"Hold Me, Thrill Me, Kiss Me", the sensational Coral record which put the name Karen Chandler in the record limelight, is here visually demonstrated by Karen and Jack Pleis, musical director on the record. Hitting first on the West Coast, the disc spread straight across the country and shows no signs of stopping until it makes the top of the charts.
The ROCK-OLA FIREBALL Model 1436 phonograph has 3-WAY service accessibility.

Easy-lift Vista-Dome swings upward and latches to make record changing a cinch.

Full-swing front door eliminates groping around panels and corners... allows front or back access.

Large removable rear panel gives quick access to mechanism at back of machine.

* Available in 2 models for either 78 RPM or 45 RPM records.

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

**EASTERN**

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

EASTERN VENDING SALES CO., INC.  
940-42 Udel Ave., Baltimore, Md.

HACOLA DISTRIBUTING CORP.  
265 Franklin, Buffalo, New York

B. D. LAZAR COMPANY  
1653 Fifth Avenue, Pittsburgh, Pa., Penn.

MUSIC & TELEVISION CORP.  
1159 Commonwealth Avenue  
Boston 15, Massachusetts

S & K DISTRIBUTING CO.  
2016 Fernand Avenue  
Philadelphia 30, Pennsylvania

SEACOAST DISTRIBUTORS, INC.  
1200 North Ave., Elizabeth, New Jersey

**MIDWEST**

BADGER NOVELTY COMPANY  
2546 North 30th Street, Milwaukee, Wis.

BINCIO MUSIC DISTRIBUTING CO.  
1327 S. Calhoun St., L. Wayne, Indiana

BRILLIANT MUSIC COMPANY  
19953 Livernois Ave., Detroit 21, Mich.

CALDERON DISTRIBUTING  
450 Massachusetts Ave., Indianapolis, Ind.

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

DAYTON MUSIC SALES  
815 S. Paul Ave., Dayton II, Ohio

DIXON DISTRIBUTORS  
3808 Southern Blvd., Youngstown, Ohio

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

IDEAL NOVELTY COMPANY  
2813 locust Street, St. Louis 3, Missouri

LA SAU NOVELTY SALES CO.  
1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO.  
4333 Payne Avenue, Cleveland, Ohio

SAVAGE NOVELTY COMPANY  
621 Third Avenue, Sand, Wisconsin

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

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

UNI-CON DISTRIBUTING CO.  
3410 Main Street, Kansas City 2, Missouri

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

**NORTHWEST**

PUGET SOUND NOVELTY CO.  
114 Elliott Ave., West Seattle, Wash.

**SOUTHERN**

A. M. & F. DISTRIBUTING CO.  
3118 Tulane Ave., New Orleans, Louisiana

H. M. BRANSON DISTRIBUTING CO.  
811 Broadway, Louisville, Kentucky

CAPITOL MUSIC COMPANY  
135 E. Amite Street, Jackson, Mississippi

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

FRANCO DISTRIBUTING CO.  
24 North Parry, Montgomery, Alabama

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

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

SOUTHERN MUSIC CORPORATION  
2918 So. Blvd., Charlotte, North Carolina

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

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

FRANK DAWSON SALES COMPANY  
315-A Fourth Ave., So., Nashville, Tenn.

WERTZ MUSIC SUPPLY CO.  
1013 E. Cory St., Richmond 19, Virginia

**SOUTHWEST**

AUTOMATIC MUSIC CO.  
1214 W. Archer, Tulsa, Oklahoma

**BORDER SUNSHINE NOVELTY**  
2919 N. Fourth Street  
Albuquerque, New Mexico

BOYLE AMUSEMENT COMPANY  
522 North West Third  
Tulsa, Oklahoma, Oklahoma

FT. WORTH AMUSEMENT COMPANY  
1210 S. Main Street, Ft. Worth, Texas

FRONTIER AMUSEMENT  
2020 Myrtle Avenue, El Paso, Texas

PAUL W. HAWKINS  
329 East 7th Street, Tucson, Arizona

RUTHERFORD ENTERPRISES  
608 Johnson Street, Amarillo, Texas

UNITED AMUSEMENT CO.  
445 N. Main St., San Antonio, Texas

**WESTERN**

A. & B. BINKS  
825 East Front Street, Butte, Montana

DAN STEWART COMPANY, INC.  
2567 West Pico, Los Angeles, California

DAN STEWART COMPANY, INC.  
140 E. Second, South, Salt Lake City, Utah

MODERN DISTRIBUTING CO.  
3222 Topaz Street, Denver 17, Colorado

OSBORN DISTRIBUTING COMPANY  
2647 Thirty-Eighth Avenue  
San Francisco, California

**The Industry's Greatest Phonograph Achievement**

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

U. S. Now Has Over 15 Million Kids in 5 to 9 Age Bracket Alone
And Birth Rate Booms at About 4 Million More Each Year.

Even the news report after news report, and editorial after editorial has appeared here, telling of the kiddie ride boom all over the country, many still continue to ask:

“What's the 'big reason' for this boom?"

Like all other booms, this one, too, can be answered with cold, hard statistics from which there is no alternative.

The fact remains that, prior to the last war, there were approximately 10 million kiddies in the 5 to 9 age group. Today there are over 15 million kids in this very same age group.

What's even more impressive is the fact that 1951 saw a birth rate of over 3,500,000 kiddies, whereas 1952 is expected to surpass 4 million.

Statisticians believe that this will continue to be the case for years to come.

With 15 million customers for kiddie rides, in the 5 to 9 age group alone, there is every reason why there should be a boom, and why this boom will continue, is answered by the 4 million births each year.

Many operators of kiddie rides claim that they also get kids in the 10 and older, age brackets to clamor for rides.

But, the majority maintain that the 5 to 9 age group is the most prominent, even though there are a large number of riders in the 2 to 4 age bracket.

In short, it can be safely computed that there are approximately 25 million customers for kiddie rides everywhere in the U. S. A.

This, it is believed by all in the field, is a much bigger market than has ever before existed for any one type of specialized product in the amusement category.

Of course it is interesting, and very pleasant, to see mothers and fathers seat their 2, 3 and 4 year olds into kiddie rides of all kinds, and carefully watch them enjoy such rides to an almost indescribable extreme.

But the big business continues in the 5 to 9 age group, with some of the 10, 11 and even 12 years olds dropping coins into the kiddie rides.

To become even more statistical, these 25 million prospective customers for all types of kiddie rides, means that almost 20 percent of the nation’s population are bound to ride these ingenious and thrilling machines the manufacturers are now building.

When an operator has a prospective 20% of the population of his community as customers for any product which he puts on location in that community, he certainly has a great opportunity for profit.

Furthermore, it must be remembered that the kids just won't stop at one ride, they go on and on and on, until the dimes run out.

What's more, it has also been proved by very intelligent and astute operators, that the kids try all the rides.

Operators who have horses on locations have found that the intake continues to be as great even when they place ships on the same spot.

They have also learned that, when they place a boat, in addition to the horse and the ship, that the take on the two former rides still holds and that the new ride gets a brand new share of monies.

It's strange to report the above, but, this is actual-location-report-proof as shown by one of the largest operators of all types of kiddie rides in the nation.

The fact remains that when 2 out of each 10 peoples in every community in the nation are bound to be thriled by the kiddie rides there is an almost unbeatable market for every operator.

Definitely then, cold, hard statistics are the answer to the reason for the boom, and the continuing boom, in kiddie rides.

Facts speak for themselves. Operators must base themselves on factual data as do all good business men.

The facts indicate that the kiddie ride boom will continue.
## Juke Box Play and Retail Sales Are Related

Not more than a couple of years ago, when people in the record business thought that juke box material was not suited for juke box play, they almost always meant a raucous tune or treatment. Juke box records were supposed to be those which could be heard over the talking and din of a public area.

However, that kind of thinking has changed so in the past several months, that it is hardly ever heard anymore. Today all types of music make for good juke box material. It can be soft or loud, a novelty or a ballad, jump treatment or subdued, native or international.

As a matter of fact, the calibre of tunes that have been making the tops of juke box charts has been improving all the time. Witness some of the hits of last year.

Who would have thought when they were introduced that such instrumentals as "Charmaine", "Blue Tango", "Delicado" or "Vanessa" would draw the kind of attention they did on juke boxes?

Why it wasn't very long ago that instrumentals were thought of as completely unsuitable for juke box play. Yet last year in the annual Cash Box poll, "Blue Tango" was voted as the second best money maker of the year for operators and "Delicado" was voted the fourth.

It's evident that the professional conception of what was suitable juke box material was not exactly accurate.

The actual situation was that juke boxes until very lately could only hold a limited number of records. And so operators were forced to use only the top hits. Now, however, that music machines have expanded their capacities, records which never before could find a place on juke boxes, are being exposed to the public. This necessarily means new hits, new favorites among songs and artists which would otherwise never have seen the light of day. For it is a proven fact that juke box play results in sales at a retail level.

The phenomenal success of records like "Blue Tango" and "Delicado" on the nation's juke boxes indicates fully that there can be no differentiation between what the public buys and what it listens to in juke box locations. As a matter of fact, the relationship between sales of records and juke box play is direct. What is playing in the boxes is selling in the stores and vice versa. The only thing a record that is making it in retail sales needs to do is change the machines is exposure. And now that the boxes are large enough to hold all kinds of records, good ones getting the proper exploitation to juke box operators are assured of exposure.

And so one of the most striking achievements resulting from the enlargement of juke boxes to their present capacities is the change it has brought about in the thinking of people in the music business. This certainly wasn't one of the intentions of the expansion programs of the juke box manufacturers, but it is one of the results.

Today we no longer hear about "good juke box material", by which was usually meant low grade, inferior records which didn't sell.

It is now realized that "good juke box material" means all good, commercial records no matter what they are or who do them.
THE TEN RECORDS

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

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

The newest Patti Page Doggie In The Window has promotional minds feverishly racing round and round with the possibilities the title suggests. However, it falls to Alan Dary (WORL-Boston, Mass.) to come up with the cutest study of the day. Dary received a call from one of his listeners telling him that her dog barked back at the record every time he heard it on the radio. A hit of investigation revealed that many dogs listened to the "Dary-Go-Round" show and had the same reaction. So many calls came into the studio that Alan started taping the conversations and before he was through had "Conversations" with a cat, canary, parakeet, guinea pig, hen, more dogs, a rooster and a cow. The cow, we are told moved all the way from Yarmouth, Nova Scotia. Now, before introducing each record, Alan asks something like "Now Polly, what do you think it is a parrot think of Patti's record?" and the answer would be something like, "Squawk, Squawk." Dary collected enough tapes to run a three hour show, interviewing the different pets that had "called in." 

Jack Rowzie (WWDC-Washington, D. C.) gave 10 RCA-Victor albums each night for 10 nights on his early morning show. All the lucky listeners had to do was guess the percentage of times a specific record has been played on the juke boxes in Washington, D. C., as compared to the other records in the machines for one solid week. Last month Nick Kenny, New York Daily Mirror columnist ran a little item congratulating Lee and Lorraine Ellis, formerly of WSPR-Springfield, Mass. Nick says, "The couple is the hottest 'Mr. and Mrs.' disc jockey team in the State of Florida, featured on WINZ, Miami." Lee and Lorraine are heard Monday through Saturday from 8 to 9. Lorraine is Woman's Director for WINZ and is heard daily with her own show 11:30 till noon. Bud Shuman (WARE-Mass.) received a birthday gift recently when he was promoted to Music Director. Rex Drake (WCBY-Cincinnati, 0.) is still shaking his head as a result of a visit to a local spot. A "square walker" leaned over his shoulder and said, "Man, you should have been in here New Year's Eve. We had an outfit that really shook us up. Woody Herman and his orchestra. Ever hear of him?" Cracker Jim Brooker (WMIE-Miami, Fla.) is now celebrating his sixth year with the station. 

After reading through two full typewritten pages of a letter from Gil Henry (KING-Seattle, Wash.) we come to the P.S. "It might be of interest to you that for the past week and a half I've been suffering from a case of virus pneumonia—so burn this letter when you get through reading it! If you can't find a deejay column next week you'll know why. . . ." Jocks Jay Scott and Joe Daeboul (WJKO-Springfield, Mass.) have picked Frank Campans as the "singer of the week" for the first seven days of February spinning his wax around the clock. Campans and his manager Frankie Lohmann recently guested on the Joe Daeboul Show . . . Brad Lacy (WAXL-Concord, N. H.) now has his own recording company named "Progress Records." On a recent promotional tour by Sandy Solo for his "Close Your Dreamy Eye" on the Barry Label, Brad and his wife were guests of New England Music Suppliers. Sales were boosted considerably for one of his sponsors when, during the course of a wired interview, Sandy dressed up the commercial . . . The "Art Tucker Show" (WCRB-Waltham, Mass.) is promoting a contest in which the person correctly identifying a mystery voice is awarded a free all-expense trip to Miami Beach, Fla. . . . Webb Pierce & Goldie Hill, Decra recording artists, stopped into The Cash Box New York office for an informative chat. Webb and Goldie have made appearances with d.j's Don Russell, Rosalee Allen, and Don Larkin while on their trip. On February 7th, the duo will appear as guests with Red Foley on his NBC 9:30 Saturday Night show.

"It's What's in THE CASH BOX That Counts"
PEGGY LEE & GORDON JENKINS ORCH. (Decca 28565; 9-28565)

**I HEAR THE MUSIC NOW** (2:47) [Harms, Inc.] Peggy and Gordon demonstrate a perfect marriage of voice and backing on a lovely tune from the folk "Jazz Singer." Peggy's vocal softness and Gordon's exciting orkide make this a top contender.

**THIS IS A VERY SPECIAL DAY** (2:29) [Komick Music] Another fine "Jazz Singer" tune is bounced through in a spritely and appealing manner by the thrush. A fine kin for the top deck.

TRUDY RICHARDS (Decca 28564; 9-28564)

**MY WAY FROM MY WINDOW** (2:46) [ Shapiro Bernstein & Co.] Trudy Richards does a good job, a strong libretto number in a multiple voice manner as Ello Lawrence and his orb back.

**A POOL** (2:44) [Paul Music] Trudy sounds better than ever before on a number that leads into with an interesting different type of chant. The powerful presentation might catch on. She sounds terrific.

SARAH VAUGHAN (Columbia 19932; 4-39932)

**A LOVER QUARREL** (2:33) [Melody Traill] The talented voice of Sarah Vaughan sings out as she does a pretty tune with a folk flavor. Her great range and a wonderful Percy Faith backing blend perfectly.

**I CONFESSIONS** (2:20) [M. Witmark & Sons] A beautiful melody shows the thrush's vocal quality to better advantage as she puts a great deal of feeling into this item. The delivery is tops.

BOB SAVAGE (Trojan 20104; 45-20104)

**I'M THROUGH WITH LOVE** (2:34) [Robbins] The powerful voice of Bob Savage offers a revivified rendition of a tune that made a stir not too long ago. This rendition might make the tune hit again.

**LOVE, YOUR SPELL IS EVERYWHERE** (2:35) [Bourne] Nelson Riddle comes up with another fine backing job, this one set to a Latin tempo, that shows off Bob's voice to better advantage. The tune is good and should get spins.

BIBI JOHNS (RCA Victor 20-5146; 47-5146)

**I COULD NEVER BE ASHAMED OF YOU** (2:46) [Acut Rose] One of the many lovely tunes that the late Hank Williams wrote is softly warbled by Bibi Johns. The lyrics are full of meaning and the tune has a slight lift.

**I WISH YOU WERE A PUPPET ON A STRING** (2:50) [Chappell & Co.] The thrush renders another in her clear voiced fashion that gives the tune a child like air. It's a pretty piece of listening matter.

GORDON MacRAE (Capitol 23352; F-23352)

**HOW DO YOU SPEAK TO AN ANGEL** (2:47) [Chappell & Co.] Gordon MacRae sounds the best we've ever heard him as he chants a beautiful ballad from the "Hazel Fagg" show. The good Latin beat and top notch vocal could make this happen.

**CONGRATULATIONS TO THE WORLD** (2:58) [United Music] Frank Devol does another top job of backing Gordon as he delivers another lovely ballad. The artist sings this number with a great deal of feeling.

RICO TURGHETTI (Derby 817; 45-817)

**LIMEHOUSE BLUES** (2:55) [Columbia, Inc.] Rico Turchetti, an Arthur Godfrey discovery, exhibits some fancy fingering as he plucks the strings of a small acustic guitar while belting out the favorite standard. Archie Beaver's orb backs the talent.

**ST. LOUIS BLUES** (2:52) [C. Handy Pub.] The string master demonstrates some more fancy fingering on this great oldie. The tricky sounding novel tunes that Rico adds to the number are enjoyable.

ELLA MAE MORSE (Capitol 23328)

**THE GUY WHO INVENTED KISSIN'** (2:23) [Hill And Range Songs] An exciting rhythm bongo and drum backing highlights a sensational sax job by Ella Mae Morse as she belts out, pop-consumption, one of the top folk and western jobs of the day. This could very easily catch on.

**GOOD** (2:08) [ABC Music] The instruments of the ork follow Ella's voice as she belts out a blues type of number in real sock fashion. The thrush puts a lot of color into the vocal, Nelson Riddle backs great on both decks.

SY MELANO (Vogue 1015; 45-1015)

**BELIEVED** (2:28) [Ash Music] A fine job of vocalizing is sent forth by Sy Melano while Charles Henderson and his orb back. The chanter gives the number a tasteful and seafucz delivery. The Latin tempo adds color to the tune.

**RING UP THE CURTAIN** (2:48) [Ash Music] Another Latin tempo piece gets a strong voiced reading from the chanter. The ballad is a good one. Both sides are well done.

VAUGHN MONROE (RCA Victor 20-5145; 47-5145)

**LONELY EYES** (2:55) [Starr House] Vaughn Monroe sounds the best we've ever heard him in a long time as he bounces through a cute item with a chorus for backing. This could go very far and happen for the artist.

**SMALL WORLD** (2:32) [Harman Music] The Monroe and his orchestra go wild about this deck too. It's another well-engineering. He jumps through the litter with his own orb doing a fine supporting job. It's a rhythmic piece.
hit! hit! hits!!!

by

EDDY HOWARD

ILL GO ON ALONE

"NOW I LAY ME DOWN TO DREAM"
MERCURY #70072—70072x45

by

RUSTY DRAPER

NO HELP WANTED

and

TEXARKANA BABY

"IT'S WHAT'S IN THE CASH BOX THAT COUNTS"

by

THE CARLISLES

"NO HELP WANTED"

This Heart Is Not For Sale
Mercury 70028—70028x45

MUSIC OPERATORS NOTE:

ALREADY A HIT
on the
COUNTRY CHARTS

Mercury 70077—70077x45

January 31, 1953
The Cash Box, Music

January 31, 1953

Karen Chandler

THE OLD SEWING MACHINE (2:11) [Town And Country Music] Karen Chandler owns up her "Hold Me" success with a tune that has a soft and sentimental flavor (13:70). It's pretty and touching item that shows the warmth in her voice. Hubby Jack Pleis supplies the line.

I HEAR THE MUSIC NOW (2:58) [Music Publishers Holding Co.] This becomes a two sided smash when you hear this lovely tune from the "Jazz Singer." The tune is great and Karen owns it with a great deal of feeling. Both might hit.

Mantovani Orchestra

BLUE DANUBE (2:42) [P.D.] The feather like strings of the Mantovani orchestra sound excellent as he leads them through one of the greatest of the Strauss waltzes. These should do good in the soft locations where higher class music is desired.

ROSES FROM THE SOUTH (2:41) [P.D.] The conductor does another top notch job on a most beautiful song that could be too commercial pop wise but will be tops for a select group.

Johnny Cobb

WHAT A NIGHT! WHAT A NIGHT! (2:54) [Gold] The fine voice of Johnny Cobb shows its colors on a pretty ballad as Duff Lawrence's orch and the Heatonettes set up the accompanying style.

THE GIRL NEXT DOOR (8:05) [Haggar Music] A lovely ballad that shows the vocalist is better advantage is presented on this deck. The choral backing and fine tune go well with the vocalists style.

The McGuire Sisters

ONE, TWO, THREE, FOUR (5:10) [George Lee Music] The lovely voices of a new team called the McGuire Sisters start on the road to success with a smash waxing. Their wonderful harmony is tops on this ultra-lovely tune that Gordon Jenkins helped write. Their part voices are great.

PICKING SWEETHEARTS (3:05) [Bellamere Music] The three sisters deliver another soft and tender ballad in fine style. The tune is lovely too.

Lizzie Miles

(A capital 2341; F2341) A GOOD MAN IS HARD TO FIND (2:45) [Mayfair Music] An entirely different and exciting voice makes its debut on a number recorded in the Vieux Carre night club. Singer Lizzie Miles belts out this standard in great fashion. Her low down treatment could make this happen.

SALTY DOG (2:10) [Beechwood Music] Here Lizzie gives a Beck treatment to a rag time piece that she belts out while sitting at the piano.

Claude Gordon Orch.

RED RIVER VALLEY HOME (2:17) [Ash Music] A favorite western oldie that is a terrific jump beat instrumental treatment by Claude Gordon and his boys. The sound and rhythm are tops. Side could happen with a push.

THE WE (2:22) [Herman Music] A bouncing novelty about a cute dance is happily lifted through by the Morgan Sisters while the Gordon orch backs. The handclapping and pretty harmony help in the delivery.

Bernard Witkowski & Silver Bells Orch.

MODERN POLKA (2:33) [Sawell] Bernard Witkowski and his Silver Bells orch belt out a polka that should really have the folks "swingin'". It's an exciting folk item full of vigor and good taste.

NIGHTINGALE POLKA (2:27) The polka section presentation is continued on this deck too as the men really belt out the rhythm. This should be great for the right locations.

Danny Thomas

HUSH-A-BYE (2:40) [Harms, Inc.] Danny Thomas comes through with a top flight job on a tune from his screen's "Jazz Singer." The song is soft and sweet and Danny sings it with a tear in his voice. A great side.

OH, MOON (2:49) [Harms, Inc.] Another fine outing by Frank DeVol and his men is offered as a showcase for a driving number that Danny sings with zest. The good beat is intriguing.

Charlie Spivak Orch.

WAITING (2:47) [Schwartz] Charlie Spivak sounds as great as he does a pretty tune on the trumpet while Eileen Rodgers voic's the lyrics to the moderate heat Fox Trot.

BLOODSHOT EYES (2:40) [Lois] Paul F'c Oliver handles the vocal chores on this hit while the Spivak men belt out the blues rhythm for the jump. Number is better for the blues market.

Molly Bee

NOBODY'S LONESOME FOR ME (2:12) [Acuff-Rose Pub.] Young Miss Molly Bee lays on a bouncing lilt written by the late Hank Williams. The appealing huskiness in her voice could make the side happen.

Honyk TOWN MOUNTAIN (2:16) [Bremen, Voice & Conn] The pert thrush adds tip to another good tune and gives it a folk like delivery. Van Alexander and his men set up the backdrop for the chirp.

Georgia Gibbs

WHAT DOES IT MEAN (2:45) [Meridian Music] Georgia Gibbs and that corny tine best as she belts out a good jump number in her stylish manner while Glenn Oser and his orch 0ut the hearty accompaniment. This could very easily happen.

Winter's Here Again (2:55) [Hillcrest] The artist takes a cruise through a light lilting arrangement with them. The pretty arrangement makes for pleasant listening.

Kip Hale

DON'T FALL IN LOVE WITH ANYONE (2:45) [Eastern Music] The new and powerful voice of Kip Hale takes the spotlight on a love song that could be a hit number. The line and pretty voice on the boy will get the side too.

SEVEN LEAGUE BOOTS (2:56) [Hill And Range Songs] Kip gives this fast moving item a driving delivery and changes up at mid point to a Latin tempo. It's a good tune and a fine performance.

Bob Eberly

ROSIE! (2:27) [Hill And Range Songs] Bob Eberly does a novel job on a cute item that makes for ok listening. The cute lyrics and the bouncing Harold Monroe orch's backing are enjoyable.

DON'T BELIEVE A WORD THEY SAY (2:08) [Cunningham Music] The chantez changes the mood by softly and tenderly carrying through a ballad. The number is well arranged.

Bob Keene Orchestra

BEGIN THE EGUINE (2:58) [Harms, Inc.] One of the best Cole Porter standards is given an exciting treatment by Bob Keene and features a terrific vocal job by the Keene Timers. The voices blend well and really sock out the number.

DANCING TAMBOURINE (2:54) [Harms, Inc.] The Keene orch runs through a fine instrumental and does a stylish job. The tune is good as is the delivery. The rendition is jumped up through most of the wailing.

The Cash Box, Music

The Cash Box, Music (Vogue 1017; 45-1017)

"Anywhere I Wander" (3:28) [Music] JULIUS LA ROSA

"This Is Heaven" (3:04) [Music] ROXBURY MUSIC

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleepers" Of The Week, are those most likely to achieve popularity.

* "How Do You Speak To An ANGEL?" Gordon MacRae Capitol 2352; F2329

* "The Louisiana Hayride" Sarah Vaughan Columbia 13992; 13-9992

* "LONELY LOST" Younga Mann RCA Victor 20-5145; 47-5145

* "MY GIRL INVENTED KISSIN'" Ella Mae Morse Capitol 2343; F2343

* "I HEAR THE MUSIC NOW" Peggy Lee & Gordon Jenkins Docex 25655; 9-25656

* "DON'T FALL IN LOVE WITH ANYONE" Kip Hale Mercury 70073; 70073x5

* "HUSH-A-BYE" Danny Thomas RCA Victor 20-5142; 47-5142

* "THE OLD SEWING MACHINE" & "I HEAR THE MUSIC NOW" Karen Chandler Coral 60911; 9-60911

* "ONE, TWO, THREE, FOUR" The McGuire Sisters Coral 60917; 9-60917

** Record Review
NEW YORK:

Most exciting "first" to hit the music biz in many moons, the sale has been treasured by Decca's La Rosa's "Anywhere I Wander" and "This Is Heaven." As a result of his smash reception at Frank Dailey's Meadowbrook, Douglas Duke, master of the Hammond organ, signed to a three year recording pact by Mercury Records. Hear the first release "Mambo At Meadowbrook" and "Little Old Lady" are terrific waxings. Tony Alamo made a great appearance on January 22nd, on "Guitar Night" Dangerous network show sponsored by the Army Air Corps Recruiting Service. Bobby Worth, who wrote the music and lyrics of "Don't Fall In Love With Anyone," in the clouds with the reception given the Kipp Halle recording on Mercury. Several other disciples picked up the tune. Cuto reed Red Evans sent out tying his "No Moon At All" to the total equalled by Camel Moon, January 25, 1953 from 4:54 to 5:34. P.M., Floridian Zacharias continues on the "Embassy Club" show Tuesday night live from New York via NBC TV. Enquire Boys slated for a series of TV, appearances in New York based on this past week's tear. Rainbow disk "Caravan." Sandy Soo's into Ben Matskis as headliner February 6-7th. Fran Warren getting a big band when she does her recorded session of "Everyone Know But Me" at the Palace with Danny Kaye. Irving Fields sailed on the "New Amsterdam" on January 21 for the West Indies. Fields will investigate a new Latin rhythm called "The Belaco." Vailers at the New York office this week included: Dave Miller, Essex Records; Tony Morelli, MGM; Bode Webb and Godlie Hill, Decca country artist; Felilda Sanders; Johnny Cohn, Pleasant Records; Bill Hayes, MGM vocalist and show of Shows star; Harry Meyerson, MGM A & R chief; Sam Clark, Music Supplier of N.E.; and Mel Evans, manager of Billy Eckstine and Barbara Small. Marian Lubensky, Savoy Records, hospitalized at the Beth Israel Hospital, Newark, N. J., because the virus bug hit him. Heart lots of fine comments about Steve Lawrence's King record "How Many Stars Have To Shine." Vic Damone will replace Marie Lanza in "Student Prince." Bill Hayes goes into "Me and Juliet," the new Rodgers & Hammerstein musical. Karen Chandler, a part of her dance, "But Me, Thrill Me, Kiss Me," booked into Gay Haven, Detroit; Copa, Pittsburgh; Cemo Show on February 15, and the Chicago Theatre, Chicago. Sid Prosen, writer and publisher of "Till I Waltz Again With You," will open a Nashville branch to be headed by Jim Prosen and Bill Schwartz. Danny Sutton booked back into the Suburban Nightclub, Brooklyn, January 26 as a result of his recent terrific job there.

CHICAGO:

This can be called evolution of a songwriter. Shirley Scott, former WAC sergente and stationed at Ft. Levernworth, Kansas, dared the band that entertained the gals to use a gal vocalist. The band leader asked, "Who?" Shirley said, "Me." And that's how come the cute gal has been singing this way these past years with Roy Ward and his Movers. By the way, Shirley married the leader, too. That's Roy Ward. The gals who make house band for the Congress for two and a half years, now playing the Midwest circuit. But, most impressive, the gal wrote a tune, "Rainbow In The Valley," which was published by Cadillac and which is now out on an MGM disk and rated by CB as B+. Doey getting many, many complements today about the little gal. She's famed for cutting early morning business about town in Art Heller's and his Zenith program on WCFL. Art not only keeps the lads informed of the temperature, the weather and the hour, but, makes with enterprising ideas, grinnings and grand times. It seems here state they Art sticks to this early spot for years. An era pas seen with retirement of Griff WillHam this past Thursday. Griff will be at home in Evanston. His fine disk will continue at the Edgewater under a contract of Bob Kirk with Martin Rubinstein. Leonard cheese who owns Burton, Ltd., music publisher that has turned "I Don't Know" the big R&B hit tune over to Ron Sunshine. You can put up a song of Noyi Yakir for further promotion, advises be just doesn't know how many orks and songesters have cut the tune aroon.

LOS ANGELES:

RCA Victor brass including Frank Fiske, Mannie Sacks and Al Miller boiling here this past week, with the possibility of a late arrival in Brig General David Sarnoff. Capitol execs due to head east shortly for really important confabs with proxy Glenn Wallis, vp Alan Livingston and Dan Benbright returning to New York... and not only are people going places, but records are, too John Dolphin's Recoreded In Hollywood label chopped a beat on the entire disk biz by coming up with the信号 of the widely popular "I Don't Know" the Linda Hayes etching of "Yes I Know" disk took off like a jet locally to the tune of 4,000 platters in one week. Understand that newly appointed New York distrib Johnny Holken has ordered 1,000 a day. Of course little music man booked near the Hollywood Professional School near Western.

Gene Norman readying a new talent show for the Center of the Central Avenue theatre. Said dee-jay is one of the most likeable chaps you'll meet anywhere. Iv Shorten, Allied Music Sales, latest winner, in the new Johnny Ace etching "I Cross My Heart" that Green Mike, bedroomman in the section coming out to sunny California. Didn't get mired in the Latin Quarter of New Orleans didn't he Lee?... The ebullient Dave Miller, of the same name, Inc., in town for a quick look-see at the local market. Letter's Don Howard, who scored via "Oh Happy Day" was recently left with Cora recent reports to Sid Prosen, "Till I Waltz Again" is knocking 'em dead. The Bihari clan can lay claim to the most modern looking offices we've ever seen. Place is simply beautiful. Gordon Wall, Sunland distributes, doing a wholesale of a job with a brace of Johny Ace clicks in "Why Don't You Believe Me" and "Have You Heard."... Jimmy Warren, head of the Folsom Sales office this past week. The plan on Plymouth line this past week. The plan on Plymouth line this past week. The plan on Plymouth line this past week.

DOUGLAS DUKE

CASH BOX SAYS
"VERY GOOD!!"

...'nuff said.

THE SATISFIED

with Rufus Smith Quintet

"YOU'RE THE ONE I IDOLIZE"

b/w

"YOU DO THINGS TO ME"

Rudder 1003 (78 rpm & 45 rpm)

"PLEASE BE KIND"
b/w

"CHOOSE YOUR PARTNER"

Rudder 1004 (78 rpm & 45 rpm)

CHUCK FOSTER

"I'LL THINK OF YOU"

vocals by Tommy Daniels & Delores Marshall

b/w

"SKIRTS"

vocal by Chuck Foster

Rudder 1007 (75 rpm & 45 rpm)

"I'D LIKE TO WALK AND TALK WITH JOHNNIE"

vocal by Delores Marshall

b/w

"WHEN I'M ALONE"

vocals by Tommy Daniels & Delores Marshall

Rudder 1008 (78 rpm & 45 rpm)

ANYTIME is the RIGHT time to buy

RUFFER RECORDS

620 STEVICK BLVD.
MEMPHIS, TENN.
37 MADISON AVENUE
NEW YORK 16, N. Y.

DISTRIBUTORSHIP STILL AVAILABLE SOME AREAS

"It's What's in THE CASH BOX That Counts"
TIPS on This Week's Release

"WILD HORSES" "I CONFESS"

Perry Como

20-5152 (47-5152)*

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

Paul Flanagan

WTRF—Troy, N. Y.
1. Why Don't You Believe Me (Joni James)
2. Don't Let The Stars Get In Your Eyes (Perry Como)
3. You (Vera Lynn)
4. Don't Let The Stars Get In Your Eyes (Joni James)
5. You (Joni James)
6. When You Kiss Me (Johnny Horton)
7. I Wanna Tell You Somethin' (Johnny Horton)
8. I'll Never Find Another You (Joni James)
9. She'll Be Comin' Round The Mountain (Johnny Horton)
10. You Don't Know Me (Joni James)

Tom Finn

WPTF—Toldeo, Ohio
1. Tell Me You're Mine (The Gaylords)
2. Hold Me, Thrill Me, Kiss Me (KAREN CHANDLER)
3. Have You Ever Loved (Joni James)
4. Tell Me I Was A Dream (Joni James)
5. Tell Me I Was A Dream (The Gaylords)
6. Look Out, I'm Falling In Love (Johnny Horton)
7. Why Don't You Believe Me (Joni James)
8. Leave Me (Joni James)
9. I'll Always Love You (KAREN CHANDLER)

Joe Grady

1. Oh Happy Day (D. Howard)
2. I'm Gonna Miss You Baby (Sunny Gilg)
3. Till I Was Again With You (Terresa Brewer)
4. I'm Going Home To Mama (Terresa Brewer)
5. I'm Going Home To Mama (Don Carlos)
6. I'm Going Home To Mama (The Gaylords)
7. The Good Old Days (Joni James)
8. I'm Gonna Miss You Baby (Joni James)
9. The Good Old Days (The Gaylords)
10. Hot Toddy (Ralph Flanagan)

Donn Tibbetts

WSPF—Springfield, Mass.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. A Fool Such As I (The Gaylords)
3. Tell Me I Was A Dream (Joni James)
4. Keep It A Secret (Stofford)
5. Have You Ever Loved (Sunny Gilg)
6. Stand All Alone (Joni James)
7. Tell Me I Was A Dream (Terresa Brewer)
8. Make Me Happy (Joni James)
9. Tell Me I Was A Dream (Sunny Gilg)
10. Arabian Patrol (E. Key)

Roger Nash

WJMR-New Orleans, La.
1. Tell Me I Was Again With You (Terresa Brewer)
2. Eye See You (Paul Ford)
3. Keep It A Secret (Sunny Gilg)
4. May Flowers (Terresa Brewer)
5. Tell Me I Was A Dream (Joni James)
6. I'm Gonna Miss You Baby (Terresa Brewer)
7. I'm Gonna Miss You Baby (Joni James)
8. When You Kiss Me (Eddie Fisher)
9. Keep Me In Mind (Eddie Fisher)
10. American Patrol (E. Key)

Jay McMaster

WJKE—Minneapolis, Minn.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Keep It A Secret (Stofford)
3. Tell Me I Was A Dream (The Gaylords)
4. Have You Ever Loved (Joni James)
5. Keep It A Secret (Terresa Brewer)
6. Tell Me I Was A Dream (Joni James)
7. I'll Never Find Another You (Joni James)
8. Keep Me In Mind (Eddie Fisher)
9. Who's Who (Joni James)

Stephen Paul

WTVF—Richmond, Va.
1. Why Don't You Believe Me (Joni James)
2. Don't Let The Stars Get In Your Eyes (Perry Como)
3. You (Vera Lynn)
4. Don't Let The Stars Get In Your Eyes (Joni James)
5. You (Joni James)
6. When You Kiss Me (Johnny Horton)
7. I Wanna Tell You Somethin' (Johnny Horton)
8. I'll Never Find Another You (Joni James)
9. She'll Be Comin' Round The Mountain (Johnny Horton)
10. You Don't Know Me (Joni James)

Fred Hobbs

KEGL—Boulder, Colo.
1. Oh Happy Day (L. Waltz)
2. Why Don't You Believe Me (Joni James)
3. Keep It A Secret (Stofford)
4. Keep It A Secret (Sunny Gilg)
5. Have You Ever Loved (KAREN CHANDLER)
6. Lady Of Spain (Paul Ford)
7. The Good Old Days (KAREN CHANDLER)
8. The Good Old Days (Paul Ford)
9. The Good Old Days (Benjamin Dean)
10. You Win Again (R. Edwards)

Don McLeod

WKJO—Detroit, Mich.
1. Tell Me You're Mine (The Gaylords)
2. Don't Know (R. Morrison)
3. Don't Know (Nevada Cole)
4. Hot Toddy (Ralph Flanagan)
5. I'll Never Find Another You (Sunny Gilg)
6. You Don't Know Me (Joni James)
7. I'll Never Find Another You (KAREN CHANDLER)
8. Leave Me (Joni James)
9. You Don't Know Me (Joni James)

Frank White

KAWK—Cleveland, Ohio.
1. Don't Let The Stars Get In Your Eyes (The Gaylords)
2. Tell Me I Was Again With You (Terresa Brewer)
3. My Baby's Coming Home (Sunny Gilg)
4. Don't Let The Stars Get In Your Eyes (The Gaylords)
5. Keep It A Secret (S. Crosby)
6. My Baby's Coming Home (Sunny Gilg)
7. Keep It A Secret (Terresa Brewer)
8. You Don't Know Me (Joni James)
9. Keep It A Secret (Sunny Gilg)
10. High On A Windy Hill (Eddie Fisher)

Bill Silbert

WAD—New York, N. Y.
1. Why Don't You Believe Me (Joni James)
2. Don't Let The Stars Get In Your Eyes (Perry Como)
3. Keep It A Secret (Joni James)
4. Keep It A Secret (Terresa Brewer)
5. You Don't Know Me (Joni James)
6. Keep It A Secret (Sunny Gilg)
7. Leave Me (Joni James)
8. Hot Toddy (Ralph Flanagan)
9. I'm Gonna Miss You Baby (Terresa Brewer)
10. You Don't Know Me (Joni James)

Joe Grady

1. Oh Happy Day (D. Howard)
2. I'm Gonna Miss You Baby (Sunny Gilg)
3. Till I Was Again With You (Terresa Brewer)
4. I'm Going Home To Mama (Terresa Brewer)
5. I'm Going Home To Mama (Don Carlos)
6. I'm Gonna Miss You Baby (Joni James)
7. The Good Old Days (Joni James)
8. The Good Old Days (The Gaylords)
9. I'm Gonna Miss You Baby (Joni James)
10. My Heart Belongs To Only You (Lonnie Brown)

Bill Leydon

KFWM—Hollywood, Calif.
1. Why Don't You Believe Me (Joni James)
2. Don't Let The Stars Get In Your Eyes (Perry Como)
3. Keep It A Secret (Joni James)
4. Keep It A Secret (Terresa Brewer)
5. You Don't Know Me (Joni James)
6. Keep It A Secret (Sunny Gilg)
7. You Belong To Me (Sunny Gilg)
8. I Don't Think So (Joni James)
9. To You (Sunny Gilg)
10. Happy Day (L. Waltz)

Ray Perkins

KIEL—Milwaukee, Wis.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Why Don't You Believe Me (Joni James)
3. Keep It A Secret (Joni James)
4. Keep It A Secret (Terresa Brewer)
5. Tell Me I Was A Dream (Joni James)
6. Leave Me (Joni James)
7. I'm Going Home To Mama (Terresa Brewer)
8. I'll Never Find Another You (Joni James)
9. Keep Me In Mind (Eddie Fisher)
10. Lady Of Spain (E. Fisher)

Jay Trompeter

WZNN—New Haven, Conn.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Tell Me I Was Again With You (Terresa Brewer)
3. Tell Me You're Mine (The Gaylords)
4. Have You Ever Loved (Joni James)
5. I'm Gonna Miss You Baby (Terresa Brewer)
6. Keep It A Secret (Sunny Gilg)
7. You Don't Know Me (Joni James)
8. I'm Just A Poor Bachelor (Frankie Laine)
9. Rachel (Arnie Wayne)
10. Side By Side (Ray Chandler)

Dave Robinson

WELL—New Haven, Conn.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Why Don't You Believe Me (Joni James)
3. I'm Gonna Miss You Baby (Terresa Brewer)
4. Keep Me In Mind (Eddie Fisher)
5. My Baby's Coming Home (Sunny Gilg)
6. Keep It A Secret (Sunny Gilg)
7. I'll Never Find Another You (Joni James)
8. Keep Me In Mind (Eddie Fisher)
9. Strange (Narlene Wayne)
10. Oh Happy Day (L. Waltz)

John Michaels

WJKO—Detroit, Mich.
1. Why Don't You Believe Me (Joni James)
2. Keep Me In Mind (E. Fisher)
3. Tell Me I Was Again With You (Terresa Brewer)
4. Tell Me You're Mine (The Gaylords)
5. My Baby's Coming Home (Sunny Gilg)
6. Keep It A Secret (Sunny Gilg)
7. The Good Old Days (KAREN CHANDLER)
8. Keep Me In Mind (Eddie Fisher)
9. Keep Me In Mind (E. Fisher)
10. My Baby's Coming Home (Terresa Brewer)
Jack Downey
WOWC—Waukon, Ia.
1. She Wears Red Feathers
2. Even Now (Eddie Fisher)
3. Farewell My Lovely (Frankie Laine)
4. Till I Walk Again With You (Teresa Brewer)
5. Sugar 'N' Vice (Teresa Brewer)
6. Tell Me You're Mine (Kay Starr, Gene Autry)
7. Don't Let The Stars Get In Your Eyes (Perry Como)
8. Bye Bye Blues (Paul-Ford)
9. On My Pillow (Dean Martin)
10. Congratulations (Tony Bennett)

Buddy Beason
KFOX—Long Beach, Calif.
1. Why Don't You Believe Me (Patti Page)
2. A Shoulder To Weep On (June Valli)
3. Strange (Not "Kinky") Cole
4. Don't Let The Stars Get In Your Eyes (Perry Como)
5. Till I Walk Again With You (Teresa Brewer)
6. The Glow Worm (Mills Bros.)
7. Only You (Eddie Fisher)
8. Oh Happy Day (D. Howard)
9. Pretty Little Things Are Easy (Tony Bennett)

Gill Henry
KING—Seattle, Wash.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Hold Me, Thrill Me, Kiss Me (Bobby Darin)
3. Till I Walk Again With You (Teresa Brewer)
4. The Glow Worm (Mills Bros.)
5. Why Don't You Believe Me (Perry Como)
6. Bye Bye Blues (Paul-Ford)
7. Hold Me, Thrill Me, Kiss Me (Bobby Darin)
8. Keep It A Secret (Stafford)
9. The Glow Worm (Mills Bros.)
10. Without My Baby's Love (M. Miller)

Roger Clark
WOKR—Nashville, Tenn.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Don't Know Why (Perry Como)
3. I Cried For You (W. Harron)
4. Hold Me, Thrill Me, Kiss Me (Bobby Darin)
5. I Don't Know Why (Teresa Brewer)
6. You Blew Me A Kiss (Teresa Brewer)
7. Night Of Heaven (E. Foree)
8. Boomerang (Lee Kirk)
9. St. Louis Blues (T. Edwards)
10. Have You Heard (Joni James)

Bob Stevens
WCAG—Coral Gables, Fla.
1. Why Don't You Believe Me (Joni James)
2. Don't Let The Stars Get In Your Eyes (Perry Como)
3. Close Your Dreamy Eyes (Teresa Brewer)
4. Blue Villain (Ray Martin)
5. Hold Me, Thrill Me, Kiss Me (Bobby Darin)
6. Nina Never Knew (Joni James)
7. The Glow Worm (Mills Bros.)
8. Pretend (Ralph Marcellino, Phil Silvers)
9. I Wonder (Joni James)
10. Have You Heard (Joni James)

Lou Barile
WKRL—Racine, N. Y.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Why Don't You Believe Me (Perry Como)
3. Water Can't Take The Fire (Teresa Brewer)
4. Till I Walk Again With You (Teresa Brewer)
5. I Don't Know Why (Joni James)
6. I Don't Know Why (Gene Autry)
7. Don't Let The Stars Get In Your Eyes (Perry Como)
8. Tell Me You're Mine (Gene Autry)
9. My Heart Belongs To Only You (Joni James)
10. It's A Blue World (Teresa Brewer)

Dick Webb
WIVY—Jacksonville, Fla.
1. Why Don't You Believe Me (Joni James)
2. Don't Let The Stars Get In Your Eyes (Perry Como)
3. Hold Me, Thrill Me, Kiss Me (Bobby Darin)
4. Don't Let The Stars Get In Your Eyes (Perry Como)
5. Two Other People (Vaughan)
6. The Glow Worm (Mills Bros.)
7. Whippoorwill (Joni James)
8. High In My Pillow (Sunnie Gale)
9. Close Your Dreamy Eyes (Teresa Brewer)
10. It's A Blue World (Teresa Brewer)
La Rosa Disk Racks
Up Huge Sales

NEW YORK—Julius La Rosa’s recording of “Anywhere I Wander” and “This Is Heaven” on the Cadence label is the newest sensation of the recording business.

Organized by Archie Bleyer, Cadence’s first venture in the recording business had the eastern seaboard rocking last week as orders came piling in unprecedented quantities.

Until the middle of last week it was claimed that over 300,000 were on order from discribers, with the disk out only a few days. Some distributor orders are as follows: Commod of New York, Philadelphia, and Newark—56,000; Music Suppliers of Boston—40,000; James Martin of Chicago—26,000; General Distributors of Baltimore—10,000; J. W. Young of Pittsburgh—15,000; Pan American of Detroit—14,000; Hit Records of Cincinnati—7,000; Malverne of Hartford—5,000; Ohio Records of Cleveland—12,000; Robert’s Records of St. Louis—10,000.

The disk has been getting tremendous publicity on the Arthur Godfrey show where La Rosa is featured vocalist. Godfrey has spoken about and plugged the record on almost every show and the result has been a fabulous advance sale.

“In New York, operators were lining up outside of one-steps demanding the record. Disks are now being pressed at the fastest possible speed and orders are being filled as quickly as possible.

MAMBOS! MAMBOS! MAMBOS!

Hilda Guerra Co. presents

Exciting New LATIN AMERICAN Releases Available on 78 & 45 rpm

Ramon Marquez and his ORCHESTRA
20-001 JAMAY BOOGIE MAMBO 78.5 100.4
20-002 MAMBO O.K. YO QUIERO UN MAMBO 78.5 77.3
20-005 PREFERIO EL MAMBO MAMBO AZUL 78.5 77.3
20-006 BIM BIRI HO MAMBOLETS 78.5 100.4

FABIAN ANDRE OCTET
20-003 POKERON MORENITA 73.5 53.7
20-004 RUMOR TROPICAL MAGDALENA 73.5 53.7

Rene Touzet his PIANO and RHYTHM QUARTET
20-007 CARAVAN MAMBO EN ESPAÑA 73.5 53.7
20-008 MAMBO NEGRO LA HORA 73.5 53.7

Hilda Guerra Co.
Contact your nearest Distributor or
457 W. 45 St. (Cir. 6-6272) N. Y.

“Tell Me You’re Mine”

The Gaylords
Mercury 70030

“How Much Is That Doggie in the Window”
Patti Page
Mercury 70070

“SUGAR”
Vic Damone
Mercury 70054

THE CASH BOX
The Nation’s
Compiled by Jack “One Spot” Tunes

January 31, 1953

Page 12

THE CASH BOX

100 Selections

AL-Abbe
AN-Apple
BU-Bullet
CO-Columbia
CR-Crest
DL-Deco
DO-Dot
DR-Darby
ES-Ernest
FL-Federal
HG-High
IM-Imperial
LM-Longines
OR-Orchestra
PA-Park
PI-Primetone
PR-Progress
SE-Scottish
SG-Sonora
SN-Sentry
ST-Starmax
TU-Tutti
UP-Up & Coming
W-Pioneer
WM-Worldmark
WH-Whitehead
WW-Western

CD-Decca
DE-Deco
DO-Dot
DR-Darby
ES-Ernest
FL-Federal
HG-High
IM-Imperial
LM-Longines
OR-Orchestra
PA-Park
PI-Primetone
PR-Progress
SE-Scottish
SG-Sonora
SN-Sentry
ST-Starmax
TU-Tutti
UP-Up & Coming
W-Pioneer
WM-Worldmark
WH-Whitehead
WW-Western

AR-American
ARL-American Record
DE-Decca
DO-Doxy
DR-Drake
ES-Esquire
FL-Federal
HG-High
IM-Imperial
LM-Longines
OR-One-Step
ORC-One-Step Color
PI-Park
PR-Progress
SE-Scottish
SG-Sonora
SN-Sentry
ST-Starmax
TU-Tutti
UP-Up & Coming
W-Pioneer
WM-Worldmark
WH-Whitehead
WW-Western

— Don’t Let The Stars Get In Your Eyes —
Jan. 31 Jan. 24

1—Don’t Let The Stars Get In Your Eyes
127.6 126.3
CA-2256 (F-2256)—GOSSELY McRENDEZ My Favorite Song
CA-2256 (F-2256)—SKEETS MCDONALD
CA-2105 (F-2105)—RAY PRICE
CR-6088 (F-6088)—DELLS ON TENG Tenessee Two
DE-28400 (F-28400)—RED FOLLY ME-70233 (45-70233)
DE-28359 (F-28359)—RUSSE MORGAN Must I Cry Again

3—Why Don’t You Believe Me
78.5 100.4
CA-2292 (F-2292)—HARRIETTE TAYLOR Dixieland Kings It’s A Secret
DE-28476 (F-28476)—GUY LOMBARDO Bandleader Because You’re Mine
JG-506—HERE LANTZ My Inspiration Is You
ME-70025 (45-70025)—PATI PAGE
G-LG-1333 (K-1333)—JACK JAMES Purple Shadows
KA-201-FLICKER YOU KEEP MY HEART A-Secret
VI-20107 (47-5017)—JUDE VALI LAND You Should Wash Your Tongue

4—Oh Happy Day
73.5 53.7
CA-2315—THE FOUR KNIGHTS A Million Stars
CA-6093—LAWRENCE WILKIE Oo-ray Mother and Mine
DE-28306—DICK TOWN
DE-28306—DICK TOWN
DE-28306—DICK TOWN

5—Tell Me You’re Mine
57.9 31.6
CO-3991 (M-3991)—MANY REXON
ME-70019 (45-70019)—MANY GAYDORS

6—Hold Me, Thrill Me, Kiss Me
55.7 38.1
CR-6085 (F-6085)—KEVIN CHANDLER
DE-28350 (F-28350)—ROBERTA LEE

7—Keep It A Secret
46.6 50.0
CA-2268 (F-2268)—JUNE HUTTON You So
CA-2399 (F-2399)—JO STAFFORD Once The Feeling Ends
DE-28511—RINGO CROWLEY Steppin’ Soft Smoothly
IN-8169—SLIM WHITMAN Send Me Some Broken In Three
MG-11385—HENRY JEROME O. Don’t Let The Stars Get In Your Eyes
VI-20-5804 (47-5804)—JUNKO OHNO COMO Lives

8—It’s In The Book
42.5 37.5
CA-2245 (F-2245)—JOHNNY STANSHOE ME-9591 (45-9591)—AL BERNIE

9—Have You Heard
37.6 29.9
MG-1310—JONI JAMES Wishing Ring

10—The Glow Worm
32.2 70.8
CA-2248 (F-2248)—JOHNNY MER Cur
CO-39840 (4-39840)—EVELYN SISTERS Sure Sin Fe
OR-28344 (F-28344)—WILLIAMS BROS.

11—My Baby’s Coming Home
25.5 16.3
CA-2265—L. PAUL & M. TORD Lady Of Love
JG-509—EDNA McGEE
MG-11350—CINDY LORD My Favorite Song

12—Because You’re Mine
25.3 21.6
CA-2212 (F-2212)—NAT “KING” COLE ME-70054 (45-70054)—JIMMY PALMER O. Down By The O-Mud

13—Even Now
24.7 19.3
VI-20-5106 (47-5106)—JOHNNY FORD

14—Lady Of Spain
21.4 24.3
CA-15346—PHILHARMONIC TRIO

15—Rye Blues
19.8 13.3
CA-2316—LES PAUL & MARY FORD Mamba

16—Mr. Tap Toe
17.3 13.5
VI-20-4791—HENEI RENE O. Mandolin, Mandolin

17—Takes Two To Tango
14.0 25.4
CA-2222 (F-2222)—JEANIE GAYLE BUTTERFLIES

18—Trying
12.4 25.1
CR-6083 (F-6083)—BOBBY JONES Warnings

19—Blue Violins
12.3 5.1
VI-20-4977 (47-4977)—MUTT WHITAKER O. Fendangle

20—Hot Toddy
12.0 —
VI-20-3995 (47-3995)—RALPH FRANLAGAN SERENADE

21—I’m Just A Poor Humble Man
11.8 16.2
CA-39903—FRANKIE RAYNE Take Your Belongings To Me

"It’s What’s In THE CASH BOX That Counts"
<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Record No.</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>22— I Went To Your Wedding</td>
<td>WALTER SCHUMANN</td>
<td>ME-5989</td>
<td>0.50</td>
</tr>
<tr>
<td>No Moon At All</td>
<td>JO STAFFORD</td>
<td>CR-39838</td>
<td>0.30</td>
</tr>
<tr>
<td>Jambalaya</td>
<td>JO STAFFORD</td>
<td>DE-28388</td>
<td>0.30</td>
</tr>
<tr>
<td>A Stolen Waltz</td>
<td>AL MORGAN</td>
<td>DE-28501</td>
<td>0.30</td>
</tr>
<tr>
<td>Strange</td>
<td>TONY BENNETT</td>
<td>CA-2350</td>
<td>0.30</td>
</tr>
<tr>
<td>Water Can't Quench The Fire Of Love</td>
<td>TONY BENNETT</td>
<td>CA-2366</td>
<td>0.30</td>
</tr>
<tr>
<td>How Much Is That Doggie In The Window</td>
<td>R. O'CONNELL &amp; CO.</td>
<td>ME-70070</td>
<td>0.30</td>
</tr>
<tr>
<td>I</td>
<td>JACK MARTIN</td>
<td>CR-6087</td>
<td>0.30</td>
</tr>
<tr>
<td>Keep With You</td>
<td>TONY BENNETT</td>
<td>CA-2350</td>
<td>0.30</td>
</tr>
<tr>
<td>Wish You Were Here</td>
<td>FRANK WARREN</td>
<td>ME-70115</td>
<td>0.30</td>
</tr>
<tr>
<td>How To Know You</td>
<td>TONY BENNETT</td>
<td>CA-2350</td>
<td>0.30</td>
</tr>
<tr>
<td>You'll Never Know</td>
<td>FRANK WARREN</td>
<td>DE-28501</td>
<td>0.30</td>
</tr>
<tr>
<td>Heart And Soul</td>
<td>TONY BENNETT</td>
<td>CA-2350</td>
<td>0.30</td>
</tr>
<tr>
<td>Keep Telling Myself</td>
<td>FRANK WARREN</td>
<td>DE-28501</td>
<td>0.30</td>
</tr>
<tr>
<td>My Heart Belongs To You</td>
<td>FRANK WARREN</td>
<td>DE-28501</td>
<td>0.30</td>
</tr>
<tr>
<td>Conquest</td>
<td>TONY BENNETT</td>
<td>CA-2350</td>
<td>0.30</td>
</tr>
<tr>
<td>Blues In Advance</td>
<td>TONY BENNETT</td>
<td>CA-2350</td>
<td>0.30</td>
</tr>
<tr>
<td>Lies</td>
<td>TONY BENNETT</td>
<td>CA-2350</td>
<td>0.30</td>
</tr>
<tr>
<td>Full Time Job</td>
<td>TONY BENNETT</td>
<td>CA-2350</td>
<td>0.30</td>
</tr>
<tr>
<td>Outside Of Heaven</td>
<td>TONY BENNETT</td>
<td>CA-2350</td>
<td>0.30</td>
</tr>
</tbody>
</table>

The Disk Jockey And The Fiddler

COLUMBUS, OHIO—Florian Za Bach is pictured with John Michaels, Columbus disk jockey who broadcasts from the window of the Disk Jockey Record Shop in the heart of downtown Columbus for three hours every day. Florian was on a tour—promoting his latest Deca recording of "The Gypsy Fiddler."
Sullivan Show To Feature "Salute To Record Industry"

NEW YORK—On February 15, the Ed Sullivan program "Toast Of The Town" TV show will be devoted to a "Salute To The Record Industry."

The program was arranged by the Record Industry Association of America with the cooperation of all the record companies.

The show will be in the form of a history of the record business starting with the very first round cylinders and winding up with the present modern phonograph and juke box.

Stars from almost all the disc companies are scheduled to appear and some of the features will be a scene from Bing Crosby's "Going My Way"; a scene from "Amahl And The Night Visitors"; and such stars as Gene Autry, Jimmy Boyd, Molly Bee, Sugar "Chili" Robinson and top names which have not yet been announced.

The theme of the show will be that records are cheaper today than ever in terms of the amount of music and enjoyment they bring.

The Ed Sullivan program is a one hour show seen over 50 stations of the CBS-TV network.

New Stars For "Your Hits"

NEW YORK—Your Hit Records, manufacturers of disk with several tunes on one side, has added Bill Lawrence and the Honeydreamers to its roster. These will be in addition to Snooky Lansen who records for the firm.

The Cash Box, Music

The Case Box

The Top Ten Records

City by City

New York, N. Y.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Tell Me You're Mine (The Gaylords)
3. Till I Was Again With You (Teresa Brewer)
4. Oh Happy Day (Don Howard)
5. Have You Heard Me (Janice James)
6. Hold Me, Thrill Me, Kiss Me (Janice James)
7. Tell Me, You're Mine (The Gaylords)
8. You've Heard Me (Joni James)
9. My Baby's Coming Home (Paul-Ford)
10. Bye Bye Blues (Paul-Ford)

Cincinnati, Ohio
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Tell Me You're Mine (The Gaylords)
3. Don't Let The Stars Get In Your Eyes (Perry Como)
4. Have You Heard Me (Janice James)
5. Hold Me, Thrill Me, Kiss Me (Janice James)
6. Hold Me, Kiss Me, Tell Me (Teresa Brewer)
7. Why Don't You Believe Me (Janice James)
8. Keep It A Secret (Stafford)
9. The Glow Worm (Mills Bros)
10. My Baby's Coming Home (Paul-Ford)

Boston, Mass.
1. Till I Was Again With You (Teresa Brewer)
2. Tell Me You're Mine (The Gaylords)
3. Don't Let The Stars Get In Your Eyes (Perry Como)
4. Have You Heard Me (Janice James)
5. Hold Me, Thrill Me, Kiss Me (Janice James)
6. Hold Me, Kiss Me, Tell Me (Teresa Brewer)
7. My Baby's Coming Home (Paul-Ford)
8. Keep It A Secret (Stafford)
9. The Glow Worm (Mills Bros)
10. My Baby's Coming Home (Paul-Ford)

Atlanta, Ga.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Tell Me You're Mine (The Gaylords)
3. Oh Happy Day (Don Howard)
4. Tell Me You're Mine (The Gaylords)
5. The Glow Worm (Mills Bros)
6. Hold Me, Thrill Me, Kiss Me (Janice James)
7. Hold Me, Kiss Me, Tell Me (Teresa Brewer)
8. Get In (Karen Chandler)
9. The Glow Worm (Mills Bros)
10. My Baby's Coming Home (Paul-Ford)

Dallas, Tex.
1. Till I Was Again With You (Teresa Brewer)
2. Don't Let The Stars Get In Your Eyes (Perry Como)
3. Tell Me You're Mine (The Gaylords)
4. Why Don't You Believe Me (Janice James)
5. Hold It A Secret (Stafford)
6. Tell Me You're Mine (The Gaylords)
7. My Baby's Coming Home (Paul-Ford)
8. Hold Me, Thrill Me, Kiss Me (Janice James)
9. I'm Just A Poor Bachelor (Karen Chandler)
10. Hold Me, Kiss Me, Tell Me (Teresa Brewer)

Salem, Ore.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Why Don't You Believe Me (Janice James)
3. Till I Was Again With You (Teresa Brewer)
4. The Glow Worm (Mills Bros)
5. Tell Me You're Mine (The Gaylords)
6. Have You Heard Me (Joni James)
7. Hold Me, Thrill Me, Kiss Me (Janice James)
8. My Baby's Coming Home (Paul-Ford)
9. I'm Just A Poor Bachelor (Karen Chandler)
10. Hold Me, Kiss Me, Tell Me (Teresa Brewer)

Washington, D. C.
1. Don't Let The Stars Get In Your Eyes (Perry Como)
2. Tell Me You're Mine (The Gaylords)
3. Why Don't You Believe Me (Janice James)
4. The Glow Worm (Mills Bros)
5. Tell Me You're Mine (The Gaylords)
6. Hold Me, Thrill Me, Kiss Me (Janice James)
7. Hold Me, Kiss Me, Tell Me (Teresa Brewer)
8. Get In (Karen Chandler)
9. The Glow Worm (Mills Bros)
10. My Baby's Coming Home (Paul-Ford)

Reno, Nev.
1. Oh, Happy Day (Don Howard)
2. Why Don't You Believe Me (Janice James)
3. Tell Me You're Mine (The Gaylords)
4. The Glow Worm (Mills Bros)
5. Hold Me, Thrill Me, Kiss Me (Janice James)
6. Hold Me, Kiss Me, Tell Me (Teresa Brewer)
7. Why Don't You Believe Me (Janice James)
8. The Glow Worm (Mills Bros)
9. My Baby's Coming Home (Paul-Ford)
10. Hold Me, Kiss Me, Tell Me (Teresa Brewer)
Bavaar Brings "Happiness" To Op-Writer

NEW YORK—Tony Bavaar, R. C. Victor recording artist, points out his recording, "Shoes Of Happiness," on the Seeburg 100-A Phonograph. Standing in back of the machine is Johnny Green, who manages Bavaar, and on the right, John Ciccone, music machine operator who wrote the tune. Tony shot to stardom with his "Talk To The Trees" from the musical "Paint Your Wagon."

Millmark-Productions New Independent Record Label

Latest entry in the independent recording label field is newly-organized Millmark Productions, MP Label, whose main office at this time is located at 295 N. Canon Drive, Beverly Hills, Calif. Organization is headed by T. B. Lynch, a well-known Santa Monica businessman, who was formerly a top Earl C. Anthony-KPI sales executive, and movie exhibitors Horace Boos and Gregory Carter.

Outfit is doing its own pressings and has already introduced via a number of Los Angeles disc-jockeys, two new waxings, "Moanin' Low," backed up by "I Get It Bad And That Ain't Good," and "Bidin' My Time," backed up by a new tune "Whisper Low". Four more sides have already been recorded, "Danny Boy", "I Never Realized", "Lookin' Through the Window," also a new melody, and "Black is the Color of My True Love's Hair." Numbers will be pressed within the next 10 days. All eight sides have been recorded by well-known Eastern maestro Marty Gould and his orchestra and feature vocalist Kay Malone and the Judd Conlon Rhythmaires. Heine Beaumont is responsible for all arrangements.

Policy of MP, according to prexy Lynch, is to introduce new singers, a number of new songs, along with standard hits, and brand new original arrangements. Vocalist Kay Malone, a real discovery, whose versatility and wide range permits her to sing anything from great show tunes to folk melodies, is the first of the new personalities to be signed to an exclusive MP contract. Others will follow.

Another Pop POLKA Hit by Tho King of the Polkas
FRANK WOJNAROWSKI
"I DON'T WANT YOU ANYMORE"

Dogs 779 and 43879

OPS: We have the biggest and best POLISH and POLKA hits in the County on 45 and 78 RPM.

WRITE FOR CATALOG

DANIA Records, Inc.
344 North Ave.
New Rochelle, N. Y.

JOHNNIE RAY
sings
"THE TOUCH OF GOD'S HAND"

Columbia Record 39908

AMERICAN MUSIC, INC.
1516 Sunset Blvd.
Hollywood, Cali.
Co. 3-7880
B. 4-1724

1953's FIRST SLEEPER HIT!!!
A GREAT VOICE - A SURE-FIRE SONG...

Bob Carroll
sings
"SAY IT WITH YOUR HEART"

b/w WHERE

DERBY RECORD No. 814

"It's What's in THE CASH BOX That Counts!"
**Myers Re-elected SWAP Prexy**

For the fourth consecutive year James E. Myers, head of the publishing firms, Myers Music and Jen Publications was returned to the Song Writers Association of Philadelphia as its President at its annual election meeting held this week.

Myers one of the original founders of SWAP which brought together in 1948 all the town's writers and publishers on a social basis in an effort to advance the welfare of the industry and eliminate unfair practices. It is a non-profit organization.

Other officers elected for the new year are: Robert (Duke) Morgan, Ronnie Andrews, and Ann Tomole, Vice, Presidents, Johnny Richards, Treasurer, Haines Jamison, Executive Secretary, Joan Andrews, Recording Secretary, and James Reimel, Sergeant at Arms. Council members are: Dr. Louis Meanker, Chairman, Len McCall, Donor Brown, Cecil Dunlap, John Ray, Mildred Peters, Joe Zelen, and Arthur Parkinson.

**A Sure Fire Juke Box Hit!**

**"Baby, Bye Bye"**

by The Songsmiths

Master Record # 353

DISTRIBUTORS—SOME TERRITORIES STILL AVAILABLE. WRITE, WIRE OR PHONE — DOB NICHOLS.

**MASTER RECORDS**

6502 Crenshaw Blvd., Los Angeles 43, Calif.

Phone: PL 3-9688

Call me late—call me early, but don't call me

**John, John, John**

(Every Tom, Dick and Harry's Called John)

**GUY LOMBARDO'S**

GREAT NEW DECCA RECORD

Deca 25546 (78 RPM) and 9-28546 (45 RPM)

**The HALE You Say**

by natt hale

What means this "commercial"? Throughout the past ten years or so, this elusive adjective has assumed a cloak of varying hues, now representing the manufacturers, then the label, then the Frankenstein monster surrounding the assorted souls of the music industry.

And, try as we may, it is difficult to put the finger on the exact definition of the term. At least, no single individual engaged in any activity of publishing, recording, performing, promoting and or spinning recorded music can shed any light on what makes "commercial." Paradoxical it may appear, the most overrated, misused, misconceived, ill-conceived and preconceived word in the music business today is one—that somehow—defines description.

While this first safari was doomed to failure, the leader of these stout-hearted men still the pride on Brighton box and cared not a far-off beginning in what he presumed to be great triumph, he presented the momentous of the voyage to his royal employer, who inspected the stock carefully, then thumbed: "Very pretty, very pretty... But, nonna commercialita!"

Later, the term was employed to a greater degree when the great Bonaparte had plundered half of Europe and had returned home with his pillage. Naturally, the Little Corporal could not attend to personally selecting the stuff of which what he was made during his leisure hours by his subordinates. Upon returning to his palace in Paris, however, he gave an attentive eye to the results of the expedition, growing purpul with rage, exclaiming: "But you think you'se an animal! You'se set non commercial, bon stinko! vous schlemiel!"

Undoubtedly, it was the Duke of Wellington who, having captured the Bonaparte in combat, picked up a few things during the battle, including this now-common term. Hitherto, you understand, the word was employed in a negative sense, always while you were possessed of "non-commercial" or "commercial" as the case might be. Wasn't it?" It was probably the good Duke, therefore, who introduced the positive or affirmative form. History records that the battle was strictly a one-sided deal, and Wellington had claim to much of it. But, Bonaparte would never again a.k.a. after vanquishing all the personnel, whatever arms and property they possessed. Wellington had the better view, and property they possessed. Wellington had the better view, and property they possessed. Wellington had the better view, and property they possessed.

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

NEW YORK—The McGuire Sisters, who came to the public’s eye via the Arthur Godfrey shows, are pictured here with Milt Gabler head of A & R at Coral and Gordon Jenkins. The girls have just completed their first date for the diskery cutting “One Two Three Four” and “Picking Sweethearts.”

Latin Disks In 45 rpm

NEW YORK—Operators in Mexican-Latin American locations who have been demanding 45 rpm records from the diskeries will have some of their demands met with the announcement this week that both Peerless and Musart have started issuing their disks in that speed.

Until now RCA Victor had been the only company to issue Latin American 45s. Now the only major producer of Latin American disks who still does not have them on 45 is Columbia.

Winterhalter Signs New 3 Year RCA Victor Pact

NEW YORK—It was announced this week that Hugo Winterhalter had signed a new contract with RCA Victor calling for a considerable raise in salary.

In a three year deal, Winterhalter signed as exclusive arranger and conductor, exclusive RCA Victor artist, and executive A & R.

It is reported that his salary, outside of royalties as an artist will be $75,000.

Winterhalter did the arranging on the Eddie Fisher hits and the current Perry Como smash “Don’t Let The Stars Get In Your Eyes.” He also had a hit record on his own last year in “Vanessa.”

Total Eclipse Inspires “No Moon At All” Day

NEW YORK—Inspired by the forthcoming total eclipse of the moon on January 29 and its relation to his current plug song “No Moon At All,” Redd Evans of Jefferson Music this week sent the following letter to disk jockeys throughout the country:

Dear Space Friend:

Publishers have long been devising promotional stunts and gimmicks for the exploitation of their songs. For example, when “Coffee Song” and “Sweet Violets” came out, the mail was deluged with java and perfume.

Now in order to bring to your attention our song “No Moon At All,” we have arranged for a total eclipse.

On January 29, 1953 from 9:45 P.M. Eastern Standard Time. Through the courtesy of Jefferson Music, there will be a total lunar eclipse visible throughout the entire East and parts of the West. This will cut a 5,000 mile swath over the United States. I hope we will do as well with our song.
NEW YORK — Frank Sinatra, spending his late evening at La Vite En Rose in New York City, diggin' his friend, Nat "King" Cole, before flying to Africa to spend Christmas with Ava. Frankie is shown warmly congratulating Nat on his record breaking La Vite stand that will long be remembered as one of Gotham's most impressive night club acts.

"I Don't Know" Gets Answer

LOS ANGELES, CALIF. The phenomenal success of the Chess disk dining of "I Don't Know" by Willie Mabon took a new twist here this past week when John Dolphin's Recorded in Hollywood label copped a beat on the disk by releasing the sequel to the song in the person of "Yes I Know". Platter, recorded by thrust Linda Hayes, is reported off and flying to exceptionally high sales marks throughout the nation.

Locally, distributor Jimmy Warren's Central Record Sales Co. was swamped with orders following what was comparatively minor disk jockey activity. Franklin Korte, president of the Hollywood firm, reported similar reaction to the recording in New York, Chicago, Cincinnati, Detroit and Dallas. The plattery is already backlogged with orders, and arrangements for additional pressing facilities throughout the nation are now being made.
### The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

#### Dallas

<table>
<thead>
<tr>
<th>Number</th>
<th>Tune</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BABY, DON'T DO IT</td>
<td>Little Royal</td>
<td>Apollo 443</td>
</tr>
<tr>
<td>2</td>
<td>I DON'T KNOW</td>
<td>Willie Mobon</td>
<td>Chess 1533</td>
</tr>
<tr>
<td>3</td>
<td>SOFT</td>
<td>Tiny Bradshaw</td>
<td>King 4577</td>
</tr>
<tr>
<td>4</td>
<td>GABBIN' BLUES</td>
<td>Big Maybelle (Okeh 6696)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>THE BELLS</td>
<td>The Dominions (Federal 17214)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>MEAN OLD WORLD</td>
<td>Little Walter</td>
<td>Checker 764</td>
</tr>
<tr>
<td>7</td>
<td>CROSS MY HEART</td>
<td>Johnny Ace</td>
<td>Duke 107</td>
</tr>
<tr>
<td>8</td>
<td>I'M GONE</td>
<td>Shirley &amp; Lee (Aladdin 3133)</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>PERSON TO PERSON</td>
<td>Eddie Vincent</td>
<td>King 4562</td>
</tr>
<tr>
<td>10</td>
<td>I BELIEVE</td>
<td>Elmore James (Meatloaf 5000)</td>
<td></td>
</tr>
</tbody>
</table>

#### Los Angeles

<table>
<thead>
<tr>
<th>Number</th>
<th>Tune</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I DON'T KNOW</td>
<td>Willie Mobon</td>
<td>Chess 1533</td>
</tr>
<tr>
<td>2</td>
<td>DREAM GIRL</td>
<td>Jesse &amp; Mavis</td>
<td>Specialty 447</td>
</tr>
<tr>
<td>3</td>
<td>THE BELLS</td>
<td>The Dominions (Federal 17214)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>CROSS MY HEART</td>
<td>Johnny Ace</td>
<td>Duke 107</td>
</tr>
<tr>
<td>5</td>
<td>AIN'T IT A SHAME</td>
<td>Lloyd Price (Specialty 482)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>JOHNNY JOHNNY</td>
<td>Johnny Moore (Modern 888)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>WHOOPIN' &amp; HOLLERIN'</td>
<td>Earl Forest</td>
<td>Duke 108</td>
</tr>
<tr>
<td>8</td>
<td>SOFT</td>
<td>Tiny Bradshaw</td>
<td>King 4577</td>
</tr>
<tr>
<td>9</td>
<td>GABBIN' BLUES</td>
<td>Big Maybelle (Okeh 6696)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I BELIEVE</td>
<td>Elmore James (Meatloaf 5000)</td>
<td></td>
</tr>
</tbody>
</table>

#### St. Louis

<table>
<thead>
<tr>
<th>Number</th>
<th>Tune</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I DON'T KNOW</td>
<td>Willie Mobon</td>
<td>Chess 1533</td>
</tr>
<tr>
<td>2</td>
<td>DREAM GIRL</td>
<td>Jesse &amp; Mavis</td>
<td>Specialty 447</td>
</tr>
<tr>
<td>3</td>
<td>THE BELLS</td>
<td>The Dominions (Federal 17214)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>CROSS MY HEART</td>
<td>Johnny Ace</td>
<td>Duke 107</td>
</tr>
<tr>
<td>5</td>
<td>AIN'T IT A SHAME</td>
<td>Lloyd Price (Specialty 482)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>JOHNNY JOHNNY</td>
<td>Johnny Moore (Modern 888)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>WHOOPIN' &amp; HOLLERIN'</td>
<td>Earl Forest</td>
<td>Duke 108</td>
</tr>
<tr>
<td>8</td>
<td>SOFT</td>
<td>Tiny Bradshaw</td>
<td>King 4577</td>
</tr>
<tr>
<td>9</td>
<td>GABBIN' BLUES</td>
<td>Big Maybelle (Okeh 6696)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I BELIEVE</td>
<td>Elmore James (Meatloaf 5000)</td>
<td></td>
</tr>
</tbody>
</table>

#### San Francisco

<table>
<thead>
<tr>
<th>Number</th>
<th>Tune</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I DON'T KNOW</td>
<td>Willie Mobon</td>
<td>Chess 1533</td>
</tr>
<tr>
<td>2</td>
<td>DREAM GIRL</td>
<td>Jesse &amp; Mavis</td>
<td>Specialty 447</td>
</tr>
<tr>
<td>3</td>
<td>THE BELLS</td>
<td>The Dominions (Federal 17214)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>CROSS MY HEART</td>
<td>Johnny Ace</td>
<td>Duke 107</td>
</tr>
<tr>
<td>5</td>
<td>AIN'T IT A SHAME</td>
<td>Lloyd Price (Specialty 482)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>JOHNNY JOHNNY</td>
<td>Johnny Moore (Modern 888)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>WHOOPIN' &amp; HOLLERIN'</td>
<td>Earl Forest</td>
<td>Duke 108</td>
</tr>
<tr>
<td>8</td>
<td>SOFT</td>
<td>Tiny Bradshaw</td>
<td>King 4577</td>
</tr>
<tr>
<td>9</td>
<td>GABBIN' BLUES</td>
<td>Big Maybelle (Okeh 6696)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I BELIEVE</td>
<td>Elmore James (Meatloaf 5000)</td>
<td></td>
</tr>
</tbody>
</table>

#### Newark

<table>
<thead>
<tr>
<th>Number</th>
<th>Tune</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I DON'T KNOW</td>
<td>Willie Mobon</td>
<td>Chess 1533</td>
</tr>
<tr>
<td>2</td>
<td>DREAM GIRL</td>
<td>Jesse &amp; Mavis</td>
<td>Specialty 447</td>
</tr>
<tr>
<td>3</td>
<td>THE BELLS</td>
<td>The Dominions (Federal 17214)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>CROSS MY HEART</td>
<td>Johnny Ace</td>
<td>Duke 107</td>
</tr>
<tr>
<td>5</td>
<td>AIN'T IT A SHAME</td>
<td>Lloyd Price (Specialty 482)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>JOHNNY JOHNNY</td>
<td>Johnny Moore (Modern 888)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>WHOOPIN' &amp; HOLLERIN'</td>
<td>Earl Forest</td>
<td>Duke 108</td>
</tr>
<tr>
<td>8</td>
<td>SOFT</td>
<td>Tiny Bradshaw</td>
<td>King 4577</td>
</tr>
<tr>
<td>9</td>
<td>GABBIN' BLUES</td>
<td>Big Maybelle (Okeh 6696)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I BELIEVE</td>
<td>Elmore James (Meatloaf 5000)</td>
<td></td>
</tr>
</tbody>
</table>

#### Shoals, Ind.

<table>
<thead>
<tr>
<th>Number</th>
<th>Tune</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I DON'T KNOW</td>
<td>Willie Mobon</td>
<td>Chess 1533</td>
</tr>
<tr>
<td>2</td>
<td>DREAM GIRL</td>
<td>Jesse &amp; Mavis</td>
<td>Specialty 447</td>
</tr>
<tr>
<td>3</td>
<td>THE BELLS</td>
<td>The Dominions (Federal 17214)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>CROSS MY HEART</td>
<td>Johnny Ace</td>
<td>Duke 107</td>
</tr>
<tr>
<td>5</td>
<td>AIN'T IT A SHAME</td>
<td>Lloyd Price (Specialty 482)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>JOHNNY JOHNNY</td>
<td>Johnny Moore (Modern 888)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>WHOOPIN' &amp; HOLLERIN'</td>
<td>Earl Forest</td>
<td>Duke 108</td>
</tr>
<tr>
<td>8</td>
<td>SOFT</td>
<td>Tiny Bradshaw</td>
<td>King 4577</td>
</tr>
<tr>
<td>9</td>
<td>GABBIN' BLUES</td>
<td>Big Maybelle (Okeh 6696)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I BELIEVE</td>
<td>Elmore James (Meatloaf 5000)</td>
<td></td>
</tr>
</tbody>
</table>

---

**United Records**

**BEST SELLING RECORDS**

- **Blessed Be Thy Name**
  - PILGRIM TRAVELERS (Specialty)
- **Echoes From Heaven**
  - BELLS OF JOY (Peebles)
- **Every Day Will Be Sunday**
  - ORIGINAL GOSPEL HARMONETTES (Specialty)
- **How Many Times**
  - WARD SINGERS (Starr)
- **If Jesus Goes With Me**
  - ANGELIC GOSPEL SINGERS (Gotham)
- **In The Upper Room**
  - MAHALIA JACKSON (Apollo)
- **I Was Praying**
  - FIVE BLIND BOYS (Peebles)
- **My Rock**
  - SWAN SILVERTONE SINGERS (Specialty)
- **No Room In The Hotel**
  - JESSE MAE RENFRO (Peebles)
- **Tell Me Angel**
  - ANGELIC GOSPEL SINGERS (Gotham)

---

**The BIG MILBURN HIT...**

You've Been Waiting For

**LET ME GO HOME, WHISKEY**

ALADDIN 3164

---

**United Company**

5052 Cottage Grove Avenue
Chicago, Ill.
Wagner 4-3933-4

---

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

AWARD OF THE WEEK

"MAMA" HE TREATS YOUR DAUGHTER MEAN" (2:37) [Progressive] "R. B. BLUES" (2:50) 

RUTH BROWN

© Good

Ruth Brown

RUTH BROWN

Ruth Brown again demonstrates why she is one of the top flight saleswomen of the age. How that gal sells a tune is fabulous. Her newest, "(Mama) He Treats Your Daughter Mean," is a quick beat rhythmic handclapper that moves from the word go. The talented thrush employs all the well known "Brown tricks" as she renders her passionate reading of the potent lyrics. Brown complains to "mama" about the meanness of her man. She has no luck backing by the instrumental group helps the torcer put this side "up there." The under portion in a slow tempo blues that is powerfully sold by the thrush who does a compelling job on the torchy tune. Miss Brown sings from the heart on this deck. Ops, don't tarry. Get this one into the boxe pronto.

T-BONE WALKER

© Excellent

T-Bone Walker

T-Bone Walker, Chicago's piano expert, is back in the studio with a new recording for the Decca label. "I'm In Love" is a slow love ballad that has been covered by many artists. T-Bone Walker's version is unique and captures the essence of the song perfectly. "In Love" is a classic piece and T-Bone Walker's take on it is definitely worth a listen.

"I'm In Love" (2:41) [Modern Music Pub.] "Just In From Texas" (2:39) [Modern Music Pub.] 

ROSCOE GORDON

© Mediocre

Roscov Gordon

Roscov Gordon comes up with what we believe will be a winner. In 1965, Gordon had one of the big ones in "No More Doggin'," and his initial 1965 offering hits fair to further enhance his reputation. Titled, "I'm In Love," the upper deck is a slow beat utilize blues that is meat for the talents of the artist. Gordon's piano playing, the artists personality beyond the wax as he presents the melodic number in a softish vein. Impressi ve orking of a potent arrangement. homeless lady finds this a cool side. The lower end, "Just In From Texas," is a change of pace with a jazzy style kick. Gordon gives this with a wild jump number with cute lyrics and his driving readings really sends it. Orking is "hot" and it is one of those "go man go" kinds. Ops have something to please all comers in this plate. Some likes 'em hot and some likes 'em sweet.

LOUIS JORDAN

(Decca 28543) "DON'T WANT ME BABY" (2:45) [Modern Age Music Co.] Louis Jordan and His Tympany Five give a polished reading to a rhythmic moderate tempo jump. Jordan handles the lyrics in his usually fine style and comes up with a contender.

LES HARRIS

(RCA Victor 20-512) "MARGIE" (2:16) [Mills Music] Les Harris sings the moderate jump oldie with appeal. His treatment of the "classic" known to every generation should catch that ever present jump fan.

MICKI WILLIAMS

(RCA Victor 20-510) "THE SUN FORGOT TO SHINE THIS MORNING" (2:15) [Mills Music] Thrush Micki Williams pipes a warm and passionate reading. The harmonica and the piano solo which is an organ solo in the popular tune is instrumentally etched by the Howard-Wilson team.

MARIE KNIGHT

(Decca 28545) "JESUS WALK WITH ME" (2:17) [American Publishers] Marie Knight sings a slow religious item with a subdued backing by piano and guitar. Miss Knight's dramatic singing makes this one a good number for the spiritual spots.

ERSKINE HAWKINS

(King 4597) "THE WAY YOU LOOK TONIGHT" (3:00) [Sheldon Pub.] The Erskine Hawkins Orchestra catches a smooth and lush reading of the beautiful oldie. The Hawkins group makes pretty dancing and listening music. Mellow and easy on the ear brass section helps make this tune one of the most desirable in both pop and r & b fields.

FAIR WEATHER FRIEND

(Disc 28512) "I'm In Love" [Sheldon Pub.] Another slow tempo item in that relaxing style. Les Elliott does a tender vocal job on this deck.

THE CASH BOX

"TRAVELIN' MAN" [Lonat] [Mod. Music Corp.] The former搬到 the latter. The move is a slow tempo blues that is powerfully sold by the thrush...
The New York progressive music lovers found themselves in the middle of a "battle for the patronage" this week that gave them a chance to see the leading artists of the jazz field for the unbelievable sum of $1.25. On Friday, January 16, a new night-club, the Bandbox, opened in the location formerly occupied by The Indian Restaurant, and right next door to The Birdland, long famous for their jazz presentations. Business was good at both clubs the night Bandbox opened as the fans poured in to see Flip Phillips, Gene Krupa, Buddy Rich & His Band, Charlie Ventura, The Oscar Peterson Trio, with Ray Brown and Barney Kessel, and Charlie Shavers, Hank Jones and Teddy Napoleon at the Bandbox; the Lester Young Quintet, Stan Getz's Quintet, and the Dave Brubeck Quartet at the Birdland. How long the two clubs can continue to present shows like this is a question. Bill Levine, owner of the Bandbox, gives evidence that he will continue to present the big shows as he has already booked Duke Ellington and Art Tatum as the nucleus for the next show starting on January 30 for four weeks. Birdland announces with Slim Gaillard, Dave Brubeck, Arnett Cobb, Machito Ork, Stan Getz, Kai Winding, Errol Garner, Ben Webster, and Big Jay McNeely Ork. These stars will appear in groups of three, changing every week for the month of February.

Tiny Bradshaw's terrific talking "Soft" on the King label has overflowed the r & b lists and is now getting strong play by the pop deejays... Buddy Morrow, who showed a fabulous rise in sales when he began cutting r & b hits, is thunderbolting his way toward the top ten pop tunes in the deejay listings. Another week or two should do it.

... as one New York paper said, and has acted upon, "There is a wealth of material in the rhythm and blues field."... Bernie Peacock due in from Korea and the Philippines February 2... Dinah Washington, Mercury Record star, tops at the Brown Derby, Honolulu...

... Illinois Jacquet going into the Regal Theatre, Chicago, January 20. Jacquet has been a ball of fire with his new recordings "Port Of Rico" and "Lean Baby." On the same bill will be Willie Mabon, the newest star in the r & b field and writer and singer of the number one record in the nation's blues spots, "I Don't Know" on the Crown label... Hal Singer set for a Savoy recording date early in February. Lester Young goes into the Hoth Hat in Boston on January 26 for one week... he will continue to present the big shows as he has already booked Duke Ellington and Art Tatum as the nucleus for the next show starting on January 30 for four weeks.

The Shaw Artists branch in L.A. revealed this week that the scheduled return to the east of the Amos Milburn aggregation has been cancelled, Milburn, famous for his creation of "Greyhound," has been held over on the West Coast for three more months. The Five Royals' "Baby Don't Do It" on Apollo has the deejay rolling alone on all fours. This one is breaking big all over the nation...

... Universal inked Joe Medlin and Anna Mae Winburn (the Ritchielectrohearts of Rhythm) last week... Stephan Paul, composer, conductor and deejay married Louise Arcangel of Philadelphia on New Year's Eve...

... John Thelemann, new New Jersey jazz fan who replaced Richard Garcia, guitarist who left for the army, in the Shining group, signed an exclusive five-year contract with Shaw Artists. Buddy Lucas, Jubilee Record star, predicts that "1953 will be the biggest year yet in the area of blues and rhythm." The saxist goes on to say "Records of good blues and rhythm attractions open up new territory. And a hot record means good tours and good locations..." Bill Dorsey Trio scoring at Lulu's in Philadelphia... Going along with President Ike's "Time For A Change" Phillip Morris cigs joins King Size Parade in a fortnight... "Charlie Parker" just finished a stint at the Howard Theater here... Buddy Moss, D.C.... Bill Kenny's "Ink Spots" move into Cleveland's Town Casino... Bandleader Johnny Otis insists he has a brown, blond, blue and black comedy in Baltimore's Sally Blair—could be... Freddie Mitchell just finished a two week tour that took him from Springfield, O., to Jackson, Tenn. The saxation drew big all along the route... The Five Keys, (Alladin Records) one of the foremost rhythm and blues vocal groups, closed a successful week's stand at the Royale Theatre in Baltimore, January 22. The Keys, who were tremendous in a recent tour of one-nighters will follow their Baltimore appearance with a tour of night clubs and theatres through the south east.

Erskine Hawkins goes into the Baltimore "Spa" on January 28 for one week... Lula Reed, vocalist with Sonny Thompson's band and soloist on the King label, should make it big in '53. This gal can charm you with her pipes... Dolis Dickens and Jimmy Batts, those mad musical comedians are a scream at Baltimore's Coronet Club... The new Nat "King" Cole vocal rendition of "Pretend" is one of the best things he has ever done—and that is saying plenty. Cole's version is the first to hit the market with lyrics. Ralph Marlin, Mercury and Dan Belloq on Dot had two solid instrumental versions that are creating quite a stir. Also hear that Eileen Barton (Coral) has cut the different approach. Looks like you can't go wrong with this tune...

The tremendously popular Hank Williams, while definitely established as he was the hit of his time, alive, has become unbelievably apparent since his death. According to Sol Handweger, M.G.M advertising and sales promotion head, checks have been pouring in regarding a Hank Williams picture in U.S. territory in the country with blanket orders for everything he has ever done. Floor stocks have been virtually wiped out and the deejay is hard put to keep the ever increasing demand under control. Letters have flooded in from all over the nation for reprints of Frank Walker's poignant letter to Williams after his death. One well known label bid for the right to reproduce the missive on wax. Such is the hold that the departed warbler had on the hearts of the people.

"It's What's in THE CASH BOX That Counts!"
Marie Manovill Now
With WTAM-Cleveland

NEW YORK—Marie Manovill, who had been vice president and general manager of the Henry Spitzer Music Publishing Company and Spitzer Songs, Inc., during the last few years prior to Henry Spitzer’s death, is now located in Cleveland.

After clearing up the many details attending the disposition of the Spitzer holdings, she joined WTAM in Cleveland, producing the Johnny Andrews record shows, and assisting on his early morning live show and his three weekly television shows. Miss Manovill makes periodic trips to New York in the interest of maintaining publisher relations for Andrews.

Rudder Records Re-leases Swedish Tune

MEMPHIS, TENN.—Rudder Records has issued “Rainbow Street” which was recorded in Sweden for the firm. The tune was featured in the first Swedish technicolor movie. Backing for the pic tune is “Up In Country.” Both items were recorded by The Satisfiers in English.

AL GREY
WITH GREAT INSTRUMENTALS

“Trombone Interlude”
and
“Over And Under”

Peacock #1609

World’s Greatest
Rhythm & Blues

Music Imperial
4
Sonny Hollywood

THE
* JOE
NEW 786
b
H 777
Benny
Record A
794
Annie
“big
HEART
’TILL
Jubilee
Hold
Miles
Swingtime
“RIDE
LET
YOUR
Swingtime
“UPSTAIRS”

“IT MOVES ME”
b/w

“HIGH TIME”
Lloyd Glenn

ST 324

“THE SNOW IS FALLING”
Ray Charles

ST 326

“Mr. Johnnie Long Down Is Dead”
b/w

“MY MAN IS GONE”
The Emanon Trio

ST 322

“GOOD TIME PARTY SHUFFLE”
b/w

“RIDE TILL THE SUN GOES DOWN”
Lowell Fulsom

ST 320

“My Kind of Love”
b/w

“Citizen’s Bop”
Dexter Gordon

ST 323

“Operator Blues”
b/w

“Bad Luck And Trouble”
Little Son Willis

ST 304

Swingtime Record Co.
3427 So. San Pedro St.
Los Angeles 11, Cal.
Distributed thru La-Dale Sales Co.

CINCINNATI, O.—Rex Dale, top pop disk jockey at WCKY, looking over Tiny Bradshaw’s shoulder at his latest smash hit “Soft.” Since Dale has been spinning the platter over the big, heavy $50,000 WCKY, demand has run heavy in the pop market. From all indications, the record looks as though it will be of the same proportions as “Jersey Bounce,” which was also a Bradshaw composition.

Latest reports from all over the nation show that the tune is breaking big and has overflowed into the pop disk jockies listings.

“Soft”

Marie Manovill Now
With WTAM-Cleveland

NEW YORK—Marie Manovill, who had been vice president and general manager of the Henry Spitzer Music Publishing Company and Spitzer Songs, Inc., during the last few years prior to Henry Spitzer’s death, is now located in Cleveland.

After clearing up the many details attending the disposition of the Spitzer holdings, she joined WTAM in Cleveland, producing the Johnny Andrews record shows, and assisting on his early morning live show and his three weekly television shows. Miss Manovill makes periodic trips to New York in the interest of maintaining publisher relations for Andrews.

Rudder Records Re-leases Swedish Tune

MEMPHIS, TENN.—Rudder Records has issued “Rainbow Street” which was recorded in Sweden for the firm. The tune was featured in the first Swedish technicolor movie. Backing for the pic tune is “Up In Country.” Both items were recorded by The Satisfiers in English.

AL GREY
WITH GREAT INSTRUMENTALS

“Trombone Interlude”
and
“Over And Under”

Peacock #1609

World’s Greatest
Rhythm & Blues

Music Imperial
4
Sonny Hollywood

THE
* JOE
NEW 786
b
H 777
Benny
Record A
794
Annie
“big
HEART
’TILL
Jubilee
Hold
Miles
Swingtime
“RIDE
LET
YOUR
Swingtime
“UPSTAIRS”

“IT MOVES ME”
b/w

“HIGH TIME”
Lloyd Glenn

ST 324

“THE SNOW IS FALLING”
Ray Charles

ST 326

“Mr. Johnnie Long Down Is Dead”
b/w

“MY MAN IS GONE”
The Emanon Trio

ST 322

“GOOD TIME PARTY SHUFFLE”
b/w

“RIDE TILL THE SUN GOES DOWN”
Lowell Fulsom

ST 320

“My Kind of Love”
b/w

“Citizen’s Bop”
Dexter Gordon

ST 323

“Operator Blues”
b/w

“Bad Luck And Trouble”
Little Son Willis

ST 304

Swingtime Record Co.
3427 So. San Pedro St.
Los Angeles 11, Cal.
Distributed thru La-Dale Sales Co.
**Diskeries Issuing Hank Williams Tributory Records**

NEW YORK—The death of Hank Williams has resulted in a tremendous wave of memorials and tributes from the innumerable friends he made in the music business and the listening public.

When a stunned nation was able to absorb the news that the young westerner and top-flight song writer, who added so much to the culture of the nation with his folk tunes, had suddenly died in his sleep, the first to begin the immortalization of Williams were his deejay friends. Jockeys throughout the nation, with appropriate comment, played every tune Hank had ever written or sung around the clock. Not only the folk and western jocks, but pop platter spinners as well, gave overwhelming tribute to their air friend.

It had been the practice of Frank Walker, president of MGM records, to write a letter to Williams each year. This year, as in the past Walker wrote to the folk artist, although Williams had already passed on. The letter was reprinted in The Cash Box and it hit the trade with the impact of bullets. Letters poured in from all over the nation asking for reprints. Deejays read it on the air and the public response amazed Walker, who had written it merely as a personal farewell to an old friend. One of the larger southern diskeries communicated with the MGM proxy endeavoring to obtain the rights to issue the letter on wax.

Currently, almost every major and minor record company has either released or is preparing to issue tributes and eulogies on platters. First to reach the record streets is the King label with the record by Jack Cardwell, "The Death Of Hank Williams," who also wrote the tune. Cardwell, a boyhood companion of Williams and his treatment is tender but not maudlin. The hold that Williams had on the hearts of the public is evident in the 30,000 sales in the first four days since its release. The figures exceeded those claimed by King Records as we go to press.

MGM records are dumfounded with the evergrowing mound of orders that fill each day's mail for everything that Williams has ever cut. Distributors found themselves swept clean of Williams discs within a matter of hours and in turn flooded MGM with appeals for swift replacement. Checks and money orders appeared in taxi cabs and in every mail with instructions to ship everything Hank Williams ever released not at all unusual, left requests, deliveries of two and three of each. Some buyers, no doubt, had in mind the possibility of Williams discs becoming collectors' items.

At the time of his demise, Williams had a number of tunes in the can. MGM has just released the first of these, "Kaw-Liga" and "Your Cheatin' Heart." "Kaw-Liga." is a fast beat novelty (see record review on page 21) that bids fair to become one of his biggest hits. The tune has already been covered by most of the majors.

**Griff Williams Retires**

CHICAGO, I.L.—Griff Williams waved the baton for the last time when his Edgewater Beach, Marine Room engagement ended January 22. His voluntary retirement coincided with the conclusion of an engagement of Yma Sumac, the Peruvian songstress, at the Marine Room.

Many band fans are familiar with Griff's music, especially his theme song "Dream Girl" which he wrote while arranging a college musical show at Stanford University. Williams, born in Dallas, Tex., organized a band at Stanford U., for the purpose of playing at college dances. He incidentally earned a degree in chemistry at the school.

Although long an orchestra leader, Griff is also a top-notch pianist. Paul Whiteman advised him not to stick to the keyboard regardless of whatever else he might do. Griff has done so very successfully.

**Standard Songs are MONEY MAKERS!**

**“My Darling”**

**ROGER COLEMAN**

Deco 28259

Pub. by HARM'S, INC.

**MUSIC PUBLISHERS HOLDING CORP.**

**NEW YORK, N.Y.**

**A Sure Fire Hit!**

**Now FATS DOMINO**

“Nobody Loves Me”

by 

“Cheatin’”

**Imperial 5220**

6415 Hollywood Blvd.,

Hollywood 30, Calif.

**RHYTHM & BLUES**

**HAWKSHAW & BETTY LORRAINE**

4593 and 45-4935

**WYNONIE HARRIS**

45-8795 and 45-4935

**FEDERAL**

**BILLY WARD and his DOMINOES**

45-12105

**LITTLEFIELD**

45-12105

**DISTRIBUTED BY**

**King Records inc.**

1140 E. BROADWAY ST.

CHICAGO 16, Ill.
Jimmie Davis Sees Trend toward Sacred Disks

LOS ANGELES—Jimmie Davis believes a trend has started in the record business which will see many artists making the sacred and gospel numbers. Normally these records do not turn into hits in the usual sense, but sales are good and hold up well. Jimmie himself is one of the most successful along with Red Foley, Eddy Arnold, Roy Acuff, and others. I think the sacred songs, the gospel numbers and spirituals have just started to sell, says Davis.

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

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

Please enter our subscription for 1 year (52 issues) at $15. Enclosed Our Check □ Please Send Us A Bill □

FIRM NAME

ADDRESS

CITY ZONE STATE

**Jolly Joe Nixon and Jerry Crocker express facially the title of their new Mercury Recording, “What Am I Doing Down Here,” b/w “Pfft! And Then You Were Gone.”**

Nixon and Crocker are both disc-jockeys at KCLQ in Fort Worth, Texas. Crocker plays the “pops” and Nixon the “hillbilly.”

The Cash Box, Music Page 24 January 31, 1953

**“What Am I Doing Down Here?”**

**“KAW-LIGI”** (2:33) [MGM (1950)]

**“YOUR CHEATIN’ HEART”** (2:35) [RCA (1949)]

**THE DEATH OF HANK WILLIAMS** (3:17) [Mercury (1953)]

**“TWO ARMS”** (2:57) [RCA (1951)]

**THE MADDOX BROTHERS & ROSE** (2:45) [RCA (1953)]

**“THE HICCOUGH SONG”** (2:14) [Mercury (1952)]

**ALL NIGHT BOOGE** (2:29) [RCA (1953)]

**TOMMY SNOSBEE** (Coral 60916)

**KING WAYNE** (King 1160)

**KIM KIBBEE** (King 1161)

**WAYNE RANEY** (King 1160)

**It’s What’s in THE CASH BOX That Counts**
Select-o-matic

THE COMPLETE MUSIC SYSTEM

COMpletely EQUIPPED FOR
Scientific Sound Distribution

COMpletely EQUIPPED FOR
Remote Control

COMpletely EQUIPPED FOR
Automatic Volume Compensation

NOTHING TO CONVERT...NOTHING TO ADAPT!

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1932

America's Finest and Most Complete Music Systems
DIME PLAY SPREADS


Operator Assn Leaders Head For Chi To Study 10¢ Play

CHICAGO—Leaders of operators' associations are on their way into this city to study 10¢ play, according to one of the leading association executives of this city.

Officials from Cleveland and Youngstown, Ohio, as well as from other cities, have indicated they are coming into Chicago to see what they can learn about dime play here, according to Ray Curtiss, head of the Recorded Music Service Association of this city, who has been in long distance communication with them.

It is believed that these men will be greatly surprised at the smooth manner in which dime play is functioning here. They will also learn that the location owners do not want nickel play.

In fact, the averages here are considered to be higher, and growing steadily higher, than they are anywhere in the country.

It will also pay these visitors, it is believed, if they will travel to surrounding communities, such as the area covered by the Music Operators of Northern Illinois organization. There, too, it is said, they will find that dime play is the one and only acceptable operating method.

20 Years of Ballygames Featured In "Bally-Who"

Reproducing photos of games introduced over the years, the article states nostalgically: "As 1955 dawns, Ballyfolks in the Ballyplants and in the field, distributors and operators of Ballygames, look back on 20 fabulous years of Ballygames, incidents only by World War II. For old time's sake 'Bally-Who' presents a parade of famous Ballygames, each a milestone in the history of coin-operated amusement, each an epoch in the evolution of Ballygames, continuously improved in play-appeal, colorful eye-appeal, mechanical dependability and substantial earning-power."

Illustrated are the "Ballybooy" (1932); "Airway" (1933); "Rocket" (1934); "Jumbo" (1935); "Freakness" (1936); "Bumper" (1937); "Bally Reserve" (1938); "Variety" (1939); "Sport King" (1940); "'41 Derby" (1941); "Victory Special" (1946); "Special Entry" (1947); "Citation" (1948); "Champion" (1949); "Turf King" (1950); "Spot-Lite" (1951); and "Bally Beauty" (1952).

No games are listed for 1942, 1943, 1944 and 1945, as these are the years in which Bally produced only war material.

It is now almost ten years since "The Cash Box" first proposed that music ops change over to 10¢ play to meet rising costs.

CHICAGO—Since O.P.S. (Office of Price Stabilization) decontrolled coin games, there has been a gradual drift among operators everywhere in the country, to arrange for dime play.

It is also interesting to note that in Bally's recent issue of "The Cash Box" first proposed that music operators change over from nickel to dime play as a way of increasing their profits.

At that time The Cash Box pointed out that costs and overhead were rapidly rising and would head higher and higher, and that 10¢ was necessary.

This has become the fact today. Costs are far up and above what they were ten years ago, overhead has zoomed to a peak where few can remember when mechanics were being hired at $45 and $50 per week.

Yet, many music ops listened, and believed what The Cash Box so logically pointed out.

Rising costs were something from which they had to protect themselves if they were to earn a decent return on their investments.

Biggest city to swing over to completely dime play was this City of Chicago. Here the operators have proved the plausibility of the dime over the nickel.

Furthermore, 10¢ play has been so successful here in Chicago and all around the surrounding area, that it has attracted a great deal of attention from operators everywhere else in the country.

It is a well known fact that many operators' association leaders have been here already. Others are on their way in to study the methods employed by the operators here in Chicago.

These visitors are surprised how the storekeepers even agree with dime play and do not want it changed at any cost.

Storekeepers, owners, too, have learned that, at lower cost, they enjoy some profit from 10¢ play.

And it remains a fact that, wherever the music play station telephones are operating on dimes, the public has more dimes and quarters in its pockets, than nickels.

The average coinage intake in juke boxes operating on dimes in such areas is one dime for every nine quarters.

With dime play rapidly spreading, there is no doubt that the entire business will enjoy greater prosperity, from operator all the way up to the machinist.
Passaic-Bergen Assn. Sees Dime Play Thruout Area
Before End of 1953

Attendance At Meet Breaks Record

N. HACKENSAK, N. J. — One of the newest, and without question, one of the most progressive music machine associations in the country, the Passaic-Bergen County Music Operators Association, held a historical meeting on Thursday, January 22, at the Suburban Restaurant, Route 4, this city, with a record number of operators in attendance.

Altho this group organized only a short while ago, its membership consists of every music operator in the area, and is represented by the number and oldest operating firms in the state of New Jersey.

10c play was the matter given most attention during their discussions, according to a report by Ed Burg. “This matter has taken prime importance in all of our efforts,” stated Burg, “and the operators in this area show almost unanimous receptiveness. It was the consensus of opinion of the operators in attendance that dime play will be in effect throughout the entire territory by the end of 1953.”

Ed Burg has been appointed to study dime play further, and correlate all the information to present to the membership.

In addition to their discussions on 10c play, the association formed several committees to further their progress. These are: Bank Financing Committee, composed of Manny Ehrenfeld and Rudy Leitgeib; Field Man Committee, composed of Harry Knowles, Carl Pecopec and Elsworth Page; Union Committee, composed of Manny Ehrenfeld, Rudy Leitgeib, Walter Conrad and Nick Capozzzi; Membership Committee, composed of Rudy Leitgeib, David Conrad and Nick Capozzzi; 10c Play Committee, composed of Ed Burg and Carl Pecopec.

Arkansas Ops Form State Assn.

Request Cooperation From All State’s Ops

LITTLE ROCK, ARK. — Over the years, coinmen thrive the country have become more and more organization minded. It has been proved by the many successful associations that a group of operators, working for their mutual benefit, attain great success.

The latest group of operators to form an association is that from the state of Arkansas, who work under the name of Coin Machine Operators Association of Arkansas, with offices at 1902 W. Seventh St., Little Rock, Ark.

All efforts in previous years to organize in this state had been unsuccessful, but the initial meeting of this new group on November 9, 1952, brought together a number of operators, headed by Dan Levine. The second meeting on January 4 was highly encouraging, resulting in 30 operators joining. These men include the oldest and best operators in the state. At this meet, Dan Levine was elected president.

“With this nucleus of the best coinmen in the state” stated Levine, “we are contacting every operator in the state to join. However, as can be expected, we are having the most difficulty with the newer operator, who as yet doesn’t realize what our problems are. When they understand that they stand to benefit greatly by becoming members, we’re positive they will join up 100%.

“We have several immediate problems to meet. Foremost of all is present ‘Home Rule’ bill, which would remove the license authority from the state, and put it into the hands of local authorities. At present, we pay $5 per machine to the state, and the local cities and communities cannot tax the operator more than the state. We also have legal free play games state law, and if this is put into the hands of local officials, it could present many problems.

“With the above matter, plus impending higher taxes, and other legislation coming before our state legislature, we realize that we must get together and fight them collectively, rather than individually. We need every operator in Arkansas to join this new association, and request that they get in touch with us immediately.”


Altho no definite date has been set for the next meeting, April 12 has been suggested.

Central Texas Music Ops Assn.

Celebrates First Anniversary

AUSTIN, TEXAS — Eddie Schatz, well known operator here, and officer of the Central Texas Music Operators Association, reports that the organization celebrated its first year of service with a tremendous dinner on Thursday, January 8, at Lungs Chinese Kitchen, this city.

In addition, elections were held, and the incumbent officers were re-elected. They are: Joe Daywood, president; Pete Martinez, secretary; and Eddie Schatz, vice-president.

The meeting, held in a private dining room of the Chinese restaurant, was attended by a large number of operators, their wives and friends. All were jubilant, and enjoyed the festivities, as well as the various speeches and toasts, commemorating their first birthday.

“With this association, the operators enjoyed a year of business and peace of mind the likes of which we never experienced before,” stated Schatz. “Without it, there would be no operations of any kind here, as all the unfair trade practices were pulling the operators down into the gutter, and had them almost on the verge of bankruptcy. Since we’ve been organized, we’ve brought up the music operating business to a point where it functions as a fair and honest business, as do other businesses. We’ve put it on a high plane, whereby the operators have enjoyed success without having to give away all their collections to locations, as well as loaning money to these spots, which played one operator against the other. We have come a long way to where the operators are on a firm footing — where he can see a little daylight — and where he can get out of debt and go ahead and buy some new machines for his routes.

“Our association also has been able to educate our members to give the location better service, and has enabled us to work with the distributors of phono graphs so that we can buy more machines — and pay for them.”

The association meets every Thursday night, and invites all of the distributors to meet with them and display equipment if they wish.

Old Pinball Worth More Dead Than Alive

HYATTSVILLE, MD. — Our good friend, Ira T. Byram, Sales Manager, this city, sends us a story and photo which appeared in the Washington Times Herald, written by feature writer, Hal Faust, about Gaver Marcum Powers, Jr., a civil service electronics engineer at the guided missile range a few miles from Melbourne, Fla., who owns an electric automobile which he built with essential parts from old pinball machines.

“In a second-hand pinball machine in disrepair and about to be discarded,” said Powers, “there are electronic parts worth about $500. You usually can buy the broken pinball machine for 50 or $10. That’s how I got some of the parts for my electric automobile.”

(Ed Comment: Why sell your old pinball machines. Make electric automobiles with them, and dispense with your service cars.)

"It's What's in THE CASH BOX That Counts"
Sure sign of a successful merchant is the showmanship with which he sells his goods and services. Operators rely on the dramatic flair, the color and motion, the eye and ear appeal of the Model "D" to capture attention and sell more music. What's more, they hold the patronage their showmanship develops with AMI equipment that can be relied upon to give continuous dependable performance.

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

An alert operator caters to the preferences of patrons and locations with the music they prefer. He builds business with seasonal tunes. His title strips are neat, clean and legible. He uses posters, table cards and other promotion novelties to keep everyone in the location music-conscious.

"It's What's in THE CASH BOX That Counts"
Music Op Sets Up
School For Employees

Conducts Night School Giving Employees
Complete Education In Contacting Public
and Locations as well as Correct Servicing
Collecting and Programming.

that they would better understand
tonal quality, was Vernon Hamann,
service manager of the firm.

The route men who were present
were: Harry Schreiber, Lester Tay-
lor, Bud Densford, Andy Anderson,
Al Rice, Irv Cairo, Morris Pomerance
and Joe Riedy.

Shop men present were: Leonard
Christianisen, R. Bale, Harry Goe
and Edward Boland.

The point was to bring better un-
derstanding of tonal quality to the
route men. So that, when they are out
on their routes, if they hear a phonograph
where tone quality was bad they could
take hand the adjustment themselves and,
and, thereby, save a repair man from hav-
ing to rush out to the location to make
so simple an adjustment.

Bob Gnarro reported that this was
the first point of a ten point program
which had been instituted by this new
school which meets once per month
from 7:30 P.M. to 11 P.M. with free
refreshments after each school meet-
ing.

The ten point plan engenders the
following:

1) Conduct a night school
once per month.

2) Pick out one subject
that seems to trouble the route
men the most.

3) Give an educational
lesson in selling, conduct and so forth.

4) A complete study of programming
a phonograph which is considered most
important.

5) How to order records to get
full benefit and eliminate waste.

6) How to keep equipment clean, oiled
and well lighted. What the route
men can do to improve location
relations as well as step up collections
and help keep equipment sparkling.

7) How to get top peak revenue from
each phonograph by giving better
service.

8) How to get new business.

9) How to renovate routes.

<table>
<thead>
<tr>
<th>SPECIAL CLOSEOUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>BINGO GAMES</td>
</tr>
<tr>
<td>------------------</td>
</tr>
</tbody>
</table>

United ABC, Very | $149.50 |
Church          | $149.50 |
United ROLEX    | $249.50 |
United LEADER   | $249.50 |
Universal S-STAR | 116.50  |
               | 69.50   |
City            | 449.50  |

**ARCADE EQUIP**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARC 1</td>
<td>$149.50</td>
</tr>
<tr>
<td>ARC 2</td>
<td>$199.50</td>
</tr>
<tr>
<td>ARC 3</td>
<td>$249.50</td>
</tr>
<tr>
<td>ARC 4</td>
<td>$299.50</td>
</tr>
<tr>
<td>ARC 5</td>
<td>$349.50</td>
</tr>
</tbody>
</table>

**ONE-BALLS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>FUTURITY</td>
<td>$275.00</td>
</tr>
<tr>
<td>TOP 1</td>
<td>$325.00</td>
</tr>
<tr>
<td>TOP 2</td>
<td>$375.00</td>
</tr>
<tr>
<td>TOP 3</td>
<td>$425.00</td>
</tr>
<tr>
<td>TOP 4</td>
<td>$475.00</td>
</tr>
</tbody>
</table>

**WANT**

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$725.00</td>
</tr>
<tr>
<td>$775.00</td>
</tr>
<tr>
<td>$825.00</td>
</tr>
<tr>
<td>$875.00</td>
</tr>
</tbody>
</table>

**EXTRA SPECIAL**

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$825.00</td>
</tr>
<tr>
<td>$875.00</td>
</tr>
<tr>
<td>$925.00</td>
</tr>
<tr>
<td>$975.00</td>
</tr>
</tbody>
</table>

**THE CASH BOX**

GOES TO THE CHICAGO AUTO.
PHONOGRAPH BOWLING MEET

CHICAGO—These pics taken by
The Cash Box' candid camera Monday
evening (January 19) at the Fireside
Bowl, 2020 West Fullerton Avenue,
this city, here the Chicago Automatic
Phonograph Bowling League meets
to bowl for championship.

The league is composed of music
operating firms and allied record dis-
tributors and is the only one of its
kind in the industry.

It was started in Fall of '82 for
the first time and the bowling has
become more and more entrancing as
each week has gone by.

1) Top Row—Decca Records: (l. to r.)
J. Schultz, Dom Radusta, Frank Tutos-
ne, Albert Iannoon, Norbert Deort and
Wilfred O'Brien.

Bottom Row—Melody Music: (l. to r.):
R. L. Capone, Joe Burlak, L. Smith,
Vic Jancino, Ralph Gnarro and Bob
Gnarro.

2) Top Row—Galano Distributing: (l. to r.)
Charles Alesi, Tillie Galano, Tony
galano, Ed Boland.

Bottom Row—A. B. C. Music Service No. 1:
(l. to r.) Les Taylor, Gil
Losasso, Joe Riedy, Al Rice, Bob
Gnarro.

3) Top Row—H & H Novelty Co.: (l. to r.)
Andy Oomens, Bob Dolan, M.
Pieroni, Nilda Bondioli, Vic Bondioli,
Warren Paradee, Bert Bondioli.

Bottom Row—Walter Oomens Sons: (l. to r.)
Julius Mohill, Tony Genoves,
John Oomens, Isabel Oomens, Bruno
Bywalske.

4) Top Row—Atlas Music Co.: (l. to r.)
Jerry Szymiak, Frank Mallak, Millie
Modelski, Nate Feinstein.

Bottom Row—Columbus Records: (l. to r.)
Al Avers, Bob Clark, Edith
Davis, Jack White, Fred Sipri.

5) Top Row—Coral Records: (l. to r.)
Irving Cairo, Gene Kantner, Gene
Kahn, Charley Michaels, Ed Walker, Carl Latino.

Bottom Row—Gillette Dick Co.: (l. to r.)
Donald Baxter, Harry Leon-
yczuk, Jerry Schuman, Robert Holl, George Holl.

6) Top Row—A. R. C. Music Service No. 2:
(l. to r.) Bud denseford, Ruth
Densford, Lenny Christianisen, Bob
Gnarro.

Bottom Row—Star Music Co.: (l. to r.:
Julius Mohill, Morris Pomerance,
Ibeau Modelski, Elton Brown, Paul Brown.

7) Carl Latino, Coral Records—Leading
individual scorer.

8) Isabel Oomens, Walter Oomens Sons—Leading
individual scorer, women's
division.

9) Leading scratch scorers—R. L. Capone, Les
Taylor, John Oomens, Isabel
Bosence and Tillie Galano.

10) Board of Directors of the League: (l. to r.)
John Oemens, Julius Mohill,
Jerry Schuman, Bob Gnarro and Andy Oomens.

11) Sponsors of the Team Standing: (l. to r.:
Jerry Schuman, Julius Mohill,
Charley Michaels, Nate Feinstein, Tony Galano and Andy Oomens.

12) Team entered to bowl in the National A.B.C. Tournament: (l. to r.)
King-Size Ciggy Sales Jump Up 86% in '52

Tobacco Industry Expert Predicts 1% Rise For Standards, 2% Rise For King-Size, If Controls Go Off April 30

CHICAGO—Reason why more and more cigarette machine operators have been adding more and more king-size cigarettes to all of their machines became evident today when Henry M. Wooten, consultant to the tobacco industry, advised that sales of king-size cigs had jumped up 86% in 1952.

The king-sizes accounted for 37.6% of the total industry output in '52, compared to only 11.9% in '51. In short, king-sizes jumped from 53.2 billion consumption in '51 to 57 billion, a gain of 4.8 billion in 1952 alone.

Of the top five standard brands only Camel and Old Gold had sales increases in '52. Camel gained 21% whereas Old Gold increased 6.7%. Lucky Strikes, Chesterfields and Philip Morris all declined in sales.

Total production of cigarettes for the year was estimated at 436.5 billion, of which 356 billion were for domestic consumption, a 4.5% increase.

Wooten predicted a price rise of 1c a pack for standard sizes and 2c per pack for king-sizes if price controls are removed on April 30.

The 10 leading brands are as follows: Camels, Lucky Strikes, Chesterfield, Pall Mall, Philip Morris, Old Gold, Herbert Tarvyet, Kool, Chesterfield king-size, and Raleigh.

Chi Aut. Phono Bowling League Banquet May 16

CHICAGO—The Automatic Phonograph Bowling League of this city, composed of 12 teams of music operators and allied music distributors, will hold their first banquet at the end of the bowling season on May 16, 1953, according to John Oomens, secretary of the league.

As yet, John Oomens advises, no special place has been chosen for the banquet and the members of all the teams have already been advised of the date, no arrangements have yet been made.

Belief is, according to John Oomens, that Bill Gerhert, Publisher of The Cash Box, will be asked to act as Master of Ceremonies for the affair.

National Rejctor Intros Newest Coin Changer

ST. LOUIS, MO.—National Reforgetors, Inc., this city, has recently introduced the newest and most efficient coin changer on the market, according to an official of the firm.

Called the "4-in-1" Changer, the new device is the first to feature one coin insert that will take pennies, nickels, dimes and quarters. This changer can handle, quickly and efficiently, all odd cents sales and will be easily converted, on the spot, from 5c sales to 6c, 7c, 10c, 11c, 12c, etc.

Another feature of the "4-in-1" is the instant plug-in, interchangeable with all other National electrical coin control units. This means that national users do not have to throw away valuable equipment... the new changer is readily adaptable. The "4-in-1" Changer also includes the automatic return of coins if penny is not inserted first, and a new "4-in-1" Slug Rejctor as a part of the changer.

Mithrone Donates Phono

LOS ANGELES, CALIF.—An appeal to the Minthorne Music Company, Los Angeles, Calif., from St. Timothy's Episcopal Church resulted in the donation of an automatic phonograph and records to the church's Youth Center here this week.

In making the donation, Hank Tromick, general manager of Minthorne Music, disclosed that the firm has contributed many phonographs in the past to various religious organizations, youth centers and city sponsored juvenile delinquency programs. Minthorne Music will service the machine for the St. Timothy youth group.

"It's What's in THE CASH BOX That Counts"
January 20, 1953

The Cash Box
32 West Randolph Street
Chicago 1, Illinois

Gentlemen:

This is an open letter to all Operators which I wish you would print.

We have been operating ten cent Juke Boxes and Amusement Machines now for two years this month, and I want to make a challenge to the five cent Operators to compare their net share per week with mine. We averaged, on over 300 Juke Boxes, $12.23 this last week, and I am willing to let any qualified Operator see my books.

Can any five cent Operator show an average anywhere near this? I say they can't. Also our service calls are way down from what they were when we operated on five cents, and our hit tunes are lasting longer. We no longer have to check wall box spots as often, due to certain boxes filling up.

Some Operators say, "Oh, they won't pay a dime in their territory." I say, "people are the same all over the country, if they will pay a dime in our territory, they will pay it anywhere." Other Operators say, "I'd like to change to ten cent play, but the other Operators would steal my spots." Sure, they will if you don't go to each Operator and get an agreement not to change locations or bother the other Operators for a six months trial period. It's just like securing 40% more locations without spending the extra money to buy more equipment, extra records, accessories, and man power to service them.

Think it over and either change to ten cent play or stay on a short profit, and eventually have to sell out to a more aggressive and better businessman.

Yours for better profit.

Louis Casola

"It's What's in THE CASH BOX That Counts"
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-SKORES
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.

Enthused Over
"20 Year Club"

NEW YORK—Jack Mitnick, regional representative for AMI, was one of the first men in the country to request membership in the "20 Year Club."

"It's one of the greatest ideas ever presented to the trade by The Cash Box and they've come up with a great many," stated Mitnick. (Ed Comment: The idea was presented to us by several of the members of the industry.)

"When the time comes, maybe at the next convention," continued Jack, "a suite of rooms should be taken for this group. And then a night designated for a dinner. We're the people who gave this industry its impetus, thru our enthusiasm, energy and vision. It's my belief that right now, today, we still have more of these attributes than the 'Johnny-come-lates' and we could prove it when we all get together. And what stories and experiences we could recall. Yes, sirree, let's think of arranging some get-together at the first opportunity."

"It's What's in THE CASH BOX That Counts"
**Distribrs Write Sales Story For Keeney’s “Team Bowler”**

CHICAGO—Paul Huebsch, general sales manager of J. H. Keeney & Company, Inc., this city, found it a much easier task to prepare a sales story for the firm’s ten player “Team Bowler” this past week, after over four full months in production, than he did when the “Team Bowler” was first introduced.

While in conference with other executives of the firm, preparing a sales story for their Keeney ten player “Team Bowler”, one of the men stated:

“Why not use the statements which our own distributors have been telling us right along?”

Huebsch thought this a very fine idea and, therefore, prepared to arrange the firm’s new sales story, which can be said to actually have been written by the firm’s own distributors. As Huebsch reported, such outstanding distributors as A. W. Sugerman and Abe Green of Raynor Sales Company, New York, N. Y., and Newark, N. J., haven’t stopped ordering the Keeney “Team Bowler” ever since it was introduced.

“These men have told us time and again”, Huebsch said, “that our ‘Team Bowler’ is one of the most outstanding bowling games ever introduced to the industry.”

“In fact”, he stated, “they’ve said much more. They’ve complimented the ‘Team Bowler’ in almost every single long distance phone conversation. And in each phone conversation”, he continued, “they have ordered more and more of the ‘Team Bowler’ finding that the demand continues to be greater than ever.”

The Miller-Newmark Distributing Co., with Bill Miller in Grand Rapids, Mich., and Tony Sanders in Detroit, Mich., are both among the largest users of the Keeney “Team Bowler” and both men have praised this bowling game to the skies every time they have talked with Paul Huebsch at the factory and ordered more of the games.

“Bill Mashok of Central Distributors, Kansas City, Mo.”, Paul Huebsch said, “was another of our distributors who helped to write our new sales story with marvelous compliments and the continued orders for the game.”

Another distributor, Nate Victor of S. L. London Music Co., Milwaukee, Wis., who has been ordering the Keeney “Team Bowler” right along in very good quantities, calls the game, “One of the best ever built!”

Bill Hapeli of Badger Sales Co., Los Angeles, Calif., has told Huebsch that, “‘Team Bowler’ competes favorably out here on the west coast with any bowling game ever made.”

Barney Reichel of El Paso, Texas, and Abe Susman and Audrey Hunter of Dallas, Texas, have also continually complimented the “Team Bowler” and their fine remarks have been incorporated into the sales story.

In fact, according to Paul Huebsch, the sales story on Keeney “Team Bowler” includes remarks which have been made by almost everyone of their distributors from all over the nation.
Abe Fish Elected Pres. Connecticut State Coin Association
Jim Tolisano Voted Honorary Pres. Installation Of Officers At Jan. 22 Meet

HARTFORD, CONN.—At its meeting on January 8 at the Garfield Hotel, this city, Connecticut State Coin Association held elections and Abe Fish, former honorary president, was elected to serve the group as president once again.

Fish, who headed the organization in its early days, had relinquished the position, and James Tolisano was president during the past year. Tolisano will now serve as honorary president.

Other officers elected were: Clarence Sorrentino, New Haven, vice-president; Maurice Wein, New London, secretary; Irving Clapp, Hartford, treasurer; Frank Marks, New London, 1st asst. treasurer; Ben Gordon, New Britain, 2nd asst. treasurer; Charles D'Alessandro, East Hartford, 3rd asst. treasurer; and Michael Pandolfo, Middletown, Sgt. at arms.

Attendance at this meeting was large, despite the most severe storm of the winter. Operators came from as far as fifty and sixty miles away to attend.

Among other matters taken under discussion, the group listened to Paul Rechschlafer, chairman of the public relations committee, who announced this committee will soon advise the membership of its plans for the forthcoming year, which shall be quite an ambitious program, designed to gain and hold the goodwill of the public towards the coin machine industry.

The membership met once again on Thursday, January 22 at the Waverly Inn, Cheshire, and officers were installed. Next meeting will probably take place on February 12.

Bally Service School At Nashville

NASHVILLE, TENN.—Several weeks ago Bally Service School classes were held at the Sanders Distributing Company, this city.

Pictured above is a group of operators and servicemen who attended the school on one of the days.

Bob Breitner, chief Bally field-engineer, who conducted the sessions, can be seen at the left, standing in front of the window. At the extreme rear, standing in the doorway, is Harry Sanders, popular head of the distributing firm, and at his left is Dan Moloney, Bally district sales manager.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
A compilation of the members of the coin machine industry who have joined the “20 Year Club” was published in the January 24 issue of The Cash Box.

This was a long and imposing list of names of men and women who have been associated with the coin machine industry for 20 years or more.

After we went to press on the January 24 issue, a large number of additional applications have reached this office. We shall publish these names in a forthcoming issue.

Outside of the fact that you’ve been connected with the industry for 20 years or more, there are no other qualifications. The idea is strictly sentimental—and will serve to bring together those people who, in a great many instances, have been pioneers in this modern age of our industry.

SO — YOU TWENTY YEARS — WHO HAVEN’T AS YET APPLIED, 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)

The arrival of Chicago Coin’s “Name Bowler” in town this past week was good cause for genial Phil Robinson to do the jog he did. Game has aroused the interest of ops throughout the area, with orders literally pouring in. Phil by the way didn’t find the early key he lost several weeks ago... Lyn Brown, Exhibit Supply Co. regional rep, isn’t that hard to find—it’s just that Lyn is one of the hardest working coin men in the business, and devotes a good deal of his time to “beating the bushes.” And if you have any doubts as to where the business lies, start surfing those bushes and you’ll get the surprise of your life. Lyn, by the way, reports many new operators are entering the coin machine industry as a result of the tremendous acceptance of kiddle rides—and new blood never hurt any industry... T. H. Loo of El Centro in this town... ditto Tommy Boyd of San Diego—where the weather is fine, and play is “round... Voila—we knew they’d come finally. That’s the fabulous six-drink “Soda Shoppe” we’re talking about. New beverage vendor dispenses four carbonated and two non-carbonated drinks. Interested parties can contact Al Silberman at Badger Sales. Al by the way looking quite trim and athletic these days, having taken off a couple of pounds around the middle. Badger proxy, Bill Happel, quite enthusiastic over the reaction to the great Gottlieb “Queen of Hearts.” It’s one of the fastest games we’ve ever seen... and that legd getting such a kick out of it. Tom’s “Miss America” boat vials and a few more that the kiddie biz is here to stay... Adolph D’Este doing a whale of a job with the fantastic ice-cube machine at Badger, with hospitals one of the newer fields of contact clamoring for the machine... Jack Dolan, Dan Stewart Co., off on a quick one-day trip also “beating the bushes” and then back to the office. Meanwhile, Jo Ann Lewis insists she’s not getting married, since she got the Rock-Ola “Fireball”... nice to meet up with S. L. Griffin, veteran Pomo operator... Mary Selle, Bill Leuenhagen’s Record Bar, reports business out thisaway “has been phenomenal.”... The swing to dime play continues to grow ‘n grow, with more ops taking to same each and every day... Roy Barton of Colanga in town looking over some new equipment.

Business at Minthorne Music continues at a break-neck pace, with Hank Trenick and George Mahlum having their hands full completing orders. General consensus of opinion from music ops is that ’56 is gonna be one of the best ever. The Minthorne firm by the way, donated a phone to St. Timothy’s Episcopal Church this past week, in their continuing fight to aid those combatting juvenile delinquency... Bert Poland of San Luis Obispo a frequent visitor to Los Angeles—can’t beat this weather see Bert, “except when it rains.”... Missed seeing genial Jack Simon and Abe Chapman this week, altho pert Celie Padwa, the firm’s able secretary, informs us that they weren’t eating. As a matter of fact, Jack is reported to be dieting. The turnover in equipment at Simon Sales continues along at a mighty brisk pace too... Nice note from Bob Portale up Stockton way this past week... Gary Sineich, regional rep, for theYou get the idea. Those in these parts, due in southern California the first week in February... Bob Smith, Automatic Enterprises, reports too that business is exceptionally good for this time of the year. The firm continues to do a whole of a job for Nat Cohen’s Coast Sales Co. via their “Atomite Joes” and “Alapana” machines. First reports of United’s new bingo-game “Showboat” have Charlie Robinson, At Bettleman and Fred Gaunt charting with glee. The new extra balls feature and extra-cards feature make for lots of fast play, which ops naturally like... United’s “Star Shuffle-Alley” is also getting loads of action; we hear... Joe Lewis, California Music Co. predicts that the Buddy Morrow diskling of “Hey Mrs. Jones” will spread into the pop field and prove to be a bigger winner than the original.

The majority of distributors and jobbers around town aware that business has never been any better, and as one distrib put it, “it’s just like Christmas starting all over again”—and the surge in business seems to have caught operators in the tide too, for they’re also reporting peak grosses in games, music and kiddie rides... Paul Laymon’s showrooms were as crowded as Union Station the day we called, with Charley Daniels, Ed Wilkes and Jimmy Wilkens handling the business traffic in excellent fashion. And still the praise for the superb Bally line continues—and as for Wurlitzer phonographs, we’re shipping all we can get” see dapper Daniels. We even noticed Blaze demonstrating the Bally “Beauty” to one op... Bob Reck of Palm Springs, reports the winter season on in full swing, with thissouthland resort area getting its share of easterners who want climate, rest and the absence of night life ala Miami Beach... Walter Hellen, finance man from Chicago, in town this past week on movie business we understand... And how many Los Angeles coinmen are eligible for the “20 Year Club”? If you’ve been in the business for 20 years, send your name to Joe Orleck, The Cash Box, N. Y. ... Seems as if Santa Ana coin men decided to visit Fico on masse this past week, with Bert Hammond, Doc Duckler, Lee Nelson, C. L. Andrews and Walter Hecox being the trek into town... The tragic Redondo Beach flood tides have thus far had no ill effect on coin machine equipment, with few locations in the vicinity of the damaged area.

The “20 YEAR CLUB”
“a great idea”

Herb Jones
Vice-President, Bally Mfg Co.
Many operators instantly visualized the terrific business which would result in outstanding merchandising of products with such a ride for the kiddies as fathers and mothers came in to buy Easter outfits for the kids.

"In fact", Frank Mencuri said, "the orders which have piled up here assure us one of the most outstanding production runs our factory has ever enjoyed.

"What's more", he continued, "from all the long-time tests which we have already conducted for 'Pete The Rabbit' we are assured every single operator who purchases this kiddie ride that collections will continue to increase even after the Easter season is over.

"This", he claims, "is one of the most outstanding kiddie rides in all our history and those operators who have already seen it have acclaimed it for attractiveness as well as for the appeal that 'Pete The Rabbit' has for the kiddies."

The Exhibitors Supply distributors will give featured display space to "Pete The Rabbit," the firm reports, in view of the fact that the majority of the firm's distribs have already placed the largest orders in their history for this ride.

"They realize that, since it is coming out on the market practically three months prior to Easter, it will continue to boom collections for these three months, plus the months afterwards, for all their operator customers", said Frank.

CHICAGO—The Federal Reserve Bank here concurred with the statements which have been issued by the various manufacturers in this city that the labor shortage is actually acute.

This has had much to do with lowered production of coin operated products of all kinds.

In fact, the Federal Reserve Bank reported that the Midwest was harder hit by the labor shortage than any other area in the nation:

The defense program, the bank said, has been largely responsible for the tight labor market.

The bank also believes that direct and indirect civilian defense employment will remain at, or above, present levels for some months yet to come.

The bank stated that there is still a large unused pool of manpower in men past the age of 45 and a much larger reserve exists, it insisted, in the 35 million who are not employed.

The bank did predict that, for the future, barring stepped up military operations, labor tightness in many lines should be corrected this year.

As for the coin plants here report that the labor situation remains very acute and that skilled labor of all types is almost impossible to obtain.

This has, in the long run, had its effect on prices of new equipment.

Manufacturers here are forced to meet the tremendously stepped up wage scales being offered by others in an effort to get sufficient labor to take care of production.
Dear Mr. Editor:

Say, look here. I sure got a big bang out of you people printing up my letter. I sure got about a hundred phone calls about it. In fact, the editor of our weekly newspaper here (I take an ad with him every so often) wrote it up.

Well, I guess you should know something about Simpkinsville here. All I can tell you is it is a small town. Both Sally (that's Mrs. Slugg) and I come from the big city. But don't get me wrong. We both like it here.

It ain't fast like the big city. But it's got its own stuff. We got 16 locations here in Simpkinsville. We got about 32 more around and about. We ain't squawking. We been making a pretty good buck.

Last week I told you about Joe's Tavern. That's one of my spots. Also about Ned's Lunch Wagon. As yet we don't know too much about Ned's joint.

Like I told you last week, it's a new place. And Ned ain't been able to yet pull the big part of the crowd out of the factory cafeteria day.

That is funny, too. They went on strike because they said the food in the cafeteria was lousy. So quick like Ned figures a lunch wagon with decent eats right out of the factory should go. It sounds, okay, but they ain't going.

Wait a few minutes. I will finish this to you later. Sally (that's Mrs. Slugg) just took a call from Tony's place.

She says, in her special business voice, "Hurry up, Sally. Tony says his machine is out of order. And he's got a big party tonight in his joint."

Well, I'm back.

It was nothing with that Tony. He gets too excited, that's all. Everytime one of his machines get up for a wedding party with plenty of vino, he right away says his jule box is out of order.

Sam and me went down there together. Sam's my new helper. His name is Sam Simpson (He sure is a simp's son, alright.) Anyway, when we got over to Tony's Place, Tony and his missus, Angelina, they are running all over the joint.

They got two guys dressed up for waiters. These guys are putting the hardware around the tables. Tony, he is hollering. Angelina, she is hollering. Garlic is smelling. Everyone is hollering.

At last I grab Tony as he comes flying by me.

"Look here, Tony," I says to him, "what is the matter with the jule box?"

Tony looks at me puzzled-like.

He says, "Nothing is the matter with the jule box, Sally."

I says, "Hey, look here, Tony."

I says, "someone just called up Sally (that's Mrs. Slugg) and says to come right over and fix up the jule box because you are going to have a big shindig here tonight.

Tony says, "Hey, that's right. Go fix the jule box. And fix him up right, you hear," Tony hollers.

So now I get mad. I holler back, "Look here, Tony. don't you go hollering on me. I came over here quick to help you out!"

So I pull him over to the jule box. Sure enough the lites are out. The box is all loaded down with all kinds of big fancy cakes.

I say to Tony, "Get those damn cakes off my jule box. What the hell you think it is? A bakery?"

Tony hollers back on me, "Shut up. Go fix the jule box. I worry about the damn cakes.

I get real mad now. But Sam Simpson has already got the back door of the box open. So I rush for the box.

That's all that has got to happen now. Let Sam tool with the box. It will never work again.

I quick slam the back door shut. Almost choking off some of Sam's fingers.

I says to Sam, "Look here you. You wait 'til I tell you to open her up."

I says, "I go to the front of the box. I drop in a quarter and punch down some plays. Nothing happens.

Sam looks at me. His mouth is open as usual. (Even when he chews tobacco his mouth is open.)

I scratch my head. Tony looks at both of us. He says something real loud in Espanol.

Then he goes over and picks up the cord and plugs it in.

The music starts. The box plays fine.

What are you going to do? Sincerely.

Sally Slugg
"Your Operator Friend"

Dead as a doornail.

These columns here, who can find the time, are taking winter vacations, or are planning on taking one. However, those in the majority, cannot possibly get away. But, if there were a convention, they tell us they'd be more than anxious to attend. We've had numerous coinmen approach us in the matter of coming along! All we can tell them is that the NAMA (National Automatic Merchandising Association) is holding its annual exhibit at the Conrad Hilton Hotel in Chicago from August 23 to 26. As for games and music, our convention-minded friends will just have to wait.

One of the most respected men in the operating fraternity is Paul Tartaglia of Portchester, N.Y., who makes a specialty of raising good merchandise (as well as conducting a flourishing music machine operation). A native of California, where he entered the business, he raised five sons (three of whom are operators in the operating business), also raises vegetables of all kinds. He takes great pride in sending substantial samples to his distributor friends here in the city. One of the pioneers in the coin machine business, Paul has spent over 25 years building his operations.

Meyer Parkoff, Atlantic-NY Corp. (Seeburg distrib.), hook off his virus, and is back at his desk. . . . We're also happy to report that Dave Rosen of Philadelphia, who had been hospitalized, is back home recuperating. However, we understand that Dave will have to rest up for several weeks before returning to his office. . . . Artie Daddis, AMI traveling representative, visits his firm's distribures here in Newark, N.J., New York City, and Phila. Daddis and Irv (Kempy) Kemper, Runyon Sales Co., drive to Cheeesh, Conn., on Thursday, Jan. 22, to attend the installation of officers of the Connecticut State Coin Assn.

Jack Mitnick, AMI regional representative, also drives to the Conn. meet, as well as returning the time consumed. He wants the coin chute to work for 10c when played by children and for 25c when played by adults—and depending upon certain circumstances, to work for 1, 2 or 3 minutes. We pass this request along to the coin chute mechanism manufacturers for their further consideration.

;

SAM KOEPPLE, son of Hymie Koeppe1, Koeppel Distributing, becomes engaged to Miss Erika Walman, Sat., Jan. 17. Hymie runs a big party at his home for the couple. Wedding bells scheduled for some time in the fall. . . . Estelle Fawkes, beautiful blonde sey to Nat, returns after a battle with the virus, but Nat is now out for the past week or so with similar illness. . . . George Posner, business manager for the Associated Amusement Machine Operators of New York (games assn.), reports the organization now set in its new offices at 524 W. 49th St., right off of Times Square and a few feet, to your Muveus, is on second floor, where, he says, "I have to weld and new and of the basement.

That's all that has got to happen now. Let Sam tool with the box. It will never work again.

I quick slam the back door shut. Almost choking off some of Sam's fingers.

I says to Sam, "Look here you. You wait 'til I tell you to open her up."

I says, "I go to the front of the box. I drop in a quarter and punch down some plays. Nothing happens.

Sam looks at me. His mouth is open as usual. (Even when he chews tobacco his mouth is open.)

I scratch my head. Tony looks at both of us. He says something real loud in Espanol.

Then he goes over and picks up the cord and plugs it in.

The music starts. The box plays fine.

What are you going to do? Sincerely.

Sally Slugg
"Your Operator Friend"

The entire state of Texas was covered with a layer of sleet and snow this weekend. The first really bad (wintery) weather we have had this season. . . . Tommy Chatterton over Walbox Sales Company was in Houston last week working on his West Texas Trip. . . . And Speaking of Commercial in Music—Raymond Williams is out with the flu. . . . Fred Barber over at Walbox Sales Company is also sick in bed this week. . . . George Green of Odessa can be added to the sick list this week. . . . Business seems to be picking up now that inventory is over and the operators are getting their income taxes behind them. . . . Olen Dryer of San Angelo, who operates the coin machine route and a night club, says that business is picking up for him. . . . Vincent Lopez, a music operator in North Worth, says that business is good on his Coin-O-Matic territory. . . . Art Rupe and his lovely blonde wife, Lee, were in Dallas this week as a clinia to a three-week Specialty Record Distributors throughout the country.
It's almost ten months now since this publication first pointed the way to dime box pinball players of all kinds and ages for an ever more colorful and really useful hobby. Last week, a letter from Leon Casola of Mid-West Distrib. Co., Rockford, Ill., contains the very strong argument for 10c. play ever received in all the history of pinball. The letter, which has been reprinted many, many times all over the country nowhere more successfully than in The Cash Box, is a real pointer to a good hobby value. Frank Miles, editor of THE CASH BOX, has made a trip to Canada. In the meantime, Frank issued new "News Bulletin" for the firm's distris that's chock full of info which seems to be based on good value. Frank also advised that Exhibits still need "Pete The Rabbit" kiddie ride. (Gives ops 3 months to operate prior to Easter holiday.) Last of note is that Nate and Irene Gottlieb preparing for a visit to Miami's sunshine. And, "We're taking along the three tornados," meaning, three cute Gottlieb children about whom Nate says, "The hotel's gonna be sticky again!"

Frank Rockel is out of Coin-O-Matic Co. according to Harry Katz who has taken over and is trying to roll out those Bally-O-Matic models. So far M. O. A. hasn't as yet set the date for its next convention. It will, however, be given at the Palmer House here in Chi. This will be decided after Board of Directors meeting with George Miller. ... Thrilling and notable issue of "Bally-Who!" out this month. Old time Bally games received throughout the land and the main or will remind a long time local readers that the Cash Box is definitely the "Bible" of every operator and every coin machine man, whom I call on. Keep up the good work.

Probably one of the most progressive moves, and an absolutely outstanding public relations effort for an entertainment-operating organization, is that handled by Chicago, Illinois, by安排由Bobby Guarino of A.B.C. Music Service Corp. this past week. Said Bob in this regard, "It's high time that we taught collectors to be more than justعا-Also! We want them to know something of our business, what we want them to know about mechanical and, especially, how important programming has become." The first night school was conducted by Vernon Hammond, district manager of the firm. Lou Weinberger pocketed up from the Rancho Hotel in Haiti, "Al enjoying flying about all these warm countries. But where's the pin games?", he asks.

Len Micon of World Wide Distributors reports that this has been the busiest month in all the firm's history. Len in charge while AI Stern in Florida visiting from illness. ... Sam Stern of Williams introduced a brand new game, "Forces in Action," which has already won many an order from the Bell's distributors. Especially from those who tested the game. It's a combo of high score plus spell-out awards. ... John Oomen popped in to advise that the Chi. Aut. Phone Bowlers Ltd. will hold its first banquet on May 16th but that the place name as yet has been chosen. In the meantime The Cash Box candidate cameraman clicked the picture of the boys in action this past week. Paul Buell has let his distribs write the sales story on the firm's "Team Bowler" which is now in its fourth month of production. Statements from distribs like: Abe Green and Bob Swart, both of Runyon Sales, N. Y.; Barney Reckel of El Paso; man of Dallas, Bill Mashek of Kansas City; Nate Victor of Milwaukee, Bill Hapled of L. A.; and many others in this selling story. ... Music ops here feel much happier this past week when they were advised that they now could obtain their $55 licenses. Okay was held up all this week. Many of the boys were worried. Expected an increase in city taxes but also a tremendous increase in revenue.

It was practically a full house over at Bally this week. With the exception of Joe Abraham who is wending his way through the southland, and roadmen Ar Gar-vey (who's in Buffalo) and Ralph Nicholison (in Indianapolis), Ray Moloney, left his usual wheel of R&B grinding at the local pal and phone called a minute; Georgie Jenkins in one conference after the other; Doral and Earl Moloney busy as usual; Herb Jones from one spot to another, not fewer than five every single second of the day; and "Daper" Tom Callaghan working away, ... Music ops still eager to get a uniform color and design schedule for the year. They are planning on keeping all game in the first month, 20% third year and 10% fourth and last year. (It will take representation of music ops from all 48 states meeting with Treasury in Washington to ar-range this). ... Joe Abraham of Cleveland's Lake City Amusements puts this in the way, "Every department store is becoming an amusement park. They're making more money with coin operated equipment."

Ben Coven working this past week with some fever and very stick. But can't get away. His right hand man, Dave Bender, was on the operating table for over seven hours with serious gall stone operation. Trudy Coven and both children reception and Larry Coven, down with the "flu. The boys over at United were planning to maneuver Bill DeSelm into "Siberian exile" (where they've got Joe Kuss now) which is United's Broadway factory, until bill said, "I'd like to see how the neighborhood. But very well." Herb Oettinger has become a Washington committer. ... Mel Binks became a gran'appy when his son, innovation for a double bowling ball game, (With the firm's "double-United's "asylum"). ... Ce Davidson's very pretty dotter, Diane, visiting at the United plant. Plans a trip to see her mother and daddy in Las Vegas. Cee is ok piloted at the Sahars, swank new hotel in Las Vegas. We wish her a long and Rishi back at his desk. Claims the mysterious trip he took was "way down to Tennessee, "Where they don't wear shoes, except on Sundays," he says. ... Mel Binks, to a letter from Bill about that "Letter From An Operator" from last week's (Jan. 24) issue. (New one in this issue which is even funnier).

B. B. Grenchman and A. Pressner of noted NYC export firm visiting with J.Raymond Buxton at Rock-Ola and advising that their famed Rock-Ola phonos, who received shipments of new "Fireball" 120 selection Rock-Ola phonos, tremendously enthused with the phone. (P.S. — They wanted "Fireball," "Fireball," "Fireball," "Fireball," NAND TV-network shot. "Hawkins Pallet" current feature of new Rock-Ola "Fireball" as prop in drug store, according to Jim McNulty of Rock-Ola. ... Ed Levin phones to advise that Chi.Com's in new promotion. "Kenth Frame Special!" They sold out in the Chicago production run of "Name Bowler" and another run will come in about 3 weeks. Older item, Chi.Com's "Super Match Bowler" and "Bow And" also in production. Ed Levin also stated that Roy Monroe and Geo. Geo. of Monroe Coin Mach. Exch, have quadrupled their bid with Chi.Com from the day they started and that their orders are bigger every week.

"It's What's in THE CASH BOX That Counts"
WANT — Your used or surplus records all speeds. 45's our specialty. We buy for cash, or will run new, pay top prices. No lot too large or too small. No more than 10% break. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel: UNION 1-7500

WANT — Used 14X2 Rock-Olas. State best price and general condition. SOUTH FLORIDA SHUFFLEBOARD DISTRIBUTORS INC., 503 W. CENTRAL AVE., ORLANDO, FLA.

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

WANT — Late Model Phonographs. Will pick up in a radius of 200 miles. KOEPPL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 15, 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's, LP records, and late-model phonographs. Exhibit Guns, Seeburg Bar Guns, Piano, Vocalists; Victor; Vocalists; Paramount; Gennett; Blachard; Champion, etc. JACOB S. SCHINDEL D. 128 W. 66TH STREET, NEW YORK CITY, N.Y.

WANT — Late Model used coin operated records. All makes used or condition. Give best price in first letter. LAWRENCE NOVELTY, 1436 NORTH DAME ST. W., MONTREAL 3, P.Q.

WANT — Tubes: 2051; 70L7; 6SN7; 75; 6SC7; 2AS4; 56L6; 6H7C. ON METAL 77; five new pay $40.00 hundred. Must have minimum quantity of 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 2449 NO. ELAINE PL., CHICAGO 13 ILL.

WANT — Wurlitzer Phonograph Model 1400, 1250 and 1190; A.M.I. Phonograph Model A, B, C, and D; Seeburg Model M, 100 A, B and C State quantity, condition and best price in first letter. COVEN DISTRIBUTING CO., 3101 ELSTON AVENUE, CHICAGO 18, ILL. Tel: INdependence 5-2210.

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., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

WANT — Panoramas; Spot Lights; Lite-A-Lines; Five Stars; Coney Islands; Bright Spots; Bright Lights. AMUSEMENT COIN MACHINE, INC., 304 LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel.: Lincoln 9-3996.

WANT — Chicago Coin Basketball Champ, LIEBERMAN MUSIC COMPANY, 357 PLYMOUTH AV., N. MINNEAPOLIS 11, MINNESOTA.

WANTED — Mills Panoramas — Write price, condition, etc. WESTERN DISTRIBUTORS, 1326 WILCOX AVENUE, SEATTLE 1, WASHINGTON.

WANTED — AMI D-40 — D-60, selection Sideways, Wall Boxes, Stepers, Spinners, Millenium 1000 and 1900, all away, Wall Boxes; Wurlitzer 1017, 1217, 1400, 1100; Latest amusement games, Metal Types, Heavy Hitters, Silver Bullets, Arcade Guns, Seeburg Guns, Steelball, Metal cabinet, coin, number, model and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel: 2648.

WANT — 45 RPM Records, new or used. No quantity too large or too small. Highest prices paid. Write stating quantity on hand. TONY GALANG, 613 N. CANTERBURY ST., HOBART, INDIANA.

WANT — Metal Types, Mutoscope Voice-O-Grams, ChiCoin Basketballs, and any other late model machines. Write price and condition in first letter. MIKE MUNROES CVP, 577 TENTH AVENUE, NEW YORK 3, N. Y.

WANT — Shuffle Rebounds, Bowling, Settlers, Shooters, Coney, All Stars, Five Balls, All Condition Only. Any quantity at the right price. Can pick up at or bordering Eastern Canada. E. LIEBEN, 12 Baby Pont Rd., Toronto 9, Ontario, Canada.

WANT — Will buy phonograph records made before 1940; any quantity or dealer; will pay highest prices. All records of every price; will make trip to inspect if needed. Some of labels wanted are: Varnum; Victor; Vocalists; Paramount; Gennett; Blachard; Champion, etc. JACOB S. SCHINDEL D. 125 W. 66TH STREET, NEW YORK CITY, N.Y.

It's what's in the CASH BOX That Counts!
FOR SALE—Reconditioned—Thing $35; Lucky Inning $35; Photo Fin- 
ish $35; Citation $35; Champion $45; Winner $85; Goalie $75; Car-

FOR SALE—Packard Late Atomic Six semi-automatic, $395. 

FOR SALE—Seeburg Wall Boxes 32W2L56 $20 each; 3W & 7.56 ($2.25) $25 each; Post-war Seeb-

FOR SALE—America’s finest reconditioned phonographs and music accessories. Everyone of our re-

FOR SALE—Make us an offer on all or part: 3 Bally 1-ball “Champions”, 3 Universal “Winners” A1 condition, 

FOR SALE—Sunshine Park $395; Long Beach $325; Twin Rotations $395; Keeney 4 Player Conversions for 

FOR SALE—Photomatic—4 for 25c cameras; semi-automatic, complete with lens and bulbs. In A1 condition, 

FOR SALE—A-MI "A" $350; C.C. Hit Parade New $175; Wilcox Gay Recorder $125; Thunderbolt Horse 

FOR SALE—C—C Six Player 10th Frame Bowler $95; United Six Player Bowler All Good (no Tops & Jumbo Pins) $250; Player Deluxe $295; Hear Gun $225; Bingle-A-Lot $250; Super Star $225; Warlitzer $795; Mohawk Skill Game $75; Swaygertown Road, CHENETAY 2, N. Y. 

FOR SALE—Kiddie Rides—Profit Producers For The Entire Store—

FOR SALE—1 Exhibit Jet Gun $195; 1 United A.B.C. $125; Bally Futurity $249.50 Clean; 1 Genco Springtime $95; 1 Dale Gun $49.50; 1 Hayburner $175; 1 Chi-fun, all reconditioned. $49.50. AUTOMATIC AMUSE-

FOR SALE—United Skee Alley $85; Hy-Roll $50; Zingo $225; Warlitzer Skeeball $100; A.B.C. $225; Wm-

FOR SALE—Contact us before you buy. We have all types of coin ma-

FOR SALE—Can you afford 92¢ per week to get ahead and stay ahead of the competition? Only 92¢ per week you can have a 40 word ad in this section plus a free full 

FOR SALE—24 W1L56 (5-10-15) $34.50 ea; 11 W1-L56 (Sr) Remote $44.50 ea; 11 30w (Sr) Rock-Ola Phonographs, WOL-FRONT DISTRIBUTORS, INC., 214 FRANKLIN STREET, FAYETTEVILLE, N. C. Tel: 2-3992. 

FOR SALE—Warlitzer 1100 $349; Seeburg 140ML $265; 1468 $115. On hand, a large supply of Packard, Warlitzer and Seeburg Wall Boxes fully reconditioned, CEN-

FOR SALE—Close outs right off the route—reconditioned like new: Coney Islands with latest improve-

FOR SALE—Ch節 Bishop Bowling Alloys $55; Seeburg Guns $75; Little League $49.50; Deluxe Bailer $34.50; and many other values COIN AMUSEMENT GAMES, 1144 E. 55th ST., CHICAGO 15, ILL. 

FOR SALE—Spotlite $319.50; Frelic $475; Long Beach $595; Five Balls used on location only. Write for list. UNITED NOVELTY CO., INC., 111 W. DIVISION ST., BIL-

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle games, Tell us what you need. Our prices are right. We

FOR SALE—United Snoo plassen $295; Coney Island $245; Touch-

FOR SALE—Sale—J. S. Keeney Super De-

FOR SALE—Stand $250; $245; Seeburg $225; 3. $100; Distant $75; Seeburg $49.50. Write for low prices on pins, 

FOR SALE—N. LONG BEACH and Satellite $250; 3. $245; 2. $200; 1. $50. $34.50; AMUSEMENT, 286 N. 29TH STREET, MIAMI, FL.

FOR SALE—Williams Hayburners, $139.50; Spark Plugs $149.50; Sea Jockeys $149.50; Williams Long Beach—close out. Late 5 Ball Games, write for list. Arcade Equipment; 3 Deluxe Machines $150.00 ea. AUTOMATIC AMUSEMENT CO., 306 N. EIGHTH ST., EVANSTON, INDIANA. 

FOR SALE—“Closeouts”—Williams Sweetheart, Chicago Coin Pin Bow-

FOR SALE—Wm. Long Beach $295; Wm. Music Mite $65; Bally Shuffle Line $99.50; Thunderbolt Horse $550; Wm. Sea Jockey $45.00; Zingo $15.00; O-Matics $10; Star Speakers $18; Bank Dollar $125. V. YONTZ SALES Co., BYESVILLE, OHIO. 

FOR SALE—Packard Wall Boxes $4 ea.; Warlitzer 303V1.5 $5.00 ea.; War-

FOR SALE—Turf Turf—$325; Wurlitzer $345; Seeburg $315; Juke Box $295. Write for list. United, Uni-

FOR SALE—Skeeball $39.50; Four Balls $190.50 each. Also late model 6 Gun A.B.T. Shoot-

FOR SALE—Sold—Juke Box $115; Seeburg $175; Wurlitzer $245; 3M $395; Bowlette $105. 

FOR SALE—New Astroscope $275; New 1c Camera Chief $10; New 1 Advance Peanut Machines $12; 120 

FOR SALE—Match score shuffle game conversion unit for United 2 to 6 players. Fits on top of box. Easily attached, only 4 wires. Proven 

FOR SALE—Cleaning House. Packard Wall Boxes, Chrome $4.80, satin $3.50. Gottlieb games. Four Horse-

FOR SALE—New Smokeograph Smoke Machine (Write): New Rockola (Write) Turf King—New in Crate 

FOR SALE—Book of Phonographs and Games in the Coun-

FOR SALE—Compliments of the manufacturers. A comprehensive list of all our offerings is available.

FOR SALE—Spotlite $319.50; Frelic $475; Long Beach $595; Five Balls used on location only. Write for list.

FOR SALE—Packard Late Atomic Six semi-automatic, $395. Washington Long Beach—close out. Late 5 Ball Games, write for list. Arcade Equipment; 3 Deluxe Machines $150.00 ea. AUTOMATIC AMUSEMENT CO., 306 N. EIGHTH ST., EVANSTON, INDIANA.

FOR SALE—America’s finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING COMPANY, 1200 PURITAN AVENUE, DETROIT 21, MICH. Tel: University 4-0773.

FOR SALE—Make us an offer on all or part: 3 Bally 1-ball “Champions”, 3 Universal “Winners” A1 condition, cleaned and checked!! T & T DISTRIBUTING COMPANY, 1321 CENTRAL PARKWAY, CINCIN-

FOR SALE—Sunshine Park $395; Long Beach $325; Twin Rotations $395; Keeney 4 Player Conversions for long board $195; United, Universal COIN MACHINE EXCHANGE, 85 NO. MAIN STREET, ST. LOUIS 6, MO. 

FOR SALE—Photomatic—4 for 25c cameras; semi-automatic, complete with lens and bulbs. In A1 condition, will sell outright or trade for music, pins, or games. WURLITZER COIN MACHINE CO., 184 WIND-

FOR SALE—C—C Six Player 10th Frame Bowler $95; United Six Player Bowler All Good (no Tops & Jumbo Pins) $250; Player Deluxe $295; Hear Gun $225; Bingle-A-Lot $250; Super Star $225; Warlitzer $795; Mohawk Skill Game $75; Swaygertown Road, CHENETAY 2, N. Y. 

FOR SALE—Sell your old machines. These are reliable and well con-

FOR SALE—Close outs right off the route—reconditioned like new: Coney Islands with latest improve-

FOR SALE—New Smokeograph Smoke Machine (Write): New Rockola (Write) Turf King—New in Crate 

FOR SALE—Book of Phonographs and Games in the Coun-

FOR SALE—Compliments of the manufacturers. A comprehensive list of all our offerings is available.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle games, Tell us what you need. Our prices are right. We
FOR SALE—Seeburg M100 A phonographs, thoroughly reconditioned and refurbished. Look and operate like new phonographs $649; Seeburg 148 M, reconditioned, refinished $259; Seeburg 147 M, reconditioned, refinished $115. DAVIS DISTRIBUTING CORP., 738 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

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

FOR SALE—Special Limited Offer—Ten new Shipman Triple Column Postage Stamp Machines plus 100,000 Free Stamp Folders—all for $359. Victory Folders $6 for 10,000; Shipman Folders $10 for 20,000. Mail Check To—SCHWARTZ DISTRIBUTING CO., 1800 S. W. 17th ST, MIAMI, FLORIDA.

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. WESTERHUIS COMPANY, 3726 KESSEN AVENUE, CINCINNATI, O. Tel: MONTana 5001-2.

FOR SALE—Finest premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we feature are for operators only. We don’t sell stores. Write for our descriptive price list. HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND RD, MILWAUKEE 15, WIS. Tel: Bluebourn 8-7600.

FOR SALE—Spotlite $75; Harvest Time $50; Knockout $60; Utah $35; Five Star $100; King Pin $50; Cinderella, Wisconsin, Ramona, Shanghai $15 each. ROANOKE VENDING MACHINE EXCHANGE, INC., 118 W. WASHINGTON ST., CHARLESTON W. VIRGINIA. Tel: 3-0311.

MISCELLANEOUS

NOTICE—New Revised 1953 directory and mailing list of 11,423 Active Coin Machine Operators and Distributors in the United States. Show types of machines operated. $25 per copy. State listings 1per name. L. W. WHITTLE, BOX 125, MATTHEWS, N.C.

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

NOTICE—"O.P.S. Off", Hawley Dime Converter Kit for old style and new style Packard Boxes. 25 Lots, $1.25 each; Sample $1.50. Contains Dime Gland, Dime Bushings, parts for rejet. Dime Bushings available. 25c ea. HAWLEY DISTRIBUTING, 2720 W. FICO BLVD, LOS ANGELES, CALIFORNIA.

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

"It's What's in THE CASH BOX That Counts"
**NUMBER OF EACH MACHINE OWNED**

**VALUE OF MACHINES HERE $**

<table>
<thead>
<tr>
<th>Model</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**NUMBER OF EACH MACHINE OWNED**

**VALUE OF MACHINES HERE $**

<table>
<thead>
<tr>
<th>Model</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**WHAT TO USE THE CONFIDENTIAL PRICE LIST**

(Also Known As the "C. M. L. (Coin Machine Industry) BLUE BOOK")

**WURLITZER**

<table>
<thead>
<tr>
<th>Model</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ROCK-OLA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SEEBURG**

<table>
<thead>
<tr>
<th>Model</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PHONOGRAPH (Cont.)**

<table>
<thead>
<tr>
<th>Model</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PACKARD**

<table>
<thead>
<tr>
<th>Model</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**MILLS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PINBALL GAMES (Cont.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Cyclope (Got 5/51) 135.00 139.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Dallas (Wm 2/49) 39.50 44.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. De Icer (Wm 11/49) 59.50 65.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Double Action 75.00 75.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Dbl Feature (Got 12/50) 89.50 125.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Double Feature (Wm 10/50) 95.00 125.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Eight Ball (B) 75.00 65.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. El Paso (Wm 11/49) 35.00 39.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Flying Saucers (Got 12/50) 65.00 69.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Football (CC 12/49) 25.00 49.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Four Horsemen 75.00 130.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Four Hundred (Ge 52) 225.00 295.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Four Stars (Got 6/52) 198.00 225.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Frollo (Wm 12/49) 125.00 65.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Frightened Rabbit (Wm 12/49) 45.00 65.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Georgia (Wm 9/50) 69.50 110.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Gin Rummy 15.00 15.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Giro (Wm 12/49) 19.50 45.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Glamour 24.50 110.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Gold Cup (B 48) 15.00 49.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Hot Rod (Wm 12/49) 39.50 49.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Golden Gloves (CC 7/49) 75.90 95.90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Goodby 20.00 49.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Grand Award (CC 12/49) 20.00 49.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Handicap 149.50 150.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Happy-Lucky-Lucky 145.00 165.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Harvest Moon(Got 12/49) 25.00 49.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Harvest Moon (Ge 9/50) 25.00 49.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Harvey (Wm 12/49) 125.00 175.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Hawaii (Wm 8/49) 20.00 29.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Haymaker (Wm 7/51) 130.00 139.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Hi Ride 15.00 25.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Hi Roller (Wm 7/51) 50.00 89.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Hi PAR (Wm 12/49) 29.50 75.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Hi &amp; Runs (Ge 5/51) 53.00 79.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Hi Speed (Wm 12/49) 50.00 89.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Holiday (CC 12/49) 35.00 49.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Holiday (Ke 12/51) 120.00 225.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Hong Kong (Wm 10/51) 225.00 250.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Horse Shoe (Wm 12/49) 150.00 190.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Hot Roller (Wm 7/51) 100.00 150.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Humphry Dunlop (Got 10/49) 19.50 25.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Jack B. Bear (Wm 8/49) 25.00 50.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Jaylopy (Wm 9/51) 159.50 200.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Jeanie (Ex 7/50) 50.00 119.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Joker Special (Got 12/49) 19.00 35.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Judy (Ex 7/50) 45.00 85.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Just (Got 1/49) 15.00 29.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. K C. Jones 55.00 100.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. King Arthur (Got 10/49) 40.00 50.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. King Cole (Wm 5/50) 20.00 75.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. King Pin (CC) 50.00 129.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Knockout (Got 5/51) 45.00 89.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Lucky Robin Hood (Got 1/48) 29.50 39.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Lucky Leaders (Ex) 25.00 39.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Line Up (Wm 7/50) 25.50 34.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Life of Agony (K 6/51) 125.00 186.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Long Beach (Wm 8/50) 152.50 395.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Lucky Star (Got 5/50) 29.50 50.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Mad. Sq. Garden 100.00 110.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Majors '49 (CC 2/49) 27.50 95.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Major League Baseball 125.50 225.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Mahatma (Wm 11/49) 45.00 85.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Mabel (Wm 7/50) 41.50 29.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Marie (Got 5/51) 21.50 29.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Mimi (Got 5/51) 15.00 25.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Monte Carlo (Wm 7/49) 15.00 25.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Moon Glow (Wm 12/49) 15.00 25.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Neon (Wm 12/49) 15.00 25.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**THE CONFIDENTIAL PRICELISTS**

The Cash Box, Page 44 • END OF MONTH INVENTORY ISSUE • January 31, 1953
### PINBALL GAMES (Cont.)

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tampico Thrill</td>
<td>125.00</td>
</tr>
<tr>
<td>Genco</td>
<td>119.50</td>
</tr>
<tr>
<td>Keeney Exhibit</td>
<td>119.50</td>
</tr>
<tr>
<td>Hook - Deluxe</td>
<td>135.00</td>
</tr>
<tr>
<td>Goose Benders</td>
<td>135.00</td>
</tr>
<tr>
<td>Three Four Five Un (10/51)</td>
<td>145.00</td>
</tr>
</tbody>
</table>

**TOTAL NO.** 4250.00

### SHUFFLEBOARDS (Cont.)

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>ChalCoin Rebound</td>
<td>25.00</td>
</tr>
<tr>
<td>ChalCoin Baseball</td>
<td>45.00</td>
</tr>
<tr>
<td>ChalCoin Hornet Deluxe</td>
<td>75.00</td>
</tr>
<tr>
<td>Exhibit Strike</td>
<td>25.00</td>
</tr>
<tr>
<td>Exhibit Bowl</td>
<td>25.00</td>
</tr>
<tr>
<td>Exhibit Pin</td>
<td>15.00</td>
</tr>
<tr>
<td>Exhibit Shuffle-Cade</td>
<td>75.00</td>
</tr>
<tr>
<td>Exhibit Shuffle Fun</td>
<td>75.00</td>
</tr>
<tr>
<td>Exhibit Shuffle-Drum</td>
<td>75.00</td>
</tr>
</tbody>
</table>

**TOTAL NO.** 250.00

### ARCADE EQUIPMENT (Cont.)

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Rotary Mdn.</td>
<td>175.00</td>
</tr>
<tr>
<td>Exhibit Silver Bullets</td>
<td>110.00</td>
</tr>
<tr>
<td>Exhibit Puck C</td>
<td>55.00</td>
</tr>
<tr>
<td>Exhibit Merchantman</td>
<td>95.00</td>
</tr>
<tr>
<td>Exhibit Roller Coaster</td>
<td>195.00</td>
</tr>
<tr>
<td>Exhibit Vilterizer</td>
<td>75.00</td>
</tr>
<tr>
<td>Genco</td>
<td>69.00</td>
</tr>
<tr>
<td>Genco Pin Ball</td>
<td>55.00</td>
</tr>
<tr>
<td>Genco Bally</td>
<td>75.00</td>
</tr>
<tr>
<td>Genco Met. Typer</td>
<td>75.00</td>
</tr>
<tr>
<td>Jock Rabbit</td>
<td>15.00</td>
</tr>
<tr>
<td>Keeney Air Raider</td>
<td>95.00</td>
</tr>
<tr>
<td>Keeney Aircraft</td>
<td>55.00</td>
</tr>
<tr>
<td>Keeney Shuffle</td>
<td>55.00</td>
</tr>
<tr>
<td>Keeney Texas Lax</td>
<td>40.00</td>
</tr>
<tr>
<td>Kirk Night Bomber</td>
<td>50.00</td>
</tr>
<tr>
<td>Kits</td>
<td>45.00</td>
</tr>
<tr>
<td>Mutoscope Ace Bombers</td>
<td>100.00</td>
</tr>
<tr>
<td>Mutoscope Pinball Premium</td>
<td>15.00</td>
</tr>
<tr>
<td>Mutoscope D. Mobile</td>
<td>15.00</td>
</tr>
<tr>
<td>Mutos. Fly Shooters</td>
<td>100.00</td>
</tr>
<tr>
<td>Mutos. Fly Sharp</td>
<td>45.00</td>
</tr>
<tr>
<td>QT Pool Table</td>
<td>95.00</td>
</tr>
<tr>
<td>Quicker</td>
<td>75.00</td>
</tr>
<tr>
<td>Rockola Ten Plus</td>
<td>55.00</td>
</tr>
<tr>
<td>Rockola World Series</td>
<td>69.50</td>
</tr>
<tr>
<td>Scientific Pinball</td>
<td>95.00</td>
</tr>
<tr>
<td>Scientific Basket Ball</td>
<td>39.50</td>
</tr>
<tr>
<td>Scientific Shuffle</td>
<td>45.00</td>
</tr>
<tr>
<td>Scientific Pitch En</td>
<td>140.00</td>
</tr>
<tr>
<td>Seeburg Chicago Coin Acct.</td>
<td>225.00</td>
</tr>
<tr>
<td>Seeburg The Chute</td>
<td>75.00</td>
</tr>
<tr>
<td>Seeburg Shoot The Chute</td>
<td>49.50</td>
</tr>
<tr>
<td>Shuf Bowler</td>
<td>75.00</td>
</tr>
<tr>
<td>Shuf Bowl</td>
<td>225.00</td>
</tr>
<tr>
<td>Shuf Boll Racer</td>
<td>45.00</td>
</tr>
<tr>
<td>Tail Gunner</td>
<td>49.50</td>
</tr>
<tr>
<td>Tally Hoe</td>
<td>49.50</td>
</tr>
<tr>
<td>Telescopic</td>
<td>49.50</td>
</tr>
<tr>
<td>Uni. Team Hockey</td>
<td>45.00</td>
</tr>
<tr>
<td>Winn Voice Record</td>
<td>49.50</td>
</tr>
<tr>
<td>Western Baseball</td>
<td>60.00</td>
</tr>
<tr>
<td>Whiz</td>
<td>49.50</td>
</tr>
<tr>
<td>Wilcox-Ray Record</td>
<td>225.00</td>
</tr>
<tr>
<td>Williams All Stars</td>
<td>65.00</td>
</tr>
<tr>
<td>Williams Dept.</td>
<td>45.00</td>
</tr>
<tr>
<td>Williams Star Series</td>
<td>45.00</td>
</tr>
<tr>
<td>Williams Super World Series</td>
<td>175.00</td>
</tr>
<tr>
<td>Williams Quarterback</td>
<td>75.00</td>
</tr>
<tr>
<td>Wurlitzer Baseball</td>
<td>75.00</td>
</tr>
</tbody>
</table>

**TOTAL NO.** 2350.00

### CIGARETTE MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automatic &quot;Smokekings&quot;</td>
<td>$175.00</td>
</tr>
<tr>
<td>Du Grecier (Mod. A)</td>
<td>110.00</td>
</tr>
<tr>
<td>Du Grecier (Mod. A)</td>
<td>110.00</td>
</tr>
<tr>
<td>Du Grecier (Mod. A)</td>
<td>150.00</td>
</tr>
<tr>
<td>Du Grecier (Mod. A-9)</td>
<td>150.00</td>
</tr>
<tr>
<td>Du Grecier (Mod. A-9)</td>
<td>150.00</td>
</tr>
<tr>
<td>Du Grecier (Mod. ES-9)</td>
<td>140.00</td>
</tr>
<tr>
<td>Du Grecier (Mod. ES-9)</td>
<td>175.00</td>
</tr>
<tr>
<td>Du Grecier (Mod. ES-9)</td>
<td>225.00</td>
</tr>
<tr>
<td>Du Grecier &quot;W&quot; (9 col.)</td>
<td>65.00</td>
</tr>
<tr>
<td>Du Grecier &quot;W&quot; (9 col.)</td>
<td>65.00</td>
</tr>
<tr>
<td>Du Grecier &quot;S&quot; (9 col.)</td>
<td>65.00</td>
</tr>
<tr>
<td>Du Grecier Champion</td>
<td>85.00</td>
</tr>
<tr>
<td>Du Grecier Champion</td>
<td>95.00</td>
</tr>
<tr>
<td>Eastern Electric E8</td>
<td>135.00</td>
</tr>
<tr>
<td>Eastern Electric E8</td>
<td>150.00</td>
</tr>
<tr>
<td>Electro (10 col.)</td>
<td>249.00</td>
</tr>
<tr>
<td>Electro (9 col.)</td>
<td>225.00</td>
</tr>
<tr>
<td>Lehigh PX (Elec. 8 col.)</td>
<td>125.00</td>
</tr>
<tr>
<td>Lehigh PX (Elec. 8 col.)</td>
<td>125.00</td>
</tr>
<tr>
<td>Lehigh King Size</td>
<td>125.00</td>
</tr>
<tr>
<td>National 759</td>
<td>95.00</td>
</tr>
<tr>
<td>National 956</td>
<td>85.00</td>
</tr>
<tr>
<td>National 956</td>
<td>85.00</td>
</tr>
<tr>
<td>National 9A (9 col.)</td>
<td>100.00</td>
</tr>
<tr>
<td>National 9A (9 col.)</td>
<td>100.00</td>
</tr>
<tr>
<td>Rowe Diplomat (10 col.)</td>
<td>175.00</td>
</tr>
<tr>
<td>Rowe Imperial (6 col.)</td>
<td>150.00</td>
</tr>
</tbody>
</table>

**TOTAL NO.** 2350.00
**Manufacturers New Equipment**

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

**A.B.T. MFG. CORP.**

Challenger (Counter Model Gun) $6.00

Rifle Sport, 3 and more Guns, plus complete range of various types

**AMI, INC.**

Model D-40 Phonograph $795.00

Model D-80 Phonograph 925.00

Model HS-3M Hideaway 575.00

5c-10c Wall Box (40 Selections) 105.00

5c-25c Wall Box (40 Selections) 105.00

Amplified Speaker 27.00

**AUTO-PHOTO CO.**

Auto-Photo $2,545.00

**BALLY MFG. CO.**

Bally Beauty $660.00

The Champion (Mech. Horse) 1,060.00

Space Ship 1,160.00

**CHICAGO COIN**

Band Box (New Model) $230.00

Band Shot Ball 650.00

6 Player Super Match Bowler 595.00

10th Frame Special Bowler 585.00

Name Bowler 595.00

**H. C. EVANS & CO.**

Century (Model 2985) $1,050.00

Jubilee (Model 245) 825.00

Jubilee (Model 278) 705.00

**EXHIBIT SUPPLY**

Big Bronze $997.50

Roy Rogers Trigger 1,047.50

Rudolph the Red Nosed Reindeer 725.00

Peter the Rabbit 725.00

Rudolph the Red Nosed Reindeer 725.00

Complete Package of Three Bodies: "Rudolph the Red Nosed Reindeer, 'Peter the Rabbit,' and 'Rahwah,' with One Base 1,195.00

Space Gun 375.00

Space Patrol 1,047.50

Strategon 375.00

Silent Salesman (Car) 79.50

Super Twin Rotation 695.00

**D. GOTTLEIB & CO.**

Queen of Hearts $349.50

**INTERNATIONAL AUTO MOTO. CO.**

Photomat '52 $1,000.00

---

**THE CONFIDENTIAL PRICE LISTS**

*The Cash Box, Page 46* • END OF MONTH INVENTORY ISSUE • January 31, 1953

---

**CANDY MACHINES**

- Mills (5 col., 70 cap.) $49.50-60.00
- Stoner (Mod. 102, 6 col., 102 cap.) 85.00-87.50
- Stoner (Mod. 120, 6 col., 120 cap.) 90.00-95.00
- Stoner (Senior, 8 col., 160 cap.) 95.00-125.00
- Stoner (Mod. 80, 4 col., 80 cap.) 95.00-97.50
- Stoner (Mod. 120, 5 cap., 5 col.) 89.00-95.00
- Stoner (Mod. 120, 5 cap., 7 cap.) 95.00-100.00
- Stoner Deluxe Theatre (4 col., 150 cap.) 85.00-90.00
- Stoner Deluxe Theatre (8 col., 225 cap.) 195.00-300.00
- Martin's "Little Candy Store" (8 col., 160 cap.) 89.00-99.50
- Coin "U-Select-'It" 35.00-45.00

---

**FOOD VENDING**

- Amilco Cafe Pots 200 caps $300.00-400.00
- Bert Mills Coffee Bar 200 caps 175.00-225.00
- Bert Mills Coffee Bar 600 caps 200.00-250.00
- Bert Mills Coffee Bar 500 caps 175.00-225.00
- Chef-Way, Model 100, cap. 600-600 $75.00-400.00
- Root-O-Mat Comb. Hot Coffee-Choc., 600 caps 250.00-300.00
- U-Select-'It Hot Coffee, 600 caps 375.00-400.00

---

**CARBONATED DRINK**

- Drink-O-Mat, single flavor, 5c, 1000 caps $225.00-350.00
- Drink-O-Mat, 3 flavor, 5c, 1000 caps 425.00-475.00
- Drink-O-Mat, 4 flavor, 5c, 1000 caps 500.00-525.00

TOTAL NO. TOTAL VALUE

---

**CARBONATED DRINK (Cont.)**

- Lyons # 1400, single flavor, 5c 425.00-475.00
- Lyons # 1400-BF 475.00-550.00
- Lyons Model 500, 5c single 225.00-375.00
- Mills Automatic Fountain, 400 cups 150.00-250.00
- Mills Automatic Fountain, 400 cups, without changemaker 100.00-175.00
- Soda Machine, 175.00-200.00
- Sparkle single 5c, 1000 caps 135.00-175.00
- Sparkle 5 Unit, 5c, 1000 caps 400.00-550.00
- Sparkle 5 Unit, 1000 caps 75.00-110.00
- Super Vend 3 Flavor, 600 cup A-1 275.00-325.00
- Super Vend 3 Flavor, 600 cups 195.00-250.00

TOTAL NO. TOTAL VALUE

---

**CAN DRINK**

- Juice-Bar, 6 cap., 600 caps $325.00-450.00
- Refreshers, 100 cap. 50.00-60.00

---

**ICE CREAM VENDORS**

- Vendo "Dairy-Vend," 203 Bar Capacity $250.00-350.00
- Rowe "Ice Cream Vendor" (Ice Cream Sandwiches or "Pop"), 200 cap. 150.00-475.00

TOTAL NO. TOTAL VALUE

---
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

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 14, ILLINOIS

www.americanradiohistory.com
FASTEST PROFIT-PRODUCER EVER BUILT IN KIDDY-RIDE CLASS

Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action
captures biggest play, insures biggest profit

* Exclusive new Thrill-Action . . . ship dives, dips, rolls and swings
* Variable speed controlled by pilot  * Colorful Eye-Appeal attracts attention on location
* Colored Lights flash in nose, tail, wings, and dials of realistic instrument-panel
* Airblast blows from concealed blower  * Twin Ray-Guns with exciting sound-effects
* Positively Safe  * Sturdy Construction  * Simple Mechanism  * National Rejector

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