What better Valentine present could a record company receive than a hit disk? Bob Carroll’s “Say It With Your Heart” on Derby is one of the label’s big releases of the year and the boys responsible gather for congratulations all around. From left to right: Eddie Wilcox, orch leader and arranger; Jerry Wexler, representing Robbins Music, publishers of the tune; Bob Carroll, Derby star; and Val Irving, Carroll’s personal manager. Seated at the desk is Larry Newton, president of Derby Records.
Operate the One and Only Phonograph

That Plays 45 and 78 RPM Records Intermixed

*Plays 104 selections... enough to suit every musical taste!* *Protects your 78 RPM record library... you continue to draw dividends on that investment!* *Intrigues location patrons... finest eye and ear appeal of any phonograph!* *Stimulates constant play... returns the highest take in juke box history!*

Make More Money with Wurlitzer Fifteen Hundreds

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.
The Cash Box

February 21, 1953

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THE CASH BOX covers the coin operated machines industry, and all allied to this industry throughout the United States and all over the world. The Cash Box is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors, manufacturers and all allied to the coin operated music industry, as well as coin operated amusement equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishing firms, speakers, and other financial institutions, and all others identified with, or allied to, the music industry are completely covered. Manufacturers and distributors of various types of the coin operated music industry, as well as components, supplies, components and all materials used in the vending, coin operated amusement are covered by The Cash Box. Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered.

THE "CONFIDENTIAL PRICE LISTS"

"The Confidential Price Lists" are the one and only officially recognized price quotation guide of all new and used machines in the United States. "The Confidential Price Lists" are an exclusive, copyrighted feature of The Cash Box. "The Confidential Price Lists" report each week's low and high prices for all new and used coin operated machines, regardless of age, listing all market changes, and continual adding on all the new equipment as this equipment is announced to the industry. "The Confidential Price Lists" are recognized by many cities and states throughout the country as the official price book of the coin operated machines industry. They are an integral part of The Cash Box and appear in each week's issue. "The Confidential Price Lists" are officially used in the settlement of estates, for buying, selling, and in the operation of coin operated machines and are also officially recognized for taxation purposes. "The Confidential Price Lists" are used by finance firms, banks, speakers, and other financial institutions to guide them in making loans to members of the coin operated music industry. They have been legally recognized in courts throughout the United States and Canada. "The Confidential Price Lists" have been acclaimed by the following industries, as authorized transactions appearing in "The Confidential Price Lists":

CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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There will probably be some who will look back at the pre-war era of the automatic music industry with nostalgia. Realizing, as all now do, that this era is fast coming to an end.

Some will recall the old 10, 12, 20 and 24 selection juke boxes with something that might be akin to the feeling at the passing of an old friend.

But in general, the average man connected with the automatic music industry today, is happy to see this great and progressive change come about.

All feel that the time has long been overdue when the old, scratchy, without and ancient looking phonographs, as well as the wall boxes, auxiliary speakers and other units of those pre-war days, disappear from the market.

There is still a long, long way to go and, if any of the old timers in the industry feel too sad about the passing of these old, pre-war phonos, they can take heart that here and there, throughout the entire country, and for some years yet to come, they will be able to see them, play them, and sort of reminisce about the days when these were "the phonographs."

In the six years since post-war production has been under way, from 1946 through 1952, there have been about 300,000 of these old time scratchy, noisy juke boxes replaced by the manufacturers.

But while the trade remembers that there are, today, approximately 550,000 automatic music units in existence, which, of course, also includes the hidden and other type installations, it will still take years before the old time phonos are all gone.

During the past six post-war production years there have been Seeburg, Wurlitzer, AMI, Rock-Ola, Mills, Packard, Aircon and Evans building new type phonographs, along with wall boxes, auxiliary speakers, and all the other necessary accessories.

Seeburg, Wurlitzer, AMI, Rock-Ola, and possibly a combination of Mills and Evans, can be said to have been in production for those past six years. Aircon and Packard can be granted about two or three years of actual production during the post-war period.

Putting together all known and estimated production figures there is a possibility that those manufacturers may have produced about 300,000 new type post-war phonographs during those six years.

This would, then, leave approximately 250,000 pre-war musical units around the nation. Removing 50,000 from the above figure as hideaway wall box installations, as well as single channel wired, and double channel wired systems which may remain in some places yet to come, the balance of 200,000 is reached.

This is the figure which the automatic phonograph manufacturers have to shoot at to completely rid the field of all pre-war juke boxes.

It's the end of an era. Each and every day sees old pre-war juke boxes being broken up, tossed on junk piles, burned, or destroyed in one fashion or another, while some of the later models are exported to foreign countries which still demand them.

There are many who attribute the swing to modern automatic phonographs to economy, to 45rpm recordings, to 10c play, to cleaner tone, to greater multi-selection, to location demand, and to many, many other logical reasons which, all combined, make one really fine overall reason why the pre-war phonographs are rapidly disappearing.

Perhaps the best reason is that the progressive automatic music operator is bringing in new, modern juke boxes into his territory; to boost his average, to help his route, to modernize his business, and for a myriad other reasons; which, in turn, forces even those who do not want to modernize to do so, because of the location's demands for the same type modern, multi-selective phonograph as that location's competitor has just received.


Better music for the public. Better operating conditions for the operator. Better and more attractiveness for the locations.

And, certainly, the possibility of better profits, all other things being equal, for the operators.

Surely then, no one should mourn the end of the pre-war juke box era.
Increased Capacity Phonographs

UP ADULT DISK SALES

For the past several years, the capacity of juke boxes has been growing greater and greater, until today they hold anywhere from 80 to 120 sides.

The effect of this increase has been felt in almost all spheres of the music and record industries.

Most disk companies have been enjoying boom business for the last few months. This coincides with the placing on location of more and more new, larger capacity phonographs.

It seems obvious that if an operator has more slots to fill, he must buy more records. And he's been doing that.

But even beyond the operator's purchases, the effect upon public purchases of records, because of the new juke boxes, has been even greater.

Until recently, operators economically could only afford to place top hits in their machines. This of necessity left many lesser songs out in the cold, tunes which might have become hits if they had been able to get enough exposure.

Now the situation is very different—and the results are different too. Juke box operators can afford to place all types of material in their phonographs. There has, for instance, been a large increase in the kind of music which almost borders on the semi-classical and which until recently would have stood very little chance in the juke boxes. Specifically we mean such numbers as "Blue Tango" and "Deliocado".

Furthermore, many locations in the proper areas have been able to program foreign records which more and more are becoming important factors in local situations.

But perhaps one of the most gratifying results of all is the increase of adult purchasing of records which has resulted from the multi-selective phonograph.

Juke boxes which today can program a variety of types of records are acting as a show case through which an adult listening audience can find exactly what it wants in the way of music. When only top hits were available on the juke boxes, they naturally couldn't appeal to everyone. But today when all kinds of records are available, it's a fact that almost everyone who listens can find some type of music which is appealing enough to buy.

And so one of the best results of the increased capacity of juke boxes is that it has stimulated the entire record business. And it has done this not only by increasing sales but also by opening up a wider vista for record firms.

It means that records which are not top hits are going to be showcased, exposed to the public so that they can decide whether they want to buy them or not.

It means that disk companies don't always have to go for that number one hit but can afford to experiment even if they only come out with a medium hit.

And it means that because of these factors, the entire music business including the record companies, publishers, artists, writers and everyone else, have had a larger market opened to them and a greater potentiality for future income.
THE TEN RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

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

1. TILL I WALTZ AGAIN WITH YOU
   Teresa Brewer (Coral)

2. DON'T LET THE STARS GET IN YOUR EYES
   Perry Como (RCA Victor)

3. OH HAPPY DAY
   Welk (Coral) Howard (Essex)

4. WHY DON'T YOU BELIEVE ME
   Joni James (MGM)

5. TELL ME YOU'RE MINE
   The Gaylords (Mercury)

6. HOLD ME, THRILL ME, KISS ME
   Karen Chandler (Coroal)

7. HAVE YOU HEARD
   Joni James (MGM)

8. SIDE BY SIDE
   Kay Starr (Capitol)

9. EVEN NOW
   Eddie Fisher ( RCA Victor)

10. MY BABY'S COMING HOME
    Paul Ford (Capitol)

Sherr Foller (WLAW-Boston) is as hot right now as any established song writer in the country. He is currently riding with two of the biggest around, namely: "This Is Heaven"—Julius La Rosa, Cadence; "My Baby's Coming Home"—Les Paul and Mary Ford, Capitol, and in addition to the Deeces, "I'm Making Up For Lost Time"—Woody Herman, Mars; and "Heaven"—Johnny Cash, Pleasant. Bill Silbert, who signed with MGM for a six day week 6-7 show in the Alger story of the year. Bill, a Detroit, who has only been in New York for seven months, will now be earning in the vicinity of $75,000 per year, between his WABD and WMGM commitments. And people say that New York isn't a friendly town.

Joe Grady and Ed Hurst (WPEN-Philadelphia) opened a record shop on Wednesday, four years ago in 203 South 15 Street in the heart of Philadelphia. The store will be operated by the boys on alternating days. Put Kennedy, former lead sax man in the new defunct Joe Grady orch., will man the outlet. This enterprise, in addition to their daily 950 Club on WPEN and Hurst in Philly, makes the busiest people in the Quaker town.

Bea Kalmus (WVNJ-Newark, N.J.) one of the first female disc jockeys, celebrates her sixth year in radio in March. Pete Ward (WCW-Mass., Mass.) has a gripes. He writes. "Pete Hanley sat with me on my afternoon show for one hour last week. We gabbed about anything and everything, and because of the way he handled himself it was one of the best shows I ever did. Lawrence is only 25 miles from Boston and we seldom have artists visit us. Why? It seems the people around here are hungry for these informal chats with the stars who entertain them all day long. Proof of this is that the few artists who have taken the time to drop in now have fan clubs for them. Surely a couple of hours of time lost would be compensated by the amount of friends to gain." As a whole, disk jockies are one of the hardest working groups, racking their brains and bodies to improve and perfect their shows. Another example of this is the recent report we just received from Howie Leonard (WLAW-Boston). Howie kept a one-half Seagers in sides played was Capitol and 306. During the 18 months Remo's first disk on MGM looks like it is headed for big things. The tune "Mexico" was chosen by Martin Block as the best release of the week and Remo was chosen as top vocalist of the week.

Bud Shurian (WABE-Wave, Mass.) on the look out for a new theme for his afternoon disk show (3-4) which features anything and everything in the line of music. Something off the beaten path. Any suggestions?... Betti Andrews, wife of Johnny Andrews of WJL- Cleveland, gave birth to a 6 lb. 14 oz. boy, named Jonathan Dana Andrews, January 31... Joe Ryan (WALL-Middletown, N.Y.) adds another hour to his disk jockey program "The Joe Ryan Show" in May...

Dwight Gordon (KXXL-St. Louis, Mo.) into the hospital for a bit of surgery. Bob and Jim (WBBG-Greenville, S. C.) have completed plans for the regional network show over four stations. All four will carry their "Blue Ridge Rangers Show" and two will have a portion of their recorded show...

Hal Murray has moved his "Murray-Ge-Round" from WENZ and WKAT in Miami to the Mutual station in Akron, Ohio.—WHKQ for a three hour show every morning... John Michaels (WWKO-Columbus, Ohio.) has seen, heard, and been conquered by the Four Aces. When the boys played the Club Palm Gardens in Columbus they appeared on Michaels' three hour record show and his nightly TV show, and together they put on a tremendous bit of display.

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Page 5
February 21, 1953

"It's What's in THE CASH BOX That Counts"
GORDON JENKINS & McQUAIG ORCHESTRA

“IF AWAY” (2:40) [Halsey Music Inc.]

FOUR ACES

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February 21, 1953

GORDON JENKINS & McQUAIG ORCHESTRA
(Dcde 28580; 9-28580)

“MIDNIGHT” (3:11) [Tannen brothers] A big hit that never seemed to catch on pop wise, might do it with this harmonic job of this bluesy item done by the McQuaig Quins with Gordon Jenkins on.

“ARE YOU TEASING ME” (2:53) [Acuff-Rose Pub.] Another Dickie VanDam's voice jumps over the McQuaig's as Gordon and his men set up an interesting slow jump, ok -- one that really sounds good by the combo. It's a lovely tune.

DICK TODD

“LET ME KNOW” (2:25) [Four Star Sales] The author of “Don't Let The Stars” penned his follow-up which Dickie VanDyk delivers with the Ray Charles Singers and the Commanders. It has the same tempo and a similar tune.

“BUMPING AROUND” (2:30) [Robert Melvin] Dick Vocals another light and pleasing item with a bounce tempo, fitting ok and fine group offloading it. Dick's voice sounds in good form on both ends.

JOE ALLEGRO

(RCA Victor 20-5179; 47-5179)

“BIT BY BIT” (2:58) [Bourene, Inc.] A slow jump is sent forth by Joe Allegro with an assist by Jim Thomsen and his ok. The rhythmic offering of a good tune is pleasant on the ear.

“TAKE CARE, MY LOVE” (5:14) [Ridgeway Music] Joe has a tear in his voice as he softly and carressingly delivers, a pretty ballad. It's a fine all-around job. Good vocal, fine tune and a fitting backdrop.

DOLORES GRAY

(Rca 28582; 9-28582)

“KAW-LIGA” (3:00) [Milene Music] A Hank Williams tune that seems bound for hitdom in the folk market is belted out to an Indian War Chant rhythm by the exciting voice of Dolores Gray. It's an interesting number that could happen in pop.

“My Heart is a Kingdom” (2:34) [ABC Music] The thrash changes the mood completely and swiftly eases through a most lovely ballad. Her warm styling and the tender tune could make this go over.

ROSEMARY CLOONEY & GEORGE MORGAN

(Columbia 21071; 4-21071)

“Withered Roses” (2:42) [Robert Melvin] The duet team up with a western artist to form up with a folk-like item that should go better in the folk market than in the pop field. However, the tune is well done.

“You Love Me Just Enough to Hurt Me” (2:40) [Bill & David] The duet team well together on a lighter side that has better pop possibilities. The cute tune has a pleasing bounce to it with a country violin in the background.

DOLORES GRAY

(Rca 28582; 9-28582)

“KAW-LIGA” [True Blue Music Co.] A rhythmic jump is belted out in a blues manner by Cathy Carr with a fine instrumental accompaniment highlighted by a good guitar. Assisting on this rhythm piece are Cathy's boyfriends.

“HEARTBROKEN” (2:39) [True Blue Music Co.] Cathy shows the tenderness in her voice as the song a heartbreaking ballad. Her boyfriends fit in perfectly with smooth backing. The tune is very pretty.

LILY ANN CAROL

(Rca Victor 20-5184; 47-5184)

“Are You Tired of Me” (2:58) [Forest Music] With a harmonie male chorus backing, Lily Ann Carol sings a sentimental ballad with a tear in her voice. It's a very pretty arrangement.

“More Luck Than Money” (2:25) [Pomora Music] The mood is changed completely as the sweet voiced thrash runs through a cute dittry with cute lyrics. A piano and the chorus help add color to the side. Good dance and listening music.

CATHY CARR

(Capitol 4-6033; 9-28582)

“Half Pint Boogie” (2:24) [True Blue Music Co.] A rhythm jump number is belted out in a blues manner by Cathy Carr with a fine instrumental accompaniment highlighted by a good guitar. Assisting on this rhythm piece are Cathy's boyfriends.

BEN LIGHT

(Capitol 2340; F-2340)

“I'll Get By” (2:35) [Bourne, Inc.] The style of phrasing of Ben Light shows upon a lovely standard. Ben's piano fashioning could be listened to endlessly. Number picks up in tempo at mid point.

“Do You Ever Think of Me” (2:49) [Music Composer] Some more of the same type of music as much as offered by Ben on this chart. Lovers of piano solos ought go for this in a big way.

GWEN DALTON & RAGTIME FIVE

(Republic 7025)

“Swinging Around” (2:00) [Remick Music] A solid bouncy ragtime instrumental delivery of a rocking tune is exploded by Gwen Dalton and The Ragtime Five. It's an interesting piece that should draw in taverns.

“I'm Looking over a Four Leaf Clover” (1:55) [Robbins Music] The artists team up on this dock to give an exciting and poppy instrumental treatment to a fine standard. Charleston lovers ought go all-out for this one.

JIMMY PALMER ORCHESTRA

(Mercury 70583; 70583 x 45)

“I Love My Baby” (2:12) [Emery Music] A slow moving item is dished up by Tiny McDaniels with a fine lifting tempo setting by Jimmy Palmer and his orch. The cute arrangement with fine sound effects is pleasing for dance list listeners.

“SOME TIME, SWEETHEART” (1:57) [George Simon Music] Another bouncing item is hopped through by Jimmy and his orch with Ronnie Neubert piping the lyrics in a smooth manner. Ensemble adds further color to side. Orking is fine.

REGINA KUJAWA

(Decca 7788; 45-7788)

“I'll Never Feel Lonely” (2:36) [Dana Publishing] Regina Kujawa does a beautiful job of this single-hearted love tune, a pretty Polish tune. The Polish ballad should fit very well with the lovers of that music.

“Don't Let The Stars Get in Your Eyes” (2:45) [Four Star Sales Co.] Here the Polish feel does a Polish take-off on the current pop chart.

PERCY FAITH ORCHESTRA

(Columbia 39944; 4-39944)

“Swedish Rhapsody” (2:30) [Dartmouth Music] Percy Faith and his wonderful orchestra combine to deliver a fine lush instrumental with a lovely melody that might catch on. A lovely number. It sounds like it might catch on.

THE SONG FROM MOULIN ROUGE” (2:43) [Broadcast Music, Inc.] The orchestra delivers a very pretty atmosphere in which Felicia Sanders places a well controlled and delightful feeling. Coming Dick should help draw spats, too.

NANCY LEE

(Milene 90549)

“Lonely for You” (3:00) [Robert Melvin, Inc.] Nancy Lee has an interesting quality in her voice as she pipes a pretty good ballad with an assist from Ronnie Selby & the quintet. An organ adds a note to her voice. Coming Dick should help draw spats, too.

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JACK RICHARDS

(Coral 60909; 9-60909)

“I Had a Little Too Much” (2:42) [Columbia Music] Jack Richards blends his voice with those of the Nightwinds on a pretty little item that ought to go to Jimmy Leyden's crew fits the backing to the pleasing vocal. Good start for newcomer.

“I'm Used to You” (2:42) [Columbia Music] Jack Richards zips through a smooth and very relaxing affair. A pretty love song, a slow bouncer with a smooth orking setting up the mood, is stylishly vocaled by lady. Number should get its share of spats.
From the TOP of the Deck —

"YOU FOOL ME"

THE FOUR ACES

draw another Winner!

DECCA - 28560

"It’s What’s in THE CASH BOX That Counts"
MILLS BROTHERS

SLEEPER OF THE WEEK

"TWICE AS MUCH" (2:29) [Fugie Music]

"SOMEONE TO CARE FOR" (2:35) [Robert Melvin Music]

THE MUSIC OF THE CLOONEY FAMILY

"I'M SORRY, MR. HARRISON" (2:55) [Decca 28356]

MILLS BROTHERS

- The quartet have this week as an easy listening to the terrific rhythm treatment that the Mills Brothers give to a good soft jump number entitled "Paper and Sand." The boys did a top flight job in the boxes with their "Glow Worm" and this quick beat follow-up should draw a sizable share of coin, too. Their rhythm and harmony are as appealing as ever. Adding a great deal to the standout vocal offering is Sonny Burke's ork. Flip is a slower and softer ballad type of number with a little background and goes under the name of "Someone to Care For" with qualities in it that reminds one of the old "hit, "Paper Doll." We go for the top segment in a big way, it's definitely one of their best offerings.

SAMMY KAYE ORCHESTRA

(Crest 2374; F-2374)

"LIGHTHOUSE IN THE HARBOR" (2:40) [World Music] With a steel guitar adding color in the backdrop, Jeffrey Clay and the Kayettes get a top flight Sammy Kaye offering for their vocal on a smooth ballad.

I CAN'T GET OVER ME (2:42) [Advanced Music] The amusing and commercial manner of falsetto piping that Billy offers in spots is featured on this side as Bill and the men do a slow steady beat item.

LES BAXTER ORCHESTRA

(Crest 2374; F-2374)

"APRIL IN PORTUGAL" (2:45) [Chappell & Co.] Lesaxter and his crew have in a top flight instrumental version of a beautiful tango number. The intriguing sound and softness of presentation should help draw coin.

"MIDNIGHT IN HAVANA" (2:29) [Bill & Range] The voices of a male choir handle the vocal choruses on this pretty side while Les deals up a fitting atmosphere. The tune is delivered in a tender manner.

LU ANN SIMMS

(MGM 11419; K-11419)

"MEXICO" (3:08) [Editiones Musicales] Ken Remo has a very vocal style as he yodels and chants a pretty fast moving item with vitality. The exciting yodel style is something different for the type of tune. It could easily happen. MOONLIGHT ON THE BAYOU (2:39) [Gallop-Simon Music] Joe Lipman and his orch back the vocalist as he dishes up a strong and pretty ballad with warmth and expression. The fitting kid drum for a fine top half.

KEN REMO

(MGM 11419; K-11419)

- The Devil's Serenade" (2:25) [E. H. Morris] The full round voice of Joe Costa lends its power to a lush and eerie Satinian instrumental by Henri Rene and the ork. It's an interesting piece of fast moving material. This might hit.

HENRI RENE ORCHESTRA

(RCA Victor 25-5171; 47-5171)

"LET ME LOVE YOU TONIGHT" (2:30) [Robbins Music] A great standard in given an appealing powerful vocal treatment by Joe Costa. The blues of type of arrangement is done most best and Joe really sings out.

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- "I PLAYED THE FOOL" (2:56) [Bipolitan Music] Costa gives it all to another terrific tune that she delivers with oomph. This tune was a big rhythm and blues hit and might catch pop plays via this exciting rendition.

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On Everybody's Lips!

I CONFESS

I CONFESS

I CONFESS

inspired by
ALFRED HITCHCOCK'S
"I CONFESS"
The New Warner Bros. Success

RECORDED BY:—
PERRY COMO — VICTOR #20-5152 (TIME 3:05)
SARAH VAUGHAN — COLUMBIA #39932 (TIME 2:20)
TONY MORELLI — MGM #11410 (TIME 2:55)
and more to follow!

M. WITMARK & SONS
WARNER BROS. MUSIC DIVISION
488 MADISON AVE.
NEW YORK 22, N.Y.
NEW YORK:

Music public relations received a helping hand from Sir Stork these past few days when he called on Mr. William Feinman, head of the office of Virginia Wicks publicity, to give birth to a girl, Joanna, on January 20. . . . Elliott Horn, of the Marvin Drager office, the proud daddy of a little girl. . . .

CHICAGO:

A nice letter from Al Martine just finishing a stint at the Golden Hotel, Renn, N.Y. Now on his way to do his first shot at Oro's in Hollywood. Al singing better than ever. . . . Wall Street Journal's report on big sales of classical disks not at all surprising, to the music fraternity round the Windy City. . . .

Paul Tee, news ed of Oak Park's WOFA, is conducting evening school course in "How to critique and evaluate existing radio and TV programs" and also on "how to develope and produce original programs for broadcast." Paul Forum with Eddie Hubbard. If you think box ops are right Patti Page may find that the underside of her current chicken, "Doggie," as she called "the big one" doesn't matter. Many selective juke boxes play both sides of the disk, ops claim that 'doggie' playing more plays "Doggie' on the meters." You might not know this, but, hit-pick of the Chess family is little Elaine that's 8 years old. She'll be on juke boxes soon. . . .

HERR KESSLER

A Doggy never fail. Elaine hasn't missed yet. Wonder what she thinks of Buddy Moreno's "Let's Go Down To The Tavern," Chess' shot into the pop field! . . . George Leiner claims that sure we used "plenty more of apologies" in our feature on the Five Royahs. George said, and we have not the most sensational disk we've ever handled." . . . Might interest TV programers to know that there are likely few musical shows seen here featuring top tunes. Ops find that they can boom play in this tieup. . . . Chicago's deejays were polled this past week for what they found to be tune for the month of January, 1953. Once again Mr. Como can take a deep bow. The boys picked, "Starr." . . .

LEONELY EYES

In a study some top disk promotion out of New York very soon. . . . Carmen Cavallaro is doing a swell thing at the Edgewater's Marine Room. . . . Herb Kessler visits us while The Four Aces play at the Palladium Theatre in Miami. We try our hand at photography.

How you like, huh?

LEONARDO:

Johanna Sipilja joins Mercury Records as regional rep for the eleven western states. . . . It was a turnaway crowd at the Palladium this past week with the Ralph Flanagan crew holding forth. Latter's RCA Victor etching of "Hot Toddy" is getting lots of good press here. Apologies to Arlie Williams, whose pie we ran with a misnomer caption couple of weeks ago . . . Mercury's etching of "Rachel!" is rapidly catching on. . . . Credit Lee Magee of Savoy Records on our list of the successes of chip Varetta Dillard . . . Kay Starr's "Saturday Night" has one of those mad hit that's got us all dubbing we've ever heard. . . . It's heard around town that Capitol Records may be entering the rhythm and blues field too. . . . It's the case story of a character长得 "this sure is a great, country we've got, but man those crazy juke just abuses." . . . Harry Bloom and Lee Palmer at Mercury are on the ball. . . . Having just gone into the kennel business, it's just that they've gone with the success of How Much Is That Doggie? by chip Patti Page. . . . Local record business gets a shot in the arm with the opening of Jimmy Warren's "Tootsie's." . . .

KAY STARR

It's good customer relations such as this that'll improve any distrib's volume.

The Brown etching of "Mamma," on Atlantic is rapidly catching its wave. . . . Harry and Kay Solle over at Bill Leckenby's Record Bar touting Frankie Laine's etching of "I Believe". . . .

Lewis at California Music the aforementioned Flanagan "Hot Toddy." . . .

Franklin Reid put a hook up for the Hank Ballard was the on disk.
A Great New Picture
THE JAZZ SINGER
A WARNER BROS. PRODUCTION
starring DANNY THOMAS & PEGGY LEE

With A Great New Score!

HUSH-A-BYE

DANNY THOMAS – VICTOR
BING CROSBY & FRED WARING – DECCA
*STAN KENTON – CAPITOL
and more to follow!

THIS IS A VERY SPECIAL DAY
PEGGY LEE – DECCA
*DANNY THOMAS – VICTOR

I HEAR THE MUSIC NOW
PEGGY LEE – DECCA
KAREN CHANDLER – CORAL
*DANNY THOMAS – VICTOR

LIVING THE LIFE I LOVE
*DANNY THOMAS – VICTOR

OH MOON
DANNY THOMAS – VICTOR

THE VICTOR ALBUM OF "THE JAZZ SINGER"
recorded by DANNY THOMAS
will be released on February 20th

HARMS, INC. – REMICK MUSIC CORP.
WARNER BROS. MUSIC DIVISION
488 MADISON AVE., NEW YORK 22, N. Y.

*TO BE RELEASED SOON

“It's What's in THE CASH BOX That Counts”
NEW YORK — Vibrant MGM Record Star, Joni James, who just a few weeks ago was an obscure midwestern nightclub singer, is one of today’s most popular recording songstresses. Joni is making her first New York appearance currently on the stage of the Paramount Theatre where, appropriately enough for Valentine’s Day, she sung her new song, “Your Cheatin’ Heart.”

Dick Haymes On Disk Promotion Drive

Dick Haymes, the Decca Recor singing star, who has been concentrating on Hollywood rather than the jukeboxes these past few years, has a hot one in his newest disc: “Let’s Fall in Love” and his personal manager Jay Hyde just signed a three-year public-relations contract with the Art Franklin Office, publicity directors of Johnnie Ray, Kate Smith, Sarah Vaughn and other top ten recording and record attractions, Haymes, who just finished a technology Columbia musical, “All Ashore,” in which the singer plays the dramatic lead, is whipping up a nightclub act in which he’ll tour the top cafes as a build up for his recording activities, which are being stepped up. Also on the agenda for Haymes is a sponsored network television variety show in which the versatile star will act, sing and emcees and help plug his Decca releases. In addition to tour and recording chores in 1953, with emphasis on personal appearances with disc jockeys around the country, Dick is going back to one of his first and oldest loves, songwriting. In fact, it was songwriting that got him his first big job as band vocalist. It was auditioning some original tunes for Harry James that gave James the idea of putting Dick with his orchestra. Since then, Dick has been so busy in cafes, records, radio, TV and movies he never had time to pursue his first career. Haymes will record some of his own songs, probably incorporating them in the scenario of a Hollywood musical he is currently collaborating on in which he’ll sing and play the dramatic lead.

Buddy Deane

WITH—Baltimore, Md.

1. Any Way, Anywhere (La Dea)
2. Say It With Your Heart (Bob Carroll)
3. Have You Heard (Joni James)
4. Keep On Dancing (O. St. John)
5. I’ll Be Glad When You’re Gone (M. Harris)
6. Till I Walk Again With You (Teressa Brewer)
7. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
8. Why Don’t You Believe Me (Joni James)
9. Oh Happy Day (Dean Howard)
10. Mississippi Riverboat (Judi Farlow)

Hovey Morgan

WARM—Scranton, Pa.

1. Don’t Let The Stars Get In Your Eyes (Perry Como)
2. Happy Day (Dean Howard)
3. Even Now (Sidle Fisher)
4. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
5. Till I Walk Again With You (Teressa Brewer)
6. Teardrops On My Pillow (Sandy Safa)
7. Why Don’t You Believe Me (Joni James)
8. Side By Side (Key Start)
9. Closin’ Your Dreamy Eyes (Karen Chandler)

Fred Hobbs

KBOI—Boise, Idaho

1. Wishing Ring (Joni James)
2. All Of The Together Makes Paris Perfect (Dale Day)
3. Lie, Lie The Stars Get In Your Eyes (O. Mackenzie)
4. I’ll Be Glad When You’re Gone (Patrice Page)
5. Oh Happy Day (D. E. Walk)
6. Till I Walk Again With You (Teressa Brewer)
7. Keep It A Secret (Mort Fiesta)
8. Hold Me, Thrill Me, Kiss Me (Karen Chandler)

Ross Smirhmer

WEA—Mobile, Ala.

1. Till I Walk Again With You (Teressa Brewer)
2. Oh Happy Day (D. E. Walk)
3. Happy Day (Dean Howard)
4. How Close You Are (Karen Chandler)
5. Close Your Dreamy Eyes (Karen Chandler)
6. Sad (Bob Stewart)
7. A Fool Such As I (D. A. Stewart)
8. Teardrops On My Pillow (Sandy Safa)
9. Why Don’t You Believe Me (Joni James)
10. Don’t Know (Tall Darril)

Roger Clark

KFOX—Knoxville, Va.

1. Have You Heard (Joni James)
2. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
3. (There’s) Always A Place For You (Teressa Brewer)
4. Shesh (Artie Ford)
5. You Blow Me A Kiss (Gibson)
6. How Close You Are (Karen Chandler)
7. Side By Side (Key Start)
8. Slap On The Shoulder (Buck Eamonn)
9. I Don’t Know (B. Morrow)
10. Nina Never Over Me (Sandra-Tinger)

Bob Harris

KFSO—Fresno, Calif.

1. Don’t Let The Stars Get In Your Eyes (Perry Como)
2. I’ll Be Glad When You’re Gone (O. St. John)
3. Keep It A Secret (Mort Fiesta)
4. Why Don’t You Believe Me (Joni James)
5. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
6. Pretend (Nat “King” Cole)
7. Baby, Baby, Baby (Bob Stewart)
8. Wild Horses (Ray Anthony)
9. I Don’t Know (Tom Morey)
10. Ginger Wild Of Green (Lonny Emerick)

Bud Shurin

WARE—Wore, Mass.

1. This Is Heaven (La Roca)
2. I’ll Be Glad When You’re Gone (O. St. John)
3. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
4. Mr. Tap Toe (Dorothy Day)
5. Keep It A Secret (Stafford)
6. The Glow Way (Bob Stewart)
7. Yours (Vera Lynn)
8. Cry (The Hilltoppers)
9. Have You Heard (Joni James)

The New RAGE by PATTIE PAGE

“HOW MUCH IS”

1. That Doggie In The Window

Ratatam

JACKIE KITTS

SNDY SURF

Lucky Valentine

Buddy Deane

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6. Pretend (Nat “King” Cole)
7. Baby, Baby, Baby (Bob Stewart)
8. Wild Horses (Ray Anthony)
9. I Don’t Know (Tom Morey)
10. Ginger Wild Of Green (Lonny Emerick)
Alon Saunders

WNYJ-Newark, N. J.
1. Don't Let the Tears Get in Your Eyes (Frankie Ford) (Terry Stewart)
2. I Will Always Have You with You (Terry Stewart)
3. When You're Gone (Terry Stewart)
4. Congratulations to Someone (Terry Stewart)
5. Tell Me You're Mine (The Gaylords)
6. Everybody Knows That I Love You (Terry Stewart)
7. Side by Side (Terry Stewart)
8. Turn (Terry Stewart)
9. Lord Help Me Find Your Love (Terry Stewart)
10. I Don't Wanna Go Home (Terry Stewart)

Dick Elliott

WCFL-Chicago, Ill.
1. My Baby's Waiting with You (Terry Stewart)
2. Don't Let the Tears Get in Your Eyes (Frankie Ford)
3. Keep It a Secret (Steffford)
4. Teardrops On My Pillow (Bob Carroll)
5. Take Me With You (Bob Carroll)
6. Tell Me You're Mine (The Gaylords)
7. You Have Heard (Don Jones)
8. Hold Me, Thrill Me, Kiss Me (Eddie Fisher)
9. Charley Boy Sing (Carson)
10. Most I Can Give (The Hilltoppers)

Johnny Morris

WLQR-Minneapolis, Minn.
1. Oh Happy Day (Lil' Kim)
2. Your Cheatin' Heart (The Modernaires)
3. Why Don't You Believe Me (Terry Stewart)
4. You Have Heard (Don Jones)
5. Say It with Your Heart (Terry Stewart)
6. I Will Always Have You with You (Terry Stewart)
7. Everybody Loves You (The Modernaires)
8. I Still Love You (Jim Reeves)
9. How Much Is That Doggie in the Window (Terry Stewart)
10. Pretend ("Nat" King Cole)

Phil Brook

KKKD-Las Angeles, Calif.
1. My Baby's Waiting with You (Terry Stewart)
2. Don't Let the Tears Get in Your Eyes (Frankie Ford)
3. Why Don't You Believe Me (Terry Stewart)
4. You Have Heard (Don Jones)
5. Hold Me, Thrill Me, Kiss Me (Eddie Fisher)
6. Keep Me in Mind (The Modernaires)
7. Keep Me in Mind (The Modernaires)
8. I Will Always Have You With You (Terry Stewart)
9. The Glow Worm (Mills Bros.)
10. The Glow Worm (Mills Bros.)

Mitch Reed

WBT-Washington, D.C.
1. Don't Let the Tears Get in Your Eyes (Frankie Ford)
2. I Will Always Have You (Terry Stewart)
3. Why Don't You Believe Me (Terry Stewart)
4. You Have Heard (Don Jones)
5. Hold Me, Thrill Me, Kiss Me (Eddie Fisher)
6. I Don't Know (B Morrow)
7. The Glow Worm (Mills Bros.)
8. Hold Me, Thrill Me, Kiss Me (Eddie Fisher)
9. Downhearted (Eddie Fisher)
10. Downhearted (Eddie Fisher)

Norah Moore

KXLO-St. Louis, Mo.
1. I Will Always Have You (Terry Stewart)
2. Tell Me You're Mine (The Gaylords)
3. Side by Side (Terry Stewart)
4. I Don't Know (B Morrow)
5. The Glow Worm (Mills Bros.)
6. Keep Me in Mind (The Modernaires)
7. Keep Me in Mind (The Modernaires)
8. I Will Always Have You With You (Terry Stewart)
9. The Glow Worm (Mills Bros.)
10. I Will Always Have You (Terry Stewart)

Joe Grady-Ed Hurst

1. Tonight You Belong to Me (Frankie Ford)
2. Anywhere I Wander (Eddie Fisher)
3. I Believe (Frankie Ford)
4. Oh Happy Day (D. Howard)
5. I Don't Know (B Morrow)
6. Hold Me, Thrill Me, Kiss Me (Eddie Fisher)
7. Tell Me You're Mine (The Gaylords)
8. Tell Me You're Mine (Carson)
9. Love Me (Dakota Lee)
10. Hot Toddy (Ralph Flanagan)

Pat Chambers

WAKO-Fernando, Fla.
1. I Will Always Have You (Terry Stewart)
2. Don't Let the Tears Get in Your Eyes (Frankie Ford)
3. I Know You'd Be Happy (Terry Stewart)
4. No More (Eddie Fisher)
5. I Will Always Have You (Terry Stewart)
6. I Will Always Have You (Terry Stewart)
7. I Will Always Have You (Terry Stewart)
8. I Will Always Have You (Terry Stewart)
9. Keep Me in Mind (The Modernaires)
10. Keep Me in Mind (The Modernaires)

Frankie Breese

KFDV-Los Angeles, Calif.
1. Don't You Believe Me (Terry Stewart)
2. I Will Always Have You (Terry Stewart)
3. Why Don't You Believe Me (Terry Stewart)
4. You Have Heard (Don Jones)
5. Hold Me, Thrill Me, Kiss Me (Eddie Fisher)
6. Keep Me in Mind (The Modernaires)
7. I Will Always Have You With You (Terry Stewart)
8. Keep Me in Mind (The Modernaires)
9. Nina Simone (Sunter-Finigan)
10. John Box Speckled (The Modernaires)

Dick Whittinghill

WMPS-Hollywood, Calif.
1. I Will Always Have You (Terry Stewart)
2. Why Don't You Believe Me (Terry Stewart)
3. You Have Heard (Don Jones)
4. Hold Me, Thrill Me, Kiss Me (Eddie Fisher)
5. I Don't Know (B Morrow)
6.Tell Me You're Mine (The Gaylords)
7. How Much Is That Doggie in the Window (Terry Stewart)
8. Pretend ("Nat" King Cole)
9. The Glow Worm (Mills Bros.)
10. The Glow Worm (Mills Bros.)

Pete Ward

WWCM-Lawrence, Mass.
1. Don't Let the Tears Get in Your Eyes (Frankie Ford)
2. I Will Always Have You (Terry Stewart)
3. Why Don't You Believe Me (Terry Stewart)
4. You Have Heard (Don Jones)
5. Hold Me, Thrill Me, Kiss Me (Eddie Fisher)
6. I Don't Know (B Morrow)
7. The Glow Worm (Mills Bros.)
8. Keep Me in Mind (The Modernaires)
9. The Glow Worm (Mills Bros.)
10. I Will Always Have You (Terry Stewart)

Chuck Royle

WDAE-Tampa, Fla.
1. Why Don't You Believe Me (Terry Stewart)
2. I Will Always Have You (Terry Stewart)
3. Why Don't You Believe Me (Terry Stewart)
4. You Have Heard (Don Jones)
5. Hold Me, Thrill Me, Kiss Me (Eddie Fisher)
6. I Don't Know (B Morrow)
7. The Glow Worm (Mills Bros.)
8. I Will Always Have You (Terry Stewart)
9. The Glow Worm (Mills Bros.)
10. The Glow Worm (Mills Bros.)

Gene Davis

WAKO-Fernando, Fla.
1. I Will Always Have You (Terry Stewart)
2. Why Don't You Believe Me (Terry Stewart)
3. You Have Heard (Don Jones)
4. Hold Me, Thrill Me, Kiss Me (Eddie Fisher)
5. Keep Me in Mind (The Modernaires)
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"It's What's in THE CASH BOX That Counts"
NEW YORK—Johnny Ray (left) who opened at the Copa on Thursday, Feb. 10, will do his part to further information on Europe for his March jaunt to London from two of the Continent's top swing groups—Wayne's Wild and Foley, who just closed at the Waldorf-Astoria and Leo Fuld, the international siren, currently at the Boulevard Nightclub.

Wayne's "Rachell" Can Be Purchased On 3 Different Labels

NEW YORK—A most unusual situation has arisen n which the Artie Wayne recording of "Rachell" can be bought on three different labels.

Wayne originally cut the tune and recorded it himself. The song, "Rachell," was a major hit in the '40s, reaching the top of the charts. However, it was in the original sale by Wayne to Richards, excise rights included, and Wayne made his own deal with Mercury Records.

The amazing part of the entire deal is that Wayne is reportedly selling big on both the Kem and Mercury releases.

Irish Vocal Hero Becomes U. S. Army Private

BOSTON—It seems as though an artist has to come to the U. S. to become a star in his native country. While Columbus native Foley came to Worcester, Mass., from Tralee in County Kerry, Ireland, three years ago he got a job as a bellhop. His brogue prompted a party of guests to ask for a song. Foley did an old Irish tune called "The Wild Colonial Boy." Not long after he was on the air with an Irish program over station WXOM in Boston.

Justus O'Byrne DeWitt who runs a record store in Roxbury, an Irish district just outside of Boston, heard Foley on the air and concluded that that was just what he had been looking for; a singer to record some old Irish songs. The kid cut a few sides on DeWitt's Copley label including "The Wild Colonial Boy." The records sold well with the old folk in the area, but that was just a prelude to what was to come. DeWitt took the records to Ireland and persuaded Radio Eireann to play them. The reaction of the listeners was immediate. Mail and comments poured in from all over the country from Irish immigrants in the boy. Many compared him with the great John McCormack. Some liked the youth and some didn't, but the demand for the records was endless.

Foley looks like he will have a brilliant future upon his return from the armed services. He is now in the U. S. Army stationed at Fort Dix, N. J.,
Best Selling Records

FROM MORE THAN 15,000 RETAIL OUTLETS!

- "You're My Baby" (2:05)
  [Erwin-Howard Music]

NORMAN BROOKS
(Zodie 101; 45-101)

- "Hello Sunshine" (2:04)

THE CASE BOX
SLEEPER OF THE WEEK

"HELLO SUNSHINE" (2:04) "YOU'RE MY BABY" (2:05)
[Erwin-Howard Music]

NORMAN BROOKS
(Zodie 101; 45-101)

- "A new and exciting voice takes a bow on a new label, with a waxing that could go away up among the best sellers."

On Its Way To The... RECORD OF THE YEAR...

The exciting Voice of...

Norman Brooks

singing...

"HELLO SUNSHINE"

"YOU'RE MY BABY"

ZODIAC - 101 (45X/01)

RECORD CO.
501 MADISON AVENUE
NEW YORK 22, N. Y.

"It's What's In THE CASE BOX That Counts"
Seems Like Old Times

For the first time since 1935 Jimmy Dorsey was reunited with former singing band vocalists Helen O'Connell and Bob Eberly and all three appeared on the "Saturday Night Dance Parade" over NBC-TV.

Jimmy Dorsey and his orchestra was the featured band of the week with O'Connell and Eberly sharing the vocal honors. Both Helen and Bob are Capitol recording artists and this is the first time they have made a public appearance together since Eberly entered the service and O'Connell retired for married life.

Form "Herald Records" New R & B Label

NEW YORK — Al Silver, Jack Broverman, co-owners of Silver Record Pressing Co., and Fred Mendelsohn, former head of Regal Records, have joined forces and formed a new Rhythm and Blues label to be known as Herald. First releases will include Little Walter pressings.

Mendelsohn and Silver will leave next week for a month-long southern trip to line up distributors and additional talent.

Red Buttons Theme
Expanded Into A Song

The ditty "Ho, Ho, Strange Things Are Happening," with which Red Buttons kicks off comic skits on his CBS-TV show each Monday night, has been expanded into a song, co-authored by Buttons and Elliot Lawrence, musical director of the Buttons show. Two record companies are now negotiating to have Buttons record it, in which case the Lawrence orchestra would accompany.

Buddy Costa Plays
Seville Theatre, Montreal

Buddy Costa, whose recording of "The Mask Is Off," brought him national attention, and Elmo Russ, the composer were in Montreal last week where Buddy played the Seville Theatre. While in the city, Buddy visited with the deejays promoting his latest, "enchanted Guitar," which Pyramid Records feels will top "The Mask."

Buddy was a big hit in his appearance at the Seville and stepped almost every show cold.
Central Record Sales Expands

LOS ANGELES, CALIF. — Jimmy Warren, president of Central Record Sales Co., this past week announced the opening of new and larger quarters of his distributing organization at 2102 West Washington Bldg., this city.

Along with the disclosure of the firm’s new headquarters, Warren announced the formation of Los Angeles Music Sales Co., which will operate at adjoining quarters at 2104 West Washington Blvd.

“Our move to new quarters was one of necessity,” Warren stated. “In order to continue to give our customers the same quality service, we felt it mandatory to make this move. The opening of Los Angeles Music Sales Company will allow music operators and dealers to purchase their recordings of pop material, as well as rhythm and blues through our Central Distributing Company.

“Our new firm will handle the distribution of Okeh and Plymouth Records in addition to other lines we expect to handle in the near future. This firm will operate with a separate sales force that will completely cover the field throughout Southern California and give music operators and dealers the personal service they have come to expect.”

Features of the new headquarters include two new three-speed phonographs with twelve-inch Convert-Tone speakers, tiled floors, a battery of 8 foot fluorescent lighting fixtures, fornic counters and rest rooms for the firm’s patrons.

The Central firm, is the west coast’s largest independent record distributor, and one of the primary reasons for their move is the volume of business they have been doing. Warren disclosed that their cumulative sales of all lines they handle have increased some 30% over and above a similar period of last year. Other distributors throughout the area have indicated a like increase in sales volume, with all reports pointing to a year of peak sales.

Fox Publishing Co. Acquires English Tune

The Sam Fox Publishing Company has announced that they have acquired the American rights to a new song, “Waiting For You,” from Keith Proctor & Company, Ltd., London.

“Waiting For You” is based on a famous Maori melody from New Zealand, where the world famous “New Is The Hour” originated. According to cable reports, “Waiting For You” has already been recorded in England by two famous international artists.

Sam Fox has set March 15, 1953 as the release date in America, and will follow up his current top hit, “Lady Of Spain,” with an all-out campaign on “Waiting For You.”

New Derby Tune Based On “Bing’s” Life

NEW YORK—Larry Newton, Derby Records, feels he has a “scoop” in his “Call Me Lucky” dishing which features his new girl artist Dee Gary with the Eddie Wilcox Orchestra.

The tune is based on the life of Bing Crosby which appeared in the February 14 Saturday Evening Post story on Bing’s life.

Recorded by

TONY BENNETT Columbia

GORDON MacRAE Capitol

JUNE VALLI RCA Victor

AUTHENTIC Irish Folk Songs & Dance Music COLEY IRISH RECORDS

Available on Both 78 RPM—45 RPM

OUR TOP TEN NUMBERS

9-125 THE WILD COLONIAL BOY. Sung by Connie Foley
9-123 THE TOWN OF GALWAY. Sung by Connie Foley
9-127 I’M A TYPICAL IRISHMAN. Sung by Connie Foley
9-129 BOYS FROM THE COUNTY MAYO. Sung by Connie Foley
9-133 THE IRISH SAILOR. Sung by Dorothy McKenna
9-133 MOTHER’S LOVE IS A BLESSING. Sung by Dorothy McKenna
9-124 EILEEN MCMAHON. Sung by Connie Foley
9-134 THE GALWAY SHAWL. Sung by Connie Foley
9-130 THE IRISH WAHLER WOMAN. Sung by Connie Foley
9-130 MISS MCCOPEE REEL. Played by The Irish All-Stars
9-130 SHALL MY SOUL PASS THROUGH IRELAND. Sung by Connie Foley
9-128 TIPPERARY FAR AWAY. Sung by Connie Foley
9-135 THE MOONSHINER. Sung by Dorothy McKenna
9-135 THE LITTLE BLACK MUSTACHE. Sung by Dorothy McKenna
9-111 THE STACK OF BARLEY. Sung by Dorothy McKenna
9-117 HIGHLAND Flinges No. 1. Sung by Jerry O'Brien & Joe Dunn
9-209 MOLLY BAWN. Sung by Dorothy McKenna
9-209 THE BLARNEY ROSES. Sung by Dorothy McKenna
9-208 ROSE OF KILLARNEY. Sung by Dorothy McKenna
9-218 BANKS OF MY OWN LOVELY LEE. Sung by Connie Foley

Write For Complete Catalog To The Following Distributors

Coral Records, Inc., 700 Third Avenue, New York, N. Y.

Coral Records, Inc., 161 W. Bureau Street, Chicago, Ill.


Coral Records, Inc., 796 Albany Ave., Hartford, Conn.


COLEY RECORDS 51 Warren St., Roxbury

Boston 19, Massachusetts

"It's What's in THE CASH BOX That Counts"
Always on the search for a "gimmick" to put over a record, rhythm and blues fanatics are on the alert for new, rare items around the same time now, and it seems to indicate a trend. Big Maybelle's "Gabbin' Blues" created a hit of commotion and is still in the charts. William "Mouse" Holm joined the record business just a little while ago, but he is still one of the top sellers. For a time was number one in every rhythm & blues city in the nation. The tune was eventually incorporated into a rock and roll show in one of the biggest blues theatres; it was picked up and recorded in pop and western field, with Buddy Morrow's version selling very heavily. The tune was answered by the former lead singer of the Avalons, and the latter using the same tune and almost the same lyrics became an immediate hit and the Avalons, the "Girl from Shady Grove." Now, along comes "My Kind Of Woman" by the Emilt Slay Trio. This disk, in the same vein, broke out in Cleveland on the basis of an acetate left with DeeJay Moog and played the item five or six times, and then the darned broke. At the point, looks like a sure fire hit that will also hit the upper runs before its drive is spent. As is the case following every hit disk, the artist becomes a box office sensation and more fame for the members of the Emilt Slay group and feels, like Jack Horner, he has come up with a "plum."
PEOPLE WILL SAY WE'RE IN LOVE
PAUL QUINICHETTE
70086

CAN'T STAND NO MORE
WINI BROWN
70062

AIN'T IT A SHAME
LIGHTNIN' HOPKINS
70081

GAMBLER'S BLUES
DINAH WASHINGTON
70046

PHILADELPHIA
in
NEWARK
in
ATLANTA

THE CASH BOX

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

1. BABY, DON'T DO IT
   Linda Hayes (RCA Victor)
2. I DON'T KNOW
   Willie Mabon (Chess 1531)
3. MAMA, HE TREATS YOUR DAUGHTER
   MEAN
   Ruth Brown (Atlantic 986)
4. SOFT
   Tiny Bradshaw (King 4377)
5. CROSS MY HEART
   JOHNNY, JOHNNY
   Marie Mabon (Modern 158)
6. YES I KNOW
   Linda Hayes (Recorded in Hollywood 244)
7. PORT OF RICO
   Illinois Jacobs
   (Mercury 89001)
8. I'M GONE
   Shirley & Lee
   (Atlantic 3153)
9. ROCK ME ALL NIGHT LONG
   The Ravens
   (Mercury 8911)
10. I DON'T KNOW
    Linda Hayes (RCA Victor)

PHILADELPHIA

1. I DON'T KNOW
   Willie Mabon (Chess 1531)
2. CROSS MY HEART
   JOHNNY, JOHNNY
   Marie Mabon (Modern 158)
3. BABY, DON'T DO IT
   Linda Hayes (RCA Victor)
4. I DON'T KNOW
   Willie Mabon (Chess 1531)
5. MAMA, HE TREATS YOUR DAUGHTER
   MEAN
   Ruth Brown (Atlantic 986)
6. SOFT
   Tiny Bradshaw (King 4377)
7. DREAM GIRL
   Jesse & Marvin
   (Specialty 4572)
8. NOBODY LOVES ME
   Fats Domino
   (Imperial 5220)
9. I DON'T KNOW
   Willie Mabon (Chess 1531)
10. PRETEND
    MRY "KING" Cole
    (Capitol 2346)

NEWARK

1. I DON'T KNOW
   Willie Mabon
   (Chess 1531)
2. CROSS MY HEART
   JOHNNY, JOHNNY
   Marie Mabon
   (Modern 158)
3. BABY, DON'T DO IT
   Linda Hayes
   (RCA Victor)
4. I DON'T KNOW
   Willie Mabon
   (Chess 1531)
5. MAMA, HE TREATS YOUR DAUGHTER
   MEAN
   Ruth Brown
   (Atlantic 986)
6. I'M GONE
   Shirley & Lee
   (Atlantic 3153)
7. DREAM GIRL
   Jesse & Marvin
   (Specialty 4572)
8. NOBODY LOVES ME
   Fats Domino
   (Imperial 5220)
9. I BELIEVE
   Fats Domino
   (Imperial 5220)
10. MEAN OLD WORLD
    Little Walter
    (Checker 764)

ATLANTA

1. I DON'T KNOW
   Willie Mabon
   (Chess 1531)
2. CROSS MY HEART
   JOHNNY, JOHNNY
   Marie Mabon
   (Modern 158)
3. BABY, DON'T DO IT
   Linda Hayes
   (RCA Victor)
4. I DON'T KNOW
   Willie Mabon
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   Fats Domino
   (Imperial 5220)
10. MEAN OLD WORLD
    Little Walter
    (Checker 764)

"It's What's in THE CASH BOX That Counts"
THE BUCCANEERS
(Bob-Dan 3166)

"FINE BROWN FRAME" (2:39) [North Music Corp.] The group joins in a quick rockin' tempo against a bustling rock background. Disk has a happy sound, and work should be slightly on the softer side as they provide too much competition for the vocal group.

"DEAR RUTH" (2:57) [North Music Corp.] The under lid is a slow melodious tune with the arrangement comparatively soft, Vocal group, with emphasis on the lead choral, sound fine.

LINCOLN CHASE
(RCA Victor 20-5747)

"EARLY TIME" (2:39) [Raleigh Music] Lincoln Chase, in his deep voice, does a haunting oriental sounding tune with an emotional reading. The effect of the disking is dramatic and feelingful. Echo effect is used.

"I'VE GOT YOU UNDER MY SKIN" (2:56) [Chappell & Co.] The Cole Porter classic is sung by Chase with echo again on this side. Echo has the reverse effect intended and detracts from the side.

RED CALLENDER SIXTETTE
(RCA Victor 20-5748)

"MOTHER'S DAY" (2:32) [Malabar Music] The Red Callender Sextette dishes up a slow, moody piece in low key. Dramatic arrangement helps put this tune over.

"TIN LIZZIE" (2:45) [Malabar Music] The group waxes a similar item. Sax is standout on this side.

JOHNNY GREER
(RCA Victor 20-5749)

"I'LL NEVER LET YOU GO" (2:00) [Keacucky Music] Johnny Greer and His Rhythm Rockers belt this one from the roots. Driving vocal, cute lyrics, and spirited orkking adds to a frozen piece of wax.

"YOU PLAYED ON MY PLANO" (2:49) [R. F. D. Music] Johnny Greer and Dolores Brown dish up a quick beat with double entendre lyrics.

BROTHER JOE MAY
(Specialty 841)

"TIN LIZZIE" (2:05) [Parkers Music] Brother Joe May and The Sallie Martin Singers join voices on a light rhythmic religious tune. Brother Joe is in good voice and is given an easy chorus assist, and a fine solo.

"WORKING ON THE BUILDING" (2:40) [Venice Music] The lower end is a change of pace. The group bols a steady quick beat in jugular.

HADDA BROOKS

"WHEN I LEAVE THE WORLD" (2:40) [Berlin Music] The vocal boogie rthul edges e a soft, slow, and tender item on the pop kick. Her intimate style and warm interpretation makes this a solid piece of wax.

Music
LEAVE
WILLIAM L. ROSS

"WHY, OH WHY" (2:57) [Jubilee Music] "EDNA'S BLUES" (2:46) [Jubilee Music]

EDNA McGRIFF
(Jubilee 5109)

- Edna McGriff, talented young thrush, lends her pipes to a pair of her own tunes and comes off with honors. The gal can sing and does. The upper lid, "Edna's Blues," is a slow blues that Miss McGriff feels from the depth of her soul. The young singer is self-concealed in a way. Her personality is apparent on wax, and with the stirring orkking of the Buddy Lucas ork to back the songstress, this deck comes out powerful. The under portion is another McGriff owned deck, "Melody By McGriff, Lyres by McGriff, and vocal by McGriff. Again the thrush is warm, compelling, and has a maturaity that is amazing in such a young girl. She caresses her words with delicate shadings and is a natural for an emotional blues.

IKE CARPENTER
(Aladdin 3172)

"SANDU" (2:42) [Nemo Music] An exciting number with a spirited arrangement is belted by Ike Carpenter and his Orchestra. A fluent keyboard technique is displayed and makes for a potent player.

"PACHUKO KID" (2:12) [Ludlow Music] The Carpenter group busts it wide open for a racing wildie. Not for the soft lights and sweet music locations.

LEO PARKER
(United 141)

"LEO'S BOOGIE" (2:58) [Pamler] A quick beat boogie item is given a rocking treatment by Leo Parker and His Mad Lads. The instrumental is a driving side with featured spot going to a solid sax.

"COOL LEO" (2:25) [Pamler] Flip is a moderate tempo done in a softer vein. Sweet sax and restrained orkking adds up to a relaxed and happy disk.

FLOYD DIXON
(Aladdin 3166)

"MY PLEAS" (2:34) [Crestwood Music] Title Turner sells a slow sell with a "laughing Ork". A good and the disk would be more effective without the echo chamber.

"IT'S TOO LATE NOW" (2:31) [Crestwood Music] Turner does an emotional job on a lover's lament against a background of easy orking. Same comment on echo.

HILLY FORD
(United 142)

"YOU FOXY THING" (2:48) [Pamler Music] A slow, steady beat chant is effectively chanted in a soft and dramatic vein.

"SLOW ROCKING" (2:30) [Pamler Music] The under portion is a change of pace. The bounc- ing quick beat and a crazy trumpet makes exciting orking and should catch lots of plays.

ANNISTEEN ALLEN
(King 4606)

"IF I'M DURN' IT" (2:25) [Jay & Cee] Annisteen Allen belts a moderate tempo cut with her powerful voice. Reading its swell.

"YES, I KNOW" (2:46) [Asso- ciate] The Allen actress is "Don't Know" is given by Miss Allen and her treatment is spirited, humorous and alive. The tune is a hot item and this one should share in the plays.

EARL "Fatha" HINES
(D'Ore 105)

"GREENIE'S CORNER" (2:41) [M. F. J. Earl "Fatha" Hines Orchestra waxes a smooth middle tempo instrumental for a pleasant side. A smart sounding brass section lends color to the etching.

"WHEN I DREAM OF YOU" (2:59) [The Hines Ork, with Lonnie Satin charming a mellow, tender love ballad that reaches beyond our wax and stir the emotions of the sentimental listeners. The flip deck "Milk And Gin" is a moderate rhythmic bounce with a cute set of lyrics. The Crickets convey a happy sound for a pleasing end.

BROWNIE McGUIE
(Reka Ron 111)

"DON'T DO YOUR WOMAN" (2:39) [Brownie Music] Brownie Mcguiie dishes up a moderate tempo tune with moralizing lyrics. Backing is potent and Brownie's clarinet and guitar playing makes this a fine dish.

"DAISY" (2:55) [Brownie Mu- sic] Flip is a very similar item handled in like manner.
I LET THE STARS GET IN MY EYES
Goldie Hill
(Decca 28473; 9-28473)

BACK STREET AFFAIR
Webb Pierce
(Decca 28369; 9-28369)

I'LL NEVER GET OUT OF THIS WORLD ALIVE
Hank Williams
(MGM 11365; K-11366)

DON'T LET THE STARS GET IN YOUR EYES
Sheets McDonald
(Capitol 2216; F-2216)

KEEP IT A SECRET
Slim Whitman
(Imperial 8169; 45-8169)

GAL WHO INVENTED KISSING
Hank Snow
(RCA Victor 20-5034; 47-5034)

EDDY'S SONG
Eddy Arnold
(RCA Victor 20-5108; 47-5108)

JAMALAYA
Hank Williams
(MGM 11283; K-11283)

NO HELP WANTED
The Coralites
(Mercury 70028; 70028x45)

MIDNIGHT
Red Foley
(Decca 28420; 9-28420)

**Welcome**

NEW YORK—Don Cornell welcomes Ernie Rudy to the Coral label. Both were formerly associated with Sammy Kaye’s orchestra. Cornell launched his independent career first to become one of the outstanding vocalists and record sellers of 1952. Late in the Spring of 1952 Ernie Rudy and several members of the Kaye orchestra formed their own group and Rudy has just signed a recording contract with Coral. First release for the aggregation is “Say It With Your Heart” backed with “You Can Fly, You Can Fly, You Can Fly.” Don Cornell’s latest is “Spoolin’” and “If You Were Only Mine.”

RIAA Elects Directors

NEW YORK — The annual membership meeting of the Record Industry Association of America, Inc., held Wednesday, February 13, resulted in the election of the following board of directors of the Association: James B. Conklin, Columbia Records; Emanuel Goldstein, Simon & Schuster; Irving B. Green, Mercury Records; Howard L. Letts, RCA Victor Records; Milton B. Rackmil, Decca Records; Dario Soria, Raxon Corporation; and Glenn Wallich, Capitol Records.

The Board is scheduled to meet shortly for the purpose of electing officers of the Association for the current year.

Lombardo Cuts White Tune

NEW YORK — The Elmo White Music Co., publishers of “There’s Always Someone That You Can’t Forget,” taken from Bernie Wayne’s Record of d’N. "There's More About Love" Revue, has arranged for the first record on the tune.

Elmo White brought a copy of the piece to Larry Owen, arranger for Guy Lombardo, and three days later Lombardo cut the session. Release has been set for March.

**“B-a-a-a-a-b-y” Sends Valentine**

NEW YORK — Ruthie Casey, Decca recording artist who sings the part of “B-a-a-a-a-b-y” on the Bill Dana record of “I Don’t Know,” greeted the members of The Cash Box with an amusing Valentine’s Day card that ties in with the record.

The greeting opens: From “B-a-a-a-a-b-y,” follows with a holiday wish and closes with, “What more can I say.... hmmmph? I Don’t Know.”

**Meeting Dates Of Music Operators’ Associations**

Feb. 16—Westchester Operators’ Guild
Place: American Legion Hall, White Plains, N. Y.
17—Western Massachusetts Music Guild
Place: Contact Ralph Ridgeway, Springfield, Mass.
Tel. 2-4948.

18—New York State Operators’ Guild
Place: Palantine Hotel, Newburgh, N. Y.
24—Western Massachusetts Music Guild
Place: Contact Ralph Ridgeway, Springfield, Mass.
Tel. 2-4948.

Mar. 18—New York State Operators’ Guild
Place: Nelson House, Poughkeepsie, N. Y.

**“It’s What’s in THE CASH BOX That Counts”**
Western TV Show Honors Cindy Walker

HOLLYWOOD, CALIF. — Merle Travis is the star of “All-American Jamboree,” a big hillbilly and western TV show, 9:30 to 10:30 p.m. each Tuesday day on KECA, Hollywood. A recent show was in the form of a tribute to Cindy Walker, the beloved young lady from Texas who has penned many wonderful songs. Merle is a great songwriter in his own right, but his sincere admiration and love for Cindy prompted the program honoring her. For the entire hour every song and every note of music was by Cindy Walker. One exception was near the end of the program when Miss Cindy herself was introduced and sang Merle’s song “Smoke, Smoke, Smoke That Cigarette” with some new words she had written. June Travis sang “Hillbilly Bill”; Merle sang “Silver Spurs”; Dale Warren did “Lorelei,” and others of the cast did their favorites. Merle and the cast had signed a beautiful scroll which proclaimed Cindy Walker’s contributions to folksy music lovers. Because they love Cindy so much June and Merle named their little girl “Cindy Travis.”

Arnold On 151 Stations

EDDY ARNOLD, The Tennessee Plowboy, is the star of the 1953 Houston Fat Stock Show, running now through February 15 in the Texas City. This is another return engagement for the popular ballad singer whose following in Texas alone runs into the hundreds of thousands. Eddy’s “Condemned Without Trial” on RCA Victor is that company’s number one selling platter in the country and western field. “The Eddy Arnold Show” is now on 115 NBC stations every Saturday night.

**“Piper Heidsick” Promotion**

CLAUDE GORDON, his trumpet and his orchestra, are dickerling with Piper Heidsick champagne for a promotion tie in connection with Gordon’s Vogue platter “Piper Heidsick,” soon to be released with “Grandfather’s Clock” on the flip side. Gordon is a trumpeter of high standing in the pop field, but his recording of “Red River Valley Home” gained immediate attention from country and western followers.

HANK CALDWELL

(’DORO 103)

- "ROLL ON COVERED WAGON" (2:26) [Weiss & Barry] Caldwell and the Saddle Kings deliver a dramatic item that sounds like the background for a moving story. Vocal is pleasurable and the arrangement colorful.

- "ALIBI" (2:45) [Weiss & Barry] Piping is a quick beat, with Caldwell singing the story of the need of man to abdicate to his wife. Instrumental backdrop rounds out a fine side.

TOMMY DUNCAN

(Intro 6065)

- "BENEATH A NEON STAR IN HONKY TONK" (2:37) [Me- rideal Music] Tommy Duncan gives a relaxed chanting job as he etches a beaty love tune in happy style.

- "WHERE OH WHERE HAS MY LITTLE LOVE GONE" (2:28) [Barlow & Music] A light romantic bounce is pleasantly waxed by the warbler.

REX ALLEN

(Deca 28556)

- "KNOCKIN’ ON THE DOOR" (2:37) [Peer International] The deep voiced western star spices the slow but very pleasing style, Allen’s vocalizing and some fine harmonica playing blend for an easy on-the-ears disk.

- "WHY, MY DARLIN’ WHY" (2:19) [Peer International] The lower end is a moderate light bounce tempo in which Allen’s fine voice comes through with pleasing effect. Instrumental backing is top-flight.

JIMMIE SKINNER

(Capitol 2351)

- "HELP ME FIND MY BROKEN HEART" (2:18) [Acuff-Rose] Jimmie Skinner, in his nasal style, chants a fast moving lover’s lament for an ok plate.

- "YOUR FLYIN’ DAYS ARE THROUGH" (2:12) [Acuff-Rose] The flip is a similar item handled in a similar manner.

HAWKSHAW HAWKINS

(King 7237)

- "KAW LIGA" (2:50) [Philomena] Hawkshaw Hawkins dishes up the moderate tempo ditty written by Hank Williams and released after his death. Hawkins’ delivery of the item is polished and pleasing and should catch play although it is a little late to go all the way.

- "I’LL EVER GET RICH MOM" (2:52) [Lonat] The flip is a slow blues with tender love lyricslichen- logically chanted by the western artist. Titleled, "There Wasn’t An Organ At Our Wedding" and his title bids fair to push right up alongside. The top deck, “Honeymoon On A Rocket Ship” is a quick beat item that moves happily along at a smart rhythmic pace with Snow warbling in fine voice. Unlike so many of our artists, Snow’s reading of the lyrics is clear and understandable.

JOHNNIE & JACK

(RCA Victor 20-5164)

- "HANK WILLIAMS WILL LIVE FOREVER" (2:50) [Hill & Range] Johnnie & Jack are late entrants in the race to issue disks on the death of Hank Williams. However the pair are tremendously popular and could click on that basis.

- "JUST FOR TONIGHT" (2:30) [Hill & Range] The under portion is a quick beat romantic number sold by the western artists in a soliloquy manner. Hawkshaw’s sentimental reading makes this a pleasurable side.

JOHNNY ROWLAND

(Republic 7023)

- "OHIO BABY" (2:41) [Babb Music] Johnny Rowland tells of his love for his “baby” to a moderate quick rhythm bounce and handles it with skill. A very deep piano rounds out the etching.

- "MEMORIES OF WHEN YOU WERE MINE" (2:58) [Babb Music] Rowland sings a slow light bounce with nostalgic lyrics smoothly against a background of strings.

JOHNNY TYLER

(Specialty 713)

- "A SINNER’S SONG" (2:25) [Venice Music] Johnny Tyler sings up with a bouncy slow beat lovers lament. Tyler’s treatment is on the soft side against an ok musical background.

- "TAKE YOUR BLUES AND GO" (2:25) [Venice Music] A rhythmic blues is the material on the under lid and Tyler sells it potently.
Rosemary Clooney had Nashville buzzing last week end topping off a very successful first week run in her current 10-week stint with the top program on WSM's "Sunday Night Review." She showed up at the Grand Ole Opera House with a large band and an impressive array of talent. Her performance included a duet with Hank Snow and a song with Bob Wills. She was welcomed with a standing ovation by the audience.

Smiley Burnette continues his southern tour with dates in Alabama this week before returning to California for a west coast business trip. His tour will take him to Aliceville, Ala., for a Feb. 23 showing. The tour is set to run to mid-March when Burnette begins a new Gene Autry-Buck Baker tour.

Philadelphia's booker-promoter, Jack Howard, in Nashville last week setting fan club business with Hank Snow (RCV R. J. P.) doing promotion for James Collett's "Four Alarm Boogie" which has shown action in Philly. Howard set up a southern distribution deal on label with Nashville's Jim Bullett. Hank Snow was brought from Canada to the states by Howard who has headed his promotion during recent years.

Patsy Cline was last seen in Nashville by her "Carolina Cotton Calling" series for Armed Forces Radio Service. Her first name guest on the show since returning from Korean tour was Bob Wills (M-G-M) who entered west coast during her absence. Wills' band were recently tailored in new wardrobe by Nuelle the Rodeo Tailor. Current fashion has the band in blue suits trimmed in white with red and gray tops and white hats. Bob stands out in black suit with white tie.

Cash Box's Bob Austin was in Nashville last week end for presentation of records for the first time of WJGH's recent poll. Carl Smith took top honors as 1952's best country artist. Best country song, "Half As Much," brought an escrow for Acuff-Rose Publications which was presented to Wesley Rose, General Manager of the firm. Hank Williams (RCR. J. P.) doing promotion for "The Girl Who Invented Me," was presented to Hank's son, Randle Hank, Jr. The presentations were made on the 9:30 to 10:00 portion of Jefferson Island's Salt "Grand Ole Opry" show.

Johnny & Jack (RCR. J. P.) and Kitty Wells (Decca) currently being handled by Nashville's Frankie Moore. Miss Wells is Mrs. Johnnie Wright in private life.

RCR. J. P.'s Steve Sholes in Nashville this week for sessions with label's country artists.

Coming week (Feb. 13-21) will find Ernest Tubb (Decca) playing California dates is a Feb. 19 date at WLS in Chicago. In Auditorium last week, Feb. 8, with Carl Smith, Johnnie & Jack (RCR. J. P.), Chet Atkins (RCR. J. P.), Kitty Wells (Decca), Ken Marvin (RCR. J. P.), and Minnie Pearl filling the bill. Davis has had a sell-out week before with Slim Whitman (Imperial) and steelman Matt Risinger heading the bill.

Moon has been set with all Saturday afternoon with country records on WKAM in Warsaw, Indiana. J. P. "Big Jim" Hess set for country disk this week at WIVK, a new waturer in Knoxville, Tenn. Hess recently left a Dayton, Ohio, station to return to his native Tennessee stand.  

**The Ten Folk and Western Roundup**

1. **NO HELP WANTED**  
   The Carlisles (Mercury)  
   Skeets McDonald (Capitol)  
   Marti Robbins (Columbia)  
   Faron Young (Capitol)  
   Webb Pierce (Decca)  
   Eddy Arnold (RCR. J. P.)  
   Sonny James (Capitol)  
   Red Foley (Decca)  

2. **DON'T LET THE STARS GET IN YOUR EYES**  
   "Uncle" Joe Johnson  
   WPAQ—Mt. Airy, N. C.  
   This week's hot one  
   "I'll Go On Alone"  
   "Don't Let The Stars Get In Your Eyes"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  

3. **I'LL GO ON ALONE**  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  
   "I'll Go On Alone"  

4. **GOIN' STEADY**  
   "Goin' Steady"  
   "Goin' Steady"  
   "Goin' Steady"  
   "Goin' Steady"  
   "Goin' Steady"  
   "Goin' Steady"  
   "Goin' Steady"  
   "Goin' Steady"  
   "Goin' Steady"  
   "Goin' Steady"  

5. **BACK STREET AFFAIR**  
   "Back Street Affair"  
   "Back Street Affair"  
   "Back Street Affair"  
   "Back Street Affair"  
   "Back Street Affair"  
   "Back Street Affair"  
   "Back Street Affair"  
   "Back Street Affair"  
   "Back Street Affair"  
   "Back Street Affair"  

6. **A FOOL SUCH AS I**  
   "A Fool Such As I"  
   "A Fool Such As I"  
   "A Fool Such As I"  
   "A Fool Such As I"  
   "A Fool Such As I"  
   "A Fool Such As I"  
   "A Fool Such As I"  
   "A Fool Such As I"  
   "A Fool Such As I"  
   "A Fool Such As I"  

7. **EDDY'S SONG**  
   "Eddy's Song"  
   "Eddy's Song"  
   "Eddy's Song"  
   "Eddy's Song"  
   "Eddy's Song"  
   "Eddy's Song"  
   "Eddy's Song"  
   "Eddy's Song"  
   "Eddy's Song"  
   "Eddy's Song"  

8. **THAT'S ME WITHOUT YOU**  
   "That's Me Without You"  
   "That's Me Without You"  
   "That's Me Without You"  
   "That's Me Without You"  
   "That's Me Without You"  
   "That's Me Without You"  
   "That's Me Without You"  
   "That's Me Without You"  
   "That's Me Without You"  
   "That's Me Without You"  

9. **MIDNIGHT**  
   "Midnight"  
   "Midnight"  
   "Midnight"  
   "Midnight"  
   "Midnight"  
   "Midnight"  
   "Midnight"  
   "Midnight"  
   "Midnight"  
   "Midnight"  

10. **MIDNIGHT**  
    "Midnight"  
    "Midnight"  
    "Midnight"  
    "Midnight"  
    "Midnight"  
    "Midnight"  
    "Midnight"  
    "Midnight"  
    "Midnight"  
    "Midnight"  

"It's What's in THE CASH BOX That Counts"
MUSIC SYSTEM PLAYS RECORDS VERTICALLY

Select-o-matic

...THE MOST REVOLUTIONARY DEVELOPMENT FOR THE PLAYING OF RECORDED MUSIC SINCE THE INVENTION OF THE PHONOGRAPH

America's finest and most complete music systems
Many States, Counties, Cities, Desperately Seek Revenue to Forestall Possible Financial Bankruptcy. Oups Report Actual Deluge of Revenue Seeking Tax Bills Introduced to Hike Coin Machine License Fees. Fear Passage of These Bills Will Bring Flood of Red Ink to Coinbiz.

Optional Depreciation Gets Consideration From Senate-House Tax Committee Bill Introduced By Sen. Frear. Backed By Senate Small Business Committee.

WASHINGTON, D.C. — Optional depreciation getting consideration from the Senate-House Tax Committee, according to reports. Unions and coal mine men (as well as all business men) are required to write off the cost of equipment over fixed periods. These “fixed periods” vary throughout the entire nation, at least as far as coin machines are concerned. In some states phonographs can be written off in three years, in some in four years, and in others in five years. As far as amusement games are concerned, the write-off period is usually two years, even tho all in the trade agree that the average pinball, as an example, is usually of no value after four to five months from an operating standpoint.

Speedier write-off, as far as amusement games of almost every kind is deemed to be the greatest necessity to the entire industry.

On optional depreciation, members of this body as well as all business men would be able to set their own depreciation period.

Many taxmen contend that businessmen should be permitted to write off equipment over any reasonable period they choose.

In the long run, these tax experts argue, this would make no difference in Federal revenues.

If equipment were written off over shorter periods than at present, these tax experts report, taxable income would be reduced in the earlier years but increased in the later period.

The latest plea for optional depreciation came from the machine tool industry.

Boldered by what they believe to be a “cyclical depression” in their industry, these business men have asked the Senate-House Tax Committee to endorse optional depreciation.

The machine tool men believe that this change would induce many of their customers to write off the books and replace obsolete machinery and equipment which, under present rules, has not yet been fully depreciated, and that this would stimulate general business activity.

Last year the Senate Small Busi-

...
Ohio State Phono Owners Assn. Prepares For 14th Annual Banquet

To Be Held March 5 At Hollenden Hotel

CLEVELAND, O. — The Ohio State Phonograph Owners Association, with headquarters in this city, announced this week that they will hold their Fourteenth Annual Convention and Banquet on Thursday, March 9, at the Hollenden Hotel.

Jack Cohn, chairman of the banquet committee, announced that a business luncheon will take place at noon on this day. Following the luncheon, an open meeting will be held, at which time a full discussion on dime play will take place.

At 4:00 P.M., a party co-sponsored by the Cleveland Press and the Phonograph Merchants Association will be held in the Music Hall. Festivities for the evening will get off at 6:00 P.M. with cocktails, followed by the banquet and entertainment in the main room.

Working with Cohen on this committee are: James Ross, Sanford Leive and James Burke.

SACRIFICE! NEED THE ROOM! 18 Scientific & Vocals $95.00 Each to excellent condition. Now in Operation. Take one look.

UNCLE MILTY'S ARCADE 60 N. E. 2nd, Raleigh, N. C. (Phone: Federal 9-6600)

EXCLUSIVE DISTRIBUTOR

SEEBURG PRODUCTS

ATLAS MUSIC CO.

2200 N. West Ave. Chicago 47, III. Phone: Arlington 6-5005

SPECIFIC CLOSEOUT BINGO GAMES

United ABC, Very $315.00

Better SOTTO LITE $135.00

United ROLOE 249.50

Better FDICLS $49.50

United EAGU 310.00

Better ATLAN 449.50

Get: George

Monroe

COIN MACHINE EXCHANGE, INC.

2431 PAYNE AVENUE, CLEVELAND 14, OHIO

Toll: Superbar 1-6400

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OPERATE THE KEENEY

DELUXE ELECTRIC

CIGARETTE VENDOR

★ Operates on all combination of nickels, dimes and quarters thru a single coin opening.
★ 9 Double columns dispense alternately at both ends. Always fresh cigaret-
egues. Holds 432 packs.
★ Discs regular. King size packs. Instantaneous price adjustment on each column.

THE PACK YOU SEE = THE PACK YOU GET!

SOUTHERN AUTOMATIC MUSIC CO., INC.

215 S. Brook St., Louisville, Ky.

1000 Broadway, Cincinnati, Ohio

3511 E. Michigan Ave., 2, Wyman 4, Ind.

129 W. North St., Indianapolis, Ind.

“Ralph Sheffield Genco’s Roadmap

CHICAGO — Ralph Sheffield, well known to all coinmen throughout the country, has been named roadman for Genco Manufacturing & Sales Company, this city.

Both Sam Lewis and Argo Cern-
burg of this firm are of the belief that Ralph will prove himself one of the most helpful men to visit any operator, jobber or distributor in the nation.

Sheffield has long been known for his mechanical knowledge of all types of equipment as well as his close ac-
quaintance with all phases of the industry.

His new position gives him every opportunity to pass on the informa-
tion and experience he has gathered over the years.

BINGO BARGAINS

1-ABC $59.50

2-Zingos 179.50

4-Legionos 275.00

5-Stars 295.00

6-Gordons 395.00

7-Stephenechos 195.00

8-Brite Lites 174.50

10-Flight Spots 100.00

2-Atlantic Cities 395.00

2-Step Lites 249.50

3-Bally Bowties (Used Two Works) 499.50

3-Bally Bowties (Used Two Works) 499.50

2-County Fans 99.50

PHONE—WIRE—WRITE

1/3 DEPOSIT REQUIRED

MID-WEST COMPANY

203 NORTH MADISON STREET

ROCKFORD, ILLINOIS

(PHONE: 3-8487)
"Let's look at the records..."

Simple—Easy to maintain and service
Dependable—Earning top dollars under tough conditions
Playable—Easy to reach, even for the little fellow
Economical—Costs less to maintain
Superior—Its matchless tone pleases everyone
Adaptable—Suited to every location
Beautiful—As a gorgeous sunset
Easy-to-Buy—It's AMI, it pays for itself

They all look alike, don't they? But played on an AMI Model "D," their music is reproduced with the very highest fidelity of tone, losing none of the bass or treble of the music of the recorded orchestra. Record scratch and needle noise are reduced to a minimum... all due to the painstaking research of AMI engineers.

"Built to Build Your Business"

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

PRIZE-WINNING AD
Les Boyd, AMI operator of New York City, wrote this ad, which rated a tie for 3rd place in AMI's "Write-an-Ad" Contest, and brought Les the duplicate 3rd place prize of $250.00 cash.
THE ORIGINAL PHONOGRAPH WITH...

I CANNOT TELL A LIE

ONE HUNDRED TWENTY

SELECTIONS

*Available in two models for either 78 RPM or 45 RPM records

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

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265 Franklin, Buffalo, New York

R. D. LAZAR COMPANY
1635 Fifth Avenue, Pittsburgh 19, Penn.

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

5 & K DISTRIBUTING CO.
2014 Fairmount Avenue Philadelphia 39, Pennsylvania

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

MIDWEST

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

BINCO MUSIC DISTRIBUTING CO.
1329 S. Calhoun St., Ft. Wayne, Indiana

BRILLIANT MUSIC COMPANY
19963 Livonia 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 St. Paul Ave., Dayton 10, Ohio

DIXON DISTRIBUTORS
3808 Southern Blvd., Shadyside, Ohio

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

IDEAL NOVELTY COMPANY
2823 Locust Street, St. Louis 3, Missouri

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

LAKE CITY AMUSEMENT CO.
4553 Payne Avenue, Cleveland, Ohio

SAVAGE NOVELTY COMPANY
628 Third Street, Beloit, Wisconsin

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

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

UNI-CON DISTRIBUTING CO.
3410 Main Street, Kansas City 3, Missouri

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

SOUTHERN

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

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

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

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

FRANCO DISTRIBUTING CO.
24 North Perry, Montgomery, Alabama

ROBINSON DISTRIBUTING CO.
301 Edge-hard Ave., S. E. Atlanta, Ga.

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

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

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

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

FRANK SWARZ SALES COMPANY
514 N. Fourth Ave., Se., Nashville, Tenn.

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

SOUTHWEST

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

BORDER SUNSHINE NOVELTY
2019 N. Fourth Street
Albuquerque, New Mexico

BOYLE AMUSEMENT COMPANY
572 North West Third
Oklahoma City, Oklahoma

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

FRONTIER AMUSEMENT
2000 Myrtle Avenue.
Dallas, 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

H. R. BRINCK
825 East Fuji Street
Butte, Montana

DAN STEWART COMPANY, INC.
2687 West 5th, Los Angeles, California

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

MODERN DISTRIBUTING CO.
3222 Yermo Street
Denver 13, Colorado

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

"The Industry's Greatest Phonograph Achievement"

"It's What's in THE CASH BOX That Counts"
Burns Pre-War Phonos

TOP—Ray Cunliffe, president of the Recorded Music Service Assn. (the Chicago music operators' organization) and owner of Automatic Amusement Co., Chicago, Illinois, shows workman in junk yard how he wants phonographs smashed up prior to having them burned. Cunliffe pointed the way for operators who want to rid themselves of old pre-war phonographs.

CENTER—Ralph Heft of Automatic Amusement Co. looks over old, worn-out, pre-war phonos, as workmen pile them up prior to burning. Only 25 could be burned at one time in junk yard where these phonos were taken. Over 100 in all will eventually be burned up, Heft reported.

BOTTOM—"That's right," Ray Cunliffe tells employee, "smash them up. We don't want these old clunkers in the business anymore." Cunliffe also reported, "This was only the first bonfire. There will be others just as soon as this junk yard can handle them, and just as soon as we can transport the old pre-war phonographs to the yard."

In REPLACEMENT PARTS
— as in games —

"There is no substitute for QUALITY!"

When you buy a new Gottlieb Game, you do so with confidence in time-tested GOTTLIEB QUALITY! You take for granted trouble-proof performance and long life, factors so vital to consistently high game earnings.

Let that same superior Quality guide you in the purchase of Replacement Parts for your Gottlieb Games...to extend profitable operating life—to avoid costly breakdowns caused by inferior substitute parts—to preserve high resale and trade-in values!

USE ONLY
GENUINE GOTTLIEB PARTS
and BE SURE!

GET YOUR GOTTLIEB PARTS CATALOG FREE from your Gottlieb Distributor!
Fully illustrated. Also contains invaluable adjustment instructions and complete lubrication check list.

For your protection, too, insist on Genuine Gottlieb Parts when you buy "conditioned" Gottlieb Games.

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois

"There is no substitute for Quality!"

METEOR FLYING SAUCER

Has Sensational Kiddie Appeal—Has Terrific Earning Power!

IT'S ATTRACTIVE—RUGGED—SAFE!
The newest of new in the Great Fleet of Meteor
Kiddie Rides that includes OUTSTANDING MONEY MAKERS AS
METEOR ROCKET—METEOR PONY BOY—METEOR P-T BOAT
Get full particulars TODAY!
DISTRIBUTORS—TERRITORY OPEN!

MEETOR MACHINE CORP.
319 Hinckley Street Brooklyn 7, N.Y. Phone: Hycinth 5-2756

Just Ask The Operator Who Has The Rock-Ola "Fireball" On Location!

There's no stiffer test of ANY PRODUCT than ACTUAL LOCATION OPERATION!
That's the ONE BEST WAY TO GET THE TRUTH—THE REAL FACTS COME ON IN FOR THE BIGGEST TRADE-IN OF YOUR LIFE AND GET THE ROCK-OLA "FIREBALL" 120 SELECTION PHONOGRAPH!

"It's What's in THE CASH BOX That Counts"
NEW! Loaded WITH Attractions!

"GOLDEN NUGGET"

GENCO'S NEWEST UPRIGHT BALL GAME
WITH "EYE-LEVEL" ACTION!

Here's the latest GENCO money-maker—filled with thrills and action out of the Old West. Packed with many new features to keep players plugging!

TREMENDOUS REPLAY POSSIBILITIES
- In-Line and Sequence Scoring
- Popular New "Mystery Spot"—adds suspense, temptation
- Extra-Fast 20-SECOND Play for faster profits
- Simple TROUBLE-FREE Action
- Greater Beauty with extra cabinet and playfield protection

WRITE... WIRE... PHONE
YOUR GENCO DISTRIBUTOR

FOREIGN BUYERS!
- We have thousands of machines in stock at all times—including a complete line of new and used Kiddie Rides.
- Let us know what you want and we will get it as quickly as possible, properly crated, ready to go to work for you.

Location Acceptance Booms Exhibit "Space Gun" Biz

manager for Exhibit Supply, this city, just returned from an extensive eastern trip, and having spent a full week in New York City, reported that the firm's products, especially its new "Space Gun", are going great everywhere in the East.

Frank said, "Operators advised me that, because of the instant location acceptance of our new 'Space Gun', they have doubled and tripled their orders to our distributors.

"Those first operators", Mencuri reported, "who brought the 'Space Gun' into department stores, super markets, and other locations where they now have kiddie rides, got the 'Space Gun' started on its way.

"The word spread everywhere in the eastern market", Mencuri continued, "and one of the first statements to greet me when I arrived was, 'You have a big hit in 'Space Gun'.

"In fact", he stated, "ever since that statement every single one of our distributors with whom I came in contact, and who knew that I was on my way to visit with them, greeted me with a batch of orders which has placed our 'Space Gun' in the boom category.'

Mencuri also reported that the "Space Guns" haven't as yet reached large volume in deliveries to match the orders that the firm has taken, it is stepping up production to fill these and other orders that are arriving every day from all over the country.

"I certainly must give the eastern operators credit", Mencuri said, "for hopping right on the 'Space Gun' bandwagon.

"They have created a demand, because of their locations' acceptance of the 'Space Gun', which is going to keep our factory here buzzing away at top speed."
Built RIGHT and RUGGED for long distance operation

Because money-making Kiddy-Ride operations keep spreading over greater and greater areas to widely separated locations, you need the famous Bally construction that minimizes maintenance and keeps coins coming in while you are miles away. You know you're in business every minute of the day in every spot in your chain when you operate Bally-Built Kiddy-Rides.

Bally SPACE-SHIP

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

Bally SPACE-SHIP

B-545

Ride The SPACE-SHIP

Variable speed controlled by pilot
- Colorful Eye-Appeal
- Attracts attention on location
- Coloured lights flash in nose, tail, wings and dials of realistic instrument panel
- Twin Ray-Guns with exciting sound-effects
- Airblast Horns from blower
- Safe, sturdy construction
- Simple mechanism
- National Rejector

Ride THE CHAMPION

by Bally

IT TROTS!
IT GALLOPS!

TOPS IN EYE-APPEAL
TOPS IN RIDE-APPEAL
TOPS IN PROFIT

Operators find The CHAMPION a real companion Kiddy-Ride for operation side-by-side with Bally SPACE-SHIP. Kids keep riding one, then the other, and back again. Profits soar to new highs. See your Bally Distributor today.

FINANCE PLAN
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

- REQUIRES ONLY 24 IN. BY 49 IN. FLOOR SPACE
110-115 VOLTS A.C.
BROUGHT TO YOU BY EXHIBIT
JUST IN TIME TO CASH IN ON
THE BIG EASTER BUSINESS PARADE

Remember, Easter Sunday is April 5, three months away and, there-
fore, every operator in the nation has three full months, even prior
to Easter Sunday, to CASH IN with EXHIBIT'S "Pete THE
RABBIT"! Leading merchants everywhere will soon be booming for
the big Easter business they always enjoy. JOIN THE ROOM! Get
in this big Easter business parade with "Pete THE RABBIT"!
What's more, "Pete THE RABBIT", will not only fascinate, thrill
and capture children's hearts everywhere in the land, but, he'll go
on and on and ON FOR MONTHS AND MONTHS EARNING BIG,
STEADY PROFITS! Join the big boom Easter business parade RIGHT
THIS MINUTE. Get these 3 full months of BIG, STEADY PROFITS
into your bank book today. ORDER Exhibit's "Pete THE RABBIT"
from your nearest EXHIBITOR DISTRIBUTOR!
TOP'S THEM ALL FOR 1953

Williams
GREAT NEW 5-BALL
TWENTY GRAND
FEATURING:
HIGH SCORES and S-P-E-L-L AWARDS

1 TO 8
GOOD FOR ONE REPLAY and light-up two bottom rollovers for replays.
TOP ROLLOVERS light-up and increase from 50,000 to 500,000 when ball is trapped in "N" hole.
SPELL AWARDS: TWO-FIVE-TWENTY by trapping balls in center panel.
9 TRAPHOLES score ½ million each!
2 THUMPER BUMPERS — 2 FLIPPERS
TWO AUTOMATIC FLIPPERS light-up at bottom for increased values.

See Your Distributor Now!

Williams MANUFACTURING COMPANY
CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FIFTH ST. CHICAGO 24, ILL.

Wins Acclaim Of Illinois National Guard

124th Field Artillery Battalion Of Famous 33rd Infantry Thanks Bob Gnarro For Juke Box Donations To Help Entertain Men

CHICAGO — "H" Battery of the 124th Field Artillery, Illinois National Guard, famed 33rd Infantry Division, went all-out to thank Robert E. (Bob) Gnarro of A. B. C. Music Service Corporation, this city, for his juke box donation to help entertain the men of this outfit.

Not only did they acclaim Bob Gnarro, but have informed the press throughout this area of the cooperation which they have received.

The result has been the building of finer public relations effort for all the industry here.

Part of the letter which Gnarro received reads:

"If I were a man of great words I could only express in part the thankfulness we, of Battery "H", feel toward you for your kindness in donating a juke box to us.

"The juke box has been received in excellent condition... its popularity and the constant use it is getting will probably wear it out before too much time has elapsed.

"I am sure that if you could see the complete and happy surprise on everyone's face as they saw the juke box for the first time you would know beyond the power of mere words, the gratitude felt by all of us.

"The thought that someone cared enough for his fellow men to put himself out and to expect nothing in return is something that, especially in recent years, happens much too seldom.

"When a man is big enough to extend a helping hand... he is certainly big enough to us to accept our most sincere "thank you" and congratulations for being able, in this current world of confusion and unrest, to keep the American habit of helping others alive."

Coven Employees Donate Blankets To Netherlands

CHICAGO — Employees of Coven Distributing Company, this city, got together with their boss, Ben Coven, this past week, and started a drive amongst themselves to donate blankets to the Netherlands Flood Relief.

Ben Coven agreed to match, dollar for dollar, whatever the employees would contribute.

The result was a grand letter of thanks from the Netherlands Flood Relief here.

With all the employees pitching in, the firm was able to send 48 brand new blankets to the Netherlands Flood Relief.

Among the employees of Coven Distributing who got together in this very grand and humane gesture were: Carl Christiansen, Mac Brier, Lee Taylor, Mary Jane Merson, Jerry Scott, and all the others.

Mrs. Trudy Coven was the moving force of this entire effort and put together the blankets while personally donating many other necessities, Ben Coven reported.

"It's What's in THE CASH BOX That Counts"
Dear Mr. Editor:

This here letter will open your eyes about this here business. I a-slap a little later than usual and I come down to the store a little later than usual.

Sally (that's Mrs. Slugger) she was already there and she was already on the telephone talking away very fast like.

Sam Simpson, my helper, he was standing by the wall and he was looking at me. He motioned to me with his finger on his lips I should say nothin'.

So I thinks to myself, 'Oh, boy, Sally is having some trouble with some spot, I bet keep my mouth shut. And I better say nothin'.'

So I says nothin'. I stands by the next to Sam Simpson, who is my helper. Sam is sayin' nothin' too. He looks like the ceiling like he never see the ceiling in our store before.

Anyways pretty soon Sally (that's Mrs. Slugger) gets off the phone. She says nothin'. She looks on me. Then she looks on Sam Simpson. I catch one quick sneak in the corner of my eye and I thinks to myself, 'Oh, boy, Sam and me is sure going to catch this mornin'.

Then Sally says, looking right at Sam Simpson. She says, 'Says what? You is my competitor. He is from the city. He has already been over to Harry Butler's barber shop. He has al-ready taken the place of the Ned's Lunch Wagon. He has also been over by George Papadopoulos's Restaurant. And I do not know how many of our other spots he has al-ready been around to while you, you dope', she says. 'She is sleepin' your whole good life away in the city.'

I gets ready to open my mouth to say something but then I says to myself, 'You better keep your mouth still. Sally and me is in a perfect world. And I am plenty worried. I monsters how Sally is plenty worried, too, only she ain't sayin' it. Not yet anyways.'

Like I told you sometimes ago. Sally (that's Mrs. Slugger) and me, we come down here to this here little town of Simplexville and we works very hard to build up this here route we got. We are not tryin'. We are doing okay. Now comes this guy from the city and I am plenty worried. You can believe me I am but good and plenty worried.

Anyways I says to Sally I says, 'Well, maybe Sam and me should go out and find this here guy from the city and scare the life out of him a punch in the nose', I says.

But Sally (that's Mrs. Slugger) she says, says she, 'You do not do that. They would startali, he says, 'he may be a real big guy and punch you on your big nose', she says.

You all right here and you wait', she says, 'We will probably get some more telephone calls yet', she says. 'And maybe some spot will tell us what this business has in his mind'.

In the meantime, she trumpets, you and Sam go on out in the back room and straighten out things and clean up the place and put things back where they belong, he says, 'she hollers on us.

So Sam Simpkins, my helper, and me we goes into the back room and straighten it out, and we start doing like Sally is tellin' us to do.

But pretty soon I am getting good and mad. I am thinking to myself, 'Do don't think he is knocking off our spots anyways? I am going to get me my big monkey wrench and I am going to kick him right on his noggin' I am sayin' to myself.

But I am working cleaning up like Sally (that's Mrs. Slugger) is tellin' me to do as she is always right about that. I says to myself, as I am sweeping up the dirt on the floor. 'Maybe this here big stiff from the city has already knocked off our best spot and he is in the city', I says to myself, 'sittin' here and doin' nothin' while our whole business is being absolutely ruined and we will have to go to the bank beggin' for a bread to eat'. I says to myself.

Suddenly Sam Simpson, he is my helper, stops wiping on the tool bench and he turns to me and he says, 'Maybe I better start lookin' for a new job, huh, Sally', he says, 'since this here guy from the city is knockin' us off, huh, Sally', he says.

I was just ready to give him a rap on his monkey head with my big monkey wrench, but of course I let him off the hook. I put my telephone rings and Sally (that's Mrs. Slugger) she answers.

I stops and listen and while she talks very quiet and cold like and she says sayin', she, 'Okay you come on out, and we shall talk', she says.

Sally then hollers out, 'Sally, come in.'

So I c'mere. So Sally says, lookin' on me very mad like, 'Sally', she says, 'that was the guy from the city and he is coming over here to see us', she says, 'now watch your step', she says, 'don't you do nothin' and don't you say nothing. Now I am worried.'

Now I am hotted up. Imagine this here big lug coming out here to our store yet after he is stealing the place. I puts on my monkey wrench and I go back in the back room and I gets me my big monkey wrench and I puts it near where I can to get to it fast.

Then I grabs Sam Simpson and I tells him, I says, so Sally (that Mrs. Slugger) will not hear me, 'This here big tough stiff from the city is coming on out over to see us. He is on his way up now. One word out of you, Sam', I says.

—and I am going to bust this here big monkey wrench right over your monkey head. You hear me, you bobby?', I says.

Anyways all I can tell you is I was real worried. I says to myself, 'I will sell out what ever price he give me', I says. 'In fact, I am electin', I says. And I says to Sally right now to take what ever this big tough city guy will offer us. I am real sick with worry.

Just as I am about to walk in to the front of the store and tell this to the big guy, I hear this. I looks around and I says to myself, 'I quick sneaks over and I takes a peak.

Brother, this is a real big guy. He is good over six feet. He is young and plenty strong looking too. Mind you I ain't afraid of nothin' and nobody. But this guy is real big and he is young. He looks plenty strong to me. He smiles real nice and he says to Sally, he says, 'Are you Mrs. Sally Slugger?', he says.

Sally says she is. But she don't say no more.

Then this guy says, 'I been around to some of your locations', he says, 'and I talked to the owner- timers.'

Sally is still looking on him but she is still not sayin' nothin'.

'You got some nice equipment', he says, 'and I like the way you operate.'

Sally is still not sayin' nothin'.

So he says, 'My name is Jack Brown. I am the new salesman for the distributor and I would like to operate some more new machines', he says.

What are you going to do? Sincerely, Sally Slugger "Your Operator Friend"
First response to the Edgewater Heart Fund was extremely gratifying. This is the heart saving organization which has introduced and is teaching heart surgery that is saving the lives of so many heart disease sufferers. Furthermore, this movement by Susan, her husband and family, is a wonderful example to all of the heart disease thru the Edgewater Heart Fund—Memorial to George D. Meloney — also sponsored by the late Mrs. Scott of this city, is Heartily to welcome this movement to America’s No. 1 killer is heart disease. (Make your check payable to Edgewater Heart Assn., Inc. and mail to Edgewater Hospital, Chicago, Ill., or to The Cash Box.)

Many were happy to hear that Ralph Sheffield is now recovering. Gent, Ralph well liked by colonists all over the nation. And one guy who knows the ins and outs. By the way, Avron Gensburg and Sam Lewis announced that they are going to Seattle and are willing to get it all behind it after severe and extensive location tests. Lee Rieck of H. C. Evans with the Box,ไว on his face this past week as shipments of Evans phonographs start moving out, “All our distributors are happy, too.” Is the way Lee put it.

Very swell invitation to attend the big Ohio Phonos Owners Assn. big day, March 27th in Canton, Ohio, is the kind of an invitation that would have made Bob Densford, from Jackie Cohen, Jimmy Ross, Sandy Levine and Jimmy Burke... J. Ray mond Bacon of Rock-Ola dared the virus “fix” bugs — and lost. Left his led too soon. Worked a few days. And was back in bed again for one more week. Just returned to work. “Can’t fight what you can’t see.” Kurt Kluwer claims he almost got a hop on the head from Joe Brillants of Detroit who expected a whole load of “Fireballs” to be waiting for him when he arrived. But Kurt dodged the hop by saying they would soon be “on the way.” Maybe this is also how the Rock-Ola gang that Jim McNally of Rock-Ola has labeled “top secret secrets.”

Thanks a million to Jack Williams of Capitol Sales Co., Dedham, Mass. for putting on showroom which prominently displays the sign, “Read THE CASH BOX.” Sure enjoyed reading the tribute to Mike Munves in the latest Exhibit Supply “News Bulletin” as we have heard. It alone, like Bill FitzGerald of A.M.I. for his very marvelous series of circulars. Especially the one on 30 years ago, links days and points to A.M.I. as the answer. Clever!... Know of any Penny Arcade that ever went broke? Try and remember! How did Muncie spend an entire week in Nee Yawk and came back with a couple fistfuls of orders for “Space Guns.” These guns have caught up in the big eastern market.

Eastern eye worried whether some of the more seamy ops will cut comm on kiddie rides. So far all doing well. Don’t see any reason why anyone should give more than 25%.... When all is said and done the good old Midwest always provides the most progressive. Opa here have not only held to better comm percentage basis but, in most instances, are working same dimes — and are handling a lot of this sort of imaginative Miami sunset from Dom Fagari with the words, “This is living.”... Joe Abraham is becoming a specialist in m.t. And all due to just one whispered word. Ain’t it so, Joe?... Well George Metz found himself in a content with who could offer more good, old grandpa Art Garvey, Result? George just returned to work at Lake City Amuse., Cleveland, after a week’s siege of laryngitis,... Bill O’Donnell so very busy with producing for “Beach Club” none can even get a patent on the race.... Sam and Jack Nelson out of town handling business the way it should be handled.

Going... the new “Ches Puck” introduced by Sam Stern and have not a single show. Sam Stern reports Williams’ factory completely overlaid on “Twenty.” No lesson seen anything new, very soon.

On the little buggy bug, Freddie Skor scoring away on the scoring front at World Wide.... Genial Chester Herzad stepped up from Production Engineer to Plant Superintendent over at Keeney. Roy Guillory has to have a machine with a bit more punch. He has one, and that means something on the way for the entire trade.... Bob Guarro recipient of one of the finest legacies of the Army with Field Artillery of the famed 3rd Division. More donations like this build better public relations for all. — Bert Bombelli to be operated on up at Macy’s in Rochester. Drop him a cheery card. The day is fast approaching when Rock-Ola, for “R.O. Fighters” continues to grow.... Alvin Gottlieb reports that the firm still has plenty of its new Parts Catalog on hand for all who want to make a line.... Nate Gottlieb tells the one about the hypochondriacs who went down to Florida for a vacation and wired his psychiatrist, “Having a wonderful time—Why?”

Orchids to Ben Cohen and his entire crew for donating 48 blankets to Netherlands Flood Relief. Ben matched all donations of employees. The idea was inspired by h’ms, Tuskey Cohen. Among the employees who gave and gave,... C. G. Christiansen, Max Ritter, Miller, Mary Jane Meseck, Jerry Scott and all the others. — Rumblings come in from Indiana that this and that has happened on games here and there. Ed Ratafia of A.M.I. phones to say he’s on his way. New Orleans out and out and on and on. — Would you believe that phone mfa has produced about 300,000 phonos in the 6 postwar year? We can get it, Chicago. Rich Bourchard, right on... to prove something or other. This past week Mary Gillette did not show up to her bowling team ahead and they lost three games to the ABC No. 2 team composed of Lenny Chappell, Tony Martini, Andy Alamenda and George Guaran. In 30 years the demand for “R.O. Fighters” continues to grow,... Bob Guarro and little brothers, Coral, stealing the lead as Norbert Delort, Dom Raduza, Frank Potocnase and Willy Brien scored strike after strike with Bill O’Donnell, Herb Oettinger, and all the others on phonos constantly—that the bar is now a sweet place to relax. — Last sold timers kinds sad at the fact that there is an A.B.T. Mfg. Co. No. 2 machine was with ADT 20 for 26 years and Ed with ADT for 27 years. Wm. Potter continues as Proxy, Walter Tratsch as Chairman of the Board of Directors, Fred Puchon and George Reay becomes salesmen,... Miami’s “gin” champ, Wilie (Little Napoleon) Blatt sends up a challenge to “Gin Champion” Herb Oettinger to come down here and we’ll battle it out for the championship at one of the entire industry.... Opa fear a flood of red ink if tax revenue bills go thru in some states, counties and cities. Did ever see such busy factories in all your life? — Remember the Edgewater Heart Fund!

**Now!**

**chicago coin’s**

**NEWEST 6 PLAYER**

**10th FRAME SPECIAL BOWLER**

**10th FRAME PLUS 5TH FRAME**

**“DOUBLE SCORE FEATURE”**

**1. SCORES MADE IN 5TH FRAME DOUBLED!**

**2. 10TH FRAME FEATURE!**

**3. HIGH SCORE OF THE WEEK!**

**4. 7-10 SPLIT PICK-UP**

**NOTE!**

**AT YOUR REQUEST**

**CHICAGO COIN IS AGAIN TURNT**

**FURNESS THEIR SIGNING PRODUCE WITH CHICAGO COIN SHINE IN THIS MACHINE**

**Chicago Coin Machine Company**

**1725 Diversey Boulevard**

**Chicago 14, Illinois**

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**Genco Intros “Golden Nugget”**

CHICAGO—Sam Lewis and Avron Ginsburg of Genco Manufacturing & Sales Co., this city, introduced their new upright free play game this past week and, from advance orders, believe that there are on the way to enjoy a real hit.

According to Sam Lewis, “This new upright game we just introduced, ‘Golden Nugget,’ received every conceivable sort of test right on various classifications of locations.

“We now feel certain that anyone who buys ‘Golden Nugget’ is going to find this machine the greatest advance in upright games construction in all history.”

The firm is tremendously pleased with the way the game evolved into one of the most perfect playing amusements after these extensive tests.

There are many new features on “Golden Nugget” never before introduced in upright free play games.

“This game,” both Sam Lewis and Avron Ginsburg stated, “is much more than just an ordinary machine, it is the most unique and tantalizing amusement ever introduced. Furthermore, we can safely state without any worry of anyone contesting our remarks, that ‘Golden Nugget’ is the perfect operator’s machine from all standpoints.”

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**Coven “Cart-Sled”**

**FOR ALL PHONOPHONES AND GAMES**

**Sides on cards and wheels. Strong, light, durable. Capacity 1,000 lbs. Weights only the 22” high. 19” wide. Trolley with construction, 15” shaft rubber wheel. FULLY GUARANTEED**

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**Stray**

**For Every Op.**

**T.B. Chicago ERATOR. RUSH YOUR 1/3 Deposit—Order Today.**

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**Coven Distributing Co.**

**3181 Elston Ave., Chicago, Ill.**

**Tel: In 3-2312**

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**$35.80**

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**“It’s What’s in THE CASH BOX That Counts.”**
THE
"20 YEAR CLUB"

"a great idea"

Herb Jones
Vice-President, Bally Mfg. Co.

A compilation of the names 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 sectional— 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 Orlick
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

STATE

Date I entered the C. M. Business

- Also Send Membership Card For

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

Music ops who may have had any doubts about dime play winning wide favor throughout the Southland are laying aside said doubts ’n ever increasing numbers, as reports of peak grosses, fewer service calls and almost no objection at all reach metropolitan Los Angeles. Many communities in the vicinity are already operating on dime play—with many more joining the bandwagon.

There’s only one way to accomplish this too—by getting together with other music operators and going right out on the location and expand the situation.

... Jack Dolan, Dan Stewart Company, reports more ‘n more ops are swinging to dime play throughout the San Diego area. Reports seeping in from up north in Bakersfield show that ops are running on dime play, 3 plays for 25c. The proof is in the pudding—dime play isn’t coming—it’s here!

Lyn Brown, Exhibit Supply, getting over the effects of a few snuffles, elated with the new features added to the firm’s “Space Gun.” “And we’re getting or wiring the accounts, and the demand for business will be doing with “Pete the Rabbit,” see Lyn. Latter ride is a sure thing to click with the kids—especially so around Easter time. ... Phil Weinberg, Bally factory representative in town last week, then up north to Salt Lake and points thitherwards. ... Jerry Cooper, well known veteran in the machine business, in town this past week making the rounds and visiting old friends. It’s reported that Jerry may get into the coin biz again. ... Al Silverman, Budge Sales Co., literally swamped with an avalanche of orders for the new six-drink “Soda Stopper.” Al points out that the machine is available in any of the standard units complete with matching color. ... Frenk wind storm that took Los Angeles by surprise this past week didn’t do any damage to equipment, altho several locations suffered damage when their neon signs toppled. ... S & A Novelty Company expanded its operation hero recently by entering the cigarette vending business. ... And ... in Chicago ... a machine that is the cigarette manufacturers coming out with a package for the chap who only wants a few puffs? ... Jack Simon and Abe Chapman, Simon Sales Company, continue their landlocked business with the firm playing host to many out of town visitors this past week. ... Charles Cleveland Comet, pounding away on that typewriter to bent the band. ... Ivan Wilcox of Visalia made the trek into town this past week. ... Johnny Hontman of Tulare was also another visitor along coin row. ... Kenny Wolf, San Diego op, dand with exception well with dime play in the border towns. ... ditto Joe Boll of Twenty-nine Palms.

The gang over at Paul Laymon Company were more than elated when their new Bally game arrived this past week. “Beach Club” is all we heard it was,” said Ed Wilkes, “and more too. The game has all of the features that we call ‘Beauty,’ but its simplified operation is sure to draw additional fans.” Charley Daniels joined in with his vote of approval, too, as did sooo many ops who stopped by to see the game. Beau Brummel Daniels’ wife laid up with a case of the ever so prevalent flu. ... And as for Wilkes, well, he just can’t wait to get on to the next one that stocked lake. ... S. L. Grinn, another of the old timers in the business, had a lot of business even in the small shops like the Cleveland Comet, pounding away on that typewriter to bent the band. ... Ivan Wilcox of Visalia made the trek into town this past week. ... Johnny Hontman of Tulare was also another visitor on coin row. ... Kenny Wolf, San Diego op, dand with exception well with dime play in the border towns. ... ditto Joe Boll of Twenty-nine Palms.

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WANT—Mechanics—We offer Regular hours, steady job, above average pay. Write for details, Denver, Colorado. We want man capable of handling all One and Five Balls, Bingo's, Bowlers and Phonographs, all makes and models. We do not want drunks, liars, persons with too many that do not. If you cannot fill this job, save your time and ours, as you will not be considered. Just WRITE: P. O. BOX 62, EDGE-WATER BRANCH, DENVER 14, COLORADO.

WANT—Operators and Distributors who are interested in adding Ameri- can's leading Arcade, Vending, Pin Ball, Heavy Duty, Coin Operated, Pin Ball, type machine to your route. Send me descriptive details on this machine. Write: Mr.抻, 111 N. 7TH STREET, MIAMI, FLA.

WANT—We buy dealers surplus stocks. Operators we pay the highest price for used records from 2 to 6 months old. Top prices paid for the highest grades, in any condition, in 45's, 78's, or 33-1/3's. DAGGER MUSIC CO. 41 BAYBERRY RD., FRANKLINV, L. I. N. Y. Tel: Tilden 4-9040.

WANT—Will buy phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand; will make trip to inspect if required. Some of labels wanted are: Columbia, Victor, Vocalion, Paramount, Gennett, Bluebird, Champion, etc. JACOB S. SCHNIT- ZER, 124 W. 68th STREET, NEW YORK CITY, N.Y.

WANT—Shunts, Rebounds, Bowl- ers, all used or unused, Five Balls, Al Condition Only. Any quantity at the right price. Can pick up in states bordering Eastern Canada. E. LIEBMAN, 12 Baby Point Rd., Toronto 9, Ontario, Can- ada.


WANT—Late Model Phonographs. Will pick up in a radius of 200 miles. KOEPPEL DISTRIBUTING CO. 689 TENTH AVENUE, NEW YORK 19, N. Y.


WANT—1001 and 1505. All you have. LARDO EXPORTING CO., LA- RDO, TEXAS. Tel: 672-723.

WANT—Your used or surplus records all speeds. 45's our specialty. We buy records at top prices. Nickels and dimes too. Write for details, CATHICK, MEDINA, N. Y. Tel: 1020.

WANT—Used 1428 Rock-Olas. State best used records. Send for price. SOUTHERN MUSIC DISTRIBUT- ING CO., ORLANDO, FLA.

WANT—Tubes: 2051; 707L; 6SN7; 75; 6SC7; 2A3; 54L; 6KD 6; 6NY Metal Glass; 6GK5; Bombers. Pay $40.00 hundred. Must have tube for quantity. Write for details. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO 13 ILL.

WANT—Metal Nets, Multicopters Voice-O-Graphs, Chico Basketball, and any other late arcade ma- chines. Give DX and condition in first letter. MIKE MONVES CORP., 5723 AVENUE 12, NEW YORK, N. Y. Tel: Blyant 9-6677.

WANT—45 RPM Records, new or used. Nothing too small or old. Highest prices paid. Write stating quantity on hand. TONY GALANCA, 219-23 MARINE AVENUE, LONG ISLAND CITY, N. Y. Tel: Bayside 4-7600.

WANT—Keeney 4 Player Conversions, for long board with return pitchers. Gene Scoreboard; Keeney 6 Player Shuffle Alleys; UNIVERSITY Coins MIX, 1400 N. 9TH STREET, COLUM- BUS, OHIO. Tel: University 6990.

WANT—AMI D40—D50, 40 selection Hideaways, Wall Boxes, Stepp- ers, Speakers, Seeburg 100's, Hide- aways, Wall Boxes; Wurlitzer 1017, 1217, 1400, 1100; Latest amusement games, Metal Toppers, Heavy Hitters, Silver Bullets, Arcade Guns, Scales, etc. Write stating condi- tion, number, world and price. THOS. COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel: 2646.

WANT — Chicago Coin Basketball Champ, LIBBERMAN MUSIC COM- PANY, 327 WELBRENT AVENUE, MINNEAPOLIS 11, MINNESOTA.

WANTED — Mills Panorama—Write price, condition, etc. WESTERN DISTRIBUTORS, 316 EAST THIRTY-SECOND STREET, SEATTLE 1, WASHINGTON.

WANT — ABC Bingoos, state best price. PENN-BINGO, 3538 MARINER AVE., E. 382 CARSON STREET, PITTSBURGH 3, PA.

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

WANT—Latest model cigarette ma- chines. Can also use Cole, Super- vend and other drink dispensers, also hot coffee vendors. Please give us your name, address, numbers, capac- ity and price wanted in first let- ter. Write full details to: BOX NO. 221, c/o THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

WANT—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, and wanted price, and when ready to ship: INTERNATIONAL AMUSE- MENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.


WANT—All types arcade equipment, Seeburg Guns, Seeburg M100's. Quality new or reconditioned. Shuffleboard scoring pads at $2 per hundred; full size with machine. ROBINSON CO., 3201 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel: Dun- kirk 3-8180.

WANT—SACRAMENTO, Cal. 503 W. MAIN STREET, PROVIDENCE, R. I. Tel: Union 1-7500.


FOR SALE—University Alleys: 5 Player $215; 5 Player with Formica and large pins $240; 6 Player $240; 6 Player with Formica and large pins $265; 6 Player Deluxe $325; 6 Player $350; 8 Player $450; COIN MACHINE EXCHANGE, INC., 2021 PROSPECT AVE., CLEVELAND 15, OHIO. Tel: Fowler 6-1765.

FOR SALE—Keeney 4 Player $75; Geneo Targets $60; Bally Baseball $50; Telequiz & Film $75; all in excellent condition, $35.00 delivery rate, NATIONAL NOVELTY COMP- ANY, MERRICK, N. Y.

FOR SALE—Best Buy In Town— Three United 5 Bowlers, disappear- ing pins $150 ea.; Three United 6 Way Bowlers, disappearing pins $175; One Bally Bright Lights, drop chute $150 ea.; LEE NOV- ELLITY COMPANY, 1004 SPRING STREET, SHREVEPORT 69, LA.

FOR SALE—We have all type Bingo's at all prices. Give us your latest factory improvements for right results. Clean—ready for loca- tion and ready to operate. 1254 W. 63rd St., CHICAGO 21, ILL. Tel: Englewood 4-9202 and 4-9204.

FOR SALE—Ready for location. C.C. King PIN $125; Genco Hits and Runs $75; The Thing $45; Harvest $950; Bomber $625, Utah $50; Stop & Go $70; Star $149; Super 301, Ford $95; Patriot $95; Dale Gun $45. AMUSE- MENT ARCADE CO., 419-79TH STREET, ELmhurst, N. Y.

FOR SALE—Excellent condition 6— 2140 Wurlitzer 5 & 10 boxes (can be detached); left side— 1 212 Master Unit; 1 214 Receiving Unit. Package only $149.50—final price. PAYNE DISTRIBUTING CO., 1715 HARR- ISON AVENUE, BURBANK 15, CALIF. Tel: 663-8305. Wurl-itzer distributors Maryland and District of Columbia.

FOR SALE—Excellent condition 6— 2140 Wurlitzer 5 & 10 boxes (can be detached); left side— 1 212 Master Unit; 1 214 Receiving Unit. Package only $149.50—final price. PAYNE DISTRIBUTING CO., 1715 HARRIS- SON AVENUE, BURBANK 15, CALIF. Tel: 663-8305. Wurl-itzer distributors Maryland and District of Columbia.
FOR SALE—Kiddie Rides—Beautiful Exhibiting Big Brasses: Space ships, all makes; Merry-go-rounds; Boat Rides; Automobile Rides ... all guaranteed 100%... Must be satisfied or may return within 30 days for full refund. WANTED to buy: Vintage Kiddie Rides, 1910-1400's. REDD DISTRIBUTING COMPANY, INC. 293 LINCOLN STREET, ALLSTON, MASS.

FOR SALE—AMI “A” $55; C.C. Hit Parade New $175; Wilcox Gay Recordor $125; Thunderbolt Horns $450; Turf Kings Clean $125; Winner $100; Mustangette Silver Gloves $225; Leader $250; Highball $300; NEW $295, WOLF DISTRIBUTING CO., 6606 PARSONS AVENUE, COLO. Tel.: BElmont 3-4074.

FOR SALE—Packard Wall Boxes $4 ea.; Wurlitzer 3031’s $5 ea.; Wurlitzer 3031’s $10 ea.; Photo Finisher and Citations $25 ea.; Universal Five Stars $100 ea.; Rock-Ola Playmasters $150; GOLDEN NOVELTY CO., 701 GOLDEN AVENUE, SAN FRANCISCO 2, CAL.

FOR SALE—Wurlitzer 1400 $255; Seeburg 1400 $265; 4645 $115. On hand, a large supply of Packard, Wurlitzer, Seeburg and other machines, completely reconditioned. Write: CENTRAL DISTRIBUTING CO., 1212 MAIN STREET, BUFFALO 9, N. Y.

FOR SALE—Contact us before you buy. We carry all types of machines, Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally WILLIAMSPORT AMUSEMENT CO., 3 WILIAMSPORT PA, Tel.: 2-3326 or 2-1648.

FOR SALE—Wurlitzer 1400 $255; Seeburg 7800 $65; AMI “A” $275; Seeburg AMI $295; Seeburg Parade Gun $75; Exh. Trophy Express $220; Keeney Fair $100; A.B.C. $50; Bally $75. OLSEN DISTRIBUTING CO., 1100 BROADWAY, ALBANY 4, N. Y.

FOR SALE—Photomatic—4 for 25c camera; semi-automatic, complete with darkroom, 1-150 lens. Will sell outright or trade for musicpin, or bingo games. RELIABLE CO., 304 S. HORTON ST., HARTFORD 5, Conn. Tel.: 6-3839.

FOR SALE—America’s finest reconditioned phonograph and music accessories. Everyone of our reconditioned machines is in a beautiful condition regardless of price. Tell us what you want and we will sell outright or lease for a reasonable rental charge. ANGOTT DISTRIBUTING CO., INC. 2616 W. 35TH ST., CLEVELAND 5, OHIO. MICHL. Tel.: UNIVERSITY 4-0775.

FOR SALE—Offered at the lowest prices in the midwest, Bally Friddles; Parrottsquaw; Spot Horns; Chicago Coin; United Bolero and ABC's. All games ready for location. Contact us immediately. T & L DISTRIBUTING COMPANY, 2121 CENTRAL AVENUE, CINCINNATI 14, OHIO. Tel.: Main 8751.

FOR SALE—Seeburg Wall Boxes 3W2.156 $10 each; 3W5 & 7.156 (3-10-25) $25 each—Post war Seeburg, AMI, Wurlitzer, and Rock-Ola phonographs at lowest prices. Be wise and buy at SEACOAST DISTRIBUTORS, INC. 1205 NEW YORK AVENUE, ENAGEMENT, ELIZABETH, N. J. Tel: Bigelow 8-3524.


FOR SALE—Seeburg Wall Boxes 2W3.216 $5; 1400’s $475;$125; 1015’s $350; 1400’s guaranteed NOVELTY 1900’s. masters 4, W. MAIN ST., RICHMOND 2, VA.

FOR SALE—Chicoin Bowling Alleys $55; Seeburg Guns $75; Life League $49.50; Deluxe Bowling $34.50; and many other values. COIN AMUSEMENT GAMES, 1144 E. 55TH STREET, CHICAGO 15, ILL.

FOR SALE—Match-score shuffle game conversion unit for United 2 to 6 player. Fits on top of head. Easily attached, only 4 wires. Proven highly successful in N. Y. Low price $95. For sale. Photo: UNITED PLAY MACHINES, 730 S. NINTH AVE., NEW YORK, N. Y.

FOR SALE—New Astroscope $275; New 1400 Camera Chief $100; New 1100 Advance Peanut Machines $12; Wurlitzer Wall Boxes $3; Citations $55; Bally Rapid Fire $75; Bowlette $40. MATHENY VENDING CO., 564 W. DOUGLAS, WICHITA, KANSAS.

FOR SALE—Smokeshop Cigarette Machine (Write); New Rockola (Write) Turf King—New in Crate $225; Turf King—used—$145; Three Mechanical Horses (Thunderbolts) $574.50 each. EASTERN VENDING SALES CO., 940 LINDEN AVE., BALTIMORE, MARYLAND. Tel.: Mulberry 2110.

FOR SALE—Wm. Long Bosh $295; Wm. Music Mite $65; Bally Shuffle Line $99.50; Thunderbolt Horn $550; Wm. Sea Jockies $159.50; Quizz Time $65; C. G. Player Desk $115; All types of Slovakia MILLER NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N. W., GRAND RAPIDS, MICH. Tel.: 7-2500. 5472 RIVER AVE., DETROIT 8, MICH. Tel.: YouTube 8-2230.

FOR SALE—Closeouts—Williams Sweetheart, Chicago Coin Pin Bowler, Gottlieb's Knockout $50 each; 5 Winners $75; 5 Turf Kings $110; 5 Champions $39.50, All machines cleaned and ready for location. MATHENY VENDING CO., 730 S. NINTH AVE., CHICAGO 15, ILL. Tel.: 2-699.

FOR SALE—Exhibit Gun Patent $175; Exhibit Jet Gun $195; Exhibit 6 Shooter $150; C. C. Pistol $125; C. C. 4-Player Derby $150; Williams; Horseracefeather $150; C. G. King Pin $150; Evans Bata-So-Search $175; Mutoscope Sky Fisher $125; Wil-ecox Recordor $125; Jungle Joe $125; Dura-Bowl Photograph $395. WANT—We will buy at once—Quote lowest prices on Wurlitzer model 1250; Seeburg $100 78 r.p.m.; Seeburg 1000-45 BL; BUSCH DISTRIBUTING COMPANY, 286 N. W. TWENTIETH STREET, MIAMI 37, FLA.

FOR SALE—Seeburg 147 $99; Pack- mand Batman $99; Shuffle Alley Exterminator $150; Pay 50c each. Wurlitzer Star $35; $95.90; Viking Popcorn Machine $79; Spares & Strikes $149. AMER- ICAN VENDING CO., 2359 ISLEY STREET, BROOKLYN 1, NEW YORK.

FOR SALE—Empresses; Thrones; ’39 and ’40 Standards and DeLuxes; Classics; WIL156 Wall Boxes; 600’s; Classics; Melody Walking, Biller- Scales; Arcade Equipment; Misc. Pinballs, SOUTH SIDE VENDING, 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: 549.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC. 4227 WEST VIET ST., MILWAUKEE, WIS. Tel.: West 3-3242.

FOR SALE—Conny Islands $335 Atlantic Cities $425; Universal Five Star Deluxe; Liberty Line; Original Skye Alley $65; Frolics—write. AMERICAN VENDING CO. 623 MILWAUKEE AV., CHICAGO, ILL.

FOR SALE—C. C. Six Player 10 Frame Fowler $95; United Six Player Shuffle Alley (Formica Top & Jumbo Pins) $258; Six Player Deluxe $295; Rear Gun $225; Bingo-A-Ball $40. MOHAWK SCULLS & SKEE - GAME ROAD, SCHECINTADY 2, N. Y.

FOR SALE—Spot Lite $375; A.B.C. $175; Zingo $200; Lite-Line $125; Bright Lights $325; Conny Island $350; Flying Saucer $65; Tri Score $50; Big Inning $75. ALLAN SALES, INC., 928 MARKET STREET, WHEELING, W. VA. Tel.: Wheeling 472.

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

FOR SALE—Spottite $319.50; Frolic $10; Low $57; SWAGERTON ROAD, SCHENECTADY 2, N. Y.

FOR SALE—The finest reconditioned phonographs and games in the country. Everyone single guaranteed regardless of price. For our quotation first. CLASSICAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEX. Tel.: Riverside 4131.

FOR SALE—United Steeplechase $295; Conny Island $245; Touchdown $245; Williams Spark Plug $275; Haymaker $245. Write for low prices on pins, bingos, etc. CAROLINA SPECIALTY, 826 N. BROAD STREET, PHILADELPHIA 30, PA.
For Sale—Bally Sunshine Parks, Atlantic City, Palm Beaches and Frolics. Also, all late Gottlieb 5-ball used games. If interested, call, write or wire. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel: Canal 3138.

FOR SALE—Wurlitzer 1080 $179.50 ea.; Wurlitzer 1100 $375 ea.; 10 Seeburg 100A—72 $675. Plus $10 for crating. Many others—write for list. YOUNG DISTRIBUTION CO., 599 TENTH AVE., N. Y. C. N. Y. Tel.: Chickering 4-5050.

For Sale—Compare our prices; Clean equipment ready for location. Exhibits Silver Bullets $110; Bally’s Hi-Balls $39; Surf King, Bke new $95; Photo-Finish $40; Universal’s Winner $45. No Crating charge. Write, wire, or phone for more bargains. STANLEY AMUSEMENT CO., 5225 SOUTH TACOMA WAY, TACOMA, WASHINGTON. Tel: 1110.

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

MISCELLANEOUS

NOTICE— Phonograph Motors Rewound. Aireon, AMI, Evans, Mills, Rock-Ola, Seeburg Wurlitzer split-phase phonograph motors rewound for $5. No extr.s. 24 hour service. If it’s used in a coin machine we’ll re wind it. CAROLINA ELECTRIC CO. BOX 125, MATTHEWS, NORTH CAROLINA.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUDSON 6-2640; The Cash Box, Chicago, III., DEARborn 2-0045; The Cash Box, Los Angeles, Calif., WBSt. 1-1121.

NOTICE—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: MAGnolia 5931.

How To Use "The Confidential Price Lists"
(Also Known As the "C. M. I. (Coin Machine Industry) BLUE BOOK")

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" will feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how many may vaporize or be out of line. Some prices may not change throughout the "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis of work with. Prices may be very widely diverged. Some prices on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may feel it is worth $70.00. Of course, serial number, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.)

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

EXPLANATION
1. Prices UP
2. Prices DOWN
3. Prices Up and DOWN
4. No change last week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. No Quotations Added

14th Year of Publication
698th Consecutive Week's Issue

How To Use "The Confidential Price Lists"
## Manufacturers New Equipment

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

### HOT COFFEE

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Andico Caff Feit, 200</td>
<td>$300.00</td>
</tr>
<tr>
<td>Bilt Mills Coffee Bar, 300</td>
<td>$175.00</td>
</tr>
<tr>
<td>Bilt Mills Coffee Bar, 400</td>
<td>$200.00</td>
</tr>
<tr>
<td>Bilt Mills Coffee Bar, 500</td>
<td>$300.00</td>
</tr>
<tr>
<td>Chef-Way, Model 100, 500</td>
<td>$375.00</td>
</tr>
<tr>
<td>Hot-O-Mat Comb. Hot Coffee, 600</td>
<td>$350.00</td>
</tr>
<tr>
<td>U-Select-I Hot Coffee, 600</td>
<td>$400.00</td>
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### CARBONATED DRINKS

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Drink-O-Mat, single flavor, 5c, 1000 cups</td>
<td>$275.00</td>
</tr>
<tr>
<td>Drink-O-Mat, 3 flavor, 5c, 1000 cups</td>
<td>$425.00</td>
</tr>
<tr>
<td>Drink-O-Mat, 4 flavor, 5c, 1000 cups</td>
<td>$525.00</td>
</tr>
<tr>
<td>Lyons # 1400, 5c flavor, 5c</td>
<td>$425.00</td>
</tr>
<tr>
<td>Lyons # 1400-BF, 5c, 1000 cups</td>
<td>$475.00</td>
</tr>
<tr>
<td>Lyons Model 500, 5c single</td>
<td>$225.00</td>
</tr>
<tr>
<td>Mills Automatic Fountain, 400, 5c</td>
<td>$150.00</td>
</tr>
<tr>
<td>Mills Automatic Fountain, 400, 5c, without changemaker</td>
<td>$100.00</td>
</tr>
<tr>
<td>Soda Shoppe</td>
<td>$975.00</td>
</tr>
<tr>
<td>Spacase single 5c, 1000 cups</td>
<td>$135.00</td>
</tr>
<tr>
<td>Spacase 3 Unit 5c, 1000 cups</td>
<td>$450.00</td>
</tr>
<tr>
<td>Spacase 4 Unit 5c, 1000 cups</td>
<td>$650.00</td>
</tr>
<tr>
<td>SuperVend 3 flavor, 600</td>
<td>$275.00</td>
</tr>
<tr>
<td>SuperVend 3 flavor, 400</td>
<td>$250.00</td>
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### NON-CARBONATED DRINK

<table>
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<tr>
<th>Item</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>American Simplex, single flavor, 5c, 200 cups</td>
<td>$100.00</td>
</tr>
<tr>
<td>Refreshomat, 5c, 10c, 300 cups</td>
<td>$240.00</td>
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### CAN DRINK

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Juice-Bar, 6 oz, 600 cans</td>
<td>$225.00</td>
</tr>
<tr>
<td>Refresher, 3 oz, 300 can cap.</td>
<td>$550.00</td>
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### ICE CREAM VENDORS

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Vendo &quot;Dairy-Vend,&quot; 200 Bar Capacity</td>
<td>$250.00</td>
</tr>
<tr>
<td>Rowe &quot;Ice Cream Vendor&quot; (Ice Cream Sandwiches or &quot;Yoga&quot;)</td>
<td>$400.00</td>
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### INTERNATIONAL MUTO. CORP.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Photomat 53</td>
<td>$1,900.00</td>
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### AUTO-COLO PHO CO.

<table>
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<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Auto-Photo</td>
<td>$2,450.00</td>
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### BALLY MFG. CO.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Beach Club</td>
<td>$695.00</td>
</tr>
<tr>
<td>The Champion (Mech. Horse)</td>
<td>$1,065.00</td>
</tr>
<tr>
<td>Space Ship</td>
<td>$1,065.00</td>
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### CHICAGO COIN

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Band Box (New Model)</td>
<td>$229.50</td>
</tr>
<tr>
<td>Bowl-A-Ball</td>
<td>$695.00</td>
</tr>
<tr>
<td>6 Player Super Match Bowler</td>
<td>$595.00</td>
</tr>
<tr>
<td>10 Frame Special Bowler</td>
<td>$589.00</td>
</tr>
<tr>
<td>Name Bowler</td>
<td>$595.00</td>
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### H. C. EVANS & CO.

<table>
<thead>
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<th>Item</th>
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<tbody>
<tr>
<td>Century (Model 2045)</td>
<td>$1,950.00</td>
</tr>
<tr>
<td>Jubilee (Model 245)</td>
<td>$825.00</td>
</tr>
<tr>
<td>Jubilee (Model 270)</td>
<td>$795.00</td>
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### EXHIBIT SUPPLY

<table>
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<tr>
<th>Item</th>
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<tbody>
<tr>
<td>Big Bronze</td>
<td>$971.50</td>
</tr>
<tr>
<td>Roy Rogers' Trigger</td>
<td>$1,047.50</td>
</tr>
<tr>
<td>Randolph The Red Nosed Reindeer</td>
<td>$725.00</td>
</tr>
<tr>
<td>Pete The Rabbit</td>
<td>$725.00</td>
</tr>
<tr>
<td>Rawhide</td>
<td>$725.00</td>
</tr>
<tr>
<td>Complete Package of Three Bodies, &quot;Randolph The Red Nosed Reindeer,&quot; &quot;Pete The Rabbit,&quot; and &quot;Rawhide,&quot; with One Base</td>
<td>$1,195.00</td>
</tr>
<tr>
<td>Space Gun</td>
<td>$375.00</td>
</tr>
<tr>
<td>Space Patrol</td>
<td>$1,047.50</td>
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<tr>
<td>Stratagun</td>
<td>$375.00</td>
</tr>
<tr>
<td>Silent Salesman (Card Vendor)</td>
<td>$79.50</td>
</tr>
<tr>
<td>Super Twin Rotation</td>
<td>$695.00</td>
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### D. GOTTLEIB & CO.

<table>
<thead>
<tr>
<th>Item</th>
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<tbody>
<tr>
<td>Queen of Hearts</td>
<td>$492.50</td>
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### MARVEL MFG. CO.

<table>
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<tr>
<th>Item</th>
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<tbody>
<tr>
<td>Overhead Scoreboard for Shuffleboards</td>
<td>$150.00</td>
</tr>
<tr>
<td>Wall Type Scoreboards for Shuffleboards</td>
<td>$95.00</td>
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### METEOR MACHINE CORP.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Meteor Flying Saucer</td>
<td>$795.00</td>
</tr>
<tr>
<td>Meteor Pony Boy</td>
<td>$575.00</td>
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<tr>
<td>Meteor PT-Boat</td>
<td>$810.00</td>
</tr>
<tr>
<td>Meteor Rocket</td>
<td>$795.00</td>
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### ROCK-O-LA MFG. CORP.

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<tr>
<th>Item</th>
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<tbody>
<tr>
<td>&quot;Fire-Ball&quot; 120 Selection, Model 1420</td>
<td>$1,065.00</td>
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<tr>
<td>Model 1525, 5c-10c-25c Wall Box</td>
<td>$95.00</td>
</tr>
<tr>
<td>Model 1526, 5c Wall Box, 25 Wire</td>
<td>$39.50</td>
</tr>
<tr>
<td>Model 1524 Plamayster</td>
<td>$450.00</td>
</tr>
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### NANE SCHNEIDER, INC. (NASCO)

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Atomic Jet (Airplane Ride)</td>
<td>$995.00</td>
</tr>
<tr>
<td>Aqua Jet (Boat Ride)</td>
<td>$995.00</td>
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### J. P. SEEBURG CORP.

<table>
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<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>M100C (Select-O-Matic &quot;100&quot; phonograph)</td>
<td>$695.00</td>
</tr>
<tr>
<td>BM 106C (Select-O-Matic &quot;106&quot; R.C. Special)</td>
<td>$695.00</td>
</tr>
<tr>
<td>SW 1 Wall-O-Matic &quot;100&quot;</td>
<td>$695.00</td>
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### MRVC 1 Master Remote Volume Control

<table>
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<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>CV6-8-6&quot; Wall Speaker Ivory (Teardrop)</td>
<td>$85.00</td>
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<tr>
<td>CV6-8-6&quot; Recessed Speaker</td>
<td>$85.00</td>
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<tr>
<td>CV7-12-12&quot; Recessed Speaker</td>
<td>$85.00</td>
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<tr>
<td>PS1-52 Power Supply Power</td>
<td>$85.00</td>
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<tr>
<td>ARA-1IX Auxiliary Remote Amplifier</td>
<td>$99.00</td>
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<tr>
<td>AIC-1 Automatic Volume Control Unit</td>
<td>$99.00</td>
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### UNITED MFG. CO.

<table>
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<tr>
<th>Item</th>
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<tbody>
<tr>
<td>Show Boat</td>
<td>$690.00</td>
</tr>
<tr>
<td>10th Frame Star Shuffle Alley</td>
<td>$605.00</td>
</tr>
<tr>
<td>10th Frame Super Shuffle Alley</td>
<td>$590.00</td>
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### WICO CORP.

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<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Major League (Automatic Baseball Pitcher)</td>
<td>$1,095.00</td>
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### WILLIAM MFG. CO.

<table>
<thead>
<tr>
<th>Item</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Twenty Grand</td>
<td>$349.50</td>
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### THE RUDOLPH WURLITZER CO.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model &quot;1400&quot; Phonograph</td>
<td>$725.00</td>
</tr>
<tr>
<td>Model &quot;1500&quot; Phonograph</td>
<td>$725.00</td>
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### DURAN & CO.

<table>
<thead>
<tr>
<th>Item</th>
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</thead>
<tbody>
<tr>
<td>30&quot; Wall Box</td>
<td>$250.00</td>
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### GARDEN MFG. CO.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>12&quot; Deluxe Speaker</td>
<td>$250.00</td>
</tr>
</tbody>
</table>
United's 10th Frame

Super Shuffle-Alley

with Extra Play—Extra Profit

10th Frame Feature

Plus Hi-Speed Scoring Indicators for Extra-Fast Play

High Score Feature
Player Writes Name on Back-Glass

Strike or Spare Flasher Lights
Can Pick Up 7-10 Split
Formica Playboard

Sizes
8 Ft. by 2 Ft.
9 Ft. by 2 Ft.

See Your Distributor

United Manufacturing Company
3401 N. California Avenue, Chicago 18, Illinois

www.americanradiohistory.com
Players love NEW IMPROVED SELECT-A-SPOT FEATURE
CHOICE OF UP TO 7 SPOT NUMBERS

Popular IN-LINE and CORNERS\textsuperscript{\textregistered} SCORE

3-IN-LINE ON SUPER-CARD\textsuperscript{\textregistered} SCORE 4-IN-LINE

Attractive ADVANCING SCORES\textsuperscript{\textregistered}

Improved SELECT-A-SPOT\textsuperscript{\textregistered} feature
Spot numbers flash for each coin. Selector-knob may be turned to select any lit spot-number. Up to 7 spot-numbers may light.

New EXTRA-TIME\textsuperscript{\textregistered} feature
Selector-knob locks after fourth ball is shot but player may play to delay locking until after fifth ball is shot.

TRIPLE SPOTS\textsuperscript{\textregistered} Roll-over feature
Roll-overs hit when lit spot 2, 5, 8—all 3 numbers.

Up to 3 EXTRA BALLS\textsuperscript{\textregistered} per game

*Star-features are EXTRA-COINS attractions.
BEACH CLUB combines in one brilliant game the greatest variety of extra-coins features ever built into an in-line game. Get your share of the big BEACH CLUB earnings. Get BEACH CLUB now.

Player Turns Knob
To Select Choice of
10, 16, 19, 20,
21, 22, 25
(WHEN LIT)

ORDER FROM YOUR
BALLY DISTRIBUTOR TODAY

Bally\textsuperscript{\textregistered} MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

See Page 33