Since, as the lyrics to the song "John, John, John" proclaim, "Every Tom, Dick and Harry's named John," composer Collins Driggs shows Guy Lombardo (right), Carmen Lombardo (center) and Liebert Lombardo (left) that he has renamed each of the babies "John." The happy look on Guy’s face is due to the fact that his Decca recording of "John, John, John" looks like the first novelty hit of the new year. Tune is also being published by the Lombardo firm, Carmen Music.
See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

BAILIE DISTRIBUTING CO.
647 South West St., Syracuse, N.Y.

CENTRAL COIN MACHINE EXCHANGE
555 S. High St., Columbus, Ohio

DAYTON MUSIC SALES
815 S. First Ave., Dayton, Ohio

DIXON DISTRIBUTORS
3520 South Blvd., Youngstown, Ohio

FABIANO AMUSEMENT CO.
208 E. Dewey Ave., Buchanan, Michigan

IDEAL NOVELTY COMPANY
2823 South Main Street, St. Louis, Missouri

LA BEAU NOVELTY SALES CO.
1946 University Ave., St. Paul, Minn.

LAKE CITY AMUSEMENT CO.
4533 Payne Avenue, Cleveland, Ohio

SAVAGE NOVELTY COMPANY
628 Third Street, Beloit, Wisconsin

SUPERIOR SALES COMPANY
1337 Second Ave., Des Moines, Iowa

TOLEDO COIN MACHINE EXCHANGE
814 Summit St., Toledo, Ohio

SOUTHERN

CAPITOL MUSIC COMPANY
154 E. Main Street, Jackson, Mississippi

COIN AUTOMATIC MUSIC CO.
241 W. Main Street, Johnson City, Tennessee

FRANCO DISTRIBUTING CO.
24 North Perry Street, Montgomery, Alabama

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S. E., Atlanta, Ga.

S & M SALES COMPANY, INC.
1074 Union Avenue, Memphis, Tennessee

SOUTHERN MUSIC CORPORATION
2828 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO.
418 Margaret Street, Jacksonville 6, Florida

SOUTHERN MUSIC DIST. CO.
503 W. Central Ave., Orlando, Florida

WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Ave., Chicago 47, III.

NORTHWEST

FRANK SWARTZ SALES COMPANY
515-A Fourth Ave., So., Nashville, Tenn.

WEIZE MUSIC SUPPLY CO.
1013 E. Cary St., Richmond 19, Virginia

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

THE INDUSTRY'S GREATEST PHONOGRAPH ACHIEVEMENT
Many times great machines are condemned because of snap judgment.

This is not only true of operators, but also of jobbers and distributors.

For example, many faces are bright red today, especially behind the ears, when these men think how quickly, and with what snap judgment, they condemned the coin operated horses, and even the latest type kiddie rides.

Not only in amusements, but also in coin operated phonographs and vending machines, too, this sudden, snap judgment has prevailed in many, many cases.

Products which took many, many months of experimentation, development and tests, were condemned before they could even get started.

Thank goodness there are a greater number of women and men in the field today who test before they condemn.

This has been the saving grace of much equipment which were all the peoples of this industry to listen to the small snap-judgment minority, would be long gone and forgotten.

Instead, these machines are bringing good returns and in many cases bringing good income right to the people who first condemned them with snap judgment.

It is extremely difficult today to make a quick, snap-judgment decision of any product.

The field has grown to such an extent that the general public has proved they will try almost any type of coin operated equipment given the opportunity to do so.

It should be understood by this time, and by all in the field, that no mechanism is 'perfect' in the full sense of the word.

In fact, nothing that is a mechanism, can be perfect. No different than any human being can be perfect.

Therefore, sudden, snap judgment of a new product is something that doesn't fit in with logic and intelligence, especially on the part of the businessmen who comprise the industry and help to formulate its future course.

A quick look, a quick judgment, has never yet been the answer to any product or any person.

This editorialist came across something which, he believes, will definitely help to prove the point.

While reading all this, after first looking at the above coins which, in almost every case started the reader to go further into these statements (and now that the reader has gone further) he wonders what it's all about!

"Where", he probably is saying to himself, when he gets to this point of the editorial, "does all this tie in with the coins shown above?"

Simply and succinctly the following: That not one man who has started to read this, by quick, snap judgment, and just as quick and snappy a look see, knows the total amount of the coins shown above.

Furthermore, even after a few minutes of close vision and addition, he still won't be sure of the total amount.

Certainly, then, he shouldn't act too quickly when it comes to judging new equipment of any kind that is introduced at anytime.

We sincerely hope that everytime the reader, from now on in, sees a new machine, he will remember the above illustration. And also recall how long it took him to add the total.

Multiplying this by the many, many times it takes to really study equipment and completely test it, he should never, from now on, make snap judgments which can only bring him anything but condemnation from the intelligent peoples of the industry.
Last week American music suffered one of its severest blows. It lost Hank Williams at the age of 29.

In a very realistic sense, Hank was one of America's truly great songwriters. Though he wrote in the folk idiom, his melodies and lyrics were universal.

A great artist besides being a great songwriter—for three years in a row he won The Cash Box award in the folk field— with the passing of time, Hank would undoubtedly become one of the most revered figures in the entertainment world.

For his appeal was a basic one. He wrote and sang simply, saying beautifully the things which the ordinary person thought and felt but couldn't say.

What hurts most about the death of Hank Williams is that he was just at the beginning of his career. It's hard to think of a man who had a dozen or more smash hits as being just a beginner, but at 29 Hank hadn't been at songwriting and recording for very long. The main body of his work lay ahead of him. And it is that which the American public will be deprived of.

The loss, of course, can never be fully evaluated but every indication is that there would have been the same prolific number of songs coming from his pen in the future as there had been in the past.

If one were to ask what Hank's greatest achievement during his lifetime, the answer would have to be the fact that he opened up and revealed to the American public an entire new field of music. For more than anyone else, Hank helped to bridge the gap between folk music and popular music.

It isn't more than a few years ago that folk music was thought of by the general public as backward music, lacking in meaning to people outside of hill country areas and certainly lacking in the basic ability to appeal to a large diversified audience. Hank helped to show how wrong that attitude was.

One after another—writing for a folk audience—he turned out songs which the American people en masse took over as its own. He demonstrated by the only way possible—the producing of hits—that great material can come from any area of the country, not only the large cities or the east coast or the west coast. He showed that a song being sung to the accompaniment of a single guitar could get its message across the same as one being done with a thirty piece orchestra. And he showed moreover that a song written for a single guitar could also sound great with a thirty piece orchestra.

It was Hank Williams' finest achievement that he played such a tremendous part in demonstrating these things. More than his great songs—which will live on and be sung for generations to come—Hank Williams' place in the history of music will be secured by this accomplishment; that he widened the horizons of American music by opening up the entire folk field for popular enjoyment.

---

Note: The text seems to be a music column or feature from a magazine or newspaper, featuring various songs and informations about the music industry. The text also includes a reference to Hank Williams, a famous American country music singer and songwriter.
The Cash Box, Music

January 17, 1953

THE TEN RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. WHY DON'T YOU BELIEVE ME .......... Joni James (MGM)
2. DON'T LET THE STARS GET IN YOUR EYES ........... Perry Como (RCA Victor)
3. TILL I WALTZ AGAIN WITH YOU .......... Teresa Brewer (Coral)
4. OH, HAPPY DAY .................. Don Howard (Essex)
5. THE GLOW WORM .......................... Mills Brothers (Decca)
6. KEEP IT A SECRET .................. Jo Stafford (Columbia)
7. TELL ME YOU'RE MINE .................. The Gaylords (Mercury)
8. HOLD ME, THRILL ME, KISS ME ........ Karen Chandler (Coral)
9. HAVE YOU HEARD ........................ Joni James (MGM)
10. MY BABY'S COMING HOME ............... Paul-Ford (Capitol)

This week saw a rash of "Hank Williams" memorial shows throughout the nation. His death is a tremendous loss to the music business but the songs he leaves behind will keep his memory alive for many years to come. Hank had his diehards, and no pulse of the listener. He had an uncanny public would "buy." Not only with his writings, but he could spot a comer like a Goeller counter trading uranium, as is testified to by the many songs kicked off by national prominence with an initial folk reading. The Art Tacker Show, (WCRB-Waltham, Mass.) started the New Year right. On New Year's day, Tacker played the top 24 times of '52, as published by The Cash Box. WJAR-Providence, R.I. announced Jo leaves nation.

THE CASH BOX

ALL ABOUT DISK JOCKEYS

STAN PAT

(WTNJ-Trouton, N. J.) received a wonderful Christmas gift at the studio party on December 22. At the height of the festivities the station manager announced that Pat was henceforth the new Music Director in addition to his current show "Stan Pat." Johnny Cobb, rising young singer who made his introduction to the public with "Swingin'" on the Pleasant label, will release his latest "What A Night" backed with "The Girl Next Door" this week. In a concerted drive to break the disc open, Johnny will visit the discjocks in the Pittsburgh and Detroit areas; Hal Hester will cover the stations in Washington; and Marie Haggard, Miss Proxy of Pleasant Records and Haggard Music, will spellbind the scatter-spinners in Philadelphia and Boston. Bill Silbert, WABD master of ceremonies featured every night at 11:20 announced the winners of his "Most Popular Vocalist" contest. Eddie Fisher took top honors with Sandy Solo and Danny Winchell, two up and coming stars of tomorrow, placing second and third. Silbert was honored at the USO Lexington Canteen on January 10 with a "Bill Silbert Night." Donn Tibbetts, WFEA-CBS-Manchester, N. H., has formulated plans for a repeat of a unique broadcast he did last winter. Riding on skis down Mts. Sunapee with a tape recorder on his back. Stunt is used by Donn to boost ski interest in the New England area. On New Year's Day, Tibbetts featured The Cash Box Poll Winners plus the top 24 songs as voted in The Cash Box Poll. It was a three-and-one-half hour show and drew terrific response. Holiday greeting from Hal Tate (WBKB-Chicago) reads "Happy New Year—Rest assured Cash Box will continue to occupy the number one spot insofar as disk information and data is concerned." Jean DeGrade and Art Kershaw (WJAR-Providence, R. I.) recently played host to Don Cherry and Ricky Hale on their "Early Bird Festival" morning show. Jean and Art complain "We don't get records from all of the majors like we should. We'd appreciate more of same if promotional want their records to get a little push." Jack Walker, publicist for Atlantic Records and the Billy Shaw Agency, is now deejaying his own show, 8 to 8:30 on WOW-New York, five nights a week. Jack will slant his programming to the r & b clientele. Nobody knows the r & b business better than Jack and his program should be something to listen to.
**RAY ANTHONY ORCHESTRA**  
(Capitol 2327; F-2322)

**“STREET SCENE”** (2:36) Ray Anthony's top flight production job on a great blues melody with the aid of a full and resounding ork backing him. His trumpetming is sensational. You can just picture a modern ballet with this number. The tune is used as a theme for the "My Friend Irma" show.

**“ON THE TRAIL”** (3:16) Another fine melody from the Grand Canyon Suite gets a sock going over by Ray. This tune seems written for Philip Morris shows. Two great sides. Both are naturals for the boxes.

**DAN BELLOC ORCHESTRA**  
(Dot 15048; 45-15048)

**“PRETEND”** (2:38) Dan Belloc and his ork have a sensational instrumental version of a catchy number that seems to be making a stir in the wax circles. The tune has an individuality about it like "Third Man Theme" or "Callahan".

**“YOU ARE ECGSTASY”** (2:12)

The softness of a piano introduces a lovely instrumental with a very warm atmosphere by the Belloc aggregation. The number is great for the soft and quiet boxes.

**THE SQUADRONAIRES**  
(London 1284; 45-1284)

**“THE LAST WALTZ”** (2:36) A pretty slow waltz that is better fit for dancing as a fox trot is presented by the Squadronaires with Roy Edwards handling the vocal chores. The sentimental ballad is smoothly presented.

**“HESITATION”** (2:56)

A Hugo Winterhalter composition is socked out to a jump tempo by the artist to a rhythmic tempo while the group does a bit of vocalizing.

**ERROLL GARNER**  
(Columbia 39918; 4-39918)

**“I NEVER KNEW”** (2:38) One of the masters of the keyboard, Erroll Garner gets an assist from Shadow Wilson on the drums and John Simmons at the bass as they cruise through the moving foot tapper. A fine exhibition of fingering.

**“AM I BLUE”** (3:20) Erroll and his group put together on an arrangement of soft, mood music the type that one could listen to all night. It's good stuff that puts you in a sentimental mood.

**ROGER COLEMAN**  
(Decca 28539; 9-28539)

**“MY DARLING”** (2:26) Roger Coleman who did such a fine job with "Everywhich Way But Loose" comes up with another soft voiced delivery of a pretty ballad with Norman Leyden as accompaniment. The vocal has a tender sob in it.

**“YOU SAY IT, WHY NOT YOUR EYES”** (2:52) Here the Leyden ork changes the tempo to a Latin rhythm and it looks splendid for another tender vocal by Roger. The rhumba beat sets off his voice to full advantage.

**BUDDY JOHNSON ORCHESTRA**  
(Decca 28530; 9-28530)

**“SOMEHOW, SOMEWHERE”** (2:32) Ella Johnson gives a low down blues reading to sad and sentimental item while Buddy Johnson and his crew set up the mood. The sad feeling of the moderate beat is well put across by the piano.

**“JUST TO BE YOURS”** (2:30) The Echo star like voice of Norman Lewis sounds fine as he changes to a pretty ballad with a R & B type of backing. The powerful presentation makes for good listening.

**CAMARATA**  
(Decca 28529, 9-28528)

**“FLASHING PEARLS”** (3:06)

Camarata deals out some marvelous waltz material in which is placed a smooth either solo by Franz Dietzmann. The tune is pretty but a bit heavy for the pop market. It's much heavier than the wonderful "Vera-DO."...

**“THE SINGING ZITHER”** (2:50)

Here the ork leader delivers a more zippy tempo item with a great deal of color and a catchy tune. The zither solo by Franz is inviting.

**NAT BROOKS ORCHESTRA**  
(Rainbow 195)

**“BROWN DERBY MAMBO”** (2:38) This very precise and clean mambo is rocked out by Nat Brooks and his ork. The clear steady rhythm is perfect for dancing.

**“ORGAN GRINDERS MAMBO”** (2:38) Mambo lover oughta go for this peppy delivery of another pretty Mambo. The flute in the backdrop gives the sound of an organ grinder.

**TENNESSEE ERNIE**  
(Capitol 2338; F-2338)

**“I DON'T KNOW”** (2:30) The number one R & B tune across the nation is given a western pop bending by the voice of Tennessee Ernie. This jump should do well in all markets. It's full of pep.

**“SWEET TEMPLATION”** (2:37)

Another beauty jump piece is sweetly voiced by Ernie with a clear vocal standing out in the backdrop. Cliffe Stone and his boys offer the support for the artist.

**MARGARET WHITING**  
(Capitol 2331; F-2331)

**“SINGING BELLS”** (2:22) A light and happy waltz tempo number with lilting voices is wagered by Margaret Whiting with a full chorus in the back up. The wedding number features a fine orking job by Lou Busch.

**“TAKE CARE, MY LOVE”** (2:17) The vocal duo comes up with another pleasing delivery set to the pretty harmony of the Pennsylvanians. The full sound is showcased by a lush orking set to a waltz tempo.

**FRED WARING AND HIS PENSILN ORCHESTRA**  
(Decca 28573; 9-28573)

**“SOMEBODY LOVES YOU”** (2:37) Keith and Sylvia Teetor stand before the full voices of the Fred Waring choir and pleasantly deliver a soft and tender cut vocal. The atmosphere is warm on this moderate tempo ballad.

**“TRUE, BE MY TRUE LOVE”** (2:17) The vocal duo comes up with another pleasing delivery set to the pretty harmony of the Pennsylvanians. The full sound is showcased by a lush orking set to a waltz tempo.

**GOMEZ ORCHESTRA**  
(Rainbow 190)

**“WALTER WINCHELL RHUMBA”** (2:38) A favorite rhumba standard of not too long ago is rhythmized through Gomez and his orchestra. The straight, non-varying rhumba beat is tailor made for dancing.

**“RHUMBA Rhapsody”** (2:36) Another fine tempo item is sent out by the Rainbow group. The tune is good and makes for a good curry record. It's the type of delivery that clearly stands out.
Dot's hotter than ever!!!

Starting 1953 with 2 tremendous hits!

The Hilltoppers

"Must I Cry Again" "I Keep Telling Myself"

DOT 15034; 45-15034

And

Johnny Maddox

Sensational smash-

"In The Mood"

and:

By the light of the silvery moon

DOT 15045; 45-15045

America's greatest piano stylist...

Over 175,000 sold the first ten days.

Dot Records • • • Gallatin, Tennessee • • • Phone: 880-881

"It's what's in THE CASH BOX that counts"
EDMUNDO ROS ORCHESTRA 
(London 1277; 45-1277)

"MARCHING STRING" (2:38)

Edmundo Ros gets away from the calypso and novelties and sends forth an outstanding lush orchestration of a string march. The arrangement and melody are tops on this lovely tune with a British tilt.

"ECSTASY TANGO" (2:57)

Another top quality offering by Edmundo and his men is demonstrated on a lush and stirring tango that blends into a rhumba. The delivery is sensational. This could be another "Blue Tango."

SAMY KAYE ORCHESTRA 
(London 43917; 4-39177)

"THE DANCE OF MEXICO" (2:40)

Sammy Kaye and the Kaye Choir add cute lyrics to the pleasing south of the border standard "The Mexican Hat Dance" and come up with a cute handclapper. This one could be a hit and could make melody might help make this side.

"HURRY, HURRY, HURRY" (2:55)

Jeffrey Clay gets a top cut from the Kaye choir and orchestra as he Walrabs a tropical island like number. The beat as this is a smoothness of the number are relaxing.

ROBERT FARNON ORCHESTRA 
(London 1276; 45-1276)

"THE WALTZCAT" (2:42)

The violins meow an introduction to cute Anderson composition that leads into a lush novelty Waltz delivert by his orchestra. The arrangement and sound are terrific.

"MELODY FAIR" (2:55)

The Farnon orch goes through a lush and romantic instrumentation of a prettily that the conductor composed himself. The lovely string presentation is fine for lush locations.

ART LOWRY ORCHESTRA 
(London 39912; 4-39912)

"STUDIO ONE CONCERTO" (2:37)

Art Lowry tangles the piano keys and leads the orch through a lovely interpretation of a melody adapted from Vic Oliver's "Prelude to the Stars." The piano and orchestra are tops. Melody might be recognized as theme for "Studio One" radio and TV programs.

"I'M DEDICATED TO YOU" (2:38)

The Toe Tappers come in strong on a cute novel reading of a peppy jump item. The piano in the background is wonderful.

LES BAXTER ORCHESTRA 
(Capitol 28440; 9-28440)

"AS LONG AS YOU CARE" (2:39)

From the comix film "I Don't Care " comes this pretty ballad by the warm voice of Sue Allen. The thrush's pretty delivery is showcased by Leo Baxter's lush music.

"VIENI, VIENI" (2:00)

The Les Baxter choir does a standout job on a cute oldie from way back in the Rudy Vallee era. The cute novelty play on words is set to an interesting samba tempo. This piece could catch on again.

JIMMY YOUNG 
(London 1282; 45-1282)

"THIS IS OUR NIGHT" (2:38)

Jimmy Young comes up with a waltz number in this full presentation of a lovely romantic ballad that he puts a great deal of expression into as Ron Goodwin and his orch supply the backing.

"MY HEART IS A KINGDOM" (2:42)

The smooth voiced chanteur does another appealing and tasteful job on a soft ballad. The sentimental piece rests the lush Goodwin backing on this side too.

THE BELL SISTERS 
(RCA Victor 20-5122; 47-5122)

"I'M TEACHING MY DOLLY TO PRAY" (2:39)

The Bell Sisters have a pretty sentimental number that brings to the ear of the listener. Their part vocaling on this tender number should help the deck happen.

"A FOOL SUCH AS I" (2:31)

The chorus do another top flight on a wonderful ballad that stems from the folk field. Their petite voices are really beautiful on this warm tune. This could be a big one.

JOHNNY VANDAL ORCHESTRA 
(RCA Victor 20-4991; 47-4991)

"GAIL ANN WALTZ" (2:32)

Johnny Vandal leads his orch through a banjo and twanging waltz with a very pretty tune. The fans of the dance step should like this one.

"MORE AND MORE" (2:22)

Eddie and Tony join voices against the backing of the Vandal orch and happily lift through the cute novelty. The happy arrangement makes for pleasing listening.

MIKE NOVAK ORCHESTRA 
(Capitol 2281; F-2281)

"HULA POLKA" (2:31)

A soft and strings type of polka that features the accordion is presented by Mike Novak and his polka crew. The offering is missing a bit of kick.

"HOLIDAY OBEREK" (2:50)

The slow waltz like tempo that comes from an oberok is beautifully offered by Mike and his boys on a number that should go big with the lovers of the Polish music.

GEORGIE COOK ORCHESTRA 
(Disc 28440; 9-28440)

"LOVE'S JOY" (2:22)

A pretty waltz number adapted from a classical piece possibly for smooth listening is put over by Georgie Cook and his orch. The pretty sound is attributed to an accordion and an organ.

"KEystone Polka" (2:35)

Here the boys give a jolly air to a peppy polka item. The boys in the orch set out with chants in certain spots to add a homey feeling to the waxing. A banjo adds further color.
THE FIRST AND BEST RECORD OF...

PRETEND

as recorded by
DAN BELLOC and his Orchestra
DOT-15048 & 45X15048

DOT’S PARADE OF HITS
The Hilltoppers

“TRYING” ....... 15018 and 45x15018
“MUST I CRY AGAIN” 15034 and 45x15034
“I KEEP TELLING MYSELF” ..... 15034 and 45x15034

Johnny Maddox
“IN THE MOOD” 15045 and 45x15045

RECORDS
GALLATIN, TENNESSEE
PHONE: 880-881
NEW YORK—Osvaldo Farres, top Cuban song writer arrived here Monday (6) to confer with producers regarding a new musical. Provisional title for the legiter, for which Farres will do the score, is “Tapestry of Cuba.” Peer International Corporation will publish the music.

Farres, composer of such world-wide hits “Perhaps, Perhaps,” (“Quizas, Quizas”), “Without You” (“Tres Palabras”) and “Come Closer To Me” (“Acearte Mas”) was feted Tuesday (6) at a luncheon tendered by the Peer executive staff at Headquarters Restaurant. Among the guests were Robert Sour, vice president of Broadcast Music Inc. (BMI), and René Touzet, contemporary Cuban composer, pianist and conductor. Bob Austin and Sid Parmes represented The Cash Box.

The Cuban clever is currently riding the crest of the Havana Hit Parade with two smashes, “Chinita Chinito!” and “Porque No Te Blían Los Ojos.” Both will be launched in the U. S. during 1953 according to Miss Provie Garcia, manager of the Peer Latin-American music department.

Left to right above at the left side of the table are: Bob Austin; Rene Touzet; Bob Sour; Dorothy Morrison, head copyright and licensing of Peer; Irving Deutch, professional manager. At the right side of the table are: Alberto Salinas, Latin staffer for Peer; Provie Garcia; Osvaldo Farres; Mrs. Osvaldo Farres; Ben Selvin, general manager of Peer; and Bill Simon, sticking.

CHICAGO—For sometime music operators here have been working up a burn because of the fact that their orders for records from local distributors of major labels haven’t been properly filled.

The disburs are especially laggard, they claim, in filling their orders for 45-rpm disks.

Operator after operator has called the attention of The Cash Box to this matter for some weeks now.

In each case these music ops are willing to produce their original orders as against the filling of these orders.

Some of the music ops claim that they aren’t even getting 50 percent of their orders filled. Others claim to be obtaining as high as 75 percent of their orders filled.

Record distributors, on the other hand, claim that they are definitely filling better than 75 percent of the orders they receive.

What the disk disburs want is some basis on which they can anticipate what to order from their factories as regards the number of 45’s against 78’s.

The operators turn about and state that the distributors know that the average percentage today would be about 25 percent of the 45-rpm disks as against 75 percent of the 78-rpm disks that they are ordering today, with more and more 45’s being ordered, as the ops get these machines out on locations.

The ops claim that the record disburs are ‘holding back.’ That they just won’t take a chance on ordering in any real quantity and that, because of this extreme caution, the operators here are suffering.

The ops say that when they want records the distributors have to first order these from their factories and the operators then have to wait for arrival.

“Furthermore,” one large operator states, “by the time the records arrive, the tune is, many times, dead as a door nail. Then we can’t even use the disks.”

The distributors argue against this. They state that they are ordering heavier than ever before. That they have tried their darndest to satisfy every single operator. That they give the jute box ops preference above all other buyers.

They also claim that they try very hard to get the operators to anticipate their needs. Instead, they say, operators will phone in an order and want delivery that very day.

Furthermore, they report, instead of just about 25 percent of the order being for 45’s, it will now be about 45 percent for 45’s. And the operator will burn if he doesn’t get his complete order that very same day, they claim.

Some ops claim one record distrub, and some claim another, as “the worst of them all.”

Yet the disburs claim that they have sold the music ops more records than ever before.

The trouble is, the record disburs here claim, they have no way in which to gauge what they should order. Though the ops claim that they should order 25 percent in 45’s and 75 percent in 78’s on new releases, the disburs state that, in many cases, this percentage comparison goes awry.

Then they are thrown all off course by not being able to fill orders the way they want to and like to for the operators’ benefit.

In the meantime, while arguments wax hot and con, the operators are getting together to arrange for some system which will meet with the approval of the record distributors.

“And then,” they state, “let’s see what happens.”

SOUTHERN-Peer Staff Fetes Farres, Outstanding Cuban Songwriter

There’s A Pot of Good Listening in
I’M SKIPPING ROPE WITH A RAINBOW
GUY LOMBARDO’S Great New Decca Record
Decca 28546 (78 RPM) and 9-28546 (45 RPM)

“IT’s What’s in THE CASH BOX That Counts”
Hear
NORMAN
GREENE
and his
Orchestra play

"SUSPICION"
inspired by the perfume "Suspicion"
and

"BLUE PORCELAIN"

M·G·M Record
MGM 30725 (78 rpm) · MGM K30725 (45 rpm)

Published by
VERONIQUE PUBLISHING CO., INC.
607 FIFTH AVENUE, NEW YORK 11, N.Y.

ATTENTION DEALERS!
Watch for Norman Greene's personal appearance in your city.

Check your MGM Records distributor for details of the special promotional tie-in with Sardea's "Suspicion" perfume.

Norman Greene will visit the following cities in the near future: Chicago, Cleveland, Detroit, Cincinnati, Youngstown, Pittsburgh, Harrisburg, Philadelphia, Baltimore, Washington, D.C., New Haven, Hartford, Providence, Boston, Albany, Troy, Schenectady, Syracuse, Buffalo, Rochester and Binghamton.

"It's What's in THE CASH BOX That Counts"
NEW YORK—Election of Manie Sacks as Vice-President and General Manager of the RCA Victor Record Department was announced today by Frank M. Folsom, President of the Radio Corporation of America.

In addition to his new responsibilities, Sacks will continue to function as Staff Vice-President of RCA. Sacks was elected to this position December 1, 1950. As head of the RCA Victor Record Department, he succeeds Paul A. Barkemier, who has been named Vice-President and Director of Regional Offices of the RCA Victor Division.

Sacks joined RCA as Director of Artists Relations for the RCA Victor Division and the National Broadcasting Company on February 1, 1950. He has had many years of experience in the phonograph record and music business.

Prior to his new and broader assignment, Barkemier was Vice-President and General Manager of the RCA Victor Record Department. He was appointed to that position on January 6, 1950, having previously served for two years as General Manager of the merchandising. His experience in merchandising covers many years. He is a past President of the Chicago Controller's Association and Director of the National Controller's Congress.
The HALL, You Say

by natt hale

The passing scene constantly changes.

The popular expression about this time is, "Can it be that another year is already past?" Which would seem to indicate that Mr. O. Khay hit it pretty good on the head, wouldn't you say? The Persian hard anted it thereby: "Ah, fill the cup! What boots it to repeat, how time is slipping beneath our feet?"

In a great extent, those of us in the record business have kept pace with Time, measuring the eons with purposeful accomplishment. When one considers the extraordinary strides of "the world that us", it would appear justly reasonable to stretch the collective arm and put our collective back, uttering a bold, stentorian, "Well done, all of us!"

Engineering-wise, the progress in the record biz has been immeasurable. Let alone the scientific adjustments in speech, the discoveries in high fidelity cycles, the fascinating experiments with "new" sounds, etc., this past half decade has produced more divergent and unique developments in the industry than had been evident in all of its past history combined! So, to all intent, the engineers of sound can point with pride to their record of achievement in a highly-exacting field.

Any single facet of an industry which progresses in a singular vein would be considered virtually worthless, if not all combined and collective units of the tautness surrounding it aware of the changes. This means that a parallel progress must be accomplished individually among all these, if only to keep pace. From the commercial standpoint, however, it is mandatory that a tautament vivacity and pace of "the world that us" be held, so that all of the industry shall profit as a result.

In our opinion, this has been accomplished quite definitely. The merchandising and promotion of records has been stepped up, in keeping with the modern conception of music as a business. The cutters and sound sources alike have been alert to a point where sound, wholesome activity in the music business is now the rule, rather than the exception.

The cognizance of the manufacturer toward these outlets and sources has been deeply felt in apparent interest from the numerous departmentalized units within their own organization which have been designed solely for the purpose of increasing the efficiency of retail dealers, and the box business, etc. In some cases, this could even result in the entire business of turning over the policy of some of the ablest, with no appreciable personal return. Therefore, it became necessary for the record industry to set up another agency within their respective firms to deal with the box business at various levels. And so it generally proved to be.

The table business, acting both as an outlet for sales and an excellent medium of communicating to the consumer, is not an invidious part of the industry as a whole. His type of operation can be so complex that, unless carried on in an exacting and detailed manner, it could result strictly in a huge promotional project for the various record companies with no appreciable personal return. Therefore, it became necessary for the record industry to set up another agency within their respective firms to deal with the box business at various levels. And so it generally proved to be.

As no one can put his finger on the starting point of our business, it is successfully interwoven, to be set aside in favor of this, until the end result is a fantastic pot-pourri of turntables, discs, coin-machine slots, display signs, microphonic, trade magazines, trade events—and thousands of other units, ad infinitum. And—people ... Real people.

Which is, undoubtedly, the real subject of this piece. The people who comprise the record business. That's what makes this the record biz, and why we wouldn't change our place in it for anything in the world. 'Cause we love them. And that's what you—and you! Happy New Year!

Another BMI Pin-Up Hit!

MY HEART BELONGS ONLY TO YOU

Published by REGEN

Betty McLauren ........ (Doby)
June Christy ........... (Capital)
Jerry Gray ............. (Doby)

Copyright 1932 by BROADCAST MUSIC, INC.

Mr. Alfred A. Dockett, President
Public Relations Office, Inc.
33 2nd Ave. N. Athens, AL
4659 South Drexel Boulevard, Chicago, Illinois

Dear Al:

A brief note to thank you and your staff for a splendid public relations
organization during your stay. Madly,
### Best Selling Records

**Compiled by Jack "One Spot" Tunis**

- Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" Tunis. Each listing includes the name of the song, record number, artists, and the record on the reverse side.
- The number underneath the title indicates the actual vote per 1000 records made for the song for the week. It means that for every 1000 records sold that week, 67.4 were of the tune indicated—a combination of all the records on which it was available.
- Indicates best selling record.

#### Jan 17, Jan 10

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>22—Blue Violins</td>
<td><em>VI-20-4197 - HUGO WINTERHALTER</em></td>
<td>12</td>
</tr>
<tr>
<td>23—I Saw Mommy Kissing Santa Claus</td>
<td><em>CA-2285—MOLLY BEE</em></td>
<td>7.7</td>
</tr>
<tr>
<td>24—No Moon At All</td>
<td><em>CR-60870—AMES BROS &amp; LES BROWN ORK.</em></td>
<td>9.3</td>
</tr>
<tr>
<td>25—Mister Tap Toe</td>
<td><em>CA-19906—DON 1951</em></td>
<td>11.9</td>
</tr>
<tr>
<td>26—I</td>
<td><em>CR-60640—DON CORNELL</em></td>
<td>12.3</td>
</tr>
<tr>
<td>27—Outside Of Heaven</td>
<td><em>CA-2217, (F-2217)—CHARLEY WHITING</em></td>
<td>12.2</td>
</tr>
<tr>
<td>28—You'll Never Know</td>
<td><em>CA-39903, 39907—CLAYTON &amp; JAMES</em></td>
<td>12.3</td>
</tr>
<tr>
<td>29—Three Bells</td>
<td><em>CA-39907—THE CONTINENTAL</em></td>
<td>5.9</td>
</tr>
<tr>
<td>30—Yours</td>
<td><em>VI-20-5030—VERA LYNN</em></td>
<td>10.4</td>
</tr>
<tr>
<td>31—Strange</td>
<td><em>CA-2299—NAT &quot;KING&quot; COLE</em></td>
<td>12.8</td>
</tr>
<tr>
<td>32—Must I Cry Again</td>
<td><em>CR-6095—ALAN DALE</em></td>
<td>9.3</td>
</tr>
<tr>
<td>33—Heart And Soul</td>
<td><em>DE-28310—FOUR ACES</em></td>
<td>3.9</td>
</tr>
<tr>
<td>34—Bunny Hop</td>
<td><em>CA-2235—RAY ANTHONY &amp; HIS MEN</em></td>
<td>5.8</td>
</tr>
<tr>
<td>35—A Stolen Waltz</td>
<td><em>DE-28501—AL MORGAN</em></td>
<td>5.6</td>
</tr>
<tr>
<td>36—I'm Just A Poor Bachelor</td>
<td><em>CA-39903—FRANKIE Laine</em></td>
<td>5.4</td>
</tr>
<tr>
<td>37—My Favorite Song</td>
<td><em>CA-2264—PAUL FERRARO</em></td>
<td>11.7</td>
</tr>
<tr>
<td>39—I Keep Telling Myself</td>
<td><em>DO-15034—THE HILLTOPPERS</em></td>
<td>4.5</td>
</tr>
<tr>
<td>40—A Full Time Job</td>
<td><em>CO-39898—J. RAY &amp; D. DAY</em></td>
<td>4.3</td>
</tr>
<tr>
<td>41—April In Paris</td>
<td><em>MI-6410—EDDIE HILL</em></td>
<td>4.2</td>
</tr>
<tr>
<td>42—Conquest</td>
<td><em>WA-20-5100—SUNNY GALE</em></td>
<td>4.1</td>
</tr>
<tr>
<td>43—Be Fair</td>
<td><em>VI-20-4959—EDDIE ARNOLD</em></td>
<td>3.8</td>
</tr>
<tr>
<td>44—Blues In Advance</td>
<td><em>DE-28476—RICHARD ADAMS</em></td>
<td>3.4</td>
</tr>
<tr>
<td>45—String Along</td>
<td><em>DE-150—EDDIE FISHER</em></td>
<td>3.2</td>
</tr>
<tr>
<td>46—Sleepy Time Gal</td>
<td><em>DE-28400—EDDIE JAMES</em></td>
<td>2.2</td>
</tr>
<tr>
<td>47—Ma Says, Pa Says</td>
<td><em>ME-1942—SAMMY KAYE</em></td>
<td>1.6</td>
</tr>
<tr>
<td>48—Wish You Were Here</td>
<td><em>VI-20-4959—EDDIE FISHER</em></td>
<td>1.3</td>
</tr>
<tr>
<td>49—Meet Mr. Callaghan</td>
<td><em>VI-20-4959—EDDIE FISHER</em></td>
<td>2.7</td>
</tr>
<tr>
<td>50—Walkin' To Missouri</td>
<td><em>VI-20-4959—EDDIE FISHER</em></td>
<td>2.7</td>
</tr>
</tbody>
</table>

**Mercury**  **Columbia**  **Decca**  **Coral**  **Prom**

### HEADIN' FOR NO. 1 IN THE NATION!!!

![Image of music note]

"TELL ME YOU'RE MINE"  
**(PER UN BACIO D'AMOR)**

**CAREY MUSIC CORP.**  
145 W. 45th St. (Phone: LU 2-3378) N. Y.

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

PHILADELPHIA, PA.—Al Martino is shown in Philadelphia ceremony accepting from Barbara Jones, fan club president, a bronze plaque lauding him for his unusual number of performances in veterans hospitals and at benefits.

BMI Conducts Art And Hobby Contest For Employees Publishes And Writers

NEW YORK—BMI is conducting an art and hobby show for all BMI employees and their families and all affiliate publishers and writers and their families and all affiliate publishers and writers and their families. Entries close on January 31. There will be a showing at the BMI offices for three weeks and after that the judges will choose the winners the last week in January.

The contest is divided into five categories: oil painting and allied mediums; water colors and allied mediums; ceramics; modeling and carving; and photography.

Three prizes will be given for the winner and two runner ups in each category. The judges include Merle Armitage, art editor of Look and Stanley Shrew, art editor of RKO Pictures. Three other judges will be announced later.

Coral Signs Don Howard

NEW YORK—Don Howard, who came to the public’s attention with his Essex recording of “Oh Happy Day,” has signed a contract with Coral Records. His first record on Coral won’t be released for several weeks. A new disk with Don Howard is expected from the Essex label next week.

Don cut “Oh Happy Day” in a Cleveland recording studio for a reported $8. He had written the song himself and recorded it with a single guitar. Dave Miller of Essex heard the disk, bought the master, and has promoted it to the point where it is one of the top records in the country today.

Victor Builds Plant In Spain

NEW YORK—It was announced this week by Frank Folsom, president of RCA Victor, that the company would build a plant in Spain. Located just outside of Madrid, the factory will produce records, phonographs and TV sets.

“Kup” Presents Award To Four Aces

CHICAGO—Irv “Kup” Kupcinet, noted columnist of the Chicago Sun-Times presented The Cash Box Award to The Four Aces (Tuesday, evening, Jan. 6) on his evening TV program over WBKB-TV, known as “Kup’s Column On Television.”

The Four Aces were present when “Kup” presented The Cash Box Award, which was received by Al Alberts of the group, and which Kup said came from all the nation’s juke box operators. Al thanked “Kup” and all juke box operators.

The juke box owners of the nation’s 850,000 phonographs voted The Four Aces “The Best Vocal Combination of 1953” in the 7th Annual Poll of the Automatic Music Industry of America, exclusively conducted by The Cash Box.

“Kup” also notified his large TV audience that the award would again be made on the stage of the Chicago Theatre, where The Four Aces are appearing at this time, Wednesday evening, Jan. 7.

Sensational New Record by GUY MITCHELL

with Mitch Miller orch. & chorus

“SHE WEARS RED FEATHERS” (and a Holy, Holy Suit!)

OXFORD MUSIC CORP. 1619 Broadway New York 19 N. Y.

A Terrific Novelty Record by GUY MITCHELL

with Mitch Miller orch. & chorus

“PRETTY LITTLE BLACK-EYED SUSIE”

SANTITJOY INC. 1619 Broadway New York 19, N. Y.

Not 1 Not 2 But 3

HITS FOR ’53!!!

“IF IT WERE UP TO ME”

Recorded by EDDIE FISHER RCA Victor 23-5156 e CASH BOX DISK OF THE WEEK

“UNTO ETERNITY”

Recorded by BILLY ECKSTINE... a CASH BOX...THE CASH BOX

“YOU’RE SO DANGEROUS”

Recorded by TONY MARTIN... a CASH BOX DISK OF THE WEEK

Standard Songs are MONEY MAKERS!

“THE CONTINENTAL”

ROSEMARY CLOONEY & HARRY JAMES—Columbia

WHITEWATER & LOWE—RCA Victor

GEORGE SHEARING—MGM

Pub. by HARMES, INC., MUSIC PUBLISHERS HOLDING CORP., NEW YORK, N. Y.
Joe Loco, Tico Record star, will make his first theatre appearance when he moves into the Apollo Theatre, New York, on January 16. Featured with Loco will be Candido on the congo drum. The mambo specialist was big with his last record "White Xmas..." Tenorman Zoot Sims, whose new Prestige long player is currently causing a stir in modern music circles, recently broke up at Birdland when they appeared with the Kai Winding-Bill Harris group. The package is now tearing up the seats at Ledeonbeast Club... Varetta Dillard, Savoy songbird, goes into the Apollo on January 30.

Charles Brown has ordered a specially made Mink necktie to add to his already fabulous wardrobe. A strong contender for honors as the best dressed artist in show business, Brown recently ordered a $2500 wardrobe which includes imported tweed suits, pastel Tartan plaid jackets, and 10 pairs of shoes. Brown indicated that, if he approves of the Mink tie, he will add several other kinds of fur, including Ermine. Things look big for 1963 over at Atlantic Records. Ruth Brown, The Clovers, and Joe Turner are all going into 1963 with a current hit. In addition, the disk jockey has Bay Charles, The Tilters, Joe Morris and several other spectacular artists whose releases assure Atlantic of good times ahead.

Never one to sit quietly around, Joe Delaney, former A & R head at London Records, and now law student in New Orleans, never divorced his music from the heart of the city. Joe, while getting down to grips with Blackstone theme past few years, has always been busy emceeing concerts, deejaying and setting up or conducting record sessions. Only recently Delaney set up a recording date for Danny Recent with the Dukes of Dixieland, a local two bit outfit... George Woods, formerly Mr. Rhythm and Blues at WWRL-New York, took over two hours at WHAT-Philadelphia.
**The Cash Box, Music**

**Go To "Everybody's Boogie"**

by Piano Red

**Best Selling Spiritual Records**

- **Blessed Be Thy Name**
  Pilgrim Travelers
  (Specialty)

- **Echoes From Heaven**
  Bells of Joy
  (Peacock)

- **Every Day Will Be Sunday**
  Original Gospel Harmonettes
  (Specialty)

- **How Many Times**
  Ward Singers
  (Savoy)

- **If Jesus Goes With Me**
  Angelic Gospel Singers
  (Graham)

- **In The Upper Room**
  Mahalia Jackson
  (Apollo)

- **I Was Praying**
  Five Blind Boys
  (Peacock)

- **My Rock**
  Swan Silvertone Singers
  (Graham)

- **No Room In The Hotel**
  Jesse Mae Renfro
  (Peacock)

- **Tell Me Angel**
  Angelic Gospel Singers
  (Graham)

---

**Rhythm and Blues**

1. **20-5110 (47-5110)**
   Block Buster/Short'nin Bread
   Boots Brown & His Block Busters

2. **20-5101 (47-5101)**
   I'm Gonna Rock Some More/Everybody's Boogie
   Piano Red

3. **20-5069 (47-5069)**
   Wake Up Fool / Please Help Me Find My Way Home
   Otis Blackwell

4. **20-5008 (47-5008)**
   Sad Head Blues / No Weather Blues
   Mr. Sad Head

5. **20-5097 (47-5097)**
   Oh Happy Day / Mr. Von
   Jo Johnson-TNT Bribble

6. **20-5070 (47-5070)**
   Pearly Lee/Lookin' For My Baby
   Big Boy Crudup

7. **20-5102 (47-5102)**
   My Kind Of Love/The Sun Forgot
   Micki Williams

8. **20-5047 (47-5047)**
   Daddy Be Good To Me/How Long Must I Wait
   Terry Timmons

9. **20-5090 (47-5090)**
   Give Your Love To Me / I've Got A Right To Know
   Bobby Brooks

10. **20-4835 (47-4835)**
    I Want To You Wedding / Wait
    Steve Gibson & The Red Caps

---

**IT'S A HIT! PICKED BY CASHBOX!**

"Forgive Me Baby" / "Over Here, Pretty Baby"

Henry Hayes Orchestra with Bimbo Nixon Vocalist

---

**I'M GONNA ROCK SOME MORE**

by Piano Red

---

**"It's What's in THE CASH BOX That Counts"**
THE "JETS" (Rainbow 251)

1. "DRAG IT HOME, BABY" (2:37) The "Jets" chant, scream, and belt home a hustling jump item. Arrangement has the boys hopping and the resulting disk is an exciting one side.

2. "THE LOVERS" (2:38) The group dishes up a change of pace for the flipside. The "Jets" do a slow tender tune softly and with a relaxed air.

SAX MALLARD (Mercury 70002)

1. "ACCENT ON YOUTH" (2:41) A treat for the sweet sax lovers is in store for them on this disk. Sax Mallard's saxing of the slow item is ultra soft, sweet, and mellow.

2. "THE BUNNY HOP" (2:38) Mallard lets go on the reverse plate and delivers a jump item in exciting fashion. His saxing runs wild and is sure to win itself many spins.

PERCY MAYFIELD (Specialty 451)

1. "THE DRIVER'S INVITATION" (2:49) Percy Mayfield does a masterful job on a slow tender blues. He may have his ups and downs but his search for his "baby" and the invitation from the river to make his home with it if she can't be found. The chanter's soft, warm delivery puts this item over with emphasis. This one should go great in the boxes.

2. "I DARE YOU BABY" (2:15) Flip deck is a hustling bounce belted with verve and excitement by the talented shouter. Ork support on both decks is solid.

INEX JONES (RCA Victor 20-5135)

1. "HEY SAY!" (2:21) Inex Jones makes a slow soft item with feeling. The tune is pretty and has definite pop possibilities. Soft piano backcs the artist as she carols the romantic lyrics.

2. "TAKE A BACK SET MISTER" (2:25) Flip is a quick tempo jump delivered in lovely style by Inex Jones.

BOOTS BROWN (RCA Victor 20-5110)

1. "BLOCK BUSTER" (2:39) Boots Brown and His Blockbusters dish up a rhythmic quick beat with drive and cut. This side is a real gose number that features a torrid sax that moves all the way.

2. "SHORT'NIN' BREAD" (2:04) The under portion is a middle beat jump that features the sax again. The Blockbusters set up some smart music and will have the feet tapping.

AL GREY (Peacock 1656)

1. "TROMBONE INTERLUDE" (2:41) A slow sweet instrumental is fashioned by Al Grey and his orchestra. Grey blows a tender trombone against a subdued background that comes out soft, somber mood music.

2. "OVER AND UNDER" (2:38) Al Grey's trombone with growl as he and the ork spin a fast moving bounce. Trombone again takes the spotlight.

PAULA GRIMES (Prologue 202)

1. "DADDY" (2:37) Paul Grimes gives a slow rhythmic number a polished and sexy reading. Backing by the Teacho Wiltshire Band helps make this a colorone.

2. "SIGHIN' AND CRYIN'" (2:39) Lower lid is a slow blues feeling fully dished up by the thrush.

LITTLE WILLIE LITTLEFIELD (Federal 12110)


2. "PLEASING AT MIDNIGHT" (2:45) That top shelf tune done with style by Littlefield. A pleasing item isanother smooth item.

CLIFF BUTLER (States 112)

1. "PENNY'S BLUES" (2:50) Cliff Butler and His Blue Boys dish up a slow feathery blues softly as titled. This is a fine saxing done by the Ben Holton on the piano.

2. "ADAM'S RIB" (3:00) Cliff Butler's sax on this side as the material is another slow blues. Vocal is warm and appealing.

LITTLE SHATTIR SINGERS (Glory 6609)

1. "WALK OUT IN JESUS' NAME" (2:55) The Little Shattir Ladies put out a mostly middle tempo, religious tune. A strong lead vocally by Miss Brunson with a harmonic backinging of the balance of the group.

2. "TILL LIVE AGAIN" (2:55) The chorus is a quick beat gospel tune with the boys harmonizing a similar arrangement.

FREDDIE WASHINGTON O. (Atlas 1026)

1. "8-9-10." (2:49) Tune is a take-off on "One Little, Two Little, Three Little Indians". The ork portrays the quick beat jump with a fine display of zest. June Davis handles the vocal end in peppy style, but with a pop feel. Featured in the orking is a standout beat of sax work.

2. "TWO FACED WOMAN" (2:28) Reverse deck is a slow bounce capably performed by the Washington group. Thrush Davis again does her bit creditably as she dishes out the cute vocal voice.

BELLS OF JOY (Peacock 1708)

1. "ECHOES FROM HEAVEN" (2:40) The crystal bell voices of gospel singers "The Bells Of Joy" come in another superb performance as they do a slow spiritual lament. Mariner, Reed, and Littlefield handle the leads beautifully as they are backed with a steady rhythm chant. The aggregation sings with great feeling and emotion.

2. "LEAK IN THIS OLD BUILDING" (2:40) The gospel chanters blend voices on a bouncy fast moving spiritual with excellent harmony.ething is done by with short fast moving chants and shrills. Jubilee style brings out the urge to join in with handclapping and foot tapping.
Sugar Ray Robinson doing a bang-up job on club dates and really wowed ’em the other night on the Jackie Gleason TV show. The boxer turned dancer and singer is reported to be eyeing a big chateau in Europe, where he may live. ... Lola Ameche, the pretty little Mercury chaperon, sounds top rate on her new steling titled: “So Far So Good” b/w “Knockin’ Song.” ... Joe Williams, the hot recording artist, reports that he may desert the blues field and lean more to the ballad style. His “Everyday” sold well and it was a definite jump blues that the singer knew all along. **Paul Levey, head of a major St. Louis record distributing company, drops by to say hello. He reports that sales in his area surpassed his previous 1951 high. The future never looked so good. ... Mahalia Jackson still on the comeback trail and at a moment there are no plans for the gospel singer hitting the road just yet to April. With two weeks of her recently interrupted European tour remaining to be fulfilled, it is probable that Miss Jackson will return to England before this year is out. Ben Herman on the long distance phone, yesterday, for a two-hour talk regarding various business ventures which are being worked out to the satisfaction of all concerned.

Johnny Sellers, well remembered for his spiritual singing a few years back, now out on ABC records with a moving number called “Mighty Lonesome.” Reports indicate this one will make it. ... Sam Singer, who started 5 years ago with an idea and $80000, and today has four record and appliance stores in the Cincinnati area, plus a three-hour daily radio show, dropped in to see how things are going here in The Cash Box office. ... Duke Ellington, celebrating his twenty-fifth year in show business, had a blazing in disguise what with the marriage of his ace drummer, Louis Bellson to Pearl Bailey, his recent public rallies on a national scale couldn’t have been bought for any price. On many of Duke’s recent engagements, people have attended just to see the newly married couple. Because of the resultant furor, and all of it has been favorable, Pearl joined the Duke this week as a headliner for his new show at Chicago’s Regal theater. This should be a big attraction and may mean that Pearl will become a fixture in the group.

Johnny Ace has at last come out with his follow up to “My Song”; the new record has his money going on the “Cross My Heart” side. The effect produced by the combined organ and sax is currently popular, and with a good blues vocal to front this type of a musical background, there’s no reason why the record shouldn’t hit. ... The Flamingoes, first mentioned in this column about 6 weeks ago, have signed to record with Chance label. The group is busy looking for what their manager thinks is the right material. Many good tunes have been submitted, but to-date nothing seems to exactly satisfy the boys are really good, and if they can sell themselves half as well on records as they do in person, then they are in like Flynn. This is primarily a sight act, but I believe the group can project their personality to the public throughout the medium of records.

Camille Howard, of Specialty label, and booked by the Ben Waller Agency on the west coast and Universal in the east, continues to hit out those wonderfully fast and hard drivin’ boogie woogie tunes on her same little piano. ... The occupants of the Brill Building located at 1619 Broadway, New York City, have long had a major effect on the musical tastes of America. But little if anything did America know about the Brill Building, and what goes on inside it’s four walls. It took Milton Berle, on one of his recent shows, to turn the building inside out and explain that this is the place where most of the song writers and the publishers have their offices. Things that could have been added for real effect would have been a scene downstairs in the Turk Grill and then a shot over at the RKO building, which also houses many in the music game. A walk through the halls of this building of broken dreams, and of a few fortunes, will reveal names on the doors that are sometimes known to millions. Another door with the name Joe Blow, might easily be the door that tomorrow will hold a worldwide hit. So this is business?

Rosetta Davis has a yen for Flamingo's, the singer leaves one of them in Pittsburgh for another. Boat people get it on her way here's luck. Coleman Hawkins and Roy Eldridge teaming up for a date at the Hi Hat Club the Hi Hat Milburn out of Detroit, and into Detroit's Flame Club for Jan. 23 opening, hence to Buffalo's big Town Casino for Feb. 9. ... Ames Milburn blasting the cause in the far north west, with a one week in Seattle on Jan. 16. ... Anita Ekols, featured in a recent edition of Ebony, and thought by some to be the order of Betty Hutton, leaves the Earl theater for a date at the Flamingo in Washington on Jan. 16. ... With several new labels likely to debut from Chicago, we find an ever increasing amount of activity in the flash business in these parts. Much can be attributed to the large migration into Chicago, from the south, of many potential R & B style artists. Also, several excellent recording studios, good record pressing plants and speedy freight dispatching services.

"It's What's in THE CASH BOX That Counts"
Walker Airs New Disk Show

NEW YORK, N. Y. — W. Jack Walker, former news editor, magazine feature writer, recording executive and disk jockey with Harlem's Mayor Willie Bryant, joined the disk jockey staff of New York's station WOR last week presenting Walker's Selections nightly from 8 to 9:30. The disk show, which features the top selections in the blues and rhythm field, precedes the 1290 Club on that station.

Walker, who has also done radio writing and producing, is a member of the Shaw Artists Corp. He directs publicity and public relations for the theatrical firm.

HOWLIN’ WOLF
sings
OH, RED
CHESS #1528

CHESS RECORD CO.
750 E. 49th ST. CHICAGO, ILL.

WATCH THE CHARTS!
HOW MUCH MORE
b/w
THE MOUNTAIN
J. B. LEHORE
J.O.B. 1008 & 1008-A5

CHANCE RECORDS
1511 E. 47th ST. CHICAGO
(Phone: Klenwood 8-613)

CLIMBING TO THE TOP
THE ORIOLES

“YOU BELONG TO ME”
Jubilee #15102 and 45th/102

A NEW RUTH BROWN SMASH

“Mama, He Treats Your Daughter Mean”
b/w
“R. B. Blues

Atlantic RECORDING CORP.
3155 W. 41st St., N. Y., N. Y.

“Hit of the Week”
TITO PUENTE & ORK

“El Mambo Diablu”
TICO #10-143

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

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
Frank Walker's Letter To Hank Williams

January 1st, 1953

Mr. Hank Williams,

e/o Song Writers' Paradise,

Dear Hank: You see it was my intention to write this letter to you today as has been my custom for many years past. We've been good friends and I and I've always enjoyed writing you on New Year's Day, referring to the year just past, but particularly looking forward to things as I might see them in the New Year.

Only yesterday I was thinking of some of the little things would mention in my letter, but somehow I think I'll have to change the letter a bit for an hour or so ago I received a phone call from Nashville. It was rather a sad call too Hank, for it told me that you had died early this morning. I don't know much about the circumstances, and it really doesn't matter, does it? What does matter though is that the World is ever so much better for the fact that you have lived with us, even for such a short time.

Please forgive me Hank for including in this note one or two of the little things I was going to mention in my regular letter. I wanted to tell you that undoubtedly the year 1952 was your greatest year—I would have reminded you of those great songs, "Cold, Cold Heart," "Half As Much," "Settin' The Woods On Fire," "You Win Again," "Jambalaya," and lots of others. I wanted to say that I agree with you that the two songs to be released late in January of the New Year are definitely the greatest you have ever written. You know, the novelty one and that tremendous ballad, I would have told you, and I believe it, that 1953 would prove what I've known for so long, that you are one of the world's greatest writers of songs, powerful songs, songs of the heart, songs with a message, songs of the Hills and Plains. And I wouldn't have forgotten to mention two of the plans we had in mind—that you would write a series of those wonderful religious songs, the kind you started some years back and which you so loved to do. I would have reminded you too of that day in Baltimore several years ago when you said, "You know, Mr. Walker, you and I both came from the country, our names, Hank and Frank, rhyme pretty good too, ain't we gonna have any trouble, ever," and we didn't Hank, did we?

Yes Hank, I had so many, many things I wanted to write you about today but somehow it's just a little bit harder saying them than I thought it would be. I know I was going to tell you that I was putting out country songs before you were born, and how happy I am to have been allowed to stay around to hear the wonderful ones that you wrote and sung. I'm sure I would have told you that I so

HAPPY NEW YEAR HANK.

Your Pal,

Frank Walker

First Tune For New Pub

NEW YORK—Louis Sprung and Everett B. Birch, who combined forces to enter the publishing business, have had their first tune "My Dreams Of You" recorded by Bettye Crocker on Coral. This is Bettye's initial wakening for the diskery since moving over from Derby.

The publishing firm is called Challenge Music and will be a BMI affiliate.

Deejays In Record Pact

FORT WORTH—Disk jockeys Jerry Crocker and Jolly Joe Nixon who over the Fort Worth, Texas, area on KCFU for eleven hours each day and who are rated according to Hooper as the number one deejays for pop and hillbilly broadcasting respectively, in this area, have just signed an exclusive recording contract with Mercury Records. Their first waxing has already been released and is labeled "What Am I Doing Down Here," b/w "Pfft! And Then You Were Gone.

It's What's in THE CASH BOX That Counts"
The Cash Box, Music

20,000 Attend Hank Williams Funereal in Montgomery, Ala.

MONTGOMERY, Ala. — One of the greatest chapters in the life of Hank Williams was completed last Sunday, January 1, in Montgomery, Alabama. The more than 20,000 people who gathered at Montgomery's City Auditorium for the funeral service were very vivdly brought to mind the fact that among Hank's closest friends and most ardent admirers were veterans of every ilk and from every stand in life. The city's florists and communications offices were awash with expressions of sympathy from all parts of the world. These were sent by everyone from fans who had never seen him to the heads of industries. There were expressions of almost everyone connected with the nation's music business. Several chartered airplanes brought capacity loads to Montgomery with all other transportation facilities.

After having passed away in his automobile enroute to a Canton, Ohio, personal appearance on January 1 at the age of 29, Hank's body had lain in state at the family home for twenty-four hours, when an adjoining line of mourners passed the casket. The procession moved to City Auditorium at one p.m. Sunday where some 15,000 persons filed reverently by the casket, which was conducted by Dr. Henry L. Lyon, pastor of Montgomery's Hymn Church, and Rev. Talmadge Smith, pastor of Ramer Baptist Church, in Ramer, Alabama.

Dr. Lyon's message expressed the fact that “Hank’s fans were people of the earthly funeral—Hank had done himself in the songs he wrote and sang in the language of all the people. His songs will continue the message of Hank Williams for years to come. Nearly all of the artists and personnel from the radio stations on which

Hank had worked were present, served as pallbearers, and sang songs in the service that Hank had been particularly fond of—such as Pristoff’s “Beyond the Sunset”; Roy Acuff and a group of WSM artists sang Hank’s own composition, “I Saw The Light”; Red Foley and the Statesman’s Quartet sang “Peace In The Valley”; the Statesman’s Quartet sang “Precious Memories” and a local colored quartet with which Hank had worked several years ago on Montgomery’s WMGY sang “My Record Will Be There.” All complete casts of the WSM “Grand Ole Opry” and KWKH “Lousiana Hayride” were present.

The funeral was broadcast over three local radio outlets that cancelled all programs to air the services as a public service to those who could not attend. Montgomery newspapers were at a premium with supplies of the Sunday edition exhausted early in the morning. The longest funeral was the longest ever seen by local Fire Chief R. L. Lampe.

The feeling was apparent that Hank’s home had been changed but his music remained and much of his program would still carry on—“If the good Lord’s willing and the creaks don’t rise between my house and yours, I’ll see you again.” Yes, the life of Hank Williams was by no means completed! He would live on and on in the hearts of those who knew him and loved him and to whom he had given so much in the short span of his earthly life.

His recordling affiliation and the many of his songs expressed that their handling of Hank’s material will go on uninterrupted as Hank himself had wanted it. The feeling is that Hank’s greatest achievements are yet to come.

ROASLIE ALLEN

(RCA Victor 20-5191

“LET ME SHARE YOUR NAME” (2:20) Rosalie Allen etches a sweet romantic moment in a perfectly melodic tune. Strings provide the backing.

“DEAR OLD SUNNY SOUTH BY THE SEA” (2:25) Miss Allen becomes an entirely different singer on the under lid as she belts out a brisk, bright bit of fun. Vocal is appealing.

GRANDPA JONES

(RCA Victor 20-5195

“OLD RATTLER’S SON” (2:10) Grandpa Jones, with the number, a song that Grandpa reads and will certainly be a hit. String backing.

“DEAR LADY WITH THE SUNSHINE” (2:30) Grandpa adds to the treatment of another quick beat. Melody becomes a hit. Vocal is appealing.

BOB NEWMAN

(King 1155

“SWEET ORCHID VINE” (2:35) Bob Newman’s vocals of the cute romantic lyrics with a bright beat that is pleasingly smooth and melodic makes this a desirable disc. Some string string strumming gives the side a definite lift.

“STRANGE LOVE” (2:40) Flip is a slow tender item changed in folk style by the western artist.

HANK WILLIAMS

(Decca 5756

“TANGLED HEART” (2:47) “BETTY LORRAINE” (2:15) HAWKSHAW HAWKINS

(King 1154

Hawkshaw Hawkins turns up with pair of lovelets that make it impossible to choose between them. The happy little artist warbles a smooth vocal bit when he delivers the pretty, lifting tune with romantic lyrics titled “Tangled Heart.” Hawkshaw employs all his vocal tricks in putting the pretty tune over. This is an item that could go in both the country and pop fields. The lower portion is another moderate beat bit with a lush melody and a pleasingly smooth and catchy combination. The westerner’s smooth and easygoing vocal parts this in the sure fire class.

JOHNNIE LEE WILLS

(RCA Victor 20-5114

“BEES IN MY BONNET” (2:35) Johhnie Lee Wills and His Boys etch a fast moving bounce with an exciting beat. Melody, which Wills vocalizes the humorously romantic words with a pleasant touch.

TINY MURPHY

(Under 136

“HOT STEEL” (2:30) Tiny Murphy and his Bar 69 Boys belt out a quick beat item with a spirited beat.

DANGEROUS GROUND” (2:55) The Murphy group comes up with a light item for the flip deck. Vocal of the cute lyrics is appealing.

LOUIN BROSE

(MGM 11392

“DO YOU LIVE WHAT YOU PREACH” (2:59) The Louvin Bros., Lee and Charlie, dish up a mod- erate tempo religious item with a soft touch.

“TILL WE LIVE WITH GOD” (2:40) The duo deliver a slow beat gospel tune in easy fashion. The arrangement changes to a faster beat for one chorus and then go back to the slow mellow presentation.

AL DEXTER

(Decca 25870

“ROSHA” (2:45) Al Dexter and His Troopers dish up a cute rhythmic folk song with appeal. Vocal is smooth but handling is embellished with cool choruses and a smart guitar backing.

“GUITAR POLKA” (2:28) A nappy little number is presented as an instrumental with the guitar doing a lively and exhilarating job.

“I’LL GO ON ALONE” (2:45) “THAT’S ME WITHOUT YOU” (2:19)

WEBB PIERCE

(Decca 28534

○ Webb Pierce seems to have come up with a coupler for his current number, country hit “Back Street Affair.” The upper item, titled “I’ll Go On Alone,” is a romantic piece of moderate tempo, and Pierce gives it the stylized treatment that lifts the tune out of the ranks of the ordinary. This colorful reading of the country lament backed by a solid instrumental group makes this a most potent item. The lower item is a similar item, Middle beat, romantic lyrics that is pleasingly smooth and catchy. Come on quick, this item is a real dandy.

THE BEAVER VALLEY

(Sweethearts Victor 20-5112

“YOU GET WHAT YOU PAY FOR” (2:10) The Beaver Valley Sweethearts blend voices for a soft rendering of a quick beat item. Strings provide the backing.

“HOW’S THE WORLD TREATING YOU?” (2:45) The Beaver Valley Sweethearts fashion a tuneful Chet Atkins number in mellow style. Tune has that pop feel.

THE COUNTRY AND WESTERN

1. 20-1118 (47-3108) CONDEMNED WITHOUT TRIAL...Eddy Arnold

2. 20-5543 (47-3043) JAM-BOWL LIAR...Homer & Jethro

3. 20-5535 (47-3045) THE WHISPERER...Hank Snow

4. 20-5544 (47-3044) THE GOD WHO INVENTED KISSING...Hank Snow

5. 20-5546 (47-3046) HE’LL UNDERSTAND AND SAY WELL DONE...Hank Snow

6. 20-5599 (47-3099) SETTIN’ THE WOODS ON FIRE NO. 2...Hank Snow

7. 20-5599 (47-3099) TENNESSEE TANGO...Wade Ray

8. 20-5599 (47-3099) THE CRAZY WALTZ...Homer & Jethro

9. 20-3130 (47-3105) GUITAR POLKA...Chet Atkins & Rosalie Allen

10. 20-5545 (47-3045) OLDER AND SOLDER...Homer & Jethro
here is the mechanism that has:

- BROUGHT LISTENING PLEASURE TO COUNTLESS MILLIONS
- SET NEW STANDARDS OF PERFORMANCE IN TENS OF THOUSANDS OF LOCATIONS

only Seeburg has the Select-o-matic mechanism

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS
WANT NEW TYPE GAME

Trade's Leaders Agree With "The Cash Box" Need Is Great for Entirely New Type Amusement Game. Hope Manufacturers Will Present All New and Moderate Priced Game During '53 to Boom Biz.

Chi's Automatic Phone Bowling League Passes Half Way Mark
Coral Records Maintains Team Lead. John Oomens in Surprise Zoom from 9th to 4th Place Among Individual Bowlers. Isabel Oomens Holds Lead Among Ladies.

CHICAGO—The Automatic Phonograph Bowling League, which meets each Monday evening, passed its half-way mark this month. Past month's leaders held on to their top spots.

Most outstanding of these is the surprise zoom to 4th place from 9th place for Johnny Oomens among the individual bowlers.

Johnny's wife, Isabel Oomens, continued to hold her lead in the women's singles as she has since the tournament started.

TEAM STANDINGS

<table>
<thead>
<tr>
<th>Team Name</th>
<th>Won</th>
<th>Lost</th>
<th>Total Pins</th>
<th>Average Game</th>
<th>Series</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Coral Records</td>
<td>30</td>
<td>18</td>
<td>37595</td>
<td>756</td>
<td>844</td>
</tr>
<tr>
<td>2. Melody Music</td>
<td>30</td>
<td>18</td>
<td>77033</td>
<td>728</td>
<td>835</td>
</tr>
<tr>
<td>3. Deecca Records</td>
<td>30</td>
<td>18</td>
<td>37489</td>
<td>734</td>
<td>846</td>
</tr>
<tr>
<td>4. Gillette Distrib.</td>
<td>30</td>
<td>18</td>
<td>32818</td>
<td>643</td>
<td>774</td>
</tr>
<tr>
<td>5. Gallego Distrib.</td>
<td>30</td>
<td>18</td>
<td>33379</td>
<td>654</td>
<td>809</td>
</tr>
<tr>
<td>6. ABC No. 2</td>
<td>30</td>
<td>18</td>
<td>32968</td>
<td>646</td>
<td>769</td>
</tr>
<tr>
<td>7. ABC No. 1</td>
<td>28</td>
<td>20</td>
<td>35768</td>
<td>701</td>
<td>838</td>
</tr>
<tr>
<td>8. Columbia Records</td>
<td>28</td>
<td>20</td>
<td>33888</td>
<td>661</td>
<td>734</td>
</tr>
<tr>
<td>9. W. Oomens Sons</td>
<td>26</td>
<td>26</td>
<td>35560</td>
<td>697</td>
<td>817</td>
</tr>
<tr>
<td>10. B &amp; B Novelty</td>
<td>21</td>
<td>26</td>
<td>32398</td>
<td>632</td>
<td>748</td>
</tr>
</tbody>
</table>

TEN INDIVIDUAL LEADERS, MEN'S DIVISION

<table>
<thead>
<tr>
<th>Name</th>
<th>Team</th>
<th>Games</th>
<th>Total Average</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. C. Latino</td>
<td>Coral Records</td>
<td>48</td>
<td>7929</td>
<td>169.9</td>
</tr>
<tr>
<td>2. W. Paradise</td>
<td>B &amp; B Novelty</td>
<td>48</td>
<td>7778</td>
<td>162.2</td>
</tr>
<tr>
<td>3. E. Walker</td>
<td>Coral Records</td>
<td>48</td>
<td>7733</td>
<td>161.5</td>
</tr>
<tr>
<td>4. J. W. Oomens</td>
<td>W. Oomens Sons</td>
<td>51</td>
<td>8085</td>
<td>158.27</td>
</tr>
<tr>
<td>5. A. Gallego</td>
<td>Gallego Distrib.</td>
<td>51</td>
<td>8059</td>
<td>158.1</td>
</tr>
<tr>
<td>6. N. Delort</td>
<td>Deecca Records</td>
<td>45</td>
<td>7321</td>
<td>156.35</td>
</tr>
<tr>
<td>7. R. L. Capone</td>
<td>Melody Music</td>
<td>45</td>
<td>7517</td>
<td>156.29</td>
</tr>
<tr>
<td>8. L. Christiansen</td>
<td>ABC No. 2</td>
<td>51</td>
<td>7971</td>
<td>156.15</td>
</tr>
<tr>
<td>9. D. Radhua</td>
<td>Deecca Records</td>
<td>40</td>
<td>6013</td>
<td>154.7</td>
</tr>
<tr>
<td>10. F. Tutonae</td>
<td>Deecca Records</td>
<td>45</td>
<td>6012</td>
<td>154.27</td>
</tr>
</tbody>
</table>

FIVE INDIVIDUAL LEADERS, LADIES' DIVISION

<table>
<thead>
<tr>
<th>Name</th>
<th>Team</th>
<th>Games</th>
<th>Total Average</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. L. Oomens</td>
<td>W. Oomens Sons</td>
<td>51</td>
<td>6973</td>
<td>156.36</td>
</tr>
<tr>
<td>2. P. Serbinski</td>
<td>Atlas Music</td>
<td>45</td>
<td>6373</td>
<td>132.37</td>
</tr>
<tr>
<td>3. M. Mankins</td>
<td>Star Music</td>
<td>12</td>
<td>1509</td>
<td>125.9</td>
</tr>
<tr>
<td>4. M. Nylind</td>
<td>Star Music</td>
<td>51</td>
<td>6206</td>
<td>121.35</td>
</tr>
<tr>
<td>5. M. Modeck</td>
<td>Atlas Music</td>
<td>51</td>
<td>6666</td>
<td>118.48</td>
</tr>
</tbody>
</table>

CHICAGO—Never before has the response been as great as it was this season. The appearance of the news item, "Seek New Products," on page 50 of the December 27, 1952 issue of The Cash Box, letters, wires and 'phone calls have continued to pour into this publication from operators, jobbers, distributors, and manufacturers.

All agree that the need for an entirely new type amusement game, moderately priced, to help boost the amusement games business during 1953, can be labeled "acute."

Tho this item was actually a report from leading amusement game manufacturers that they were intensifying their search for an entirely new and different amusement product, the trade grabbed at it, and the communications which have reached this publication are not only highly complimentary to this publication, but, in almost every case each one of these reports:

"There's no use trying to dodge the issue any more. We definitely need an entirely new and moderately priced game, just as your item (Page 50, Dec. 27, 1952 issue) reported the other day."

"You can pass the word on to all the amusement game manufacturers," this writer continues, "and tell them that we are actually desperate for such a product."

"We only hope that the manufacturers will come up with something new and completely different early in '53."

This can be labeled the essence of almost every single wire, letter and 'phone conversation which this publication has had on this subject since the appearance of that item.

Factory engineers have been most completely alerted. All operators who believe that they have something that could prove to be "it" should please communicate with their favorite manufacturer.

It is, today, more than just a "usual requirement," according to many.

"It isn't," they state, "a very critical and crying need."

"We need a new game," they say, "and we sure do need it badly out here."

"Tell the manufacturers just what's what, as you already have and let's see them come up with something all new for us this year."

Reports indicate that even the five-balls, bingos and shuffles are still going that, here and there in various territories, operators have encountered many new difficulties regarding operation of many types of amusement games.

They believe that the leading amusement machine manufacturers not only have the resources and ability to meet the problem, but, what's more, the ingenuity to bring into being an entirely new and different type amusement, moderately priced, so that the amusement business can be boomed into a new and better one. Several business boom continues throughout the nation, even in those general business boom period be recessed, in any fashion whatsoever.

They believe that the average manufacturer is in a better position than they are, to ascertain just what the field requires at this time, especially as many operators run up against Federal liquor problems.

The fact does remain, that, as this publication has stated time and again, that the new and better products are many times originated and constructed in attics and basements and, from these lowly beginnings, are brought out to the field. These new type games are refined and improved by the manufacturers' engineers. That is how a new game is usually born.

It is now (and was at the time the first article appeared in the December 27 issue) the purpose of the item to ask the trade itself to bring in whatever it thought was the type of new product to the manufacturer so that he could build it. Some of our readers, unfortunately, in reading the December story, completely misconstrued it, altho the purpose was to stimulate action by the trade to produce a much needed piece of equipment.

The entire crux of the situation is simply that the manufacturers realize, just as does everyone else in the field, that an entirely new and vastly different amusement machine would be beneficial to the entire industry.

But, the manufacturers, just like everyone else, realize that this product, that new product is largely different amusement machine would be beneficial to the entire industry.

But, the manufacturers, just like everyone else, realize that this product, that new product is largely different amusement machine would be beneficial to the entire industry.

But, the manufacturers, just like everyone else, realize that this product, that new product is largely different amusement machine would be beneficial to the entire industry.

But, the manufacturers, just like everyone else, realize that this product, that new product is largely different amusement machine would be beneficial to the entire industry.
Unprecedented Demand For All Types Of Equipment Continues. Ordinarily Jan. Poor Sales Month—But 1st Week Orders Indicate Record Business In View

CHICAGO — Breaking all precedent, the first week of January, 1953, saw business get under way with the sales of all types of coin operated equipment, not only matching the high marks of 1952, but ever increasing. Ordinarily, the manufacturers relax during the month of January, with business slumping off. They use this time to take inventory and organize their efforts for a push for February and March.

"We were tremendously thrilled" stated one games manufacturer, "to continue receiving good sized orders from our distributors, with insistent demands for fast shipments. We couldn't follow the usual practices at this time of the year of slowing up our production lines—actually, we had to 'look for ways and means of stepping up.'"

This factory executive wasn't the only one to express these views. All the factories reported they were in the same happy position. "It's quite surprising" stated another representative of one of the leading manufacturers, "that this condition prevails right after the holidays, and during the first week of January. However, the answer is simple. Not only our company, but it seems that all the rest of us, are producing equipment that is bringing profits to the operators throughout the country."

A study of the current demand for machines shows that this demand applies, not only to amusement machines, but to music machines and vending. It's a well known fact that every manufacturer of juke boxes has been pushed to provide sufficient equipment to meet the demand—and this condition continues at the moment.

Manufacturers of vending equipment of all kinds have been held down thru the past months due to government regulations, restricting their use of vinal metals. Starting with 1953, the government has liberalized the allotments of steel and other metals for the manufacture of vendors, and these factories are now rushing their production lines to produce machines which have been curtailed production, but large demand.

If these conditions continue to prevail for the balance of the month, and factory executives see no reason for any change, the month of January, 1953, will create an all time record for sales in the coin machine industry.

Names Of “20 Year Club” Members To Appear Next Issue

Suggest Coinmen Or More Send In Application

NEW YORK—Due to the demands of many of our friends in the business, the Cash Box inaugurated the club for members of the industry who have been associated with it for twenty years or more, and called it the "20 Year Club."

Since the first announcement several weeks ago, a great many coinmen have sent back the application (see page 49 this issue).

A complete list of the men and women who have applied for membership in the "20 Year Club" shall be published in the next issue of The Cash Box—the issue dated January 24. We shall then continue to publicize the club, and request all those who haven't sent in their applications, to do so. At a later date, we will once again list the names of the members. So, if you haven't filed your name as a member of the "20 Year Club," please do so.

As explained previously, the "20 Year Club" was instituted by The Cash Box at the demands of our friends. Its purpose is strictly sentiment. There are no dues, no officers, no duties—and no requirements, except that the individual be connected with the coin machine business for the past 20 years or more.

It will serve no purpose but to bring these people together in a group. Should the occasion arise where coinmen are needed in the location convention, many friends can meet at a specified location to renew old friendships and business acquaintances. And then, it's a great feeling to join others who have been connected with this grand business for this great length of time.

Runyon Sales Donates Phone To Youth Center

WOODRIDGE, N. J.—An appeal to Runyon Sales Co. of N. J., Newark, from the Police Department of Wood-Ridge resulted in the donation of an automatic phonograph and records to the Wood-Ridge Youth Center.

The Wood-Ridge police had heard of similar donations by the New Jersey music operators to worthy religious or youth groups, and called upon Ed Burg, manager of the Runyon Operating Division to provide the Youth Center with a phonograph.

Detective-Lieutenant Edmund Barlow wrote Burg, . . . I am writing you on behalf of the young people of the Borough of Wood-Ridge soliciting the contribution of a juke box. This juke box will be used by the young people in the Youth center which we intend to formally open on December 5, 1952.

The opening took place as scheduled, complete with phonograph and records.

Runyon Sales will service the machine for the young group.

ChicCoin Presents “Name Bowler”

CHICAGO—Opening with a brand new game the first week of 1953, Chicco Coin Machine Company, introduced "Name Bowler."

The play of the game is very interesting according to executives of this firm.

Tests have indicated that it is bound to prove itself a nationwide hit, they state.

In the first place, actual bowling is featured on the game, but, each time a player matches the last number of his score, one of the letters in "Name Bowler" lights up.

At the operator's option, 1, 2, 5 or 10 letters may be awarded each time a number is matched.

Naturally, when the words "Name Bowler" are completely spelled out, a special winner is the result.

Numbers to be matched may be adjusted to light up at the end of the game or at the start of the 10th frame. The backboard of the game is especially large and can be seen from anywhere in the location.

The cabinet itself is one of the most colorful the firm has yet presented to the trade.

All in all,根据 ChicCoin claim, from orders already taken, it seems to them that "Name Bowler" is well on its way to capture top play in any location where it is featured.

The Cash Box — Rock-Ola sales executives announced this past week that the Smith & White Company, Danville, Ill., had been appointed as a sales outlet for Rock-Ola's new "Fireball" (120 selection) phonograph.

D. Wayne Smith and Harold White head the firm of Smith & White Co. and are well known in Danville.

Rock-Ola execs are of the belief that a sales outlet in this important city will prove of outstanding value.

"It's What's in THE CASH BOX That Counts!"
Can you call 'em by name?

A good memory, yes a sensational memory, is simply a matter of care and attention. You astonish and delight your locations when you remember and use the names of the owner, his employees, and many of the customers. They're flattered, naturally, and remember you in turn as that thoughtful fellow who operates the model "D."

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

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

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

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

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

Read the first four issues.

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

YOU CAN'T LOSE!

If anything at all... you can get DOUBLE YOUR MONEY BACK ... by subscribing to The Cash Box TODAY!!!
The CHAMPION
Ballyhorse
* Bally
SPACE-SHIP
SEE BACK COVER

BALLY BEAUTY

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

Popular 3-4-5-IN-LINE scoring
HORIZONTAL, VERTICAL, DIAGONAL

Plus attractive 4-CORNERS SCORE

Advancing SUPER-SCORES
dramatized in frills of Beauty Queens on backglass

Popular EXTRA-BALLS feature.
Advancing flash releases up to 3 Extra Balls

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

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

Meeting Dates Of
Music Operators' Associations

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

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

14—New York State Operators' Guild
Place: Nelson House, Poughkeepsie, N. Y.

Place: Saxony Hotel, Miami, Fla.

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

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

21—Music Operators' Guild of Michigan
Place: Sheraton-Cadillac, Detroit, Mich.

<table>
<thead>
<tr>
<th>BINGO GAMES</th>
<th>SHUFFLE GAMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally BRIGHT LIGHTS</td>
<td>$230</td>
</tr>
<tr>
<td>Bally FRIDAYS</td>
<td>$120</td>
</tr>
<tr>
<td>Bally ATLANTIC CITY</td>
<td>$115</td>
</tr>
<tr>
<td>Bally BRIGHT SPOT</td>
<td>$110</td>
</tr>
<tr>
<td>Bally CONEY ISLAND</td>
<td>$115</td>
</tr>
<tr>
<td>Bally SPOT LITE</td>
<td>$115</td>
</tr>
<tr>
<td>Bally PALM BACH</td>
<td>$115</td>
</tr>
<tr>
<td>United A.B.C.</td>
<td>$150</td>
</tr>
<tr>
<td>United STARS</td>
<td>$120</td>
</tr>
<tr>
<td>Knox LIT-A-LINE</td>
<td>$115</td>
</tr>
<tr>
<td>Genes 400</td>
<td>$265</td>
</tr>
<tr>
<td>United SIX PLAYER</td>
<td>$265</td>
</tr>
<tr>
<td>United FIVE PLAYER</td>
<td>$245</td>
</tr>
<tr>
<td>United FOUR PLAYER</td>
<td>$200</td>
</tr>
<tr>
<td>Official SHUFFLE ALLEY</td>
<td>$250</td>
</tr>
<tr>
<td>Knox Big League BOWLER</td>
<td>$225</td>
</tr>
<tr>
<td>Knox League BOWLER</td>
<td>$175</td>
</tr>
<tr>
<td>Knox King Pin</td>
<td>$150</td>
</tr>
<tr>
<td>Chi Coin BOWLING ALLEY</td>
<td>$55</td>
</tr>
<tr>
<td>Chi Coin TROPHY GYM</td>
<td>$50</td>
</tr>
<tr>
<td>Williams DOUBLE HEADER</td>
<td>$50</td>
</tr>
<tr>
<td>Bally Nook BOWLER</td>
<td>$95</td>
</tr>
<tr>
<td>Bally SHUFFLE LINE</td>
<td>$95</td>
</tr>
</tbody>
</table>

Chi Coin Names London Wisc. Distrib

CHICAGO—Executives of the Chicago Coin Machine Company, this city,
announced this week that Samuel L. London, S. L. London Music Company,
Milwaukee, Wis., has been appointed exclusive distributor for the State of
Wisconsin for all ChiCoin products.

"In fact," one of these executives stated, "London has already taken a
very large number of our products and
is right out there hustling along doing
better business than ever.
"We are certain," they reported,

"that the London firm in Milwaukee
will prove itself one of the most out-
standing of all distributors.

"Service and cooperation that this
firm continually extends to Wiscon-
sin's operators is already a byword in
that state.

"Now with our products on hand," these executives concluded, "we feel
certain that every operator in Wis-
cconsin will be more than ever happy
with the products of our firm and the
service and cooperation of the London
organization."
Second Prize AMI Ad Winner

DURHAM, N. C. — Mrs. Chester Merrill, second prize winner in the recent AMI "Write-An-Ad Contest" was presented with her award, "The AMI Hideaway", by Charlie Steel, at the offices of Steel Music Company, Durham, N. C., AMI distributor.

Present at the award, and shown in the photograph left to right are: Arthur Daddis, AMI representative; Charles L. Steel, AMI distributor; Mrs. Chester Merrill, Chester Merrill, husband of the prize winner; and his brother and partner in the Piedmont Amusement Company, Vincent Merrill.

The day chosen for the presentation of the award was cause for a double celebration. December 17 was also the Merrill's second wedding anniversary.

Awards to other contest winners have already been made to local distributors, and William E. (Bill) FitzGerald, advertising and sales promotion manager of AMI, Inc., left for a trip to the west coast right after the New Year's holiday. FitzGerald will then visit all the firm's distributors throughout this western area before returning to the home plant.

For REAL BUYS FROM THE NATION'S LARGEST coin machine STOCK SEND FOR OUR COMPLETE PRICE LIST


DURHAM, N. C. — Mrs. Chester Merrill, second prize winner in the recent AMI "Write-An-Ad Contest" was presented with her award, "The AMI Hideaway", by Charlie Steel, at the offices of Steel Music Company, Durham, N. C., AMI distributor.

Present at the award, and shown in the photograph left to right are: Arthur Daddis, AMI representative; Charles L. Steel, AMI distributor; Mrs. Chester Merrill, Chester Merrill, husband of the prize winner; and his brother and partner in the Piedmont Amusement Company, Vincent Merrill.

The day chosen for the presentation of the award was cause for a double celebration. December 17 was also the Merrill's second wedding anniversary.

Awards to other contest winners have already been made to local distributors, and William E. (Bill) FitzGerald, advertising and sales promotion manager of AMI, Inc., left for a trip to the west coast right after the New Year's holiday. FitzGerald will then visit all the firm's distributors throughout this western area before returning to the home plant.
GOTTLIEB DEALS YOU ANOTHER WINNING HAND!

Wurlitzer Names Gerald Slade Assistant Manager

Now that the holiday season is over, the operators are settling back into their regular routine of making route changes and changing records and servicing machines. Mr. and Mrs. Harold Serjeant of Ladysmith, Wisc., took advantage of the holiday to make the trip in to town to see what was new in coin operated equipment. Spending the holidays in the twin city area was Eric Grandeen of the Northwest Piano Company, Minot, N. D. It seems at if Darlow Maxwell is getting to be a regular commuter to the Twin Cities, he was in town the day before New Year's and he was in town again the day after the New Year Holiday. At first Darlow was very surprised that there was no snow in such a long time but it made the route a lot easier. Frank Mager and his wife and family were in the Twin Cities visiting. Tom Kady of Grand Forks, N. D., made the trip in to the Twin Cities, while his son, Norman, was taking care of the route back home. Frank Mager and his wife and family were in the Twin Cities visiting. Ray Kohner and son, Don, of Winona, Minnesota, made a trip in to the Twin Cities to pick up some equipment and rush back again to get them out for the New Year Holiday. Mr. and Mrs. Bernard Misch of La Crosse, Wis., took some time off from their route and stopped in to the Twin Cities to see what was new in coin operated equipment.

Mr. and Mrs. Ike Sundeen of Montevideo, Minn., are in town picking up some supplies and records for their route. Mrs. Sundeen bought such a huge stock of records, it looks like she's going to be kept busy setting up the record changes for the next couple of weeks. Ed and Millie Birkemeyer of Litchfield, Minn., report that they had their son, Captain Jack Michaud of the Marines, visiting them. Quentin Haroldson of Northwood, N. D., brought his wife and daughter in to town with him and was very much surprised at the snow on the ground which hit him. He said out in North Dakota, which is supposed to be colder than here, it has been just like a Kansas winter, which means warm and no snow. Rushing in to town again, and out again, were: Don Johnson of The Staples Novelty Company, Staples, Minn., Hank Krueter of Fairfax, Minn., Andy Benna of Ironwood, Mich., Leo Berkowitz of B & B Novelty Company, Superior, Wis., and Ted Hell of Garlord, Minn.
The Cash Box

January 17, 1933

THE GREATEST GUN OF ALL TIMES...
EXHIBIT'S ATOMIC ACTION SPACE GUN

• Shoot Space Men That Glow in the Dark
• Black-lighted Targets Evaporate When Hit
• Unlimited Shots—Timed Shooting Cycle
• Walk-up Steps on Cabinet for kids too
• Trouble-free Gun Sounds and Shoots in True Space-Gun Fashion
• Fast, Thrill-packed Action Gets Repeat Play

Now at your nearest Exhibit distributor

INVESTIGATE EXHIBIT'S FINANCE PLAN

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

WE HAVE THESE HITS! For IMMEDIATE DELIVERY
BALLY
• THE CHAMPION (Horse)
• SPACE SHIP
• BEAUTY
GOTTLIEB
• QUEEN OF HEARTS
WILLIAMS
• DISK JOCKEY

Also all new and used equipment.
Write for FREE Price List and Order Form.

INTERNATIONAL AMUSEMENT COMPANY
1423 SPRING GARDEN STREET
PHILADELPHIA 29, PA. (Tel: 81-6-712)

Rock-Ola Finds Vast Foreign Markets For "Fireball" Phonograph

CHICAGO—J. Raymond Bacon, executive vice-president of Rock-Ola Manufacturing Corporation, this city, enthusiastically reports that the new "Fireball" 120 phonograph, not only has received a wonderful reception by music operators in the United States, but "has joined the ever increasing list of American-made products which are in demand throughout the world."

"The 'Fireball' has only been in production since early in October," continued Bacon, "but has already been shipped to Puerto Rico (ed. comment: see page 32 this issue), Belgium, Canada, Costa Rica, Cuba, Curacao, Dominican Republic, Guatemala, Honduras, Mexico, New-Founland, Nicaragua, Panama, Philippines, San Salvador and Venezuela. The new multi-selection phonograph with its ample capacity for popular American jive and native music is particularly well suited for export use."

Bacon advises that all the Rock-Ola has many excellent foreign sales outlets, "the world is a big place" and there are some attractive territories still available and suggests that any individual or organization that is interested in acting as a Rock-Ola representative, write him in care of the Export Division at the Rock-Ola Manufacturing Corporation, Chicago, outlining the territory desired.

Chi Ops Bowling League Seeks Inter-City Competition

CHICAGO—If and when other cities also arrange bowling leagues among the members of the industry, or if there are such bowling teams in existence at this time, the Chicago Automatic Music Bowling League would like to arrange for an inter-city match.

Members of the bowling league here would like very much to meet other teams.

Arrangements can be made by contacting:
John Oomens, Secretary of the Chicago Automatic Music Bowling League, at Walter Oomens Sons, 8280 West Armitage Ave., Chicago 27, Ill.

Coinman’s Son Doctor

WHITESTONE, L. I. — Charles Aronson, well-known coinman here, is particularly happy about the progress made by his son, Donald, in the field of medicine. Charles reported that Donald announced this week the opening of his office for the practice of medicine, surgery and osteopathy at 1752 Francis Lewis Blvd., in this city.
Bally Appoints Honolulu Amusement Hawaiian Dists

CHICAGO—Jack Nelson, general sales manager of Bally Manufacturing Company, Chicago, this week announced the appointment of the Honolulu Amusement Exchange as Hawaiian distributors of the Bally "The Champion" coin-operated horse.

Nelson said, that after looking over recent orders received from Bay Che-ome, general manager of the new Hawaiian distributing firm, it certainly appears that the Bally horse has found its place in popularity in Hawaii, as it has already done in the United States, Canada and other parts of the world.

Keeney "Team Bowler" In Fourth Production Month

CHICAGO—It takes a new idea to continue a game on and on in production, breaking all former production records, Paul Huebsch, sales manager of J. H. Keeney & Company, Inc., this city, reported this past week.

Paul pointed to the dial on the front of their "Team Bowler" as the answer to what the players had always wanted.

"This dial," as Paul explains, "allows the players to adjust the game to the play they like best.

"They can go on our new bonus play, or on 20-30 scoring, or on extra shots on the tenth frame all on the same game.

"What's more," he continued, "they also have all the other features that they've ever wanted in a bowler.

"Ten men can play, like two teams of five men each, or any one player, or as many players up to ten can play.

"But," he said, "it's the new bonus play feature and the dial on the front of the 'Team Bowler' that turned this game into three games as well as into the greatest we've ever built.

"'Team Bowler' is now in its fourth production month with orders growing even bigger than when the game was first introduced to the field in October of 1952," Huebsch concluded.

In some areas the dial has been placed inside the game so that the operator can adjust "Team Bowler" to the action he knows the players on any particular location like best of all.

But, in the greater majority of cases, the operators have requested that the dial remain on the front of the game, so that the players can adjust to whatever type play action they, themselves, like best.

Entering into its fourth full consecutive month of production "Team Bowler" bids fair to set a new sales mark for the Keeney organization.
The holiday making, partying, celebrating now over, colloid getting real serious, concentrating on two highly important matters—business and pleasure. With all the wonderful amusement machines and phonographs now available to operators, wholesalers are giving their best to get their orders in, and we believe that their first consideration should be to devote all their energies to a winter vacation. So—we have increased selling action, and at the same time we have our good friends making reservations or cruises and trips to Miami Beach.

While we don't know the vacation plans of all operators and wholesalers having been in the business, there is an increase, particularly on those who will soon be jetting in tropical sunshine. . . Barney (Shugy) Sugarman and his wife, Mollie, leave on January 22 for a cruise to Central and South American ports, and as Havanna Cuba. They and their little daughter Frances, take off the first of February for a month of what Miami Beach has to offer (and believe us, they take it all in). . . Max Munves, brother of Mike Munves, left Thursday (Jan. 8) for his annual hiatus to Miami Beach, Max will probably be away for months. (No matter how hard we try, we can't get Max to take a short few weeks away.) . . . Max Schaefer, owner of Broadway's foremost arcades, leaves next week with his wife for Miami Beach—probably away for a month. Schaefer is probably the daddy of all arcade men, having started a good many years ago with the introduction of the film "nickleodeons" with such well known men as Lazyk and Goldfish (Goldwyn). They continued in the film business, and Schaefer with Shurk (now deceased) remained in the arcade business. . . If he can get away, Joe Young, Young Distributors, will try to run down to the Florida Keys for a week's fishing. . . Dave Stern, Seacoast Distributors, Elizabeth, N. J., is also due to get the feeling of "sand in his shoes" any minute now. . . . Charley Aronson and his wife, leaving in a week or so for Miami Beach. . . . Aronson is too young and peppy to remain at present, but we'll make a bet, he'll be back in the coin biz.

Reversing the sunshine twist, Stan Feldman (Brooklyn op) and his wife—drive up to the mountains for some relaxation with sled, skis and skates. . . . Also, Harry Rosen, of Atlantic-New York Corp., returns Monday (Jan. 12) from a short stay in Miami Beach. . . . Okay, okay, don't push—we'll get on to the business items. . . Ben Becker, Bally's regional representative, heads up to Canada—first stop at Montreal to see Paddy Conklin, Dave Russell and Mr. LaPalm of Russ-Con Company, newly appointed Bally distrib. From there, Ben will visit Toronto and other areas in Canada. . . . Harry and Hymie Koeppel, Koeppel Distributors, receive a note on tissue from Herman "Hiram" of Washington, D. C. "There wasn't enough paper for the two of them to use. Hirsh. . . . Abe Lipsky, Young Distributors, covers Conn. ops on the Wrangler model 150. . . Morris Rood, Runyon's office mgr., home ill. . . Leo Brody, one of the heads of Pennsylvania-Atlantic Corp., (Beckham Bros. of Pittsburgh) died Tuesday (Jan. 6) at his home in Brooklyn, N. Y., after a long illness. . . . Dave Stern, Seacoast Distributors, spending considerable time on coinrow, selling Rock-Ola's "Fireball" 120 phone. "Could use plenty more," states Dave. He's still looking for that coinrow office. . . Sid Mitten, Mitten, Mitten, manufacturing 3 kiddie rides—"Venus the Slim," and "Mermaid II." . . . Although only a few of Exhibit's "Space Gun" arrives, Mike Munves tells us it's a "hit" and ops and arcade men placing orders for quantities. . . Nat Cohn, Conat Sales, runs a going away party on Sunday, January 15. For son, Teddy, who entered the army on Tuesday, Jan. 6, in Miami Beach, was completely washed up for the balance of the week. . . . Albert Polak, partner in International Amusement and Scott-Crosbie, Philadelphia, Pa., visits the Cash Box office.
As sure as it takes two matches to keep a pipe lit, the boys 'round town are saying, now, that they've been able to taper off this non-stop boom going which the entire industry is now enjoying. ... Most are of the belief, tho', that this year will be bigger than any year before. They're referring to Frank Many, known everywhere as "Name Bowler." The skillful player can spell out the name. It's different, distracts state. They believe that "Name Bowler" is getting too close to the same old names. Many, many letters, wires, phone calls received. All agreeing that entirely new type amusement game needed. ... Nate Gottlieb very busy with "Queen of Hearts." Predicts a long Gottlieb days down the road. Nate Gottlieb has 3 boats. Two of them up at Eagle River, Wis., and one down in Miami, Fla. His family is in use Naval terms when talking to the many. For example: "Admiral" Dave; "Vice-Admiral" Nate; "Commodore" Alvin; etc. Nate reports that he just can't wait to get down to Miami to enjoy some of that marvelous hospital which Joe and Eloise Mango so sincerely dispense.

Irv "Kup" Kupcinet made The Cash Box award to the Four Aces on his TV show, the closing act of the Chicago C&G last week. "Kup" also made the award at a Wednesday evening show at the Chicago Theatre. ... Distrub members of NCMDA will be meeting in Miami this February 18. ... Al Stern of World Wide is still at home. In addition, Pat's "Deke" has arrived to take in "Kip" in the meantime. Len Micon getting to the point where, in a phone conversation, he asked the party he was talking to: "Gotta match? I wanna light my cigarette." ... Joe Schenler, well known songwriter and musical publisher, has a brand new tune, "Juke Box U.S.A." Joe believes the song should get the backing of every juke box in the country. It was originally written and recorded by Rep. Sam Rayburn, Speaker of the House. "Any man can kick a barn down, but it takes a carpenter to build one."

After spending a week at Rockola Mfg., Corp., elated over that fact their new 120 selection of "Fireball" phonos already in 14 foreign countries. Their export grossing speedily. ... Romeo Laniel of Montreal in town seeking new equipment. ... Predictions here to the effect that '53 will see return of roadmen. ... Rock-Ola announced this past week, appointment of Smith & White Co. of Danville, Ill., as a sales outlet. D. Wayne Smith and Harry Murray will take over this firm. ... Les Riek of H. C. Evans & Co. reports that production of new Evans' phonos coming along. Firm will be in there pushing for the next month, he says. ... Frank Mercen, and Art Weinhard all elated over the fantastic location reports on Exhibits' "Space Gun." Frank advises that the phonos have found the perfect piece to go along with kiddy rides. And more and more orders rolling in to the factory since location collection reports have become known 'round the nation.

Jack Nelson put it this way this past week, "We just can't get over the sales. New phonos reported on all Bally products during the Holiday Season, when, usually, everyone expects collections to fall." ... Sam London was named Chio-Coin distributor for Wisconsin (S. I., London Music Co., Milwaukee) and started right off like a shooting star clicking with sales. ... Bill Delesa of United all enthused over the way the firm's "Show Boat" (featuring 6 cards) has started to roll off their production lines. "Demand is way ahead of any other like name we've ever built." That's saying a real mouthful considering all the United hits. ... More Auto-Photo machines beginning to appear in spots. ... Frank Mercen, in his capacity as Automatic Photo Rovew Boa League's (the only one of its kind in the country) claim that they "should have stood 'in bed' instead of entering a team in the CBA tournament. L. Christiansen bowling a 304 game; F. H. Mann bowled 461 for 3; R. L. Capone only 444 for 3 games; C. Latino came thru with a 409 for 3 games; and Johnny Goodman bowled a 439 for the team games. Definitely bowled.

Maybe this proves what an effect ton score bowling can have on the wives of bowlers: Les Taylor tels Johnny Oomen's rich name, 254 with a 583 series, and the very next day Les became the Daddy of a bouncing boy. ... Music ops are in a buzz daily with local record dealers. Ops claim that the phonos are not filling their orders. Especially for '45's. Outstanding ops like Bob Gnarro, Vic Comforte, Earl Kiel, Andy and Johnny Oomen, Bert Bondiolio, Ray Casale, and many others, attempting to arrive at some solution with disc outlets. Customers will be happy once again. ... With over 40,000 furni-
ture people in town for their big "market season" at the Merchandise and Furni-
ture Marts, Paul Huesch over at Keeny a very, very busy lad showing the firm's "51" Keeny TV receiver to many furniture men visiting the Keeny plant. In addition, Paul's busier than ever with the firm's "Team Bowler." The "dial" on this bowling game has won acclaim.

Herb Oettinger back from Tucson's El Carmilla Rancho tended and healthy looking. Herb's kids rode the horses and enjoyed the sports, Herb claims. ... Sam Williams of Williams also back from his vacation visit to Tucson. Sam, the, went out for horseback riding. Also for swimming and other sports. ... Maurice L. Wein, sect'y of the Connecticut State Coin Association, seeking info regarding games. Organization can use all possible info in discussions with the Administrative Common Council of New Britain, Conn. ... Bob Brother, Bally engineer, in Cleveland with Art Garvey this week. Conducting a Bally School at Joe Abraham's Lake City Amusement. George Metz, Lake City's sales manager,四处 aroused all ops 'round Cleveland.

Ray Moloney back at his desk feeling great after his cruise. ... Gran's Georgie Jenkins also back on the job at Bally after a visit with his father and the grandchildren in Texas. ... Johnny Casela in Birmingham with brother Lou Casela. Their dad's very ill. ... Which reminds: They call some people Bally "Members." They call this effort this year to keep Art Garvey this week. Conducting a Bally School at Joe Abraham's Lake City Amusement. George Metz, Lake City's sales manager,四处 aroused all ops 'round Cleveland.

Ray Moloney back at his desk feeling great after his cruise. ... Gran's Georgie Jenkins also back on the job at Bally after a visit with his father and the grandchildren in Texas. ... Johnny Casela in Birmingham with brother Lou Casela. Their dad's very ill. ... Which reminds: They call some people Bally "Members." They call this effort this year to keep Art Garvey this week. Conducting a Bally School at Joe Abraham's Lake City Amusement. George Metz, Lake City's sales manager,四处 aroused all ops 'round Cleveland.

SANTURCE, PUERTO RIC0—Here's how a new phonograph is given a send-off to the trade in this country. Jose Romero, representative for the Rock-Ola company here, really gave his customers a treat when he displayed the Rock-Ola "Fireball 120" phonograph on December 7. Not only motion pictures, but some real eating (as pictured above).
THE
20 YEAR
CLUB
CLIX BIG WITH
TRADE'S MEMBERS

NEW YORK—Applications for membership in the “20 Year Club” are pouring in (idea first presented in the November 29 issue of The Cash Box).

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

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

It's a grand idea and can serve many purposes. For instance, Tom 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)

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

CALIFORNIA CLIPPINGS
LOS ANGELES

Having cleared away the egg nog, the holly and the usual assortment of Xmas ties, we're supposed to gently take up our crystal ball and do a mite of prophecy. In view of the general trend to see what "53 has in store. Being an old star gazers, we're more than aptly armed for this tedious task—but aware as we are that so many coin men have already had their future laid out for them via radio, TV and the daily newspapers, we'll make no predictions at all, but rather start this New Year off by wishing all our friends in the coin machine industry a calendar check full of property in all these years. We'll venture to say however, that "53 will see additional changes in the normal appearance of the coin machine business, such as those made by the wide acceptance of kiddie rides. Just what form or shape these changes might be we couldn't say, but we are confident that they will prove to be a boon to all coin men everywhere.

Now that the clamor and partying has subsided somewhat, most of the boys in the coin biz this way are back to the task at hand—that of promoting, pushing and selling to some of the greatest coin machine business in a long time... We doubt that Lyn Brown, Exhibit Supply Co.'s regional rep, got too much of a rest during the holidays. Calls for the famed "Rudolph The Red Nosed Reindeer" have been simply fantastic, with ops reporting peak graphics on the ride. And the manner in which operators are taking to Exhibiting's "Space Gun" points to another great winner sez Lyn... The boys over at Paul Laymon Company are wearing what seems to be a perpetual smile these days, such has been the superb reception given the entire line of Bally products.

Ed Wilkes, Jimmy Wilkes and Charley Dunbar of Charles Dunbar, have been Negro until the holidays, back up north again to Stockton and parts thereabout. Bob's been doing a wonderful job for some many operators throughout that area... No doubt that Abe Chapman will be spending some time at the Los Angeles Open Golf tournament this week, altho we think Abe could give some of the pros a run for their money... And speaking of events, we lost that bet on Wisconsin's Badgers in the Rose Bowl game. Seems as if Al Silberman touts us on Wisconsin.

Bob Smith, Sr., out nursing a bit of a cold the day we called, but "Smitty," Jr., was on tap enough to tell us that business continues to be pretty good. Interest in the Conat "Aquas Jet" continues to mount sez Bob, with the latter also agreeing with yours truly that ops with resort locations should go for the ride in a big way... Mary Solle at Bill Leuenhagen's Record Bar tells us that the two biggest hits of the past year were "Cry" and "I Saw Mommy Kissing Santa Claus" in the pop field, with a late one in the person of wild Willie Mabon's "I Don't Know" taking honors in the rhythm and blues field. Mary, by the way, looked quite spiffy in that beautiful new holiday outfit... A great many of these in the coin biz decided to see the new Sands Hotel in Vegas over the holidays, and altho they all returned to Los Angeles, we're wondering if anybody had to walk back... Jack Simon durn near was cleaned out of equipment this past week, such was the rush of business the firm had. Jack by the way, denies that he's gained any weight, altho we noticed him looking over a brochure about bar bells 'n such. And the Cleveland Comet herself, Jack's able secretary Cec Padwa also denies that she had too much egg nog... Morry Werner, Wico Corp., in town with his family for the New Year's day, making plans for the expected rush of business with the firm's automatic pitching machine. It ain't too far off for the baseball season to be upon us again... Joseph Boll, Twenty-Nine Palms, reports that the traffic en route to Palm Springs this past week was pretty hectic with many visitors to his fair city admiring the wonderful weather down there.

Jack Dolan, Dan Stewart Company, had Southern California's Trojans all the way he sea, never fearing for a minute that Wisconsin could take 'em. Jack's business by the way has almost doubled since the days of the famed Rock-Ola "Fireball,"Ops like the choice between a 45 or 78 rpm phone. And along with the increase in business, perp Jo Ann Lewis' paper work seems voluminous these days too... Jobbers and distributors along coin row expect a sizable increase in business once that new San Pedro Freeway is completed. The super-highway will bring soho many more ops to town and more frequently, too, with a Freeway exit on Pico and Bonnie Brae making it a cinch for said operators to visit coin row... Local operator dickerling with a model of a new kiddie ride that should set the world afire... Sammie Ricklin's California Music one-stop service was one of the most gayly decorated places along the row... Music ops are going for that new Williams "Disk Jockey" game over at Bill Happel's Badger Sales in a big way... Phil Robinson, Chicago Coin's regional rep, still getting lotsa calls for the firm's great "Bowl-A-Ball."
WANT

WANT — Shuffles, Reelonds, Bowl-ettes, Star Series, All balls, Five Balls. All Condition Only. Any Quantity at the right price. Can pick up in states bordering Eastern Canada, E. LIEBMAN, 12 Baby Point Rd., Toronto 9, Ontario, Canada.

WANT — Palm Beaches, Atlantic Cities, Spot Lites, Bright Spots, United Leader, Stars, Boloros, 100 Record Seeburgs and late model Phonographs, Exhibits Guns, Seeburg Bear Guns, Hobby Heroes. Give best price in first letter. VALLEY DISTRIBUTORS, 710 12th Street, SACRAMENTO, CALIF.

WANT — Will buy phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand; will make trip to inspect if required. Sons of Labors maintained are Brunswick; Victor; Vezet; Paramount; Gennett; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 120 W. 66th Street, NEW YORK CITY, N.Y.

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

WANT — Late Model Phonographs. Will pay up to 50% in terms of 200 miles. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N.Y.

WANT — All types arcade equipmert, Seeburg Guns, Seeburg M100s. Quote lowest prices or will trade shuffleboard scoring pads at $2 per thousand. Write, wire, phone, C. A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel.: Dinkirk 3-1810.

WANT — Chicago Coin Basketball Champ, LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVE., MINNEAPOLIS 11, MINNESOTA.


WANT — Miles Panorama Write price, condition, etc. WESTERN DISTRIBUTORS, 3212 ELLIOT AVENUE, SEATTLE 1, WASHINGTON.

WANT — All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 1623 SPRING GARDEN STREET, PHILADELPHIA, PA.


WANT — Panoramas; Spot Lights; Lite-S-lines; Five Stars; Coney Islands; Bright Spots; Bright Lights. O.N. ARCH COIN MACHINE, INC., 2257 NO. LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel.: Lincoln 9-3996.

WANT — Seeburg 100 M; 100B; AMI Model A; AMI Model C. All types of Rally and United Card Games. MONROE COIN MACHINE, INC., 2423 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel.: Superior 1-6600.

WANT — Tubes: 2051; 707L; 6SN7; 75; 6SC7; 2A3; 5V4; 6L6; 6K7 Metal; 6N7 Metal. Will pay $40.00 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO 13 ILL.

WANT — 800 and 1015's. All you have. LARERO EXPORTING CO., LAREDO, TEXAS. Tel.: 672-723.

WANT — 10 Mutoscope Sky Fighters, Quote price. SUEBERG EXPORT CORPORATION, 87 LAFAYETTE AVENUE, BROOKLYN, N. Y.

WANT — All types arcade equipment, Seeburg Guns, Seeburg M100s. Quote lowest prices or will trade shuffleboard scoring pads at $2 per thousand. Write, wire, phone, C. A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel.: Dinkirk 3-1810.

WANT — Chicago Coin Basketball Champ, LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVE., MINNEAPOLIS 11, MINNESOTA.


WANT — All types of rally and united card games. MONROE COIN MACHINE, INC., 2423 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel.: Superior 1-6600.

WANT — Chicago Coin cigaretts 865; Chicago Coin Hit Parades 755; Penny Counter Gippers $20; Bingo Rolls 150; Wurlitzers $45; A & P SAUVE & SON, 7253 GRAND RIVER AVENUE, DETROIT, MICH. Tel.: Tyler 7-6212.

WANT — Ready for location. C. G. King Pin $125; Genco Hits and Runs $75; The Thing $45; Harvest Time $50; Bullet $78; Table $62.50; Utah $50; Stop & Co $70; Star Series $49.50; Chicago Coin Pistol 95; Dale Gun $45; AMUSEMENT ARCADE CO., 419-5TH STREET, N.W., WASHINGTON, D. C.

WANT — Barrooms — Exhibit Silver Bullets $110; Dale Gun $40; Hi-7; Dale Gun $75; Wurlitzer Photo Finish $145; 5-Balls, Catalina, Thrill, Barnacle Bill, Tradewinds, Screwball, Cinderella, Carnival, Magic, Humpty-Dumpty, Harvest Moon, Jack, and Jill, Spinball, $25 each. Hundreds of other real bargains. Write, Wire or Phone. STANLEY AGENTING CO., 12111 SOUTH TACOMA WAY, TACOMA, WASHINGTON. Tel.: HIL-5110.

WANT — United Allies: 5 Player $215; 5 Player with Formica and large pins $246; 5 Player $246; 6 Player Deluxe $325; 5 Player Deluxe $265; 6 Player Deluxe $325; 6 Player Deluxe $265; 5 Player Deluxe $325; 6 Player Deluxe $265; and COIN MACHINE EXCHANGE, INC. 2021 PROSPECT AVENUE, CLEVELAND 15, OHIO. Tel.: Tower 1-6715.

WANT — New and used Scales. Send for our special price list on new Scales and bargain list on used ones. SPARKS SPECIALTY CO., SORERTON, GA.

CLASSIFIED AD RATE
10 CENTS PER WORD
Count every word including all words in firm name. Numbers in inches count as 100 words. Minimum ad accepted $1.00. Proof copy must accompany all orders for Classified Advertising. If cash or check is not encosed your classified ad will be held for following line pending payment of your check or cash.

Notice to holders of "Special" ($40) Subscription — if you have not paid your classified ad of each in your issue containing 50 or more words, which includes your firm name, address and telephone number, your subscription will be charged to you at the regular rate of 10c per word. Figures count words correctly.

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NIGHT AT THE Cash Box, 26 W. 47TH ST., New York 36, N. Y.
FOR SALE—Kiddie Ride — Profit Producers For The Entire Store—Every machine guaranteed 100% — Your investment 100% refunded. Exhibit Big Bronco; Atomic Jet Space Ship; Meteor Rocket Space Ship; Miss America Boat Ride; Late Model Tippers; Late Middleweights and Six Shearboat Scope Seals. REDDIT DISTRIBUTING COMPANY. 298 LINCOLN STREET, ALLSTON, MASS. Tel: A17-4604.

FOR SALE—“Closeouts” — Williams Sells Chicago Pinball, Gottlieb’s Knockout $50 each; 5 Winners $75; 5 Turk Kings $110; 5 Champions $95.00. All machines cleaned and serviced. MIKEY ANDERSON, 314 E. 11th STREET, ERIE PA. Tel: 22-8943.

FOR SALE—Phonographs with famous Davis six point guarantee; Seeburg Hideaway Specials $114.50; Sanyo $219; 219 Dayton Makers; B & W $140; WR200 $159; H146M $129; 1941 C Special $50; Wurlitzer 1008 $159; DAVIS DISTRIBUTING CORPORATION, 738 ERIE BLVD. E., SYRACUSE 3, N. Y.


FOR SALE—AMI “A” $850; C.C. Hi Parade New $175; Wilcox Gay Recordio $125; Thunderbolt Horses $450; Turk Kings Clean $125; Winner $100; Mutoscope Silver Gloves $250; A.B.C. $165; Shoot-A-Line New $200. WOLF DISTRIBUTING CO., $600 W. COLFAX, DENVER, COLO. Tel.: Bismarck 3-0747.

FOR SALE—Photomatte—4 for 25c camera; semiautomatic, complete with darkroom, in A-1 condition. Will sell separately. Photospin, pin, or bingo games. RELIABLE COIN DISTRIBUTING CO., 175 W. 8TH STREET, HARTFORD 5, Conn. Tel: 6-3583.

FOR SALE—America’s finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed by our own highest standards, with unconditional satisfaction or money back. Call or write for list. Tell us what you need. Get our Bulletin. AMERICAN DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, Mich. Tel: 4-4929.

FOR SALE—Chi. Coin Basketball Champ $185: Spot Lite $345; Rose Bowling Bear $100; Multivendor $245; Am. Jockey $200; Exhibit Six Shooter $175; Gene Sue Scope Unit $90; Walt-O-Matic $150; Star Speaker $150; Bank Ball $125. V. YONIT SALES CO., BYEBASE, OHIO.

FOR SALE—1 Exhibit Jet Can $195; 1 United A.B.C. $125; Bally Futurity $249.50 Clean; Gene Sportrina $95; 1: Dale $49.50; 1 Hayburner $175; 1 Chicago Coin Baseball Shuffle Alley $49.50. AUTOMATIC AMUSEMENT CO., 308 N. EIGHTH STREET, EVANSVILLE, INDIANA.

FOR SALE—United Skee Alle $85; HyRoll $30; Zingo $225; Wurlitzer Steelball $100; A.B.C. $125; Wm. Jalopy $200; Exhibit Six Shooter $175; Gene Sue Scope Unit $90; Walt-O-Matic $150; Star Speaker $150; Bank Ball $125, V. YONTIT SALES CO., BYEBASE, OHIO.

FOR SALE—Wurlitzer 1100 $349; Seeburg 148ML $265; 148S $115. On hand, a large supply of Packard, Wurlitzer and Seeburg Call, 200 Coin Box. WRITE: CENTURY MUSIC DISTRIBUTORS, 1221 MAIN STREET, BUFFALO 9, N. Y.

FOR SALE—24 W4L56 (5-10-15) $34.50 ea; 11 W1L56 (5e) Remote $4.50 ea; 11 30W (5e) Rock-Ola Postwar $4.50 ea. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, N. C. Tel: 2-3992.

FOR SALE—Close outs right off the route.—reconditioned like new. Coney Islands with latest improvement—5 finger contacts $355; At-Bomb $595; Leader $355; Leaders $315; Leaders $310; Bright Lights $220; Genie 400’s $295; Genie Jumpin’ Jacks (new write); Turk Kings $120; Citations $30; Hot Rods $40; Genie Automatics (Write); Genie 400’s equipped with latest factory impositions. One well finished Ideal one—third deposit. Balance COD. W.E. KEENEY MFG. CO., 5231 S. KED. AVE., CHICAGO, ILL. Tel.: HEmlock 4-3844.

FOR SALE—Can you afford 92¢ per week to buy all the Famous Brands and patents of all competition? For only 92¢ per week you can have a 40 word ad in the Chicago Sun (52 weeks) subscription to the “Bible of the Coin Machine Industry.” Send your check for $48 today plus your first 40 word ad to: THE CASH BOX, 26 W. 47TH ST, NEW YORK 19, N. Y. (Phone: JU 6-6240).

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keener and Bally. WILLIAM A. SPOCK, DISTRIBUTION COMPANY, 820-33RD STREET, WILMINGTON, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—United Skee Alley $85; HyRoll $30; Zingo $225; Wurlitzer Steelball $100; A.B.C. $125; Wm. Jalopy $200; Exhibit Six Shooter $175; Gene Sue Scope Unit $90; Walt-O-Matic $150; Star Speaker $150; Bank Ball $125, V. YONTIT SALES CO., BYEBASE, OHIO.

FOR SALE—Wurlitzer 5031’s $5 ea; Wurlitzer 3025’s $8 ea; Finishers and Citations $25 each. Pack Inser ts $3 per thousand; Rockola Playmasters $50 ea. GOLDEN GATE NOVELTY COMPANY, 201 GOLDEN GATE AVE., SAN FRANCISCO, CALIF.

FOR SALE—Packard Wall Boxes $4 ea; Wurlitzer 5031’s $5 ea; Wurlitzer 3025’s $8 ea; Phone Finishers and Citations $25 each. Pack Inserts $3 per thousand; Rockola Playmasters $50 ea. GOLDEN GATE NOVELTY COMPANY, 201 GOLDEN GATE AVE., SAN FRANCISCO, CALIF.

FOR SALE—New Smokeshop Cigarette Machine (Write); New Rockola (Write) Turk King—New in Crate $295; Turk Kings $250. Three Mechanical Horses (Thomberts) $574.50 each. EASTERN VENDING SALES CO., 490 LINDEN AV., BALTIMORE 8, MD. Tel: Mulberry 2110.

FOR SALE—Pin Shotler Bowl $75; Double Action Set $75. Shotler Basketball game $295; Springtime $85; Collegiate $35; Pin Shotler & Tri Shotler $295; Breaks $50; Rockefeller with pin, Nifty $99.50; Pinky $89.50; Keeney 4 Player $105; Knockout $69.50; A.B.C. $175; United 5 Player $250; United 8 Player $299; Chicago 5 Player formica top like new $300; Bright Lights $250; 1015 Mute $175; K. C. SPECIALTY CO., 510 MARKET ST., PHILADELPHIA 6, PA. Tel.: Market 7-6665 or 7-6391.

FOR SALE—Chicdon Bowling Alleys $55; Seeburg Cuts $75; Lite League $49.50; DeLuxe Bowling $54.50; and many other Coin Amusement Games, 1144 E. 55TH ST., CHICAGO 15, ILL.

FOR SALE—Match score shuffle game conversion unit for United 2 to 6 players with top of head, 4 player, $85, or topless with 4 player, $85. Write for photo. UNITED PLAY MACHINES CO., 578 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Williams Hayburners, $139.50; Spark Plug $149.50; Sea Jockeys $149.50; Williams Long Beach—close out. Late 5 Ball Games, write for list. Arcade Equipment; 3 Deluxe Mutoscope Photos, 2 Late Voice-graphs, write, 5 Seeburg Bear Game $189.50 each. Also model 6 Game T-Light Shooting Gallery. We guarantee that all machines mentioned above are in best possible condition plus. Only 4 wires. Proven highly successful in N. Y. Low price $49.50. Send photo. UNITED PLAY MACHINES CO., 578 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—RARE SPOT LOT $75; A.B.C.—$85; Packard $125; A.B.C.—$75; Bright Lights $325; Coney Island $350; Flying Saucer $65; Tri Scope $50; Big Dinner $75; ALLAN SALES, INC., 926 MARKET STREET, WHEELING, W. VA. Tel: Wheeling 4722.

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 CO., 3616 7th AVE., MIAMI 34, FLA. Tel: 3-7648.

FOR SALE—Sooter $319.50; Frolley $475; Long Beach $275; Good Five Balls used on location only. Write for list. UNITED NOVELTY CO., INC., 111 W. DIVISION ST, BIL- OXII, MBS.

FOR SALE—United Steeplechase $295; Coney Island $245; Touchdown $245; Williams Spark Plug $250; Hayburner $245; Sea Jockey $245. Write for low prices on pinball, arcade games. LEHIGH SPECIALTY, 826 N. BROAD STREET, PHILADELPHIA 30, PA.
FOR SALE — Finest premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we feature are used by operators only. We don't sell stores. Write for our descriptive price list. EASINGTON DISTRIBUTING CO., 6100 BLUE-MOUND RD., MILWAUKEE 13, WIS. Tel.: BL2acound 8-7600.

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

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

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

FOR SALE — Bally Sunshine Parks, Atlantic Citys, Palm Beaches and Frolies. Also, all late Gottlieb 5-ball used games. If interested, call, write or wire. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel.: CANAL 8318.

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

FOR SALE — Clean ready for location: Wurlitzer 1000’s $150; Seeburg 5e wireless wall box $7.50; Packard wall box $7.50. CAIN-CAILLOUETTE INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.

FOR SALE — United Advertisers with Genuine forming tops and big plus: 6 Players $250; 6 Player Deluxe $300; Bear Guns $225; Bing-A-Balloons $45. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

FOR SALE — The old reliable Massengill coin operated pool tables. Write for price list on used equipment. We will buy one balls Bingo games, recent shuffle alleys, DARLINGTON MUSIC COMPANY, DARLINGTON, S. C. Tel.: 950.

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

FOR SALE — Bally Tutli King’s, $92.50; Bally Champions, $42.50; and Universal Winners, $50. T & L DISTRIBUTING COMPANY, 1321 CENTRAL PARKWAY, CINCINNATI, OHIO. Tel.: MAIN 9721.

FOR SALE — One Stop 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., GROW RECORD SHOP, 3751 W. CHICAGO AVE., CHICAGO, ILL. Tel.: 544-2646.

FOR SALE — Old unused, reliable 1500 old, 45's, $100; 2827 Chicago, ARKANSAS, $75. AMI DISTRIBUTING, 331 ELM ST., HELENA, ARKANSAS.

FOR SALE — New Revised 1953 Directory and Mailing List of 11,423 Active Coin Machine Operators and Distributors in the United States. Shows types of machines operated. $25 per copy, State listings le per name. L. W. WHIPPLE, BOX 125, MATTHEWS, N. C.

FOR TRADE — Will trade the following equipment at Cash Box "low" price for post-war phonographs or five-ball games: Wurlitzer 1017A Hideaways and 3020 (5-10-25) wall boxes; Seeburg late model Shoot The Bear game. Everything in A-1 condition. GIST MUSIC CO., 311 ELM ST., HELENA, ARKANSAS.

FOR TRADE — These 3 telephone numbers are important to you: The Cash Box, New York City, Hildom 6-2640; The Cash Box, Chicago, ILL, DEarborn 2-0045; The Cash Box, Los Angeles, Calif., WEst 1-1121.

FOR SALE — Louisiana & Mississippi Operators — your authorized AMI phonograph distributor in DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: MAGnolia 9-1931.

"It's What's in THE CASH BOX That Counts"
### How to Use “The Confidential Price Lists”

(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. Like any trade report, the “Confidential Price Lists” can only feature the market prices as they are quoted. The “Confidential Price Lists” act exactly the same as the market quotation board at the Stock Exchange—ordering the prices to the quotation of the past week, regardless of how much they may seem to be out of line. Some prices do not change for months, and the “Confidential Price Lists,” rather than show price, retain the last known quotations for each equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the East Coast may feel that the price of $10.00 whereas someone on the West Coast may think it worth only $7.50. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. Some equipment will be quoted by outstanding firms, having a reputation; or shipping completely reconditioned machines, will be offered higher prices than others, due to the added cost of reconditioning. “The Confidential Price Lists” report each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

**METHOD:** “The Confidential Price Lists” should be read as follows: First price list is lowest price quoted for the week; Second price list is highest price quoted.

### EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week

### Prices UP

- **1953**
- **6.00**
- **25.00**
- **25.00**
- **12.50**
- **15.00**
- **49.50**
- **22.50**
- **419.00**
- **49.50**
- **44.00**
- **150.00**
- **12.50**
- **49.50**
- **59.50**
- **15.00**
- **8A0**
- **39.50**
- **N**
- **49.50**
- **75.00**
- **10.00**
- **6.95**
- **17.50**
- **15.00**
- **4.50**
- **39.50**
- **155.00**

### Prices DOWN

- **1932**
- **1953**
- **1952**

### Prices UP and DOWN

- **1953**
- **6.00**
- **25.00**
- **25.00**
- **12.50**
- **15.00**
- **49.50**
- **22.50**
- **419.00**
- **49.50**
- **44.00**
- **150.00**
- **12.50**
- **49.50**
- **59.50**
- **15.00**
- **8A0**
- **39.50**
- **N**
- **49.50**
- **75.00**
- **10.00**
- **6.95**
- **17.50**
- **15.00**
- **4.50**
- **39.50**
- **155.00**

### No change from Last Week

- **1953**
- **6.00**
- **25.00**
- **25.00**
- **12.50**
- **15.00**
- **49.50**
- **22.50**
- **419.00**
- **49.50**
- **44.00**
- **150.00**
- **12.50**
- **49.50**
- **59.50**
- **15.00**
- **8A0**
- **39.50**
- **N**
- **49.50**
- **75.00**
- **10.00**
- **6.95**
- **17.50**
- **15.00**
- **4.50**
- **39.50**
- **155.00**

### SUPPLEMENTARY INFORMATION

- **1953**
- **6.00**
- **25.00**
- **25.00**
- **12.50**
- **15.00**
- **49.50**
- **22.50**
- **419.00**
- **49.50**
- **44.00**
- **150.00**
- **12.50**
- **49.50**
- **59.50**
- **15.00**
- **8A0**
- **39.50**
- **N**
- **49.50**
- **75.00**
- **10.00**
- **6.95**
- **17.50**
- **15.00**
- **4.50**
- **39.50**
- **155.00**

### PINBALL GAMES

Manufacturers and date of game’s release listed. Coded: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (G) Gottlieb; (Ke) Kenevy; (U) Unidentified (W) Williams

### Mills

- **4.00**
- **25.00**
- **50.00**
- **75.00**
- **100.00**

### AMI

- **25.00**
- **50.00**
- **75.00**
- **100.00**

### Airline

- **49.00**
- **60.00**
- **90.00**
- **120.00**

### Lane

- **125.00**
- **150.00**
- **175.00**
- **200.00**

### Consultant

- **300.00**
- **425.00**

### COPYRIGHTED

1953. REPRODUCTION NOT PERMITTED.
| 1. Futurity (Ge 6/32) | 249.50 | 295.00 |
| 2. Georgia (Wm 6/4) | 845.00 | 105.90 |
| 3. Gallant (Wm 5/4) | 225.00 | 30.00 |
| 4. Gismo (Wm 6/11) | 19.50 | 45.00 |
| 5. Glitter (B 400) | 15.00 | 45.00 |
| 6. Gold Mine (Wm 3/4) | 29.50 | 49.50 |
| 7. Goldens (CC/49) | 249.50 | 0.00 |
| 8. Gonzola (Wa 2/11) | 90.00 | 25.00 |
| 9. Grand Award (CC 1/49) | 20.00 | 49.00 |
| 10. Happy-Go-Lucky (Wa 1/49) | 132.50 | 175.00 |
| 11. Harvest Moon (Ge/124) | 25.00 | 49.00 |
| 12. Harvey (Ge 125) | 125.00 | 25.00 |
| 13. Hardee (Wm 111) | 25.00 | 55.00 |
| 14. Heike (Wm 1/49) | 39.50 | 65.00 |
| 15. Hi N' Run (Ge 4/52) | 165.00 | 185.00 |
| 16. Holiday (CC 12/48) | 15.00 | 49.00 |
| 17. Hong Kong (Wm 2/52) | 225.00 | 55.00 |
| 18. Horse Shoe (Wm 149) | 150.00 | 55.00 |
| 19. Humpty Dumpty | 25.00 | 29.50 |
| 20. Jack 'N Jill (Ge 4/48) | 25.00 | 49.00 |
| 21. Jaloey (Wm 9/51) | 192.00 | 200.00 |
| 22. Jamboree | 25.00 | 49.00 |
| 23. Jeanie (Ex 12/5) | 75.00 | 115.00 |
| 24. Jockey Special (B 19) | 35.00 | 49.00 |
| 25. Judy (Ex 12/5) | 75.00 | 105.00 |
| 26. K. C. Jones | 55.00 | 90.00 |
| 27. King Arthur (Ge 12/49) | 40.00 | 90.00 |
| 28. King Pin (CC 5/1) | 50.00 | 125.00 |
| 29. Knockout (Get 1/41) | 50.00 | 75.00 |

**Note:** The table includes various prices and entities, possibly related to horse racing or a similar sport.
Manufacturers New Equipment

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

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

AMI, INC.
Model D-40 Phonograph $795.00
Model D-80 Phonograph 925.00
Model HSSM Hideaway $75.00
5c-10c Wall Box (40 Selections) 59.50
5c Wall Box (40 Selections) 53.50
Amvox Speaker 27.50

AUTO-PHOTO CO.
Auto-Photo $2,545.00

BALLY MFG. CO.
Bally Beauty $665.00
The Champion (Mech. Horse) 1,065.00
Space Ship 1,165.00

CHICAGO OIN
Band Box (New Model) $229.50
Bowl-A-Ball 695.00
6 Player Super Match Bowler 599.50
10th Frame Special Bowler 589.50

H. C. EVANS & CO.
Century (Model 2045) $1,050.00
Jubilee (Model 245) 825.00
Jubilee (Model 278) 795.00

EXHIBIT SUPPLY
Big Bronco $997.50
Roy Rogers’ Trigger 1,047.50
Rudolph The Red Nosed Reindeer 725.00
Pete The Rabbit 725.00
Rawhide 725.00
Complete Package of Three Bodies, Rudolph The Red Nosed Reindeer, Pete The Rabbit, and Rawhide, with One Base 1,195.00
Space Gun 375.00
Space Patrol 1,047.50
Sputnik 375.00
Silent Salesman (Card Vendor) 79.50
Super Twin Rotation 495.00

G. DOTTLEYS & CO.
Queen of Hearts $495.00

INTER NATIONAL MUTU. CORP.
Photomat ‘52 $1,000.00

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

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

ROCK-OLA MFG. CORP.
"Fire-Ball" 120 Selection, Model 1436 $1,065.00
Model 1538, 5c-10c-25c Wall Box 95.00
Model 1536, 5c Wall Box, 25 Wire 39.50
Model 1424 Playmaster 440.00

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

J. P. SEEBURG CORP.
M100C (Select-O-Matic "100") phonograph
HM 190C (Select-O-Matic "100") R.C. Special
3-W Wall-O-Matic "100"
MRVCI Master Remote Volume Control

CVS-4-4 "Wall Speaker Ivory (Teardrop)
CVS-68-4.5" Recessed Speaker
CVS-12-12" Recessed Speaker
PS612 Power Supply
ARA-1-L6 Auxiliary Remote Amplifier
AVC1 Automatic Volume Compensator Unit

UNITED MFG. CO.
Show Box $690.00
10th Frame Star Shuffle Alley 605.00
10th Frame Super Shuffle Alley 590.00

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

WILLIAMS MFG. CO.
Disk Jockey $349.50

THE RUDOLPH WURLITZER CO.
Model "1400" Phonograph
Model "1450" Phonograph
Model 1500 Phonograph
Model 4851 5c-10c-25c Wall Box (48 Selections)
Model 5204 Wall Box 5c-10c-25c (104 Selections)
Model 5100 8" Speaker
Model 5110 12" Deluxe Speaker
NEW TYPE
EXTRA-BALLS FEATURE
Ball in 14 or 16 Pocket When Lit Releases Extra Ball
Ball in 16 Pocket When Lit Releases Extra Ball
Ball in 15 or 17 Pocket When Lit Releases Extra Ball
3 Extra Balls Maximum

NEW TYPE
EXTRA-CARDS FEATURE
EACH COIN LIGHTS ONE TO SIX CARDS
A Tremendous Extra-Play Attraction!

DOUBLE AND TRIPLE SCORE FEATURES
★
3-4-5 IN-LINE SCORING
DIAGONAL VERTICAL HORIZONTAL
★
HINGED FRONT DOOR
★
SEE YOUR DISTRIBUTOR

EASY TO SERVICE
MECHANISM LOCATED IN BACK BOX AND ON HINGED BACK DOOR
SLUG REJECTOR COIN-CHUTE
STANDARD PINBALL CABINET SIZE
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.

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