Teresa Brewer demonstrates her smash Coral hit "Till I Waltz Again With You," by "Waltzing" with her daughter, Ritchie Lucella, her manager, plays the violin. Currently number one record in the country, "Waltz" was both written and published by Sid Prosen. Besides being a smash on records the tune has turned out to be one of the greatest sheet music sellers since a previous waltz —Tennessee, that is. Miss Brewer and Sid Prosen were awarded gold disks in honor of the tune's better than 1,000,000 sale.
ROCK-OLA

SALES and SERVICE... throughout the Continent

Fire-Ball Certified Servicemen are always close by for your convenience

Rock-Ola Certificate of Service
Qualified “Fire Ball” servicemen hold this Rock-Ola Workshop Certificate assuring you highest quality service attention whenever necessary.

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

EASTERN
SALIE DISTRIBUTING CO., 647 South West St., Syracuse, N. Y.
EASTERN VENDING SALES CO., INC., 540-42 Linden Ave., Baltimore, Md.
HACOLA DISTRIBUTING CORP., 263 Franklin, Buffalo, New York
R. D. LAZAR COMPANY, 1635 Fifth Avenue, Pittsburgh 19, Penn.
MUSIC & TELEVISION CORP., 1119 Commonwealth Avenue Boston 15, Massachusetts
5 & K DISTRIBUTING CO., 2014 Franklin Avenue Philadelphia 30, Pennsylvania
SEACOAST DISTRIBUTORS, INC., 1200 North Ave., Elizabeth, New Jersey

MIDWEST
BADGER NOVELTY COMPANY, 2546 North 30th Street, Milwaukee, Wis.
BINCO MUSIC DISTRIBUTING CO., 1312 S. Calhoun St., Ft. Wayne, Indiana
BRILLIANT MUSIC COMPANY, 19963 Livernois Ave., Detroit 21, Mich.
CALDERON DISTRIBUTING, 450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE, 525 S. High St., Columbus, Ohio
DAYTON MUSIC SALES, 813 St. Paul Ave., Dayton 10, Ohio
DIXON DISTRIBUTORS, 3808 Southern Blvd., Youngstown, Ohio
FABIANO AMUSEMENT CO., 208 E. Dewey Ave., Rockford, Michigan
IDEAL NOVELTY COMPANY, 2823 Lastet Street, St. Louis, Mo.
LA BEAU NOVELTY SALES CO., 1946 University Ave., St. Paul 4, Minn.
LAKE AMUSEMENT CO., 4252 Payne Avenue, Cleveland, Ohio
SAVAGE NOVELTY COMPANY, 628 Third Street, Beloit, Wisconsin
SPECIAL SELLER SALES CO., 1337 Second Ave., Des Moines, Iowa
TOLEDO COIN MACHINE EXCHANGE, 814 South St., Toledo, Ohio
UNI-COM DISTRIBUTING CO., 3410 Main Street, Kansas City 2, Missouri
WORLD WIDE DISTRIBUTORS, INC., 2330 N. Western Ave., Chicago 47, Ill.

SOUTHERN
A. M. & F. DISTRIBUTING CO., 3118 Tulsa Ave., New Orleans, Louisiana
M. M. BRANSON DISTRIBUTION CO., 811 E. Broadway, Shreveport, Louisiana
CAPITOL MUSIC COMPANY, 133 E. Main Street, Jackson, Mississippi
COIN AUTOMATIC MUSIC CO., 241 W. Main Street, Johnson City, Tennessee
FRANCO DISTRIBUTING CO., 26 North Perry, Montgomery, Alabama
ROBINSON DISTRIBUTING CO., 301 Edgewood Ave., S. E., Atlanta, Ga.
S. & M. SALES COMPANY, 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., 503 W. Central Ave., Orlando, Florida
FRANK SWARTZ SALES COMPANY, 515 A Fourth Ave., So., Nashville, Tenn.
WERTZ MUSIC SUPPLY CO., 103 E. Cory St., Richmond 19, Virginia

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

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois
Ever since The Cash Box started to print the fascinating and humorous "Letter From An Operator" (the first letter appeared in the January 24, 1953 issue) relating all about Solly Slugger's exploits, written by Solly Slugger in whimsical, pathetic, and sometimes, in explosive fashion, letters have arrived from subscribers from all over the country inquiring about Sally and Solly Slugger.

It has reached the point where operators are addressing letters directly and personally to Solly and Sally Slugger. Both of these fabulous personages, Sally and Solly Slugger, must thereby enjoy reading these letters.

One letter addressed to: "Solly and Sally Slugger, c/o The Cash Box", was extremely humorous and yet very heartwarming. Not only did the writer of this letter somewhat lugubriously advise both Sally and Solly that, "The very same thing happened to me as happened to you", but he went into detail regarding the similarity of the event. He signed his letter, "Half-Dollar Harry".

"Half-Dollar Harry", as well as many others have inquired, "What about Solly Slugger himself?"

The writer, therefore, diligently plucked away at the keys of his typewriter in an effort to explain that Sally and Solly (and all of their location owners) are among those fabulous characters who so sublimey create the necessary humor to help one and all to go on ahead, easing each week's struggle by bringing the humor of seemingly serious situations.

Surely the adventures of "Solly Slugger, himself", are among those that are part and parcel of the experiences of almost every operator who has, for any time at all, been engaged in this heady, thrilling, changeable, and whirlingly active coin operated machine industry.

Further it seems, Solly Slugger's experiences are actual and truthful events. They match the experiences which operators, in their careers in this industry, have already come across, and continue to meet with each day.

And the few operators, at the time of these experiences, may see any real humor in each such situation they do, with the passage of time, remember nostalgically back to these events with a grin, and the silent inner chuckle which only grand, good humor engenders.

There is, then, very little that is seemingly different between Solly Slugger and Sally (that's Mrs. Slugger) and between any operator, his family, his employees, his locations and his daily adventures and experiences as an active operator.

Solly Slugger continues to go blithely forward each day, enjoying his work, even enjoying his helper, Sam Simpson, of whom Sally writes, "He is a simp's son, like I tell you. He can put more out of order machines out of order than any one I ever knew. You can believe me, believe me."

And of Sally (that's Mrs. Slugger) of whom Solly writes, "I'm supposing, and "bellowing", and "screaming", and "loudly wailing" we have a sneaking feeling that 'way deep down Sally is simply nuts over Sally. He probably wouldn't change Sally for a combination of Lana Turner, Marilyn Monroe and Zsa Zsa Gabor.

Like Sally many times says, "When Sally (that's Mrs. Slugger) says I should do it, I do it, because she is always right anyways." This, in itself, gives every indication that Solly is just simply wild about Sally to have such unshakeable and completely sublime faith in her judgment.

"Sally and me" as Solly has already revealed, "came down from the City to this little town of Simpkinsville and", as Sally writes, "we likes it here. We are doing okay."

That assures the reader that both Sally and Solly are happy in their own little world and that, with things going along "okay" with them they will in all probabilities live out the span of years which God will grant them blissfully happy in their own inimitable fashion.

And if some of the locations and the owners of those locations may sound somewhat abstract and unrealistic to some operator readers of Sally's letters, these operators need only look more closely at their own locations and location owners and perhaps they, too, will then find that Sally isn't too far off in his estimates as well as in his statements about his locations and the owners of those locations.

But it seems that all this in regard to Solly Slugger and Sally (that's Mrs. Slugger), may be taking much good and valuable reading time away from the subscriber to The Cash Box and, therefore, since the latest letter from Solly Slugger, "Your Operator Friend", appears herein on one of the following pages, we suggest you enjoy this blessed moment of hearty humor and healthy laughter.

Ease your mind. Relax with a "Letter From An Operator". And let us all of us, shout hosannas for Solly Slugger, who can so deftly point up the humor in such seemingly serious situations, to forevermore continue writing his letters to: "Dear Mr. Editor".

The Cash Box

"So What About Solly Slugger Himself?"
The record business is a resilient business. The record business is noted for its resiliency. People who are down one day are up the next. Those who had a flop last week may have a hit next week.

And perhaps in all the entertainment business, there is no aspect of it which is more resilient than the record field.

This may be due to the fact that records are cheaper to produce than almost any other entertainment form. They cost less than legitimate shows, motion pictures, radio or TV programs.

Records also are established faster than any other medium. A record hit spreads from one end of the country to another in a matter of weeks—sometimes less. And on records, a total unknown one day may be a star the next.

Another process which takes place in the record field is the surge and upswing of different companies at different times. Sometimes one company is hot, sometimes another. And sometimes, as at present, all are hot at the same time.

Picture this situation a year ago: In the top ten, one record firm had five hits while the rest of the companies had to share the remaining five spots. This year the situation is considerably more equalized with almost every major well represented in the top ten and with none having more than two of the top spots.

As a matter of fact, two of the hottest record companies in the business at the present time, MGM and Coral, weren’t even represented in the top ten last year this time.

This all adds up to resiliency.

Thinking out loud, it seems to us that it’s a healthy state of affairs when dominance in the record business is not monopolized by one firm but is shared by all. It’s a healthy state of affairs when a firm that is cold at one time can get real hot at another.

And it’s the healthiest state of affairs when all are hot at the same time.

The record business, because of its resilient quality, today has grown to the point that it has an established market which can be counted on. The 550,000 juke boxes located throughout the country are a constant source of purchases and promotion. And through them, records are brought to the attention of the millions of buyers who enjoy and collect popular music.

But this feat has been accomplished because the record business has been flexible enough to meet changing markets and changing conditions. At one point, when radio was first introduced, the record industry was considered dead. But it turned out that this judgment was somewhat exaggerated for the record industry soon found a new medium to keep it alive—juke boxes.

And it has devoted the past twenty years to fulfilling the demands made upon it by the vast audience which juke boxes have created.

Though there may be ups and downs, the record industry will continue to meet those demands, sometimes with one company being hot and sometimes with another; for the record industry today is so resilient and is comprised of so many different companies, both major and independent, that the American buying public and the operators of the nation’s juke boxes are assured of a constant supply of record hits.
Returns on a couple of folk and western deal jazz poll this week again points up the overwhelming popularity of Hank Williams, Sheriff Tex Davis (WLOW-Portsmouth, Va.) lists the following winners in the order of their placing: 1) Hank Williams, 2) Jack Arnold, 3) Ernest Tub, 4) Hank Snow, 5) Paron Young. By way of comparison, the Cliff Richard annual poll (WHK-K-Acron, Ohio) lists them in this order: 1) Hank Williams, 2) Bank Snow, 3) Carl Smith, 4) Ernie Tubb, 5) Jack Arnold. Hank Snow, MGM new songster, went on a deejay tour last week, visiting Atlantic City and Philadelphia. Reno’s release “Mexico” has created quite a bit of excitement, and to promote the Mexican Government Tourist Bureau in New York has dressed up its front window with a life-size blow-up of Ken in colorful Mexican garb... At KUTA-Salt Lake City, Utah, Browning has become THE jockey... WMCJ-Pittsburgh, Pa.) is working with a new group called The Art Barnes Combo. Group is composed of top-jockeys who have seen service with Billy Eckstine, Lionel Hampton, Diana Gable, Earl Hines and Roy Eldridge...

Cute pic at the left is the 10-month-old pride and joy, Debbie Lou, of Bud Wilson, WXXL-Concord, N. H., Bud on his last Saturday’s show did a 30-minute transcription visit with Rosemary Clooney... Jerry Kay (WWEZ-New Orleans, La.) celebrated his 2nd anniversary on the “Revolving Rod” on Thursday Feb. 6. Kay played disks that were popular when he first came to the station, phone calls and telegrams of congratulations flooded the station and fans appeared at the studio to help celebrate. Ed Warmoth (KNPT-Newport, Ore.) has started a weekly 90-minute program for children each Saturday morning. Called “Squeaky Calling,” Warmoth does Squeaky in a high falsett voice, a hangover from his Christmas Santa Claus broadcasts. Warmoth uses mostly Capitol disks on his show, but would appreciate material from the other labels. Note from Brad Lacey (WXXL-Concord, N.H.), “In the Jan. 31 edition you did something to me that I’ve been trying to do for 5 years. You married me. I’m still single, but my fiancée thought it looked so good in print that she finally gave in.” Well from now on, call us Patter, Spinner, Cupid. A couple of new careers were started this week when Uncle Sam returned Pete Dreyer and Dave Tig to civies. Drey, who got his radio experience on the Army airwaves and acted as The Cash Box Korean correspondent while overseas, goes to work as staff announcer at KYVL-Lafayette, Louisiana, and Tig resumes his former stint, Club Swingtime, on March 1st at WILK-Wilkes Barre, Pa. “Swingtime” is one and one-half hour across the board pop show.

Mitch Reed (WITH-Baltimore, Md.) stole the only Baltimore acetate of George Glenn’s “Lonely Days” and drove the city to distraction when he played it 15 or 20 consecutive times over a period of almost two hours. Mitch chose the jazz portion of his show and introduced it each time with the title of a well known jazz disk. The switchboard was flooded with hundreds of calls inquiring “Wha Happen?”, Mitch and the engineer claim they took about 100 calls themselves and further clarified the callers by claiming nothing unusual was going on and that something must be wrong with their radios. One excited listener called the police to tell them that Mitch Reed must have died on the show and the engineer, in order to cover it up, was playing the same record over and over. Result, Mitch says he broke the record wide open in his area... Lenny Wolf, promoting for Decca doll Dorothy Collins, is giving away Dorothy Collins Casino Blueses via key jocks who are cooperating on “Small World” contest in which the entrant tells his or her experience to indicate it’s a small world. Each jock is supplied with 6 blues.

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

February 28, 1953

THE CASH BOX

**Disk of the Week**

**"OH, WHAT A SAD, SAD DAY" (2:17) [Chips Music]**

**"MR. MIDNIGHT" (3:00) [Miller Music]**

JOHNNIE RAY

(Columbia 39939; 4-39939)

**Disk & Sleeper**

**Excellent**

**Good**

**Fair**

**Very Good**

**Mediocre**

**THE CASH BOX

**Best Bets**

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

**"THIS NIGHT" (MADALENA)"**

Leslie boss. King 15222; 45-15222

**"GOMEN NASH"**

Harry Belafonte. RCA Victor 20-5210; 47-5210

**"LOVE MOOD"**

Jockie Lee. Essex 315; 45-315

**"GOMEN NASH"**

Sammy Kaye Orchestra. Columbia 39957; 4-39957

**"ESTASY TANGO"**

Sidney Torch Orch. Carol 60938; 9-60938

**"HIGH SCHOOL"**

Four Chicks & Chuck Jubilee 6031; 45-6031

JOHNNY DESMOND

(Coral 60929; 9-60929)

"A GAY CABALLERO" (3:14) [Motion Music]. Coral. Johnny Desmond diverts a bit from his usual manner and bounce through a cute novelty with a familiar melody. He sings the bit with a Mexican accent that makes for amusing listening.

THANKS FOR LETTING ME" (2:37) [Gayla, Music]. Coral. Johnny comes back to his familiar form by singing, with warmth and ease, a pretty ballad. The tune and delivery are both soft.

THE THREE SUNS

(RCA Victor 20-5185; 47-5185)

"ECSTASY TANGO" (2:30) [Jefferson Music]. An exciting tango gets a vivid and sparkling Three Suns instrumental treatment that oughta draw coin. The tune is lovely and smooth.

"SWAGGASHOE" (2:30) [Mayfair Music]. The boys do another stroll and this time, with aJohnny's theme melody, another vocal treat that really makes you want to join in. A fitting king disc for a fine top half.

LEROY HOLMES ORCHESTRA

(MGM 11446; K-11446)

"I'LL BE HANGIN' AROUND" (2:12) [Broadcast Music Inc.]. Leroy Holmes usually backs artists with lush accompaniment but here he and the orchestra turn the tune into a swing number. The horns on the band give a nice rhythm twist and The Comets join in some fine vocailing on a good tune.

"I'M MARCHING UP FOR LOST TIME" (2:10) [Essen Music]. Another good jump number gets a rhythmic treatment from the Holmes orch and the Comets. The fine song for jump dance lovers.

CINDY LORD

(MGM 11442; K-11442)

"LET'S FALL IN LOVE" (2:42) [Bourne Inc.]. A most lovely oldie tries to make a comeback and from the way Cindy Lord's waxing sound, it certainly has a good chance. She sings the ballad in a soft and duster manner. Cindy can really put over a song.

"COME BACK TO ME MY LOVE" (2:22) [Song Dex]. From a familiar classical Waltz melody comes this pretty lushy vocal delivered by the chirp against a lush tender background.

LITA ROZA

(London 1295; 45-1295)

"HI-LILI, HI-LLO" (2:36) [Robbie Ball Music]. In Latin style and with a bit of Latin flavor, this latest effort is delivered with a lot of Latin influence. The tune is infectious and deserves a good number.

"TAKE CARE OF YOURSELF" (2:35) [Peter Maurice Music]. Lita sings with a whisper of tenderness in her voice. With Latin influences it is a most charming ballad. A most beautiful ballad. She really puts a load of feeling into a fine delivery that could happen.

LESLEY BROTHERS

(King 15222; 45-15222)

"THIS NIGHT (MADALENA)" (2:16) [Record Music]. Steve Lawrence and his brother Bernie take on the name of the Lesley Brothers for one of the most exciting numbers we've heard to date. It's a fast moving samba tune that fits the lovely melody of "Madaleena." With a push, this number has a great chance of becoming a hit.

"SAY IT ISN'T TRUE" (2:15) [Chappell & Co.]. With a soft piano and strings, this number comes up with another fine vocal job on a warm and done slow jump. Their harmony is terrific.

PAULETTE SISTERS

(Decca 2160; 45-2160)

"HERE WE ARE ALONE" (2:22) [Dana Music]. The fine voices of the Paulette Sisters blend to full advantage on this excellent jump piece with outstanding rhythm backing by Stan Freeman at the piano and Jimmy Carroll's orch. This could catch.

"THE EFFECT" (3:01) [Dana Music]. The chrips change the atmosphere in a soft manner and play over the smooth ballad in a construction similar to a blues number. Their style is polished and makes for fine listening.

JOE "FINGERS" CARR

(Capitol 2359; 9-2359)

"ALOHA OFE" (2:06) [Ardenmore Music]. The appealing bar room piano of Joe "Fingers" Carr glides over the keys and plays a soft pretty melody that seems perfect for a slow sensitive reflective delivery.

"TOO WACKY RAG" (2:11) [Chatesworth Music]. With the Rattime Band for support, Joe gallows a woft over a rag number with a muted trumpet for color and that inviting doo-wah sound. A fine rhythm novelty.

THE HARRY GROVE TRIO

(London 1293; 45-1293)

"PAGAN IN THE PARLOUR" (2:14) [Chappell & Co.] The odd and captivating sound that emanates from the Harry Grove trio stands out again as the threesome come up with a fine instrumental.

"ALOHA OFE" (2:34) [Chappell & Co.] Another fast moving number with that guy and light headed sound is run through by the Trio. The group has a pleasant catchy sound about it that makes anything sound colorful.

FOUR CHICKS & CHUCK

(Jubilee 6031; 45-6031)

"HIGH SCHOOL" (2:32) [General Music]. A lovely simple tune with a sentimental and youthful touch about high school days, is wonderfully rendered by Four Chicks & Chuck. The arrangement follows some lovely harmony on this tender reminiscent item.

"CHLOE" (2:52) [Villa Moret Music]. Here the crew turns in another fine number with a Latin styled going over of a cute standard. The group blends perfectly. Their rhythm is terrific.

FRANK PETTY TRIO

(MGM 11413; K-11413)

"MOONLIGHT AND BONES" (2:27) [Robinson Music]. A piano opening in concertio style is presented by Mike Dr. Napoli as Frank Betty's Trio glides through a classical sounding piece.

"TWICKLE THICKNESS" (2:20) [Sandy Joy Music]. A novel fast moving bounce type of number is handed out by Frank's and the boys. It's a rag time piece.

V. ORCHESTRA

(Columbia 39957; 9-39957)

"GOMEN NASH" (2:16) [Walt Disney Music]. A fine smooth vocal by Jeffrey Clay against the setting of the wonderful Sammy Kaye orch is presented on a smooth rhythm tempo number that sounds of Japanese origin. It's one of Sammy's and Jeff's best.

"UNTIL TOMORROW" (3:24) [Republic Music]. The Kaydets harmonize on an appealing number with tropical sound of a steel guitar in the backdrop of the Sammy Kaye music. The song is smooth and away music is very relaxing.

JACK POWERS

(Capitol 2355; 9-2355)

"I'LL BE SEEING YOU" (2:54) [Williamson Music]. The record opens with two GIs talking about home while in a fox hole in Korea, and goes into an old standard by Jack Powers! "Man of one of the GIs. It's a touching set up, Something different.

"FROM 40 TO 41" (3:13) [Albert Hay Malotte]. In the same atmosphere once again, Jack portrays the heart breaking sight of a soldier in prayer while gun fire in the background. A questionable piece for the box.

JEANNE GAYLE

(Capitol 2356; 9-2356)

"I'LL BE HANGIN' AROUND" (2:40) [Broadcast Music Inc.]. George Burns' orch lacks Jeanne Gayle as she voices a cute number with an infectious lilt. The tune is pleasing.

"SWINGIN THE TOWN WITH TEARS" (2:11) [Pearwood Music]. The lovely chorus in a bluesy vocal on a sad sentimental number. Her smooth voice puts over a song.
A BRAND NEW SMASH HIT by
THE HILLTOPPERS

Order Today from Your DOT Distributor

www.americanradiohistory.com
"LOVE MOOD" (2:36) [Eastwick Music] The soft touch of Jackie Lee on the piano smooth flaming to a great side that's supported by Jackie's chorus. The tune has an easily remembered melody that could catch on. It's fine jive box material.

"I'M GONNA MISS YOU, BABY" (2:29) [Eastwick Music] The boys handle a rhythm jive piece that has a bit of a R&B flavor to it. Jackie's fingers glide over the keyboard in a stylish manner.

BILLY LIEBERT & HIS RHYTHMIAHES (Imperial 818; 45-818)

"MARGIE" (2:13) [Mills Music] A sentimental standard is socked up to a Charleston tempo by Billy Liebert and his Rhythmiahes with a raggity-sounding guitar and rhythm. This exciting rendition really jumps. Fans oughta love this.

"MARY LOU" (2:16) [Mills Music] Another pleasing oldie is given an infecting lift by the crew, with a piece of jazz that really makes you want to jump.

BILLY ECKSTINE (MGM 2713; K-1039)

"COQUETTE" (3:22) [Bourne, Inc.] A pretty ballad gets the imitation of Billy Eckstein treatment with an assist from the Lee Gordon Singers and Nelson Riddle's orchestra. The arrangement is out of this world.

"A FOOL IN LOVE" (3:22) [Lee Feitl, Inc.] The vocalist comes up with another polished delivery of a ballad. The song is a good one; maybe what Billy needs to come up on top.

JACKIE GLEASON (Capitol 2347; F-2516)

"MELANCHOLY SERENADE" (1:13) [Jaglea Music] Comedian Jackie Gleason exhibits some of his hidden talents as he leads a lush string orchestra through a composition which he created himself. It's the theme song to Gleason's program and is really lovely.

"YOU'RE GETTING TO BE A HABIT WITH ME" (2:11) [M. Witmark & Sons] Jackie leads the string orchestra through another inviting piece that features a top notch trumpet solo by Bobby Hackett. This soft romantic music is most appealing.

GENE WISNEWSKI & HARMONY BELLS ORCH. (Decca 2104; 45-2104)

"TELL ME YOURE MINE" (4:14) [Coral Music] Gene Wisnewski backed by the Harmony Bells orchestra does a smooth job of singing a generally well-known hit in both English and Polish. It's a fine presentation.

"SOLDIER BOY POLKA" [Several Music] The Harmony Bells do an instrumental polka to the tune "When Johnny Comes Marching Home Again," and the boys go all out and really belt this number.

KAW-LIGA" (3:00) [Milene Music] "MY HEART IS A KINGDOM" (2:34) [ABC Music] DOLORES GRAY (Decca 28582; 9-28582)

ROSS LEONARD (Big Town 1004)

"HEAVEN ONLY KNOWS" (2:56) [Big Town Music] The smooth and warm voice of Ross Leonard sounds warm in his delivery of a pretty ballad. The tune is fine and the straight forward delivery makes it sound better.

"LINGER LONGER" (2:34) [Big Town Music] Morty Craft's vocal continues to dish up a fitting set for Ross. The tune is not as pretty but the delivery equally fine.

LISA KIRK (RCA Victor 20-5187; 47-5187)

"CATCH ME IF YOU CAN" (2:02) [Regent Music] A great deal of fun is thrown into a cute ditty sung by Lisa Kirk. A chorus helps her on the fast moving bouncing item.

"O-H-I-O" (2:40) [Chappell & Co.] From the musical "Wonderful Town" comes this inviting number that Lisa does well on. She gets a fine assist from the male chorus that backs her. A pleasing side.

SYDNEY TORCH ORCHESTRA (Coral 60938; 9-60938)

"ECSTASY TANGO" (2:30) [Jefferson Music] A lovely tango number is presented in a lush and full of strings manner by the Sydney Torch orchestra. The tune is beautiful and the delivery, even better.

"CORONATION VIG" (3:00) [Chappell & Co.] An announced tells of the leaving of a train called the Coronation Scot and as the whistle starts its melody the tune comes forth. The tune is good and the arrangement is something different.

LIZA MORROW (King 15217; 45-15217)

"SATIN PILLOWS" (2:56) [Slinger Music] Liza Morrow does a nice job of vocalizing on a ditty telling number with a Latin tempo refrain. Bill Stegmeyer fits the music to Lisa's voice in a most pleasing way.

"THE NOTHING TO SING" (2:30) [Tannen Music] The refrain comes up with a different tempo vocal as she offers a torchy version of a blues item. The lyrics are interesting and the artist sounds fine.

FREDDY MARTELL (Decca 60930; 45-60930)

"RIVER, DON'T BE ANGRY" (2:05) [Riviera, Inc.] Against a setting by George Siroso's orchestra, Freddy Martell delivers a fast moving and interesting folk-like item.

"EVERYTHING IS GONE" (2:02) [Regent Music] The vocalist's voice stands out to better advantage on this strong and powerful rendition of the meaningful lyrics. The backing is once again fitting.

HARRY BELAFONTE (RCA Victor 20-5210; 47-5210)

"GOMEN NASHI" (2:20) [Walt Disney Music Co.] A Japanese tune with a Latin rhythm that's on its legs, is wonderfully voiced in a tender manner by Harry Belafonte. The artist who could make it big with this material has a fine chorus for backing.

"SPRINGFIELD ROLLER" (2:29) [Public Domain] Harry blends his voice perfectly with the chorus to do a lovely folk item with a catchy tune. It's most pleasing piece of material the way Harry and the group put it over.

BETTY CLOONEY (Coral 60930; 9-60930)

"DON'T BE CRUEL TO ME" (2:53) [Chooshella Music] A luscious string background is arranged for Betty Clooney, so that the dense background is a star-dustie melody. Her voice is almost identical to her sister, Rosemary's, and has an added warmth to it.

"WE'RE ALL IN THIS TOGETHER" (6:04) [Imperial Music] Betty has a tear in her voice on this deck, too, as she offers another soft and touching number. The tune in itself is a doozy, too. It's a fine start from all angles for the thrusts on her first Coral release.

LYN AVALON (Skyfair 549)

"CRAYZY" (2:26) [Johnstone Mantei Music] A novel bouncer is amusingly jumped through by the doo-wop vocalist. Soft voiced manner with an assist from Paul Smith's All Stars. A cute piece.

"LET ME HEAR-YOU SAY I LOVE YOU" (2:16) [Van grus Music] Another moment of an interesting jump is run through by the chanteuse. A cute side.

BETA MOSS (Mantex 60934; 9-60934)

"WHEN DAY IS DONE" (2:35) [Harms, Inc.] The wide range voice of Reta Moss deals out an exciting fashioning of a wonderful standard. Her clear chantel with a help of gentle rhythm gives a treat.

"YOU NEVER HAD IT SO GOOD" (3:05) [Marshall Music] The chorus does another interesting job on this end as she offers a ballad in "George Williams" oat for backing.

JUDY LYN (Coral 60931; 9-60931)

"SHE LOOKS" (2:39) [River] Ray Bled and his men set up a fitting atmosphere for a light and amusing double entendre ditty by Judy Lynn that should draw interest. It's a pleasing piece.

"SATIN PILLOWS" (2:30) [Sheldon Music] Judy hands in another delightful number that tells a cute story and has a pleasing lilting Latinish rhythm that makes it pleasant sounding. The story is cute, too.

GISELE MacKenzIE (Coral 2124; F-2344)

"LET ME KNOW" (1:49) [Four Star Sales Co.] Gisele MacKenzie does a wacky little ditty with "Don't Let The Stars", does a follow-up by the same author, Slim Willet. The thrust does a great job on a similar tempo reading of a terri fic little piece that really boils it.

"FRIENDS OF THE FAMILY" (2:22) [Shapiro Bernstein & Co.] Here Gisele handles a "Tennes see Waltz" like sentimental ballad. The meaningful lyrics and pretty vocal tempo highlighted by a smooth reading make this fine material.
NEW YORK:

What a tour that Benny Goodman-Louis Armstrong package should be. Norman Granz, JAP impresario, has just signed to promote seven of the concerts which teeoff on April 15. .. Don Cornell becomes a TV regular March 5 in a show to be aired on KTLA, Los Angeles. .. What songwriter wouldn’t give his right arm to have Eddie Fisher record his tune? Yet Bob Hilliard has both sides of Eddie’s latest release “How Do You Speak To An Angel.” Both ends of the platter are steadily moving up the charts. .. George Levy takes over “Baby Don’t Do It” on a c-c-c-c base with Bess Music, owned by Apollo Records. First pop release will be the Art Mann-Gilbert team with Cathy Ryan on the vocal due out this week. .. Norman Brooks, whose “Hello Sunshine” on Zodiak is picking up momentum in Boston, New York, Philadelphia, Chicago and Detroit, cashes in with personal appearances. First of these will be the Latin Quarter in Boston, then Alpha Distributors take on the Pleasant Lane this week. Plantation’s latest is Johnny Cobb’s “Girl Next Door” and “Wedding Night.” Cobb reports that after reading The Cash Box editorial on 45’s they sent out a 45 plug sheet to 1000 ops throughout the country and returns have been amazing. .. Ginn Gibson, new MGM thrash, stays in the kissing vein. Ginny’s first for MGM was “You Blew Me A Kiss” and she follows it up with “Kiss.” .. Sunny Gale, whose RCA “Teardrops On My Pillow” is her third hit in a row makes her third television appearance in three weeks when she appears on the Friday 21 Jackie Gleason show. .. Hal Weiman assures post as business manager of Frank Sinatra and Neil Hefti, Coral recording artists. .. Bart Stewart visited with Bill Burns, deejay at WQAM, Miami, who took Bart around to all the juke box operators in the area. Stewart’s “$100” on the Seger label got nice reception from the Miami ops. .. Johnny Long doing a bang up job in his current stand at the New York Paramount where his “Light Of My Life” rates excellent with the kids. .. Sammy Hvals, Jr. of the Will Martin Trio, in town working on teevee bookings and his new DDR “Gypsy In My Soul.”

CHICAGO:

Karen Chandler (“Hold Me, Thrill Me, Kiss Me”) is cat clicking big at Chicago Tribune set for Milton Berle’s show March 10 where she’ll be featured. Very lovely choice by Uncle Milty. .. Just like me pal, Herb Reeler advised us, “Watch the Four Tops for a release.” So we watched. And Herb—”You Fooled Me” was picked as “Disk Of The Week” 2/21. .. Addie to Art Hellyer: Thanks a zillion from Chico and I’ll come to your next show over WCFL is terrific! swell. .. Hal Tate is back on WATT. New show called “Tate On WATT.” Hal maintaining his own offices at 192 No. Clark St. .. Member when we wrote about Dr. Royce C. Swain, dentist, some months ago with more songs? His “Two As Much” cut by Mills Bros. Picked as “Sleepier Of The Week” 2/21. New Decca predicts the tune will put Dr. Swain’s name on this part of the map—a dentist. .. Larry Oliver (WCFL) just copyrighted, “Larry Oliver’s D-J Liners.” A booklet of humor for deejays at only a buck. Verry clever. .. Spike Jones writes us from St. Louis advising he’ll play Chicago Opera House 2/27-28 and hopes we’ll be among these fans. Spike claims his new “Depreciation Revue” just absolutely sensational. .. New album, “Bestsides Up,” contains two sides, if backed up, should prove terrific for juke box biz. .. Len Chess went out all letter in nation’s R&B deejays with, “We’ll guarantee Eddie Boyd’s ‘24 Hours’ will be hit in 24 hours if you’ll hop on it.” Larry Green in town to take over Bud Katzell’s spot. .. Very terrific and touching letter from very great and unforgetable JILL JONES. .. Jan 19 they closed that new, non-traditional cutting for MGM will be most terrific that disky has ever yet had. .. Liked Lamar Kaye’s all red type card all about “Gomen Nasai,” the Japanese “Forgive Me.” .. Eddie’s platter, “Let’s Go Down To The Tavern.” May even be featured by big brewery with network TV program. .. Pearl Eddy, appearing for over 4 years at the very awsome Chicago O’Keefe’s on her Mercury disk, “When I Get You Alone Tonight,” with juke box men here featuring the platter.

LOS ANGELES:

The whole town’s bubbling with excitement and all because of “Gomen Nasai.” We’ll wager the tune notch a berth in the top ten within six weeks. .. Congrats to Bob Johnson, new head of Capitol Records, who’s doing a great job we hear. .. The Luts Bros. have nabbed a winner in “Cross My Heart” with several new records due out soon in addition to the original version by Johnny Ace on doke. .. Speaking of the latter firm, they’ve got a winner in “Hound Dog” new ditty by David James Mattis, Dukie genius who along with Don Robey is responsible for so much of the firm’s success. .. Mr. and Mrs. Leo Shorten, Allied Music Sales, packing a trip to Europe this spring. They’ll stop off in New York to transact some business before embarking. .. Good Times Time magazine coming out with the first release of jazz EP’s featuring ten choice items that should make some noise. .. For another three songs a film, Hoagy Carmichael’s. Takes down twenty big ones. For extra tunes, Carmichael gives 20th-Fox a break at $5,000 per tune. .. Denny Young of the Los Angeles West Coast Band was in this city last week. .. “I Can’t Get Started” single by RCA Victor, just raving about the Harry Belafonte rendition of “Gomen Nasai.” Lateral opened at the Ambassador this past week . .. It’s been a long climb from Bob City eh Harry? .. Ork leader Ray Sinatra now has his own band on the road—his most recent studio job was with the Marsha Lanza radio show. .. Harry Warren’s new distrub imprint is being handled by the major firms. It’s the nicest place in town. .. Is it true that Mercury distrubs won’t be allowed to handle indie lines henceforth? .. The Bibboueh orchestra has a bunch of hits in its latest Modern and RPM releases. .. Ray Martino, Slim Talmadge went out on this week’s trip. .. Credit Al Miller of RCA Victor for the whopping success of “Simon and Friends” by chirpy Dinah Shore. .. Sid Talmadge out on this week’s trip. ..

TIPS on This Week’s Release

JOHNNY ACE

“Gomen Nasai.” Lateral opened at the Ambassador this past week ... It’s been a long climb from Bob City eh Harry? ... Ork leader Ray Sinatra now has his own band on the road—his most recent studio job was with the Marsha Lanza radio show. ... Harry Warren’s new distrub imprint is being handled by the major firms. It’s the nicest place in town. ... Is it true that Mercury distrubs won’t be allowed to handle indie lines henceforth? ... The Bibboueh orchestra has a bunch of hits in its latest Modern and RPM releases. ... Ray Martino, Slim Talmadge went out on this week’s trip. ... Credit Al Miller of RCA Victor for the whopping success of “Simon and Friends” by chirpy Dinah Shore. ... Sid Talmadge out on this week’s trip. ...

It’s What’s in THE CASH BOX That Counts

THE BAND THAT MAKES IT HAPPEN!

BUDDY MORROW

RCA Victor Best Sellers

FEAR OF 20/1

DON’T LET THE STARS GET IN YOUR EYES

Perry Como 20-5056 (47-5054) SPNGFRD MNTN

WILD HORSES

I CONFESSION

SERENDAEE

HOT TODY

Ralph Flanagan 20-5095 (47-5095) SPNGFRD MNTN

HOW DO YOU SPEAK TO AN ANGEL

DOWNHEARTED

Eddie Fisher 20-5137 (47-5137) SPNGFRD MNTN

SALOON

LET ME KNOW

1953-5761 (47-5761) SPNGFRD MNTN

MORE LUCK THAN MONEY

ARE YOU TIRED OF ME

Lilly Anne Cole 20-5134 (47-5134) SPNGFRD MNTN

THERE WASN’T AN ORGAN AT OUR WEDDING

HOMESTOWNER ON A ROCKETSHIP

Jack Snow 20-5155 (47-5155) SPNGFRD MNTN

A FOOL SUCH AS I

THE GAL WHO INVENTED KISSIN’

Ray Evers 20-5094 (47-5094) SPNGFRD MNTN

HANK WILLIAMS WILL LIVE FOREVER

JUST FOR TONIGHT

FANDANGO

BUDDY MORROW

BLUE VIOLETS

Hugo Winterhalter 20-4979 (47-4979) SPNGFRD MNTN

LONELY EYES

ISN’T IT A SMALL WORLD

20-5145 (47-5145) SPNGFRD MNTN

HEY MRS. JONES

I DON’T KNOW

20-5117 (47-5117) SPNGFRD MNTN

CONGRATULATIONS TO SOMEONE

LOVE AND HATE

June Valli 20-5177 (47-5177) SPNGFRD MNTN

STOP BEAUTY ’ROUND THE MULBERRY BUSH

TWEEDE-DEWEEDLE DUM

Sandra Kennedy 20-5166 (47-5166) SPNGFRD MNTN

* 45 rpm cat. nos.

RCA VICTOR

FIRST IN RECORDED MUSIC

JIM Master’s Voice

THE MAGIC TOUCH

Toon de do-day

Buddy Belafonte 20-5270 (47-5270) SPNGFRD MNTN

WILL-O’-THE-WISP ROMANCE

THE MAGIC TOUCH

From the “Mother Lode” (Eddies About Love)

Hugo Winterhalter and his Orch. 20-5209 (47-5209) SPNGFRD MNTN

* 45 rpm cat. nos.
February 10, 1953

Mr. Bob Austin
The Cash Box
26 West 47th Street
New York 19, New York

Dear Bob:

At the time I wrote my little letter to Hank Williams on New Year's Day, I had no thought whatever of it accomplishing any purpose other than to relieve me of some of the questions which I would normally receive from our distributors.

Sol, however, asked that I give permission for it to be reproduced in Cash Box. Thank you, Bob, for doing just that, and the result in the way of telephone calls and letters from all over the country is astounding and proves again to me the importance of Cash Box. I am sure that you will appreciate that in dozens of instances the letter has been used on radio stations, as the text of sermons, etc., and in most instances that the material was taken directly from Cash Box.

Again my personal thanks.

Cordially yours,

Frank B. Walker

P.S. Jw

Thank you, Frank Walker. While we know The Cash Box serves the recording and music industries to the highest degree possible, proved by many incidents which take place daily, we are always happy and proud to have our friends, such as you, tell us of our strength and importance.

"It's What's in THE CASH BOX That Counts"
NEW YORK — Ed Sullivan's "Toast of the Town" TV show, which had been heralded as a salute to the record industry, turned out to be a dud last Sunday.

Not only was the original theme of the show forgotten, i.e., that records are the most inexpensive form of entertainment, but also the general opinion in the trade was that the program in effect turned out to be merely an excuse to have a procession of record stars perform without any relationship to the central theme.

At a meeting at the beginning of this year, when the show was being discussed, it is reported that in exchange for the cooperation of the record companies in securing artists for the program, definite promises were made that the theme of the show would provide the most inexpensive form of entertainment. Moreover it is reported that a demonstration would be made of how easily a phonograph attachment could be plugged into the TV set that audiences were looking at.

Neither of these promises were fulfilled.

While it was the opinion in the trade that complaints about the program could not realistically be made to Sullivan, since his is an important program for as far as artists are concerned—and as a matter of fact it is even claimed that he received several letters of congratulations from top record officials who privately thought the show was a disaster—there was nevertheless great disappointment in the record and music businesses.

The show had been ballyhooed as a great tribute to the record industry on the 75th anniversary of the invention of the phonograph and it had been the second major enterprise of the RIAA, the first having been the Hartford Music Festival.

The only consolation to be found was as far as the record companies were concerned was that all of them were treated equally as badly—each of them being almost completely stuffed off.

Not only was the record industry neglected, but also the juke box industry, which had been promised an important part of the program. Meyer Parkoff of Atlantic, New York, the Seeburg distributor for this area, had gone to much expense to have an original 1925 juke box and the latest commercial model delivered to the show so that the development of the juke box industry could be demonstrated. However, although these machines had been requested, they were never used on the program and juke boxes and their relation to the record business were not mentioned once.

From reliable sources this week, the impression was gathered that the record industry had been double crossed.

In good faith, it had gone to work to recruit stars for the show and promote it as a major enterprise, and after that had been accomplished, the promises made in return were forgotten.

Sullivan Salutes To Record Industry

The record of his 75th anniversary had turned out to be a dud.

Bob Keene, Promising West Coast Band Leader, Set For All Out Buildup

HOLLYWOOD, CAL. — Bob Keene looks like the most promising young bandleader in this area. Having played the Southern California circuit for a number of years, Bob has developed a large teen age audience and his current Vogue Records are being constantly heard over disc jockey programs.

The personable young bandleader seems to have developed that much sought after phenomenon, a new sound. Only this isn't based on any gimmicks but on straight musical forms.

His records, such as his latest, "Begin the Beguine," are not only causing excitement among the young set in California, but his congenial personality seems to attract scores of youngsters who have become a devoted audience.

A protégé of Artie Shaw, Keene too, is a clarinetist—but with a style all his own. His work on records shows a distinctive approach to music which should pay off in large record sales under the proper circumstances.

Keene's records so far were cut on speculation and immediately snapped up by Vogue. However, he is now negotiating for a major record contract and there's little doubt that once on a major label, he should quickly take his place with the top band leaders in the business.

Bob was recently signed by Music Corporation of America, and the agency is set for an all-out drive to spread his reputation across the entire country.

From our point of view, that should be done with ease.

Polka Champ

CHICAGO — Kenny Bass, Coral recording artist, polishes up his trophy after being acclaimed Midwest polka champ 1952-53 in competition with polka bands throughout the area.
Close Harmony

Johnny Morris
WLOL—Minneapolis, Minn.
1. Don’t Let The “Me” Get In Your Eyes (Perry Como)
2. Tell Me You’re Mine
3. I Can’t Fight It
4. Tell Me You’re Mine
5. Don’t Let The “Me” Get In Your Eyes (Perry Como)
6. Tell Me You’re Mine
7. Tell Me You’re Mine
8. Tell Me You’re Mine
9. Tell Me You’re Mine
10. Tell Me You’re Mine

Waltz
1. Oh Happy Day (L. Warneke)
2. Tell Me You’re Mine
3. I Can’t Fight It
4. Tell Me You’re Mine
5. Don’t Let The “Me” Get In Your Eyes (Perry Como)
6. Tell Me You’re Mine
7. Tell Me You’re Mine
8. Tell Me You’re Mine
9. Tell Me You’re Mine
10. Tell Me You’re Mine

Confess
1. Were In
2. I Can’t Fight It
3. Tell Me You’re Mine
4. Don’t Let The “Me” Get In Your Eyes (Perry Como)
5. Tell Me You’re Mine
6. Tell Me You’re Mine
7. Tell Me You’re Mine
8. Tell Me You’re Mine
9. Tell Me You’re Mine
10. Tell Me You’re Mine

Hear Me (Joni James)
1. Say It With Your Heart
2. Tell Me You’re Mine
3. I Can’t Fight It
4. Tell Me You’re Mine
5. Don’t Let The “Me” Get In Your Eyes (Perry Como)
6. Tell Me You’re Mine
7. Tell Me You’re Mine
8. Tell Me You’re Mine
9. Tell Me You’re Mine
10. Tell Me You’re Mine

NEW YORK—Joining in a bit of close harmony backstage at the Palace Theatre are songwriters Frank Loesser, Danny Kaye and singer Julius La Rosa, the young Navy veteran discovered by Arthur Godfrey. La Rosa’s disk debut singing “Anywhere I Wander” has hit the half-million mark in sales within three weeks of its appearance. Kaye introduced the song in his latest picture, “Hans Christian Anderson,” the entire score of which was written by Loesser.

NAMM Trade Show Set For Palmer House In Chi July 13-16

NEW YORK—the annual National Association of Music Merchants trade show will be held this year in Chicago at the Palmer House Hotel from July 13 through 16.

The NAMM show yearly brings together one of the largest concentrations of buyers and sellers in the music business. At the show, which was held at the New York Hotel in New York City, over 3,000 persons representing 1,579 retail stores selling more than 85% of all American merchandise and services were registered. Total attendance exceeded 7,400 persons representing music, department, and furniture stores, distributors, manufacturers, presses, radio and others.

For this year’s convention, all requests for exhibit space must be filed on the application form supplied by the association. Exhibitors must qualify as commercial members of the National Association of Music Merchants. Space applications must be returned to NAMM by April 1, 1953 in order to protect priority on space occupied in 1951.

Palmer House sleeping rooms will be assigned to Trade Show exhibitors only. No exhibitions or merchandise displays are permitted in sleeping rooms or parlor suites. Cooperating hotels retaining accommodations include Congress Hotel, Conrad Hilton Hotel, Blackstone Hotel and Morrison Hotel.

Can History Repeat?

NEW YORK—Since the opening of the 20th Century Fox film “Ruby Gentry,” many inquiries have been received with reference to the theme music of the picture.

Robinson, Feist & Miller, Publishers, noted the interest and had Mitchell Parish write lyrics for the tune which they have named “Ruby.” The publishing company reacted to the demand because of its experience with the theme music to the movie “Laura.” “Laura” became a hit in exactly the same manner. The composer of the “Ruby Gentry” theme is Heinz Roemhold.

“It’s What’s in THE CASH BOX That Counts”
Gene McGee

KBG—Avalon, Calif.

1. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
2. Will You Remember Me (Louis Armstrong)
3. I Don't Want To (Louis Armstrong)
4. That's A Plenty (Louis Armstrong)
5. Put Your Arms Around Me (Louis Armstrong)
6. When It's Sleepy Time Down South (Louis Armstrong)

Lou Barile

KWMJ—Orlando, Fla.

1. I'll Walk Again With You (Teresa Warren)
2. Will You Remember Me (Karen Chandler)
3. Walk On With Me (Karen Chandler)
5. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
6. I Know You're Waiting For Me (Karen Chandler)

Alex Cooper

KLAC—Hollywood, Calif.

1. You're My Express Train (Teresa Warren)
2. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
3. It's You I Love (Teresa Warren)
4. When It's Sleepy Time Down South (Teresa Warren)
5. Walk On With Me (Karen Chandler)
6. I'll Walk Again With You (Teresa Warren)

Pauł E. X. Brown

WEED—Atlanta, Ga.

1. Taste The Feeling (Louis Armstrong)
2. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
3. I Don't Want To (Louis Armstrong)
4. When It's Sleepy Time Down South (Louis Armstrong)
5. Put Your Arms Around Me (Louis Armstrong)
6. That's A Plenty (Louis Armstrong)

Ray Perkins

Krell—Deer, Colo.

1. On The Sunny Side Of The Street (Teresa Warren)
2. I'll Walk Again With You (Teresa Warren)
3. Will You Remember Me (Karen Chandler)
4. Take Me Home Again (Teresa Warren)
5. Someone Else's Joe (Karen Chandler)
6. Someone Else's Joe (Karen Chandler)

Dick Elliott

WECA—Chicago, Ill.

1. Till I Walk Again With You (Teresa Warren)
2. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
3. Keep It A Secret (Joe Stafford)
4. That's A Plenty (Joe Stafford)
5. I Don't Want To (Joe Stafford)
6. When It's Sleepy Time Down South (Joe Stafford)

Bob Chambers

WECA—Tampa, Fla.

1. That's A Plenty (Edith Fisher)
2. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
3. I Won't Forget You (Karen Chandler)
4. Someone Else's Joe (Karen Chandler)
5. Someone Else's Joe (Karen Chandler)
6. Someone Else's Joe (Karen Chandler)

Jerry Kay

WWZZ—New Orleans, La.

1. Congratulations To Someone (Karen Chandler)
2. Will I Walk Again With You (Karen Chandler)
3. I Know You're Waiting For Me (Karen Chandler)
4. Someone Else's Joe (Karen Chandler)
5. Someone Else's Joe (Karen Chandler)
6. Someone Else's Joe (Karen Chandler)

Clare Linn

WKMH—Cleveland, Mich.

1. Tell Me You're Mine (Karen Chandler)
2. Say It With Your Eyes (Karen Chandler)
3. Someone Else's Joe (Karen Chandler)
4. Someone Else's Joe (Karen Chandler)
5. Someone Else's Joe (Karen Chandler)
6. Someone Else's Joe (Karen Chandler)

Poppo Stoppa

WJME—New Orleans, La.

1. Nobody Loves Me (Karen Chandler)
2. Cross My Heart (Karen Chandler)
3. Tell Me You're Mine (Karen Chandler)
4. Someone Else's Joe (Karen Chandler)
5. Someone Else's Joe (Karen Chandler)
6. Someone Else's Joe (Karen Chandler)

Don Tibbetts

WFEA—Manchester, N. H.

1. Side By Side (Kay Starr)
2. I'll Walk Again With You (Karen Chandler)
3. Someone Else's Joe (Karen Chandler)
4. Someone Else's Joe (Karen Chandler)
5. Someone Else's Joe (Karen Chandler)
6. Someone Else's Joe (Karen Chandler)

Murray Jordan

WLIB—New York, N. Y.

1. My Baby's Coming Home (Karen Chandler)
2. Oh Happy Day (Karen Chandler)
3. Someone Else's Joe (Karen Chandler)
4. Someone Else's Joe (Karen Chandler)
5. Someone Else's Joe (Karen Chandler)
6. Someone Else's Joe (Karen Chandler)

Art Tocker

WCBP—Walhain, Mass.

1. How Much Is That Doggie In The Window? (Karen Chandler)
2. Congratulations To Someone (Karen Chandler)
3. Someone Else's Joe (Karen Chandler)
4. Someone Else's Joe (Karen Chandler)
5. Someone Else's Joe (Karen Chandler)
6. Someone Else's Joe (Karen Chandler)

Bob Wilson

WXKL—Concord, N. H.

1. I'll Walk Again With You (Karen Chandler)
2. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
3. Someone Else's Joe (Karen Chandler)
4. Someone Else's Joe (Karen Chandler)
5. Someone Else's Joe (Karen Chandler)
6. Someone Else's Joe (Karen Chandler)

Jerry Kay

WWZZ—New Orleans, La.

1. Congratulations To Someone (Karen Chandler)
2. Will I Walk Again With You (Karen Chandler)
3. I Know You're Waiting For Me (Karen Chandler)
4. Someone Else's Joe (Karen Chandler)
5. Someone Else's Joe (Karen Chandler)
6. Someone Else's Joe (Karen Chandler)
Bill Simon Forms Own Publishing Firm

NEW YORK — Bill Simon has started his own publishing firm, Thornwood Music, a BMI affiliate, with offices at 1650 Broadway.

Simon is well known in publishing and record circles having an extensive background in the field. He has been a writer for trade papers and currently writes on music for the Saturday Review of Literature. Most recently he was assistant to Ben Selvin at Southern-Peer.

They Win Either Way

LOS ANGELES, CALIF.—Leo C. Mayburg Co, local RCA Victor distributor took notice of the campaign for more 45 rpm recordings exploiting by The Cash Box, and invited music ops to a bit of wagering here this past week.

Cognizant of the lack of 45 rpm records, the firm posted notice to music operators that they “were invited to a drink on the house in the event they could sell one of the top 25 tunes on 45 rpm RCA-Victor records.”

The Meyerg's firm will either be the cause of many a “happy” music operator, or sell an avalanche of records.

Rainbow Releases Harwell Disk

NEW YORK — Eddie Heller of Rainbow Records has announced the signing of George Harwell and the release of his first record “Sure I've Forgotten You” and “Out of My Mind.”

Harwell ballads from Texas, has had an operatic schooling, and on this disk is backed by a 22 piece orchestra under the direction of Maurice Stine.

Correction

In the February 21 issue of The Cash Box, the new Four Ace record had the publishers of the tunes switched through a typographical error. They should have read “You Fooled Me” published by Halsey Music and “If You Take My Heart Away” published by Melvin Music.
Watch The Engineer

NEW YORK—MGM Records artists Fran Warren and Ken Remo, and Mel Torne of Capitol, surround Bill Silbert (seated right) on a recent “Silbert At Six” show over WJMG, 6:30 to 7:30 P.M. Novel feature of Silbert’s show is Saturday night dancing during the broadcast to music of the Joel Harron WJMG Orchestra. Silbert, who intends to make a creative contribution to teenage entertainment, has formed a “Saints and Spinners” club with nightclub, theatre parties, and other social activities planned. In addition, he beams an occasional worthy bit of advice to his teenage audience on the Monday through Saturday show.

Benefit For Aged Brings Unique Reward To Four Aces

MILWAUKEE, WIS.—With the Four Aces appearing at the Riverside Theatre here, an item regarding the boys and their manager, Herb Kessler, came to light during general conversation at the dinner the other evening.

Some months ago, when the Four Aces were appearing in a concert at Cleveland’s Auditorium, Jack Cohen, president of the Ohio Photographe Owners Assn., phoned Herb Kessler asking Herb to bring the Four Aces to a benefit performance for his Rabbi at his synagogue for a very worthy cause.

Jack Cohen, unknowingly, had phoned the very last night of the concert. Just as the boys were all packed, waiting to make their final appearance. And then dash to Cleveland’s airport for a trip to Boston, Mass. for their next appearance.

When Herb Kessler explained the situation, Jack Cohen became even more insistant. He begged Herb to have the Four Aces play this benefit.

After much palaver, the airplane schedule was changed to an early dawn plane. The Four Aces were rushed out to Shaker Heights in Cleveland immediately after their final concert appearance to play this benefit.

They put on a terrific show. And because of their grand performance the Rabbi was tremendously thrilled at the marvelous donations which he received and which, he later explained, is the result of buying records of all kinds for the home for the blind in Israel.

The good Rabbi had just returned from visits to Israel. And when visiting the home for the blind there he had been asked, when he inquired as to what these people wanted most, to send recordings of music of all kinds, and as much as he could, for this was the one really supreme enjoyment of these blind people.

Herb Kessler explained to the Rabbi that not one of the Four Aces was of the Jewish faith. In fact, he advised the good Rabbi, the boys were all devout Catholic.

The Rabbi listened. And just as the boys, Dave, Sol, Al and Lou, were getting ready for Cleveland’s airport, he called them over to him.

He gave each one a St. Christopher Medal which, he told the boys, had been personally blessed by the Pope whom he had stopped off to visit in Rome’s Vatican City on his way back from Israel.

He had brought the medals back on request of personal friends of the Catholic faith.

But the good Rabbi now believed that these friends would agree with him that the Four Aces deserved the medals for their grand and charitable performance that evening which had raised so many thousands of dollars for records for the blind in Israel’s home for the blind.

By the way, the Four Aces are still wearing the medals.

Oh, yes, everyone of their recordings can be heard in the home for the Blind in Tel Aviv, Israel.

This is HOT!!

a two sided R & B & Pop Smash

Edith Murray

singing

“I LOVE YOU MUCH TOO MUCH”

and

“I NEVER KNEW”

Coro 60894

“The Case Box” Music

The Top Ten Records

City by City

New York, N. Y.
1. Till I Walks Again With You (Karen Chandler)
2. Don’t Let The Stars Get In Your Eyes (Perry Como)
3. Tell Me You’re Mine (The Gaylords)
4. You Have Me (Joni James)
5. Why Don’t You Believe Me (Karen Chandler)
6. Oh Happy Day (Don Howard)
7. You Don’t Know How Much Is That Doggie In The Window (Patti Page)
8. Wild Horses (Perry Como)
9. Anywhere I Wander (The Gaylords)

1. Till I Walks Again With You (Karen Chandler)
2. How Much Is That Doggie In The Window (Patti Page)
3. Tell Me You’re Mine (The Gaylords)
4. You Have Me (Joni James)
5. Why Don’t You Believe Me (Karen Chandler)
6. Every Hour (Eddie Fisher)
7. Hold Me, Thrill Me, Kiss Me (Joni James)
8. Anywhere I Wander (The Gaylords)
9. Why Don’t You Believe Me (Karen Chandler)
10. Wild Horses (Perry Como)

Washington, D. C.
1. Till I Walks Again With You (Karen Chandler)
2. How Much Is That Doggie In The Window (Patti Page)
3. Tell Me You’re Mine (The Gaylords)
4. You Have Me (Joni James)
5. Why Don’t You Believe Me (Karen Chandler)
6. How Do You Speak To An Angel (Eddie Fisher)
7. Side By Side (Kay Starr)
8. Me, Tap Toe (Don Davis)
9. Anywhere I Wander (The Gaylords)
10. Wild Horses (Perry Como)

Dallas, Tex.
1. Till I Walks Again With You (Karen Chandler)
2. Don’t Let The Stars Get In Your Eyes (Perry Como)
3. Your Chasin’ Heart (Joni James)
4. Have Me (Joni James)
5. Why Don’t You Believe Me (Karen Chandler)
6. How Much Is That Doggie In The Window (Patti Page)
7. Wild Horses (Perry Como)
8. Hold Me, Thrill Me, Kiss Me (Joni James)
9. Why Don’t You Believe Me (Karen Chandler)
10. Anywhere I Wander (The Gaylords)

New Orleans, La.
1. Till I Walks Again With You (Karen Chandler)
2. Side By Side (Kay Starr)
3. Pretended (Nat King Cole)
4. Tell Me You’re Mine (The Gaylords)
5. Don’t Let The Stars Get In Your Eyes (Perry Como)
6. Have Me (Joni James)
7. Why Don’t You Believe Me (Karen Chandler)
8. Hold Me, Thrill Me, Kiss Me (Joni James)
9. Oh Happy Day (Don Howard)
10. Anywhere I Wander (The Gaylords)

Providence, R. I.
1. Till I Walks Again With You (Karen Chandler)
2. Oh Happy Day (Don Howard)
3. Tell Me You’re Mine (The Gaylords)
4. How Much Is That Doggie In The Window (Patti Page)
5. Hold Me, Thrill Me, Kiss Me (Joni James)
6. Why Don’t You Believe Me (Karen Chandler)
7. Tell Me You’re Mine (The Gaylords)
8. Where I Belong (Kay Starr)
9. The Glow Worm (Kisses Bros.)
10. Oh Happy Day (Don Howard)

Los Angeles, Calif.
1. Till I Walks Again With You (Karen Chandler)
2. Why Don’t You Believe Me (Karen Chandler)
3. Don’t Let The Stars Get In Your Eyes (Perry Como)
4. Hold Me, Thrill Me, Kiss Me (Joni James)
5. Oh Happy Day (L. Walk)
6. Keep It A Secret (Staﬀord)
7. I Believe (Karen Chandler)
8. Gonnies Naas (The Gaylords)
9. Hot Toddy (Ralph Flanagan)
10. Anywhere I Wander (The Gaylords)

Boston, Mass.
1. Tell Me You’re Mine (The Gaylords)
2. How Much Is That Doggie In The Window (Patti Page)
3. Till I Walks Again With You (Karen Chandler)
4. Anywhere I Wander (The Gaylords)
5. Don’t Let The Stars Get In Your Eyes (Perry Como)
6. Why Don’t You Believe Me (Karen Chandler)
7. I Believe (Karen Chandler)
8. Halfway To Carmen (Ralph Flanagan)
9. Hold Me, Thrill Me, Kiss Me (Joni James)
10. Have You Heard (Joni James)

Detroit, Mich.
1. Till I Walks Again With You (Karen Chandler)
2. Tell Me You’re Mine (The Gaylords)
3. How Much Is That Doggie In The Window (Patti Page)
4. Don’t Let The Stars Get In Your Eyes (Perry Como)
5. Why Don’t You Believe Me (Karen Chandler)
7. Hold Me, Thrill Me, Kiss Me (Joni James)
8. Anywhere I Wander (The Gaylords)
9. Say It With Your Eyes (Perry Como)
10. Have You Heard (Joni James)

Seattle, Wash.
1. Till I Walks Again With You (Karen Chandler)
2. Don’t Let The Stars Get In Your Eyes (Perry Como)
3. Tell Me You’re Mine (The Gaylords)
4. Why Don’t You Believe Me (Karen Chandler)
5. Tell Me You’re Mine (The Gaylords)
6. Keep It A Secret (Staﬀord)
7. How Much Is That Doggie In The Window (Patti Page)
8. Hold Me, Thrill Me, Kiss Me (Joni James)
9. Anywhere I Wander (The Gaylords)
10. Say It With Your Eyes (Perry Como)

Phoenix, Ariz.
1. Till I Walks Again With You (Karen Chandler)
2. Tell Me You’re Mine (The Gaylords)
3. How Much Is That Doggie In The Window (Patti Page)
4. Don’t Let The Stars Get In Your Eyes (Perry Como)
5. Why Don’t You Believe Me (Karen Chandler)
6. Keep It A Secret (Staﬀord)
7. This Is Heaven (L. Loﬀo)
8. Side By Side (Kay Starr)
9. Tell Me You’re Mine (The Gaylords)
10. Keep It A Secret (Staﬀord)

Memphis, Tenn.
1. Till I Walks Again With You (Karen Chandler)
2. Tell Me You’re Mine (The Gaylords)
3. How Much Is That Doggie In The Window (Patti Page)
4. Pretended (Nat King Cole)
5. Why Don’t You Believe Me (Karen Chandler)
6. Tell Me You’re Mine (The Gaylords)
7. Keep It A Secret (Staﬀord)
8. Side By Side (Kay Starr)
9. Tell Me You’re Mine (The Gaylords)
10. Keep It A Secret (Staﬀord)

Portland, ORE.
1. Till I Walks Again With You (Karen Chandler)
2. Oh Happy Day (Don Howard)
3. Tell Me You’re Mine (The Gaylords)
4. Don’t Let The Stars Get In Your Eyes (Perry Como)
5. Hold Me, Thrill Me, Kiss Me (Joni James)
6. Pretended (Ralph Flanagan)
7. Wild Horses (Perry Como)
8. Heart Of My Heart (Joni James)
9. Anywhere I Wander (The Gaylords)
10. Bye Bye Blues (Paul Ford)

“Hey’s what’s in THE CASH BOX That Count’s”
The HALE You Say

by natt hale

Depending on our mood of the moment, we frequently get around to inserting our pro bono into the mail bag to see what the gods have wrought. There are times when the resultant flurry of excitement caused by one of these articles can be compared to the fury of an artist scorned. Usually, though, the mails is warm and friendly, and we have been invited to announce our demise only a few hundred times.

This was one of those weeks when the tornadoes came. Most of our colleagues were frank to admit they would be willing to purchase (for a nominal fee) their initial introduction back from us. Others, in not-so-fortunate circumstances, were wont to tell us of their immediate plans, such as leaving the business forever, committing suicide, joining the armed forces with personal requests for Korean service, etc., until "The HALE You Say" freezes over.

A scant few were so taken in by our air of authority, that they made inquiry of us in regard to certain puzzling points sent the record business. Because these are about the only subservient colleagues we know, we will devote this week's session to a question-and-answer period—and the rest of you can evade drop . . .

Q.—(From a local arranger): "Considering the current trend in popular recording, would you suggest that I, as an arranger, lean more toward augmented or diminished fifths with sub-tonic overtones, or do you feel that the tonic and basic harmonic structure will create a popular demand for neo-classical harmonies?" T. P. L.

A.—Definitely.

Q.—(From a major recording artist): "Your recent column on the activities of recording artists on tour seemed to point out that artists should be able to get around on their own. Don't you feel that the local promotion men are the people who should be given full rein regarding the activities of a visiting artist in his town?" V. T. H.

A.—Bless you, my lad.

Q.—(From an A. & R. Director): "A week or two ago, you made a hinted mention that there should be more cooperation between the A. & R. Director and the men in the field. Do you believe that the men in the field could discover any worthwhile talent?" K. R. L.

A.—Oh-b-h-h, you mean for records!!

Q.—(From a powerful juke-box operator): "You evidently feel that music operators' conventions are a waste of time. Do you sincerely believe that?" P. A. L.

A.—Hell, no—Did you ever dig those models?

Q.—(From an important retail dealer): "In one of your very first columns, you made the assertion that retailers can 'hypo' the sale of a hit record by 'glomming' on to it real fast. Just what exactly does this mean?" Q. E. D.

A.—Simply, to coin a phrase, to get with it and latch on to the liquefied magnets like a bunny, else the loot may be a long time before it makes the circuit twice-over. See?

Q.—(From a nationally-known composer): "While I feel it may be a waste of time to glean your satire, I do feel it would be interesting to learn what you think of present-day song-writers. Don't you believe that all new songs being written today are, original compositions?" C. T. X.

A.—

Q.—(From an amateur songwriter): "I saw your column, and, not knowing anybody connected with the recording companies directly, I thought you might be interested in a pure business proposition. I write songs—pretty good ones. In fact, better than any I've heard lately. In fact, better than any I've ever heard. Would you be interested in getting these songs recorded for me on a major label, with a major artist? If you would, I'll be glad to give you a quarter (¼) interest in the song. Interested?"

A.—Wow! Am I!!!

Which is about all we can cover in this session of the meeting.

Remember, if you have any problems concerning any tangent of the record industry—any problem whatsoever—

Thanks a million for writing . . .
Jazz Singer Jump

Music record Joe Cleveland, others is over

Six Labels Set To Cut "Anna"

WASHINGTON—Indications are that Mill Great disk jockey at WOL-Washington, D. C., will emerge from the current excitement on the tune "Anna" from the new Sylvana Mangano flick "Anna" as hero of the day. A short time ago Grant received the sound track from the picture and the persistent jock stayed with the tune on the air until one by one the recording companies fell into line and are getting set to cut the tune with top artists. Six labels have indicated their intentions to cut following the MGM sound track. Included among them are Coral, Decca, Victor.

Cleveland—The Cleveland Photograph Merchants Association and the Cleveland Press will revive the highly successful "Hit Tune Parties" of 1947 on March 6 at the Music Hall, Cleveland. Juke box operators and record companies will cooperate.

The public will be asked to name the unreleased tune they believe has the best chance of becoming a hit. From 4 to 6 p.m. on March 5 record lovers will be admitted free to the Hall to listen, to select and vote for the record they believe will be "It." The tune will then receive the designation "Hit Tune" for April and placed in juke boxes all over the state.

The "Hit Tune Party" for March features Florian Zahab, Vinicius de Camargo, Tony Morelli, Tex Benecke and other outstanding recording artists. Eddie Halat and his orchestra will provide the music throughout the party to round out a full slate of entertainment. Prizes will also be awarded for the highlight of the party.

Miss Randle of Radio Station WREX will act as emcee for this first "Hit Tune Party" of 1953. He will spin ten unreleased records, selected by representatives of the Phonograph Merchants Association of Cleveland, Cleveland Press and record distributors, using a large juke box, occupying the main stage position. A maximum of 3,000 in attendance will then vote for their favorite tune. After the selections are collected and counted the "Hit Tune" for April will be announced and the record company involved will give the recording the full range of promotion.

Six Labels Set To Cut "Anna"

Washington—Indications are that Mill Great disk jockey at WOL-Washington, D. C., will emerge from the current excitement on the tune "Anna" from the new Sylvana Mangano flick "Anna" as hero of the day. A short time ago Grant received the sound track from the picture and the persistent jock stayed with the tune on the air until one by one the recording companies fell into line and are getting set to cut the tune with top artists. Six labels have indicated their intentions to cut following the MGM sound track. Included among them are Coral, Decca, Victor.

Cleveland—The Cleveland Photograph Merchants Association and the Cleveland Press will revive the highly successful "Hit Tune Parties" of 1947 on March 6 at the Music Hall, Cleveland. Juke box operators and record companies will cooperate.

The public will be asked to name the unreleased tune they believe has the best chance of becoming a hit. From 4 to 6 p.m. on March 5 record lovers will be admitted free to the Hall to listen, to select and vote for the record they believe will be "It." The tune will then receive the designation "Hit Tune" for April and placed in juke boxes all over the state.

The "Hit Tune Party" for March features Florian Zahab, Vinicius de Camargo, Tony Morelli, Tex Benecke and other outstanding recording artists. Eddie Halat and his orchestra will provide the music throughout the party to round out a full slate of entertainment. Prizes will also be awarded for the highlight of the party.

Miss Randle of Radio Station WREX will act as emcee for this first "Hit Tune Party" of 1953. He will spin ten unreleased records, selected by representatives of the Phonograph Merchants Association of Cleveland, Cleveland Press and record distributors, using a large juke box, occupying the main stage position. A maximum of 3,000 in attendance will then vote for their favorite tune. After the selections are collected and counted the "Hit Tune" for April will be announced and the record company involved will give the recording the full range of promotion.

FOREIGN RECORDS FOR YOUR FOREIGN LOCATIONS

45 and 78 R.P.M.

Improve the luke of your music machine. Your records have records on 78 R.P.M. in 21 different languages. Some are French, Italian, German, Bohemian, Swedish, Polish, Scandinavian, Spanish, Norwegian, Latin American, Lithuanian and Portuguese. Pick and choose by name or by famous orchestras. Let us know your needs on 45 or 78, either vocal or instrumental. We'll select the proper records for you. Write for a list of those already in our possession. Numbers are limited and may be sold out. Don't you miss out.

STANDARD TONO CO. 163 W 32nd St. NEW YORK 11, N. Y.

"It's What's in THE CASH BOX That Counts!"
Arnett Cobb in festive mood as press and public affectionately bestowed triple thanks and gifts upon him during his playdate at the Palladium, Washington, D. C., on Friday, Feb. 10, The Cash Box sent a congratulatory wire. Cobb also took R & B honors this week with a Sleeper Of The Week award for his latest Mercury release, "Billie Jean" and "Soul Love". Early evening April 13th, Arnett Cobb and Lloyd (Lindy Miss Cladwy) Price opened at the Regal Theatre, Chicago. "Fancy" won extra sensational on west coast and North Africa tour. Currently sckoos at Hotel Lemartins, Oran, North Africa... Roy Brown and The 5 Royales drawing capacity crowds on the Ralph Weinberg tour... Ben Webster really blazing the blues at the Birdland. UA's Shirley Scott in her entert-
ing for west coast via American Airlines March 20 to snatch peak of Dinah Washington, Earl Brown and have a look-see at Ben Waller's Enterprises... Charlie Singleton a hothead at Eddie Levine's, Boston... Bill Doggett inked for The Birdland party at the New York Paramount. The Bear is in full bloom, Louise Bellson leaving the Ellington ork the end of this month. The drummer is forming his own outfit with piano, bass, and guitar. Sideman as yet have been named. Pearl Bailey, wife of the drummer, and top Coral record star whose "Take Two To Tango" defines the law of gravity, will be part of the package and bookings are being arranged at this time. Dancer Bill Bailey, brother of the trio, may be part of the unit when it goes to Europe on a three month tour.

An illustration of the tremendous sales appeal of the Clovers is the tremendous advance orders on their latest release "Crawlin'" and "Yes, It's You," this group, which has been on Decca for four years, already has five hundred at its credit. Atlantic Records has just re-signed the group to another exclusive three-year pact. Pianist George Wallington, who is playing a return engagement at Soquet's in New York, N. Y., returns to New York on his third tour of the Midwest. He is scheduled to perform at the Downbeat for an unlimited engagement. Composer George Goldner, A & R head of Tito Records, who has brought such stars as Joe Loco, Tito Puente and Tito Rodriguez, and many other mambo favorites to the attention of the Latin American music fans, has moved into the R & B field. "It Takes Two To Tango," Keyes, singer, pianist, and arranger, as the musical director. Rama has already released its first disc, "I Was Such A Fool!" and "Midnight." Initial reports indicate that Tico will hit with its first release. The February 3rd issue of Time carries a beautiful story on "a hungry looking fellow named Gerry Mulligan, who plays a basset-hound-baritone sax at a nightclub known as the Haig." Last summer Gerry walked into the Haig story broke. Somebody lent him a horn, and he began sitting in on jam sessions. A few weeks later he was leading the section and for the past three months Mulligan's quartet has been performing to some of the biggest crowds in the club's history. Time says, "Mulligan's kind of sound is just about unique in the jazz field. In comparison with the frantic extremes of bugle, his jazz is rich and even orderly.

Some weeks back we reported to you the momentous story of Charles Brown and his Mink tie. As proxy for Brown, who was currently on the West Coast, Nipsey Russell modeled the tie in the offices of Billy Sherr. The tie was created especially for Brown by fashion designer Elizabeth Meyers, conceived Bransby's soulful gazing at the silver blue mink tie, "This new cravat craze should go well,—especially with bald headed men. The tie can double as a tamper." A full, evening, career full run at the Apollo Theatre, Joe Holiday has been booked for the following engagements: Baltimore, Md., March 9 for two weeks; Birdland, N.Y., for two weeks; Pep's Bar, Philadelphia, for four weeks; and the Savoy in Boston, beginning on April 11. Charlie Mariano has joined the Bill Harris-Chubby Jackson group and is now appearing at New York's Band Box... Charles DeCarlsen, who took "Dix" on tour of Europe and The Continent, and a Paris concert before returning to U. S. to play The Birdland here and The Lido Club, Philadelphia. Bookings and other commitments forced Gil-lespie to cancel engagement at The Lido, Paris.

Blaine Visits Distribrs

NEW YORK—Jerry Blaine, president of Cuban Distributions and Ju belle Records left on a coast to coast plane trip on which he plans to visit all his distributors and manufacturers Blaine will be gone about four weeks.

A NEW HIT!

BY THE CLOVERS

"CRAWLIN'" "YES IT'S YOU"

Atlantic 909

The Swing Is To SWINGTIME!

Blinky Allen sings "TAKE ME BACK" "MY BABY LOVES ME"

ST 327

The EMANON Trio sings "EE-EE-ZY" "THE BLUES"

ST 328

Fletcher Smith sings "MEAN POOR GAL" "BRAND NEW NEIGHBORHOOD"

ST 329

Breaking Wide Open!

Amos Milburn

"LET ME GO HOME WISKEY"

Shirley & Lee Release

Swingtime Record Co.

4342 So. San Pedro St.

Los Angeles 11, Calif.

Distributed thru La-Dale Sales Co.

The New R & B Label with the 3 Dimensional Sock 1st Hit Release

Rama

I WAS SUCH A MIDNIGHT"

by The Five Buddies

musical direction of BERT KEYS

Dist: A few available territories in South & Southwest

143 West 41 Street (La. 4-0457)

"It's What's in THE CASH BOX That Counts*
The Cash Box, Music Page 21  February 26, 1953

1. THE ORIOLES
   "HOLD ME, THRILL ME, KISS ME"
   b/w "TEARDROPS ON MY PILLOW"
   JUBILEE 5102; 44x5106

2. "TILL THEN"
   JUBILEE 5107; 44x5107

3. EDNA
   "Heavenly Father" McGRIFF
   with Buddy Lucas Ork.
   "WHY OR WHY"
   b/w "EDNA'S BLUES"
   JUBILEE 5109; 44x5109

4. BUDDY LUCAS ORK.
   "LAURA"
   b/w "Organ Grinders Swing"
   JUBILEE 5111; 44x5111

5. SONNY TIL & ORK.
   "HAVE YOU HEARD"
   b/w "LONELY WINE"
   JUBILEE 5113; 44x5112

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

OUR HIT PARADE!

Savoy 2 884
"MY KIND OF WOMAN"
"BROTHERLY LOVE"
EmittSly Trio
with Bob White Vocal

Savoy 2 878
"FORGIVE ME BABY"
"Over Here Pretty Baby"
Elmore Nixon with Helen Hayes

Savoy 2 881
"DON'T TELL MAMA"
"Bere Comes My Baby"
Willie Johnson

Savoy 2 884
"THREE LIES"
"GETTING READY FOR MY DADDY"
Vannetta Dillard & T. J. Fowler

Savoy 2 885
"CAMEL WALK"
"GOLD RUSH"
T. J. Fowler

SAVORY RECORD CO., INC.
58 Market St., Newark, N. J.

"It's What's in THE CASH BOX That Counts"
The Three Dukes

The Caz Box

The Case Box

Buddy Lucas

Earl Hooker Trio

The Clovers

Todd Rhodes

James Williamson

Mary Lou Williams & Terry Gibbs Sextet

Paul Quinichette

Rhythm 'N Blues SLEEPER OF THE WEEK

Mary Lou Williams

The Dozier Boys

The Closer Boy

The Three Dukes

Award O' The Week

The Case Box

"Poor Butterfly" (2:38) [Harms, Inc.]

"Congratulations To Someone" (2:37) [United]

Arnett Cobb

Mercury 9468

The Cash Box, Music

THE THREE DUKES

(Trio A)

"HEY MRS. JONES" (2:37) [Pamuk] The Three Dukes dish up and exciting and different Latin tempo instrumental. The trio, piano, drums and bass come up with a fine sound.

"THE DUKES' BOOGIE" (2:39) The flip is a quick beat, boogie belted by the group in torrid fashion.

Buddy Lucas

"Organ Grinder's Swing" (2:43) [Jay & Coe] The Buddy Lucas orch-etts a slow rhythm novelty item. Buddy's sax stands out to good advantage.

"LAURA" (2:28) [Robbins] The flip is a slow moody piece dreamily arranged. Lucas gets off a mellow bit of saxing.

Earl Hooker Trio

"BLUE GUITAR BLUES" (2:43) [Jay & Coe] The Earl Hooker Trio, with some outstanding guitar work by Hooker, wax a slow blues with feeling.

"RACE TRACK" (2:29) The group dishes up a quick beat instrumentally. A dusty beat excitingly done.

Todd Rhodes

"Lost Child" (2:21) [Jay & Coe] The Todd Rhodes orch come through with a leader item in the moody vein. Lavernek Baker handles the vocal end, and the full throated thrust does a potent job. A little more restraint would have gone better with the general tone of the etchings.

"Thunderbolt Boogie" (2:50) [Jay & Coe] The flip deck is an instrumental boogie belted in top notch fashion by the Rhodes aggregation.

James Williamson

"Homesick" (2:40) [Joni Music] James Williamson sings a slow deep south blues in low down style. Williamson chants with feeling.


Mary Lou Williams & Terry Gibbs Sextet

"Down Beat" (3:05) [Emperor] Recorded at an actual concert. Mary Lou Williams, famed 88'er, does a quick beat jump against a background of actual applause. A good disk for the specialized spots that cater to the jazz connoisseur.

"And S J B" (3:12) [United Music] Another quick beat with Terry Gibbs a standout. Anyone who has ever seen Terry on the vega can work up a sweat just listening to this side. We like this side for any pop location except the dimly lit lounges.

Paul Quinichette

"No Parking" (2:41) [Tunam] Paul Quinichette and his group dish up a fast moving item with sort for a happy and stimulating side. Paul's fine sax is complemented with some top-notch Hammond and guitar work.

"People Will Say We're In Love" (2:39) [Williamson] Quinichette gives a soft and mellow rendition of the lovely slow tune of a decade ago. Again coming in for commendation are the able performances of the organist and guitarist.

The Dozier Boys

"Linger Awhile" (2:40) The Dozier Boys wax a slow rhythm olde' for a scintillating disk and a good pop possibility. A good sax solo ride helps round out a beat lot for any box.

"I Keep Thinking Of You" (3:00) The boys wax a slow love ditty in ok style. Backing is potent on both deeks.

Big John Boule

"Stump Juice" (2:50) [Ember] Big John's delivery of the big bounce is aided by a chorus chant.

"Deep Deep Sleep" (2:40) [Ember Music] Flip is a similar item done in a moody style.

Lou Blackwell

"I'm Blue The Night" (2:38) Lou Blackwell sings a slow moving blues against some ok backing and a quite group.

"I'm Blue Without You" [Vass] Blackwell sings a change of pace item on the flip deck. A quick beat latin tempo is hauntingly sung as Blackwell manages to convey more feeling for a better side.

The Five Budds

"I Was Such A Fool" (2:41) The Five Budds, a new group on a new label, does a fine job as they blend on a slow melodic ballad. Treatment could put this in pop locations.

"Midnight" (2:58) The under reactions of the slow rhythm blues already waxed in all fields. All around effect falls short of the top deck.

Mary Lou Williams

"CJam Blues" (parts one and two) (2:17 and 2:20) [Robbins Music] Another tape made at a recent jazz concert complete with audience reactions give that live feeling that is missing so often in studio recorded sessions. Mary Lou Williams leads her group, some top notch sidemen, through a real "go-go" item that excites from start to finish. Blackwell's vocals are well placed to set a tempo and a mood. The blood stream won't remain stagnant when this disk is spinning.

Sonny TIl

"Lonely Wine" (2:56) [Odette] Sonny TI comes through with the best side he has ever etched. His limpid interpretation of the dramatic lyrics and lovely tune is soothing and yet carries an undertone of excitement. This one could go all the way.

"Have You Heard" (2:20) [Trarama] Sonny TI's slow moving current pop biggie and sings it from the heart. An emotional reading of a beautiful ballad.

Arnett Cobb, who last year was out for a time because of illness, comes back with a smash side that reestablishes him as one of the top A & B pieces of talent. The upper lid, "Poor Butterfly," is a moderate rhythmic item etched in easy but fascinating style. Arrangement is unperturbing but the aggregation blends in becoming manner and forms the perfect background for the vocalizing of the catchy lyrics. Chorus chanting helps round out the side. Outstanding is the solid bass work and the sax in the lower lid. The Cob treatment of the current pop favorite "Congratulations To Someone." The melodic item acts the showcase for the Arnett Cobb sax. Waxing is in the soft light vein.

Martin COBB

(Mercury 9468)
INDIANAPOLIS, IND.—Bob Morrison, deejay at WIRE-Indianapolis, Ind., interviews Norman Green, MGM orkster and composer, on his “Music Til Midsnite” show. Green is on a promotional tour plugging his current record “Suspicion” and “Blue Porcelain.” Green’s jaunt will run about six months and is being sponsored by the manufacturers of “Suspicion” perfume. He will visit with disk jockies and juke box operators all over the country.

MGM Inks New Thrush

MGM Records has just signed pretty vocalist Dorene Davis to a one record contract deal. Her first disk which will be released March 15th is “Goodbye Charlie, Goodbye" b/w “Love Me Now.” Joe Limpan handles the orchestra on both sides. Doreen was discovered on Art Ford’s TV show “Rumpus Room” and from there went on to achieve success with some of the country’s leading bands. She has been booked to appear at New York’s gala Press Photographer’s ball.

Plan For Industrial Groups

NEW YORK—Carl Fischer, Inc., for eighty years one of the top names in music, has designed a plan for Industrial Music Groups. They are prepared to help organize a chorus, glee club, band or orchestra. Idea is based on the theory that there is no form of recreation which appeals more to all ages and both sexes.

Orkster Forms Pub

NEW YORK—Lou Harold of the new K & K Publishing Company has had his first song “You’re My Baby” recorded by the young Norman Brooks on the new Zodiac label. Lou, who has been in the music business for over twenty-five years, has led a band at the Bal Tabarin night club for 19 consecutive years. Lou says that this is one of the longest stints of its kind on Broadway.

The new publishing firm has gotten its first order of sheet music from the Carl Fisher Music Company. Although Lou Harold has been in the business for over a quarter of a century, he’s excited about his new venture.

Derby Signs Reynolds

NEW YORK—Larry Newton, Derby presy, announced the signing of Tommy Reynolds to a term deal. Newton disclosed that Reynolds has been building a new book under the direction of Bernie Woods.

Meeting Dates Of Music Operators’ Associations

Feb. 24—Western Massachusetts Music Guild Place: Contact Ralph Ridgeway, Springfield, Mass. Tel. 2-4948.
5—Milwaukee Phonograph Operators’ Ass’n Place: Deutsch’s Cafe, Milwaukee, Wis.
7 & 8—Music Guild of Nebraska Place: Cornhusker Hotel, Lincoln, Neb.
10—Automatic Phonograph Owners’ Assn. Place: Hotel Sheraton Gibson, Cincinnati, Ohio
12—Music Operators of Northern Illinois Place: To be announced.
16—Westchester Operators’ Guild Place: American Legion Hall, White Plains, N. Y.
18—New York State Operators’ Guild Place: Nelson House, Poughkeepsie, N. Y.

"It’s What’s in THE CASH BOX That Counts!"
NEW YORK — The death of Hank Williams continues to be the hottest musical topic of the year. That the country would be stunned was expected. That the press would carry minute details of the western artist’s life was expected. That tributes from all segments of the music industry would be forthcoming was expected. That an unfiltered, unedited Hank Williams disc would follow was unexpected. But the tremendous hold that the chanter had on the hearts of the listening public was totally unexpected.

No one could deny Hank Williams was a popular artist. No one could deny that the singer was held in great esteem and was deeply beloved by all. But the overpowering extent of the grip this country boy had on his public could never have been anticipated. Neither was it for his unfortunate early death.

Within a matter of a few short days, the rush to market Hank Williams tributary discs was on. Every company, major and indie, issued eulogies in the form of hymns, orations, or direct chats with the deceased Hank Williams. Very rarely, in the record biz, does more than one recording maker make it big. But this is no ordinary circumstance. It seems that almost every disc cut within the country has already played or will play. This theme has found a ready market.

It was the practice of Frank Walker, MGM prez, to write Williams on the first of each year. This year, although the western singer-songwriter was no longer here, the tradition was upheld. There is no reason why this practice should or will be discontinued, unless the tributary market is cut off, which is rather unlikely. The motive was so fine a tribute and so tenderly done that The Cash Box asked permission to reproduce it in full. The letter started a chain of events that culminated finally in the issuance of a record by Dick Jockey Jimmy Swan of WFOE, Hattiesburg, Miss., on which Swan read the Walker letter.

When The Cash Box printed the Walker letter, Dick Jockey’s rendition of the breadth of the land read it over the air. An immediate wave of requests swept to MGM offices from coast to coast, hamlet and water tower in the United States. Pressure was applied to Frank Walker to issue the letter on a record, but not wishing to capitalize on the death of his friend, the MGM chief refused.

Without the knowledge of anyone at the MGM disc jock, Jimmy Swan, inspired by the “famous” letter and the sentiment, broadcast it on his show. His broadcast started another flood of requests. "Naturally," stated Frank Walker, "we could not release any company disc until we had been given the okay to issue it ourselves". Shortly thereafter, Hank’s mother phoned Walker from Alabama and asked him to "Please release the record of The Last Letter".

The Last Letter" opens with the slow tender chanting of a hymn, Swan gives a simple and tender reading of the words which move against a background. The flip deck, a quick beat religious item, is an appropriate coupling. While ordinarily a recording of this type would not be juke box material, because of the special nature that we feel there are many locations in which it will prove an attractive coin catcher.

The Cash Box has been receiving requests for the lyrics and the tune. To accommodate the requests, the tune and lyrics are printed below.

---

**Hank Thompson**

Within the last few years, Hank Thompson has become one of the hottest stars of contemporary country. He is a logical follow-up to the recent success and popularity of Hank Williams Jr.

**RED FOLEY**

Red Foley comes out with a moderate tempo bounce that is different than the usual Foley release. "HOT TODDY" (2:37) [Coronet] is a slow swing backing. The flip deck, a quick beat religious item, is an appropriate coupling. While ordinarily a recording of this type would not be juke box material, because of the special nature that we feel there are many locations in which it will prove an attractive coin catcher.

**COBRA COPAS**

Cobra Copas lends his smooth drawl to a slow swing backing. The flip deck, a religious item, is an appropriate coupling. While ordinarily a recording of this type would not be juke box material, because of the special nature that we feel there are many locations in which it will prove an attractive coin catcher.

**REDD HARPER**

REDD HARPER (2:50) [Coral] has been a western entertainment performer for many years. He has a fine voice and is a good arranger. He makes this record with the same care and attention he devotes to all other projects.

**DUSTY AND PAM WALKER**

Dusty and Pam Walker have been a popular country music team for many years. They have recorded over 200 records and have been featured on numerous television and radio shows.

---

**NEWS that’s UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK FROM LEADING RECORD FIRMS, ARTISTS and PUBLISHERS. Every Week in THE CASH BOX ONLY $15. PER YEAR (52 Issues)**

---

**CHUCK MURPHY**

(Coral 60933)

"I’D LIKE TO BREAK YOUR HEART" (2:49) [Peer Int. Corp.] Chuck Murphy enters the country market with a moderate tempo bounce with that which New Orleans jazz treatment in a cute style.

**CARSON ROBINSON**

(MGM 11432)

"IF LIE TO HARRY" (2:58) [Old Homestead Pub.] Carson Robinson releases the song from "Ike to Harry with humorous comments and in nod to the deceased Orville." "LARRY’S RHYTHM TO IKE’S LETTER" [Old Homestead Pub.] Robinson, on the flip deck, reads Harry’s answer to Ike. Both decks are handled in non-partisan manner.

**JIMMY LOGSDEN**

(Decca 26)

"THE DEATH OF HANK WILLIAMS" (3:14) [Lots] The eulogies for the deceased Hank Williams has now become a special field in music. Logsdon sings the Cardwell tune with feeling.

**KENT ROBERTS**

(Coral 60932)

"SWEET LITTLE CHEMISTRY" [Country Music] Kenny Roberts yodels a pretty melody in soft and tender manner. Roberts’ enthusiastic vocals and the guitar twangs gives one that feeling that tall topped trees swaying in the breeze.

---

"It’s What’s in THE CASH BOX That Counts"
Webb Pierce was guest on the Prince Albert Show. He sang both sides of his new hit, "I'll Go On Alone" and "That's Me Without You"—and really got a tremendous hand on both songs.

Guesting for the first time was the Crown Cula Show were Wilma Lee and Sonny Coover from WWVA, Wheeling, W. Va. They did a "catchy" little number entitled "Stoney" and were very well received. They were with the Club Panelty as a substitute for a normal show.

Ernest Tubb was on the West Coast for a personal appearance and George Morgan had the Ernest Tubb Record shop on. Performing as his guests were Honey West, W.K.C. and Jimmy Skinner.

Chaw Mank of the Blue Ribbon Press is looking for articles, poetry and any other material pertaining to Hank Williams. They are being binned up for a book called "What The Fans Think Of Hank Williams." The material sent in must be from the pen of the fans and artists. Send material to Chaw Mank (Blue Ribbon Press, 410 South, St. Paul, Minn. 1.

Skeets McDonald's latest release "Let Me Know" promises to be just as great if not greater than "Don't Let The Stars Get In Your Eyes." Couldn't happen to one of the most popular country singers of the year.

Eddy Arnold is appearing before record crowds at the 1953 Houston Stock Show where he will make his first appearance on the 15th. Supporting Eddy are The Dickens Sisters, Hank Garland, Roy Higgins and the Oklahoma Wranglers. Eddy's Song is in National Best Sellers. On the flip side is "Condemned Without Trial" and both should be great hits.

Bob Wills And His Texas Playboys are doing great in California. Each day from 12:30 to 1 p.m. they do a live show from KKLX in Pasadena. The band is now in its fourth consecutive week at Harmony Park Ballroom in Anahiem, Calif., playing The Big Band Jamboree on Friday, Saturday and play nights. Bob and his boys use off nights to play one-nighters with driving distance of Los Angeles. On February 10th a capacity audience necessitated a second show in Bakersfield.

Billy and Suzie prepare to return to his home in Studio City this week-end following a tour of theatres in Alabama and Florida. He will return to Alabama in the first week of March with a World Premiere in Houston and Denver before appearing in person for an elaborate program. See the February issue of Farm Journal for more information about Bob Wills.

Colwell Brothers, the young western song and music trio, have a new platter. One side is "Let Me Know," while Bob Wills and western singers are on the gospel release. Johnny is one of the veterans in the western field, but this will mark his first release in the gospel field which is gaining in popularity every month. The signal received is the best in this one good seller already.

Johnny Bond, now on the road with the Gene Autry Show, will be happy to tell that there have been many requests to hear his new release "Red River Valley Home," reports her AFPS show this week will include 

"Southern Maid," as the new release is doing. The release was Tom Harmon's, the popular TV sports announcer and former All-American
grider.

Tim Spencer is the new general manager of International Sacred Records with world headquarters in Hollywood. Spencer was an original member and still owns an interest in the Sons Of The Pioneers. He wrote or collaborated in writing many of the group's songs, "Red River Valley," "Rippling River," "Full Of Roses," "Timber Trail," "Tumbling Tumbleweeds," and many others. Today he is president of Hollywood Christian Group, and is working closely with his friend Prentice Frame. This newly formed "Roll-Out, USA" he acted as musical director. Spencer is now devoting his full time to religious activity.

---

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

1. KAW-LIGA
2. NO HELP WANTED
3. DON'T LET THE STARS GET IN YOUR EYES
4. STORY OF A STAR
5. I'LL GO ON ALONE
6. A FOOL SUCH AS I
7. THAT'S ME WITHOUT YOU
8. THE DEATH OF HANK WILLIAMS
9. TILL I WALTZ AGAIN WITH YOU
10. LET ME KNOW

---

**THE CASE BOX, MUSIC PAGE 25**

February 28, 1953

Buck Benson  
VFRM—Airline, La.  
1. Help Wanted (Carlisle)
2. Square Dance (Kool)
3. Devil's Dance Hall (The Troubadores)
4. Kaw-Liga (Hank Williams)
5. The Eastern Gate
6. I'll Never Get Out Of This World Alive (H. Williams)
7. That's The Kind Of Love I'm After (Hank Snow)
8. Purple Pop (Cowboy Casey)
9. I'm An Old Man (Frank Wilson)

Jerry Kay

WWWE—New Orleans, La.
1. Help Wanted (Carlisle)
2. Help Wanted (Hank Williams)
3. Midnight Flight (Red Foley)
4. Old Man (Robbins)
5. Help Wanted (Carlisle)
6. Kaw-Liga (Hank Williams)
7. Kaw-Liga (Hank Williams)
8. Red River (Red Foley)
9. Midnight Red (Carlisle)
10. Nobody Loves You (Tubb)

Smoky Smith

KJWD—Fond du Lac, Wis.
1. Help Wanted (Carlisle)
2. Ed's Song (Eddie Stans)
3. I'll Never Get Out Of This World (Hank Williams)
4. Kaw-Liga (Hank Williams)
5. Kaw-Liga (Hank Williams)
6. Kaw-Liga (Hank Williams)
7. The Things That Might Have Been (Hank Williams)
8. Midnight Train (Red Foley)
9. Kaw-Liga (Hank Williams)
10. Most Of All (M. Red Taylor)

Bob & Jim

WFRG—Greenville, S. C.
1. Help Wanted (Carlisle)
2. Mistakes (Jimmy Lee)
3. Tribute To Hank Williams
4. The Things That Might Have Been (Hank Williams)
5. Midnight Train (Red Foley)
6. Kaw-Liga (Hank Williams)
7. Till I Waltz Again With You (Tubb)
8. Most Of All (M. Red Taylor)

Chas Thompson

WFOR—Hattiesburg, Miss.
1. Kaw-Liga (Hank Williams)
2. Help Wanted (Carlisle)
3. Condensed (Robbins)
4. Kaw-Liga (Hank Williams)
5. Bummin' Around (Tubb)
6. Help Wanted (Carlisle)
7. I'll Never Get Out Of This World (Hank Williams)
8. That's The Kind Of Love I'm After (Hank Snow)
9. Kaw-Liga (Hank Williams)
10. Help Wanted (Carlisle)

Elmer Snodgrass

WAKE—Greenville, S. C.
1. Help Wanted (Carlisle)
2. I'll Never Get Out Of This World (Hank Williams)
3. They Gave Me A Chance (Eddie Stans)
4. Kaw-Liga (Hank Williams)
5. Kaw-Liga (Hank Williams)
6. You Can't Love Me (Tub)
7. Kaw-Liga (Hank Williams)
8. Kaw-Liga (Hank Williams)
9. Kaw-Liga (Hank Williams)
10. Most Of All (M. Red Taylor)

Cliff Rodgers

WHKY—Akron, Ohio
1. Help Wanted (Carlisle)
2. In The Eyes (Sheets McDonald)
3. Kaw-Liga (Hank Williams)
4. Kaw-Liga (Hank Williams)
5. Kaw-Liga (Hank Williams)
6. Keep It A Secret (Whitman)
7. Keep It A Secret (Whitman)
8. Kaw-Liga (Hank Williams)
9. Kaw-Liga (Hank Williams)
10. Kaw-Liga (Hank Williams)

D Generated

WADD—Winston-Salem, N. C.
1. Kaw-Liga (Hank Williams)
2. Kaw-Liga (Hank Williams)
3. Kaw-Liga (Hank Williams)
4. Kaw-Liga (Hank Williams)
5. Kaw-Liga (Hank Williams)
6. Kaw-Liga (Hank Williams)
7. Kaw-Liga (Hank Williams)
8. Kaw-Liga (Hank Williams)
9. Kaw-Liga (Hank Williams)
10. Kaw-Liga (Hank Williams)

Randy Blake

WJJD—Chicago, Ill.
1. Help Wanted (Carlisle)
2. I'll Never Get Out Of This World (Hank Williams)
3. Kaw-Liga (Hank Williams)
4. Kaw-Liga (Hank Williams)
5. Kaw-Liga (Hank Williams)
6. Kaw-Liga (Hank Williams)
7. Help Wanted (Carlisle)
8. Kaw-Liga (Hank Williams)
9. Midnight Red (Red Foley)
10. Nobody Loves You (Tubb)
GROOVES OF RECORDS COLLECT
LESS DUST AND OTHER ABRASIVES
WHEN STORED AND PLAYED
IN THE VERTICAL POSITION

THIS INCREASES RECORD LIFE
-PROLONGS LIFE OF
THE STYLUSES

ONLY SEEBURG
SELECTOMATIC
MUSIC SYSTEMS PLAY RECORDS
IN THE VERTICAL POSITION

100 SELECTIONS
at the phonograph
anywhere in the location

SEEBURG
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois
OPERATORS BACK SEN. FREAR'S "OPTIONAL DEPRECIATION" BILL

First Reported by THE CASH BOX Last Week Now Operators All Over Nation Quickly and Enthusiastically Back Sen. Frear's Bill Recently Introduced in U. S. Senate to Allow Businessmen to Depreciate All Equipment at Their Own Option Within Reasonable Period of Time. Will Cure Many Present Depreciation Inequities by Allowing Ops to Set Up Their Own Depreciation Rates and Time Schedules

CHICAGO—The immediate and enthusiastic reception to the "optional depreciation" bill introduced just recently into the U. S. Senate by Senator J. Allen Frear, Jr., of Delaware, first reported in The Cash Box this past week (February 21, 1953 issue), was actually overwhelming.

For some years now The Cash Box has been reporting the inequity of present depreciation rate schedules.

Such outstanding Certified Public Accountants as Herman Jaffe of New York and Leo P. Kaner of Chicago, both men with experience in the coin operated machines business, have written articles for this publication attempting to explain what could possibly be done to alleviate the inequities which exist at present as far as depreciating equipment by operators is concerned.

For some years now letters by the dozens have been received by The Cash Box from operators from everywhere in the nation asking what could be done to somehow bring an end to the depreciation problems with which they were, and are faced, to this day.

For example, it is reported that in some areas local tax officials have okayed a three-year depreciation schedule for coin operated phonographs. Yet in other areas in the nation the same product can only be depreciated in four years and, in some cases, over a period of five years.

In this area there has been much discussion going on for sometime with the Internal Revenue Department as to a more equitable depreciation rate schedule. But, so far, none of the talks have been successful. Even though outstanding operators continue to attempt a cure for this inequity from time to time through the good offices of their accountants.

Senator Frear's bill (S. 298) is, therefore, a godsend to almost every operator in the nation. This is the reason, without any doubt, for the immediate and enthusiastic response which came to this publication from its first report regarding the introduction of this bill into the Senate of the United States, 1st Session, 83rd Congress.

As Senator Frear's bill states its preamble:

"A Bill to afford the taxpayer the right to determine the period of useful life of property in computing deductions for depreciation under the income-tax laws."

In short, and as appears in the headlines above, the operators will have the right to set their own time period on depreciation of their equipment, provided of course, that it is a "reasonable period of time."

This means that, where juke box operators for example, feel that their phonos should be depreciated in three years and that this is a reasonable period of time, they can set their schedule and so advise the Internal Revenue Department through their accountants.

The same applies to amusements, vending and service machine operators. It will cure many inequities now found throughout the nation regarding the various depreciation schedules in existence.

As reported last week in The Cash Box, the Senate Small Business Committee proposed "optional depreciation" in 1952.

Tax experts are strongly behind this move. The machine tool industry is fighting hard for "optional depreciation" in Washington at this time.

Treasury officials believe that, if this bill becomes law, most businessmen will rapidly depreciate all equipment because businessmen realize, these officials claim, that taxes will not be greater, but instead, may go much lower.

Therefore, these Treasury officials, from on this bill for they believe that it is against the aim of the present administration to balance the budget.

Tax experts argue strongly against these points. They claim that "optional depreciation" will mean less taxes in the years when the equipment is depreciated, but higher taxes after it has been depreciated completely, so that it equals itself out in every case.

There is no doubt from the response which this publication has already received that operators are going to write and urge their Senators to back Bill S. 298 as introduced by Delaware's Senator J. Allen Frear, Jr.

Here is Bill (S. 298) as Introduced by Senator J. Allen Frear, Jr., (Delaware) in The U. S. Senate, 1st Session, 83rd Congress:

A BILL

To afford the taxpayer the right to determine the period of useful life of property in computing deductions for depreciation under the income-tax laws.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 23 (1) of the Internal Revenue Code (relating to deductions from gross income for depreciation of certain property) is amended by adding at the end thereof two new sentences as follows: "In computing the deduction with respect to any property, the period of useful life of the property shall be determined by the taxpayer but, in the case of real property, shall be not less than five years and not more than fifty years, and, in the case of personal property, shall be not less than one year and not more than five years. The taxpayer shall, in such manner as the Secretary shall prescribe, notify the Secretary of the period of useful life determined by him with respect to each property and the period so determined shall be binding with respect to such property for all taxable years, unless the Secretary consents to a determination by the taxpayer of a different period of useful life with respect to such property."

SEC. 2. The amendment to the Internal Revenue Code made by this Act shall be applicable with respect to taxable years beginning after December 31, 1952, but shall apply only to property with respect to which a deduction under section 23 (1) of the Code first becomes allowable to the taxpayer in a taxable year beginning after December 31, 1952.
Fred Jung Appointed Operations Manager For Rock-Ola Mfg.

Honolulu, Hawaii, April 28, 1953

CHICAGO—Fred Jung has been appointed as operations manager for the Rock-Ola Mfg. Co. in this city, according to an announcement by David C. Rockola, president.

Jung has been associated with the coin machine industry. He will head the coin sales division and production, and we are looking forward to his becoming a valuable addition to our staff.

At the same time, it was announced that Honolulu Amusement Exchange was appointed as the exclusive sales outlet for Rock-Ola products in the Hawaiian Islands. This covers the largest organizations in the coin machine industry in this area and well equipped to render excellent service and service to all music operators in the islands, stated Rockola.

Music Ops' Leaders Prepare For Forthcoming Legislative Battle

Expect New ASCAP Type Bill To Be Presented To Congress To Force Music Ops To Pay Royalties A Tribute For Copyrighted Music. If MOA Execs Meet In Chicago In March Expect This To Be Foremost Topic.

CHICAGO—Reports reaching here indicate that leaders of music operators' organizations are already girding themselves for forthcoming legislative action in this city, according to an announcement by David C. Rockola, president.

Belief of these men is that ASCAP (American Society of Composers, Authors and Publishers) will again have some Congressman introduce a bill into this new 83rd Congress providing for an official force to be paid to music operators to pay copyright royalty to the copyright owners.

It is also believed that, if MOA (Music Operators of America, Inc.) holds their annual executive meet in this city this forthcoming March, that the above will be one of the foremost topics.

In view of the certainty, reports indicate that ASCAP will definitely have up bills for a hearing in the 83rd Congress (if matters should stay on the agenda) which will be referred to the Judiciary Committee. The House of Representatives, February 4, 6, 7, and March 21 and 22, 1953.

"Such an argument," (referring to the arguments presented during the hearings before ASCAP, AP, SWPA, AIA, MPPA, NBC, almost every year for the past 20 years) (to get Congress to amend the Copyright Act of 1909) "and its repetation year after year, amounts to a contemptuous disregard for the judgment and decisions of succeeding sessions of Congress. Those gentlemen must know by this time that such a contention is not correct. If they do not know the facts, they could easily find them. Under the circumstances, their reelection would mean the loss of that erroneous contention, in the face of its rejection by session after session of Congress, to say the least, a reflection on their good faith in again advancing that contention."

The above paragraph is from the statement of David C. Rockola, president of Rock-Ola Mfg. Co., made during the morning session on February 7, 1952.

Definitely, all have since stated, the efforts of ASCAP and other organizations, and as appears in the statement of David C. Rockola, is most definitely a "contemptuous disregard for the judgment and decisions of succeeding sessions of Congress, dating back for over 25 years."

The argument is: That the industry who wish to obtain all the data of the hearings before Subcommittees No. 1 and 2, the Committee on the Judiciary, House of Representatives, Serial No. 11., Part 2, in 1952, should write to: United States Government Printing Office, Washington, D. C.

To attempt to go back to all the arguments and articles which appeared in this publication at that time, as well as the efforts of all the many operators, distributors and manufacturers who were engaged in the hearings, would make up a tremendous volume.

As leaders report, "We have had wait and see what happens and what ASCAP and similar such organizations intend to do this year; when the bill they will have introduced, if they have introduced one, as well as what MOA will decide to do if such a bill is introduced at its next national meeting."

H. C. Evans & Co. To Present New Re-Play Game

"Spin Table." It has already attracted a great deal of attention from those who haven't been able to see it. The "Spin Table" has been on test locations for some months and, as the no official description of the game has been made, as yet nor has any announcement been issued as to just when production can be expected, it is believed that the big Evans' factory is already well geared to get into quick action.

Formal announcement is expected sometime next month from Fred Morris, who heads the amusement division of H. C. Evans & Co.

In the meantime, as Dick Hood stated this past week, "We have had many years of experience in the manufacture of the finest coin operated amusement.

"We believe that our new effort will meet with the most complete approval of all engaged in the amusement industry.

There is also no doubt, at least thru out the industry here, that the big H. C. Evans & Co. factory can swing into speedy production on any amusement project, in view of its many years of experience building coin operated amusements, and also the size and scope of its production facilities for the manufacture of games.

This first re-play game by H. C. Evans & Co. in future years will be eagerly watched by all in the field, it is generally believed.

Orders Surpass All Former Products

GRAND RAPIDS, MICH.—Several months ago, AMI, Inc., ran an ad entitiled "music lesson for Operators" (October 11, 1952 issue of The Cash Box).

A few weeks after the ad appeared, the phonograph manufacturing firm received a dictation from one of a series of self-mailers to the operators of the country.

It made such an impression on the trade that William E. (Bill) Fitzgerald, advertising and sales promotion manager, received a number of requests that it be made up in permanent form.

Fitzgerald followed up on the suggestion and prepared the ad in the form of a plaque, which can be used to hang on the wall or set up on a desk.

The theme of "music lesson for Operators" uses signs and symbols seen on sheet music, such as "Staff," "Sharp," "Double Sharp," "Bars," "Staves," "Chord," "Inters," "Rests" and "Swell." Each of these musical signs is accompanied by an appropriate copy referring to the model "D" phonograph.
A man's best friend used to be his horse...but now it is music by AMI!

For those tired "cowpokes", who take plenty of time in picking their favorites, what could be more inviting than AMI Model "D's" easy-to-read selection panel.

The "D" is available in 80 and 40 selection models, blond or mahogany cabinets. See your AMI distributor today.

First Prize
This ad, written, designed and drawn by Mrs. Margie Rodgers of Fresno, Calif. won First Prize (a new AMI Model D-80) in AMI's "Write-an-Ad" Contest.

AMI Incorporated
GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

"It's What's in THE CASH BOX That Counts"
Ohio State Music Ops’ Meet, March 5 In Cleveland, To Feature Discussion On 10¢ Play

CLEVELAND, O.—Top item on the agenda of the 10¢ play meeting of all the Ohio State Phonograph Owners Assn., here on March 5, 1954, at the Hallett Hotel, will be the 14th annual convention of Ohio’s operators, will be dime play, according to leaders of this organization.

It is understood that the downtowm Ohio operators have already agreed to go on 10¢ play for all of their phonos. But they are willing to leave it up to a general vote of all the operators of the state association.

This Leechester, Ohio city, it is also understood that the operators are now in agreement that dime play is needed if they are to be able to continue on ahead and to somehow show some sort of profit on their investments.

As a tie-in with their plan for starting dime play, the Cleveland music ops plan to restate their noted “Hit Tune Parade,” which they stopped about three years ago.

One noted operator put it this way, “We are going to work with the Cleveland folks to make our ‘Hit Tune Parade’ absolutely authentic and outstanding in every fashion.

“Thus,” he continued, “will then give us the opportunity to switch over to 10¢ play,” he said, “because the public realizes that this will cost us quite a sum of money to start all over again.

“The Cleveland Press,” he concluded, “is going back of us in this effort.”

Guest speakers have been invited to a special luncheon March 5 to speak about dime play.

Chief speaker on the subject will be Bill Gresh, publisher of The Cash Box, who has been invited by the Board of Directors.

One of the officers stated, “The voting as to whether we switch over to 10¢ play will be just a formality.

“Every one of the operators here in Cleveland, as well as in all the other Ohio cities, wants dime play to go.

“They realize that this is the one and only in which they will be able to continue on in business under present conditions.”

New Seeburg Cafeteria Services About 2,000 Daily

CHICAGO—Newest feature of the large and expanded plant of J. P. Seeburg Corporation, 1600 Dayton St., this city, is the large and impressive cafeteria.

This brand new cafeteria is serving an average of about 650 breakfasts, 1200 lunches and over 125 dinners each day.

Not only has it become one of the most popular spots of the entire Seeburg organization, but, employees are keeping this sparkling new cafeteria gleaming clean.

A special conveyer belt arrangement, created by Fleming Johnson of the firm, allows the employees, when finished with their meal, to place their tray with all the dishes on it.

The conveyer belt automatically moves the trays to the dishwashers.

It is the largest cafeteria of any factory in the industry.

Service goes on around hours.

In fact, many employees now make it a practice to eat their breakfasts there before entering on their jobs. The cafeteria opens at 6 A.M.

Noticeable, especially during the luncheon hours, is the comradery among the employees that Seeburg has been able to arrange.

In addition to this new, large cafeteria, a very outstanding private dining room for the executives of the organization is now being completed. It features modern decor with music from TV, radio and Seeburg headway installation.

The entire Seeburg organization has joined in to help create a more family-like atmosphere and closer relationships between all of its members with the new dining spots.

Coven Names 2 New Roadmen

CHICAGO—Ben Coven, Coven Distributing Company, reported this past week that his firm had just put on two new roadmen.

They are, Philip (Joe) Shanahan, who will cover the Indiana territory for the firm, and Louis Engberg, who will cover South of about Illinois area.

Carl Christiansen, who is breaking in both men in their territories right now, will move up to sales manager of the Chicago area.

Coven reported, “Both Joe Shanahan and Louis Engberg, have been given intensive training in Wurlitzer phonographs.

“Not only have they spent time here in our Chicago office with our mechanics and sales people, but, they have been sent out to talk and meet with all operators in this area so that they are, too, extremely well acquainted with the automatic music business.”

“Both men,” he also stated, “have phone experience and know what the operators need.”

FOREIGN BUYERS!

Not only do we deliver the finest equipment ... but... we include the following free services:

• Machines are thoroughly checked ... all broken parts are replaced.
• Cabinets are cleaned and scoured.
• Machines are packed in new steel-strengthened cartons.
• Glass is protected by special padding.
• Delivery on board ship. ... there are no extra inland freight charges.

Write for Free Price List

INTERNATIONAL AMUSEMENT COMPANY
5560 MERICAN AVENUE, CHICAGO 15, ILL.

PRICED TO SELL QUICK DIME GAMES

<table>
<thead>
<tr>
<th>ABC</th>
<th>$150.00</th>
<th>Leader</th>
<th>$295.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>B-1</td>
<td>95.00</td>
<td>Dime Light</td>
<td>265.00</td>
</tr>
<tr>
<td>Bight Lights</td>
<td>265.00</td>
<td>Universal 5 Stars</td>
<td>69.50</td>
</tr>
</tbody>
</table>

PHILADELPHIA 30, PA. [Tel: 81-6712]

Ge. George | 149.50 | Roy Monroe | 285.00 |

Copies per Game: 95.00 | 105.00 | 115.00 | 95.00

<table>
<thead>
<tr>
<th>per min.</th>
<th>Quarters (Very Clean)</th>
<th>Dimes (Chicken Snow)</th>
<th>Nickels (Faint Wear)</th>
<th>Dimes (Excellent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>95.00</td>
<td>195.00</td>
<td>295.00</td>
<td>149.50</td>
<td>249.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>per min.</th>
<th>No. 1 Ball</th>
<th>No. 2 Ball</th>
<th>No. 3 Ball</th>
<th>No. 4 Ball</th>
</tr>
</thead>
<tbody>
<tr>
<td>95.00</td>
<td>235.00</td>
<td>245.00</td>
<td>255.00</td>
<td>265.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>per min.</th>
<th>One Ball</th>
<th>Two Ball</th>
<th>Three Ball</th>
<th>Four Ball</th>
</tr>
</thead>
<tbody>
<tr>
<td>95.00</td>
<td>195.00</td>
<td>295.00</td>
<td>149.50</td>
<td>249.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>per min.</th>
<th>Fort Knox</th>
<th>Surf</th>
<th>Cliffs</th>
<th>Ocean Run</th>
</tr>
</thead>
<tbody>
<tr>
<td>95.00</td>
<td>235.00</td>
<td>245.00</td>
<td>255.00</td>
<td>265.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>per min.</th>
<th>Fort Knox</th>
<th>Surf</th>
<th>Cliffs</th>
<th>Ocean Run</th>
</tr>
</thead>
<tbody>
<tr>
<td>95.00</td>
<td>235.00</td>
<td>245.00</td>
<td>255.00</td>
<td>265.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>per min.</th>
<th>Fort Knox</th>
<th>Surf</th>
<th>Cliffs</th>
<th>Ocean Run</th>
</tr>
</thead>
<tbody>
<tr>
<td>95.00</td>
<td>235.00</td>
<td>245.00</td>
<td>255.00</td>
<td>265.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>per min.</th>
<th>Fort Knox</th>
<th>Surf</th>
<th>Cliffs</th>
<th>Ocean Run</th>
</tr>
</thead>
<tbody>
<tr>
<td>95.00</td>
<td>235.00</td>
<td>245.00</td>
<td>255.00</td>
<td>265.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>per min.</th>
<th>Fort Knox</th>
<th>Surf</th>
<th>Cliffs</th>
<th>Ocean Run</th>
</tr>
</thead>
<tbody>
<tr>
<td>95.00</td>
<td>235.00</td>
<td>245.00</td>
<td>255.00</td>
<td>265.00</td>
</tr>
</tbody>
</table>

MAMI MURMURS

The association held a special meeting to discuss dime play. Looks like it won’t be long. Dime here want 10, 3 for a quarter. . . . Licenses for here are really a headache for ops. Here’s the set-up: For the City of Miami it’s a $50 fee for a master license and $125.00 for each state and county license. Miami Beach hits the ops $500 for each master license, and is good for only 26 machines. After that it’s $35 each additional machine. . . . Things are really humming here. A small coin machine convention took place on Lincoln Road in front of Dubrow’s restaurant one day when Willie (Lil’ Napoleon) Bavitt, Dave Fleming and some other visiting coermen ran into “Senator” Al Bodkin and his wife, Francis. The Bodkins, who are spending the month of February here, look like an advertisement for a health farm. . . . Charlie Atkinson of Brooklyn expects to be here momentarily. . . . Charlie Sacks, Brooklyn music op, spending a month here. Looks like Charlie is under the influence of something. It seems that last night at Gottlieb, another Brooklyn music op, expected to arrive here any minute. . . . Willie Blatt, who has undertaken the happy task of official host to all in the coin machine industry who visit his dearly loved ‘Playground Of The World,’ invites all to get in touch with him when they get here. . . . Blatt wants us to publish the fact that he’s paid someone named “Sidney” the sum of $20. (Okay, Willie).
Side-by-Side KIDDY-RIDE OPERATIONS

EARN SENSATIONAL PROFITS

Amazing 4-in-line dive-dip-roll-and-swing action built into Bally SPACE-SHIP... and the realistic variable trot-or-gallop gait of THE CHAMPION Ballyhorse give kids the biggest dime's worth of fun in America. That's why kids look for stores with Bally Kiddy-Rides... coax their parents into Bally-equipped stores... keep the dimes coming your way. And Bally Kiddy-Rides are built right and rugged to minimize maintenance, keep the coins coming in when you are miles away. You know you're in business every minute of the day in every spot on your route when you operate SPACE-SHIP and THE CHAMPION. And a big-profit business, too!

FINANCE PLAN
NOW AVAILABLE THROUGH
BALLY DISTRIBUTORS

Bally® MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
Complete Roster of "20 Year Club" To Be Listed March 7 Issue

NEW YORK—During the week following the first listing of members of the "20 Year Club" (January 24 issue), a great many more old-timers have joined up.

The next issue of "The Cash Box," dated March 7, will carry a complete list of members, including names listed previously as well as those received by Wednesday, February 25.

The "20 Year Club"

"a great idea"

Herb Jones

Vice-President, Bally Mfg. Co.

A compilation of the members of the coin machine industry who have joined the "20 Year Club" was published in the January 24 issue of The Cash Box.

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

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

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

SO—YOU TWENTY YEARS—WHO HAVEN'T AS YET APPLIED, MAIL IN THE COUPON AT LEFT.
Plan Easter Parade Showings
Of Exhibit’s “Pete The Rabbit”

TV Program May Feature Rabbit Ride

CHICAGO — Elaborate plans are under way here to have “Pete, the Rabbit”, the newest kiddie ride of Exhibit Supply, appear in as many of the Easter parades around the nation as is possible.

J. A. (Art) Weinand of the firm along with Frank Mencuri are working at top speed to cooperate with their distributors all over the country on this move.

It all came about when one noted merchandising organization contacted Exhibit Supply and asked if they could have one of the “Pete, the Rabbit” rides for a float they were preparing for an Easter parade in their community.

J. A. Weinand of Exhibit Supply immediately came to the aid of this organization and, once started, the idea was enlarged upon with all of Exhibit’s distributors being notified of the great and good publicity which would result to the benefit of all “Pete, the Rabbit” kiddie ride operators if this unit was placed in the annual Easter parades around the country.

Since then contracts have also been made with noted TV programs and, it seems, “Pete, the Rabbit” will be seen on various programs all over the country with kiddies riding him on and before Easter day.

“There is no doubt”, Weinand reported, “that this will help every one of the operators who are now purchasing ‘Pete, the Rabbit’ for their many locations.

“At the same time”, he stated, “it will benefit the entire industry to see this brand new ‘Pete, the Rabbit’ kiddie ride in Easter parades as well as on Easter TV programs.”

Meanwhile, orders for fast shipment of the “Pete, the Rabbit” rides are flooding the offices of Exhibit from all the firm’s distributors all over the country, according to Mencuri, with requests that rides be rushed to them in as large quantities as possible.
The Edgewater Heart Fund

is a

Memorial

to

George D. Moloney

The Edgewater Heart Fund, Inc., is a newly formed non-profit organization interested in furthering research in heart disease...one cause of death in our society.

This association also proposes to extend help and support to those many individuals who are stricken by heart ailments and who cannot afford hospital care. It is more than logical that a private group, such as ours, should come into being to find ways and means to alleviate the suffering of those afflicted by heart disease.

"I should like to emphasize that all funds will be allotted for the purpose outlined, and no physician's fees will be paid from this fund.

"With the continued support of you, your friends, and acquaintances, we feel that the staggering death toll will be substantially reduced through constant and continued research."

(signed)

Ira L. Schnaar, M.D.

Secretary

Edgewater Heart Association, Inc.

Give Generously...Send Your Check to:

Edgewater Heart Association, Inc.

Edgewater Hospital

Chicago, Illinois

**Dime Play Spreads Thruout Southern California**

Fringe Areas Operating At 10¢, 3 For 25¢, Metropolitan Los Angeles Now Running Tests. All Ops Report Peak Grosses. Fewer Service Calls—NO COMPLAINTS

LOS ANGELES, CALIF. — The oft-repeated trend toward dime play became reality this past week when operators throughout Southern California continued the initiative and adopted ten cent phonograph play in mass.

Music operators throughout Kern, Riverside and San Diego Counties have switched to dime play, with varying degrees of three and four for a quarter play. Included in the aforementioned counties are the cities of Bakersfield, Taft, Delano, Barstow, and Tehachapi in Kern County; Palm Springs, Indio, Elainore, Blythe, San Jacinto and Corona in Riverside County; and San Diego County. The adoption of dime play throughout these areas was not an isolated situation — operators in all the communities have lost any of the high-priced machines they may have shown in the past and have gone ahead and made the move, in each and every case with jubilant results.

The action of these music operators was swiftly spreading to adjoining areas. Operators in San Bernardino County, with the large cities of San Bernardino and Twenty-Nine Palms were reported on the verge of making the change from nickel to dime play. Reports of music operators making tests in the San Joaquin and Imperial Valley continue to flood Los Angeles, where the industry is anxiously watching results.

Music ops who are now running on dime play were quick to urge their fellow members of the industry to make the change. The unanimous approval of dime play was a quick reaction from all sources, with phonograph distributors across town in Los Angeles pointing out that in every case, operators have enjoyed higher grosses, fewer service calls and practically no complaint on the part of the customers.

By and large the accomplishment of dime play in these areas was one of swift and complete agreement among operators. When location owners were told the facts pertaining to current operating costs of the automatic phonograph business, there was absolutely no hesitancy on their part in agreeing to test 10¢ play. When the locations were checked for collections, there was further cause for jubilancy among location owners and operators alike.

Operators disclosed that "here at last, with 10¢ play, we can hope to lick rising costs in the operation of our business. Location owners are well aware of the fact that they aren't selling nickel beer any more — but the same token let them know that we're paying $1,000 and up for phonographs today."

A San Diego operator reported, "if I had to stay with nickel play, I'd have been out of business, lock, stock and barrel in less than four months. It's absolutely impossible for an operator to make a living today and continue to run on five-cent play. The cost of equipment, overhead, parts and supplies and records is well over 100% what it was in pre-war years. You have got to go out and get dime play or get the devil out of the business."

Locally, the California Vending Machine Owners' Association reported that their members in other communities were about ready to make tests in their locations which would further advance the progress of dime play throughout Southern California. Operators in Long Beach are known to be set to switch over — several operators are now making tests in fringe areas and locations for the Los Angeles municipality itself.

Many Central and Northern California communities are eyeing developments now taking place in Southern California. Operators in Tulare, Visalia, Porterville and nearby Fresno County were reported on the verge of making the changeover very shortly. Nearby, Monterey Quadrangle with the cities of Salinas, Watsonville and Santa Cruz were also watching developments. Other sections of the state include Santa Barbara County, Ventura County and Tulare County; altho at present watching and waiting, were known to be rapidly moving toward unanimous adoption of dime play.

It is common knowledge among music operators that only thru dime play can they continue to stay in business. Music ops themselves are well aware of the high price of nickel machines and realize that they must increase their gross volume of business or disband. The reluctance on the part of many to change to dime play may stem from the fact that other ops would take their locations is quickly overcome the instant the location owner realizes that he will profit by offering dime play at 10¢ play...3 plays for 25¢. Many of the concert joint effort of all music operators in any given territory toward adopting dime play is a quick and sure deterrent to any reasonable doubt that may exist on the part of the location owner.

**Michigan Townships Have No Authority To License Machines, Is Att. Gen’s Opinion**

FLINT, MICH. — An opinion handed down by the Michigan attorney general's office (Feb. 10) held that townships in the state have no authority to license juke boxes or pinball machines.

Requested by Prosecutor Horace W. Adams of Paw Paw, the attorney general's ruling held that Michigan townships possess only those powers expressly granted to them by the State Legislature and that the power to license juke boxes or pinball machines is not included in present law.

**Exhibitors Rush Space Reservations For NAMA Convention, Aug. 23-26**

CHICAGO — John Pree III, chairman of the exhibit sales committee of the National Automatic Merchandising Association (NAMA), forecast its 1953 convention-exhibit being held on August 26 to 28 at the Conrad Hilton Hotel, this city, will feature the largest exhibit of vending machines, products and supplies ever.

Seventy-four exhibitors already reserved space within one week after it was placed on sale. Exhibitors of vending machines and parts are: A.B.T. Manufacturing Company; Atlas Tool & Manufacturing Company; Automatic Products Company; Auto-Photo Company; Chef-Way, Inc.; Aero Manufacturing Company; Chicago Lock Company; Cigaromat Service Corporation; Coss Manufacturing Company; Cen Products Corporation; Eastern Electric, Inc.; General Electric Company (Lamp Dept.); H & S Distributing Company; Hedeman Products, Inc.; Hultz Vendor, Inc.; Johnson Fare Box Company; Lehigh Foundries, Inc.; Lyle Industries, Inc.; James H. Martin, Inc.; Merkle-Korf Gear Company; The Bert Mills Corporation; National Rejectors, National Vendors, Inc.; The Northwestern Corporation; Rowe Manufacturing Company, Inc.; Spacarb, Inc.; Stoter Manufacturing Company; and The Vendo Company.

*"It's What's in THE CASH BOX That Counts"*
Pick the game of Proved Performance!
Williams SENSATIONAL NEW LUXURY
SILVER SKATES

GOAL SCORES!
Top center roller scores 1 goal on reel and adds $500.00 to HIGH SCORE

Brand New!
Ball trapped in Penalty Box scores 500.00 and is returned for replay when 4 balls are trapped in A-B-C and D and bottom center roller then files for Extra Special!

2 Top side rollers and 2 bottom side rollers score 1 goal each when hit!

ROOLER AT BOTTOM CENTER of Playfield becomes... "EXTRA SPECIAL" to score 3 Replays!

Install SILVER SKATES... ...IT'S SHARP!

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILMORE ST. CHICAGO 24, ILL.

THE CASH BOX
February 28, 1953
Page 35

Nick Caruso of Tae Amusement the proud father of a bouncing boy, named Randy. This makes 4 for Nick. Marcus Bennett of Atkins Novelty, Jonesville, La., and Johnny Britow of Allen & Allen Records, Winnfield, also new fathers. The follows with the reserved seats at the Venus Ball were Nick Carbachaj of Crown Novelty; Buster Williams of Memphis, Tenn.; and J. B. McNally, Bob Tanner and Bob Dupre of F.A.B. Johnny Imberagulo, formerly with Griffin Records of Jackson, Miss., is joining Art Rupe of Specialty Records, according to a report. Our super-dealer salesman from King Records, Jim Henderson, has just had delivery on his new Chevrolet. Paul Geneco, Geneco Amusement, Amita, La., and Ray Landry, Gonzales, La., two of the ops in town last week. Dolores Bryant, manager of the H. & L. Green record dept., Jackson, Miss., phones in some orders. The "Ding Dong Daddy" of Lake Charles, La., George Khou, reports a fine reception for his new number on his own label. Jennie Prestley, the pretty mgr. of the Abdulla record dept. Opolousian is proudly flashing her engagement ring. Nick Carbachaj, Crown Novelty, anxious for larger deliveries of Bally's "Beach Club," which he reports all the boys are praising. Another new addition to the family of Morris Gelpi.

They say the plane of O. T. Odder in Slidell, La., is something to see. That's in addition to his station wagon and Caddy. The fish won't bite for Frankie King and Eli Lucas. Try again, boys! Out of town visitors were George Nose, Hammond, La.; Mr. Gaudeaux, Cotton Port, and Johnny Bertucci, Biloxi, Miss. Paul Ricaud is planting trees around his new home. Did you know that Fletcher Blakell of F.A.B. is a past duke? In our Feb. 14 issue, we referred to Mrs. Barcelona as a past mad—what we meant was "past queen." Jimmy Kill was out of town, but dashed back for the Mardi Gras. Mr. Tony of States Novelty, Baton Rouge, in action again, after kicking the flu. George Serice is now settled in his new location in Sulphur, La. Mr. and Mrs. Dan Wright bought Everglade Record Shop in Jackson, Miss. Jimmy Kitchin is the new salesman at Gramophone. In addition to his sales ability, Jimmy is quite a "Hillbilly" artist. Johnny Pecoraro Mighty proud of his six month old son, who threw trinkets to the crowds from his baby buggy. Bob Buckley branches out in the cigarette business. Bob, who runs Console, now has the Air Line Cigarette Service. Buddy Braud is on the route. Headquarters for most column was the Royal Motel on the Air Line Highway, owned by Mr. and Mrs. Al Robbins.

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

DENVER, COLO.—Peter Y. Geritz announced this week that the name of his firm has been changed from Wolf Distributing Company to Mountain Distributors, and headquarters is now at 2300 Downing Street, this city. The firm distributes the products of Ami, United, Exhibith and Chicago Coin.

An additional service will be opened for the operators around March 1, when Geritz starts a one-stop music service.

Lincoln, NEB.—Howard N. Ellis, secretary and treasurer of the Music Guild of Nebraska, announced that the association will hold its next meeting at the Cornhusker Hotel, this city, on Saturday and Sunday, March 7 and 8.

For REAL BUYS FROM THE NATION'S LARGEST coin machine STOCK SEND FOR OUR COMPLETE PRICE LIST DAVID ROSEN Exclusive A.M.I. Dist. E. Pa. 255 N. BROAD STREET, PHILADELPHIA, PA. PHONE STEVENSON 2-2903 Special Sale! Buckeye Machines $5.00 Uncleo Candy Machines 49.50 Statler Cookie Machines 49.50 Statler Cigarette Machines 49.50 Supreme Distributors, Inc. 3700 N. E. 2nd AVENUE, MIAMI 37, FLA.
The Women's Viewpoint of the Coin Machinery Industry

MRS. MARY GILLETTE

CHICAGO—"I believe that any woman can get into this most interesting business and thoroughly enjoy it, provided she is willing to work hard, just as hard as she possibly can and, I believe, there is no reason why she can't be successful in this industry," so spoke Mrs. Mary Gillette, dotting mother, outstanding business woman, and one of the most refreshing personalities in the coin operated machinery industry.

Mrs. Gillette entered into the business of operating automatic phonographs at the death of her husband, Leslie W. Gillette, about nine years ago. She has carried the business of Gillette Distributing Company to highly respected heights in the Chicagoland area.

"For a while after I entered the industry, Mrs. Gillette stated, "I thought that operating as many phonographs as my husband had set up would prove too much for a woman. Therefore I cut down somewhat on the routes and sold off some equipment, rather than to lose the accounts."

"But," she says, "since then we have rebuilt the routes and today, we have almost as many phonographs in operation as there originally were on our routes."

In addition to her Automatic Motion Picture, Mrs. Gillette also has two record retail stores. One of these stores features a one-stop music services for the juke box operators in the Chicagoland area. Both stores have proved themselves successful under her careful and astute management.

Regarding her fellow operators, Mrs. Gillette has stated, "I've always found them to be gentlemen. They've given me every consideration.

"But what is most important," she continued, "and as all have learned in this business for any length of time, is the fact that the word of the men engaged in this industry, at least here in the Chicagoland area, is their bond.

She also says, "I've been engaged in other enterprises, in addition to my operating business and I can only state that, in other retailing ventures in which I have been engaged, I've never received as fine cooperation from wholesalers as I have in the automatic music business.

Furthermore," she continued, "the cutthroat competition in other ventures in which I have been engaged was most completely disgusting, where in this business," she explains, "there is no competition from one's competitors in any fashion whatsoever.

"I don't mean by that," she explained, "that there isn't some cutthroat competition in this industry too, but, she says, "it's absolutely nothing compared to what goes on in other businesses.

"What's highly important to everyone engaged in any industry is that the word of the people, in all deals whatsoever, definitely means something.

"In this industry," she emphatically stated, "the word of anyone, at least anyone who has given me his or her word, has been "it". I knew that it was just the same as a signed, legal document.

In conclusion, Mrs. Gillette says, "Women who want to enter into the business of operating coin operated equipment need not hesitate. They will find this industry composed of basically honest people with whom you will like to do business. And they will also find that this is one industry where they will be given every possible consideration in every fashion.

Order Now! The Greatest Bally's "Space Ship"

RUMANY SALES COMPANY


California Clippings, Los Angeles

Operators throughout Los Angeles this past week were talking about dine play all along Pacific Coast, in many cases more than just talk. Clusters of ops could be seen discussing the relative merits of either 8 or 4 for a quarter, but in no case have we heard of any operator who did not believe that dime play was literally the salvation of his business. If there are those doubting Thomas' who'd like to buy a round of drinks for the house, they can get on the short end of the wager because as Los Angeles is going, there can be no going back.

Local coin machine gentrily still asagh at the brutal murder of veteran coin man-ager at a big, old, fine fifties, the process of making collections. Gary Sinclair, regional rep for Wurlitzer, up at Salt Lake City last we heard, but due down around these parts shortly.

Dave Granbery and Larry Snellen in from the California, we hear. The boys over at Paul Laymon's continue to remain quite the busy bunch, with Ed Wilkes and Charley Daniels holding down the fort while Jimmy Wilkins makes the rounds in San Diego with Walt Penteer, Wurlitzer factory man. And Karei Johnson doing the same up at Las Vegas with Johnny Morris, also from the Wurlitzer home office. Response to Bally's "Beach Club" is tremendously strong with many ops saying that it's one of their best games ever. The choice of per-level number has won lots of praise.

Jack Spence in from Big Bear this past week ... ditto Jack Neel from Riverside ... Hank Tronicl, Mintheone Music Co., had the Flu bug finally catch up with him. Being in the trim shape he is, Hank will bounce back within a couple of days.

Jack Simon, Simon Sales Co., and Phil Robinson, regional rep for Chicago Coin, up from Chicago to see who can lose more weight. The weight loss will be "hard, cag-oland". Joe The, Mary Spoke.

"But," she says, "since then we have rebuilt the routes and today, we have almost as many phonographs in operation as there originally were on our routes."

In addition to her Automatic Motion Picture, Mrs. Gillette also has two record retail stores. One of these stores features a one-stop music services for the juke box operators in the Chicagoland area. Both stores have proved themselves successful under her careful and astute management.

Regarding her fellow operators, Mrs. Gillette has stated, "I've always found them to be gentlemen. They've given me every consideration.

"But what is most important," she continued, "and as all have learned in this business for any length of time, is the fact that the word of the men engaged in this industry, at least here in the Chicagoland area, is their bond.

She also says, "I've been engaged in other enterprises, in addition to my operating business and I can only state that, in other retailing ventures in which I have been engaged, I've never received as fine cooperation from wholesalers as I have in the automatic music business.

Furthermore," she continued, "the cutthroat competition in other ventures in which I have been engaged was most completely disgusting, whereas in this business," she explains, "there is no competition from one's competitors in any fashion whatsoever.

"I don't mean by that," she explained, "that there isn't some cutthroat competition in this industry too, but, she says, "it's absolutely nothing compared to what goes on in other businesses.

"What's highly important to everyone engaged in any industry is that the word of the people, in all deals whatsoever, definitely means something.

"In this industry," she emphatically stated, "the word of anyone, at least anyone who has given me his or her word, has been 'it' I knew that it was just the same as a signed, legal document.

In conclusion, Mrs. Gillette says, "Women who want to enter into the business of operating coin operated equipment need not hesitate. They will find this industry composed of basically honest people with whom you will like to do business. And they will also find that this is one industry where they will be given every possible consideration in every fashion.

"I know of no one better to talk to about the business of operating coin operated equipment than Jack Simon. He has been a successful operator for many years and has a fine reputation in the industry."

Orders for the new "Space Ship" are coming in from all over the country. The machine is a big hit and is expected to do well in Los Angeles, as it has in other cities. The machine is easy to operate and has a very wide appeal. It is sure to be a hit in Los Angeles, as it has been in other cities.
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, therefore, 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 BOOM! 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 those 3 full months of big, steady profits into your bank book today. ORDER Exhibit’s "PETE THE RABBIT" from your nearest EXHIBIT DISTRIBUTOR!

Investigate exhibit's finance plan. Rush your order today!

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

Upper Midwest Musings

There are always a few hearty individuals who don't mind braving a storm in order to keep on their schedule and regular routine. John Gallop of Monroe, Wis.; Frank Mager of Grand Rapids, Minn.; Gabby Clasien of Grand Rapids, Minn.; and Ben Johnke of Hutchinson, Minn. were just some of the operators who made the trip in to the Twin Cities in spite of the blowing and drifting snow. Mr. and Mrs. Chet LeDoux of Virginia, Minn., stopped in to the Twin Cities on the way back from a short vacation in Arizona. Elgin McDaniel of Wadena, Minn., was kind of proud of the fish decoy that he had recently acquired. Even though the ice-fishing season is now over, he has big plans for this decoy, come next winter. Art Harness of Grand Forks, N. D., spent some time in town looking over the latest in Coin Equipment and also picked up some supplies and records. M. J. Krahembroth of Pipestone, Minn., made a quick trip in to town in order to get some service and repairs on his equipment. Mike Kalasaro of Tomahawk, Wis., made the long trip in to the Twin Cities.

Bad Nitteberg of the Nitteberg Brothers, Castlewood, S. D., decided that since service calls were at a minimum, he might as well take a trip in to the Twin Cities and pick up some supplies and records and also to see what was new. Bad reports that they have had quite a bit of snow, out his way. Tubby Lynnard of Kasson, Minn., still can manage to talk about playing golf this summer with a gleam in his eye, even though the temperature at present is below 40°. Leonard Woytanski of Ceygna, N. D., manages to get in to the Twin Cities every so often for his records and supplies. Mr. and Mrs. Ike Sundram of Montevideo, Minn., in town over the week-end. Stan Waznow of Little Falls, Minn.; Andrew Markfield of Staple, Minn.; Pat Patridge of Morse, Minn.; Lester York of Mitchell, S. D.; Walt Haven of Bemidji, Minn.; Bill Ardeet of Long Prairie, Minn.; and Floyd Klester of Frontenac, Minn., were seen here and there. O. L. Coe's of the Coe Novelty Company, Annandale, Minn., was up and about again after being laid up a few days by a cold.

Ready for Delivery

America's Greatest Money-Makers

Rock-Ola Fireball 120 Selections

Come on in for the best records of your life and walk out with the finest phonograph you have ever yet placed on any day of your location.

Lake City Amusement Co.

4533 Payne Ave., Cleveland, Ohio
(Tel. No: 2-1337)

Trucane’s Son at N. D. Services Equip On Campus

DEADWOOD, S. C.—Tony Trucane, head of Black Hills Novelty Company, this city, is mighty proud of his son John, who is attending Notre Dame University.

John, a chip of the old block, has contracted to service all the coin operated equipment on the Notre Dame campus, thus helping out on the financial end of his tuition.

Attention!

Sewbarg M100A’s, etc., $9.00
Exhibit Phonograph, etc., 194.50
United & Player Alloys, etc., 249.50
Walla Walla Records & Steel
Factory rec. blank ed. 174.30
Get our bargain list and save

Olshein Distributing Company
1100-02 Broadway, Albany, N. Y.
(Phone: 5-0228)

"It's what's in THE CASH BOX That Counts"
Dear Mr. Editor:
Well it just goes to show you it is the little things which count. Like buttons. Just imagine if you had no buttons on your shirt. On your coat.

Anyways don’t let me hold you up in suspense. What I am going to tell you is a fact. And it is all due to my helper, Sam Simpson (he sure is a simp’s son). He can put more out of order machines out of our juke box than I can.

Anyways Sally (that’s Mrs. Slugger) and me, we are driving ahead in our car and Sam Simpson, my helper, he is following right behind us in his pickup. Sallyfigures we should buy the juke box and load it up on the pickup. Then me and Sally (that’s Mrs. Slugger) will get us some Chinese food and see a real good picture show in the city. It sure is going to be a big time.

Anyways, and to make this letter real shorter, Sally and me and had ourselves a very good time in the city. The next day we was down on the job brite and early.

When Sam Simpson comes in Sally says, “Solly you and Sam deliver that new box over to George Papapadoupolas (P.S. I am having a hell of a time spell- ing his name. I got to write this out of the route card. So from now on I will call him just George which is his name)”, and says she, “you make sure you set up that box right here and good and clean and polish her up. And make sure she is playing good before you leave. You hear me?”, she says.

So I go out there and load the new box up into the pickup and we drive over to George’s new lunch room. We set up the box. We polish her. We clean her. And all the while Sally gets a smile on that frozen souse of his.

George says, says he, “Do’s fine, boyos. Now you plays her, hah, Solly says, “but for free, hah?” says he.

So, me just like a big shot. I pulls two-bits out of my pants pocket and I drops it big and gen- erous like right down the chute and says, “Solly, go get that machine started.”

I says, “Let us start her off with some real money”, I says with a smile.

The lights come on real brite. The records swing over. But just as she was going to start to play the record — bingo — she cancels off. No music. This happens for the whole two-bits.

Right quick I look at Sam Simpson and I says, I “What did you do to this box, Sam?”, I ask real stern like.

George he is looking at both of us kind of disguised like. His sour puss is frozen up again. And he looks like he is going to get real mad.

Sam quick like says to me, “Honest, Solly, I did not done nothing to the distributor. Phone him up. Sam. But be sure you phone him up collect. Tell him he better get his man here right away. Or, you tell him, or else. You hear me, Sam?”, I says.

So I says, very bossy like, “Sam, for once in your life you are right. She did play real good by the distributor. Phone him up. Sam. We loaded her up by the distributor and until we unloaded her just now. She played real good by the distributor. Solly’s”, he says.

I turns to George and I says to George very confidence like, “George, don’t you worry about nothing, you hear. I will have her playing real swell in a few min- utes.”

“Bah”, George hahs, “so why you call distributor?”, he asks. “Bah”, he says again. And he slumps away to the kitchen say- ing, “Bah”

Well, I get my tools and I open her up and I start checking her up. Just like I know what I am doing. Then Sam comes back in on the telephone.

I tell him, “You don’t do nothing. You just unheard me what tools I tells you to hand me. You hear?”, I says to Sam.

Anyways we are working on the box. And working on it. And working on it. Everytime the rec- ord gets ready to play — she can’t play. I don’t know what the hell is going on. I am getting hotter by the minute. He is bah-bah-bah-all over the joint.

And all the while Solly is ready to give up and phone Sally (that’s Mrs. Slugger) and how I do dread doing that because I can just hear her trumpeting over the phone. You know how. You ever told you was a mechanick?, etc. etc.

Yes, sir, just as we was all ready to give her up, in walks this young guy from the distributor.

Says he, “What’s the trouble, Solly?”, says he with a big smile and confidence like.

Says Sally, “Look here, young feller, I am a mechanick from way back in the early days”, and I go on and tell him my whole story. All about to me and the old days.

In the meantime he walks over to the box and he drops in two- bits on the floor. Solly is just liking this. Then he walks up on back of the machine. And he starts to laugh-

Well, I start to boiling up. I can feel the hair start to stand up on the back of my neck. Sam (that simp’s son) he is looking at this young guy with his mouth open. (His mouth is always open, even when he chews tobacco). George he stops saying “bah”.

He says to this kid. “So wot’s wrong with this here kid, you mind making?”

It’s simple”, says this here kid. “all that happened was you got to put the coin in the back. That pushed in the cancel button. So every time you tried to play a record it got cancelled off. He just put in the two bits and pulled out the cancel button and leaves.

What are you going to do?

Sincerely,
Sally Slugger
“Your Operator Friend”
chicago coin's profit winning

NAME BOWLER

NEW FEATURES GALORE!

BY POPULAR DEMAND NOW IN PRODUCTION

At operator's option 1.25 or 10 letters may be awarded each time a number is matched.

When "NAME BOWLER" is completely spelled out (in) a special winner is made.

Name Spelling Feature: each time a player matches the last number of his score with lighted number, a letter of "NAME BOWLER" lights up.

Number to be matched may be adjusted to light up at end of game, or at start of 10th frame.

CHICAGO CHATTER (Continued)

VOCABULARY

chicago coin, machine company

1757 DIVIDEND BOULEVARD CHICAGO 14, ILLINOIS

By a 10-day auction Monday at the Col. Lew Lewis Sale, the Chicago Coin Company has

Coven "Curt-Sled" for all phonographs and games

ADVERTISER'S INDEX

March 28, 1953

"It's what's IN THE CASH BOX That Counts"
WANT—Used 1428 Rock-Ola, State bed, and general condition, SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., OBLANDO, FLA.

WANT—Tubes: 2051; 707L; 6SN7; 75; 6SC5; 2A3; 5V4; 6K7 Metal; 6N7 Metal; 6L7 Metal. Will pay $40.00 hundred. Must have minimum quantity of 50 of a type. Have you other types in quantity? Write address and phone. LEWIS ELETRONICS 3449 NO. ELAINE PL., CHICAGO 13, ILL.

WANT—Metal Typers, Mutoscope Voice-O-Graphs, ChicoLok Pinball, and any other late arcade machines. Give price and condition in first letter. MIKE MINUVES CORP., 577 TENTH AVE., NEW YORK, N. T. Tel: BRYANT 9-6677

WANT—45 RPM Records, new or used. No quantity too small or large. Highest prices paid. Write stating quantity on hand. TONY GALCANO, GALCANO DIST. CORP., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel: DICKENS 2-7060

WANT—Kenoey 4 Player Conversions, for long board with return pick; General Searchboards, S. S. Huebner Shuffle Alleys. UNIVERSITY COIN MACHINE EXCHANGE, 554 NORTH HIGH STREET, COLUMBUS, OHIO, Tel: University 6900.

WANT—Two Post-War Gretchen metal typers. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVENUE NORTH, MINNEAPOLIS, MINNESOTA.

WANT—Mills Panoramas—Write price, condition, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVENUE, SEATTLE 1, WASHINGTON.

WANT—Panoramas—Spot Lights; Lite-a-Lines; Five-Starts; Beat-up Brutes; Bright Lights. MONARCH COIN MACHINE, INC., 2257 NO. LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel: Lincoln 9-3996.

WANT—Wartlizer 1917, 1217; Seeburg 100 A & B; AMI 800; AMI 900; Fruit Machine; Fish Tail; Bally Late 1 Ball F. P.; Metal Typers. Write stating condition, number, model and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel: 7668.

WANT—Latest model cigarette machines. Can also use Cole, Super-Vend and other drink dispensers, also want used coffee dispensers. Will give quantity, model numbers, condition and price wanted in first letter. Write full details to: BOX NO. 221, c/o TKI CASH RC, 3181 RANDOLPH ST., CHICAGO 1, ILL.

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

WANT—Wurlitzer Phonograph Model 1400, 1250 and 1100; A.M.LI Phonograph Model A, B, C, and D. Seeburg Phonograph Model 100 A, B and C. State quantity, condition and best price in first letter. CALL DISTRIBUTING CO., 2201 ELSTON AVENUE, CHICAGO 11, ILL. Tel: Independence 3-2210

WANT—All types arcade equipment. Seeburg Guns, Seeburg M100s. Quote lowest prices or will trade stock on scoring pads at $2 per thousand. Write wire, phone, C. A. ROBINSON CO., 2001 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel: DUNKIRK 3-1810

WANT—1917 Coin Distributing Co., 1217 & 1219 E. 1833 ST., Los Angeles, California. No corner. See also “Coin Distributors.”

WANT—1916 Coin Distributing Co., 1217 & 1219 E. 1833 ST., Los Angeles, California. No corner. See also “Coin Distributors.”

WANT—1916 Coin Distributing Co., 1217 & 1219 E. 1833 ST., Los Angeles, California. No corner. See also “Coin Distributors.”

WANT—1916 Coin Distributing Co., 1217 & 1219 E. 1833 ST., Los Angeles, California. No corner. See also “Coin Distributors.”

WANT—1916 Coin Distributing Co., 1217 & 1219 E. 1833 ST., Los Angeles, California. No corner. See also “Coin Distributors.”

WANT—1916 Coin Distributing Co., 1217 & 1219 E. 1833 ST., Los Angeles, California. No corner. See also “Coin Distributors.”

WANT—1916 Coin Distributing Co., 1217 & 1219 E. 1833 ST., Los Angeles, California. No corner. See also “Coin Distributors.”

WANT—1916 Coin Distributing Co., 1217 & 1219 E. 1833 ST., Los Angeles, California. No corner. See also “Coin Distributors.”

WANT—1916 Coin Distributing Co., 1217 & 1219 E. 1833 ST., Los Angeles, California. No corner. See also “Coin Distributors.”

WANT—Seeburg M100 A phonographs, thoroughly reconditioned and refurbished. Look and operate like new phonographs $495; Seeburg 148ML reconditioned, refurbished $159; Seeburg 147M reconditioned, refurbished $159; Seeburg H146 Hideaway reconditioned, refurbished $159; Seeburg S100 reconditioned, refurbished $159; Seeburg — Universal Enterprises, 738 E. BOULEVARD, EAST, SYRACUSE 3, NEW YORK.

WANT—Frolics—Ready for location—$495 ea.; Conoy Island, Atlantic City, Bright Spot—Write; 40 pieces preschool music—F.O.B., Cleveland, OHIO; WASHING- TON CITY AMUSEMENT COMPANY, PAYNE AVENUE, CLEVELAND 3, OHIO. Tel: Henderson 1-7577

WANT—Bowlite $25; Long Beach $325; Leader $300; Stars $365; Star Series $45; Tri-Score $40; Temptation $35; Trade Winds $25; Three Feathers $45; Triple Action $25. Plenty of other bargains. F.O.B. St. Louis. REEL DISTRIBUTING CO., 4339 ST. LOUIS AVENUE, ST. LOUIS 15, MO.

WANT—Write us for the lowest prices on the finest reconditioned used phonographs: 100 Seeburgs 78 RPM; 200 Wurlitzer 1100’s, 1015’s. Export trade welcome. ENTERPRISES DISTRIBUTING CO., 1715 HARFORD AVENUE, BALTIMORE 13, MD. Tel: Lexington 8820. Wurlitzer, Seeburg, Coin operated equipment and District of Columbia.

WANT—Different—Saloon type coin operated 65 note player piano; bare effect; Seeburg approximately 35 years old. Beautiful machine completely refinished. All 80 some odd bellows recovered by professional church organ specialist; like new, $375. All our pianos, any location. 40 tunes included. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVE., GLENS FALLS, N. Y., Tel.: 2-2519 and 2-6740.
FOR SALE—ARCB $175; Long Beach $375; 5 Star $50; County Fair $175; Steeplechase $225; Stars $49; Distinguished Future $35; "C:" $475; 1015 $105; Evans $35.00. Write, for list of all machines, To: CENTRAL DISTRIBUTORS, 2315 OLIVE STREET, ST. LOUIS 3, MO. Tel: Geneva 0972.

FOR SALE—Reconditioned Wurlitzers: 1250's $495; 1100's $300; 1015's $195; 1050's $150; 1040's $125. Send $5 deposit for fully reconditioned machine, free delivery. J. ROSENFIELD COMPANY, 3220 OLIVE ST., ST. LOUIS 3 MO.

FOR SALE—100ea Seeburg High Serial Number $675; AMI $325; 1015 Wurlitzer $50. C. C. King Hit Parade & Stand new $175; United Official Bowler $325; 5 Player Bowlers Fortune Top 7 & 10 Pick Up $225; Wilcox Gay Reconditioned Brite Light Thunder Boxes $400; MOUNTAIN DISTRIBUTORS, 2315 BROAD STREET, DENVER, COLO. Tel: Main 6140.

FOR SALE—United Skee Alley $85; HyRoll $80; Zingo $225; Wurlitzer Skeehall $100; A.J.C $225; Wm. Jalopy $200; Exhibit Six Shooter $175; Geno Scene Unit $99; Wallie 0-Mates $16; Star Speakers $18; Bank Ball $125, VONZT SALES CO., BYESVILLE, OHIO.

FOR SALE—Wurlitzer 1100 $349; Seeburg 145ML $265; 1465 $145. On hand, a large supply of Packard, Wurlitzer, Seeburg, and other Wall Balls fully reconditioned. Write: CENTURY MUSIC DISTRIBUTORS, 1221 MAIN STREET, BUFFALO 9, N. Y.

FOR SALE—Contact us before you buy. We carry all the latest machines. Largest Central Pennsylvania distributor for Unified, Universal, Chicago, Coin King, Bills, Sport king, and WILLIAMSPORT AMUSEMENT CO., 231 WILLIAMSPORT, PA. Tel: 2-3326 or 2-1640.

FOR SALE—Can you afford 92¢ per week to get the best of all competition? For only 92¢ per week you can have a 40 word ad in this section plus a free full year's (52 weeks) subscription to The Coin Machine Industry. Send your check to this office for delivery of 40 word ad to: THE CASH BOX, 26 W. 47TH STREET, NEW YORK 19, N. Y. (Phone: U 6-2640).

FOR SALE—24 W 115 L-3 (3-10-15) $34.50 ea; 11 W 115 L-5 (5) Remote $11.30 305 (5) Rock-Ola Postwar $.50 ea. MUSIC DISTRIBUTORS, INC. 213 FRANKLIN ST., CLEVELAND, OHIO.

FOR SALE—Close out right off the route—reconditioned like new! Comes with key, light attachment—5 finger contacts $335; Atlantic Cities $435; Bright Spots $315; Lenders $310; Bright Lights $220; Geno 400's $295; Geno Gum $75; Rock-Olas $301 1/2; Kings $120; Citations $30; Hot Rocks $30; Aces $30; Rol-A-Dee $30; Flipper Pins (write). Geno's 400's equipped with latest factory improvements in mechanical and electrical third deposit. Balance C.O.D. W. E. KENNEDY, CO. 223 S. KEDZIE AVE., CHICAGO, IL. Tel: Hemeck 4-3814.

FOR SALE—58 Bingo Games including Palm Beach $439; Frolic $450; Alligator $450; Penguin $225; T-Bird $225; Speedbird $225; Bright Lights, $195; Spot Light, $282. T & L DISTRIBUTORS COMPANY, 1321 CENTRAL PARK WAY, CINCINNATI 14, Ohia. Tel: Main 8751.

FOR SALE—or trade—2 Mills Constellation $150 each; Wurlitzer 700 or 800 $50 each; Wurlitzer 71 $45; Coin King $35; AMI, 20% Brite Light $25. Will trade for late Stoner or C. C. King, Cruise, or Capital with Brite Light. A & F MUSIC CO., RONALD, N. C.

FOR SALE—Chieon Bowling Alleys $85; Genco Gum $75; Lite League $49.50; Delawor Bowling $34.50; and many other values. COIN AMUSEMENT GAMES, 1144 E. 55th ST., CHICAGO 15, ILL.

FOR SALE—Mark one small-gauge conversion unit for United 2-11 playing. Fits on top of head. Easily attached, only 4 wires. Proven highly successful in N. Y., Low price $45.50. Send for photo. UNIPLAY MACHINES CORP., 578 TENTH AVE., NEW YORK, N. Y.

FOR SALE—New Astroscope $275; New 1ce Camera $90; New 1ce Camera (Hit Parade) $125; Wurlitzer Wall Boxes $3; Citations $55; Bally Rapid Fire $75; Bowlite $40. MATHENY VENDING CO., INC., 564 W. DOUGLAS, WICHITA, KANSAS.

FOR SALE—Genco 400 with Jumping Jack action. Electric flipper and rubber bumpers instead of pins $225; LITTLE AMUSEMENT CO., 1140 W. 37TH ST., CHICAGO 20, ILLINOIS.

FOR SALE—Star Series $50; Quarter-bowl $25; Wurlitzer Bowl-A-Rama $225; ABF Rifle Sport (1 unit with 10 guns) $25; TAB (2 units, 2 sets of 5 guns) WANT—United Six Player Secondary & Twin Reboinds—MOHAWK SKILL GAMES, 2697 MILLER AVENUE, CLEVELAND, OHIO.

FOR SALE—Spot Lites $725; "ABC" Gyro $125 $35, $25; "T-Bird" $225; $150; ALLAN SALES, INC., 928 MARKET STREET, KELOWNA, W. A. Tel: Wheeling 5472.

FOR SALE—Spot Lite: $319.50; Frolic $475; Long Beach $275; Good Five Balls used on location only. Write for full details to: G. R. HARRIS, CO. INC., 111 W. DIVISION ST., BIL- OQUIX, MISS.

FOR SALE—Star Series $50; Quarter-bowl $25; Wurlitzer Bowl-A-Rama $225; ABF Rifle Sport (1 unit with 10 guns) $25; TAB (2 units, 2 sets of 5 guns) WANT—United Six Player Secondary & Twin Reboinds—MOHAWK SKILL GAMES, 2697 MILLER AVENUE, CLEVELAND, OHIO.

FOR SALE—United Steeplechase $295; Cony Island $245; Touchdown $245; Williams Shuffle Plug $245; Hayburner $245; Sea Jockey $245. Write for low prices on bins, complete used machines. Write to: SPECIALTY, 611 N. BROAD STREET, PHILADELPHIA 30, PA.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need and size. Write Southside VENDING, INC. 2280 N.W. 7TH AVE., MIAMI 34, FL. Tel: 5-7648.

*It's What's In THE CASH BOX That Counts*
CLASSIFIED ADVERTISING SECTION

FOR SALE—Bomber 40; Judy 45; King Pin $90; Butterflies & Bows $32.50; Thing $32.50; What's My Line $49.50; Tri-Store $35; Harvest Time $50; Knock Out $45; Punchy $40; Fighting Irish $45; Gin Runaway $42.50; Spring Time $55; Hit Hit $165; Shug $140; Whiz Kids $140; Hics & Runs, Genco, $35; Canasta $35; Boston $39.50; 49 Majors $27.50; Jennie $30; Tumbleweed $22.50; St. Louis $32.50; Red Shoes $60; Tucson $22.50; Hit Parade $27.50; South Pacific $29.50; Swat $22.50; Monroco $22.50; Bank-A-Ball $35; Mardi Gras $22.50; Rain Bowl $22.50; Just 21 $15; Play $30; Freesh $42.50; MON- ROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, 14, OHIO. Tel: Superior 1-4600.

FOR SALE—Spotlite $375; Harvest Time $50; Knockout $60; Utah $25; Five Star $100; King Pin $50; Cinderella, Wisconsin, Ramona, Shanghai $15 each; ROANOKE VENDING MACHINE EXCHANGE, INC., 118 W. WASHINGTON ST., CHARLESTON, W. VIRGINIA. Tel: 3-0311.

FOR SALE—115 New and used wall boxes $100 at Thermopolis, Wyo, $50—Audio" Washington, TOWNER, AUTOMATIC MUSIC, THERMO- POLIS, WYOMING.

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. MODRAH COMPANY, 3726 KESSEN AVENUE, CINCIN- NATI, O. Tel: MOnument 5000-1-2.

FOR SALE—One Stop Record Serv- ice. Large stock of major, inde- pendent 45's, 78's, Popular, Rhyth- mic, Blues. We ship anywhere cost plus 5c per record. LOMBARDI RECORD SHOP, 2827 W. MADISON ST., CHICAGO 31, ILL. CROWN RECORD SHOP, 3757 W. CHICAGO AVE., CHI- CAGO, ILL. Tel: Sumerano 2-3020.

FOR SALE—100,000 78's—All labels, all types, 7c each. $60, 50.00 45's and records each. 10 for $1 or more. Write or Phone: PHIL HARRIS, 2358 W. PICO BLVD., LOS ANGELES, CALIF. Tel: Durink 3-7005.

FOR SALE—Wurlitzer 1000 $179.50 ea.; Wurlitzer 1100 $275.50 ea.; 16 Seeburg 1000A—75 $67.50. Plus $10 for crating. Many others—write for list. YOUNG DISTRIBUTING 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; Ball's Hi-Rolls $39?; Turf King, like new $95; Photo-Finish $40; Universal's Winner $45. No Crating charge. Write, wire, or phone for more bargains. STANLEY AMUSEMENT COMPANY (Since 1939), 2250 SOUTH TACOMA WAY, TACOMA, WASHINGTON. Tel: H1 5110.

FOR SALE—The old reliable Mau- sengrill 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.

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

MISCELLANEOUS

NOTICE—These 3 telephone numbers are important to you: The Cash Box, 26 West 47th St., New York, New York. Tel: JUdson 6-2640; The Cash Box Chicago, ILL, DEarborn 2-0045; The Cash Box, Los Angeles Calif., WElcome 1-1121.

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

NOTICE—"O.P.S. OR," Hawley Dime Converter Kit for old style and new style Packard Boxes. 25 Lots, $1.25 ea.; Samples $1.50. Contains Dime Glass, Dime Bushings, parts for re- jector. Dime Bushings available, 25c ea. HAWLEY DISTRIBUTING, 2720 W. PICO BLVD., LOS AN- GELES, CALIFORNIA.

NOTICE—New revised 1953 mailing list of more than 11,400 Active Coin Machine Operators and Distributors in the United States. Shows types of machines operated. $25 per copy. State listings 1c per name. L. W. WHITTLE, BOX 125, MAT- THEWS, N. C.

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

THE CASH BOX
26 WEST 47TH STREET,
NEW YORK 19, N. Y.

Gentlemen: It sure is worth $15 a year to get straightened out with my Tax Collector. Enclosed find my check for $15. Start sending me "The Cash Box" immediately.

FIRM NAME
ADDRESS
CITY
STATE
ZIP CODE
INDIVIDUAL’S NAME

"It's What's in THE CASH BOX That Counts"
How To Use "The Confidential Price Lists"

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

FOREWARD: Many times, wide differences appear in the quotations for high and low prices of certain equipment. Like any true reporter, "The Confidential Price Lists" can only feature the market prices as they are quoted. The "Confidential Price Lists" acts exactly the same as the market question board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line; some prices do not change monthly. "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 to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $15.00 whereas someone on the East Coast may think it worth but $7.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outlying firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: The "Confidential Price Lists" should be read as follows: First price listed is lowest price quoted 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 from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added
   • Great Activity

"Confidential Price Lists" are subject to rapid change and are quoted "as of Monday.

See your regular supply house. Remember, telephone is a waste of time; write your request and have your equipment."
## PINBALL GAMES (Cont.)

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Value (W/3 2/49)</th>
<th>Value (W/5 2/48)</th>
</tr>
</thead>
<tbody>
<tr>
<td>117</td>
<td>Motor City</td>
<td>275.00</td>
<td>295.00</td>
</tr>
<tr>
<td>118</td>
<td>Go West</td>
<td>245.00</td>
<td>255.00</td>
</tr>
<tr>
<td>119</td>
<td>Hollywood</td>
<td>225.00</td>
<td>235.00</td>
</tr>
<tr>
<td>120</td>
<td>Broadway Rocks</td>
<td>205.00</td>
<td>215.00</td>
</tr>
<tr>
<td>121</td>
<td>Dime City</td>
<td>185.00</td>
<td>195.00</td>
</tr>
<tr>
<td>122</td>
<td>Showboat</td>
<td>165.00</td>
<td>175.00</td>
</tr>
<tr>
<td>123</td>
<td>Dreamland</td>
<td>145.00</td>
<td>155.00</td>
</tr>
<tr>
<td>124</td>
<td>Eight Ball</td>
<td>125.00</td>
<td>135.00</td>
</tr>
<tr>
<td>125</td>
<td>Fiddle Stomper</td>
<td>105.00</td>
<td>115.00</td>
</tr>
<tr>
<td>126</td>
<td>Broadway Flash</td>
<td>85.00</td>
<td>95.00</td>
</tr>
<tr>
<td>127</td>
<td>Bright Flowers</td>
<td>65.00</td>
<td>75.00</td>
</tr>
<tr>
<td>128</td>
<td>Rainbow</td>
<td>45.00</td>
<td>55.00</td>
</tr>
<tr>
<td>129</td>
<td>Capitol</td>
<td>25.00</td>
<td>35.00</td>
</tr>
<tr>
<td>130</td>
<td>Total No.</td>
<td><strong>189</strong></td>
<td><strong>199</strong></td>
</tr>
</tbody>
</table>

## TOTAL VALUE

<table>
<thead>
<tr>
<th>Description</th>
<th>Value (W/3 2/49)</th>
<th>Value (W/5 2/48)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL NO.</strong></td>
<td><strong>189</strong></td>
<td><strong>199</strong></td>
</tr>
<tr>
<td>CIGARETTE MACHINES (Cont.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>4. Rowe Imperial (8 col.)</td>
<td>80.00-185.00</td>
<td></td>
</tr>
<tr>
<td>4. Rowe Royal (6 col.)</td>
<td>79.50-100.00</td>
<td></td>
</tr>
<tr>
<td>4. Rowe Royal (8 col.)</td>
<td>95.00-120.00</td>
<td></td>
</tr>
<tr>
<td>4. Rowe Royal (10 col.)</td>
<td>95.50-140.00</td>
<td></td>
</tr>
<tr>
<td>4. Rowe President (8 col.)</td>
<td>100.00-145.00</td>
<td></td>
</tr>
<tr>
<td>4. Rowe President (10 col.)</td>
<td>100.00-125.00</td>
<td></td>
</tr>
<tr>
<td>4. Rowe Crusader (10 col.)</td>
<td>98.50-115.00</td>
<td></td>
</tr>
<tr>
<td>4. Rowe Electric (8 col.)</td>
<td>125.00-150.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda &quot;A&quot; (6 col.)</td>
<td>45.00-60.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda &quot;A&quot; (8 col.)</td>
<td>49.50-90.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda &quot;A&quot; (9 col.)</td>
<td>59.50-85.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda &quot;E&quot; (6 col.)</td>
<td>50.00-79.50</td>
<td></td>
</tr>
<tr>
<td>4. Unceda &quot;E&quot; (8 col.)</td>
<td>79.50-95.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda &quot;E&quot; (9 col.)</td>
<td>75.00-80.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda &quot;E&quot; (12 col.)</td>
<td>65.00-85.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda &quot;F&quot; (15 col.)</td>
<td>75.00-95.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda 500 (7 col.)</td>
<td>90.00-95.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda 500 (9 col.)</td>
<td>79.50-110.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda 500 (15 col.)</td>
<td>75.00-115.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda Monarch (8 col.)</td>
<td>95.00-115.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda Monarch (10 col.)</td>
<td>79.50-110.00</td>
<td></td>
</tr>
<tr>
<td>4. Unceda Monarch (12 col.)</td>
<td>79.50-135.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CANDY MACHINES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>4. Mills (5 col., 70 cap.)</td>
<td>$49.50-$60.00</td>
<td></td>
</tr>
<tr>
<td>4. Stoner (Mod. 102, 6 col., 102 cap.)</td>
<td>85.00-87.50</td>
<td></td>
</tr>
<tr>
<td>4. Stoner (Mod. 120, 6 col.)</td>
<td>90.00-95.00</td>
<td></td>
</tr>
<tr>
<td>4. Stoner (Mod. 120, 6 col., 102 cap.)</td>
<td>95.00-125.00</td>
<td></td>
</tr>
<tr>
<td>4. Stoner (Mod. 80, 4 col.)</td>
<td>95.00-97.50</td>
<td></td>
</tr>
<tr>
<td>4. Stoner (Mod. 120, 5 col.)</td>
<td>89.50-92.50</td>
<td></td>
</tr>
<tr>
<td>4. Stoner (Mod. 120, 5 col., 7 col.)</td>
<td>95.00-100.00</td>
<td></td>
</tr>
<tr>
<td>4. Stoner Deluxe Theatre (6 col., 160 cap.)</td>
<td>85.00-95.00</td>
<td></td>
</tr>
<tr>
<td>4. Stoner Deluxe Theatre (6 col., 200 cap.)</td>
<td>19.00-200.00</td>
<td></td>
</tr>
<tr>
<td>4. Martin's &quot;Little Candy Store&quot; (8 col., 160 cap.)</td>
<td>85.00-99.50</td>
<td></td>
</tr>
<tr>
<td>4. C&amp;J &quot;Select-it&quot; Store</td>
<td>85.00-99.50</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOT COFFEE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Andino Cafe Perk</td>
<td>$300.00-$400.00</td>
</tr>
<tr>
<td>4. Bert Mills Coffee Bar</td>
<td>$350.00-$400.00</td>
</tr>
<tr>
<td>4. Bert Mills Coffee Bar</td>
<td>$175.00-225.00</td>
</tr>
<tr>
<td>4. Bert Mills Coffee Bar</td>
<td>200.00-250.00</td>
</tr>
<tr>
<td>4. Bert Mills Coffee Bar</td>
<td>320.00-375.00</td>
</tr>
<tr>
<td>4. Chef-Way Model 100</td>
<td>400.00-600.00</td>
</tr>
<tr>
<td>4. Hot-O-Mat Comb. Hot Coffee-Clock</td>
<td>$250.00-$300.00</td>
</tr>
<tr>
<td>4. U-Select-it Hot Coffee</td>
<td>375.00-400.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CARBONATED DRINK</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Drink-O-Mat, single flavor, 5c, 1000 cups</td>
<td>$275.00-$350.00</td>
</tr>
<tr>
<td>4. Drink-O-Mat, single flavor, 5c</td>
<td>425.00-475.00</td>
</tr>
<tr>
<td>4. Drink-O-Mat, 4 flavor, 5c</td>
<td>1000 cups</td>
</tr>
<tr>
<td>TOTAL NO. TOTAL VALUE</td>
<td></td>
</tr>
</tbody>
</table>
**NEW TYPE EXTRA-BALLS FEATURE**

Ball in **14 or 18** Pocket When Lit Releases Extra Ball
Ball in **16** Pocket When Lit Releases Extra Ball
Ball in **15 or 17** Pocket When Lit Releases Extra Ball
3 Extra Balls Maximum

**NEW TYPE EXTRA-CARDS FEATURE**

Each Coin
Light One to Six Cards

A Tremendous Extra-Play Attraction!

**DOUBLE AND TRIPLE SCORE FEATURES**

* 3-4-5 IN-LINE SCORING
  DIAGONAL VERTICAL HORIZONTAL
* HINGED FRONT DOOR
* SEE YOUR DISTRIBUTOR

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

**SLUG REJECTOR COIN-ChUTE**

**STANDARD PINBALL CABINET SIZE**
Popular IN-LINE and CORNERS\textsuperscript{*} SCORE

3-IN-LINE on SUPER-CARD\textsuperscript{*} SCORE 4-IN-LINE

Attractive ADVANCING SCORES\textsuperscript{*}

Improved SELECT-A-SPOT\textsuperscript{*} 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{*} 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{*} Roll-over feature

Roll-overs hit when lit spot 2, 5, 8—all 3 numbers.

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

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

www.americanradiohistory.com