How is a record made? Bob Manning shows what it's like from the artist's point of view in the above series of photos. In the center, he is shown entering the Capitol offices in New York. At the top left, he goes over a number of songs which may be recorded with the Capitol staff. L to r, Sid Feller, eastern A&R head; Bob Manning; Dick Linke, promotion head of Capitol; Bud Frazier, west coast promotion head; and Hal Cook, national sales manager. At the top right, after they have chosen "Venus DeMilo" and "You Made Me Love You" as the two sides for the singer to record, the group points to the finished product. At the bottom right they listen to the playback. And at the bottom left, they plan the promotional campaign for the record. If the record should make it and become a hit, Manning would almost automatically become one of the top names in the entertainment field and his price for personal appearances, under the direction of the William Morris office, would immediately skyrocket.
May 1954 be very prosperous for You....and it will when you get your new....

ROCK-OLA

*Comet 120 Selections*

The original phonograph with 120 selections

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

*Less than 30 inches wide*
January 2, 1954

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(Good Things in Store for '54)

At this time of the year, when we think of what lies ahead for 1954, the greatest problem confronting the music and record business is the current negotiations with Petritto for a renewal of the contract between the AFM and the recording companies. Talks are in abeyance at this moment, having bogged down last week, and they are not due to be resumed again until some time this week.

We trust that the union and the record companies will come to an agreement equitable to both because that is the one obstacle standing in the way of a tremendous year for the music business. If there is no strike and no recording ban, we can expect the record industry to break all previous marks in the year ahead.

Why?

For a number of reasons. But mostly because in the last year or two, record firms have dispensed with some of their antiquated methods of doing business and have come to realize that records don't sell themselves, that you have to go out and create a market for them.

Most record firms today are being conducted on the basis that promotion is what creates a hit. And it has worked. For let's face it. Most record hits are the result of heavy, steady and continuing promotion not only on the part of the record firm, but also by the publisher and the artist. The proof of that is that every day new records come out which from an artistic point of view are beautiful and deserve to be hits. But they get no promotion and so they die.

On the other hand, everyone knows of hits which may not have been the greatest artistically, but which were promoted until they received enough exposure to garner the kind of audience which could make them hits.

Besides this new realization of the importance of promotion, diskers also have learned to concentrate on the markets which move records. For instance, there has been a steady increasing move to fulfill the needs of juke box operators for they must buy records through good times and bad to keep their machines stocked. There has been more rational attention to disk jockeys, keeping in mind that they play a great part in exposing records to the public. And there has been the realization that special rewards must be offered to distributors and retailers to make them concentrate on the records the diskers want sold.

In addition to all of this gradual reorganization which has now come to fruition, there is the rising population which has created more record buyers both among teenagers and adults.

Because of all of these factors the record business has every reason to be hopeful for the coming year. If the strike doesn't come off, we will undoubtedly see all existing sales marks broken.
RICOCHET
TERESA BREWER
CA-25841 (F-25243)—Rick Young
CR-61043 (F-61043)—Terry Brewer
DE-28761 (F-28761)—Guy Lombardo
THE CORSOS
VI-20-5454 (47-5454)—Pee Wee King Jr.
VI-20-5436 (47-5436)—Gogi Grant

RAGS TO RICHES
TONY BENNETT
BE-Tony Bennett
CD-40258 (S-40258)—Tony Bennett
DE-28838 (F-28838)—Georgia Show

OH, MEIN PAPA
EDDIE FISHER - EDDIE CALVERT
BE-1019 (45-1019)—J. Carroll & L. Clark
CA-6579 (F-6579)—Ray Anthony
CO-6143 (45-6143)—Henny Youngman & Paul Weston
CR-11111 (8-11111)—R. Schwarzenegger & B. De Wolfe
KI-1280 (45-1280)—Billy Ward & the Dominoes

THAT'S AMORE
DEAN MARTIN
CA-2589 (F-2589)—Dean Martin

YOU, YOU, YOU
AMES BROTHERS
CO-4035 (45-4035)—Ken Griffen
MS-70176 (45-70176)—Johann Hurson
MG-11312 (8-11312)—Ken Ramos

CHANGING PARTNERS
PATTI PAGE
BE-1017 (45-1017)—Helen Forrest
CA-2557 (F-2557)—Ray Starck
CO-1897 (45-1897)—Bing Crosby
KI-1304 (45-1304)—Ink Spots

ISTANBUL
FOUR LADS
CA-2665 (F-2665)—Joe “Fingers” Carr
VI-20-5322 (47-5322)—Nora Morales

STRANGER IN PARADISE
TONY BENNETT - FOUR ACES
CA-4021 (45-4021)—Tony Bennett
CA-11111 (11-11111)—Tony Bennett
DE-28817 (F-28817)—Tony Bennett
KI-1304 (45-1304)—Ink Spots

SANTA BABY
EARTHA KITT
VI-20-5502 (47-5502)—Eartha Kitt

YOU ALONE
PERRY COMO
VI-20-5467 (47-5467)—Perry Como

The Cash Box, Music
January 2, 1954

"It's What's in THE CASH BOX That Counts"
THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK
PLUS THE NEXT FIVE
A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1. OH, MEIN PAPA  Eddie Fisher (RCA Victor)
2. STRANGER IN PARADISE  Eddie Calvert (Essex)
3. CHANGING PARTNERS  Four Aces (Decca)
4. RAGS TO RICHES  Tony Bennett (Columbia)
5. THAT'S AMORE  Patti Page (Columbia)
6. SANTA BABY  Tony Bennett (Columbia)
7. HEART OF MY HEART  Dean Martin (Capitol)
8. EBB TIDE  Eartha Kitt (RCA Victor)
9. RICOCHET  Cornell, Desmond, Dale (Coral)
10. MANY TIMES  Four Aces (Decca)
11. ISTANBUL  Frank Chacksfield (London)
12. YOU ALONE  Teresa Brewer (Coral)
13. AM I THE ONLY ONE  Eddie Fisher (RCA Victor)
14. THE JONES BOY  (RCA Victor)
15. SHE WAS FIVE AND HE WAS TEN  (RCA Victor)

A gag recently played on Johnny Andrews' "Midway Musical Menu" deejay show had Johnny played Jo Ann Tolley (MGM Record Stays) visiting the show at the time went along with the gag. Joni James was placed in an adjoining closet sized room with a microphone. Johnny was given a made up request to play. "Why Don't You Believe Me," Joni was asked to sing it with Johnny. When the time came, Jo Ann pantomimed as Joni "sounded off." Johnny, with eyes protruding about six inches, stood up and momentarily forgot he was on the air. That roar of laughter the audience heard was the studio hands and station staffers who had gathered around to see the fun. Johnny almost collapsed when Joni walked out.

Pic of the week—Sam Brown (WARL-Arlington, Va.) reports fine listener reaction to Dinah Shore's "Changing Partners" and says Dinah's never been final!... Six year old Larry Robbins becomes the youngest disc-jockey in the world to have her own network show when her daily WOR show goes network January 4. The show will be heard over the whole Mutual Network every week-day from 2 to 2:30 p.m. Daddy, Fred Robbins, gives her a slight assist on the daily show, but as far as Miss Robbins is concerned, it's all hers. . . . Don Blair (WBNR—Saranac Lake, N. Y.) proud dad of his first baby girl on December 15. . . . Here's news. WLIE—Richmond, Va., looking for a good combination personnel—straight announcer to replace one of its top men who is being transferred to sales. Any one interested, see Harvey Hudson, assistant manager, WLIE. . . . Mike Cassone, who closed his Rialto Record Corp., to concentrate on his publishing firm, M & G, has his first time in the hands of New York and New England jocks. "Non Cha Shane" by Louis Prima on Jubilee has been getting big play from Norm Prescott, Grady and Hurst, Art Ford, Bill Cook and many others. A review of the top records on the "Music Milwaukee" survey for 1953 will be featured on a special radio program on WTMJ—Milwaukee, on Sunday, January 3, from 12:30 to 3 P.M. . . . When Jo Ann Tolley, MGM Record Stays, was in Cleveland the week of December 5, the lovely gal visited jocks Phil McLane (WERE), Tom Edwards (WERE), Tom Brown (WKB), Bill Gordon (WHK), Johnny Andrews (WTAM), and Joe Mulvihill (WTAM). Jo Ann is one of the hardest working thrills in the business.

WKBN-TV this week announced the appointment of Ralph Kanna as program director. Kanna is well known in the Hartford area for his work in recent years with stations WMWM—Meriden; and WONS—Hartford. . . . Joe Deane, (KGV—Pittsburgh, Pa.) last week phoned top award winners of the Pennsylvania Railroad Christmas Contest advising them of their early Christmas gifts. Winners received a bicycle, a portable radio, model train sets, wrist watches and fountain pens. Contestants were asked to complete in 25 words or less, the sentence "The Pennsylvania Railroad is helping to make Pittsburgh a better city because . . . . " . . . Tom Edwards (WERE—Cleveland, O.) sending out membership cards to "The T. E. Dimple Club." . . . Bob E. Lloyd (WAVZ—New Haven, Conn.) says Merry Christmas and Happy New Year to all his publisher and artist friends.

"It's What's in THE CASH BOX That Counts"
LEW DOUGLAS ORCH. (MMG 11654; K-11654)

“CAESAR’S BOOGIE” (2:24) [Frederick ASCAP—Giovannini, Robinson] With the ork assisting, Lew Douglas nails the solo in a boogie number with a good beat. A clever and interesting boogie woogie arrangement.

“TURN AROUND BOY” (2:23) [Branchard ASCAP—Douglas, Fox, Curry] Billy Bailey takes on the vocal duties on this deck as he warbles a country flavored item to a waltz tempo. Chorus adds to the fullness of the deck. Could be big.

LUCY REED (Chance 3006; 45-3006)

“TANTALIZING MELODY” (2:45) [Branchard ASCAP—Hart, Hettel, Lewis] Al Trace’s ork sets up the accompaniment for Lucy Reed’s solo on a slow and pretty ballad.

“PLEASE ME RIGHT MAN” (2:30) [H. E. Roberts ASCAP—Tratt, Trace, Herman] The thrush eases through a sentimental tune with a pretty melody. Ok assist by the Trace-men.

JACKIE JOCKO (Cabin 12130; 45-12130)

“PLEASE BELIEVE ME” (2:27) [Wool, Jacob] Joe Peters works the drums and Henry George the bass as they supply the backing for Jackie Jocko’s reading of a ballad.

“OLD DEVIL MOON” (2:05) [Harburg, Lane] The warbler offers a charming delivery of an established oldie with a similar assist from his boys. A bouncy and zestful number.

FREDDY COLE (Okeh 7016; 4-7016)


“SON OF ALCOHOL” (2:20) [Fred Fisher ASCAP—Schwaritz] On this end the artist sends out a shuffle item that’s better designed for the rhythm and blues market. Good novelty.

BILLY ECKSTINE (MMG 11655; K-11655)

“IN A MOOD” (3:01) [Bryant ASCAP—Spencer, Troup] In his stylish and individual manner, Billy Eckstine croons a romantic number while Nelson Riddle and the ork assist. Plenty of feeling.

“REZENDYOU” (3:10) [Dorchester ASCAP—Spielman, Kaye, Freed] Lionel Newman and the ork supply the backing on this end while Billy offers more romance material. Good sound is ever present.

WHIPPOORWILLS (Doctone 1201; 45-1201)

“I WANT MY LOVE” (2:25) [Dooctoe Williams BM—Lauri] The Whippoorwills, featuring Sweet Georgia Brown, realt through a pretty tune in an interesting fashion. Good number that could catch spinn.

“KISS A POOL GOODBYE” (2:15) [Dooctoe Williams BM—Harold] Georgia rhythms through a jumper on this end while the Whippo- wills supply the background. A good sound number.

ROSEMARY CLOONEY & JOSE FERRER (Columbia 40144; 4-40144)

“WOMAN” (2:23) [Studio BM—Glessen] Joe Ferrer offers his first pop waxing as he helis through a novelty about ‘woman’. Tune is hitting big on the charts. Jose’s wife, Rosemary Clooney assists.

“MAN” (2:30) [Studio BM—McKeag, Gleason] Rosemary Clooney takes the lead on this platter as she sings another set of lyrics to the same melody. A good coupling that should get spins and laughs.

DAVID ROSE ORCH. (MMG 30822; K-30822)

“PARADE OF THE CLOVERS” (2:26) [M. Witmark ASCAP—Rose] David Rose leads his orchestra through an imaginative orchestration of this melody which he penned. Great delivery that makes great listening.

“OUR WALTZ” (3:19) [Breg- Ramone, Coz ASCAP] Here the ork swims through a lovely waltz melody presented with a lush smoothness by the crew. Great arrangement and attractive featuring.

LEE MONTI (Allied 5018; 45-5018)

“A BOTTLE OF WINE AND YOU” (2:08) [Branchard ASCAP—Saba, Monti, Tanner] Lee Monti and his Panans busts over a light Italian flavored item with a guitar and accordion in the lead as Tommy Nichols sings.

“EVERYONE LOVES MARY ANN” (2:04) [Rugby BM—Saba, Monti, Tanner] Here the boys fill through another Italian type ditty that brings in a bit of a Scotch beat.

HOWARD RUMSEY’S ALL-STARS (Contemporary 359; 45-359)

“MAMBO LOS FELIZ” (2:38) [Shorty Rogers] On a special note due to the Lipman Shamrock Fund, Howard Rumsey’s Lighthouse All Stars ride through a progressive jazz number. Ok for dancing.

WITCH DOCTOR (2:34) [Bob Cooper] The ork offer the introduction for a beat item by the crew but another jazz item with a Latin beat.

PETE HANLEY (Epic 9010; 4-9010)

“FLAMENCO” (3:08) [Pickwick ASCAP—Wayne, Sherman] With the aid of the Don Costa ork, Pete Hanley belts out a fast moving number about a Flamenco dance. A zestful arrangement and delivery.

MOONLIGHT IN SPAIN MONT (2:12) [M. H. Golden ASCAP—Blackburn, Suessdorf] Pete gets a laugh out of this end and spin the reading of a very lovely ballad. A tender and sentimental love song.

VAL CLEF SISTERS (Bendix 7007; 45-7007)

“I TOLD A LIE” (2:25) [Citation BML—Folk] The smooth voices of the Val Clef Sisters come over wonderfully as the debut on the Bendix label with a pretty country flavored waltz. Catchy tune with great harmony and style.

“FLORIDA” (2:19) [Larry Spier ASCAP—Redmond, Goodhart, Spier] The ork takes this oldie through an old-fashioned styling of a cute ditty that should be spinning in the Florida boxes eternally. Real cute deck.

THE Ink Spots (King 1400; 45-1400)

“STRANGER IN PARADISE” (2:35) [Frank ASCAP—Wright, Forrest] The Ink Spots send up a great cover job on a tune that’s smashing through on the pop charts. Real pretty job. Lead voice terrific.

CHANGING PARTNERS (EMI [Porgie BMI — Darion, Coleman] The boys offer another top grade version of a current pop waltz hit. Boys jump at mid point and slow up again. A top-notch coupling that should enjoy a healthy sale.

JERRE WINTERS (Rainbow 236; 45-236)

“HOW COME YOU DO ME LIKE YOU DO” (2:06) [World ASCAP—Austin, Bergere] The Billy Mure ork backs Jerre Winters as she receives a great oldie. A stylish reading with a chorus assisting in the background.

“I GOT A CRUSH ON YOU” (2:11) [World ASCAP—Gershwin, Gershwin] Jerri offers an other music job on an oldie that’s a Gershwin oldie to a solid reading Should do well in the boxes.
LOADED! with talent!  
→ melody! → chuckles!

1954's first Big Smash!

Rosemary Clooney  Jose Ferrer
MAN ⇔ WOMAN

Orchestra and Chorus under the direction of NORMAN LEYDEN
78 rpm 4-0144 - 45 rpm 4-40144
Columbia Records

"It's What's in THE CASH BOX That Counts"
BIL STEGMER ORCH.
(Bendie 5002; 45-5002)

"COPANGO" (2:33) [Sanford BMI—Stegmeyer] Bendie’s first instrumental disk is a lush and flowing Latin tempo item presented by the Bill Stegmeyer Orch. A lovely piece of material that could catch on.

"THAT OLD GANG OF MINE" (2:35) [Bourne ASCAP—Rose, Dixon, Henderson] A favorite oldie gets a sentimental styling by the soft strings of an orchestra that creates dance music for the quiet hour.

LLOYD SHAFFER ORCH.
(Crystallette 644; 45-644)

"THE DREAM" (2:35) [Top View ASCAP—Shaffer] The chorus joins Lloyd Shaffer as he leads the orchestra through one of his own compositions. A melodious item that makes top notch listening.

"NEW YORK" (2:49) [Simon Heuss BMI—Daly, Smears] Again the chorus adds a fullness to a busy instrumental interpretation of Broadway New York. Music is the theme from flicker “How To Marry A Millionaire.”

PETE PONTELLERI ORCH.
(Skyywe 102; 45-102)

"DELICIOUS AND REFRESHING" (2:45) [Skyywe BMI—Whitman] Frumín takes on the vocal chores as Pete Pontrelli and the orchestra join him in this cute bouncer. A light okdeek.

"BEAUTIFUL TAMPA BAY" (2:38) [Skyywe BMI—Whitman] The song presents another smooth instrumental setting to a Latin tempo as Larry Noble does the warbling.

WOODY HERMAN
(MGM 11611; K-11611)

"CUBAN HOLIDAY" (3:04) [Charlton ASCAP—Wotted] A syncopic piece of Latin flavor is given the Woody Herman styling. Number jumps up toward mid-point and Woody offers some fancy tootling.

"PRELUDE TO A KISS" (3:14) [American Acad; ASCAP—Ellington, Gordon, Miles] Woody takes hold of his saxophone on this deck for a bluesy instrumental version of an ok time. Music on the sentimental side.

ALAN DEAN
(MGM 11628; K-11658)

"WHAT ARE YOU WAITING FOR" (2:16) [Crestview ASCAP—Tishman] Alan Dean makes a strong showing as he bids for Hitdom with a romantic delivery of a lovely ballad. The warbling gives his all for the tune. Looks like a hit.

"CALL ME ANYTIME AT ALL" (2:26) [Kahi BMI—Brown, Brown] Joe Luman’s ork’s song sets up another fitting accompaniment for a strong love tune belted out by the cheriker. A pretty tune that makes top listening.

STANLEY BLACK ORCH.
(London 1391; 45-1391)

"FROM HERE TO ETERNITY" (3:17) [Harrison ASCAP—Larger, Wells] The Stanley Black orchestra presents a lush, full string arrangement of a number that’s been enjoying a good sale.

"STARLIGHT SERENADE" (2:14) [Alano ASCAP—Weisman, Twomey, Weiss] On this end the ork glides through another pretty instrumental with the piano in the spotlight.

BUDDY DI VITO
(Chione 3007; 45-3007)

"EVERYTIME" (2:56) [Southern ASCAP—Farrar, Kent] The Meadowlarks back Buddy Di Vito on a romantic number which he presents with softness and ease. A good group number.

"DREAM TIME" (2:56) [Regonia BMI—Renaldo, Morgan] The gorup cruises through another romantic ballad in a brushed and dreamdusted manner.

EILEEN BARTON
(Cord 61109; 9-61109)

"DON'T ASK ME WHY" (2:46) [Harms ASCAP—Stolz, Reisch, Robinson, Young] "AWAY UP THERE" (2:17) [Wernar BMI—Burkes, Burke, Meyer] EILEEN BARTON

Eileen Barton puts her best foot forward for the new year and comes up with a disk that rates raves from beginning to end. She takes a beautiful tune titled “Don’t Ask Me Why” and with the aid of the Jack Pleis ork sends it out in a top fashion manner. It’s by far her best effort to date and is definitely a platter that should be enjoying a ride up to the heights of the pop lists. On the lower lid, the chimp bounces over a light and happy ditty “Away Up There” that re-minds one of her “Baked A Cake” hit. A cute coupling. The top portion has the goods and should be a big thing for Eileen. Keep an eye on it.

"SALUTE TO GLENN MILLER" (3:26) Part 1
[BCV, Jewell, Robbins, Feit]

"SALUTE TO GLENN MILLER" (3:27) Part 2
[Mutual, BVC, Feist, Southern]

THE MODERNIERS
(Cord 61110; 9-61110)

Modernaires send up a two-sided record in memory of the great band leader. On this exciting disk dubbed “A Salute To Glenn Miller,” the vocal group offers such great Mil- ler hits as “Moonlight Cocktail,” “Emer’s Tun,” “Moonlight Serene,” “Chattanooga Choo-Choo,” “String Of Pearls,” “Perfidia,” “At Last,” “Serenade In Blue” and “I’ve Got A Gal In Kalamazoo.” Both decks bring back great memo- ries of the great band era. With Fran Scott and the ork setting up the music, and the Modernaires delivering a top grade vocal on each tune, this disk can’t miss the hit category.

ART LOWRY
(Columbia 40133; 4-40133)

"POPPA PICCOLINO" (2:27) [Chappell ASCAP—Musel, Masscher- oni] Mike Stewart takes the lead on a well known hit. By the Art Lowry ork, of a tune that’s click- ing big in England. A lively and color- ful ditty.

PAULA, PAULA, PAULA (3:27) [Peer International BMI—Collazo, Menendez, De La Rosa] The crew gives a new Latin item as Art shows his talents at the keyboard. Good number with a beat.

THE MELACIROS STRINGS
(RCA Victor 20-5579; 47-5579)

MYSTERY STREET (2:12) [Sherwin ASCAP—Howard, Plante, Philippe, Gerard] Under the direction of George Melachrino, the Melachrino strings ease through a lush version of a bluesy number that been around. Could click.

RICHARD BARR ON EIGHT O’CLOCK WALK (2:45) [Maurice Ltd. ASCAP—Melachrino] The crew puts the lush item bit on the heavy side. Tender material for the quiet hours.

JIMMY ETTEL ORCH.
(Stycraft 5057; 45-5057)

"DON’T MAKE MERCY AGAIN" (2:20) [M & C Publishing; Ansonia, Wilming] Jimmy Ettel gives out with a strong reading on a feelingful ballad as the Jimmy Ettel orchestra supplies the back-up. Good tune and reading.

STAY CLOSE TO MY HEART (2:45) [C Pub, ASCAP—Cummings] The thrush handles another romantic item, this one set to a Latin beat. Joyce has a tear in her voice that’s effective. More fine back-up.

BETTY HUTTON
(Capitol 2688; F-2688)

"I TOOK THE LONG WAY AROUND" (2:46) [Hill & Range BMI—Hill] Betty Hutton who has been worry them at the Palace in N. Y. comes up with a pretty country flavored item which she eases through in her best stream liner manner.


JERRY GRAY ORCH.
(Decca 28986; F-28986)

"THE CREEP" (2:33) [Miller ASCAP—Burton, Sigman] Jerry Gray and the ork jump through a tune that’s the rage in England. Linda Lee does the chirping on this, the first vocal item.

POOMPH-CHUCK (2:43) [Alb- bert ASCAP—Gray] On this deck the leader conducts the crew through one of his own compositions. Goes jump material tailor made for dancing
NEW YORK:
All talk in the music business this week centers on the projected record ban. Almost every diskery is cutting like crazy with record sessions scheduled around the clock. By the time January 1st rolls around there'll be many records in the can, it will take many, many months before the effect of any strike can be felt. . . . Grand Ole Opry, which did fabulous business last October at the Beville Theater in Montreal and the Casino in Toronto, will play a return engagement in January starring Carl Smith. . . . Mary Lou Smith of King recovering from a minor surgery siege. . . . Larry Newton of Derby says he has a winner in "Eddie! To Tennessee" with vocal by Betsy Gay and orchestra by Teddy Phillips. . . . Tom Kinney says he'll be at the Palomar. . . . and has now gone out as a singer, is appearing under the name of Tom Richards. . . . Danny De Carlo has released Junior and Max Weiles of Mid-City Music, publisher of the tune, has great hopes for it. . . . Karen Chandler having done the SRO business at the Howard Grandy Hotel in Atlanta, Georgia, has been pacted to a repeat appearance this week, when she'll be at the Regency, just finished her first featured spot in cafe work at the Ranch House in Providence, is back in N.Y. briefly before hopping off for the mid-west and further cafe dates. . . .

CHICAGO:
When we first saw and heard Al Wallis on Howard Miller's "Close Up" (5 day per week TV show, 5:30 P.M., CBS) over WNBQ-TV, JBC, Chicago, we just held our breath. Anxious and eager as we were to yell about this guy's great singing talent. Because The Cash Box yelled loud, long and mightily, Al Wallis y'sars ago. . . . By the way, we're falling more and more in love with that cutest of cuties, Julie Vail, everytime we see and hear her on Howard Miller's show. Little June lights up the Miller shot like a singing June breeze. So sweet and so softly. . . . Larry Green phoned to say that Charley Applewhite is going over to see Santa Claus because he most sincerely wants to thank Santa for all the great things which have happened to him. Like his first theatre singing engagement. And at the Dynamic Diner, at that. . . . They tell at that, musicians want more money for daily dates and also want better than the 15% they're now getting from daily dates. Want 5% in fact. If this should cause a recording ban, again, many a diskery will again clean out overloaded warehouses as happened in the last time. And with so many, many cuttings yet in the can, it'll take a long, long time to decide the issue, they say. . . . Marty Hogan away for a two week rest. To the Sea View, Miami Beach, The lucky stiff. . . . Gorgeous cocktail party for Mercury's Pearl Eddy. Hosted by Ed Ryan and Bud Brandson, Saw Art Talmadge, Kenny Meyers, Doc Kilpatrick and Bonnie Kroll all of her next engagement. . . . Al Wallis, Mercury's local distri, Kenny Brandson, Frank LaVere, Lew Douglas, Bob Cole, Leo Fox, Grey Fox, Bob Smith, Marty Hogan, Jackie and Eddie Richard, Jay Trompeter, Jim Mills, Dirk and Ann Courtenay, Myron Schults, Jack Cary, Bob Porter, Jim Lounsbury, Josh Brady, Ed Cerney, Donn Richey, Linn Brown, Jack Lynne, Paul cowely, and so many, many more. . . . Bill Amion reported rapidly rising right to the very top spot as deejay.

LOS ANGELES:
Another new year has blossomed forth. With the wide line up of great artists and the new talent that is ready to make its debut it looks like 1954 will be another great year for the record industry. . . . Mary Small has been a busy gal while in Hollywood. After closing at the Mocambo she made several personal appearances and also appeared on the Jack Owens TV show. She opens at the Riverside Hotel in Reno, Nevada, for her next engagement. . . . Deca's Jeri Southern, stars her first West Coast engagement at the newly opened Speck Club in Beverly Hills. She was originally booked for a five week stand but since she packed in such large crowds the management has extended her nightly appearances for an extended period. . . . Julius LaRosa will soon do a screen test for Paramount. If the tests jell he'll star in the forthcoming flick. . . . Warner Brothers discovered that Robert Cummings could sing; so did Columbia Records when Bob will wax four new platters. . . . "Santa Baby" has been very good to Eartha Kitt considering that it's the top RCA Victor seller in the Los Angeles area. Her recent stint at the Mocambo boosted all her records, including her album and the "Clarice of 1952" original cast album. This show is due here at the Biltmore on January 5th at which time Miss Kitt will probably divide double between the theatre and the Mocambo. . . . Jerry Colonna returned from his recently run Jungle Minstrels where he starred in a special benefit show to raise money for tornado victims. . . . Capitol's Glenn Wallichs threw a cocktail party for Nat "King" Cole on December 17th. The occasion marked Cole's tenth year with Capitol. Deejays and representatives from the press were among the many celebrities who attended. Nat is credited with having moved over the million mark with any other Capitol artist. He opened the year at the El Rancho Vegas in Las Vegas December 30th and will be in LA for six engagements at Ciro's starting January 2nd. . . . . Nat Cole's album appearance at the Hotel Golden in Reno until January 12th. . . . Several artists are now appearing in the desert area of Palm Springs, Bob London spotlights the show at the Chez Chee while the Paul Deming Trio takes over at the Howard Manor. Bob's latest offering is "Village in Peru" on the Crystalette label. . . . Gordon Jenkins closed at the Hotel Thunderbird in Las Vegas and returned to Los Angeles for the holidays. His "Seven Dreams" album has become a big seller for Decca.

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

THE CASH BOX
26 West 47th Street, New York (36)
Tel.: JUdson 6-2640

IMPORTANT NOTICE

Due To The New Year's Holiday
THE NEXT ISSUE
OF
THE CASH BOX
(Dated: January 9th)
MUST GO TO PRESS EARLY
ALL COPY AND COMPLETE CUTS
MUST BE IN NEW YORK
WED., DEC. 30
NO LATER THAN 4 P. M.

IMPORTANT NOTICE TO ADVERTISERS

THE CASH BOX, Music Page 9 January 2, 1954
The entire Cash Box staff sends you best wishes for a Happy New Year and a most successful record year in '54.

Joni James appeared on the Howard Miller TV show on Friday, the 11th, at the Knickerbocker Hotel. During the show on the Miller TV was the MGM artist Ken Remo. Goldman reports that immediately following the television appearances, Martin Distributors noted an upsurge in the sales of '54 artists' records.

RCA Victor Distributing Co., Chicago, held its annual Christmas party for employees on Saturday, December 12, at the Knickerbocker Hotel. Voting this year's King and Queen were Ray Forester and Daisy Appleford... RCA Victor has just released an album titled "Show Business." Based on the book by Joe Laurie Jr. and Abel Green. Narrated by George Jessel. Containing the voices of all currently having hit song are great. Out on either LP or EP, this album lasts about one hour. At a disk luncheon on Thursday, December 10, Bobby Rolf of RCA Victor Dist. Co., Chicago, presented an album to each of the deejays who attended... Henry Friedman of Midwest Mercury Distributing in Chicago tells us that things are really jumping here all time greats. Out on either LP or EP, this album has lasted about one hour. At a disk luncheon on Thursday, December 10, Bobby Rolf of RCA Victor Dist. Co., Chicago, presented an album to each of the deejays who attended...

---

Nick Nickson

WEAF—New York, N. Y.

1. Oh, My Papa (Eddie Fisher)
2. Santa Baby (Erika Kitt)
3. Call Me Maybe (P. George)
4. Are You Looking For A Sweathirt (Kitty Kallen)
5. Rags To Riches (Tony Bennett)
6. Stranger In Paradise (Four Acres)
7. That's Amore (Dean Martin)
8. Two Purple Shadows (J. Vale)
9. Changing Partners (P. Page)
10. Rochester (Teresa Brewer)

Don McLeod

WJKR—Detroit, Mich.

1. Oh, Main Papa (E. Calvert)
2. Stranger In Paradise (Four Acres)
3. Changing Partners (P. Page)
4. Heart Of My Heart (Dean Martin)
5. Songs Of My Heart (Galland)
6. Rochester (Teresa Brewer)
7. Baby, You, You (Amos Bros.)
8. Eb Tide (Frank Chacksfield)
9. Oh, My Papa (Eddie Fisher)
10. Stranger In Paradise (Four Acres)

Arty Kay

WLXY—Lexington, Ky.

1. Santa Baby (Erika Kitt)
2. Stranger In Paradise (Tamba Brothers)
3. I Want A Hippopotamus For Christmas (Randy Peevy)
4. Rags To Riches (Tony Bennett)
5. Changing Partners (P. Page)
6. You, You, You (Amos Bros.)
7. Heart Of My Heart (Dean Martin)
8. Baby, You, You (Amos Bros.)
9. Eb Tide (Frank Chacksfield)
10. Oh, My Papa (Eddie Fisher)

Art Hellyer

WMAG—Chicago, Ill.

1. Oh, Main Papa (E. Calvert)
2. Stranger In Paradise (Cornell Desmond, Dale)
3. Heart Of My Heart (Dean Martin)
4. A Merry Christmas (Jimmie Alsworth)
5. Stranger In Paradise (Four Acres)
6. Baby, Baby, Baby (T. Brewer)
7. Oh, My Papa (Eddie Fisher)
8. Changing Partners (P. Page)
9. Rochester (Teresa Brewer)
10. A Baby Cry'd (Lou Monte)

Harry Burge

WQAM—Miami, Fl.

1. Rags To Riches (Tony Bennett)
2. Eb Tide (Frank Chacksfield)
3. Rochester (Teresa Brewer)
4. To You, To You (Amos Bros.)
5. Heart Of My Heart (Dean Martin)
6. Monterey (Four Acres)
7. Many Times (Eddie Fisher)
8. Stranger In Paradise Bennett
9. Changing Partners (P. Page)

Carmine Anthony

KGKO—Dallas, Tex.

1. Rags To Riches (Tony Bennett)
2. Eb Tide (Frank Chacksfield)
3. Rochester (Teresa Brewer)
4. You, You, You (Amos Bros.)
5. Heart Of My Heart (Dean Martin)
6. Monterey (Four Acres)
7. Many Times (Eddie Fisher)
8. Stranger In Paradise Bennett
9. Changing Partners (P. Page)

Frank Pollack

KOOL—Phoenix, Ariz.

1. My Yum To Her (A. Wayne)
2. Stranger In Paradise
3. Changing Partners (P. Page)
4. That's Amore (Dean Martin)
5. Love You So (Peggy Lee)
6. Love Of The Tender (Sinatra)
7. Santa Baby (Erika Kitt)
8. You've Changed (C. Russell)
9. Heart Of My Heart (Dean Martin)
10. You Alone (Perry Como)

Tom Edwards

WEAF—New York, N. Y.

1. Oh, My Papa (E. Calvert)
2. Stranger In Paradise
3. Changing Partners (P. Page)
4. That's Amore (Dean Martin)
5. The Way I Feel (Four Knights)
6. Heart Of My Heart (Cornell, Desmond, Dale)
7. Oh, My Papa (E. Calvert)
8. Stranger In Paradise Bennett
9. Eb Tide (Frank Chacksfield)
10. That's Amore (Dean Martin)

Singer Sandy

KCRF—Cedar Rapids, Iowa

1. My Yum To Her (A. Wayne)
2. Baby, You, You (Amos Bros.)
3. Changing Partners (P. Page)
4. Many Times (Eddie Fisher)
5. Heart Of My Heart (Dean Martin)
6. Stranger In Paradise Bennett
7. Rochester (Teresa Brewer)
8. That's Amore (Dean Martin)

Don Tibbitts

WFEA—Manchester, N. H.

1. The Jones Boy (Mills Bros.)
2. Rags To Riches (Tony Bennett)
3. Many Times (Eddie Fisher)
4. Changing Partners (P. Page)
5. Heart Of My Heart (Dean Martin)
6. To Be Alone (Hilltoppers)
7. Oh, My Papa (Eddie Fisher)
8. Stranger In Paradise Bennett
9. Rochester (Teresa Brewer)
10. That's Amore (Dean Martin)

Shem Feller

WYDA—Boston, Mass.

1. Nio-Non (Joni James)
2. She Was Fine And He Was Nice
3. Snow, Snow, Snow
4. Smiles By (Jimmie Alsworth)
5. Golden Violins (Chacksfield)
6. Tipica Bernardes (J. Jerome)
7. Off Shore (Lou Diamond)
8. The Creep (Three Suns)

Roger Clark

WNOR—Norfolk, Va.

1. Why Does It Have To Be So Easy You (A. Wayne)
2. That's Amore (Dean Martin)
3. My Yum To Her (A. Wayne)
4. Secret Love (Dean Martin)
5. Secret Love (Dean Martin)
6. Secret Love (Dean Martin)
7. Tipica Bernardes (J. Jerome)
8. Oh, My Papa (E. Calvert)
9. Stranger In Paradise Bennett
10. That's Amore (Dean Martin)

Stan Pat

WNTY—Trenton, N. J.

1. Sadie Thompson Song
2. Strings Of My Heart
3. A Lazy Sunday (Guy Eldred)
4. Life Is Just A Bowl Of
5. Don't Forget To Write (Wall)
6. Tipica Bernardes (J. Jerome)
7. I'd Like To Be In Your Shoe (Wall)
8. Again, Again And Again
9. Many Marys

Wayne Stitt

WHB—Kennesaw City, Ga.

1. Rags To Riches (Tony Bennett)
2. Rochester (Teresa Brewer)
3. Changing Partners (P. Page)
4. Heart Of My Heart (Dean Martin)
5. To Be Alone (Hilltoppers)
6. Many Times (Eddie Fisher)
7. Heart Of My Heart (Dean Martin)
8. Stranger In Paradise Bennett
9. Rochester (Teresa Brewer)
10. That's Amore (Dean Martin)

“Is It’s what’s in the CASH BOX That Counts”
MOA Prepares For Convention March 8 - 10

CHICAGO—George A. Miller, national president and business manager of Music of America said Thursday that "this week manufacturers, publishers, distributors, record companies, and music operators of the nation are very interested in the first-ever national convention to be held at the Palmer House in Chicago from March 8 through 10th." National record companies are receiving letters from all parts of the industry with requests for space to display their merchandise.

This year the show will be expanded and some merchandise that has not been displayed in the past will be on exhibit at the convention. The manufacturers of automatic phonographs will take a very active part in the convention and will support it to the fullest extent. The record companies will be there with their displays and their usual array of talent. Committees have been appointed and in the very near future a meeting will be held in Chicago to complete all arrangements. Other people will be invited to participate at a later date.

George A. Miller and Ray Cuniffe will handle all reservation and exhibits either through the national headquarters, 129 East Eutaw Street, Oak Park, California, or Ray Cuniffe, 2819 Eighth Street, Chicago, Ill. Hirsh de la Vies will be the general chairman for entertainment and Al Deaver will head the committee in Chicago. There will be no committee. There will also be a committee to accept applications for all music operators desiring to become members of MOA at this particular exhibit.

Mozzie Stans On Granz' Clef Label

NEW YORK—Roger King, Mozio, trumpeter, arranger, composer and dancer whose recently organized band has been getting much comment in the jazz circles, is scheduled to release his second record for the new pop series of Norman Granz' Clef label.

The talented 26 year old, who formed his first band when he was only fourteen, has written many instrumental items which have been used by dance teams over the years. The Hamilton Trio of "Your Show of Shows" fame is one of the groups.

Probably the most popular piece by Mozio is a number called "Asia Minor" which he penned in 1940 and which was used in a ten-minute ballet suite called "Iridescence" at the Radio City Music Hall in 1943. The original version used in this suite were "Desert Dance" and "Pearl." The first release of the 15 piece band was a record called "Love For Sale" coupled with a Mozio original "Midnight in Harlem" which is reported enjoying a healthy sale. And in the month of January, the crew is scheduled to send up its second disk; two modern dance versions, the other a new Mozio composition "Panan."
Diskeries Record in Quantity Preparing For Possible Strike

NEW YORK—Almost every diskery, major and independent, were busy cutting as many records as possible last week in anticipation of the possible record ban which may go into effect December 31.

Recording studios were being used around the clock with many artists either coming into the city or extending their stay here in order to be able to cut.

Publishers were showing all their possible material and A&R men were sitting everywhere all day in an effort to find suitable songs for their talent.

All this activity was not only considered good insurance, but was felt recording circles that even if the strike should not come off, it would still be cheaper to record now that it is going to be once the new contract is negotiated.

There were no new developments as far as the new contract between the musicians and the diskeries is concerned for there have been no meetings since the break-down last Friday, December 18. Union negotiators were all out of town this week and no new meetings are expected to take place until after Christmas.

The union is asking an increase in the price per musician, a hike in the rate to the musicians' fund, and a cut in the number of sides per session from 4 to 2. They propose a five cent increase in the price per musician if the contract should come off, it is felt in the trade that those who will be hardest hit will be the small publishers who have not catalogueues on which to rely. The record companies probably won't feel anything for many, many months to come for all the disks they have in the can together with the number that have been cut last week and are due to be cut next week, they are all well stocked.

There has been considerable feeling in the industry however that the strike won't take place at all. Many claim that the current maneuvers are all will be settled before the deadline date.

Flanagan-Morrow Concert Concentrates

DETROIT, MICH.—An experiment with two orchestras proved to be successful last Saturday, December 19, when Ralph Flanagan and Buddy Morrow gave a combined concert at the Wayne's Michigan State Fair Colosseum.

Approximately 6000 people attended the Dance-Combined Band Concert for a group of between $9,000 to $10,000.

The program consisted of special arrangements for 1/4 hour segments with the combined musicians playing together and Flanagan and Morrow taking turns at the helms.

As a result of the success of the concert, Herb Hendler, manager of both bands, said he expected to sell the combined outfit out on tour starting in the Fall.

Hilltoppers Play Chi Theatre During Xmas

GALATAN, TENN.—The Hilltoppers are planning a reunion during the Christmas holidays when they will be booked into the Chicago Theater for the two week span starting December 29.

Don McGuire and Seymour Speigelman will be enjoying their Christmas leave from college. McGuire is taking his masters at Western Kentucky and Speigelman his masters degree at Peabody College in Nashville. Jimmy Sanza, the featured voice of the group, will have a holiday leave from his army post at Port Dix and Billy Vaughn, musical director of Dot Records, will meet the boys for the booking.

The group has been recording this week in New York. They will appear on the Milton Berle TV show on the 12th of January.

While in Chicago with the Hilltoppers, Randy Wood, president of Dot Records, is planning a party for those in the music business at Linn Burton's Steak House.

Two Hits

Hitch Your Juke Box To A Star... MARY MAYO Sings

"STAR OF MY DREAMS"

by/with Handbilled

AGAIN, AGAIN, & AGAIN

BENIDA RECORDS # 5004

Records, Inc.
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Known from Coast to Coast

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126½ WINDSOR ST.
(Phone: 5-7113)

Breaking for a smash hit in Philadelphia and New York!

"THE BAION" and "GEE" * as performed by that rhythmataic magician of the keyboard

JOE LOCO

* A hit on the R & B charts for months and now a new hit via the mambo styling of Loco

220 W. 42nd St.,
New York, N. Y.
(WI 7-0652)

"It's What's in THE CASH BOX That Counts"
New Coral With "SA"

NEW YORK—Looking forward to a big year in '54, Coral records is promoting the label with an interesting campaign that reads something like this:

Pepsonet had Irium, Rino has Solliam, everything contains Chlorophyll—now Coral is the first record to have a magic (hit-making) ingredient: "SA." "SA" is a revolutionary secret development of the Coral recording department, made possible through many months of study, research, and experimentation in recording technique.

New 1954 Coral with "SA" will be a boon to the record industry. For Dealers: "SA"—Sales Appeal For Operators: "SA"—Sound Appeal.

For Disk Jockeys: "SA"—Spin Appeal.

A top level security commission has been formed to study ways and means of keeping "SA" exclusively Coral.

Mitchell Completes Tour

MILANO, ITALY—Freddie Mitchell, sax artist, band leader and composer, just finished a series of jazz concerts that have taken him and his aggregation into seventy continental cities and provinces.

The series opened on August 26 and played its final date on December 12. Mitchell writes, "I'm disappointed in not having played Rome and Paris. My admiration for Italy is "Malta" Bella Italia" but not it's Home Sweet Home. We arrive on the Constitution December 29."

Seeco Band To Tour U.S.

NEW YORK—The Cesar Sonepacion Band was welcomed by Seeco records on the record's return from Latin America. The orchestra, one of the leading Puerto Rican aggregations, has completed a tour of a number of the leading spots in Latin America, capped off by a featured spot at the Caribe Hilton Hotel in San Juan.

A tour has been planned for the band in this country; one which will include leading hotels and clubs.

The band will record for Seeco while in the U.S. for two months.

No Biz Like...

NEW YORK—Bruno New York, Inc. staged a special get-together recently in the Johnny Victor Theater for New York-area disc jockeys in connection with the release of RCA Victor Records' new album, "Show Biz," a recorded 60-year cavalcade of the entertainment world's greats. Those on hand for the party included Hessogre, who's featured in the album; George Jossel (center), who is the narrator for the 38-minute recording; and Frank M. Folsom, president of RCA.

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

1. I'LL BE TRUE Faye Adams & Joe Morris (Herald 419)
2. MONEY HONEY Drifters (Atlantic 1006)
3. RAGS TO RICHES Dominos (King 1200)
4. HONEY HUSH Joe Turner (Atlantic 1001)
5. LOVER COME BACK TO ME Minor Swing, Cap (Capitol 2170)
6. MAD LOVE Harry Johnson (Mercury 1550)
7. I'LL BE TRUE Faye Adams & Joe Morris (Herald 419)
8. WRITE AND TELL ME WHY Harry Towner (Jubilee 3127)
9. DRUNK Jimmy Liggins (Specialty 467)
10. TV IS THE THING Dinah Washington (Mercury 70234)
NEW YORK:

Writing the first column of 1954 makes one wonder what the coming year holds in store for us. It is easy to predict that new stars will be born. Names other than yet performing or buried under the mass of talent struggling to break through will be established artists of great drawing power twelve months hence. Will some yet unfunded record company be riding the heights this time next year? Some established names are suddenly stop selling. Why? That's what makes this such an interesting and oft times bewildering business. You can't stop pushing for new releases too hard. There's always someone waiting with something fresh. 

Card from George Goldner, Tico Records, advises, after a few, have a great time out on the coast. Surprise for George, when he gets back, is the sales figure on "Balon" by Joe Loco. ... The "Sleeper" review "Going Down To Big Mary's" was erroneously credited to Pamlee. Mistake was on the label. It should have read "Big Mary's Corp."

Vince Valdes, one of Seeco's leading vocal artists just completed a tremendously successful set of dates through his band. Reports are returning with much new sides cut in Cuba and backed by the famous Senora Mataneras... Lee Magid, Central A & R head, signed Gladys Gladhams and her first disc, in a week or ten days, sounds great. Gal can sing. Lee also signed the Keys of Harmony, a gospel group formerly with Tuxedo Records... Monte Bruce, whose Hap-Tunes are hitting great with "Sunday Kind Of Love", holds another session with the group and thinks he has some terrific sides in the can. Monte is dickering for name with male and female singers and with a big announcement soon. Can't keep a good group out of the charts for long. Did you notice "Rags To Riches" by the Dominoes sitting in the #1 position?

CHICAGO:

What makes a glowing Christmas story? And a grand opening item for the New Year? We think it's the following: Seems like, just last week, 12/16, while Ernie Leaner of United Record Distributors was very busy taking over the address of his men pack off these Xmas record shipments, John Vivian Carter and Jimmy Brucken. Vivian and Jimmy are partners in Vee Jay Records. Vivian is also Gary's well known WGKY deejay. Originally the two had been partners back in '48 in a small record shop. Anyway, to make a long story short, Vivian casually mentioned to Ernie, after the men had affable greetings among these friends, "We're looking for a preacher." Ernie's ears pricked right up. Eyes lighted. But, looking out the window, with the snowy rain acomin' down, Ernie said, "I know a preacher.

He's just down the street. Now you two stop him out of this bad weather," Ernie urged, "and I'll go fetch him." So Ernie dashed down the street just as fast as he could. And on the way bought a gorgeous bouquet for Vivian. Came back with the preacher and said, "Here they are Reverend." So-o-o-o with Ernie Leaner and his secretary serving as the two necessary witnesses, Vivian Carter and Jimmy Brucken tied themselves together into the firmest kind of partnership by becoming Mr. and Mrs. And this happened right in the gay and festive Christmas of United Record Distributors here in good old Chicago. Ernie just beam and boomed. His secretary dropped that usual happy tear like all women do at weddings. Now Mr. and Mrs. Jimmy Brucken are going to bring a real gospel sound, not only to Lake Park but grand and unusual occasion but, at the same time, to honor their very dear friends, George and Ernie Leaner. We still think this is one of those "dream stories" but happens to a columnist but once in a lifetime and, especially, at Xmas.

LOS ANGELES:

A bright new year full of promise and possibilities is now here. All the indications are that 1954 will be a big one. New Year's resolutions were made and some broken already so it's back to work again looking over the past and planning for the future... At Aladdin Records, Leo and Eddie Mesner recently cut new sessions with Lloyd Glenn which will be released soon. The shop, anyway, to make a long story short, Vivian casually mentioned to Ernie, after the men had affable greetings among these friends, "We're looking for a preacher." Ernie's ears pricked right up. Eyes lighted. But, looking out the window, with the snowy rain acomin' down, Ernie said, "I know a preacher.

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THE FOUR TUNES

Crayton flew back from Alaska to appear at the Elks Hall on Christmas Eve. Other versions of the holiday holiday were brought by Hodges, Linda Hayes and Little Willie Littlefield. Crayton then flew on to Atlanta, Georgia, for other holiday dates... Roy Milton and his Mighty Men enjoyed the Florida climate over the holidays. They will be in the LA area the middle of January. 

THE NATIONS RHYTHM & BLUES TOP TEN

1. MONEY HONEY
   Drifters
   (Atlantic 1006)

2. RAGS TO RICHES
   Dominoes
   (King 1280)

3. HONEY HUSH
   Joe Turner
   (Atlantic 1001)

4. MARIE
   Four Tunes
   (Jubilee 5128)

5. I HAD A NOTION
   Al Savage & Joe Morris
   (Herald 417)

6. I'LL BE TRUE
   Faye Adams & Joe Morris
   (Herald 419)

7. DRUNK
   Jimmy Liggins
   (Specialty 470)

8. BLUES WITH A FEELING
   Little Walter
   (Checker 780)

9. ONE SCOTCH, ONE BOURBON, ONE BEER
   Amos Milburn
   (Aladdin 3197)

10. MAD LOVE
    Muddy Waters
    (Chess 1550)
Entertaining Ops

MIAMI, FLA.—Patti Page stopped by to say hello to all the operators at the third annual Amusement Machine Operators Association dinner held in Miami, December 12. In the above picture, (1, to r.) are: Willie Blitt, president of the association; Patti Page; Steve and Rose Brookmeyer, Mercury Record distributors.

Disk Stars Find Colleges Untapped Field For Additional Bookings

NEW YORK—In a recent survey conducted by the Intercollegiate Broadcasting System, a network of campus limited college radio stations, now representing 107 of the 208 exists in existence, almost 70% of all campus radio stations were tuned to the local college station. Each of these stations

IT'S NO LIE! THIS WILL HIT!

"I TOLD A LIE"

Sung by

VAN CLEEF SISTERS

BENIDA RECORDS # 5005

Citation Music, Inc.,

1619 BROADWAY, NEW YORK, N. Y.

program music for over 90% of their air time.

Records which are played are those received either from the record companies or from the individual artist's record promoters. With the numerous plays received each day IBS has received inquiries as to the possibilities of having some of these artists appear at different college functions. The orchestra now in demand are those of Ralph Marterie and Ray Anthony. Many of the newer artists in the record field have also received invitations to appear after their records have been exposed to the listeners.

All these stations, although willing to play records, do not receive a majority of the releases in order to overcome this difficulty sixty of the stations are subscribing to a record plan whereby they each contribute a certain amount of money toward the packing and shipping. All the record companies to do is ship the records to one central place and they will be repacked and remailed to the individual stations.

Sol Handweber of MGM records was the first to take advantage of the plan and MGM releases have gone out to many of the stations. Since Handweber's entry, other companies such as Benida Records and Bell Records have sent releases.

Dee Jays and Operators

My Sincere Thanks For Helping Make 1953 A Very Successful Year . . . . A Happy, Prosperous 1954 To You All . . . .

Gratefully,

Martha Carson
Capitol Records

Sherriff Tex Davis
WLOM—Norfolk, Va.
1. There Stands The Glass (Wahl Flier)
2. Let Me Be The One (Loekkin)
3. I'm Glad It's You (Davis Sisters)
4. Wake Up Irene (Thompson)
5. The Man With White Whiskers (Davis Sisters)
6. Changing Partners (King)
7. Blue Christmas (Foots)
8. 'I'm Walking The Dog (Pierce)
9. Good Cry Your Heart Out (Davis Sisters)
10. Bingb (Jim Reeves)

Johnny Rion
KSTL—St. Louis, Mo.
1. Blue Christmas (Ernest Tubb)
2. Melody-Go-Round (Hank Snow)
3. Changing Partners (King)
4. Let Me Be The One (Loekkin)
5. I'm Glad It's You (Davis Sisters)
6. Singin' On The Other Side (Foots)
7. There Stands The Glass (Webb Pierce)
8. Saturday's Girl (Foots)
9. One Country (Davis Sisters)
10. Country's A Sin (Kitty Wells)

Chuck Nichols
KUWB—Lawrence, Wis.
1. I'm Glad It's You (Loekkin)
2. I'm Falling In Love (Foots)
3. I'm Falling In Love (Davis Sisters)
4. Singin' On The Other Side (Foots)
5. There Stands The Glass (Webb Pierce)
6. Baffled Little Cowboy (Foots)
7. North Wind (Hill Whiteman)
8. Reindeer Song (Foots)
9. The Girls Are Alright (Foots)
10. Good Cry Your Heart Out (Davis Sisters)

Billy The Kid Stanley
WALL—New Orleans, La.
1. Let Me Be The One (Loekkin)
2. There Stands The Glass (Foots)
3. I'm Falling In Love (Foots)
4. I'm Falling In Love (Davis Sisters)
5. Singin' On The Other Side (Foots)
6. There Stands The Glass (Loekkin)
7. Bingb (Davis Sisters)
8. Satisfaction Guaranteed (Foots)
9. Bingb (Davis Sisters)
10. Changing Partners (Foots)

Dave Washbak
KCTI—Goleta, Tex.
1. Don't Make Me Ashamed (Kitty Robbins)
2. There Stands The Glass (Foots)
3. Bingb (Jim Reeves)
4. Satisfaction Guaranteed (Foots)
5. I Love You (Wright & Reeves)
6. I'm Falling In Love With You (Burlen Glenn)
7. Satisfaction Guaranteed (Foots)
8. Lessons In Love (H. Loekkin)
9. Good Cry Your Heart Out (Davis Sisters)
10. Red Red Rose (Davis Sisters)

Sleepyhead Cliff
KASM—Albany, Minn.
1. There Stands The Glass (Foots)
2. Bingb (Jim Reeves)
3. For Papa Mama (J. Lopagin)
4. Who'll Buy My Heartaches (Davis Sisters)
5. Sorrow And Pain (Davis Sisters)
6. Mountain Kentucky Mountains (Forty Hobbs)
7. I Want You (Foots)
8. Only A Postman (G. Glenn)
9. Big Luther Eversole
10. Bonita Chiquita (K. Cowley)

Charley Williams
KCGW—Fort Worth, Tex.
1. You All Come (Arill Duff)
2. I Really Don't Care (Arill Duff)
3. Somebody's Crazy (Arill Duff)
4. Bingb (Jim Reeves)
5. Singin' On The Other Side (Foots)
6. There Stands The Glass (Loekkin)
7. Good Cry Your Heart Out (Davis Sisters)
8. I Think I'm Falling In Love With You (H. Loekkin)
9. One Country (Davis Sisters)
10. Heartbroken (C. Arthur)

Cactus Jim Western
KUTA—Salt Lake City, Utah
1. I Don't Really Want To Know
2. Let Me Be The One (Loekkin)
3. I'm Glad It's You (Davis Sisters)
4. Tomorrow's Dream (Loekkin)
5. I'm Glad It's You (Davis Sisters)
6. Singin' On The Other Side (Foots)
7. There Stands The Glass (Webb Pierce)
8. I'm Falling In Love (Foots)
9. You're Gone (Davis Sisters)
10. Satisfaction Guaranteed (Foots)

Earl Grandpappy Davis
WFBA—Bristol, Va.
1. Don't Take The Girl I Love (Foots)
2. There Stands The Glass (Foots)
3. Bingb (Jim Reeves)
4. Satisfaction Guaranteed (Foots)
5. There Stands The Glass (Foots)
6. I'm Falling In Love (Foots)
7. I Fell Out Of A Christmas Tree (Little Rio Floy)
8. Satisfaction Guaranteed (Foots)
9. I Gave My Woman Away (Kitty Wells)
10. Satisfaction Guaranteed (Foots)

Jack Gale
WSRN—Cleveland, Ohio
1. I Want You, Yes (G. Wright)
2. Wake Up Irene (Foots)
3. I'm Falling In Love (Davis Sisters)
4. I Believe In Moonlight (Maphon & Lee)
5. Be My Love (Foots)
6. I Love You (Wright & Reeves)
7. Run 'Em Off (Davis Sisters)
8. Satisfaction Guaranteed (Foots)
9. It's A Long, Long Road (Foots)
10. Changing Partners (Foots)

Shel Horton
WYAX—Canton, Pa.
1. Changing Partners (King)
2. There Stands The Glass (Foots)
3. Six Busted Tries (Foots)
4. I Just Can't Be Me (Foots)
5. It's Just Like A Dream (Foots)
6. I Just Can't Be Me (Foots)
7. Wake Up Irene (Thompson)
8. Tanning (Foots)
9. I Fell Out Of A Christmas Tree (Foots)
10. Satisfaction Guaranteed (Foots)

Gabe Tucker
KATL—Houston, Texas
1. I Want A Mammy For Christmas (Bobby Womack)
2. Changing Partners (King)
3. I Fell Out Of A Christmas Tree (Foots)
4. Release Me (Foots)
5. I'm Falling In Love (Foots)
6. I Never Give You Up (Foots)
7. Bingb (Jim Reeves)
8. I Fell Out Of A Christmas Tree (Foots)
9. I Gave My Woman Away (Kitty Wells)
10. Satisfaction Guaranteed (Foots)

Charlie Williams
KIGN—Fort Worth, Tex.
1. You All Come (Arill Duff)
2. I Really Don't Care (Arill Duff)
3. Somebody's Crazy (Arill Duff)
4. Bingb (Jim Reeves)
5. Singin' On The Other Side (Foots)
6. There Stands The Glass (Loekkin)
7. Good Cry Your Heart Out (Davis Sisters)
8. I Think I'm Falling In Love With You (H. Loekkin)
9. One Country (Davis Sisters)
10. Heartbroken (C. Arthur)

Larry Licklider
WTOV—Muskogee, Okla.
1. Let Me Be The One (Loekkin)
2. I'm Falling In Love (Foots)
3. Satisfaction Guaranteed (Foots)
4. I'm Falling In Love (Foots)
5. Changing Partners (King)
6. I'm Falling In Love (Foots)
7. I'm Falling In Love (Foots)
8. I'm Falling In Love (Foots)
9. Satisfaction Guaranteed (Foots)
10. One Country (Davis Sisters)

"It's What's in THE CASH BOX That Counts!"
Tiny Markle Forms New Haven Band

NEW HAVEN—Some months ago, four New Haven musicians teamed their talents to play a benefit for crippled children. The crew met with such great comments from so many people that it decided to stay together. And it is now known as Tiny Markle and his Orchestra.

Tiny, who is well known as a disk jockey at WAVZ in New Haven, brings up the subject of his great thrill when Sunny Gale and Bill Kenny raved about the band at that initial benefit performance.

All of the members of the band have name band experience. Jimmy Peters, saxist, was formerly with Tony Pastor and appeared in the movie "Two Blondes and a Redhead". He started in the band business with the Gray Gordon Orchestra.

Bobby Shea, piano player and arranger, arranged for Charlie Spivak, Bunny Berigan and Newt Perry.

Arnold Most, drummer, played with Newt Perry.

With these three men as the heart of the band, and with Tiny handling the publicity and business, the crew went to Dan Kops, ve and general manager of WAVZ for some aid. Kops got together with other businessmen of the New Haven area and started the Wednesday night jamborees at the YWCA ballroom with the Markle Orchestra. And since then the boys have been playing in many of the nightclubs around town, playing for such artists as Alan Dale, Steve Lawrence, Jacki Paris, Jeri Wintess, Tommy Mara, Billy Eckstine and the Four Aces.

Others in the band are Phil Mason, Dave Swerling, Archie Rollins, Vic Butler and Andy Corrino. Dolores Castello and Dick Hoyt are the vocalists.

Creatore & Peretti To Develop Mercury Talent

NEW YORK—Rago Creatore and Luigi Peretti, who have been writing and producing the Mercury kiddie line for some time, will, beginning the first of the year, attempt to discover and promote new pop talent for the diskery. The pair intend to sign four or five new artists, pick out material for them and produce records.

It is their intention to stick with each artist until he has had enough exposure so that he has had a real chance to prove himself.

This operation will be outside of Mercury's regular A&R set-up.

ST. LOUIS, MO.—Johnnie Ray visits recently returned Korea war wounded at the hospital at the Scott Air Force Base in St. Louis. Johnnie at the time was appearing at the Chase Hotel in that city.

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

1. LET ME BE THE ONE — Hank Locklin (4 Star)
2. THERE STANDS THE GLASS — Webb Pierce (Decca)
3. BIMBO — Jim Reeves (Abbott)
4. CHANGING PARTNERS — Pee Wee King (RCA Victor)
5. I FORGOT MORE THAN YOU'LL EVER KNOW — Davis Sisters (RCA Victor)
6. TAINT NICE — The Carlisles (Mercury)
7. SATISFACTION GUARANTEED — Car Smith (Columbia)
8. WAKE UP IRENE — Hank Thompson (Capitol)
9. I REALLY DON'T WANT TO KNOW — Eddy Arnold (RCA Victor)
10. I'M WALKING THE DOG — Webb Pierce (Decca)
1953 Was Great . . .
Our Sincere Thanks
To Everybody For
Making These Tunes Click!

"Spanish Fireball"
Hank Snow
RCA Victor

"I Have But One Goal"
Smith Brothers
Capitol

"My Heart Is Like A Train"
Grandpa Jones
RCA Victor

"I Saw Cupid In Your Eyes"
Kenny Lee
RCA Victor

AND HERE ARE OUR LATEST...

"I Hardly Knew It Was You"
Faron Young
Capitol

and

"I Walk With The King"
by Bill Lowery - Smith Brothers
Capitol

LOWERY MUSIC
P.O. BOX 1027
ATLANTA, GEORGIA

1. LET ME BE THE ONE
Hank Locklin
(4 Star 1644; 4-1644)

2. THERE STANDS THE GLASS
Webb Pierce
(Decca 28834; 9-28834)

3. I FORGOT MORE THAN YOU’LL EVER KNOW
The Dow Sisters
(RCA Victor 20-5445; 4-5445)

4. BIMBO
Jim Reeves
(Wabbott 148; 50-148)

5. SATISFACTION GUARANTEED
Carl Smith
(Columbia 21166; 4-21166)

6. WAKE UP IRENE
Hank Thompson
(Capitol 2646; 7-2646)

7. CARIBBEAN
Mitchell Tranck
(Anthony 140; 50-140)

8. HEY JOE!
Carl Smith
(Columbia 21129; 4-21129)

9. A DEAR JOHN LETTER
Jean Shepard & Faron Huskey
(Capitol 3502; 7-3502)

10. WHEN MEXICAN JOE MET JOLE BLON
Hank Snow
(RCA Victor 20-5490; 47-5490)

THE CASH BOX
FOOL & WESTERN
Best Sellers

GEORGE BEVERLY SHEA
(Alley 5056)

"ROBE OF CALVARY" (3:10)
[Hill & Range BMI—T. Collins]

THE SEVERAL SISTERS
(Convoy 317; 2-317)

"I WINCE WITH THE WORLD"
[Starrite BMI—J. Cardwell]

JIMMIE FLETCHER
(Mercury 70279)

"WHAT WOULD YOUR MOTHER ER SAY" (2:18)
[Acuff Rose BMI—R. Ackerman]

THE SEVERAL SISTERS
(Convoy 317; 2-317)

"I'M STANDIN' ON A ROLLING STONE"
[Starrite BMI—J. Cardwell]

GEORGE BEVERLY SHEA
(Alley 5056)

"WHAT'S IN A NAME/HE'S NOT:" (2:06)
[Hill & Range BMI—T. Collins]

THE SEVERAL SISTERS
(Convoy 317; 2-317)

"WINCE WITH THE WORLD"
[Starrite BMI—J. Cardwell]

JIMMIE FLETCHER
(Mercury 70279)

"WHAT WOULD YOUR MOTHER ER SAY" (2:18)
[Acuff Rose BMI—R. Ackerman]

THE SEVERAL SISTERS
(Convoy 317; 2-317)

"I'M STANDIN' ON A ROLLING STONE"
[Starrite BMI—J. Cardwell]
JOHNNIE & JACK

HAPPY NEW YEAR! Johnnie and Jack and the Tennessee Mountain Boys, with their original band, the Tonesmiths, now available on television in the Grand Ole Opry Theatre chain recently. The group, managed by Frankie More, played the theatres in Georgia and Alabama territory, and More has a request for the group to play the entire Southeast. With New Year's Day, Johnnie & Jack, Kitty Wells, Little Jimmie Dickens, Nelson King, Marty Robbins, Duane Owens, and Kitty Crystal and Dull Wood continue on a tour for a personal appearance in Canton Auditorium, Canton, Ohio. The same Grand Ole Opry unit plays Munsey, Indiana, at the Masonic Auditorium tonight and tomorrow, January 3rd, the group will complete a week's dates with last stand in Lima, Ohio. Jerry Byrd's hometown, WSM celebrated the holidays with their annual Christmas party, Wednesday, December 15th. The party was held at the Richland Country Club. Milton Clark (Columbia) scheduled for a series of transcriptions in the very near future! Also, Clark has a new release out titled "Doggone It Baby, I'm Am I Gonna Do You With You!" Carl with his Tunesmiths band set a new house record at the Auditorium in Owensboro, Kentucky, recently when the ticket sells racked up an $5,000 audience. Dub Allbrighten, who has direction for Ernest Tubb and Hank Snow spent some restful days with his folks in Ohio over the holidays. Colonel Tom Parker and Bob Dishin of Jamboree Attractions in N. Y. with Tommy Sanders and Minnie Pearl with Pearl cutting her first RCA Victor date. Parker and Diskin getting set for big promotion of their biggest line of artists. A note of thanks to Sheriff Tex Davis for his nice letter on the Cash Box' part in the WSM Grand Ole Opry celebration. Best of luck, Tex, on your new TV shows and continued success on your present radio and TV series with your Audry, friends, relatives and friends in Shreveport, New Orleans, and traveled over to Arkansas Wells as the addition has added to Martin the Army and visiting Nashville ... also did a recording session while in Nashville. June Carter of the Carter Family resting at home after a mild cold brought her to Nashville where the family was in Nashville to know good it was to visit with them there for the Opry. The Carter Family has engagements in Texas and Oklahoma, and is scheduled to do some TV Shows with Pee Wee King in December in Cleveland and Louisville. Incidentally, Carl, doing recording shows out there, was in the air. All is well.
DURING 1954, OPERATORS MORE AND MORE
WILL REALIZE THE WISDOM OF THEIR INVESTMENT
IN Select-o-matic MUSIC SYSTEMS

America's finest and most complete music systems
ASSURE MAXIMUM INTAKE BY CORRECT PROGRAMMING


“It seems to me,” one well known music operator reports, “that The Cash Box is on a programming crusade.

“But,” he continues, “ever since The Cash Box has started to tell us about properly programming our music boxes, to match the records the patrons on each location really want, our intake has gone up plentiful.

“Therefore,” he continues, “keep up the good work. The Cash Box is the one magazine that really and truly understands our business. What you are telling the music operators is not only the gospel truth but, believe me, it is going to help them enjoy better income.”

“Yes, The Cash Box is out on a crusade, and this one, The Cash Box believes, is all-important to every single juke box operator in the nation.

This crusade all boils down to: "Properly programming each and every individual automatic musical instrument the operator has on location.

In the very first place, The Cash Box is urging every single music operator to consider each one of his locations as an "individual business in itself," in a chain of business stores he has in his route.

If he will adopt this as his first and foremost principle, and give it complete and intensive consideration, he will then have started on the right path towards making each store, each one of his music machines, bring him profit.

No different than the chain store organizations that demand each and every store in the chain bring about some profit—not loss—to be averaged off by other stores in the chain.

With the thought in mind—to make each individual location show a profit—then the music operator must begin to think, "How can I make each location I have (each store in this chain organization route of mine) bring me profit?"

And then he will arrive at the one and only solution to the problem. That is, he must properly program each individual music machine to match the tastes of the patrons of each one of his locations.

Then, and only then, will he begin to see some profit from each spot on his route.

Regardless of whether this may mean he will have to sit himself down and spend hours on each location. Questioning patrons. Noting down on a pad of paper the records they are playing. Talking over the records to be featured with the location owner. Printing up record request slips for the patrons to fill out.

Whatever method he may want to use, he simply must do this if he wants to assure himself the maximum intake from each of his locations, so that he will know whether he has, or has not, a profitable location.

If he will do this, if he will make an intensive study of each of his locations and will at the same time, make it his business to use the records that the patrons and the location owners of each one of his locations prefer, there is no doubt that he will find that, by such proper programming, he will zoom his intake tremendously above what it is today.

It is indeed a sorrowful fact that the average music operator today gauges the majority of his locations, by what is demanded in music from one certain favorite spot.

This isn’t so, and never will be so. Each location has its own peculiar, individual audience. Rarely do the steady patrons of one spot prefer patronizing another location. This being the fact, then, just as surely, these same patrons of one spot won’t prefer the music featured on another spot. Or they wouldn’t prefer giving their patronage to this one spot in the first place.

No different than everyone preferring grapefruit juice. Some people still favor pineapple or orange juice. Some want cranberry or apple juice. The fact of the matter is that people’s tastes differ. And to match these different tastes, it is up to the music operator to learn what each and every one of his locations prefer in music, so that he can enjoy the maximum intake from his music machines, by properly programming those very same machines, with the type music and recordings each individual location on his route demands.

Only by correct programming will be discover whether or not he has a profitable business and will, at the same time, know what to do to make his business profitable.
INDUSTRY MOVES AHEAD

Big Shouldered Coinbiz Shrugs Off Pessimists and Plans Ahead for Greater Achievements in ’54

CHICAGO—Perhaps the most interesting facet of the coinbiz is the fact that so many of its people are just “natural optimists,” as leaders here state.

“The fact remains,” one of these men reports, “that regardless of all the pessimistic reports which always start circulating as business drops somewhat, due to the holiday season, and due to the usual factors, columnists are sufficiently big-shouldered to just shrug these things off, and get right back to work again—and harder than ever before.”

It stems, according to this man, as well as to many, many others around the country, that the coinbiz can expect to see “some great achievements in ’54.” He bases his prediction on past performances of the manufacturers here.

He also says, “There’s no longer any doubt but what the people who comprise the industry are the kind of hard workers who will always find a way.

Other leaders here have the same sort of statements to make. They do admit that there has been somewhat of a slowdown in some areas around the nation. They attribute this to “a general settling down after the inflationary upswing which all business has gone through.”

In the main, these are state, business are good. The people, as The Cash Box has reported, have more money in the banks of the nation than ever before in history.

And then these men agree, there has been a drift of new blood into the field. They believe that this will bring more people into the business who have some idea of what it means to make a living.

So the coinbiz simply shrugs its shoulders and looks forward to its achievements in the year to come.

The outstanding achievements of the year include those in the field of new products, with many new items being introduced to the trade. The coinbiz also plans to expand its efforts in the field of advertising and promotion, and to increase its efforts in the field of research and development.

A. A. M. O. Dinner “The Greatest”

NEW YORK—“It was the greatest” was the unanimous opinion expressed by the 400+ chemists and guests attending the 14th Annual Dinner-Dance held by the Associated Amusement Machine Operators Association at the Latin Quarters, Sunday night, December 20.

Due to the efficient planning, the affair ran off with practically 100% smoothness. George Ponsor, manager, who with his assistant, Claire Morano, handled the many details should be highly commended by the association. Particularly, Mrs. Morano, who, at the last moment, was confronted with the problem of supervising the entire party due to the illness which overtook Ponsor. Ponsor, at home bedded with bronchial pneumonia for the past week, was unable to attend the festivities.

The guests enjoyed a sumptuous meal, and then viewed what the New York night club experts contend is the finest show of its kind in the city, featuring thrilling circus acts, extraordinary dancing, singing, and especially, the line of gorgeous chorus girls with the minimum of costumes permitted by law.

On hand from the factories were Ben Becker of Bally and Sol Gottlieb of D. Gottlieb & Co. From out-of-town, who spotted Dave Rosen of Philadelphia, and Irving Morris of Newark, N. J.

Officers of the association are: Baruch H. H. M. O. Dinner manager; Harry Ross, vice-president; Wilbur Aaronson, secretary; William Parker, financial secretary; Jack Semel, treasurer; and Ben Robbins, vice-president of the board of directors. Members of the board of directors are: All above officers, and Vincent Cappezzola, Jerry Folkart, Louis Glatter, Phil Greitzer, Bart Hartnett, Al Kollor, Jerry Miller, Louis Rosenberg, and Sandy Warner.

Trade Halts For Xmas Old Timers Call This Gayest and Most Outstanding Xmas In Coinbiz History

CHICAGO—The busy, hectic coin machine industry paused this week to greet Christmas.

Everywhere throughout the nation, from big and small coinfirms, came letters, wires and phone calls, inviting one and all, everywhere, to attend Christmas parties.

The field seemed to most completely relax as the Christmas season came into being.

People who are constantly on the go, executives who are usually pressed down at their desks with many hectic duties to perform, and all the others who make up this coinfirm, were in to the Xmas spirit.

Gayest and most fabulous of all the Xmas Parties everywhere throughout the nation probably took place right here in Chicago, according to the reports.

The manufacturers went all out this year. Employees, as well as friends, were tremendously thrilled with the fine and outstanding affair which brought them bonuses, thrills, gifts and much pleasure.

Not only did the trade pause, even in the midst of a great backlog of orders, as is the case in many of the factories here, but some of the big plants even seemed to forget they were backlogged, and allowed good cheer and fun to take over.

To say that desks were loaded with gifts, in some cases, would be to put it very mildly.

All the roadmen were back, and were enjoying the holidays with their families at full time pay.

Employees were showered with many gifts which, including bonuses, they hadn’t expected to receive.

It’s been one of the gayest, most thrilling, and outstanding Christmas seasons this great industrial city has ever seen.

The coinfirms just surpassed everything they had ever done in the past. Food, wine, and gifts flowed freely. But most outstanding was the grand and thrilling spirit of Christmas time.

Sunday Nite, Feb. 7 Is Date Of Annual Dinner-Dance Of Baltimore Ops Assn

BALTIMORE, MD.—Although the date reported in last week’s issue of The Cash Box on the 6th Annual Dinner and Dance of the Amusement Machine Operators Association of Greater Baltimore, was correct—Sunday night, February 7—the headline incorrectly stated “February 6.”

We wouldn’t want anyone to get to the Lord Baltimore Hotel on the wrong night, and miss the wonderful party this organization holds. So mark your calendar for Sunday night, February 7.

H. F. Burt Sells Interest In Aurora “Silver-King Corp.”

CHICAGO—H. F. Burt, designer and manufacturer of the “Silver-King” line of vending for the past twenty years, has resigned as president and has sold his interest in the Aurora “Silver-King Corp.”

Burt will head a new concern early next Spring which will specialize in building a new and completely different line of vending and games for operators and dealers. He will also build on contract for several well known dealers.

Burt sold his interest to the partners, Adolph Thoss, who is sole owner of the company, assumed the presidency and retained the position of treasurer. E. W. Ellis was named vice president and secretary.
Here's a tip-off that can net you many a small location that likes music but lacks the space for a multi-record phonograph.

Install this patron pleasing, compact, 48-selection Wurlitzer. Its cabinet beauty, sound brilliance and built-in volume level control are only three of the many features that contribute to continuous play.

Its price, coupled with its earning power, make it a highly profitable investment for you.

SEE YOUR WURLITZER DISTRIBUTOR

Wurlitzer
1650 48-SELECTION
1600 STRAIGHT 45 RPM PLAY
48-SELECTION
45 OR 78 RPM PLAY

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.
MOA's CONVENTION COMMITTEES

HOLIDAY SPECIALS!

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LAKE CITY AMUSE. CO.

4252 PAYNE AVE., CLEVELAND, O. (Tel. HE 1-7577)

CHICAGO.—Howard Freer, export manager of Empire Coin Machine Exchange, this city, reported this past week:

“Our dollar volume of exports during 1953 more than tripled what we did in 1952.”

He also stated, “We look to 1954 as one of the greatest export years for our firm in view of the fact that we have established a fine following almost everywhere in the world for our equipment.

“These importers thwart the world,” Freer continued, “have found that the machines we ship them are the finest that they can possibly obtain anywhere, and what’s more, he emphasized, “they are priced to meet their complete requirements.”

Freer surprised with the statement that biggest export sales of the firm were to the Far East, with Singapore leading in purchases.

After that, Freer said, came France, Morocco, Venezuela and Canada. Other countries followed these five.

Since 1945, Howard Freer has been in charge of exports for the firm. He reports, “These past years have seen a tremendous growth of business for Empire Coin Machine Exchange with countries everywhere in the world.”

He stated, “Though we enjoyed a very fine volume of new business, from entirely new accounts, what was most satisfying to us,” he claims, “was the fact that the biggest business we had was from customers of long standing.

Freer looks forward to much greater business resulting from the increase which the firm enjoyed in ’53.

He said, “Every game, arcade machine, phonograph and vending machine we ship, always brings us back new and more business from all over the world.”

Oakland, Calif.—George A. Miller, president and business manager of Music Operators of America (MOA), reports that manufacturers,exhibitors, ex-Mariners, music publishers, record companies and music operators of the nation have indicated great interest in the forthcoming convention being held at the Palmer House, Chicago, on March 8, 9 and 10.

“Letters from all parts of the industry are being received at the national headquarters here,” stated Miller, “and, of course, there are requests from some who will not display their exhibits here, that the convention due to the fact that it does not meet the requirements of Music Operators of America. The show will be expanded, however, and some merchants who have not been displayed in the past will be on exhibit at the coming convention.

“The manufacturers of automatic phonographs will take a very active part in the convention, and will have all information, will support the convention to the fullest extent. The record companies who have always exhibited at the MOA show in the past will be there with their usual displays and much of their finest talent. This convention and show will be different than any previous show, and many more operators are expected to attend due to the added attractions.”

Miller advised that Committees have been appointed, and in the very near future a meeting will be held in Chicago to complete all arrangements. The following men were appointed on the general committee to handle the affairs of the convention: George A. Miller, Ray Cuniff, secretary; Les Montooth, Pittsburgh; Clint Pierce, New York; Ray Cuniff, Al Denver, Hazel Smith, and George Miller.

The public relations committee consists of Wes Elster, Larry Marvin, Al Denver, Gordon Stout, Dick Steinberg and John Marbury.

The legislative committee is made up of Sidney Levin, Clint Pierce, George A. Miller and Hirs de LaViez.

Phil Holdman Wins Award

Chicago.—Phil Holdman of James H. Martin, Inc., record wholesalers, won the award for the best service from Apex Cigarette Company, the service firm.

This operating firm makes an award each year to the salesman of the firm that has given them the most outstanding service.

Earl Kiss, who heads the entire Apex service organization, reported: “Tooth, Ray Cuniff, co-chairman; Les Montooth, Peoria, Ill.; Bill Hurlinger, Ohio; Martin Britz, Montana; Wes Elster, California; Jack Mulligan, Pennsylvania; Howard Ellis, Nebraska; Harry Snodgrass, New Mexico; Al Denver, New York; Hirs de LaViez, Washington, D. C.; Jimmy Tolulano, Connecticut; Clint Pierce, show which was put on by the Apax empye and which was arranged and managed by Dan Russo.”
MIAMI BEACH, FLA.—While attending the 3rd annual banquet of the Amusement Machine Operators Association, held in the Saxony Hotel, this city, (story “The Cash Box”, Dec. 26 issue) a group of Florida's foremost coinmen and some of their distinguished guests from out of town were gathered together for a photograph.

Pictured, left to right: Phil Robinson, Los Angeles, Calif., ChiCoin West Coast representative; Bob Bear, sales manager of The Rudolph Wurlitzer Company; Ted Bush, Bush Distributing Company (Wurlitzer distrih); Ron Rood, Southern Music Company (AMI distrih); Jack Mitnick, AMI regional representative; Willie Blatt, president of AMOA; Joe Mangone, All-Coin Amusements (Gottlieb distrih); Si Wolfe, Wolfe Distributing Company (Seeburg distrih); Elf Rous, Ross Distributing Company (Rock-Ola distrih); Morty Weinberger, Southern Automatic Music Company, Louisville, Ky.; Sam Taran, Taran Distributing Company; and Gordon Horlich, Williams Manufacturing Company.

“Out Of Town Coinmen Attend Miami Banquet

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Johnny Bilotta Fetes Town's Kids With Toys and Entertainment Party For Staff, Ops and Families Held Same Evening At Caruso's Rest.

NEWARK, N.Y.—Johnny Bilotta, head of Bilotta Distributing Company and Eastern Sales Company, this city, spread a lot of holiday good cheer around this town on Sunday, December 20.

Early in the afternoon, a group of 1,000 kiddies gathered at the Community House. This party is sponsored by the Community House and the Knights of Columbus, and Bilotta contributes the toys and supplies the entertainment. Kids are loaded with gifts, candy, pop, ice cream, food, etc. Eddie Meath, one of the leading disk jockeys brings his “Spotlight Review,” which makes merry for the youngsters.

Starting at 6:30 P.M., Bilotta, Len Levy, manager of Eastern Sales, and their complete staff of employees and families, hosted some 150 operators and their wives from Western New York at Caruso’s Restaurant, this city. The guests had a sensational time, according to Bilotta, partaking of the sumptuous prime beef dinner and drinks, as well as being entertained by Eddie Meath’s gang, the Len Hawley band and the Rose City Trio.

Members of the Bilotta and Eastern staffs who assisted in seeing to it that their guests had a good time were: Jack Showcross, general manager; James Bilotta; Anthony Bilotta; Harry Reines; George Foley; Alfred Renzi; Robert Colorocoo; Vern Bradly; Neil Banard; Ralph Carlisle; Nick Critelli; Tony Critelli; Anthony Comella; Ken Filippelo; Alice Moleley; and Mary Zappia, Bilotta’s right arm, and who, as usual, was the life of the party.

JOHNNY BILOTTA

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GREETINGS
from all of us at GENCO to all our friends everywhere...

Our best wishes for a season of joy ... and sincere gratitude for helping to make 1953 a year of unforgettable success.

GENCO MFG. & SALES CO.

Meeting Dates Of Music Operators' Associations

Dec. 28—Central States Music Guild
  Place: 805 Main Street, Peoria, Ill.

28—Dallas Music Operators’ Assn.
  Place: Big Pete’s, 5001 Lover’s Lane, Dallas, Tex.

29—Phonograph Merchants’ Assn., Cleveland, Ohio
  Place: Howlend Hotel, Cleveland, Ohio (executive board).


29—Western Massachusetts Music Guild, Ralph Ridgeway
  Place: Ivy House, West Springfield, Mass.

Jan. 4—California Music Guild
  Place: 311 Club, 311 Broadway, Oakland, Calif.

4—Amusement Machine Operators of Baltimore
  Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.

7—Northeastern Ohio Phonograph Operators’ Assn.
  Place: 115 South State St., Finesville, Ohio.

7—California Music Guild
  Place: Sacramento Hotel, Sacramento, Calif.

7—Eastern Ohio Phonograph Operators’ Assn.
  Place: Tod Hotel, Youngstown, Ohio (General).

12—California Music Guild
  Place: Fresno Hotel, Fresno, Calif.

13—California Music Guild
  Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.

13—New York State Operators’ Guild
  Place: Governor Clinton Hotel, Kingston, N. Y.

14—California Music Guild
  Place: U. S. Grant Hotel, San Diego, Calif.

18—Westchester Operators’ Guild, Inc.
  Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

21—Eastern Ohio Phonograph Operators’ Assn.
  Place: 1310 Market Street, Youngstown, Ohio (executive board).

John Galep of Menonomet, Wisc. while in town picking up some supplies for his route told the boys all about the big train wreck which occurred in Menomonie just the day before. ... Walter Fisher of Pinecone, Minn. has started to lose some of that heavy sun tan that he acquired during the summer working on his farm. Walter is at it now taking care of his locations.

... Joe Toetze of Fairmont, Minn. is certainly the early bird because whenever he comes into the Twin Cities he is early and sometimes before the distributors are even open or just as they are opening up. ... Out Huron, S. D. way there has been a route split up. Darlow Maxwell of Huron sold out his share of the M & S Music Company to his partners Ted Salveson Sr. and Jr. Darlow will still maintain his route in Huron proper. Frank Phillips of Winona, Minn. has been very busy of late getting his locations lined up with the right equipment in them. ... Andy Benda made the long trip into the Twin Cities from Ironwood, Mich. to pick up some supplies and equipment for his route. ... We regret to report the death of Russel Volding of Jackson, Minn. Russel suffered a fatal heart attack. ... Don Smith of Sioux Falls, S. D. was seen in town squiring a very attractive lady. Since Don is a single man he is immune from the gur “who was that gal you were with last night?” ... Lawrence Sieg of Augusta, Wisc., was in town looking over the latest in bowling games. ... Bob Wenzel of Automatic Games and Supply Company, St. Paul, Minn. reports that Geno’s Shuffle Poo is going great guns. ... In from the St. Cloud area were Frank Betz, Jeff Koas, Jerry Hardwig, and C. B. Sersen. ... Seen in the Twin Cities picking up supplies and records for their routes were Glen Rackliff of Superior, WI.; Ben Jahneke of Hutchinson, Minn.; John Czerwinski of the Ace Music Company, Duluth, Minn.; John Howe of Foley, Minn.; L. L. Harris of Enderlin, N. D.; Gordon Dunn of Moose Lake, Minn.; Elmer Van House of Cresco, Ia.; and Pete Wornsen of Mankato, Minn.
Miami Tavern Promotes Juke Box Play

MIAMI, FLA.—One of the taverns in this city, a location covered by Willie Blatt of Supreme Distributors, is highly promotion minded. Printed herewith is a card containing a poem he hands out to his customers:

If it’s ‘fun you crave,
I mean fun above all—
By all means, my friend,
Visit the Pee Wee Bar.

There’s Eddie, There’s Betty,
There’s Utah, There’s Teddy
And Smitty and Joe, with a beer always ready
For you — yes YOU! — and I don’t mean for Freddy.

As to ladies, you’ll find
Pat an’ Tessie, Helen and Nora
And hoist of other lovelies
Whose charms are plethora.

To cap it all,
You’ll find tiny and Mac
Two Walkers, two Cecils,
For a pat on the back.

If that’s not enough
To make you happy
PUT A QUARTER IN THE JUKE
And yell for Mom and Pappy!

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

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(Dated: January 9th)

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NO LATER THAN 4 P.M.

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If you have been engaged in the Coin Machine Industry for 20 years or longer — JOIN THE "20 YEAR CLUB"

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.

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CALIFORNIA CLIPPINGS

LOS ANGELES

Phil Robinson returned from his trip to Florida with a nice tan. While there he visited the Florida operators association and was treated operators association and was treated hospitably by Ted Bush, Wurlitzer and Chi-Colin distributor, Roy Bazelion and Al Schlesinger. Mr. Robinson was even with his steeds and got the chance to take a ride in the desert. Upon his return he had a nice visit with Norman Rothchild, former Wurlitzer distributor, who is now in the investment business with First National. They met in Beverly Hills. Thrusday the Alphonso Anthonie Music Company was the gayest place along coinrow. Morroreyakers congregated in the Dolores and Dolores "Alhli Room" where between the songs and suds they sang Christmas carols. Meanwhile over on South Catalina Street another gay party was staged by Al Hanlin, Atie Stein, Mort Leeman and Fred Croft. Many operators and friends attended. Full office manager for Aubrey Stimmer, factory representative for Eastern Electric, Inc., hopes that during '34 they will be able to get more shipments of the new "Electric Typewriter Machine. Steinberg presented him with a business trip to San Francisco just in time for the holidays. Charley Robin-son had a big end of the year rush over at C. A. Robinson & Co. All the excite-ment was caused by United's new "Leader" Shuffle Alley. He says he hasn't been able to get enough of them. Al Bettleman stated that, at least, 90% of all shuffle games, both now and all new on coinrow, are being run. Pat McCann offers a unique service to the operators. When he gets service calls from great distances away he rents an airplane and flies to the destination. He says that he gets there several hours quicker and is back at his home in Santa Monica much faster than if he drove a car. He added that by cutting down on time he can still keep his rates at a minimum. Pat intends to extend his flying service and buy his own airplane during the new year.

With more than a foot of snow covering the Sierra-Nevada mountain range, it appeared to Company Southern Californians over the holiday. Instrumentalists of Badger Sales Company took to the snow with their friends for Yuletide get-togethers at Lake Tahoe. Meanwhiley Pat Eustace and family took to their retreat in the desert at 29 Palms. Pete Lee's been working with a sales force at Badger Sales Company and will handle the San Joaquin Valley territory. Al Cohen, prexy of Frisco Music Company, has been busy buying up those new steel box machines. He has a line in his box to set out on his route. Jack Faust, Santa Ana, is now out of the hospital under the care and around-some of his old friends and Lynn Brown but saw him driving up West Pico with Exhibits "Rudolph The Red Nosed Reindeer" sticking out of his truck. The Yuletide season is always a big time of the year for Lynn and his little rides business. Jack Simon and John Freeman at Simon Distributing Company were a couple of guys that had been plenty busy these past few weeks. Although they usually expect a dip in their sales this time of year they report that they have had a very big year. Jack Owens visited with Mary and Ray Sollie at Lechuenga's Record Bar recently. He was playing for "What I Thought" which he composed and also recorded. At the Paul A. Laymon Co., Lucille Laymon stated that she wants to pass on the very best wishes for this new year and to thank everyone for making 1933 the successful year that it was. Thomas H. Sams, AMI's new district sales representative for the Western region, was in this section last week with the goal of getting more dealers to sell the "Leader." He will make his headquarters in San Francisco. Many visitors dropped in around coinrow to take good care of their end of the year business. Lucille and Blaine Toller drove in from Blythe to take the town and visit along coinrow. Joe Guyon came in from Catalina Island to visit along coinrow. He has an arby in Catalina and is a member of the "Ranch Club," a group of judges boxes scattered about the Island. Other visitors included Russ Hendricks, Harry Hendricks, Ted Mayhew, Al Matthias, Sam Pardue, Wayne Guill, Bakersfield; Steve Andree, Lompoc; Ernie Stone, San Diego; Irv Gayer, San Bernardino; Harry Borrenta, Oceanside; Sal Campana, Fontana; Carl Toth, Lake Arrowhead; Sal Poniatti; Walter Griffin, Monrovia; George Key, Crestline and George Kirby from Riverside. Jack Guthall was in from San Bernardino with his new coinrow and picking up equipment for his new venture. At Dan Stewart Company caught Johnny Kaigler and "Blackie" Davis hard at work in the service department. Don Mandas tried to balance the books becoming of the Pan Fair. The Fair is a most attractive place and was on another business jaunt. At California Music Company things were rather quiet on the 26th. The dealers were busy but could you see Sam in all his glory? Even when a three day holiday comes along Sam always finds other things to keep him busy.

MIAMI MURMURS

Party Pattern: The A.M.O.A. Dinner-Dance was a complete sellout. The Rhapsody Room at the Saxony held about 350 and all late-comers were turned away. Plans for next year are to obtain a larger room so as to accommodate a larger crowd. Entertainment consisted of Patti Page, Nino the Great Yacmio, the entire show of the Saxony, its rhumba band, and other enter-tainers currently appearing in Miami clubs. Out of towners who attended were Morton Weinberger, of Southern Automatic Music Company, Louisville, Ky.; Bob Beale, Rudolph Wurlitzer Co.; Sy Wolfe, Seeburg Distributor; Ron Roed, Rock-Ola Distributor; Dan Moloney, Bally Manufacturing Co.; Mr. & Mrs. Phil Chielen, West Coast distributors for Chicago Coin, who paid us a visit of our delightful weather and are returning to Los Angeles with a terrific coat of tan; Mr. & Mrs. Al Lind, of Al Linder Distributing Company. Missed Mr. & Mrs. (Shugg) Shugerman and Mr. & Mrs. Bill Gersh. However, both have promised to visit in January.

Murmurs: Ted Bush, Orzil Truppman and Bob Bear were hosts at a cocktail party before the A.M.O.A. dinner. They feted about 400 guests with hors d'oeuvres and refreshments requiring the services of three bartenders. Mr. & Mrs. R. Vermeulen came down for a two-week vacation. He says he is coming back here to retire some day. Jack Pearl the latest New Yorker to make Miami his home. . . Dan Hearne made Miami his home. . . Day for day one to attend the A.M.O.A. affair and flew out the next morning, promised to return in January for a few weeks. Eddie Lane flew in for the opening of the Pan Fair. The Fair is a most attractive place and was a big spot for the tourista. It contains an arcade, an automatic archery, a miniature golf course, a crib in the bay that has been stocked with all kinds and sizes of fish. The tourist is guaranteed to catch a fish. It is impossible to describe and must be seen to be appreciated.

"It's What's in THE CASH BOX That Counts"
CHICAGO—"Competition will be the most oft-heard word in '54," is the belief of a great majority of the coinbiz leaders here.

Even mention of the word, "competition," brings a gleam to the eyes of many in this coincenter.

Once again it's the old, competitive instinct arising to the challenge of successful selling, as well as in the fact of who will prove the more efficient, more intelligent, outstanding operator.

The word, "competition," has everyone here getting up on their toes once again, ready to wage the battle of 1954 for a better, more prosperous year.

It seems, from all conversation here that, if anything at all, the word, "competition," is working miracles throughout almost every organization.

Even tho this is still the worst labor shortage area in the nation the manufacturers are planning far in advance. Some are reported to be ready to blossom forth with new equipment.

The operators also realize that competition will become much more keen than it has been these past years. They are waking up their organizations to more efficient, finer service methods, while preparing to insure their locations with the kind of equipment which will maintain their locations during '54.

Distributors here are preparing to launch sales programs which will include employment of roadmen to beat the bushes and to also bring in the business regardless of whatever the competition.

They're getting up and out of their offices. They're personally visiting customers.

It seems like the "old days" here in Chicago, as the industry awakens to the challenge of stiffer, keener, tougher "competition," and plans to circumvent, or defeat it, at every turn.

The all state that "competition" will be the most oft-heard word during '54. It seems, from all present indications, that all seem to be satisfied that this will be the case.

For all the outstanding operators, distributors and manufacturers, too, seem to realize that the so-called "moneymoon" is over, and that one and all will have to get out and work to prove their leadership.

"It's What's in THE CASH BOX That Counts"
My Journey Through Coinland

By Al Schlesinger

Part Two

There appears to be a definite revival of miniature golf courses throughout the west and southwest. In California particularly, there are hundreds of various types including some kiddy rides. These machines will not be a part of the arcade type with shuffle alleys and some pinball games. If this revival spreads throughout the country; and it appears to me to have every indication; it should be of a distinct benefit to live-wire operators. The owners of these courses. At the present time, miniature golf courses is being built at Miami Beach, Fla., and its investment is really terrific. A very prominent considerably better this project. A small building is going to house the various amusement games. Other features will include a separate building housing a food and drink concession plus a new and novel idea in the form of a miniature of a lake of constant ocean water fished with all the accessories and tagged with various amounts the angler will receive if he can land his fish. Not to be overlooked is the great lot that will accommodate at least 200 that will be free to the customers. As the season goes on, the country it appears to me that these miniature golf courses will prove one of the greatest outlets for games during the coming winter past era.

Kiddie rides have reached a stage of stability. By that I mean they are not now being placed on location recklessly. Today an operator uses better judgment before placing this type of equipment. They are generally placed on large service cost in the operation of these rides, particularly where they are placed on outdoor locations. Well, kids being kids they went at some of these rides with all the violence at their command and the result has been that these rides have to be taken into the shop every few weeks to be painted and repaired. In many cities I visited there was a certain trend toward opening kiddie rides. These were generally located in the outskirts of the cities and may yet be one of the leading outlets for kiddy rides. I believe 1954 will see those operators who have stabilized their locations. do just that better than they did in the previous year.

In all my travels I was unable to locate an operator of penny scales. It was amazing to me to see the large numbers of these on outdoor locations, throughout the country, particularly so in the south and southwest. In one small town in Texas, I counted twenty-one scales on outdoor locations in the five city blocks, of every fifth doorway or store entrance. This did not include three drug stores that had their scales indoors. In Michigan I saw some areas that have some blocks, all outdoors. They all appear to be of the latest models and I regret that I could not interview an operator to learn more about one of the oldest segments of the coin machine industry.

The latest vendors of penny charms, parlor gumball etc. are to be seen by the thousands. Indoors and outdoors these vendors are proving very popular for a long time. The various types of equipment being manufactured are being quickly equipped with electronic information. I hope that in 1954 the manufacturers will set up a permanent school and on one corner of their factories and make arrangements with their distributors to have a regular number of mechanics weekly or semi-weekly. Some large could be worked on weekly or semi-weekly, and the schedule to arrange that the factories would receive a number of men as per arrangements. This condition of affairs is important and I suggest that the factories supply them with all the machinery they would run into a very large amount of money. It would be an expense that would be deductible and the amount of money spent would be paid back two and three fold. The amount of good will and advertising will be reflected in the additional sales a factory would make. If we are to get more and more machines of an advanced electronic nature, then surely we must have mechanics who understand this. The factories that set up schools to train mechanics can actually furthering not only their interests but also helping operators to understand their products better. An operator who can repair his own equipment is certainly better able to the factory; for he will then have no fear of buying that factory's products.

The picture I have painted to my readers is the direct result of the happy endings. If there be fear among some operators, it is the result of changing conditions and the inability of locations to absorb high priced equipment. The men who head our great manufacturing plants are cold blooded realists. They must be. They don't put cash on the line without believing in the future prosperity of the country. While the headlines are telling of slight recessions, the coin machine manufacturers are looking ahead into 1954 with plans for one of the best years they have ever enjoyed. My hope is that operators will follow this optimism through the new year and enjoy the opportunities. Some men, like the distributors and manufacturers hope to do.
Almost everyone is back in town. To greet the Holidays at their own side. With their own family. That is who has been to take care of various things. Cathedral matters have also dashed for home. Like Frank Mencuri of ChioChin. Frank's has his way home to Los Angeles. He'll spend the holidays there. And will work his way back to our town. Frank believes that '54 will be one of the very best years for all industry. Also an optimist, as far as Ed Lavin, sales director of Chicago Coin. Ed believes that some of the "very best products" will be seen this coming year. He also believes that the trade is in a better position. And that the entire industry is going to continue growing—bigger and better than ever. Now that most of the younger men in the industry have read the statements of the coin biz old timers, the members of The Cash Box "20 Year Club," there is no doubt that they'll have a lot of food for thought in those statements which, we hope, they'll digest over the forthcoming weekend, and then write us what they think. Only by truth. By getting the facts off your chest. Can you, and everyone else, help the entire industry to progress?

Received a very fine letter from an old, old timer. Ed Rayrhey, of the Boston Rayrheys. Who feels very, very keenly about the "20 Year Club." Ed believes, most sincerely, that the "20 Year Club" is destined to help the entire industry. He suggests that the members get together and really "talk things out for the benefit of all concerned." (What do you think?) ... Art Weisand has been a very, very busy fellow. Art has his three children to take care of every Xmas. And he has a lot of thinking to do regarding just what to give each of the kids. They're among the most intelligent youngsters you've ever met. So that gives some idea of what Art's up against when it comes to Xmas presents for the trio. ... Always gets a big kick out of those "General Sales Bulletins" that Bill FitzGerald of AMI sends out. Always has something that just seems to have that youmphy to get the necessary attention to the things he has to say.

Jack Nelson, general sales manager of Bally, probably put it best for the whole Bally organization when he stated, "There's no let-up, Holiday season or not. All the executives, and all other, are on the job. We've got a zillion things to do." Of all the firm's execs the only division taking it somewhat easy these days is Seattle and Wally and Alvin, district managers. Ben Becker is back in Brooklyn to enjoy the Holidays with his family. Phil Weinberg is in Dallas at home with his gang. Ralph Nicholson is back in town and especially thrilled with his newest one-year-old. Art Garvey is just a good, old-fashioned Grandpa when it comes to kids. As always, plays Santa Claus for the grandchildren. Dan Moloney is home, too, and having a ball for himself. In the meantime, all the other execs of the Bally organization are hard at work. What with inventory and increasing sales, Jacky Casola of United, is back in town, too, and Johnny Johnson believes that he has "so much work on the road to complete," we secretly believe that he's very happy to be happy with his Merrel for the Holidays.

Though Herb Oettinger of United and his family are enjoying Dude Ranch life in Arizona (by the way, Herb took along his new golf clubs) Bill DeSelms, Ray Krug and Don Durant are on the job and production is booming for the firm with three new shuffle alleys going joosta like mad. ... Vince Shaw most completely agrees with The Cash Box that the big job for the phonos biz this forthcoming year will be to just clear out the 105,000 prewar phonos that are on the market. Says Vince: "On my last visit to Eagle River, Wisconsin, I was just stunned at some of the old clunkers still on locations in this very outstanding and beautiful resort country."

Our very talented, roving correspondent, Al Schlesinger, will spend the winter down at the Croydon Arms Hotel in Miami Beach, Fla. So—oo—o if you plan to visit sunny Miami this winter, why not first drop a line to Al and tell him where you'll stay, so that he can say "Hello" for all of us of The Cash Box? ... So many of the Miami column asks for us and they perhaps we've taken something, because we didn't get down to be with them at their annual affair, let's just say, "we were busy as hell." That's the fact, gang. ... In a few weeks expect an announcement from Morris and Eddie Ginsberg about the grand opening of the Atlas Music Building. ... Don Moloney (that dancing boy) and his very charming Nancy, all hepped up over the big and successful last dance last night. ... Four guys we've all seen—to sell Rock-Ola's new "Comet"—here and there and everywhere.

Wanna visit a grand bunch of people? Drop over at ABB and see Mr. and Mrs. Walter Tratsch, Bill Patzer and George Zoey. ... Dick Hood, Jr., Rex Shriner, Burt Kuntz and Fred Morris getting set for H. C. Evans' greatest year. ... Arvid Georgius, Sam Lewis and Roger Sheldon a with optimist confidence because they believe Genco's "got it" for '54. ... And all the Gottliebs: Dave, Nate, Sol and Alvin, including Jud of the Weinstein Juds, are, they tell us, planning great plans with something new for all the Gottlieb distributors. ... Ted Rubenstein, one guy we love to talk to, and who seems to know what's what when it comes to many and many things, is going right on ahead. ... There's a grand bunch of folks over at J. P. Seeborg Corp.
WANT—New and used records. Highest prices paid for 78's and 45's. No quantity too small. We buy brand new LP's (33 1/3 RPM) in which we are interested, at 10% of retail. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK 36. Tel.: Uldom 6-4566.

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% less. We pay freight, BEACON SHOPS, 311 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-7500.

WANT—Late 1952 and 1953 Pin Games, Seeburg 100 A & B, AMI D's, Wurlitzer 1500's, Scales, Arcade Equipment, 1c and 5c Vendors, AMI W. B., Seeburg 100 W. B., Wurlitzer 48 sel. Boxes, Write stating condition, number, model, and price. RANDOLPH T. ST. THOMAS, ONTARIO, CANADA. Tel.: 2645.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity, condition and small, TONY GALANO, GALANO DIST. CO., 114 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dicke's 2-7060.

WANT—We pay top price for used records from 3 to 6 months old. Pop., Rare, Cabyplos, Specials, Ruth Wallis, Mickey Katz, 45 rpm, 78 rpm. We pay freight. C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQUARE, L. I., N. Y. Tel.: Tilde 4-9040.

WANT—Bright Spots, United Showboat, United Circus, late Gottlieb 5 Ball free-play games, Seeburg Model B & C's 45's, State quantity, price, and condition in writing. TONY NOVELTY CO., 538 BRYANT ST., SAN FRANCISCO 7, CALIF.

WANT—New and used records. Can be up to 6 months old. No quantity too large or small. We pay freight. DIXIE RECORD SHOP, 259 WEST 42nd ST., NEW YORK 36, N. Y. Tel.: Wisconsin 7-8390.

WANT—Wurlitzer 1015's, 1100's, 1250's, and 1400's for export orders. YOUNG DISTRIBUTING, INC., 599 TENTH AVENUE, NEW YORK, N. Y.

WANT—For resale, good clean Bingos, United States, Chicago, Carl's, complex bowling games. Rockola or Standard 22 feet Shuffleboards, Wall Electric Scoreboards. Quote your best price, condition first letter. STANLEY AMUSEMENT CO., 1525 BROADWAY, TACOMA, WASHINGTON. Tel.: BROADway 3663.

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

WANT—In Quantity — All Post-war Wurlitzer, AMI, Rock-Ola, and Seeburg. Quote lowest cash and quantity prices, or will allow liberal terms. CLEVELAND COIN MACHINE EXCHANGE, INC., 2021 PROSPECT AVE., CLEVELAND, OHIO.

WANT—For Export — Wurlitzer 1015's, 1400's, 1500's, Mills Constellations, Evans Constellations. Seeburg Factory Distributors. Telephone collect DAVIS DISTRIBUTING CORP., 725 WATER STREET, SYRACUSE, NEW YORK. Tel.: 75-5194.

WANT—Any quantity post-war Wurlitzer, Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 206 W. 9th ST., MIAMI, FLORIDA.

FOR SALE

FOR SALE—Seeburg Model A-78 $525; Seeburg Model B-45 $695; AMI-A $225; AMI-C $735. HERMAN RANDOLPH DISTRIBUTOR, 451 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—15 Turf Kings for $500, unplayed. These machines are just off locations and are guaranteed PENNSYLVANIA VENDING COMPANY, 3192 CARNEGIE ST., PITTSBURGH 3, PA. Tel.: EEmlock 1-9900.

FOR SALE—Special! Beach Clubs $250; Packard Ranchos $350; Carneys $250; Wurlitzer $225; Yachts $235; Poker Faces $145; Times Square $125; Queen Of Hearts $145; Fling $135. NO. MAIN STREET, ST. FRANCISCO 213, MUNICH. Tel.: 2969.

FOR SALE—Reconditioned Wurlitzers: 1015's $225; 1050's $225; 1080's $225; Seeburgs 146M $115; 147M $135; 148M $325; Packard Ranchos $75; Carneys $75; Wurlitzer $75. Tel.: Kearney Distributors, Inc., 2320 W. MAIN ST., RICHMOND, VA.

FOR SALE—Grand Stand—Top Quality 1c, 5c, 10¢, 25¢, 50¢, 75¢, $1.00 models at prices from $350 to $500. All in excellent condition. W. C. WIRBEL, 7129 COIN MACHINE EX., 2912 EFOFF ST., WHEELING, W. VA. Tel.: Wheeling 431.

FOR SALE—United 6 Dollar De Luxe $119; United Super $185; United Manhattan $225; United Manhattan 10¢ $250; United Manhattan 25¢ $250; United Cascade $325; AMERICAN VENDING M. C. CONNOISSEUR, 1151 COINEY ISLAND AVE., BROOKLYN, N. Y. Tel.: DeWey 2-3457.

FOR SALE—Premium merchandise for coin machine prizes. Over 3,000 articles carried in stock. Write for complete line. C. H. BRAHN, 6100 BLUEMOUND ROAD, MILWAUKEE 13, WISC. Tel.: Blau- mound 8-7600.

FOR SALE—Keeny 4 Way League Bowler Conv. for 22 ft. shuffleboard, $150; Keeny Super Deluxe (My- sterion Match Score) $150; United 6-Del Play $160. ANTHONY HIRT, 2420 NO. 8TH STREET, SHEBOYGAN, WIS. Tel.: 819-317.
FOR SALE — Extremely low priced deal on brand new 5¢ Slot Machines. 12 cards, top 1/3 deposit, balance sight draft. Slag proof, white enamel finish, 6 lb. cabinet. Finest guaranteed phonographs and music machines. ALLIED DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. (Tel.: Bigelow 8-3234) and 394 TENTH AVE., NEW YORK, N. Y. (Tel.: Biltmore 9-4684).

FOR SALE—1 Seeburg Sium Unit, perfect condition, $250; 2 Geneo Sky Gunner, brand new; Axon Cigarette Machines, brand new, closeout; L. B. Porter, Complete Keneey 2-player Attachment for Shuffleboard. LIBERMAN MUSIC COMPANY, 257 PLYMOUTH AVE., NORTH, MINNEAPOLIS, MINN.

FOR SALE—3020 Wallboxes $19.50; 3W5-5-6 Wallboxes, $18.50; 146M or $89.50; 147M or $99.50; 142D, Dakota Gunner $95.50; Follies $30.50, ALLAN Sales, INC., 928 MARKET STREET, WHEELING, W. VA. Tel.: Wheeling 4742.

FOR SALE—Ready For Location. Spot Lites $175; Coney Island $200; All-Dime Sales $150; Deluxe Sales $350; Follies $355.50; Beach Clubs. Write, ALLIED DISTRIBUTING CO., 766 MILWAUKEE AVE., CHICAGO, ILL.

FOR SALE—Cigarette Machines, Du-Grener 9 col. $50.00, 25¢ coin chutes. Bingo games: Coney Island $292.50; Coin-O-Mat 1500; Coin-O-Mat 1940; Follies $335.00; Beach Clubs. Write, ALLIED DISTRIBUTING CO., 766 MILWAUKEE AVE., CHICAGO, ILL.

FOR SALE—New Astroscope $275; New 1¢ Carmen Chief $120; 12 Wurlitzer Wall Boxes $3; Cigarettes $55; Bally Rapid Fire $75; Bowleto $40. MATHENY VENDING CO., INC., 564 W. DOUGLAS, WICHITA, KANSAS.

FOR SALE—2 Geneo Sky Gunners $300; ChicoCin Match Bowl-A-Ball $125; Keneey 4 Player Conversions for $495. Seeburg Wall Boxes $49.50. UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH ST., COLUMBUS 3, Ohio. Tel.: University 6000.

FOR SALE—Rock-Ola Fire-Ball 120 records, electrically operated, only $625, Dice Jockeys, like new, $145; Leader $145; Bright Lights $145; Saddle and Turf $145. Evans Competition $3000; Chicago Coin Classic 2 Pl $60; Used Wall Boxes $45. REEL DISTRIBUTING CO., 4910 NATURAL BRIDGE, ST. LOUIS 15, MISSOURI.

FOR SALE—Coin-Op Related Like New—Yacht Clubs $285; Beach Clubs $350; Beauty $325; Dude Ranch $465; Used Bally Champions $445; Used Space Ships $875. All guaranteed. Call, write, or wire: DONAN DISTRIBUTING CO., 9907 S. KEDZIE AVE., CHICAGO 25, ILL. Tel.: Juniper 8-5211.

FOR SALE—Recorded Model 1400 and 1450 Wurlitzers $475 each, COMMERCIAL MUSIC COMPANY, 1400 SEVENTH ST., W., DALLAS, TEXAS. Tel.: Riverside 6301.

FOR SALE—AM-I "BY" $300; AM-I "CV" $325; many others. Write, KOEPPEL DISTRIBUTING CO., 1521 E. AVENUE, NEW YORK 19, N. Y.

FOR SALE—All types conditioned Coin Operated Games available at lowest prices. Write, wire, phone C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: Dunkirk 3-1810.

FOR SALE—Three conditioned Coin Operated Games available at lowest prices. Write, wire, phone C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: Dunkirk 3-1810.

FOR SALE—We distribute for all leading manufacturers of pinballs, phonographs, cigarette machines. Used equipment reconditioned and guaranteed. Whatever your requirements, let us know. We can supply the best. A. P. SAUVE & SON, 7525 GRAND RIVER AVENUE, DETROIT 4, MICHIGAN. Tel.: 6-3810—6-7123.

FOR SALE—The finest used phonographs in all our history available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 425 BROADWAY, NEW YORK 17, N. Y. (Tel.: STARK 3-3224).

FOR SALE—Hi-Speed Super Fast shuffle board wash. 24 one pound cans per case $3.50 f.o.b., Dallas, Texas. Sold on money back guarantee. W. W. MEYER DISTRIBUTING CO., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Reconditioned Like New—Bright Lights $139; Lite A Lines $65; Citations $35; Hot Rods $40; Geneo’s $225. The Geneo 400% perfect and percentage correct by us. Within 2 weeks if not satisfied for full refund. We buy 4, 5, or 6 player Shuffle Alleys. Quotie your now available. W. E. KEENY MFG. CO., 5231 SO. KEDZIE AVE., CHICAGO 32, ILL. Tel.: HEmlock 3084.

FOR SALE—Empress; Thrones; '39 and ‘40 Standards and Deluxe; Chicago, W. J. 55 Wall Boxes; 600’s; Counter Models; Walling HiBoy Sales; Arcade Equipment; Misc. Pinballs. SOUTHSIDE VENDING, 1203 N. O. BROOKS ST., PETERSBURG, VA. Tel.: 349.

FOR SALE—Rock-Ola model 1434 $395; Seeburg M100A $495; W-J C. Seeburg 5 wall boxes $5; W-14 10 Seeburg 5-1025 wall boxes $20. COPELAND DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY, OKLA.

FOR SALE—We have a large stock of reconditioned Five Balls. One Balls, Bingo and Phonos. Write for list. WESTERHAUS CORPORATION, 3726 KESSEVEN AVENUE, CINCINNATI, O. Tel.: MONTana 5000-1, 2.

FOR SALE—AM-I Model A, used, $225; AM-I Model D, used (80 records), $599; Rock-Ola 1426 $75; Rock-Ola 1342 (R. C. Special) $65; Rock-Ola, Wurlitzer, distribu- tors, INC., 1012 MARKET ST., ST. LOUIS 1, MISSOURI. Tel.: Central 9292.

FOR SALE—United Deluxe $125; Supers $185; Stars $205; Chinatown And Happy Days $140; Miner-Max $195. W. E. KEENY MFG. CO., 2479 7th N. W., CANTON, OHIO.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives. W. E. KEENY MFG. CO., 2429 N. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.
FOR SALE—Make Offer—Sunshine福s, Futurites, Tuff Kings, Across-the-Board, Winners, and 300 original feature symbols merchandise for Hall's Crane. J. ROSENFELD COMPANY, 3220 OLIVE ST., ST. LOUIS, MISSOURI. Tel: OLIVE 2800.

FOR SALE—Spot Lites $90; Yacht Clubs $250; Beach Clubs $375; Palm Beach $500; Friesen $250. TOLEDO JEAN W. OWENS, 814 SUMMIT ST., TOLEDO, OHIO.


FOR SALE—All machines 20% off high CASH prices, Warriners 1243; Elgin, Art King, Rock-O-Matic, 1426. AMI Model C. Seeburgs 146, 147, 100A. Pike, Sterling, $7515. DIXON DISTRIBUTING CORP., 3908 SOUTHERN BLVD., YOUNGSTOWN, OHIO.

FOR SALE—5 AMI Model B, $310 each; 2 Genesky Gunners, $250 each; 2 Genesky 25c, $150 each; camera, $195. All equipment in A-1 condition. RELIABLE J. COIN WINDSOR ST., HARTFORD, CONN.

FOR SALE—One Stop Record Service. Large stock of major, independent 45's, 78's. Popular. Rhythm, Blues. We ship anywhere at cost plus $1 per record. LOMBARD RECORD SHOP, 2827 W. MADISON ST., CROWN RECORD SHOP, 3747 W. CHICAGO AVE., CHICAGO, ILL. S alemanto 2-0556.

FOR SALE—Silver Chest, like new, $275; Golden Nugget $125; Jumping Jacks $90; Genco 400, 599; Dale Gun $60; Chicago Coin Pistol $95; Mutoscope Sky Fighters $123; Chicago Coin 4 Player Derby $225; Big Bruno, very clean, $495; Evans Horse Race Wheel, write Chicago Coin Super Jet, used, $495; Metal Tower, very clean, $345; Pop Corn See $49.20; Funny House Machines; write; Jungle Joe $150; Genesky Gunner, like new, $225; Chicago Coin Band Box (New) $225. Shuffel Alley—United 4 Player Formica Top $85; United 5 Player Formica Top $100; United 6 Player Formica Top $115; United 6 Player Deluxe $135; United 6 Player Super $195; United 10th Frame $285; United 10th Frame (Metalized) $300; United Cascade $325; Bingo; Bally Spot Lite $125; Bally Bright Spot $150; Bally Froshes $255; Bally Atlantic City $250; Bally Palm Beach $275; Bally Beauty $360; Keeney Line-A-Line $65; Williams Long Beach $139.50; United ABC $50; Universal 5 Stars $49.50; MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 4, OHIO. Tel: Superior 1-4600.

FOR SALE—Bingo Games—Music Boxes—6 Player Bowlers—One-Five Ball Games—Cigarette Machines—Vending Machines. All equipment reconditioned and refurbished and ready for location. Call—write for your needs. PARKWAY MACHINE CORP., 715 ENSOR ST., BALTIMORE 2, MD. Tel: Eastern 7-1021.

MISCELLANEOUS

NOTICE — Phonograph Motors Rev— wound—Any make of split-phase Juke Box motors rewound $4.00. No Extra. $4.00 is all you pay. Mail list 4,000 Juke Box Operators 85c; COLUMBIA ELECTRIC CO., P. O. BOX 125, MATTHEWS, NORTH CAROLINA.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdi 6-0245; The Cash Box, Chicago, IL, DEarborn 2-0405; The Cash Box, Los Angeles, Calif., WEster 1-1121.

NOTICE—Outdoor Barbecues Cook-N-Wagon—See Miller's High Life ad. To Operators and Distributors delivered—The Cash Box, New York City, JUdith 6-0245. JUdith 6-0245, for $89.90. WESTERN DISTRIBUTORS, 1276 SW 16th AVENUE, PORTLAND, OREGON.

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

NOTICE: 10c Seeburg AMI Ops.—Don't Fail to Upgrade Your AMI Phonograph Conversion KIT fits late model phonographs and wall boxes. 2 nickels, 1bc and 2.5c. Samples $3.50. Lots of 10, $2.95 each. Complete with decals and instructions. GENERAL DISTRIBUTING CO., 3574 HARDING, CARLSBAD, CALIFORNIA.

NOTICE TO ADVERTISERS

Due To The New Year's Holiday... classified ads for The January 9th Issue Go To Press One Day Earlier Than Usual.

January 9th Deadline—Tues. Noon, Dec. 29

Notice!

You Can Safely Send Deposits To Advertisers In 'The Cash Box' Your Deposit Is Guaranteed

As long as you are a paid up subscriber to 'The Cash Box,' at the time you answer any advertisement that appears in The Cash Box, you are protected against any conceivable liability for the purchase of any product advertised. For complete and final protection, you must send a deposit to obtain the merchandise advertised. The deposit varies with the value of the goods advertised. As a rule, deposits vary from $1 to $25. For full protection on any order, you must remit the full amount of the deposit at the time you place your order. This is the only protection against possible loss. The Cash Box cannot be held liable for loss or damages in any way due to misuse of this feature. If you believe that the Cash Box has failed to protect you in any way, you may write the Cash Box at once, and the Cash Box will do all in its power to protect you. Whenever you wish to send a deposit to the Cash Box, you must send it in the form of a check, money order, or certified check. The Cash Box will not accept personal checks. If you have reason to believe that any dealer has not taken care of your deposit, you should write the Cash Box immediately.
Latest Model in Years:

Start It Right with the

Latest Style in Coin Operated Phonographs

'53 is gone forever, can't be traded in, can't even be given away! But here's '54—the latest and greatest year of them all—it's the only slab of time right now you can call your own. For goodness sake, make the most of it by concentrating on the latest, newest-looking, most stylish model in music machines.

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"
How To Use the "Confidential Price Lists"

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

FORWARD: Many times, wide differences appear in the quotation of 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" are exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to fluctuate out of line. Some prices do not change for months.

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 or may not be accurate, so a buyer would be well advised to have his own buying representative in the field. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $750.00. Of course, serial, appearance, demand, territory, capacity, and condition of equipment will be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be quoted 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

LISTED ALPHABETICALLY

AIREON

1. Hi-Throne 9800
2. Hi-Throne 9800 RC
3. Hi-Throne 9800 SE
4. Hi-Throne 9800 SC
5. Hi-Throne 8200
6. Hi-Throne 8200 RC
7. Hi-Throne 8200 SE
8. Hi-Throne 8200 SC
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BUCKLEY

1. Hi-Throne 9800
2. Hi-Throne 9800 RC
3. Hi-Throne 9800 SE
4. Hi-Throne 9800 SC
5. Hi-Throne 8200
6. Hi-Throne 8200 RC
7. Hi-Throne 8200 SE
8. Hi-Throne 8200 SC
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MILLS

1. Hi-Throne 9800
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3. Hi-Throne 9800 SE
4. Hi-Throne 9800 SC
5. Hi-Throne 8200
6. Hi-Throne 8200 RC
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ROCK-OLA

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4. Hi-Throne 9800 SC
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6. Hi-Throne 8200 RC
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MICHELLEAN

1. Hi-Throne 9800
2. Hi-Throne 9800 RC
3. Hi-Throne 9800 SE
4. Hi-Throne 9800 SC
5. Hi-Throne 8200
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THE CONFIDENTIAL PRICE LISTS

CIGARETTE MACHINES
1. Automatic “Smokeshop
9 Col., 400 cap.”...
2. Du Grenier (Mod. A-9)
3. Du Grenier (Mod. AC-7)
4. Du Grenier (Mod. AC-9)
5. Du Grenier (Mod. AC-7)
6. Du Grenier (Mod. ES-9)
7. Du Grenier “BP” (9 col.)
8. Du Grenier “S” (7 col.)
9. Du Grenier “S” (9 col.)
10. Du Grenier Champion
11. U.N. (9 col.)
12. Eastern Electric C-8
13. Electro (Bowl)
14. Electro (10 col.)
15. Keeny “A”
16. Leiblich PX (Elec. 6 col.)
17. Leiblich PX (10 col.)
18. Leiblich King Size
19. National 95
20. National 950
21. National 950
22. National 950
23. National 950
24. National 950
25. Nat. 9-ML Wheatwood
26. National Electric
27. Rowe Royal (10-col)
28. Rowe Imperial (6 col.)
29. Rowe Imperial (8 col.)
30. Rowe Royal (10 col.)
31. Rowe Royal (8 col.)
32. Rowe Royal (4 col.)
33. Rowe President (8 col.)
34. Rowe President (10 col.)
35. Rowe Crusader
36. Rowe Electric (8 col.)
37. Unzeda “A” (6 col.)
38. Unzeda “A” (8 col.)
39. Unzeda “A” (10 col.)
40. Unzeda “E” (8 col.)
41. Unzeda “E” (8 col.)
42. Unzeda “E” (10 col.)
43. Unzeda “E” (12 col.)
44. Unzeda “E” (15 col.)
45. Unzeda 500 (7 col.)
46. Unzeda 500 (9 col.)
47. Unzeda 500 (9 col.)
48. Unzeda Monarch (8 col.)
49. Unzeda Monarch (12 col.)
50. Unzeda Monarch (14 col.)
51. Unzeda Monarch 120 col.
52. Unzeda Monarch 85 col.

CANDY MACHINES
1. Mills (5 col., 70 cap.)...
2. Stover (Mod. 102, 6 col., 160 cap.)...
3. Stover (Mod. 126, 6 col., 120 cap.)...
4. Stover (Mod. 2, 6 col., 60 cap.)...
5. Stover (Mod. 28, 6 col., 100 cap.)...
6. Stover (Mod. 32, 5 col., 32 cap.)...
7. Stover (Mod. 32, 7 col.)...
8. Stover DeLaute Theatre
9. Stover DeLaute Theatre
10. Stover DeLaute Theatre
11. Martin’s “Little Candy Store” (8 col., 100 cap.)...
12. Coin “U-Select-It” (74 cap.)...

HOT COFFEE
1. Andico Cafe Peti...
2. Big Mills Coffee Bar...
3. Big Mills Coffee Bar...
4. Big Mills Coffee Bar...
5. Big Mills Coffee Bar...
6. Chief Way, Model 100...
7. Hot-O-Mat Comb. Hot Coffee-
8. U-Select-It Hot Coffee...

CARBONATED DRINK
1. Drink-O-Mat, single flavor, 5c, 1000 cups...
2. Drink-O-Mat, 3 flavor, 5c, 1000 cups...
3. Drink-O-Mat, 4 flavor, 5c, 1000 cups...
4. Lyons #1400, single flavor, 5c, 1000 cups...
5. Lyons #1400, 4 flavor, 5c, 1000 cups...
6. Lyons Model 500, 5c single...
7. Mills, Automatic Founta-
8. Mills, Automatic Foun-
9. Soda Shoppe...
10. Sparacub single 5c, 1000 cups...
11. Sparacub 3 Unit 5c, 1000 cups...
12. Sparacub 4 Unit 5c, 1000 cups...
13. Super Vend 3 flavor, 600 cap A1...
14. Super Vend 3 flavor, 600 cap A2...

NON-CARBONATED DRINK
1. American Simplex, single flavor, 5c, 200 cups...
2. Refreshomat, 20 10c...
3. Juice-Bar, 6 sel., 600 cans...
4. Refresher, 3 sel., 300 cap...

ICE CREAM VENDORS
1. Vendo “Dairy-Vend”...
2. Ice Cream Vendor...
3. Rowis “Ice Cream Vendor”...

This Week’s Most Active Machines

PHONOGRAPHS
1. AMI Model A-6
2. AMI Model A-18
3. AMI Model C
4. Rock-Ola 1422
5. Seeburg 146M
6. Seeburg 147M
7. Seeburg 1456-A
8. Wurlitzer 1015

PICKNAPS
1. ABC (Un. 5/51)
2. Atlantic City (B 5/52)
3. Beach Club (B 2/53)
4. Beauty (B 11/53)
5. Brighton Lights (B 5/51)
6. Bright Spot (B 11/51)
7. Coney Island (B 9/51)
8. Five Star (Univ. 5/51)

MANUFACTURERS’ EQUIPMENT

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

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

AMI, INCORPORATED
AMI “E”-40 Phonograph...
AMI “E”-40 Phonograph...

CARBONATED CAP.
Lyons #1400...

LYONS
Lyons #1400...

AUTO-PHOTO CO.
Ante-Photo...

BALLY MFG. CO.
The Champion (Mech. Horse)...

CHICAGO CIG.
Adire Bowl...

CHICAGO Phonograph...

COINSIDE...

D. GOTTLEIB & CO.
Arabian Knights...

DUFFY BURLINGTON & CO.
International AUTO MOTO...

ERICA & CO., INC.
Edward Cigarette Vendor...

MARVEL MFG. CO.
(Frolic) Shuffle-Show...

THERMOMETRIC CO.
Frolic (B 10/52)...

SHUFFLES & REBOUNDS

ChiCoin 10th Frame Special...

ARCADE EQUIPMENT

Exhibit Dale Gun...

METEOR MACHINE CORP.
Flying Saucer...

RED ROYAL MFG. CORP.
Model 1418 "Comet Fireball"

ROCK-OLA MFG. CORP.
Model 1400 "Comet Fireball"

SHERIFF'S MFG. CO.
Model 1446 "Comet Fireball"

VEND-O-MATIC & CO.
Model 1608 "Top-O-Loader"...

J. P. SEEBURG CORP.
HF-105-1

WICO CORP.
Major Leauger (Automatic Baseball Pitcher)...

WILLIAMS MFG. CO.

UNITED MFG. CO.
Chief Shuffle Alley...

UNITED MFG. CO.

WICO CORP.

WICO CORP.

UNITED MFG. CO.

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WICO CORP.
LEADER
SHUFFLE ALLEY
with BUILD-UP scoring

1st Frame SINGLE SCORE
2nd Frame SINGLE SCORE
3rd Frame DOUBLE SCORE
4th Frame TRIPLE SCORE
5th Frame QUADRUPLE SCORE

1st Frame SINGLE SCORE
2nd Frame SINGLE SCORE
3rd Frame DOUBLE SCORE
4th Frame TRIPLE SCORE
5th Frame QUADRUPLE SCORE

MULTIPLE SCORES ON STRIKES OR SPARES ONLY
ADJUSTS TO 5 OR 10 FRAME GAME

1st Frame SINGLE SCORE
2nd Frame SINGLE SCORE
3rd Frame DOUBLE SCORE
4th Frame TRIPLE SCORE
5th Frame QUADRUPLE SCORE

2 EXTRA SHOTS FOR STRIKE
1 EXTRA SHOT FOR SPARE

6th Frame SINGLE SCORE
7th Frame SINGLE SCORE
8th Frame DOUBLE SCORE
9th Frame TRIPLE SCORE
10th Frame QUADRUPLE SCORE

TOP SCORE 900 FOR 10 FRAME GAME
Fastest Play! Fattest Earnings!

ORIGINAL KING-SIZE BOWLING PINS

TRIPLE MATCH FEATURE
(0-9) ★ MATCH NUMBER AND STAR WITH CLOVER LIT
HINGED PIN-HOOD
HINGED FRONT DOOR
SERVICE LIGHT
FORMICA PLAYBOARD

TWO SIZES 8 FT. BY 2 FT.
9 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR

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

UNITED'S CHIEF Shuffle Alley Has All the Features of LEADER Except Triple Match Feature
HOLD

numbers you need to build up score, cancel-out numbers you’re “sorry” you hit...try again with BALLS RETURNED from cancelled numbers...

HOLD ODD OR EVEN OR ALL NUMBERS
BY PRESSING ODD OR EVEN OR ALL BUTTON

BALLS RETURN FROM NUMBERS NOT HELD
SPOTTED NUMBERS ALWAYS HELD

Give the players the opportunity to “second-guess” their skill-shots. Give them the right to wipe out their “mis-cues” while hanging on to the hits that count. Give them a free “try-again” ball for every number not held. Give them the biggest fun-value ever offered in pin-game history, by giving them PALM SPRINGS by Bally. They’ll say “Thanks” with the biggest and steadiest repeat-play profits you’ve earned in a long, long time.

PLUS SUPER-CARD SCORES
PLUS CORNER SCORES
PLUS SELECT-A-SPOT

ADVANCING SCORES
EXTRA BALLS

Built into PALM SPRINGS are all the profit-proved features of the greatest Bally in-line games...plus the new HOLD idea, greatest innovation in pin-game design in years. Get your share of the PALM SPRINGS profits. See your Bally Distributor today.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.