B.T. Shooting Gallery. We guarantee our prices are below low Cash WANT—will buy for cash or trade for, Fast Post War Vendors and Seeburg M100BQs 45 r.p.m. Seeburg M100As and All model co's. Write, wire or call. WURLITZER DISTRIBUTING CO., 286 N.W. 29TH STREET, MIAMI, FLORIDA.

FOR SALE—Match-score shuffle game conversion unit for United 2 to 6 players, fits on top of existing games, bolted on, only 4 wires. Proven highly successful in N. Y. Low price $45.95, Send for photo. UNITED PLAY MACHINES CORP. 570 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Chicoria Bowling Allers $55; Seeburg Guns $75; Late League $49.50; Deluxe Bowler $75; Coin Amusement Games, 1144 E. 55th ST, CHICAGO 13, Ill.

FOR SALE—40 pes. of pre-war music consisting of 9 Rock-Olas, 7 Wurlitzers, 11 Seeburgs, 7 Alrons, 5 M-100s, 2 Miss, 3000, 1200, Entire lot $1000. F.B.O. CLEVELAND. M-100; CLEVELAND COIN AMUSEMENT GAMES, 1060 W. 26TH ST, CLEVELAND, OHIO.

FOR SALE—Pin Bowl $75; Double Action $75; Set Shot Basketball game $295; Springtime $35; College Daze $75; Trial Score $50; Canasta $50; Rocket $69.50; Nitty $69.50; Pinky $69.50; Circuit $150. Player $150; Knockout $69.50; A.B.C. $175; United 5 Player $250; United 6 player $250; Chicago 6 Player formal top like new $300; Bright Lights $250; 1015 Music $175. K.C. SPECIALITY CO., 510 MARKET ST., PHILADELPHIA 6, PA. Tel.: Marker 7-6665 or 7-6391.

FOR SALE—New Snookeshop Cigarette Machine (Write): New Rockola (Write) Turf King—New in Crate $295; Turf King—used—$145; Three Mechanical Horns (Thunderbolts) $574.50 each. EASTERN VENDING CO., 940 LINDEN AVE., BALTIMORE, MARYLAND. Tel.: Merry 2110.

FOR SALE—Spoolite $319.50; Folio $475; Six Player $275; Good Five Balls used on location only. Write for list. UNITED NOVELTY CO., INC., 111 W. DIVISION ST., BIL- OXI, MISS.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need. We have the games you desire. We are distributors for: AMI; Universal; Genco and others. TANAR DISTRIBUTING, INC., 2820 N.W. 7th AVE., MIAMI 34, FLA. Tel.: 3-7646.

FOR SALE—Spot Live $375; A.B.C. $175; Zingo $200; Lite-Arcade $125; Bright Lights $325; Concy Island $350; Flying Sancer $65; Tri Score $50; Big Innings $75; ALLAN SALES INC., 923 MARKET ST., PHILADELPHIA, N.W. VA. Tel.: Wheeler 5472.

FOR SALE—Coney Islands $355; At- lantic Cities $425; Concy Island $425; Kenee Lite-Arcade $95; Skee $65. Frolie—write. ALLIED DISTRIBUTING CO., 768 MILWAUKEE AVE., CHICAGO, ILL.

FOR SALE—The finest reconditioned phonographs and music equipment. Every single one guaranteed regardless of price. Before you buy get our quotation first. COMMERCIAL MFG. CO., 150 N. LAGRAN ST., DALLAS, TEX. Tel.: Riverside 4131.

FOR SALE—Empresses: Thrones; '39 and '40 Standards and DeLuxes; Classics; WILS6 Wall Box 600x; Counter Models; Watling HiBoy Scales; Arcade Equipment; Misco, Pinballs. SOUTHSIDE VENDING, 308 N. SYCAMORE ST, PETERSBURG, VA. Tel.: 349.

FOR SALE—All late model phonographs, ready for location, at lowest prices: Seeburg M-100; all models AMI, Rock-Ola and Wurlitzer. Write or wire for latest and finest phonograph bargains. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVENUE, ELIZABETH, N. J. Tel.: Bigelow 3-5324.

FOR SALE—Seeburg 147 $99; Packard Manhattan $99; Shuffle Alley Express $295.50; Geno Target $39.50; Viking popcorn Machine $237.50; Nashua $110. TEA- MERICAN VENDING CO., 2259 CONEY ISLAND AVENUE, BROOKLYN, NEW YORK.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VIET ST., MILWAUKEE, WIS. Tel.: WIST 53-224.
FOR SALE—United Stampclass #295; Cones Island #345; Touchdown #245; Williams Spark Plug #250; Hayburner #245; Sea Jockey #245; All at low prices on plus, billings, arcade games, LEHIGH SPECIALTY. 825 N. BROAD STREET, PHILADELPHIA 30, PA.

FOR SALE—Special Limited Offer Ten new Shipment Triple Column Postage Stamp Machines plus 100-000 Trainers—Folder—all for $395. Victory Folders $6 for 10-000 with Tripper. Send 10 for 20,000. Mail Check To—SCHWARTZ DISTRIBUTING CO., 1600 S. W. 17th ST., MIAMI, FLORIDA.

FOR SALE—Bally Sunshine Parks, Atlantic City, Palm Beaches and Follies. 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 8-3181.

FOR SALE—115 New and used wall boxes $100 at Thermopolis, Wyoming. We can ship anywhere. Call or write. JOHN WASHINGTON, AUTOMATIC MUSIC, THERMOPOLIS, WYOMING.

FOR SALE—Spotlite $75; Harvest Time $50; Knockout $60; Utah $35; Five Star $100; King Pin $50; Cinderella, Wisconsin, Ramona, Spotlite, Hit, Hit, each. ROANOKE VENDING MACHINE EXCHANGE, INC., 118 W. WASHINGTON STREET, CHARLOTTESVILLE, VIRGINIA. Tel: 3-6311.

FOR SALE—we have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. WESTERHAUS COMPANY, 3279 KINGS AVENUE, CINCINNATI, O. Tel: Montanta 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 stores. Write for our demonstration cards. ROANOKE VENDING MACHINE EXCHANGE, INC., 118 W. WASHINGTON STREET, CHARLOTTESVILLE, VIRGINIA. Tel: 3-6311.

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, 2227 W. MADISON ST., CROWN RECORD SHOP, 7577 W. CHICAGO AVE., CHICAGO, ILL. Tel: Sacramento 2-5050.

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—The old reliable Mascot grill coin operated pool table. 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 formula tops and big pins: 6 Players $225; 6 Player Deluxe $300; Bear Guns $225; Bing-A-Rolls $45. M O H A W K S K I L L GAMES CO. 67 SWACERTOWN ROAD, SCHENECTADY 2, N. Y.

FOR SALE—Clean ready for location: Wurlitzer 1080 $150; Seeburg 5 wireless wall box $7.50; Packard wall box $7.50. CAIN-CAILLOUETE Co., 1500 NASHVILLE, TENN. Tel: 42-8216.

NOTICE—Those 3 telephone numbers are important to you. The Cash Box, Los Angeles, Calif., Book, 2-5050. NASHVILLE, TENN. Tel: 42-8216.

NOTICE—Change to dime play. Havley Converter Kit for old style and new style Packard boxes. Lots of 25, $1 cash; Samples $1.25. Contains new glass, dime bushings, parts for rejector. Kits also available for other five-cent boxes. Specify your need. J. H. B A W L E Y & CO., 2720 W. PICO BLVD., LOS ANGELES, CALIF.

NOTICE—Louisiana & Mississippi Operators—you authorized Amphonograph distributor is DIXIE COIN MACH CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel: Magnolia 3931.

NOTICE—Mailing List of Coin Machine Operators. 216 Iowa 166 Kansas, 129 Kentucky, 209 Louisiana, 219 Maryland, 360 Massachusetts, 451 Michigan 281 Minnesota, 279 Missouri. Price $2 per name. 11,252 United States $125, L. W. WHIPPLE BOX 125, MATTHEWS, N. C.

Notice! You can safely send deposits to advertisers in "The Cash Box". Your Deposit is Guaranteed.

As long as you are a paid up subscriber to "The Cash Box", at the time you answer any advertisement that appears in "The Cash Box", where the advertiser requires that you mail a deposit to obtain the machines advertised, your deposit up to $100.00 is guaranteed by the Cash Box. Technically, this is "The Cash Box" Free Deposit Insurance Plan. An exclusive and original feature of "The Cash Box" only. Should you lose your deposit in fraudulent manner immediately write:

THE CASH BOX
26 West 47th Street, New York 19, N. Y.

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

That's right! For just about two-bits a week, only $15 for the full year of 52 weeks' issue of "The Cash Box" you can PROVE TO YOUR TAX COLLECTOR the "why" and "wherefore" of your many, many TAX PROBLEMS! Each and every week's issue of "The Cash Box" brings you "The Confidential Price Lists" (the 14 year old unbroken, consecutive, week-after-week issue of the "Blue Book") of prices of all equipment in the industry. AND, THAT'S EVEN MORE IMPORTANT TO YOU AND TO YOUR TAX COLLECTOR—at the end of each month's issue you receive the "END-OF-MONTH INVENTORY ISSUE" which allows you to easily, simply and speedily SHOW your ENTIRE BUSINESS EQUIPMENT VALUATION. It lets you know WHAT YOU WORTH! It gives you and your TAX COLLECTOR—"THE ANSWER" to your tax problems! Why suffer sleepless nights full of nightmares and headaches when, for just about two-bits (Only $15 Per Year), you can sleep soundly—confident that you have THE ANSWER to what your TAX COLLECTOR wants to know about your business. Fill out the coupon below, enclose your check for $15, MAIL TODAY!!
### NUMBER OF EACH MACHINE OWNED

**VALUE OF MACHINES HERE**

For Inventory Purposes Determine Value by Figure Between Low and High Prices

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### WURTLIZER

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### HOW TO USE "THE CONFIDENTIAL PRICE LISTS"

(Also Known As the "C. M. I. (Colin Machine Industry) BLUE BOOK")

FOREWORD: Many times, wide differences appear in the quoted prices, high and low prices of certain equipment. Like any true reporter "The Confidential Price List" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists", rather than show no return in last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may feel it is worth $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offering by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

**METHOD:** The Confidential Price Lists should be read as follows: First price listed is lowest price quoted the past week; Second price listed is highest price quoted.

### EXPLANATION

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

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### MISCELLANEOUS

- Manufacturers and date of game's release noted. Code: (B) Balley; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Gt) Gottlieb; (Ke) Keesey; (Un) Untied; (Wm) Wulff. 
- TOTAL NO. TOTAL VALUE: 
- **CONFIDENTIAL PRICE LISTS**
- The Casbox, Page 76 • END OF MONTH INVENTORY ISSUE • December 27, 1952
PINBALL GAMES (Cont.)

- 6. Streamliner
- 7. Sunbeam
- 8. Sunny (Wil. 12/47)
- 9. Super Brockey
- 10. Supercharge (Un 9/49)
- 11. Supercoast (CC 10/46)
- 12. Surf Queen (B 46)
- 13. Tempest (Un 9/48)
- 14. Tally Ho
- 15. Tampico (Un 4/49)
- 16. Target Skill
- 17. Telesco (Got 1/49)
- 18. Temptation
- 19. Tennessee (W 2/48)
- 20. Tornado (Un 2/51)
- 21. Three Free
- 22. Three Four Five
- 23. Three Musketeers
- 24. Thrill (CC 9/48)
- 25. Topaz
- 26. Touchdown (Un)
- 27. Towers
- 28. Troubadour
- 29. Treasure Chest
- 30. Trigge
- 31. Trinidad (CC 3/48)
- 32. Triple Action
- 33. Triple Speed 7-30
- 34. Tri-Score (Got 5/1)
- 35. Trappy Grape
- 36. Tropicana (Un 1/48)
- 37. Tucom (W 1/49)
- 38. Trumbull
- 39. Turk Lamp
- 40. Tusco Special (B 47)
- 41. Virginia (W 3/48)
- 42. Watch My Line
- 43. Watertower
- 44. West Wind
- 45. Wild Fire
- 46. Wild West
- 47. Wimer (Univ)
- 48. Wisconsin (Un 3/48)
- 49. Yankee Doodle
- 50. Yahns (W 4/40)
- 51. Zinger (Un 10/51)

SHUFFLE REBOUNDS (Cont.)

- 4. ChiCoin Rebound
- 5. ChiCoin Baseball
- 6. ChiCoin Trash
- 7. ChiCoin 6 Player
- 8. ChiCoin 6 Player Deluxe
- 9. Exhibits
- 10. Exhibit Bob
- 11. Exhibit Lucky Strike
- 12. Exhibit Diplomat
- 13. Exhibit Pin
- 14. Exhibit Tennessee
- 15. Exhibit Trimmer
- 16. Exhibit Bowler
- 17. Exhibit Bowling Champ
- 18. Exhibit Bowl Man
- 19. Exhibit Sunflower
- 20. Exhibit Sunflower Lge
- 21. Exhibit Bowler
- 22. Exhibit Star
- 23. Exhibit Exhibit
- 24. Exhibit Exhibit
- 25. Exhibit Exhibit
- 26. Exhibit Exhibit

--TOTAL NO. TOTAL VALUE--

SHUFFLE REBOUNDS (Cont.)

- 4. ChiCoin Rebound
- 5. ChiCoin Baseball
- 6. ChiCoin Trash
- 7. ChiCoin 6 Player
- 8. ChiCoin 6 Player Deluxe
- 9. Exhibits
- 10. Exhibit Bob
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- 15. Exhibit Trimmer
- 16. Exhibit Bowler
- 17. Exhibit Bowling Champ
- 18. Exhibit Bowl Man
- 19. Exhibit Sunflower
- 20. Exhibit Sunflower Lge
- 21. Exhibit Bowler
- 22. Exhibit Star
- 23. Exhibit Exhibit
- 24. Exhibit Exhibit
- 25. Exhibit Exhibit
- 26. Exhibit Exhibit

--TOTAL NO. TOTAL VALUE--

ARCADE EQUIPMENT (Cont.)

- Roll Chi Digger
- 2. Exhibits Vitalizer
- 3. Genco Gator
- 4. Genco Bell
- 5. Groteken Met. Tpex
- 6. Jack Rabbit
- 7. Kenny Air Raider
- 8. Kenny Anti Aircraft Br
- 9. Kenny Anti Aircraft Bl
- 10. Kenny Sub Gun
- 11. Kenny Big League
- 12. Kirk Night Bommber
- 13. Life League
- 14. Mutoski Strike
- 15. Mutoski Photo (Pre-War)
- 16. Mutoski Strike
- 17. Mutoski Strike
- 18. Mutoski Strike
- 19. Mutoski Strike
- 20. Mutoski Strike
- 21. Mutoski Strike
- 22. Mutoski Strike
- 23. Mutoski Strike
- 24. Mutoski Strike
- 25. Mutoski Strike

--TOTAL NO. TOTAL VALUE--

CIGARETTE MACHINES

2. Automatic "Smokehopper" (9 Cig.)
- 2. Du Grendier (Mod. A-7)
- 3. Du Grendier (Mod. A-9)
- 4. Du Grendier (Mod. AG-7)
- 5. Du Grendier (Mod. A-9)
- 6. Du Grendier (Mod. E-7)
- 7. Du Grendier (Mod. ES-7)
- 8. Du Grendier (Mod. E-9)
- 9. Du Grendier (Mod. ES-9)
- 10. Du Grendier (S) (9 col.)
- 11. Du Grendier (S) (9 col.)
- 12. Du Grendier (S) (9 col.)
- 13. Du Grendier Champion
- 14. Du Grendier Champion
- 15. Eastern Electric Cig. (9 col.)
- 16. Electro (8 col.)
- 17. Electro (10 col.)
- 18. Lehigh PX (Elec. 6 col.)
- 19. Lehigh PX (10 col.)
- 20. Lehigh King Size
- 21. National 50
- 22. National 50
- 23. National 90
- 24. National 90
- 25. National 90
- 26. Lebow (10 col.)
- 27. Row Imperial (6 col.)

--TOTAL NO. TOTAL VALUE--
### Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers’ list prices, F. O. B. factory. Where prices are not listed, manufacturers have not yet released list prices.

### ABC MFG. CORP.

- **Challenger (Counter Model Gun)** $65.00
- **Rifle Sport** and more Guns, plus complete ranges of var. types

#### A.M.I., INC.

- Model D-40 Phonograph $795.00
- Model D-60 Phonograph 925.00
- Model S-56M Microphone 196.00
- 5c-3c-15c Wall Box (4 Selections) 65.00
- 5c Wall Box (5 Selections) 70.00

#### AUTO-PHOTO CO.

- Auto-Photo

#### BALLY MFG. CO.

- **Bally Beauty** $665.00
- **The Champion (Mech. Horse)** $2,000.00
- **Space Ship** 1,100.00
- **Sunshine Park** 735.00

#### CHICAGO COIN

- **Band Box** (New Model) $225.00
- **Beverly Ball** 695.00
- **6 Player Super Match Bowler** 595.00
- **10th Frame Bowler** 750.00

#### COINO MFG. CO.

- **Opt-O-Matic (Automatic Baseball Pitcher)** $1,295.00

#### H. G. EVANS & CO.

- Century Phone 100/48 $1,650.00
- Jubilee Phone 48/45 750.00
- Jupiter 48/78 750.00

#### EXHIBIT SUPPLY

- **Big Bronco** $997.50
- **Roy Rogers Trigger** 1,075.00
- **Rudolph The Red Nosed Reindeer** 750.00
- **Peter The Rabbit** 750.00
- **Rudolph & His Yippie Yippee Friends** 1,100.00
- **Trigger** 750.00
- **Space Gun** 375.00
- **Space Patrol** 375.00
- **Silent Salesman (Card Vendor)** 75.00
- **Super Twin Rotation** 650.00

#### D. GOTTLEIB & CO.

- **Coronation** $349.50

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### INTERNATIONAL AUTO. CORP.

- **Phantom '52** $1,900.00
- **J. H. KEENEY & CO., INC.**
  - Electric Cigarette Vendor $285.00
  - Coin Changer Model 304.50
  - Team Bowler 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 1456 $1,005.00
- **Model 1538, 5c-6c-25c Wall Box** 59.50
- **Model 1536, 5c Wall Box**
- **2 Wire** 39.50
- **Model 1624 Playmaster** 460.00
- **N.E. SCHINELL, INC.**
  - Atomic Jet (Airplane Ride) $995.00
  - Aqua Jet (Boat Ride)
- **F. P. SEESEBURG CORP.**
  - **M100C (Select-O-Matic) 100” phonograph**
  - HM 100E (Select-O-Matic) 100”
  - R. C. Special
- **3V-1 WALL-O-OMATIC 100”**
- **MRVC-1 Master Remote**
- **Volume Control**
- **CYS-6-9” Wall Speaker Ivory (Toddlers)**
- **CYS-6-9” Reciliated Speaker**
- **P-6x2 Power Supply**
- **AR/AL Auxilliary Amplifier**
- **AVC Automatic Volume Compensator Unit**

### UNITED MFG. CO.

- **Circus** $690.00
- **16th Frame Star Shuffle Alley** 695.00
- **16th Frame Super Shuffle Alley** 596.00

### WICO CORP.

- **Major League (Automatic Baseball Pitcher)** $1,905.00

### WILLIAMS MFG. CO.

- **Four Corners** $349.50

### THE RUDOLPH WURTTZ CO.

- **Model “1400” Phonograph**
- **Model “1459” Phonograph**
- **Model “1500 Phonograph**
- **Model 4851 5c-10c-25c Wall Box** (12 Selections)
- **Model 5084 Wall Box 5c-10c-25c** (18 Selections)
- **Model 5100 5c Speaker**
- **Model 5110 12” DeLuxe Speaker**
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 coin 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.

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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.

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★ Airblast blows from blower
★ Safe, sturdy construction
★ Simple mechanism
★ National Rejector

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Super Shuffle-Alley

with Extra Play—Extra Profit

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PLUS HIGHEST SCORE KEY CONTROL

HIGHEST SCORE FOR THE WEEK
FEATURE

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