Rene BL.
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Jan. 2 - June 27, 1953
"I" says Milton Berle proudly "am the author of this song" as Don Cornell, whose Coral version of the tune is currently riding high on the charts, and Bobby Mellin, publisher of the number, confirm it by pointing his way. Berle, author of many hits previous to "I", has been writing songs since the twenties. The photo was taken at a rehearsal for his TV show on which Don was featured singing it.
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ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue Chicago 51, Illinois
Hello, Little Man
GLAD TO MEET YOU!

You seem to be such a little bit of a guy.

But, you’ve got a funny kind of a gleam in your eye.

That gleam may bode good, or evil, for all of 1953.

Anyway, kiddo, we sure do hope that you’re gonna bring all of the guys and gals in this industry lotsa good tidings this year, your year of 1953.

We also hope that, as you kind of gather your strength together and bring your muscles to bear, that you won’t be too rough on a lot of people, people who’ve been workin’ so hard to meet you.

They believe that you may be the guy to bring them the great, grand things of all time.

All the good things they’d hoped to enjoy all of their lives.

So, Little Guy, we do hope you’ll be good, and kind, and tolerant, and sort of grand, to all the peoples so eagerly expectin’ so much from you. Being the optimists that we are, we sort of believe that the gleam in your eye bodes good for one and all.

Everywhere in this great nation, as well as everywhere in all this world, too.

We people in this industry have been eagerly looking forward to your coming.

We like to believe that you are going to bring us everything that’s good and everything that’s better for your 1953.

You, Young Mr. ’53, have got a load of things on your shoulders.

But, you’ve also got the ‘faith’ of lots and lots of us peoples behind you.

And, believe you us, we are gonna fight like everything to have you make us the greatest, grandest and most outstanding industry.

Little Man, won’t you kind of smile our way?

Won’t you also bring us the things that each and every single individual in this industry of ours is hopin’ for?

Won’t you e’mon right in and make y’selfe’ home?

And kind of let us people know that you are here to help us enjoy the New Year?

The New Year that you, Young Mr. 1953, are bringing to us now.

Happy New Year, Mr. Young New Year, 1953.

Do be good to us, won’t you, please?
Greater Juke Box Capacity Means A Greater Music Biz

People whose only connection with a juke box is that there is a box to play one, have been noticing a change lately.

They've been finding that when they go to play a juke box, they have much greater choice than ever before.

To us in the industry, this is not a very surprising development. We've known it for a long time. We've watched automatic phonographs grow in capacity and have been aware that shortly the public would be getting a much greater choice for its money.

But now that the new machines have begun to penetrate to all kinds of locations, the general player has become conscious of the benefits to be derived from larger capacity juke boxes.

Whereas only a few years ago, the general rule was to have a choice of only 40 or 48 sides, today that choice runs as high as 120 sides.

In programming, this means a dramatic change.

A juke box today doesn't have to depend completely on the top hits. It can vary its selection to include all types of music and still not miss out on the best moneymakers.

Moreover it permits a tremendous amount of experimentation on the part of the wide awake operator. He can now afford to try out different types of records while still not losing out on the top disks which are going to bring him his bulk of income.

As far as the music business is concerned, it means a greater juke box field than ever before. Not only does the operator have to buy considerably more records, but he is also willing to take a chance on unproven ones. With 30 or 100 or 120 slots to fill, he can afford to throw in a few that he knows he's experimenting with.

This means then that anyone with a worthwhile disk can get a hearing on the nation's juke boxes. And very often this exposure is the only way in which a small firm or an unknown artist can be heard by the public.

Enlarged juke boxes have another great meaning for the record companies. It opens a huge market for their catalogues. Almost every juke box now has a place for oldies and standards. These make for interesting programming and the right ones receive constant play. A juke box's ability to provide space for oldies therefore means a very definite source of income to record firms, the artists, publishers and writers—and this on material which is no longer being plugged and so involves very little cost to them.

The main fact about the new juke boxes however, is that they serve the American public better. There is greater variety, greater choice, better programming—in other words more for the public's money.

The progress which the American juke box industry has made during the past years in serving the public augurs well for the future. It can't do anything but go even further along the road of making available to the American people the music they want to hear.

And as the juke box industry progresses, so must the music business progress, for the juke box industry as a whole is the greatest customer the music business has ever had—and it's growing greater all the time.
**A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS**

1. **WHY DON'T YOU BELIEVE ME** — Joni 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** — The Mills Brothers (Decca)
5. **TILL I Waltz AGAIN WITH YOU** — Teresa Brewer (Coral)
6. **KEEP IT A SECRET** — Jo Stafford (Columbia)
7. **YOU BELONG TO ME** — Jo Stafford (Columbia)
8. **OH HAPPY DAY** — Don Howard (Essen)
9. **HOLD ME, THRILL ME, KISS ME** — Karen Chandler (Coral)
10. **MY BABY'S COMING HOME** — Les Paul & Mary Ford (Capitol)

What with the air filled with Christmas tunes, cheery greetings and all stations looking for angles, WPAC-Fotchague, New York, has come up with one of the most picturesque of the year. WPAC's most enthusiastic sponsor is that charming old gentleman, Mr. Santa Claus. Santa is using the facilities of WPAC to speak to all children personally. It all started on "Dial, The Clockwatchers" program, when he asked adults to phone in and make arrangements to have Santa call their child "directly from the north pole." The telephone has stopped ringing yet and there are hundreds of youngsters who won't forget their conversation with Jolly Old Nick, for many days to come. Dave Meltzer, proprietor of the local Fotocraft Shop in Patchogue assumed the role of Santa on the phone. The Merry Xmas addition to the weekly newsletter issued by Bob and Jim Edwards of WFBC-Greenville, S. C., carried a picture of the boys. For those of you who haven't seen Bob and Jim, they are two good looking boys.

Tommy Edwards of WEWE-Cleveland, Ohio, has been getting loads of requests for his hilarious characterizations of Ned Mahon, who is a harbinger of Ted Malone. . . WWDC radio personality Art Brown and a committee of clergymen representing all faiths, selected 24 needy families to aid for a period of two weeks. The money for this project has already been collected by Brown as a result of his recent birthday party celebrating his 75th year in Washington radio. Half in the 70s, and 15,000 persons attended and more than $1,000 was collected by Brown for his Christmas project. The 24 families will receive "the makings" for their Christmas dinners, and food, staples and aid for a period of two weeks after Christmas. One of the highlights of the 1953 radio season was the welcome entrance of Henry Morgan to the night owl circuit. Morgan is heard over WMMG from Hutton's Flat Street restaurant midnight to 3 A.M. seven nights a week. A letter from Bob Davis (WOL-Washington, D. C.) rings up another conquest for Jilla Webb. Bob says Jilla's "My Baby's Arms" is moving up on the list of most-requested sides after only one playing. Bob, in an interview with Jilla, found her to be "smart, refreshing, and with a certain humility that is most becoming. All of us at WOL have gone all-out in pushing her record and sincerely hope it will be only the beginning for one of the nicest and most talented individuals we have had the pleasure of meeting for a long time."

Congratulations to Norman Prescott, WORL-Boston, who just became the daddy of a baby boy. . . Wow! One of Stan Richards (deejay buddy of Prescott) fans presented him with a beautiful white Cadillac Convertible. Wow! . . Joe Ryan (WALL-Middletown, N. Y.) sends his compliments to Bob Brooks on his Pyramid Record vocalizing and to Bill Silbert, on his smooth TV show. . . Bud Wilson (WJKI-Concord, N. H.) ran into a little trouble when he taped an interview with June Valli for December 17. June called Bud and arranged for a 2 o'clock get-together, but the pair rookied without RCA Victor execs. June couldn't break away from her RCA planned schedule until after 5 that afternoon when Wilson and thrust Valli were finally able to keep their date. . . Ted Huling (WNYM-New York) says he receives the greatest number of requests on the show for Dick Tracy, his own favorite. Ted plays all types of music through the week, devotes a half hour of the Saturday morning and afternoon shows to Dick Tracy.

"It's What's in THE CASH BOX That Counts"
DAMITA JO
(RCA Victor 20-5120; 47-5120)

"GO WAY FROM MY WINDOW" (2:58) Some terrific org support is supplied by Henry Rone as backing for a fine stylish vocal job by Damita Jo on an inspired reading of a brokenhearted type of number. Tempo is slow.

"IF WE SHARE YOUR NAME" (2:52) Damita's voice stands out to better advantage on this slow ballad with touching lyrics. Her wonderful voice is off set by the full string backing of the Rone org.

JERRY MURAD'S HARMONICATS
(Mercury 7007; 45-7007)

"LA PALOMA" (2:03) An exciting harmonica rendition of a wonderful tango standard is backed out by Jerry Murad and his Harmonicats. The instruments blend perfectly on a scene that harmonica fans ought to get for a big way.

"SISY" (2:10) The boys have created a mellow Spanish night on a beautiful and bounting cutie. Vibes in the background add to the pleasant flavor of the waltzing.

BUDDY MORROW ORCHESTRA
(RCA Victor 20-5117; 47-5117)

"I DON'T KNOW" (2:03) Buddy Morrow who has built such a great band around top rhythm and blues tunes comes up with a sensational waltz of the currentumber... one blues hit. The terrific voice is done by Frankie Lester. The beat is rock-

"HEY MRS. JONES" (2:40) Another R&B biggie is set to a Latin mambo style and backed out in fine fashion by the sock band. This sickly instrumental draws a good share of coin too.

DAVID ROSE ORCH. & BERYL
DAVIS
(MGM 30724; K-30724)

"BEAUTIFUL MUSIC TO YOUR EYES" (2:58) David Rose and his orchestra dish up some wond

erful lush waltz music as an atmos

erphere for Beryl Davis' vocal on a very pretty tune. The plucking strings adds to the Thrush's fine earing.

"SUDDENLY" (2:41) Another lush backing shot in the great David Rose style is the show case for Beryl's smooth vocal of another slow waltz item. The romantic music is pleasing.

JOHNNY SADLOCK ORCHESTRA
(Decca 3116)

"SENTIMENTAL WALTZ" (2:32) A pretty waltz with that unexplainable homey European flavor is invitingly presented by Johnny Sadlock and his orchestra. The tune is a pretty one.

"BLUE BIRD POLKA" (2:27) The boys blend their talents and really go to town on a full and joll

ing instrumental rendition of a polka. The exciting tempo ought make this one go in the right spot.

I'M GONNA WALK AND TALK WITH MY LORD" (2:45) "THE TOUCH OF GOD'S HAND" (2:15)
JOHNNIE RAY
(Columbia 39908; 4-39908)

Johnnie Ray, who won top honors in the music operators' poll in the Cash Box for the best record of 1962 for his record "Cry" gets a head start in the new year with an exciting and entirely different type of number. Backed by the Four Lads, the group that helped make his winning waltzing and many other of his A-1 hits the sensation that they were, Johnnie bolts out a fast moving spiritual called "I'M Gonna Walk And Talk With My Lord" in a truly sensational manner that ought make his fans go wild. Flip is another good side that the song stylist dishes out in an easy fashion while Buddy Cole's Quartet backs again. The top side looks like another "Cry" for the arc. We're crazy about it. It's sure to draw tons of coin.

"YOU'RE SO DANGEROUS" (3:02) "THE GHOST OF A ROSE" (3:05)
TONY MARTIN
(RCA Victor 20-5116; 47-5116)

Tony Martin, the fine manner of song delivery that only Tony Martin can offer, takes the spotlight once again. His strong and talented voice which is always a top drawing card both on stage and in the coin boxes, shows its quality on a lovely waltz with both a beautiful melody and fine lyrics. Henri Rene's org backs the piper on a powerful org introduction called "You're So Dangerous." The portrayal is very effective and is expressed in a most sincere manner, Tony seems to let out all his emotions on song. This could be a big one for the charter. The lower side is another feelingful love song tagged "The Ghost Of A Rose." Keep an eye on the upper deck, it should be a best seller.

"IF IT WERE UP TO ME" (2:40) "EVEN NOW" (2:18)
EDDIE FISHER
(RCA Victor 20-5106; 47-5106)

Eddie Fisher

EDDIE FISHER

It must be impossible for Eddie Fisher to put out a bad waltzing. Everything that the young chan

Intron has put out in the last year has become a hit. Voted the top male vocalist of the year by the music ops through the medium of the Cash Box Poll, Eddie seems to be headed for greater wax stardom in the coming year if his future recordings sound anything like his latest release. "If It Were Up To Me" is a wonderful ballad that Ed sings an convincing manner and "Even Now" is a lilting tempo bal-

lad. With the outstanding backdrop submitted by the great Hugo Win-

tester org this look like another second side smash which Eddie can add to a long line of others. Ops know what the inviting chan

Intron calls in to the box. Better get with this one in a hurry.

TAMARA HAYES & JACKIE PARIS
(RCA Victor 20-5118; 47-5118)

"CHANCE OF A LIFETIME" (2:58) Tamara Hayes and Jackie Paris team up on a slow number that they deliver with feeling. Ralph Burns and his band back the duo on their feelingful delivery. Tamara sounds like Bill Kenny of the Ink Spots in places.

"MISS YOU SO" (2:39) The equalists sound even better on this moderate tempo tune with a lovely melody and a fine set of lyrics. The voices of the singers blend very well together.

SHIRLEY SCOTT
(MGM 11398; K-11398)

"RAINBOW IN THE VALLEY" (2:36) Shirley Scott comes up with a pretty multiple voice vocal on a sad and sentimental Fredric song while Roy Ward and the Modulators pick up the tune with a fine guitar help as backing for the polished reading.

"BOOM BOOM POLKA" (2:37) The pert voiced chirp does a cute job of piping on a polka novelty with Bob and the Modulators. The group backing adds much to the colorful number.

BERYL BOOKER
(Mercury 70041; 45-70041)

"WHEN A WOMAN LOVES A MAN" (2:42) Slow mood music that gives one a relaxed feeling is wonderfully presented by Beryl Booker on the piano. The pretty title is a good demonstration of fingerpicking.

"WHY DO I LOVE YOU" (2:39) The virtuos changes the mood by demonstrating a bouncing and gay feeling on her piano. The both decks make for good listening, especially so for the piano lovers.

HERB KENNY
(MGM 11397; K-11397)

"I MISSED YOU SO" (2:31) Herb Kenny takes the lead and gets a backing from the Rockets and Fred Norman's org on a slow sentimental piece with a pretty tune and a few fine lyrics. This number might happen.

"TAKES A LITTLE" (2:55) The voice aggregation does a peppy job of delivering a cutebounce, The delivery has a lively beat.

SPIKE JONES AND HIS CITY SLICKERS
(RCA Victor 20-5107; 47-5107)

"I WANT TO WEDDING" (2:36) Spike Jones and his City Slickers does a terrifically funny job on a take off on the lyrics of the best seller, He laughes, gigue and has all kinds of fun. This should get a good share of spins. It's tailor made for a comedy house.

"I NEVER WORK THERE ANY MORE" (2:36) Here are the voices of Spike Jones and his City Slickers, the source of the hit "You Made Me Love You." A fine job of the vocal by the group.

"YOU'RE DRIVING ME CLOSER" (2:44) Spike Jones does it again. The funny vocal delivery with a change of numbers on the wing and some spot on the vocals. Spike does it again. A new hit for his group.
NEW YORK:

This party was key in New York. Everyone in the record and music businesses were either going to one or giving one almost all through the week. All those that we attended were full of good Christmas cheer. A particular standout was the spot at the G.A.O. which Johnnie Ray and Patti Page collaborated on "Cry." Nat "King" Cole follows his La Vie En Rose with a three weeks engagement at L.A.'s Tiffany Room. Leon & Eddie's celebrity night set to honor Bill Berrell of B.B.C Records and composer of "If I Were You" on Sunday December 26th.

RCA Victor starting a drive on pop records after X-mas, with emphasis on these new waxings by Eddie Fisher, Eddy Arnold and Spike Jones. A record "ad-
vance pay-off" for a song in the $25,000 paid by Life Magazine to Rodgers and Hammerstein for their special Yule tune "Happy Christmas, Little Friend," published in this week's issue. From Frank's group in the Danny Kaye show which will play the Palace.

Archie Bleyer, music director of the Arthur Goddard and his own recording company to be known as Cadence Records, Offices are at 250 Park Ave.

A sentimental promotion is being planned at the American Record Company for the next MGM disk will be plugged nationwide by Sardane Perfumes Co. for the tune which Greene wrote is called "Suspicion" which will be the brand name of the firm's perfume. As was written an article for TV Guide entitled "They Tell Me Some People Enjoy Watching TV."
GORDON MAC RAE
(Capitol 21311; F-23111)

"BROTHERLY LOVE" (2:27)
Gordon MacRae does a fine job of chanting on religious patriotic type of number. The chorus and the Van Alexander org help a great deal in presenting the feeling.

"STRAIGHT AND NARROW" (2:55)
The chantor shows his colors once again on another fine song that he works over with the chorus. The tune is good but this type of number is not too commercial.

BILL HAYES
(MGM 11394; K-11394)

"HOW DO YOU SPEAK TO AN ANGEL" (2:30)
The strong voice of Bill Hayes hits the spot as he chants the lyrics to a good ballad. The number stems from the musical production "Hazel Flagg."

"THE DONKEY SONG" (2:29)
Backed by the Joe Lipman org once again, the song brings out the mood and delivers a novelty about a logger's trip of introduction to the girl's house aboard a donkey's back.

JAN GARBER ORCHESTRA
(Capitol 2314; F-2312)

"IF YOU SEE STARS IN MY EYES" (2:58)
The members of the Jan Garber "Idol Of The Airlines" org set up a smooth backing for Roy Cordell's vocal of a ballad to a two step tempo.

"POOPSIE WAPOPSIE" (2:10)
A light liltimg item with an air different than that of most other light songs is happily cruised through by the Garbermen.

HENRI RENE ORCHESTRA
( RCA Victor 20-5119; 47-511)

"PRETEND" (2:28)
A wonderful love instrumental treatment of a tune that seems to be stirring up some noise, is delivered in a slow manner by Henri Rene and his org with Franz Dietzschold soloin on the clarinet.

"MADALENA" (2:02)
A flighty fast moving instrumental full of strings and aided by the accompaniment of a chorus is set to a samba beat by the Rene crew. The result are outstanding.

BILLY ECKSTINE
(MGM 11916; K-11916)

"UNTIL ETERNITY" (2:44)
The unmistakable sound of the Billy Eckstine voice comes out smooth- ly as the fashionable chanter delivers a good ballad. This side merits credit. It could be a bopper for Bill.

"EVERYTHING DEPENDS ON YOU" (2:39)
An instrumental blues type of introduction leads into another ballad that Billy sings with the same feeling. The Nelson Riddle org on both decks adds a great deal.

TONY BENNETT
(MGM 11395; K-11395)

"CONGRATULATIONS TO SOMEONE" (2:35)
"TAKE ME" (2:20)

Tony Bennett who became a top flight recording star with his great waxing of "Because Of You" and who followed up with a long line of beautiful ballad successes, takes a bow with another persuasive love song that oughta put him high on the top seller charts in the immediate future. Supported by the Percy Faith org, Tony sends out a glowing performance of a love song labeled "Congratulations To Someone". The vocal is one of the most touching as presented by the vocalist. It's a delivery that will be well received for a long time by the Bennett fans. To top off the fine offering is a lush backing by a harmonic chorus. The kind of backings and for his brother in that it is another captivating showing by the romantic song stylist. "Take Me" is a grand oldie that impressively read by Tony. It's another "A" side for Tony.

TOMMY EDWARDS
(MGM 11399; K-11399)

"A FOOL SUCH AS I" (2:39)
"I CAN'T LOVE ANOTHER" (2:37)

With the onset of the new year, every record company releases waxings by most of its top artists to bid for the top seats in the wax derby. MGM makes a superb offering by coming up with an impressive recital by Tommy Edwards. Tommy, who wended his way through songs in a hushed and penetrating manner, has a beauty in his delivery of a great piece of material called "A Fool Such As I."

His soft and appealing presentation of the lovely ballad in his styled sentimental manner, is effective enough to bring a sad and blue feeling to the listener. Topping off a fine arrangement by the stringers is a tasteful backing by the LeRoy Holmes orchestra. The instrumental segment is a lifting bouncer sung in the same convincing manner. The top side oughts go great guns for the artist. Keep an eye on it.

BART STEWART
(Song 7007; 4:7007)

"SAD" (2:48)
"DO I WORRY" (2:14)

A new and sparkling voice makes its debut on the Seeger perch. The voice belongs to Bart Stewart, who comes up with a polished job of chanting on a terrific new ballad. Bart delivers "Sad" with his round and powerful voice in a fashion that should earn him a crown for his vocaling in the very near future. Adding to the testful project of the sincere and moving ballad is an excellent supporting performance by the Fred Norman orchestra. To showcase the colorful and individual style that the artist offers is a fitting choral backing by a beautiful sounding crew. The lower lid is another fine showing by the organist as he reads a good Bopping moderate tempo tune titled "Do I Worry." The treatment is strong and should draw a fair share of coin on its own. We're thrilled with the top half. It's a fine showing by a newcomer.

TONI ARDEN
(Columbia 39911; 4-39911)

"KISS ME" (2:30)
A pretty ballad is given to the Toni Arden delivery that gives you a sad and tearful feeling. Her expression on this tune is most inviting.

"IT'S NOT THEIR HEARTACHE" (2:40)
Percy Faith does the backing again on a more beautiful ballad that looks like a jive box natural. Toni's voice is absolutely great. This might be her big one.

BING CROSBY & PEGGY LEE
(Decca 28515; 9-28515)

"TO SEE YOU" (3:07)
Axel Sjovall sets up some fine backing for Bing Crosby on a number from the soon to be released Paramount flick "Road To Bali." The ballad is a pretty one. Bing gives it an attractive treatment.

"MOONFLOWERS" (3:12)
Peggy Lee beaufies the other deck with another song from the "Road To Bali" and her voice eases through a pretty tropical air type of number. The music beat lends a warmth to the tune.

BING CROSBY & BOB HOPE & PEGGY LEE
(Decca 28514; 9-28514)

"BOOT MON" (2:52)
The Mel-lems and Joe Lilly's org set up a backing for Bing Crosby and Bob Hope on a Scotch novelty with a light bounce. The vocal offering makes for pleasant listening. The tune stems from the "Ball" flick.

"MERRY-GO-ROUND" (2:29)
Rhoda Lee joins up with the duo to bounce through a harry piece that light on the ear. The ditty is highlighted by a comical vaudeville type of talking throughout the number.

ZIGGY ELMAN ORCHESTRA
(MGM 11395; K-11395)

"STARDUST" (2:37)
The standard Carmichael great is given a sending trumpet rendition by Ziggy Elman and his orchestra. The tune may be the most of the lovely of all time. It's soft and pleasant to listen to.

"MY SWEETIE WENT AWAY" (2:42)
Virginia Wayne does a cute voiced job on a ditty against a wonderful background for Ziggy Elman and the crew.

KEN GRIFFIN
(Columbia 39915; 4-39915)

"Oh, Happy Day" (2:55)
While Earl Backus strums on the guitar, Ken Griffin comes through with a fine exhibition and some smooth coverage at the organ, of a current biggie in the pop field. The sound is grand but waxing is but a bit late. Organ fans will go for this one.

"PRETEND" (2:06)
Ken and early have a nice piece of listening material that reminds one of the "Third Man Theme." The number is in the same vein as the biggie of a while ago. This tune might happen.
NEW YORK—Eight MGM Record artists were on hand to help WMGM disk jockey Tod Brown celebrate his third anniversary with the radio station. The artists include (left to right) standing: Jilly Webb, Tony Alonio, Norma Greene, Henry Jerome, Dunny Winchell and Bill Hayes. (Seated) Tod Brown, Alan Dean and Tommy Edwards.

Cash Box Day At WLOL in Norfolk

NORFOLK, VA — January 1st should be called Cash Box Day at WLOL in Norfolk. Sheriff Tex Davis, WLOL disk jockey, will have a two hour show from 10 to Noon with the top 25 folk songs of the country as voted by the operators in The Cash Box Seventh Annual Poll. He will then repeat the same program at 6 P.M. that evening. In addition, Ray Bateman on the same station, will use the 25 top pop hits from the poll on his three hour stint from 9 to 12 midnight.

Then the rhythm and blues section will be covered by Jack Holmes on his shows which are from 12 to 1 P.M., 4 to 5 P.M. and 8 to 9 P.M.

Announcements are being made over the station daily publicizing the programs.

Stafford Wins Award For Voice of America Broadcasts

NEW YORK — Jo Stafford was named top winner of McCall Magazine's second annual public service awards to outstanding American women in radio and TV for her Voice of America Broadcasts. Rated one of the best "weapons" we have in the Iron Curtain, Jo's program includes folk songs, interviews and little known facts about the United States. Contest judges were Irene Dunne, Dr. Carl J. McGrath, U. S. Commissioner of Education; Mrs. Oscar A. Ahlgren, President General Federation of Women's Clubs; Elizabeth E. Marshall, Vice-President American Women in Radio and TV; and Otis Lee Wiese, McCall's editor and publisher.

Request Records Issues First Releases

NEW YORK — Request Records, founded about eight months ago, has released its first platters of the many already recorded. They are four instrumental, "The Typewriter Concerto," "Gypsy Blues," "Washington Waltz" and "The Bumble Bee At Carnegie," all written by J. Lengsfelder and played by the World Symphony Orchestra.

A feature which the firm is emphasizing in the pre-testing of compositions before recording them. Sampling is done by testing individuals from all walks of life throughout the country.

President of the company is C. J. Lowenstein; Vice-President is Myron Linz; and Treasurer is Robert Ponecare.

Headquarters of the firm are at 361 Madison Avenue in New York.

Regent Acquires New Xmas Tune

NEW YORK—Gene Goodman, publisher of the top Christmas tune of the year "I Saw Mommy Kissing Santa Claus," this week announced that one of his publishing firms, Regent Music, had taken over another Xmas number. The name of it is "Christmas Won't Be Christmas" and it was acquired from Chess Records.

NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS Every Week In THE CASH BOX ALL FOR ONLY $15. PER YEAR (52 ISSUES)

"It's What's in THE CASH BOX That Counts"
New York — Norman Greene, MGM recording artist, is planning one of the most intensive promotion campaigns for his new record which is to be released in the middle of January. The 22 year old conductor, arranger and composer will cover more than 20 cities within a period of two months.

The promotion campaign is linked with MGM Records, Veronique Publishing Company and Saardeau Perfume Co. The artist recorded these sides during the late part of October and they are entitled, "Suspicion" and "Blue Porcelain." The tune "Suspicion" was written by Norman.

With the support of the Saardeau Perfume Co. creators of "Suspicion" perfume, Norman will make personal appearances in stores, where he will autograph pictures, sheet music and records. Robert Burton, advertising director of Saardeau is going to supervise the campaign personally. Burton plans on carrying this campaign by advertising Norman's appearances in these stores in local newspapers on the local radio and TV stations. The stores will contribute window displays which will consist of the perfume, sheet music and records.

Saardeau will also have the complimentary samples of "Suspicion" perfume to all disc jockeys in the country. Norman will in addition distribute 100 free records to people who purchase the perfume in every store where Norman is going to make a personal appearance. These records will be purchased from the local distributor.

To make sure that everyone runs smoothly Saardeau will send an advance man to all the cities where Norman Greene will make a personal appearance. In all the cities where Norman will not appear personally, but where the perfume is sold, posters and signs announcing the record will be on display. These posters will also be found in the department stores where Norman will appear.

Veronique Publishing Co. publishers of both tunes, also plan an intensive advertising, mail and poster campaign, posters to be placed in record shops throughout the country. E. B. Sommers, president of the publishing company, and Carl Nutter the professional manager, plan to supply additional sample records to those disc jockeys who ordinarily do not receive releases. The company's promotion department will also direct their complete facilities to the promotion of this record.

Samples of sheet music, which will feature Norman Greene's picture, will also be sent throughout the country. The distributors, in cooperation with the MGM distributors throughout this country. In those cities where Norman will appear the distributors will work hand in hand with the department store and perfume company. The distributors will also accompany Norman when he makes all the disc jockeys in their territory.

"SINNING AGAIN"
DOROTHY LOUJON—RCA Victor

"COOL WATER"
RING CROSS—ANDREWS SISTERS—Decca

Standards Songs are money makers!

“APRIL IN PARIS”
Doris Day—Columbia
Sauter-Finegan Orch.—RCA Victor
Vic Damone—Mercury
Pub. by Harris, Inc.

MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

The Hit Ballad from M-G-M's:
Because You're Mine

Important Announcement
Watch For...
TROJAN RECORDS
Coming Next Week

American Songs, Inc.
135 East 79th Street, New York 21, N. Y.

-Standard Songs are Money Makers-

Because You're Mine

Holding Carol's

NEW YORK — Norman Greene, MGM recording artist, is planning one of the most intensive promotion campaigns for his new record which is to be released in the middle of January. The 22 year old conductor, arranger and composer will cover more than 20 cities within a period of two months.

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### New York, N. Y.
1. I Saw Mommy Kissing Santa Claus (Jimmy Boyd)
2. Why Don't You Believe Me (Joni James)
3. Don't Let The Stars Get In Your Eyes (Perry Como)
4. Glow Worm (Mills Bros.)
5. Keep It A Secret (Jo Stafford)
6. Mama's Gone Home (Fisher-Paul-Ford)
7. Ohio Happy Day (D. Howard)

### New Orleans, La.
1. Why Don't You Believe Me (Joni James)
2. I Saw Mommy Kissing Santa Claus (Jimmy Boyd)
3. Keep It A Secret (Jo Stafford)
4. My Baby's Comin' Home (Patti Page)
5. The Glow Worm (Mills Bros.)
6. You'll Never Know (Jimmy Johnson)
7. Keep It A Secret (Jo Stafford)
8. Outside Of Heaven (S. Fisher)
9. One Fine Day (The Hilltoppers)
10. I Wish I Could Shimmy Like My Sister Kate (Fran Faye)

### Boston, Mass.
1. I Saw Mommy Kissing Santa Claus (Jimmy Boyd)
2. Why Don't You Believe Me (Joni James)
3. Don't Let The Stars Get In Your Eyes (Perry Como)
4. The Glow Worm (Mills Bros.)
5. Keep It A Secret (Jo Stafford)
6. You'll Never Know (Jimmy Johnson)
7. Your Man's Folks (Teresa Brewer)
8. You'll Never Know (Jimmy Johnson)
9. How You Ha'ard (Joni James)
10. My Baby's Comin' Home (Patti Page)

### Atlanta, Ga.
1. I Saw Mommy Kissing Santa Claus (Jimmy Boyd)
2. Why Don't You Believe Me (Joni James)
3. The Glow Worm (Mills Bros.)
4. Keep It A Secret (Jo Stafford)
5. How You Ha'ard (Joni James)
6. My Baby's Comin' Home (Patti Page)
7. Keep It A Secret (Jo Stafford)
8. The Glow Worm (Mills Bros.)
9. Tilly I Waltz Again With You (Teresa Brewer)
10. Keep It A Secret (Jo Stafford)

### Memphis, Tenn.
1. I Saw Mommy Kissing Santa Claus (Jimmy Boyd)
2. Why Don't You Believe Me (Joni James)
3. The Glow Worm (Mills Bros.)
4. Keep It A Secret (Jo Stafford)
5. Hold Me, Thrill Me, Kiss Me (Johnny Fever)
6. Tell Me You're Mine (Lanser)
7. Keep It A Secret (Jo Stafford)
8. Because You're Mine (Lanser)

### Pittsburgh, Pa.
1. Why Don't You Believe Me (Joni James)
2. The Glow Worm (Mills Bros.)
3. Keep It A Secret (Jo Stafford)
4. The Glow Worm (Mills Bros.)
5. Keep It A Secret (Jo Stafford)
6. Hold Me, Thrill Me, Kiss Me (Johnny Fever)
7. Tell Me You're Mine (Lanser)
8. Keep It A Secret (Jo Stafford)
9. Because You're Mine (Lanser)
10. I Want To Be Your Man (Page-James)

### Broodh, Wis.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Keep It A Secret (Jo Stafford)
3. The Glow Worm (Mills Bros.)
4. I Want It (Fisher-Paul-Ford)
5. Your Very Own Man (Page-James)
6. My Baby's Comin' Home (Patti Page)
7. Keep It A Secret (Jo Stafford)
8. How You Ha'ard (Joni James)
9. Your Man's Folks (Teresa Brewer)
10. Lady Of Spain (Fisher-Paul-Ford)

### Cincinnati, Ohio
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Keep It A Secret (Jo Stafford)
3. The Glow Worm (Mills Bros.)
4. Your Very Own Man (Page-James)
5. My Baby's Comin' Home (Patti Page)
6. Keep It A Secret (Jo Stafford)
7. How You Ha'ard (Joni James)
8. Your Man's Folks (Teresa Brewer)
9. Because You're Mine (Lanser)
10. I Want To Be Your Man (Page-James)

### New Haven, Conn.
1. I Saw Mommy Kissing Santa Claus (Jimmy Boyd)
2. Why Don't You Believe Me (Joni James)
3. Don't Let The Stars Get In Your Eyes (Perry Como)
4. I Want It (Fisher-Paul-Ford)
5. Your Very Own Man (Page-James)
6. Keep It A Secret (Jo Stafford)
7. How You Ha'ard (Joni James)
8. Your Man's Folks (Teresa Brewer)
9. Because You're Mine (Lanser)
10. I Want To Be Your Man (Page-James)

### Milwaukee, Wis.
1. Why Don't You Believe Me (Joni James)
2. I Want To Be Your Man (Page-James)
3. Keep It A Secret (Jo Stafford)
4. The Glow Worm (Mills Bros.)
5. I Saw Mommy Kissing Santa Claus (Jimmy Boyd)
6. Because You're Mine (Lanser)
7. Heart And Soul (Four Aces)
8. The Glow Worm (Mills Bros.)
9. Outside Of Heaven (Fisher)
10. Don't Let The Stars Get In Your Eyes (Perry Como)

### Birmingham, Ala.
1. I Want To Be Your Man (Page-James)
2. Keep It A Secret (Jo Stafford)
3. The Glow Worm (Mills Bros.)
4. I Saw Mommy Kissing Santa Claus (Jimmy Boyd)
5. Because You're Mine (Lanser)
6. Heart And Soul (Four Aces)
7. The Glow Worm (Mills Bros.)
8. Keep It A Secret (Jo Stafford)
9. Outside Of Heaven (Fisher)
10. I Want To Be Your Man (Page-James)

### Washington, D. C.
1. I Saw Mommy Kissing Santa Claus (Jimmy Boyd)
2. Why Don't You Believe Me (Joni James)
3. Don't Let The Stars Get In Your Eyes (Perry Como)
4. Keep It A Secret (Jo Stafford)
5. The Glow Worm (Mills Bros.)
6. I Saw Mommy Kissing Santa Claus (Jimmy Boyd)
7. Outside Of Heaven (Fisher)
8. Don't Let The Stars Get In Your Eyes (Perry Como)
9. Outside Of Heaven (Fisher)
10. I Want To Be Your Man (Page-James)

**Chicago, Ill.**
- **New York, N. Y.**
- **New Orleans, La.**
- **Boston, Mass.**
- **Atlanta, Ga.**
- **Memphis, Tenn.**
- **Pittsburgh, Pa.**
- **Broodh, Wis.**
- **Cincinnati, Ohio**
- **New Haven, Conn.**
- **Milwaukee, Wis.**
- **Birmingham, Ala.**
- **Washington, D. C.**

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**Philadelphia, Pa.**
- **Los Angeles, Calif.**
- **St. Louis, Mo.**
- **Deadwood, S. D.**
- **Detroit, Mich.**
- **Denver, Colo.**
- **Seattle, Wash.**
- **HOT IN PHILLY**
  - **CARAVAN**
  - **HOT IN NEW YORK**
  - **CARAVAN**

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**“Say It With Your Heart”**
**Breaking For A Hit**

**NEW YORK — A tune currently making plenty of noise in St. Louis looks like the next big independent hit. It’s “Say It With Your Heart” by Bob Carroll on the Derby label.**

The tune was originally cut by Charlie Green on his Comet label. It was written by Steve Nelson and Norman Kaye and published by Robbins. Nelson, Kaye and Robbins launched a three-pronged promotional drive, beamed at juke box operators and disk jockeys, Kaye, a member of the Mary Kaye Trio, has been working in St. Louis, and got the song going yelling there by dint of personal contacts. Then on a recent trip through the mid-west, Larry Newton of Derby Records learned of the sleeker possibilities of “Say It With Your Heart” when Paul Levy of Midwest Distributing, the Derby Distributor for St. Louis, told him about it.

Upon returning to New York, Newton immediately got in touch with Gen and acquired the master on a royalty basis, at the same time acquiring the reverse side “Where” published by Miller Music.

The disk is now running wild in St. Louis and showing hit symptoms in Chicago, where Jimmy Martin, Derby’s distributor, is going all out for the disk. Similar reaction has come from such points as Pittsburgh, Jacksville and Cincinnati.

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**CHARTS December 27th, 1952**

**“CARAVAN” a cover by the ESQUIRE BOYS**
**“I DON’T CARE” a cover by the ESQUIRE BOYS**

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**“It’s What’s in THE CASHE BOX That Counts”**
THE CASH BOX
Rhythm & Blues

GAMBLER'S BLUES
DINAH WASHINGTON
70046

ROCK ME ALL NIGHT LONG
THE RAVENS
8291

THE LOVE BUG BOOGIE
BROWN SKIN BUTTERBALL
JOHNNY OTIS & MEL WALKER
70050

SAMIE PAUL QUINNICHETTE
70020

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

1. I DON'T KNOW
   - Music (Chess 1331)

2. PORT OF RICO
   - Illinois Jacquet (Mercury 9501)

3. I PLAYED THE FOOL
   - The Clovers (Savoy 701)

4. KICK ME ALL NIGHT LONG
   - The Raretos (Mercury 7031)

5. SAD HOURS
   - Little Walter (Checker 764)

6. YOU KNOW I LOVE YOU
   - B.B. King (B.P.M. 283)

7. PARADISE SQUAT
   - Count Basie (Mercury 8514)

8. MAKE BELIEVE DREAMS
   - Dinah Washington (Mercury 9504)

9. YOU KNOW I LOVE YOU
   - B.B. King (B.P.M. 353)

10. FIVE LONG YEARS
    - Rev. R.D. Burleson (J.O.B. 10007)

11. PORT OF RICO
    - Illinois Jacquet (Mercury 9501)

12. PARADISE SQUAT
    - Count Basie (Mercury 8514)

13. MY STORY
    - Chuck Willis (Okeh 6905)

14. OOH-OOH-OOH
    - Lloyd Price (Specialty 460)

15. JUKE
    - Little Walter (Checker 758)

16. I DON'T KNOW
    - Music (Chess 1331)

17. GONE
    - Shirley & Lew (Aladdin 7531)

18. SOFT
    - Tiny Bradshaw (King 4577)

19. HEY, MISS FANNIE
    - The Clovers (Atlantic 977)

20. YOUNE I KNOW YOU
    - B.B. King (B.P.M. 353)

21. MY HEART BELONGS TO ONLY YOU
    - Betty McVee & Eddie Millet Groove [DeCo]

22. MAKE BELIEVE DREAMS
    - Dinah Washington (Mercury 9504)

23. OH SHO BE DO BE
    - Steve Glines [Do Coe]

24. I CRIED LAST NIGHT
    - Bill Heyman [Victor]

25. THE BUNNY HOP
    - Sue Mallard (Mercury 70002)

26. MY SONG
    - B.B. King (Duke 102)

27. PORT OF RICO
    - Illinois Jacquet (Mercury 9501)

28. JUKE
    - Little Walter (Checker 758)

29. OOH-OOH-OOH
    - Lloyd Price (Specialty 460)

30. YOU KNOW I LOVE YOU
    - B.B. King (B.P.M. 353)

31. I PLAYED THE FOOL
    - The Clovers (Atlantic 977)

32. I'LL BROWN IN MY TEARS
    - Sonny Thompson (King 4572)

33. THEM THERE EYES
    - Yvonne Dixon (Sony 659)

34. RESTLESS HEART
    - Lloyd Price (Specialty 460)

35. MISS FANNIE
    - The Clovers (Atlantic 977)

36. I DON'T KNOW
    - Music (Chess 1331)

37. SAD HOURS
    - Little Walter (Checker 764)

38. MEAN OLD WORLD
    - Muddy Waters (Checker 764)

39. FEELIN' SAD
    - Lulu and Willie Jones (J-B 603)

40. SAD HOURS
    - Little Walter (Checker 764)

41. LET ME BE YOUR LOVE
    - Ted Pole (King 4573)

42. I'M GONNA' MAKE YOU BELIEVE
    - Shirley & Lew (Aladdin 3535)

43. I FEEL SO GOOD
    - Brownie McGhee [Stritch 16]

44. STORY FROM MY HEART AND SOUL
    - B.B. King (B.P.M. 724)

45. GARRIN' BLUES
    - Big Maybelle (Chess 4391)

46. in PHILADELPHIA
   - "It's What's in THE CASH BOX That Counts"
GENE AMMONS

[Unboxed details]

B WOOLEY BEAT (2:38) The tempo is steady, and saxophonist Ammons runs the scales in spirited fashion, and comes off with a good rec.

LERoy LANG ORCHESTRA

[Unboxed details]

B CONDO'S BOOGIE (2:07) The Condo Lang Ork bangs out a quick beat boogie. Sax goes for a wild and wildside a must.

B SOUTH BOUND TRAIN (2:39) Big Bill Broonzy chants a slow blues with an easy and polished vocal. An exciting arrangement sets up the artist and a smooth piano bit rounds out the end.

B LEAVIN' DAY (2:37) Flips is another slow item toed to a colorful reading by the blues shouter. Tempo is stirring. Broonzy goes over well.

BABS GONZALEZ

[Unboxed details]

B SUGAR RAY (2:41) Babs Gonzalez and his International Jazz Men dish up a quick beat story of "Sugar Ray Robinson," world's champion pug. A smooth bit of sax and trumpet blowing stands out.

B COOL WHALITIN' (2:38) A quick beat item composed mainly of snatches of melodies and lyrics from popular tunes is rhythmically done by Gonzalez and his group.

CHARLES BROWN

[Unboxed details]

B EVENING SHADOWS (2:46) Charles Brown sings in that top-flight fashion that has put him in with the top rhythm and blues chanters. His soft treatment of the slow item is dramatically backed by the orchestra and the result is a contender.

B MOONRISE (2:35) Brown has another slow item for material on the under portion. Vocalist sings with a tenderness and warmth that makes this side a must. A touch of sadness and the fading of the day is portrayed.

JACKIE DAVIS TRIO

[Unboxed details]

B DO BABY DO (2:22) The Jackie Davis Trio performs in smooth and pleasant fashion. Chantor is a smooth, Immediate style that captures the listener. Instrumental backing of the quick beat is polished and helps pull out a potent side.

B BOSS TIME (2:47) The flip is a slow melodic light beat. Vocalists' soft chanting makes this a side that will appeal to any type of listener.

THE BARONS

[Unboxed details]

B IN THE BAG (Orange 5001) The Barons present a quick beat religious number in a steady manner. Harmony is good and Charles Civiletti at the console provides solid backing for the group.

B THIS WORLD IS IN BAD CONDITION (2:58) A similar tempo item is delivered with a soft delivery by the Barons. The style of the gospel singers is pleasant and should win itself many plays.

MEMPHIS SLIM

[Unboxed details]

B BACK ALLEY (2:58) Mem-phis Slim dishes up a gentle tune and shines in the Gene Gilbeaux group and a crazy sax by Don Hill make this a side worth listening to.

B HILY SILVER (2:37) The Trensiers wax an exciting slow tempo blues. Singing is good, but lyrics not too strong.

THE BLUES CHASERS (Big MGI 11409)

B OLD FASHIONED BLUES (2:41) The Blues Chasers, with Fred Norman conducting, sing with a tender bit of blues, but easily. A soft moaning trumpet helps make good listening.

B BIRMINGHAM SPECIAL (2:38) The under portion is a smooth and distant beat instrumental. A smooth blending of voices and an easy touch.

GABRIEL BROWN

[Unboxed details]

B COLD MAMA (2:37) Gabriel Brown chants a slow southern style blues with much appeal. Brown provides his own guitar backing to set the proper mood.

B I'M JUST CRAZY (2:39) Gabriel Brown dishes up similar items set to a slightly faster tempo. Brown has a pleasant voice and one easy to listen to.

BOOSTS BROWN

[Unboxed details]

B BLOCK BUSTER (2:39) Boots Brown delivers a similar item set to a slightly faster tempo. oe safety of dancing off the walls will like this one.
ANOTHER TERRIFIC HIT!!

Johnny Ace

singing

"CROSS MY HEART"
and

"ANGEL"

DUKE 107

- Distributors have bought $4,000 from Dub.
- His "MY SONG" Ran No. 2 Annual Cash Box Poll

KICKIN' THE BLUES AROUND

with Sam Evans

Jack Walker, top rank publicity man, for both Atlantic records and the Billy Shaw booking office, to start his own radio show for WOW, the big New York station, early in the new year. Tall and slick, looking clothes horse, Dorothan Towles also slated for a segment on the same outlet.... The Carnegie Hall jazz concert, for early January, will import Cuba's top drummer, Candido, to add to the roster of top stars already on deck.... Billy Taylor and his trio going like mad at the Copa Lounge.... Buddy Rich married Marie Allison and the two off on a honeymoon.... Ethel Waters in La Vie En Rose, and packing the Manhattan show place.... Jimmy Witherspoon fronting a big package, will play Milwaukee New Year's eve.... Jimmy Grissom, the Ellington singer, may have the stuff to carry on to the very top. The Duke thinks the boy is improving.

Camille Howard, who pounds one of the meanest pianos in the biz, out for Specialty with "Old Baldy Boogie" b/w "Song Of India Boogie." Gal is working club dates, as a single, on the west coast for the Ben Waller agency.... Little Caesar and Willie Mabon may easily take the honors for hitting the tops in giving with something different. And of course it's something unusual, novel and with a twist that sells records these days. "Lying Woman," on Recorded In Hollywood bids to be another "I Don't Know." S'too bad these two records didn't come out a little later in the year, as they both could have easily been on the annual Cash Box poll which is held late in each year. These two tunes, and the way in which they have been recorded are sensations of the industry today. No man anywhere, who has ever lived with, known, been around, considered, married to, or divorced from a woman can help but get a terrific bang from these two tunes. When Mabon says: "What shall I say to make you mad this time, Baby?", it must be a chuckle from many a man. It's obvious that there's truth in the lyrics, cause it actually leaped to the top in just two short weeks. We predicted that this would happen in this column exactly four weeks ago. "Lying Woman," without sticking my neck out too far, looks like the same sorta thing.

Lola Ameche, pretty as her picture, stars with Ralph Marterie on Mercury label with "Old Man Moss." The orchestra leader had his bugle snatched from the back seat of his car a few nights ago, and since has been blowing on a mouth organ.... Willie Miller, publisher and editor of The Mississippi Enterprise in Jackson, has bided out for bonds and attractions for the coming year.... The Dixie Humming Birds latest for the Spiritual market is "Trouble In My Way" b/w "I Know I've Been Changed." This bids good for the Peacock label and will sell as there is plenty of shouting and action thrust.... One of the newest singing groups to invade the religious field is The Five Redeemers. Out soon on a new label, the outfit delivers with drive and lots of harmony. Using no instrumental backing the boys establish their own tempo and beat. The effect is dramatic.

Demita Jo will be pictured in this column next week. The so gorgeous chimp sent in a glossy print that is too-too. Our office can't work for looking at the gal.... Norman Granz produces the Fred Astaire story on Mercury. The cost is $5,000. In addition to four 15" LP records, there are drawings and photographs showing and telling the entire story of the famous dancer.... The Orchid Show Bar, in Louisville is using the Six Dukes Combo to provide solid entertainment for the ever growing group of patrons.... Sir Charles Thompson, one of the real greats in modern jazz, now with Illinois Jacquet and his band. The new sides by Charlie Parker take us for a beautiful ride South Of The Border. This is the Bird at his best.... Seat Man Crosser's going to work for Universal International and he's a freshie, starring Dan Dailey.... Lena Horne, whatta face, has a little daughter just turned 15 years old.... The idol of the modern jazz fans on the west coast seems to be Gene Norman; the man airs some of the finest of new style music.... Louis Bellson is awfully loose-some these days. He's in the Windy City and his new wife working out at the Desert Inn in Las Vegas. The Ellington group cut a session last nite and Danny Roceler flew in to supervise, but wisely just set by, conceding to the superior musical knowledge of the mighty Duke.

Marie Adams, the "Honky Tonk" gal will join a new package now readying for a February 13th debut. Deal will include Arthur Prysock, Edgar Blanchard and his band.... Peggy Anne Ellis, with plenty of show-ries in the shining field, and hailed originally from Brunswick, Ga., hits out for her first try at records on the Charles label.

Lloyd "Fatman" Smith

"NO BETTER FOR YOU" and

"MY CLOCK STOPPED"

(WATCH THIS ONE)

PEACOCK 1611

Paul Monday sings

"I PROMISE"
and

"I CAN'T FORGET ABOUT YOU"

PEACOCK 1608

Bells Of Joy

ring again with...

"ECHOES FROM HEAVEN"
and

"LEAK IN THIS OLD BUILDING"

PEACOCK 1708

Still going strong "LET'S TALK ABOUT JESUS"

PRESTIGE RECORD CO.

466 W. 50th St. • C14-0847 • N. Y.

HOT R & B SELLERS

1. COOL GODFAY - Rudy Ferguson - 79/845
2. SERENATA - Joe Holiday - 796 & 845
3. THESE FOOLISH THINGS - Moody-774845
4. TWISTED - Annie Ross - 794 & 845
5. STIFFY'S IT - Sonny Stitt - 787 & 845
6. JOE BLACK MAMBO-Holiday-791 & 845
7. DIG - Miles Davis - 777 & 845
8. SMALL HOTEL - Bennie Green - 790
9. BYE-YA - Thelonious Monk - 795 & 845
10. Farmer's Market-Wardell Gray-770845
11. Anytime For You-Arne Dommerus-792845
12. LOVE BEAT - George Wellington - 786
13. ALL TOO SOON - Billy Taylor - 796
14. TWISTED - Wardell Gray - 707
15. THIS IS HAPPINESS-Holiday-787 & 845

"It's What's IN THE CASH BOX That Counts"
Brown Named Chairman Of “Dimes” Campaign

ATLANTA, GA. — Paul E. X.
Brown, who pioneered Negro sports
casting in Georgia radio, and is an
Announcer-Sports Editor for Atlan-
ta’s Radio Station WERD, has been
appointed Chairman of the 1958 March
of Dimes Campaign—Negro Division.
Brown was the first Negro to air
regular sports newsm on a radio sta-
tion in Georgia. In 1948 he was fea-
tured in the first play-by-play airing
of a professional all-Negro baseball
game. The game was broadcast on
Ponce de Leon Park, home of the At-
lan ta Crackers of the Southern Asso-
ciation. Also during this 1948 base-
ball season, he worked as radio play-
by-play announcer of the semi-pro
games played at Harper Field.
Brown’s radio program, The
Magnolia Matinee, which was directed
and planned for the teen-agers of the At-
lan ta area, was the forerunner for the
venture in Sports broadcasting. Work-
ing with several social workers, the
programs were formed and radio sta-
tion management was interested in
airing these programs as an aid to
curb juvenile delinquency.
For more than a year—until Oc-
tober, 1950—Brown was a Sports Com-
mentator on Mutual-ABC out-
let. While conducting this nightly
sports program, he inaugurated the
annual selection of an All-City Foot-
ball eleven.
In addition to Sports broadcasting
at WERD, Brown conducts two daily
musical programs, THE SWING
CLUB featuring pops and THE GOS-
PEL TRAIN, a full hour of gospel re-
cords.
Brown, who started in radio in Chi-
cago in 1942, has had news programs
on Radi o Stations WSBC, Chicago,
Illinois, WJOB, Hammond, Indiana,
and WEDR, Birmingham, Alabama.
A former journalist, he was a reporter
for the Courier newspapers and city
eo ller for the Chicago World.
Mercury Enjoined From Issuing Mel Walker Disks

NEW YORK — Mercury Records was this week enjoined from putting out, recording or selling disks made by Mel Walker according to a ruling issued by Judge Modarelli of U. S. Federal Court in New Jersey.

Walker had recently declared bankruptcy, and then claimed that therefore his contract with Savoy Records was no longer valid. He then signed with Mercury. The court, by this new ruling, now upholds his Savoy contract which has three more years to go.

Herman Lubinsky, president of Savoy, said that another suit is now pending for an accounting and damages.

Bunk Johnson Memorialized In New Album

NEW YORK—Exactly five years ago, 62-year-old jazz pianist Bunk Johnson sat down in an empty New York auditorium to put on records his last musical testament. In three days' sessions he recorded in informal dance hall style a group of 12 tunes of his own compositions under the most free-wheeling conditions available to a jazz musician. These sessions marked Johnson's final professional engagement, and the resulting records, now released by Columbia, were the last professional recordings of Bunk Johnson, trumpeter extraordinary and last surviving member of Buddy's Bump's famous jazz band in history.

The story of Bunk Johnson is even more unusual than the circumstances under which these recordings were made. A pioneer giant of New Orleans jazz, Johnson re-discovered after an unassuming but important career, living in and surviving poverty in the rice fields of Louisiana, toothless and without a trumpet for many years. He resumed playing to make his first recordings at the age of 62. In 1947 he was brought to New York's Dixieland mecca, the Stonyestan Casino, by a group of devoted admirers who managed to arouse considerable re-visited interest in Bunk Johnson's artistry.

These same friends also decided to give Bunk an opportunity to record his ideas. Bunk had complete freedom in choice of the music, the band played just as it would in a dance hall, for as long as it pleased, while a simple unmonitored microphone in the rear of the auditorium captured the music. The recording went well so that the first session was completed in forty-five minutes, and the second day was almost as fast, the third was slower, only because it was held in the midst of New York's historic snowfall which tied up all transportation and delayed the musicians' arrival.

Kamman Commands Disk Promotion Fraternity

NEW YORK—Leigh Kamman this past week paid a year-end tribute to the many disk promotion men who contact him as a matter of recognition for those who intelligently exploit, herald and promote recording artists.

Below Kamman mentioned the high spots of the disk promotion men he has seen during the year on his WOJ Club.

Lige McKeely's colorful and informative direct mail methods.

Milan Kael's consistent contact by phone, letter and mail.

Jim McCarthy's news letters.

Buddy Baech's orientation department with Dick Gerah doing a big share.

Henry Okun's handling of the mgnographed press releases.

Joe Sasso's drive.

Don Owen, who does an excellent professional job for Capitol artists. And his boss Dick Linke who does the same kind of well-directed work.

Hal Cook, a young rising leader type executive who has "class".

E. Jack Walker's informative work for Atlantic by way of news letter.

Dave Greenman's personal calls for Columbia plus his Columbia bulletin.

Buck Wolf, for Duets, whose personal visits are well timed in terms of the busy day.

Bob Schwad who plugs along for Tempo and the little stars.

Stan Cooper who plugs not only for the publisher, but the artist as well.

Benny Albert, a veteran who has adjusted to this ever-changing business and who operates under pressure because he is an old timer.

Morning Gray, a man who leaves the business after a whirlwind, record breaking year in which MGM finds itself face to face with some new stars it (MGM) may never have dreamed of—Joni James, Alan and Marilyn Bergman, Danny Winchell. And it was Gordon Gray who paid personal visits in behalf of these artists... setting interviews, pushing the skilled and cultural aspects of these new MGM lights.

A special word for WOV RECORD LIBRARIAN, Joe Petralia who over the year has built these relationships in a courteous, business-like manner, which pays dividends on an ethical basis.

Charles Brown Disbands Trio; Will Reform Orchestra

NEW YORK, N. Y. — Charles Brown, announced this week that he will disband his Trio immediately and will reform an orchestra early next year.

At present in Tucson, Arizona where he ended his six month tour packaged with his Trio, and blue singers Billy Ford and Mr. Sad Head, Brown declared that he would immediately begin auditioning for additional instrumentation and female vocals.

Fats Clarke, manager of the Charles Brown attraction, declared that the newly formed band will commence a ten months tour as soon as it is organized and rehearsed.

Meeting Dates Of Music Operators' Associations

Dec. 30—Western Massachusetts Music Guild Place: Contact Ralph Ridgway, Springfield, Mass. Tel. 2-4948.

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: Nelson House, Poughkeepsie, N. Y.


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

“Hi's What's In THE CASH BOX That Counts”
R.I.A.A. Plans 2nd Promotion

NEW YORK — A test sales campaign and market survey designed to ascertain scientifically the long-range effect on record sales from increased sales of phonographs will be the Record Industry Association's second promotional effort. Purpose of the industry-wide, cooperative effort is to uncover the answers to the following questions. What motivates the purchase of a record player and records? To what extent are newly purchased phonographs used? In addition to the records initially purchased for the new phonograph, how many and what types of recordings are purchased during subsequent months? Does the sale of an inexpensive record playing unit lead to the later sale of better equipment and more records to the same individuals?

The decision to embark upon this promotional effort was made at the last scheduled meeting of the R.I.A.A. Board of Directors (or alternates) at which time the marketing and promotion committees were instructed to draw up complete plans for the test campaign and survey.

Immediate activities of these two committees will be to decide upon the test city (200,000 to 500,000 population), provide a blue print for the same campaign of promotional activities and market survey, and to set the date for the kick-off of the promotion.

Tentative plans call for each of the cooperating manufacturers to concentrate sales and merchandising activities in the test city for a specified period. The Association will concentrate on selling as many record playing units of all types as possible. Following the sales drive by several months will be the survey of all people who bought phonographs during the test period.

BILL DRAKE
(Intro 9)

"HONKY TONK MERRY-GO-ROUND" (2:26) Bill Drake and His Western Playboys wax a slow romancing piece. Gene Cowlency waxes the sad lyrics with feeling.

"FALSE HEARTED LOVE" (2:42) Bill Drake aggregates spins another slow item similar in theme and treatment to the flipside.

DUDE MARTIN
(Mercury 70043)

"ON A HILL" (2:14) Dude Martin sings a slow romantic ballad. Lyrics tell the story of a dead sweetheart and his memories.

"RED ROSES FOR HEARTACHES" (2:42) The underportion is a moderate tempo love tune. Martin dishes up a soft pleasant vocal against a string background.

RED KIRK
(Mercury 70044)

"YOU PUT MY HEART IN A PRISON" (2:23) Red Kirk chants a moderate beat romantic ditty with a warm and pleasing touch.

"WALKIN' ROUND IN CIRCLES" (2:18) The underportion is a quick beat sung by Kirk with light yodel against a lively string backing.

JIMMY BRYANT
(Capitol 2310)

"PICKIN' THE CHICKEN" (2:15) Jimmy Bryant, with Speedy West providing strong assistance on the steel guitar, waxes a bustling, happy side. String work is terrific as the instrumentals actually get chicken cheeked and cackling sounds to add a bit of humor. This side could catch on big.

"COMIN' ON" (2:10) Another quick beat instrumental by the same pair. Exciting instrumentalizing of a stirring arrangement.

CARL SMITH
(Columbia 210/2)

"CONDEMNED WITHOUT TRIAL" (2:30) "EDDY'S SONG" (2:20) EDDY ARNOLD
(RCA Victor 20/5108)

Eddy Arnold dishes up another pair for the boxes that will make the patrons and the operator happy. The top deck, "Condemned Without Trial," is a slow sad item that is sold by the master salesman with a cry in his voice. Eddy's emotional portrayal is tops and is sure to bring in the coins. Arnold's guitarling is rounded out with an organ assist and the total result is a grade-A disk. The under portion is a lively love ditty with a light touch. Eddy sings the lilting item potently and comes up with another strong contender. Both sides are jake material, but we look for the top etching to break first.

JESS WILLARD
(Capitol 209/2)

"SATURDAY NIGHT FOR LOVE" (2:17) Jess Willard sings a slow love ditty in distinctive style. Instrumental backing is helter skelter.

"BUY ME A BOTTLE OF BEER" (2:31) The under portion is a humorous item set to quick tempo. Willard does better on this end with better material.

GEORGE MORGAN
(Columbia 21052)

"PLEASE BELIEVE" (2:34) George Morgan tenderly presents a slow romantic item against a backdrop of strings.

"STRANGER IN THE NIGHT" (2:24) Another slow romantic tune is coupling material and Morgan handles it with a pleasing vocal.

AL REY
(Arco 107)

"PAID IN FULL" (2:15) Al Rey reveals Al Lorneke's ability to sing a slow love lament in the sweet vein. Rex vocal is smooth and embellished by the steel guitar work of Merle Frits.

"WANDERING BLUES" (2:50) A similar item presented in a similar manner by the group.

THE PEE WEE KING SHOW
SHAMROCK HOTEL, Houston, Texas

on the air
The Pee Woe King Show over NBC Coast to Coast Saturday nights 9:30 P.M. CST

EDDY ARNOLD Sings

CONDEMNED WITHOUT TRIAL

and

EDDY'S SONG

RCA VICTOR 20/47-5108

COUNTRY and WESTERN

1. 20-5108 (47-5108) CONDEMNED WITHOUT TRIAL; EDDY'S SONG — Eddy Arnold
2. 25-3041 (47-3041) JAM-ROUL-LIAR, YOU REEDY TO SEE NO. 2 — Homer & Jethro
3. 20-5991 (47-5091) THE THINGS I MIGHT HAVE BEEN IF IT WAS ALL YOUR FAULT — Wade Ray
4. 20-5034 (47-5034) A FOOL SUCH AS I — Hank Snow
5. 20-5991 (47-5091) ILL LIVE WITH GOD — The Eastern Gate
6. 20-3100 (47-3100) GUITAR POLKA / DREAM TRAIN — Chet Atkins & Roselee Allen
7. 20-5991 (47-5091) SETTIN' THE WOODS ON FIRE NO. 2 — A Screamin' Love Song — Homer & Jethro
8. 20-5991 (47-5091) TENNESSEE TANGO / THE COUNTRY WALTZ — Pee Wee King
10. 20-4554 (47-5094) OLDER AND BALDER / I'LL TRADE ALL OF MY TOMORROWS — Eddy Arnold

“It's What's in THE CASH BOX That Counts”
**Music**

Let's kick off the holiday season with some classic Christmas music! Here's a list of some of the most popular Christmas songs, as requested by our listeners:

1. **I'll Be Home for Christmas**
2. **Jingle Bells**
3. **Let It Snow**
4. **Santa Claus Is Coming to Town**
5. **The Christmas Song**
6. **White Christmas**
7. **Rudolph the Red-Nosed Reindeer**
8. **Feliz Navidad**
9. **It's the Most Wonderful Time of the Year**
10. **Have Yourself a Merry Little Christmas**

**Colwell Brothers**

The Colwell Brothers are all ready for their Christmas shopping. They plan to buy gifts for their family and friends. Smiley Burnette, the youngest of the group, is excited to spend Christmas with his wife, Dallas, and the younglings, Linda, Stephen, Carolyn and Brian at their Shreveport home.

**Carolina Cotton**

She has a rigid schedule that keeps her busy 52 weeks in the year. She has organized her Christmas schedule to ensure everything is perfect. Carolina is known for her attention to detail and her love for Christmas.

**Jimmie Davis**

He started his holiday vacation this week in order to be rested and happy during Christmas week. His family is in Shreveport, Louisiana, and he is visiting them. Jimmie plans to make the most of his time with family and friends.

**Redd Harper**

He and Max Herman were members of the Ritz Brothers, a popular vaudeville act. They also sent greetings and expressions of sincere appreciation from their publishing firm, Picto Music, Inc., and Herman Music, Inc. Redd says Merry Christmas to all the distributors, wholesalers and retailers.

**Tex Ritter**

He and his wife, Dorothy, have received similar greetings and wishes for a Merry Christmas from their fans.

**Bob & Jim Edwards Show**

Their show is continuing to be a hit with their audience. They have a strong connection with their fans and always deliver a high-quality show.

**Shel Horoton**

His show is broadcast every Saturday morning from 7:00 to 9:00. He has been a fixture on the airwaves for many years and continues to be a favorite among his listeners.

**Clarence Kneeland**

He and his wife, Betty, are looking forward to a Merry Christmas with their family. The Kneelands are known for their warm and loving family atmosphere.

**Marty Luckicker**

He and his wife, Betty, are also looking forward to a Merry Christmas with their family. They have been married for 6 years and have 4 children.

**Marty Stomson**

His show is one of the most popular in the region. He has a loyal following who listen to his show every week.

**Johnny's Kissing Sins**

Their popular show continues to be a hit with their audience. They have a strong connection with their fans and always deliver a high-quality show.

**Uncle** Joe Johnson

His show is broadcast every Saturday morning from 7:00 to 9:00. He has been a fixture on the airwaves for many years and continues to be a favorite among his listeners.

**The Cash Box**

The Cash Box is a weekly regional magazine that covers the music industry. It provides readers with the latest news and updates on the music industry.

**The Ten Folk and Western Records**

These records are some of the most popular among fans of folk and western music. They are known for their unique sound and are loved by listeners of all ages.

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These records are some of the most popular among fans of folk and western music. They are known for their unique sound and are loved by listeners of all ages.
the Select-o-matic mechanism.... the most revolutionary development for the playing of recorded music since the invention of the phonograph!

and only Seeburg has the Select-o-matic mechanism

America's finest and most complete music systems
Atlantic Carriestas Party
"Best Ever" Says Parkoff

NEW YORK—"We've had successful Christmas parties in other years, but our 1952 affair was the most out- standing of all," reported Meyer Parkoff, Atlantic-New York Corporation, this city.

"All of our employees and their families, from here in New York, as well as Newark, N.J., and Hartford, Conn., were on hand. Everyone received gifts, there were door prizes, dinner, dancing, and entertainment by a regular show, as well as songs by leading recording artists," continued Meyer. "Everyone had such a good time, we wanted to continue into the next morning. Some of our executives even claimed it was a better party than the association holds every year, but their claims couldn't be influenced due to the wonderful time they had."

The recording artists who appeared were, Frank Arnoe, Casey Allen, Tony Bava, Sandy Solo, Florian Zabach, and others.

Harry Rosen, the other half of the Parkoff-Rosen combination, was master of ceremonies, and was able to get confirmation that he appeared in Santa Claus dress, riding in on a sled drawn by reindeer. Rosen left the day after the party for a vacation in Miami Beach, Fla. He'll be back on the job after a two week rest.

Gottlieb Presents First
New Game For 1953

CHICAGO—D. Gottlieb & Company opened the New Year of 1953 with a brand new game called, "Queen Of Hearts." This game, Alvin Gottlieb of the firm stated, "has already won tremendous acclaim from everyone of our distributors.

"In fact," he continued, "everyone believes that it will prove to be one of the finest games we've yet manufactured."

"And that," he concluded, "is really saying a mouthful."

The new game not only features playing cards in the backboard but also on the playing field. The 10, Jack, Queen, King and Ace along with the Joker appear on the game.

These give the players the opportunity of skillfully shooting for a Straight, Full House, Four-Of-A-Kind, and even Five-Of-A-Kind which would mean Four-Of-A-Kind plus the Joker.

In addition, the game continues to feature high scoring and, therefore, offers the players a great many ways to score.

This makes the game one of the most interesting the firm has presented.

Most fascinating to the distributors, from their reports to the D. Gottlieb factory here is that:

"The players are just going wild over this idea of playing cards on a game all over again."

The cards are realistically reproduced. They have all the effect of an actual game in themselves.

Everyone of the distributors claim that the players love the game and, when they see there is no possibility of a score here, will turn right over the high scoring.

Bally Plans Biggest Production Year

CHICAGO—George Jenkins, assistant to the president of Bally Manufacturing Company, division of Lion Manufacturing Corporation, came out with one of the most heartening statements of the New Year for the entire industry when he announced this past week:

"Bally Manufacturing Company plans to make 1953 its biggest production year.

He added, "In addition to the great facilities which we now have, we have recently reactivated an entire plant of 10,000 square feet to go into complete production of the new items which Bally plans to build, to insure the nation’s operators the finest income they have yet enjoyed.

"The labor situation is critical. In fact," Jenkins stated, "it can be termed ‘acute.’

"But, that will not, in any fashion whatsoever, deter our factories from continuing the most outstanding production ever known in the history of this industry.

"All things being equal, this field can assure itself that 1953 will be its greatest and most outstanding year.

"He also reported that Lion TV receivers will be in full production during 1953. Advance orders for these Lion TV sets already indicate this will be one of the top items of the firm.

"But," George Jenkins added, "this is only one part of our business.

"Our new ‘Space Ship’ and our ‘Champion’ coin operated horse, are indications of the new type products we intend to present for operators to enjoy finer and bigger profits than they’ve ever had before in all their careers in this field.

"The old song used to be, ‘What’ll we do in 52—play ‘Ballyhoo.’

"This new song is,” he continued, “‘Wait’ll you see what Bally’s got in 53.’

He also stated, “Our entire organization is geared for the highest type of production-collaboration and the presentation of the most outstanding competitive equipment known to this industry.

"I take this opportunity,” he concluded, “to speak for our beloved president, Ray T. Moloney, when I say:

"There will be nothing finer in ’53 than what the big Bally organization will produce for this industry.

CHICAGO—Lyn Durant, head of United Manufacturing Company, this city, stated this past week:

"We are planning to make 1953 United’s banner year.

"Backing up his statement, Durant has been adding to the present 650 employees of the firm. He has also been bringing more engineers into the firm’s engineering department stationed at 3280 North California Avenue, this city.

"In addition, he has informed his sales force that the firm is planning new type products which will be just as phenomenal as the ‘Shuffle Alley,’ and the other amusements with which the firm has created history for the industry.

"Also backing up Durant’s statement, Bill DeSelm, general sales manager of United Manufacturing, stated:

"We are going all out to make 1953 the banner year in the history of our firm.

He said, “We intend to present new products to the world which will capture the maximum attention of every player everywhere, and which will bring the operators the kind of revenue that will assure them the finest kind of prosperity.”

Genco Plans New Line Of Equipment For ’53

Present Expansion Plans Will Make Possible Bigger Line

CHICAGO—Sam Lewis and Avon Ginsburg of Genco Manufacturing & Sales Company, this city, have started on their way with an expansion program for 1953 which is among the most elaborate in this area.

New machinery has been brought in. A larger machine shop is being completed.

A much expanded experimental department is in the process of completion at present. New personnel is being added daily. Greater production facilities are the order of the day here.

Many men are working from early morning until late evening hours each day expanding and carefully planning for the year which will be their first full year in business.

Engineers are being sought for their production lines as well as for their experimental departments.

Both young men are of the belief that they will present an entirely new line of equipment for 1953 which will win them the plaudits of the entire industry.

"Our first plans," both Sam Lewis and Av Ginsburg stated, "are to bring about greater facilities for heavier production of the new equipment we have in mind for 1953.

“We believe,” they stated, "that 1953 will be one of the biggest years in the history of the industry and, what we are, we want to be right in step with the demand which we anticipate.

Both youngsters have come up the hard way.

“They’ve learned the manufacturing business from the ground up. They know what they require to assure themselves success in the field and they are, therefore, doing first things first.

“Perhaps their expression, when interviewed, may be the answer to what is sure to happen to benefit them and their firm in 1953. They said, ‘We’ve got nowhere else to go but up.’

"It’s What’s in THE CASH BOX That Counts"
What a grand feeling it is to cross the threshold to a warm welcome from folks who are glad to see you! The operator who calls often to collect the Model “D” shows a respect for personnel and premises that assures his cordial reception.

He leaves behind no trail of cigarette butts, no grime, nor mess the location must clear away. Instead, the pleasant reminder of his visit is the extra cash that comes to the location from a well-run music business.

THE 'D' IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS

"It's What's in THE CASH BOX That Counts"
Keeney Plans 50% Production Boost For '53

New Facilities And New Machinery Added. May Increase Plant Space. New Ideas In Vendors And Amusement Games To Be Introduced In '53

Huebch, general sales manager of J. H. Keeney & Company, Inc., this city.

In addition to this 50% boost in production of its vendors and amusements, the firm also plans a big boost in its TV receiving set production.

"We have added on new production lines," Roy P. McGinnis, president of the firm said.

"We have, at the same time," he continued, "brought in new machinery which has added to our present facilities immeasurably."

McGinnis also said, "We plan to present many new types of amusements during '53."

"But," he remarked, "this does not mean that we shall, even for an instant, neglect our present cigarette machine line."

"If anything at all," he stated, "we plan to enhance this machine and even add a companion to this line and, in so doing, bring forth one of the greatest advancements in the vending machine business."

The as yet not official, the firm may even expand its present building, if plans go ahead as scheduled.

This, too, is expected to add even greater facilities for higher production than ever before.

In the amusements field, the firm is already working far ahead.

"We have many new ideas in amusements," Roy McGinnis said, "which haven't as yet ever appeared in the field."

"We believe that these will meet with the most complete approval when they are presented to the trade."

"It's What's in THE CASH BOX That Counts"
Would You...

go to a druggist for information regarding a serious stomach ailment?

Or would you, instead, go to a "specialist" in stomach ailments?

The coin operated entertainment industry is one of the most highly specialized industries in the world.

Why direct your advertising to: corner pitchmen, country fairs, burlesk strippers, vaudeville aces, bates, circus tumblers, radio soap operas, etc., etc.?

Advertise where you know your ad will be read by the people you want to reach!

Spend your hard-earned advertising money in the one publication that "specializes" in reaching those very people.

The Cash Box is the one and only weekly magazine that concentrates on this industry—and this industry only.

The Cash Box is the one completely exclusive weekly publication in the one industry in which you are most interested.

You wouldn't stand for money to be wasted in your business! Why stand for wasting your hard-earned advertising money by spending it where you do not reach your complete market?

Think! Advertise in The Cash Box—your magazine!

Write For Rates—
THE CASH BOX
26 W. 47th St., New York, N. Y.

N. Y. Amusement Machine Ops Hold Third Annual Dinner-Dance

NEW YORK—Approximately 350 amusement machine operators, wives, guests, and out-of-town visitors were in attendance at the Third Anniversary Dinner-Dance of the Associated Amusement Machine Operators of New York held at Alan Gale’s night club on Sunday evening, December 21.

Officials of the association were concerned with the terrible weather, thinking that many ticket holders wouldn’t show up. However, outside of a few cancellations due to coinmen being out of town, the night club was jammed.

Guests enjoyed a fine dinner, were entertained by the club's show, and danced to the music of the orchestra. Only complaint was that the party broke up too early. However, it was a Sunday night, and many had to get to their businesses the next morning.

In addition to the success of the banquet itself, the organization produced quite a fine journal, from which they should derive sufficient funds to assist in conducting the office for the next year.

N. Y. State Ops List Meet Dates

BEACON, N. Y.—Mrs. Gertrude Bowne, secretary-treasurer of the New York State Operators Guild, advises that the organization decided at their December meeting to hold monthly meetings in the cities of Poughkeepsie and Newburgh, alternating each month. Previously the Guild had met at four cities, the two above and Middletown and Kingston.

Sites and dates for their meetings for the next six months have been set as follows: January 14: Nelson House, Poughkeepsie; February 18: Palatine Hotel, Newburgh; March 18: Nelson House, Poughkeepsie; April 15: Palatine Hotel, Newburgh; May 15: Nelson House, Poughkeepsie; and June 17: Palatine Hotel, Newburgh.

The above program was decided upon as an experiment with the view of increasing attendance. If it proves successful the Guild will continue this program; if it doesn’t, another program will be devised.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Start The New Year RIGHT

with

"RUDOLPH THE RED NOSED REINDEER"

"ROY ROGERS' TRIGGER"

"PETE THE RABBIT"

"SPACE PATROL"

"SPACE GUN"

"RAWHIDE"

and all the other "Very Great" products of

EXHIBIT SUPPLY

4218–4230 WEST LAKE STREET

CHICAGO 24, ILLINOIS

Wurlitzer's Third Mailing Piece

NORTH TONAWANDA, N. Y.—The third piece of a mailing campaign by The Rudolph Wurlitzer Company, this city, to the country's music operators, headed "Be Year Own Santa Claus" was timed to arrive at their customers' offices during the holiday season.

The red and green holiday circular points out the features of the current model 1500, and how it contributes to its "terrific earning power". Features of the 1500 stressed are: 104 selections; automatically, plays 45 and 78 rpm records intermixed; twin playmoters; electronic volume control; high speed accessibility; and twin low-inertia tone arms with Zenith cobra stylus.

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

1 to 7

in consecutive order
comes, replay and less
side roll-over
for replays
get and holds
sustained play

THRU THE COIN CHUTE

MIAMI MURMURS

Everyone who attended the Second Annual MAMOA party at the Saxony Hotel is still talking about this beautiful affair... It was the most outstanding which had ever been run... And many thanks to Ted Bush of Bush Distributing Co. for his gorgeous cocktail party... Also thanks to the many people from the cold North who attended this affair... Most impressive was the fact that all these northerners have stated they want to come back again and hope that the MAMOA affair will be held next year between the Christmas and New Year holidays so that they can bring their children along with them... And MAMOA's Board of Directors are going to figure out a way to handle this affair during the very difficult part of the season so that everyone from the North will be able to enjoy the beautiful sunshine of Miami... It has suddenly turned extremely cold here and most of the boys are planning to trade in their fishing rods for ice skates... But this is only humor on the part of the boys down here... And, says Joe Mangone, who just returned from his trip up North to attend Dave Gottlieb's 25th (Silver Anniversary) surprise party, "It's still colder up North..." Lou Wolcher is down here at the Saxony Hotel as well as Mr. & Mrs. Gil Kitt... Ted Bush and Ozzie Trupman just phoned to advise us they have a gift for us. We all asked was whether we should send our truck with the lift gate or come in person... Sam Taran's new building is almost completed. It is one of the most magnificent and outstanding which has ever been seen in the history of this industry. Even Ed Ross is so excited these days that he can talk about nothing but the new building into which they are moving. In fact, Taran Distributing is selling off old equipment at the terrific sacrifice so that they will not have to move these old machines into the new building where they intend to bring only the newest equipment to the operators...

The time has come when more and more operators should pay attention to the program called "The European Hour of Music" which goes on at 11 to 12 a.m. on Radio Station WQAM. Though this program features mostly pops, these are in the language of all nationalities. This reminds us that when juke boxes first started, very few foreign discs were featured. Today, there is not a juke box in Miami that does not feature foreign records of one type or another. Most operators here have instructed their collectors to begin featuring foreign record selections... It is very surprising to note that almost every operator here has someone he knows from up North coming down to enjoy the season... We hear that Harold Lieberman of Minneapolis is on his way and will stay at one of our famous motels way out on 185th & Collins Avenue... We also hear that Eddie Ginsberg and his very charming and beautiful wife are on their way down to visit with us... Also many others have already written in asking for reservations... If you, too, want to enjoy the beautiful sunshine of Miami Beach, this correspondent sincerely recommends that you make sure of your reservations before coming here, because most of the hotels are already jammed up to the point where they are turning hundreds of people away each and every day... And may this column wish each and every one of you a Very Happy New Year.

HAPPY NEW YEAR TO ALL

YEAR-END SPECIAL!

GENUINE DELUXE FORMICA TOPS

For United & St. Gomme's Special Glue

Each

$13.50

BALLY FROLICS...$49.50

BRIGHT LIGHTS...215.00

HIGHEST PRICES

FOR YOUR OLD PHONES IN TRADE

AGAINST BRAND NEW ROCK-OLA FIREBALL "120"

WASHINGTON, D. C.—According to the United States Department of Labor’s Bureau of Labor Statistics, the number of non-farm employees maintained a record level in November, making 1952 a new all-time high employment year.

The Bureau reported that the year 1952 saw recovery in civilian goods industries from 1951’s reduced levels and continued—but slower—expansion in military goods industries.

The number of employees in non-farm industries, at 47,800,000 in November, was up one million since November 1951. Most of this gain occurred in manufacturing, where the continued expansion in military goods industries, and recovery in consumer goods industries, has carried employment 640,000 above last year’s level.
Mills Sales Offers Vending Package

OAKLAND, CALIF. — Gordon Mills, founder and president of Mills Sales Company, Ltd., this city, has come up with a package vending deal to be installed at gas stations along the highways of the nation.

The “package” contains machines to vend as many different products as the station’s space and trade will warrant. They will consist mostly of cigarette, soft drinks, hot drinks, candy, sandwich, popcorn, ice cream, and nuts. Mills arranges the equipment under an aluminum canopy of proper size, and sets up a neon sign to attract attention.

The trial set-up, shown above is at a Mobilgas super-station on the Bayshore Highway near Richmond, Calif.

The Cash Box
THRU THE COIN CHUTE

CHICAGO ChATTER

Most oft asked question we’ve had, as the New Year comes into being, has been, “Well, what’ll we see in ’53?” . . . Since we didn’t yet have our ’53 coins on hand, it was almost impossible to give any answers. So, in turn, questioned about it ourselves . . . We learned that the majority, round our town, believe that the operators . . . will have one of the greatest years in all history . . . Regarding jobbers and distributors, there was the belief that these lads would have to “learn to sell all over again.” . . . All believe that major manufacturers will continue to backlog for the first half of ’53 anyway . . . In the meantime the acute labor situation is holding back peak production, even the materials are available, and this, too, it is generally believed here in this coincenter, will have some affect on jobbers and distills.

In the meantime it’s been a week of partying for all in the field. Every function a success. Just had a party. There have also been some private affairs. And, generally, anyone dropping into any factory would find himself in the midst of a drink or two, chery chatter, and best wishes for the season.

One of the things we most tremendously enjoy about this time of the year are the many, many gorgeous Xmas cards we received. Some of these cards and letters were so beautiful that they make up into an extremely gorgeous mantel display . . . Others so full of grand sentiment that it’s just difficult to choose between them all as we like the best . . . That Central Park (NYC) ice skating scene on a card sent to us by Jack Mittlek, A&M’s eastern rep, was certainly very gorgeous . . . The chery face Santa Claus card we received from Sydelle Bliss of Miami Beach gave us a glow . . . That very fine gold engine card from A. D. Palmer (Wuritizer’s adman) was extremely effective . . . Ed Wurizer’s card with an Old Dutch feeling about it was a success for the season . . . That Modern Stereoscopic image of the 1953 Maloney was very effective and the one with the Maloney children was just simply gorgeous . . . The musical card of the boys from Exhibit Supply had a very nice look to it . . . Heck, they were very, very nice. Joe G. George Metz of Cleveland sent us a card with a winter scene that has real meaning for the art in itself . . . One of the very clever cartes this year was Gary Sinclair all the way from Redwood City, Calif., and featured one of the old San Francisco cable cars being driven by Santa Claus . . . A very, very strong card from Lee, Kitch & Harry of the generous Seasonal Greetings with all the sincerity and thanks we possibly can command . . . And, while we’re saying thanks, we certainly do want to thank all those people who chose us among their many friends to receive Xmas gifts . . . These were simply swell . . . and we just don’t know how to thank each and every one for the magnificent gifts. The gifts convey the sentiments we feel. And, yes, we’re still wondering about the one from Mike (Johnson?)

Eddie Ginsberg of Atlas Munic telling us that he plans a trek down to warm and sunny Miami very soon. “Just to get some of the cold out of my bones,” responded to Ed, (Charles H. Gym) Johnson of Globe Distrib. A busy man now that he’s going big again on the Downey-Johnson coin counters, some pictures, reports, that I got doing a very fine job with right along . . . Len Micon just as pleased as punch each time one of the newspapers “round trip write” the “Edgewater Heart Fund” and the fact that Al Stern originated and founded this great life saver for those stricken with serious heart ailments . . . Hear that Roy Baze’on has gone on for a large homes development in a new section of Miami. But that even this doesn’t stop Roy from exhibiting his Christmas cards this year. Two and even three days each week . . . Mr. and Mrs. David Gottleib at the Martinique in Miami Beach while Nate and Alvin Gottlieb tied with Adolph and Marv turn out their newest game, “Queen of Hearts,” which has clicked swellishly . . . Jim McNulty of Rock-Ola advising the firm that has taken picks of their $250,000.00 expansion program at the factory . . . That it’s the very best, but even with the new “Disk Jockey” of the firm . . . Paul Huebich and Roy McGinnis at Keeney trying their best to meet all the collection in this area and have on hand and those coming in.

Frank Mencurni tremendously elated over the collection report from that Kreege five and dinner at 9th and Western where “Rudolph” took in $323 in 10 days . . . “Rudolph Gum” took in $52.50 in 5 days. There’s about a dozen ops in Kreege stores ‘round the country, but, it reports like these that make the kiddie ride hit one of the biggest that ever hit this industry. Frank Mencurni, Fred and Bill Weinand took to 58 to be the very biggest year for “Kiddie Amusement Center” in retailing organizations. . . Sam Lewis of Genesis was chosen to head the 1953 Combined Jewish Appeal for this industry in this area and is already well under way to meet the quota set for him . . . Len Micon telling how he had to phone some of the music ops to “find out what was happening” after they banned the Rock-Ola photos from him. “No news,” they told Len. “In short,” he reports, “the machines were placed on location and just simply worked perfectly,” they say. “No news is good news.” . . . Hear that the boys over at Bally have been greeting one and all visitors with the very cheeriest of the cheer. Everyone who has stopped up at the Bally factory has a more happy face as ever could be seen, and even more so at that. When the boys are among the most hospitable, some of those who have called around have just beamed right from ear to ear at the very nice manner in which everyone there treated everyone here and all aye wish this grand gang of guys the cheeriest of the cheerest.

Just seems like there ain’t gonna be no news at all, at all . . . for here comes another huge collection of Season’s Greetings cards and some of them just simply terrific. . . . That one from Mike Mallin of Fayetteville, Nc, Car, was a honey. (A good Christmas phone number, Mike?) . . . A gorgeous gold card from Ben and Trudy Coven that’s just about as glorious as they’ll ever make ‘em . . . And one from Bill and Lucy DeSelm that’s just grand . . . One from Gottleib that looks just like a coupon to happiness. . . And a very outstanding card from George Jenkins . . . Also another about “Santa Claus coming round in January” from Ray Maloney, who has shipped out to cruise about the Caribbean Sea.

Just no use goin’ on any futur’ . . . the things and stuff as is happenin’ just about now sounds like the wildest of wild things that ever Ray Williams could have expected. George Chen as he gazoges his way in from Dallas, Texas . . . But . . . to all of you . . . from all of us . . . here in this Chicago office we wish you THE VERY, VERY HAPPIEST, HEALTHIEST, MOST PROSPEROUS OF ALL HAPPY NEW YEARS . . . And to come to the culimation of all culminations . . . is the phone call we’ve just received from Charles Johnson who said, “Don’t be alarmed if Santa Claus is late this year . . . he just was awarded 400 free games on a ‘Bally Beauty.’”

**“It’s What’s IN THE CASH BOX That Counts!”**
THE 20 YEAR CLUB

CLIX BIG WITH TRADES MEMBERS

NEW YORK—Applications for membership in the “20 Year Club” are piling 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 Libby 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 CASH BOX
26 West 47th Street
New York 36, N.Y.

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

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

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

Date I entered the C. M. Business

- Also Send Membership Card For

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

Spanish language record manufacturers are starting to see the light, with the increase in production of 45s. Music operators have for some time been literally forced to use records of inferior quality, in addition to the fact that they haven’t been able to supply their 45 rpm phonos with the proper records... Phil Robinson, Chicago Coin’s regional rep has that cold licked and is up and at ‘em again. Phil reports that the Park show in Chicago was hit for many coin men who displayed their equipment, including Andy Gahilrech of Visalia in town this past week. Ditto Jim Murphy of Inyokern, who was quite a trip for Jim in the weather we’ve been having lately. New ruling up around San Francisco is gonna hurt many an operator with respect to “bingle-type” games. Bob Portale and family in town for the Xmas holidays, also they’ll be combined with business and pleasure as far as Bob is concerned...

We hear tell that the local Ralph’s Super Markets are planning a mammoth installation of kiddie rides ‘n such—and didja see that fabulous kiddie park out Ventura way? The boys at Binder Sales didn’t find any time to slow down during the holidays, and we rather figure with a dash of business by Andy Bill Happel, Ray Powers and Al Silberman all were runnin’ around, answering phones and filling orders like mad. Wonder how Al’s house out in Santa Monica fared during the recent rain storms? The firm is doing a wonderful job with the Holiday Gable News and Winter Gable News, also many more phonos... the Gordon Brothers of San Berdo and well known H. D. McClure of San Luis Obispo made the trek into town this past week.

Seems as if music ops run for shelter, when the rains come down, to Bill Leuenhagen’s Record Bar, such as the mob that greeted us one day last week. Mary and Kay Solle still whooping it up for Champ Butler’s great recording of “Cake Walk Rag,” a “natural” for the boxes.... Jack Simon, Simon Sales Company, a swell feller when we pointed to the ever increasing ride by Jack is developing. And speaking of developing, that’s the word for Jack’s increase in coin-biz, too, with crates upon crates constantly moving in and out of the firm’s showroom... Missed Abe Chapman at our visit—must have been out eating, or playing golf... No more sport shirts ‘n slacks for Fred Gable of Chicago Robison’s, cause we’ve spotted Fred in stiff white shirt and bleeder for two weeks running now... Bill Gersh’s column in last week’s issue brought loads of smiles, and many a twinkle to veteran coin men ‘round these parts...

What ever happened to Bud Parr? ... Just kind of wondering if Ed Wilkes finally got rid of that giant clock at his new house at Alto, Pa.? ... Mort and Paul Lehman, two ex-New Yorkers who took a liking to California’s sunshine, really did find gold in streets out here, via Deco’s Space Ranger. The boys have established quite a route we hear.... Hear tell that Paul Hawkins’, Phoenix distributor for the Rock-Ola “Fireball,” is doing quite a job out there too... with the Miami season now on in full steam, we wonder whether or not any Angelinos will desert same for perhaps rain-less Miami... talk about diners-play is passed the talk stage. More than 70% of the phonos down San Diego way have switched to 10c play, with all reports of the changeover stretching superlatives... How many local coin-men are eligible for the “20 Year Club”?

And still the echo’s of surprise by the ops who until lately hadn’t seen the Bally “Space Ship.” The reception accorded this kiddie ride is simply fantastic; with all ops agreeing that the ride is nothing less than a terrific money-maker. Folks over at Paul Laymon Company are plenty thankful this Christmas, with the wonderful Wurlitzer getting increased attention and the sales of their products meeting with equally good reception... Jimmy Wilkins back from the short road trip to San Diego, altho he agrees that the naval site had much warmer weather... Charley Daniels and proxy Paul Laymon getting their’s ready for their annual Xmas and New Year’s party. And Ed Wood—well he’s just moved in to his new home—guess he’s got plenty to do now... Fred Shirley of South Gate and Joe Bell of Twenty-Nine Palms made the rounds along Pico... The Bob Smiths—Sr. and Jr. quite busy these days with continued activity in the soft-drink field keeping them on their toes. Still taking orders for that “Soda-Shopper.” ... We didn’t hear of Jack Spencer coming into town this week, could be that he was snowed in up at Big Bear Lake... Seems as if we noticed a Chicago paper under Harry Duensing’s arm the other day. You’re not yearning are you Harry?

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”

January 3, 1953
CLASSIFIED ADVERTISING SECTION

FOR SALE—Palm Beach $500; Spot Lite $350; Joker $110; Rose Bowl $450; Chicago $400 long board conversions, $200. UNIVERSITY MFG. CO., 1420 B ST., SEDALIA, MISSOURI.

FOR SALE—Attention Horse Operators: 25 Beautiful "Big Bruno" Mechanical Horses, purchased less than 12 months ago. All guaranteed, perfect paint job. Write, wire, call or drop in. Prices vary widely. All makes and models Space Ships, Automobile Rides, and Midget Movies. Will trade this equipment for Ruby Bingo Machines, Wurlitzer 1250's, 1950's, 1500's. RESELLING CO., INC. 290 LINCOLN ST., ALLSTON, MASS.

FOR SALE—America's finest reconditioned phonographs and movie accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get complete list before you wire. DISTRIBUTING CO., INC. 2164 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-7773.

FOR SALE—Photophone—4 for 25¢ each; semi-automatic, complete with darkroom. In A condition. Will sell outright or trade for music, pin, or bingo games. RELIABLE CO., 25 N. 20TH STREET, HARTFORD 5, CONN. Tel.: 6-3533.

FOR SALE—Reconditioned: Thing $35; Lucky Inning $35; Photo Finish $35; Citation $35; Champion $45; Winner $85; Flyer $75; Carnival $25; Control Tower $85. J. R. BURGESS & CO., 324 OLIVE STREET, ST. LOUIS 3, MISSOURI.

FOR SALE—AMF "A" $350; C.G. Hit Parade New $175; Wilcox Gay Record $125; Thunderbolt Horse $250; Luxophone Drama $125; Winner $100; Mutoscope Silver Glove $75; Century 3, $75. New $200; WOLF DISTRIBUTING CO., 800 W. COLFAX, DENVER, COLO. Tel.: Elmont 3-4971.

FOR SALE—Sacrifice—22 3020 Wurlitzer Boxes; 2 1017 Wurlitzer Hideaways; 3 5040 DeLuxe Coin-Operated Stamps Speakers; 2 219 Wurlitzer Stepsters; 6 2140 Wurlitzer 5 & 10c Stamp Machines; 3 Model 216 Receiving Unit. All in perfect condition. Packages deal only $999.50 F.O.B. Glens Falls, W. TIMM ENTERPRISES & ASSOCIATES, 20-27 COLUMBIA AVENUE, GLENS FALLS, N. Y.

FOR SALE—Phonographs with famous names. Includes Wurlitzer, Seeburg, and Imperial models. Most realistic sound. Pay as you play—$5 finger contact $35s; Atlantic 0104 $35; DeLuxe 0105 $35; Lenders $315; Bright Lights $220; Genco 400's $295; Genco Jumper (new write) $350; Kings $120; Hot Rods $40; Genco Advance 850 $380. Also Pin Runner-$150. Genco 400's equipped with latest factory improvements for ideal results. One third deposit, balance C.O.D. W. E. KEENEY MFG. CO., 5231 S. KEDZIE AVE., CHICAGO 29, ILL. Tel.: HImlock 4-3844.

FOR SALE—24 W-14-66 (5-10-15) 35.50 ea.; Model 25X 45.50 ea.; 11 30c (5c) Rock-Ola Postwar 45.50 ea. MUSIC DISTRIBUTING CO., 2100 LINCOLN STREET, FAYETTEVILLE, N. C. Tel.: 2-3992.

FOR SALE—Attention Horse Operators: 25 Beautiful Late Model Mechanical Horses, purchased less than 2 years ago. All guaranteed, perfect paint job. Write, wire, or call for prices. Also, all makes and models Space Ships, Automobile Rides, and Midget Movies. Will trade this equipment for Ruby Bingo Machines, Wurlitzer 1250's, 1400's, 1500's. REDD DISTRIBUTING CO., 21420 LINCOLN ST., ALLSTON, MASS.

CLASSIFIED ADVERTISING SECTION

FOR SALE—New Smokeywood Cigarette Machine (Write); New Rocko (Write); Tier Cigarette King—Write. Bright Lights $295; Turf King—used—$145; Three Mechanical Horses (Thunderbolts) $574.30 each. EASTERN VENDING SALES CO., 940 LINDEN AVE., BALTIMORE, MARYLAND.

FOR SALE—New Astroscope $275; or write or call Chicago Wurlitzer Co., 1246 North Clark St., Chicago, Ill. Tel.: Mather 5400. $40. MATHEW VENDING CO., INC., 564 W. DOUGLAS, WICHITA, KANSAS.

FOR SALE—Long Beach $325; Model Mute $69.50; Exhibit Jet Gun $265; New Polka Jr., $50, 1015 Wurlitzer $115; Lite League $45.50; Atomic Bomber $95; Keene 4-Player League Bowler $195; Bally Shuffle Line $115. MILLER-NEW MARK DISTRIBUTING CO., 42 FALL STREET, ST. LOUIS 5, MISS. Tel.: 9-8632 and 745-GRAND AVE., DETROIT 8, MICH. Tel.: Tiler 8-2230.

FOR SALE—Williams Hayburners, $139.50; Spark Plug $149.50; Spark Plug II $149.50; Williams Long Beach—close out. Late 2 Roll Games, write for list. Arcade Equipment, Wurlitzer Music Machines, Automatics, 2 Late Voice-o-Graphs, write. 3 Seeburg Bear Guns $139.50 each. Also late model 6 Gun Arcade Displaying Gallery. We guarantee that all machines will work below low Cash Box WANT—Will buy long or short of record. For all Post War Wurlitzer phonos or Seeburg 1000's 45 r.p.m. Seeburg 1000's and AMI model Co. BUSH DISTRIBUTING CO., 2945 N.W. 29TH STREET, MIAMI, FLORIDA.

FOR SALE—Match score shuffle game conversion unit for United 2 to 6 player. Fits on top of head. Easily attached, only 4 wires. Proven hit. Write for details in N. Y. $49.50. Send for photo. UNITED PLAY MACHINES CORP., 578 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Chicoin Bowling Alleys $85; Seeburg Guns $75; Lite League $49.50; DeLuxe Bowler $34.50; and many other values. COMIC AMUSEMENT GAMES, 114 E. 55th ST., CHICAGO 15, ILL.

FOR SALE—40 pcs. of pre-war music consisting of: 9 Rock-Ola, 5 Wurlitzers, 11 Seeburg, 7 Aireons, 5 A.M.'s, 2 Mills. All parts there. Excellent condition. $1000. F.A. ROBERTS, 1170 LAKE CITY AMUSEMENT COMPANY, 4533 PAYNE AVENUE, CLEVELAND 5, OHIO. Tel.: Hender 1-7757.

FOR SALE—Pin Bowler $75; Double Action $75; Set Shot Basketball game $295; Sparktime $85; Collins $150. D. C. PHELPS, Tel: Tri-State 6-1190. Ingredient was $3. $50 Rocket $69.50; Nifty $89.50; Pinky $89.50; Keene 4 Player $150; Knockout $69.50; A.B.C. $175, United 5 Player $250; United 6 player $295; Chicago 6 Player formica top like new $300; Bright Lights $250; 1015 Music $175, K. C. SPECIALTY CO., 514 MARKET ST., PHILADELPHIA 6, PA. Tel.: Market 7-6685 or 7-6391.

FOR SALE—The finest used phonographs in all of our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: West 3-3224.

FOR SALE—Spotlite $319.50; Frolic $475; Long Beach $275; Good Five Balls used on location only. Write for list. UNITED NOVELTY CO., INC., 111 W. DIVISION ST., BILOXI, MISS.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Universal; Genco and others. TARAN DISTRIBUTING, INC., 2820 N.W. 7th AVE., MIAMI 34, FLA. Tel.: 3-7648.

FOR SALE—Spot Lite $375; A.B.C. $175; Zingo $200; Lite-A-Line $150; Clarkie Lights $255; Coney Island $350; Flying Dice $40; Track $50; Score $50; Winner $85. ANNAN SALES, INC., 928 MARKET STREET, WHEELING, W. VA. Tel.: Wheeling 5472.

FOR SALE—Coney Island $335; Atlantic City $425; Universal Five Star $75; Keene Light-A-Line $95; Coney Island $65. Frolic—write. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVENUE, CHICAGO, ILL.

FOR SALE—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy our quotation first. COMMERCIAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEXAS. Tel.: Riverside 4131.

FOR SALE—Empresses; Thrones; '29 and '40 Standards and DeLuxes; Classics; W-1500 Wall Boxes; 600's Counter Models; Walling HiBoy Scales; Arcade Equipment; Misc. Pinball, SOUTH SIDE VENDING, 308 N. SCOTOMARY ST., PETERSBURG, VA. Tel.: 4394.

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 current phonograph bargains. SEAFOAST DISTRIBUTORS, INC., 1200 NORTH AVENUE, ELIZABETH, N. J. Tel.: Bigelow 8-3242.

FOR SALE—Seeburg 147 $99; Packard and Manhattan $99; Shuffle Alley Express $29.50; Genco Target $39.50; Viking Popcorn Machine $79; Spares & Strikes $149. AMERICAN VENDING CO., 2359 CONEY ISLAND AVENUE, BROOKLYN, NEW YORK.

"It's What's in THE CASH BOX That Counts!"
FOR SALE — Clean ready for location: Wurlitzer 1080's $150; Seeburg 5e wireless wall box $7.50; Packard wall box $7.50. CAINE-CAILLOUETTE INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.

FOR SALE — One Step Record Service. Large stock of major, independent 45's, 78's. Popular, Rhythm, Blues. We ship anywhere at cost plus 5c per record. LOMBARDI RECORD SHOP, 2227 W. MADISON ST., CROWN RECORD SHOP, 3757 W. CHICAGO AVE., CHICAGO, ILL. Tel.: Sacramento 2-5560.

FOR SALE — Bally Surf Kings, $92.50; Bally Champions, $42.50; and Universal Winners, $50. T & L DISTRIBUTING COMPANY, 1921 CENTRAL PARKWAY, CINCINNATI, OHIO. Tel.: Main 8751.

FOR SALE — Wurlitzer 1080 $179.50 ea.; Wurlitzer 1100 $375 ea.; 10 Seeburg 100A-78 $675. Plus $10 for crating. Many others — write for list. YOUNG DISTRIBUTING CO., 599 TENTH AVE., N. Y. C., N. Y. Tel.: Chickerin 4-0950.

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

FOR SALE — United Alleys with Gemini formica tops and big pins: 6 Players $250; 6 Player Deluxe $300; Bear Guns $252; King-A-Rolls $425. M.O. & W.E. SELL.GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

MISCELLANEOUS

NOTICE — Louisiana & Mississippi Operators — your authorized AMI phonograph distributor is DIXIE COMPANY, 122 N. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.

PHONOGRAPH MOTORS REWOUND. Airtron, AMI, Evans, Mills, Rockola, Seeburg & Wurlitzer split-phase Phonograph Motors rewound for $5. No Excess. 24 hour service. If it's used in a Coin Machine we'll rewind it. CAROLINA ELECTRIC CO., BOX 125, MATTHEWS, N. C.

NOTICE — These 3 telephone numbers are important to you: The Cash Box, New York City, Jofdon 6-2641; The Cash Box, Chicago, ILL, DEarborn 2-0045; The Cash Box, Los Angeles, Calif., WEBster 1-1121.

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

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 must send a deposit to obtain the merchandise advertised, your deposit up to $100.00 is guaranteed by the Cash Box. 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.
## How To Use the "Confidential Price List" (Also Known As the "C. M. I. (Coin Machine Industry) BLUE BOOK")

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Likewise, popular reports, "The Confidential Price List" can only feature the market prices as they are quoted. "The Confidential Price List" lists exactly the same prices as the market quotation board at the Chicago Convention. 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. At the top of "The Confidential Price List," rather than show the usual, retain the last known quotations for such equipment so that the subscriber at least has the last known quotation as a basis. Prices are very widely reported. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appliance, demand, territory, and number of equipment may all be taken into consideration. (Some equipment offered 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 List" reports each quotation exactly as it is made and departs from the custom of making average price adjustments to fit the peculiarities of the territory.

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

### EXPLANATION

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

### CONFIDENTIAL PRICE LIST

#### PHONOGRAPHs

<table>
<thead>
<tr>
<th>Model</th>
<th>4.24</th>
<th>4.27</th>
<th>4.36</th>
<th>4.40</th>
<th>4.44</th>
<th>4.47</th>
<th>4.51</th>
<th>4.52</th>
<th>4.54</th>
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<tbody>
<tr>
<td>Price</td>
<td>25.00</td>
<td>30.00</td>
<td>35.00</td>
<td>40.00</td>
<td>45.00</td>
<td>50.00</td>
<td>55.00</td>
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#### SEEBURG

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<th>4.27</th>
<th>4.36</th>
<th>4.40</th>
<th>4.44</th>
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<tbody>
<tr>
<td>Price</td>
<td>25.00</td>
<td>30.00</td>
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<td>40.00</td>
<td>45.00</td>
<td>50.00</td>
<td>55.00</td>
<td>60.00</td>
<td>65.00</td>
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#### WULTRIZER

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<th>4.24</th>
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<td>50.00</td>
<td>55.00</td>
<td>60.00</td>
<td>65.00</td>
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</table>

### HOW THE MACHINE'S ARE QUOTED

- **4.24:** 30.00
- **4.27:** 35.00
- **4.36:** 40.00
- **4.40:** 45.00
- **4.44:** 50.00
- **4.47:** 55.00
- **4.51:** 60.00
- **4.52:** 65.00
- **4.54:** 70.00

### EXPLANATION

- **1. Prices UP:** 25.00, 30.00, 35.00, 40.00, 45.00, 50.00, 55.00, 60.00, 65.00
- **2. Prices DOWN:** 25.00, 30.00, 35.00, 40.00, 45.00, 50.00, 55.00, 60.00, 65.00
- **3. Prices UP and DOWN:** 25.00, 30.00, 35.00, 40.00, 45.00, 50.00, 55.00, 60.00, 65.00
- **4. No change from Last Week:** 25.00, 30.00, 35.00, 40.00, 45.00, 50.00, 55.00, 60.00, 65.00

### MACHINES JUST ADDED

- **5. No quotations Last 2 to 4 Weeks:** 25.00, 30.00, 35.00, 40.00, 45.00, 50.00, 55.00, 60.00, 65.00
- **6. No quotations 4 Weeks or Longer:** 25.00, 30.00, 35.00, 40.00, 45.00, 50.00, 55.00, 60.00, 65.00
<table>
<thead>
<tr>
<th>CIGARETTE MACHINES</th>
<th></th>
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<tbody>
<tr>
<td>4. Automatic “Smokehop” (60 Col., 480 Cap.)</td>
<td>$315.00-$350.00</td>
</tr>
<tr>
<td>4. DuCrent (Mod. A-7)</td>
<td>110.00-$140.00</td>
</tr>
<tr>
<td>4. DuCrent (Mod. A-9)</td>
<td>120.00-$150.00</td>
</tr>
<tr>
<td>4. DuCrent (Mod. A-7)</td>
<td>125.00-$155.00</td>
</tr>
<tr>
<td>4. DuCrent (Mod. A-C)</td>
<td>130.00-$160.00</td>
</tr>
<tr>
<td>4. DuCrent (Mod. E-7)</td>
<td>135.00-$165.00</td>
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<tr>
<td>4. DuCrent (Mod. E-9)</td>
<td>140.00-$170.00</td>
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<tr>
<td>4. DuCrent (Mod. E-11)</td>
<td>150.00-$180.00</td>
</tr>
<tr>
<td>4. DuCrent “W” (7 col.)</td>
<td>95.00-$85.00</td>
</tr>
<tr>
<td>4. DuCrent “S” (7 col.)</td>
<td>65.00-$85.00</td>
</tr>
<tr>
<td>4. DuCrent Champion (9 col.)</td>
<td>85.00-$95.00</td>
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<table>
<thead>
<tr>
<th>CARBONATED DRINK</th>
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<tbody>
<tr>
<td>4. Drink-O-Mat, single flavor, 5c, 1000 cups</td>
<td>$275.00-$350.00</td>
</tr>
<tr>
<td>4. Drink-O-Mat, 3 flavors, 5c, 1000 cups</td>
<td>825.00-$475.00</td>
</tr>
<tr>
<td>4. Drink-O-Mat, 4 flavors, 5c, 1000 cups</td>
<td>500.00-$525.00</td>
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<tr>
<td>4. Lyons #1400, single flavor, 5c</td>
<td>425.00-$475.00</td>
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<tr>
<td>4. Lyons #1400-2F</td>
<td>425.00-$650.00</td>
</tr>
<tr>
<td>4. Lyons Model 500, 5c, 1000 cups</td>
<td>225.00-$275.00</td>
</tr>
<tr>
<td>4. Mills Automatic Fountain, 400 cups</td>
<td>150.00-$250.00</td>
</tr>
<tr>
<td>4. Mills Automatic Fountain, 400 cups, without changemaker</td>
<td>100.00-$175.00</td>
</tr>
<tr>
<td>4. Soda Shoppe</td>
<td>975.00-$1,250.00</td>
</tr>
<tr>
<td>4. Sparkbar single 5c, 1000 cups</td>
<td>135.00-$175.00</td>
</tr>
<tr>
<td>4. Sparkbar 4 Unit 5c, 1000 cups</td>
<td>400.00-$550.00</td>
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<tr>
<td>4. SuperVend 3 flavor, 600 cup A-1</td>
<td>275.00-$325.00</td>
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<tr>
<td>4. Super Vend 3 flavor, 600 cap A-2</td>
<td>200.00-$250.00</td>
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<table>
<thead>
<tr>
<th>CAN DRINK</th>
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<tbody>
<tr>
<td>4. Juice-Bar, 6 col., 600 cups</td>
<td>$325.00-$450.00</td>
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<tr>
<td>4. Refreshor, 3 col., 300 can cap</td>
<td>550.00-$600.00</td>
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<table>
<thead>
<tr>
<th>CANDY MACHINES</th>
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<tbody>
<tr>
<td>4. Mills (5 col., 70 cap.)</td>
<td>49.00-$60.00</td>
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<tr>
<td>4. Storer (Med. 102, 6 col., 192 cap.)</td>
<td>85.00-$95.00</td>
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<tr>
<td>4. Storer (Med. 120, 6 col., 120 cap.)</td>
<td>90.00-$95.00</td>
</tr>
<tr>
<td>4. Storer (Senior, 8 cap.)</td>
<td>95.00-$125.00</td>
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<tr>
<td>4. Storer (Med. 80, 4 col., 80 cap.)</td>
<td>95.00-$97.50</td>
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<td>4. Storer (Med. 120, 5 col.)</td>
<td>95.00-$97.50</td>
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<tr>
<td>4. Storer (Med. 120 Sn, 5 cap.)</td>
<td>95.00-$100.00</td>
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| MANUFACTURERS’ NEW EQUIPMENT |  |

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<thead>
<tr>
<th>MANUFACTURERS’ NEW EQUIPMENT</th>
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<tbody>
<tr>
<td>Manufacturers New Equipment</td>
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<thead>
<tr>
<th>J. H. KEENEY &amp; CO., INC.</th>
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<tbody>
<tr>
<td>Electric Cigarette Vendor</td>
<td>$284.50</td>
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<tr>
<td>Coin Changer Model</td>
<td>$304.50</td>
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<tr>
<td>Team Bowler</td>
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<tr>
<th>MARVEL MFG. CO.</th>
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<tbody>
<tr>
<td>Overhead Scoreboard for Shuffleboards</td>
<td>$125.00</td>
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<tr>
<td>Wall Type Scoreboards for Shuffleboards</td>
<td>95.00</td>
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<thead>
<tr>
<th>ROCK-OLA MFG. CORP.</th>
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<tbody>
<tr>
<td>&quot;Fire-Ball&quot; 120 Selection, Model 1436</td>
<td>$1,065.00</td>
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<tr>
<td>Model 1536, 5c-10c-25c Wall Box</td>
<td>95.00</td>
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<tr>
<td>Model 1536, 5c Wall Box, 23 Wire</td>
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<tr>
<td>Model 1431 Playmaster</td>
<td>$440.00</td>
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<thead>
<tr>
<th>NATE SCHNEIDER, INC. (NASCO)</th>
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<tbody>
<tr>
<td>Atomic Jet (Airplane Ride)</td>
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<tr>
<td>Aqua Jet (Beach Ride)</td>
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<thead>
<tr>
<th>J. P. SEEBURG CORP. (M100C)</th>
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<tr>
<td>Select-O-Matic &quot;100&quot; phonograph</td>
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<thead>
<tr>
<th>N.M.S. (Select-O-Matic &quot;100&quot;)</th>
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<tr>
<td>R.C. Special</td>
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<th>N.V.C.</th>
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<tr>
<td>Master Remote Volume Control</td>
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<thead>
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<th>CV34-8&quot; Wall Speaker Ivory (Teardrop)</th>
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<table>
<thead>
<tr>
<th>CV65-8&quot; Recessed Speaker</th>
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<th>CV67-12&quot; Recessed Speaker</th>
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<tr>
<th>F-26/LZ Power Supply</th>
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<tr>
<th>ARAI-LX Auxiliary Remote Amplifier</th>
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<thead>
<tr>
<th>AVG-1 Automatic Volume Compensator Unit</th>
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<tr>
<th>UNITED MFG. CO.</th>
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<tbody>
<tr>
<td>Circus</td>
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<tr>
<td>10th Frame Star Shuffle Alley</td>
<td>605.00</td>
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<tr>
<td>10th Frame Super Shuffle Alley</td>
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<tr>
<th>WICO CORP.</th>
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<td>Major Lasag (Automatic Baseball Pitcher)</td>
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<tr>
<th>WILLIAMS MFG. CO.</th>
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<tbody>
<tr>
<td>Disk Jockey</td>
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<tr>
<th>THE RUDOLPH WURTZLER INC.</th>
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<tr>
<td>Model &quot;1400&quot; Phonograph</td>
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<tr>
<td>Model &quot;1450&quot; Phonograph</td>
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<tr>
<td>Model 1500 Phonograph</td>
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<tr>
<td>Model 4851 5c-10c-25c Wall Box (48 Selections)</td>
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<tr>
<td>Model 5294 Wall Box 5c-10c-25c (200 cap.)</td>
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<tr>
<td>Model 5100 9&quot; Speaker</td>
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<tr>
<td>Model 5110 12&quot; DeLuxe Speaker</td>
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UNITED'S CIRCUS

DOUBLE and TRIPLE SCORE FEATURES

SPOTTEM FEATURE

ALL CARDS DOUBLED

ALL CARDS TRIPLED

SPOTS Nos. 15, 16, 17

SPOTS Nos. 14, 19, 22

ALSO SPOTS ABOVE NUMBERS SINGLY

EXTRA BALLS

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

METHOD OF SCORING

Three, four or five in-line-scoring... diagonal, vertical and horizontal

NEW HINGED FRONT DOOR

EASY TO SERVICE - MECHANISM LOCATED IN BACK BOX AND ON HINGED BACK DOOR

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

SEE YOUR DISTRIBUTOR

SLUG-REJECTOR COIN CHUTE
MORE FUN for youngsters means MORE PROFIT for you!

Amazing 4-in-1 dive-dip-roll-and-swing action built into Bally Space-Ship... and the realistic trot-gallop gait of The Champion Ballyhorse gives kids the biggest dime’s worth of fun. And they know it, too! That’s why kids seek out the stores with Bally Kiddy-Rides... coax their parents into Bally-equipped stores... keep the dimes coming your way. Bally Kiddy-Rides are more fun for kids... earn more money for you.

 operators find THE CHAMPION a profitable 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.