Eddie Cantor, whose humanitarian efforts were responsible for the creation of The March Of Dimes, is still devoting himself to that great campaign. Above he endorses "A Day Of Dimes For the March Of Dimes," a program which The Cash Box is sponsoring and which it is asking every juke box operator in the nation to participate in. Eddie, who has brought his entertainment career up to date by becoming one of TV's top stars, is currently out with a Capitol album which features the songs he sings in the film "The Eddie Cantor Story."
Tops in Design!

BOTH INSIDE AND OUT

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“The original phonograph with 120 selections”

MODEL 1438

MODEL 1546
Chrome Cover Wall Box with 120 Selections

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois
In Response To Dealers’ Requests:

The Cash Box

Inaugurates New Feature—
Album Reviews

For years now, The Cash Box has been known as the bible of the juke box industry and as an irreplaceable source of information for disk jockeys throughout the nation. We have built this reputation the hard way, first determining what the needs of these great sources for selling records were and then fulfilling them in the best possible way that we knew.

But during these years, while we have been concentrating on juke box operators and disk jockeys, a development has occurred which many people in the trade have overlooked . . . and that includes even those of us on The Cash Box. RETAIL DEALERS have found the information and charts available only in The Cash Box so valuable, that they have begun to use the magazine in an extensive manner.

Now they are asking that we expand our editorial policy to include specific information and reviews for them. And in our effort to be of ever increasing service to the record and music industry, we have decided to do so.

Our first step in that direction will be a department devoted to album reviews which will be expressly directed to the retail dealers. The Cash Box will carry this feature beginning this week and in every future issue.

But this is only the beginning. In forthcoming issues we intend to institute other features aimed at fulfilling dealers’ needs in addition to the constantly expanding service which we present to juke box operators and disk jockeys.

It is our intention to implement our news, charts and reviews to retail dealers with the same high standards which we have always observed in dealing with other segments of the industry.

And this is just one further step in our program to be of service to the entire music business in the fullest, most authentic way possible.
His liveliest liltingest instrumental!

MADCAP

HENRI RENÉ
and his Orchestra

SEASHELLS
20/47-5595
### THE TEN RECORDS

**Disk Jockeys Played Most This Week**

**Plus the Next Five**

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### Summary of Reports Received from the Nation's Disk Jockeys

In regard to a recent item that appeared in this column about Gene Whitaker’s departure from WREV in Rochester, a report from WJXN-Jackson, Miss., who represents William M. Oliver of the station, has written the following to The Cash Box: “It is not true that Gene Whitaker was dismissed from Station WREV while recuperating from an operation in Veterans Hospital. This station had notified Mr. Whitaker that they were starting “Combo” operations and that they could not use him any longer, this being about eight weeks prior to the time he went to the hospital. Mr. Oliver states that he helped him get a job with a larger radio station in a larger town, gave him extra vacation money and purchased a railroad ticket for his family to go to his wife as he is now in California. It is our understanding that Whitaker never reported to his new job, but went to the Veterans Hospital for a long deferred operation. Whitaker’s operation was not due to any acts on the part of Station WREV, and was not connected with his work in any way.”

---

### The Week in Review

**Pic of the Week—Danny Stiles**

Danny’s new TV show is already in rehearsal. It’s a half hour program called “Amateur Songwriter’s Hour” over channel 15, Sunday afternoons at 2. Danny will act as master of ceremonies and will interview four amateur songwriters with the viewing audience deciding the winner. . . . Mike Cassone working like a beaver visiting jockeys on his “Non-Cha-Shame.” Jubilee’s Louis Prima etching getting big play in the juke boxes. The tune is a family affiar as Mike’s sister, Rose Negro, wrote the tune and her husband, Adam, is a partner of Mike’s on the tune. . . . Ira Herbert, voxpop at WNEW, N.Y. has announced the appointment of John Geddes as account executive for the WNEW sales department. . . . Chuck Thompson now with WJXN-Jackson, Miss. Chuck and his “Elmer” have done a wonderful job on the air and will no doubt continue doing so at his new spot. Good luck, Chuck. . . . Tommy Edwards (WERE-Cleveland, Ohio) sends us samples of his Picture Pac which he sells for 10c. Profits (about 4c a pack) are turned over to charity.

---

**Callahans’s Monkey**

When you need a record, you’ll find it at Callahans. A sensational recording of “It’s What’s In THE CASH BOX That Counts.”

---

**MELODIA**

An EMI COLUMBIA Release On...
CHARLIE APPLEWHITE
(Dec 29001; 9-29001)

"CABBAGES AND KINGS" (3:05) [Chappell ASCAP—Sutton] With the Jack Pleis orchestra and choral in the background, young Charlie Applewhite belts out a thrilling reading of a dramatic piece. Artist has an impressive voice.

"YOU'RE ALL THAT I NEED" (2:39) [Shawin ASCAP—Berrie] Chayton gives a romantic ballad from which he treats in a strong manner. A sharp clear reading of a good tune written by Milton Berle.

ELLA FITZGERALD
(Dec 28993; 9-28993)

"A SUNDAY KIND OF LOVE" (2:56) [Peter Maurice ASCAP—Belle, Leonard, Iphodes, Prima] The great Ella Fitzgerald offers her treatment of a beautiful standard. Top grade listening from beginning to end.

"THAT'S MY DESIRE" (2:40) [Contemporary ASCAP—London] The Andy Love Quintet again backs the thrust on a torchy rendition of another great oldie. Fitzgerald fans should take to this one in a big way.

MARTHA RAYE
(Mercury 70294; 70294 x 45)

"BLUES IN THE NIGHT" (2:33) [Remick ASCAP—Mercer, Ayn] With her popularity at an all time high, Martha Raye dishes up a rhythm styling of a solid standard. Thun sings well as chorus assists.

"WOLF BOY" (2:30) [Broadcast BMI—Mohamed, Schumae] The chorus bowls in the background as Martha belts out a fast moving novelty with a load of oomph. A thrilling side that could catch big.

THE CORONET ORCH.
(MGM 30837; K-30837)

"MAIN LINE" (2:45) [Decca ASCAP—Campbell] The Coronet orchestra lushly glides through a lovely instrumental item with both gappiness and softness. Wonderful listening for the quiet hour.

"LOST LOVE" (2:55) [Lowell BMI—Shorra, Di Buono] The trumpet takes the spotlight position on this soft and blusy instrumental. Very pleasing and inviting music.

VICTOR YOUNG ORCH.
(Dec 29898; 9-29898)

"LOVE THEME" (2:52) [Pickwick ASCAP—Mancini] Victor Young and his Singing Strings team up on a lush presentation of the "Love Theme" from the soon to be released movie 'The Glenn Miller Story'.

"GERALDINE" (2:38) [Victor Young Pub ASCAP—Young] The Young orch glides through a lush item on which both the orch and orchside. Piece was written by the conductor. Lovely listening.

THE CASE BOX

THE CASH BOX

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

"CALL ME" [Chappell ASCAP—Ratliff].
Ronnie Gaylord, Mercury 70285; 70285 x 45

"CABBAGES AND KINGS" [Capitol].
Charlie Applewhite, Decca 29001; 9-29001

"WOLF BOY" [MGM].
Martha Raye, Mercury 70294; 70294 x 45

"DID I REMEMBER" [MGM].
Rob Stewart, MGM 11659, K-11659

"A LETTER AND A RING" [Capitol].
Gisele MacKenzie, Capitol 2695; F-2695

BOB STEWART
(MGM 11659; K-11659)

"CARELESS" (2:30) [Brown ASCAP—Quadding, Howard, Jurress] With the Cornets assisting on the choral end, Bob Stewart hands in a top notch showing on a romantic ballad. Impressive debut for balladser.

"ID I REMEMBER" (3:13) [Feist ASCAP—Alderson, Donaldson] The crooner makes another strong showing on this romantic item which he sends out with taste. Beautiful tune that could catch on. Lad has a good future.

JANET BRACE
(Dec 28990; 9-28990)

"MY OLD FAMILIAR HEART" (2:40) [Hill & Range BMI—Fay, Robertson] Janet Brace dishes up a sentimental item with a country flavor. It's a pretty slow waltz item with fine orkining by the Jack Pleis Orch.

"TEACH ME TONIGHT" (3:00) [Hollywood ASCAP—Cahn] The thrust has a hushed and inviting quality in her voice as she ease through another romantic item. A real pretty number.

TED HEATH ORCHESTRA
(London 1390; 45-1390)

"SEVEN ELEVEN" (2:24) [Univ. ASCAP—Williams] Ted Heath and his men ride through a fast beat juniper a bit on the modern progressive side. A natural for the jazz fans.

"LULLABY OF BIRDLAND" (2:23) [Patricia & Kohl BMI—Shearing] The boys send up their styling of a popular George Shearing composition. Number jumps, and makes cool listening.

AL SOYKA ORCH.
(KCA Victor 23-9279)

"PLAYFUL POLKA" (2:37) [Hollywood BMI—Williams] Al Soyka and his polka men rhythm through an exciting and lively polka item that should be a treat to the fans of the music.

"KATY AT THE WEDDING" (2:30) More of the same inviting material is presented on this deck. A disc that should do well in the right locations.

GISSELLE MacKENZIE
(Capitol 2695; F-2695)

"A LETTER AND A RING" (2:52) [Meridian ASCAP—Dickenson, Terry] Giselle MacKenzie, the "Hit Parade" star, eases through a pretty number in her inviting manner as the Nelson Eddie orch assists. Good lyrics that could make number go.

"LE GROS BILLS" (2:01) [Southern ASCAP—Maribot, Blanche] On this end Dave Cavanaugh assists the thrill as she chirps the popular "Polly Wolly Doo" oldie in French. Cute ditty that makes good listening.

THE DISK OF THE WEEK

TILL THEN" [Leeds ASCAP—Wood, Seiler, Marcus].
(Randy-Smith ASCAP—Cunningham, Whiteman)

"TIME WILL TELL" [—B. Black].
(Dot 15127; 45-15127)

THE HILTOPPERS

"DANCING PRINCESS" (2:06) [Robbins ASCAP—Hart, Layman]

"GOLDEN TANGO" (2:16) [Mills ASCAP—Sylvestor, Wilson]

FRANK CHACKSFIELD ORCH.
(London 1381; 45-1381)

"GOLDEN TANGO" (2:16) [Mills ASCAP—Sylvestor, Wilson]

FRANK CHACKSFIELD

Voted the Most Promising New Ork of 1953 in The Cash Box Orkers' Poll, Frank Chacksfield makes an early bid for 1954 laurels with two beautiful instrumentals back to back. Still rising high with his hit rendition of "Ebb Tide", the leader takes hold of an exciting and melodious tango labelled the "Golden Tango". It's a sensational orking that should be a hit in the near future. On the orpling, Chacksfield orches more instrumentaal pleasure as he glides through a star-dusted waltz tagged "Dancing Princess". The tune is most inviting and so easy to remember. We can all expect these two grade "A" decks to ride to the heights of the charts together.

THE ZENITH ORCHESTRA
(36911; 45-36911)
The Great Lead Voice of The Hilltoppers
With a New 2 Sided Smash HIT

Jimmy Sacca

"YOU'RE ALL THAT I NEED"

AND

"ALONE"

ORDER FROM YOUR NEAREST DOT DISTRIBUTOR

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SUNLAND DIST. CO.
1310 S. New Hampshire, Los Angeles 5, Calif.

"It's What's in THE CASH BOX That Counts"
WOODY HERMAN & NEW JAZZ HERD (Mercury 70285; 70283 x 4)

"I WANT TO CRI" (2:50) The Herd's original trio assists Don Sebastian as he renders an oldie in Johnnie Ray fashion. This imitation of the Ray style makes amusing listening. Should get plenty of air play.

"I CAN'T BE WRONG" (2:45) The trio again assists the crooner on a similar type deck. An exciting piece that the dec jays are sure to relish.

JOHNNY MADDOX (Dot 15128; 45-15128)

"I DON'T LOVE NOBODY" (2:38) [Dot BMI—] A rip-roaring rag time bouncer is laced out by Johnny Maddox and his Rhythmasters. A real happy and lively deck featuring the kitman and artist at his best.

"WHERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE" (2:35) [ASCAP-—Miller, Roberts] Another lively item in the patriotic vein is presented by the artist. Maddox does wonders on the 78 on tunes associated with America.

RALPH FLANAGAN ORCHESTRA (RCA Victor 20-5588; 47-5568)

"REVERIE IN THE RAIN" (2:58) [Ralph ASCAP—Lawrence] The Ralph Flanagan band delivers a soft and tender instrumental fashioning of a romantic item. Glenn Miller style is prominent on this deck. Good side.

"SHAKER HEIGHTS STOMP" (2:30) [Coachella ASCAP—Craig, Flanagan] With a shaker keeping the beat throughout, the Flanagan men rant through a wild jumper. A driving side full of sock.

NORO MORALES ORCHESTRA (RCA Victor 20-5588; 47-5568)

"GRANADA." (3:18) [Poor International BMI—Lara] A great Spanish oldey that's hitting the hit parade once again, is treated to an interesting mambo styling by the Noro Morales crew.

"MARACAIBO" (3:00) [Paris BMI—Morales, Pickering, Rodriguez] The mambo beat picks up this end as the rhythm group rides through a number that should go well with the fans of the dance.

LEO DIAMOND (Regent 200; 45-200)

"POOR BUTTERFLY" (2:31) [Mills BMI—] A slow and tender item on the hit tune. "Off Shore" presents a pretty harmony instrumental on a lovely melody. Organ accompanying in the background makes an effective addition.

"I'LL ALWAYS BE IN LOVE WITH YOU" (2:40) [ASCAP—] The virtuoso dishes up some more pleasant listening as he glides through a pretty oldie.

BOB MANNING (Capitol 2694; 5-2694)

"VENUS DE MILO" (2:49) [Jefferson ASCAP—Springer, Kohloff, Goddied] "YOU MADE ME LOVE YOU" (3:10) [Broadway ASCAP—McCarthy, Monroe] Bob Manning, with a made very strong showing with his initial release of "The Nearness of You" sends up another potent vocal offering in a pretty new ballad dubbed "Venus De Milo." He takes this lovely romantic number and presents it in a fashion that should add a load of fans to his already loyal list. It's a wonderful piece of material with a perfect wedding of lyrics and melody. Offering the fitting accompaniment is the lush ork of Monty Kelly. Flip is the plan when "You Make Me Love You." It's a tender reading of a wonderful tune. Bobby Hackel's sax and his trumpet assist on this end. Keep a close tab on the upper lid.

RUSS MORGAN ORCHESTRA (Decca 28891; 9-2891)

"SEVEN SILVER DOLLARS" (1:02) [Claremont BMI—Rider, Dolan] Russ Morgan presents his "Music in the Morning" as he and the crew lift through a country-flavored ditty with Al J Alanads handling the vocal chores.

"YOU LOVE ME, YOU LOVE ME NOT" (2:47) [Glenmore ASCAP—Morgan, George] While the ork and chorus support with a light and inviting backdrop, Russ takes the vocal lead on this ditty. Cute number.

MATT DENNIS TRIO (Trend 46; 69-45)

"WILL YOU STILL BE MINE" (2:25) [Embassy BMI—Dennis, Adair] The Matt Dennis' Trio sends out an up beat fashioning of a good olde. New lyrics are hilarious. Dish should get loads of spins.

"IT WANTED THE STARS" (2:45) [Evergreen BMI—Dennis, Herrick] From the ficker the "Bigman," Herrick comes this slow bluesy piece of listening matter. Washed out by the leader is inviting.

FRANK PERKINS ORCHESTRA (Decca 28965; 5-28965)

"PAN DANDO" (3:05) [Mills ASCAP—Perkins] Frank Perkins leads his "Pops" ork through an exciting fast moving Spanish instrumental. Lush string work makes great listening.

"KENTUCKY TROTTER" (2:53) [Mills ASCAP—Perkins] The conductor leads the crew through another of his own compositions. Colorful piece of material on the light and bouncing side.

LEONARDO "THE DOLL DANCE" (2:04) [Mills ASCAP—Brown] The artist takes his harp to the Latin beat on this end for a catchy self composition. Crew sings do-re-me-fa-so-la etc. lyrics which are very effective.

ROBERT MAXWELL (MGM 46100; 46107 x 11670)

"THE DOLE DANCE" (2:04) [Ebb Tide, Robert Maxwell, shows his talent on the harp as he and the ork lift through a light ditty on the happy side.

"SOLFLUGIO" (2:26) [Maxwell ASCAP—Maxwell] The artist sets his harp to the Latin beat on this end for a catchy self composition. Crew sings do-re-me-fa-so-la etc. lyrics which are very effective.

BETTY MADIGAN (MGM 46107; 46107 x 11670)

"MY HEART IS DANCING WITH YOU" (2:29) [Duchess BMI—Dickinson] A pretty ballad is treated to a warm and inviting delivery by Betty Madigan as the Joe Lipman Orchestra. A real tender pleaser.

"YOU CALL ME DARLING" (2:34) [Joy ASCAP—Beisfield, Fryberg, Marbach] Another romantic item is given a warm and heart-felt fashioning by the thrush. A pretty tune with the soft touch.

DON SEBASTIAN (Great Lakes 1202)

"WERE YOU THERE?" (2:45) The Herd's original trio assists Don Sebastian as he renders an oldie in Johnnie Ray fashion. This imitation of the Ray style makes amusing listening. Should get plenty of air play.

"SLEEPER OF THE WEEK"

THE COMMANDERS (Decca 28964; 5-28966)

"WANT A LITTLE GIRL" (2:38) [Shapiro, Bernstein ASCAP—Menser, Moll] The Commanders rhythm through a jump instrument with a cute melody. Interesting arrangement.


ROCCO GRECO (Mercury 70286; 70286 x 45)

"YOU'RE LIVING IN THE PAST" (2:40) [H. R. Morris ASCAP—Gordon] A lush Latin tempo is the mood for this Latin rendition of a pretty ballad by Rocco Greco. Balladeer has a pleasant voice.

"WHISPERING GRAS" (2:33) [Mills AASCAP—Fisher, Fisher] Another pleasing melody is given an ok fashioning by the warbler. A good piece of material.

SHIRLEY HARMER (MGM 11667; K-11667)

"IF YOU LOVE ME" (3:16) [Duchess BMI—Horne, Parsons] Shirley Harme, who's been doing a solid job on the Dave Garroway TV show, comes up with a soft, sentimentale reading on a tender item. Thrush's style is effective.

TOMMY CUMMINGS (2:30) [Joy ASCAP—Reisfeld, Fryberg, Marbach] Another romantic item is given a warm and heart-felt fashioning by the thrush. A pretty tune with the soft touch.

BETTY MADIGAN (MGM 46107; 46107 x 11670)

"MY HEART IS DANCING WITH YOU" (2:29) [Duchess BMI—Dickinson] A pretty ballad is treated to a warm and inviting delivery by Betty Madigan as the Joe Lipman Orchestra. A real tender pleaser.

"YOU CALL ME DARLING" (2:34) [Joy ASCAP—Beisfield, Fryberg, Marbach] Another romantic item is given a warm and heart-felt fashioning by the thrush. A pretty tune with the soft touch.
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"PASSION TANGO"
LONDON 1374 • EDMUNDO ROS

"THE ORIGINAL 'CREEP'"
LONDON 1404 • TED HEATH

"ALOUETTE"
LONDON 1344 • TED HEATH

"CARNIVALITO"
LONDON 1389 • CYRIL STAPLETON

"O MEIN PAPA"
Original in German
LONDON 18151 • LYS ASSIA

"YOU WON'T FORGET ME"
LONDON 1382 • VERA LYNN

"MEXICAN HAT DANCE"
LONDON 1311 • STANLEY BLACK

"RAMONA"
LONDON 1361 • MANTOVANI

"It's What's in THE CASH BOX That Counts"
NEW YORK:

Well now that all the tension is off and an agreement has been reached between Petrillo and the record companies, everyone can get down to business of getting their disks again. And with the holidays coming up in the last several weeks, there should be plenty to sell. . . . George Pineus, who has a smash in the Mills Brothers’ version of "The Jolly Holiday," left for week’s trip to the middle west to make sure that the tune gets all the way there . . . Sid Froyen, back from Boston, reports that "Heartbreakin’ Waltz" looks as though it can’t miss . . . Essex Records has signed Bunny Paul who was working on Del. Her Moulin Rouge release will be next week. . . . Another Essex artist, Dick Lee, flies to England next week for recording dates with the London label . . . Russ Morgan broke th’call-time record at the Syracuse Hotel for New Year’s. Morgan’s new Decca release, "Seven Silver Dollars," looks like a big promotion in Las Vegas. . . . Hear that Patti Page may tour the Orient this spring, playing dates in Honolulu, Papeete, Hong Kong, and Manila. Mickey Records has signed two new thrushes, Peggy Lloyd and Ann Gordon, . . . Betty Madigan held over for a third week at Key West’s Casa Marina. . . . Fred Tobias and Bill Hagn have exited the Mike Hall flackery to establish their own publicity office, specializing in record sales. Tobias is the third member of the Warner brothers Charles Tobias. Hagn is former road manager of the George Shearing Quintet. Bing Crosby proves that he is still one of the greatest sales- men around. Right after he did "Y’All Come" on his TV debut Sunday night, the orders for the disk started pouring into Decca. Bing by the way has just recorded a disk with Doris Day, O’Connor, the first time they have worked to- gether since "Sing You Sinners" way back when.

CHICAGO:

The boisterous "Max" clicked like anything one week ago at the Chez Paris, where he gets a top-notch band to play it in Thut Kirby’s hilly. While here "Max" visited with all the deejays she could get into her spare time. And told all about how the "wax" was waxing for Crystalsette. The tune "Max" is banking on, written by Lloyd Shaffer and A&R’d by Carl Hof, is: "Plaid And Callio," which, "Max" explains, "is right down her alley, that joke box alley." So "Max" visited with some of the juke box people ’round town, knocking the top disk, is, "Why Sh Bleak I Flirt With The Blue Fox." But most of "Max" believes in the other side. Oh! Who’s "Max"? Why, gorgeous Marilyn Max of course, and the disk, just simply perishing to put one disk away there, but away over, the million sales mark . . . The Four Aces moved into the Chigo Thitter, following those other great recording stars, The Hilltoppers, and coupled with Sarah Vaughan, looks like this show’ll show. So we’re looking for a visit from our pal, Herbie Kessler, and a lot of fun while the boys are here . . . "Rapputin’" phones to advise that Scotland’s gift to American music, Dinah Kaye, on her way to Nyo Yawk—to wax for Victor, with Jimmy Hilliard to do the A&R on Victor’s label "C." Also reports that Dinah clicked in Las Indios, but as well as in her Cleveland TV shot . . . George Shay, preacher Billy Graham’s soloist, phoned to advise him, that he is plotting to go over here, but wants his copy of The Cash Box to reach him regularly. George has cut some wax and wants to watch it go . . . Lotta guys here talking about how Dennis has been signed in "Eh Cammari" and his old A&R’s could sound the wax good, the "O Sole Mio" with new lyrics and a few scrawls of the melody . . . "Max" reports that the "caro" girl box here from these dates on, in the Caso box proposal of "A Day Of Dimes For The March Of Dimes" and many a juke box round the town to tie in . . . Very nice publicity for school teacher Dan Belloc who has a dozen classes also backing his record "This is Anybody’s Heart." And no more deserving guy for a real disk clickero.

LOS ANGELES:

The new year has brought many great new acts to the Sunset Strip. Bubi, a local, staged a show at the Mocambo and with his "half ass" group, in spite of everything they presented several numbers and came up with such a fist full of half hour’s entertainment that ringisiders applauded loudly. Down the street a few doors Jacki Fontaine continues in the spotlight at the Cresendo along with Richie Porter and his "New Orleans" band. Red Nichols and his five pennies put on a great show at the 22 Club . . .. Frankie Carle has been booked into the Senator Hotel Terrace Room until March . . . Freddy Martin and his band continue on the stage of the Ambassador’s Coconut Grove until Jan. 19 when Jeanette McDonald takes over along with Benny Strong and his orchestra . . . Hollywood’s newest nitty, Frank Santerno, who is the first Ronnie, continues to pack in the crowds with such stage acts as Borrin Minnepa, the Grass Hopper and his orchestra, Donnie Napier, and the Minnepa recipe. The crowded room at the Mocambo took the "Highball Waltz" and put it out in Decca. . . . "Pinkie" takes the "sabotage" and brings in the "Back to Back" and "Pinkie's Theme" with Frank Sinatra . . . "18 to be connected with the record industry. Abe is very happy over the fact that "Off Shore" has hit the number sixty spot on the TV Hit Parade. Brother Leo originally waxed the tune on the Ambassador label, and the doctors know that Leo is recovering from hospital . . . Frank Sinatra, recently waxed his latest Capitol release "Young At Heart" and "Take A Chance," was back with Nelson Riddle and his orchestra, Smirra is currently recording for the Redhead Play. Rights" with Marilyn Monroe . . . After establishing itself as a hit in England for sixteen weeks the "Italian Waltz" has been brought to the U.S. and put on wax by Capitol with Les Baxter and vocal chorus featuring Sue Allen as vocalist . . . Al Marx, producer of Trend Records, has been touring the East on a record promotion tour. His film "And the Angels Sing" is reported to be chalked up some big sales figures throughout the country.

"It’s What’s in THE CASH BOX That Counts"
ASCAP SALUTES “SHOW-BIZ”

It is with understandable pride that we salute Abel Green and Joe Laurie for the inspiration provided by their masterful history; RCA-VICTOR for its creative imagination in compiling the new song-album, "SHOW-BIZ"; Steve Carlin, for the excellence of his production; George Jessel, for his knowing and witty commentary; ... and we point with pride, to our own ASCAP members whose inspirational all-time hit songs are the very heart and soul of "SHOW-BIZ"—the Story of the past 50 years as told in songs that have echoed and re-echoed through five decades in the hearths and hearts of America.

We salute them for all of this but most of all because these songs were selected on their merit—without any solicitation on the part of ASCAP. We bow to the judgment of those responsible for the all-around artistry of this exciting musical cavalcade, "SHOW-BIZ," and its 100% ASCAP repertoire of song.
New Feature:

Album Reviews To Be Weekly Feature of “The Cash Box”

With this issue, The Cash Box starts its new feature—album reviews.

For years, the pop record reviews which have appeared in The Cash Box have guided juke box operators in their purchases and disk jockeys in their selections for air play.

However, now that The Cash Box has become so widely read among record dealers, we have responded to their requests, and have started an album review section. It will include all types of albums, pop, classical, kiddie, jazz and every other kind that is put out.

The editors of The Cash Box intend to make this section—devoted to the retail dealers—as authoritative and reliable as all other features in the magazine are.

In future issues, we plan to institute still other features which will be of use to the record dealer and which he can obtain from no other ready source.

Since its founding eleven years ago, The Cash Box has constantly expanded its service to the entire music industry, covering all three great mediums by which records are sold, juke box operators, disk jockeys and retail dealers.

3 D’s And A Jaye

NEW YORK—The Three D’s—Alan Dale, Johnny Desmond and Don Cornell—gave WNEW disk jockey Art Ford a going over via the barber routine as thrush Jaye P. Morgan does the manipulating bit. The Three D’s have a smash in their current Coral release “Heart Of My Heart” and Jaye is riding high with her Derby recording of “Life Is Just A Bowl Of Cherries.”

THE CASH BOX

POPULAR

RAY ANTHONY—“I Remember Glenn Miller”—Capitol H476 (10” LP)
ELKIE'S TUNE; I KNOW WHY TURKISH JUNCTION; SERENADE IN BLUE;
CHATTANOOGA CHOO CHOO; MIDNIGHT SERENADE; IN THE MOOD; IDA.
With “The Glenn Miller Story” hitting the movie houses throughout the country, Ray Anthony and his band offer their interpretation of some of the Miller hits of the past. Good dance music.

EDDIE ASHMAN and his GROSSINGER ORCH.—“All Time Favorites” (De-
signer guiding)—Lion EY647 (10” LP)
SINGIN' IN THE RAIN; SEPTEMBER IN THE RAIN; SEPTEMBER SONG; MUSIKAT RAPID;
BEYOND THE SEA; T TA TO TWO; PENTHOUSE SERENADE; J' LOVE YOU.
Eddie Ashman and his orchestra ease through a series of standards tailor made for dancing. A pretty selection of favorites in various tempos; rhumba, fox trot, etc.

PAUL BRITTEN and his Orch.—“The Wonderful Walters of Richard Rodgers”
—LPM E1557 (10” LP)
LOVER; CARDUSI; WALTZ; FALLING IN LOVE WITH LOVE; OH WHAT A BEAUTIFUL MORNING;
THEY SAY IT'S SPRING; OUT OF MY DREAMS; IT'S A GRAND NIGHT FOR SINGING;
I'M IN LOVE WITH A WONDERFUL GUY.
A lovely array of Richard Rodgers' waltz hits from his musicals of the past and present and united in a delightful album by Paul Britten and his orchestra. A treat for the waltz lover and Rodgers fans in one.

RALPH FLANAGAN ORCH.—“Dates With Ralph Flanagan at Frank Dailey’s Meadowbrook and the Hollywood Palladium”—RCA Victor LPM-3171 (12” LP)

BUDDY MORROW ORCH.—“The Big Beat” featuring Frankie Lester—RCA Victor LPM 3135 (12” LP)
FLANAGAN: COCOA FOR TWO; HEADROOM WISE; LOVE IN BLOOM; STUDY IN BROWN; TENDERLY; PALLADIUM PUNCH; HANDS ACROSS THE TALE; SATAN TAKES A HOLIDAY.
MORROW: SOME OF THOSE DAYS; MEMPHIS DRAG; BEALE STREET MANIA; SPEAK LOW;
THE RAIN AND MELONCHOLY CORNER CORNER; CONFESSIN' THE BLUES; I AM AN ITALIAN;
RCA Victor plants Ralph Flanagan and buddy Morrow back to back on a single 12” LP with their instrumental styling of some olds and originals. Some numbers feature vocals but album consists mainly of instrumentalists. Sure shot material for the fun of the big band.

CLAUDE GORDON ORCHESTRA—“Claude Gordon His Trumpet and Orchestra”—EP-CG-20
RED RIVER VALLEY; PIPER HEIDSIECK; GRANDFATHER'S CLOCK; THE WE.
Claude Gordon takes the spotlight as he offers some trumpet fashioning against a smooth setting of the orchestra. A good variety of tempo’s. “The We” features a vocal by the Morgan Sisters.

THE HILLTOPPERS—DEP-11009 (EP)
TIME WILL TELL; THERE IS NO GREATER LOVE; BLUE EYES CRYING IN THE RAIN;
FROM THE VINE CAME THE GRAPES.
The Hilltoppers, the group voted tops among all the vocal groups by the juke box operators of America in The Cash Box 1953 Poll, offer a most inviting selection of standards and new tunes on this EP. Jimmy Sacca is the lead voice on these numbers. Platter should enjoy a strong sale.

EDWARD R. MURROW—“This I Believe”—Columbia SL-192 (2-12” LPs)
Popular news commentator Edward R. Murrow offers an introduction to a series of personal beliefs and philosophies by 10 prominent living Americans and 10 immortals. The philosophies of the immortals were written by authorities on these people, and are recited by folk who—in the editor's opinion—best portray the characters. Guests include: Bernard Baruch, Helen Hayes, Ralph Bunche, Eleanor Roosevelt, Helen Keller, Carl Sandburg, and others; the immortals include such greats as Socrates, Lincoln, Confucius, Franklin D. Roosevelt, Benjamin Franklin and others. A definite collector’s item.

RAYMOND SCOTT and his World Famous QUINTET—Audivox EPA 1001 (EP)
BIRD LIFE IN THE BRONX; A STREET CORNER IN PARIS; DEDICATORY PIECE TO THE CREW AND PASSENGERS OF THE FIRST EXPERIMENTAL ROCKET EXPRESS TO THE MOON; SONG OF INDIA.
The Raymond Scott Quintet issues its first EP on Audivox. A wonderful teaming of three new Scott originals and the oldie “Song Of India.” The imaginative, creative genius of Scott is well portrayed throughout the disk. A sure treat for the Raymond Scott fans.

WALTER SOLEK ORCH.—“Polish Wedding Dances”—RCA Victor LPM-3145 (10” LP)
WEDDING MARCH; WILLY'S WEDDING; AT MY UNCLE'S WEDDING; LONGING FOR MY HONEYSUCKLE; THE OLD-FASHIONED POLKA; AFTER THE BRIDAL DANCE; AT THE WEDDING; WALTZ MEMORY.
Walter Solek and his crew offer a pleasing array of polka numbers and march items that should appeal strongly to the fans of this type of music. A tasteful package that should go well in certain locations.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
RENE TOUZET and his ORCH—“Let’s Mambo! Let’s Rhumba!”  (Designed for Dancing)—Lion E70015 (10” LP)
GUIN SERA, BELLA MORA; FEIÇO’S CITY MAMBO; TENDERLY; MAMBO GUAIRO;
THE CONTINENTAL; APRIL IN PORTUGAL; PIANOCONCO.
A good sampling of mambo; bolero mambo and a rhumba makes perfect material
for the lover of the Latin beat. Perfect dance material with a variety of
American hits set to a Latin kick plus some Spanish numbers.

TED TYLE ORCH—“Polkas”—(Designed for Dancing)—Lion E70015 (10” LP)
BLACK COFFEE POLKA; POLISH WEDDING; DOM DOM POLKA; SWEETHEART SCHOTTISCH;
FAJAN POLKA; JUMP TUNE POLKA; THREE CROWNS; LOW MAN ROLL.
Ted Tyle and his men send up a cluster of lively polka items that make light
and happy listening. A package that should go well in the proper locations.

JERRY WALD ORCH—“Tops In Polka”—(Designed for Dancing)—Lion E70014 (10” LP)
I LOVE POLKA; MANY TIMES, RAGS TO RICHES; EBB TIDE; THE MOON IS BLUE;
MY LOVE; YOU ALONE; CHANGING PARTNERS.
Especially designed for dancing, Jerry Wald and his orchestra deliver a packet
of some of the country’s current top hits. Most of the tunes are set to a moderate,
up-beat tempo.

JOHN WAYNE—“Island In The Sky”—Decca DL 7029 (10” LP)
Music from the Sound Track of the Motion Picture “ISLAND IN THE SKY.”
The orchestra is conducted by Emil Newman as John Wayne narrates to the
music from the sound track of the Warner Bros. flicker. An interesting story
of pilots with impressive music in the backdrop.

JAZZ
KEN CLARKE at the Piano—“Keyboard Kings”—MGML205 (10” LP)
SUNDAY, YESTERDAY; ST. LOUIS BLUES; THE LADY IS A TRAMP; RIGOLETTO;
WHEN YOUR LORRY HAS GONE; THE BLUE ROOM; TAKING A CHANCE ON LOVE.
Ken Clarke offers his interpretation of some of our great waltzes as he sits
at the keyboard. A good variety of music on the blue side, the jump side and
the soft side. An exhibition of fancy fingerling.

PREACHER ROLLO and his FIVE SAINTS—“At The Jazz Band Ball”—
MGML217 (10” LP)
AT THE JAZZ BAND BALL; FROZEN FEET; THE WOLVERINE; PANAMA; A GOOD MAN IS HARD
TO FIND; THE DIXIE STRAIN; THE MEMPHIS BLUES; TIN ROOF ROLL.
An assortment of rag-time Dixieland favorites are fashioned by the Five Saints
with Preacher Rollo taking the lead. Rip roaring music for the Dixie lover.

SAMMY SPEAR and his SOCIETY EIGHT—“Tin Pan Alley Favorites”—
Mercury MG56177 (10” LP)
BEATLES KNEE; WATERMELON; TICKLE THE IVORIES; WHIP AND SPUR; GENTLE, KNOCKOUT
DROPS; ARIA; LIZY’S WEDDING DAY; SUNSHINE OF YOUR SMILE; ANIMAL CANTONNEX;
KING OF RAGS; ALCOHOLIC.
The Sammy Spear Society Eight offers a jazz styling of tunes from 1902 to
1925. A lively presentation of colorful tunes.

SHOW ALBUMS
“KISMET”: featuring Alfred Drake, Doreta Morrow, Joan Diener, Henry Calvin,
and Richard Kiley. “A Musical Arabian Night”—Columbia ML 4850 (12” LP)
Alfred Drake and the original cast of the current hit Broadway musical
“Kismet” present the array of new songs from the show. The current pop
hit “Stranger In Paradise” is lovely listening in its original form. A natural
for the collector of show scores. Enjoyment from beginning to end. Should
enjoy a healthy sale.

CLASSICAL
RICHARD ELLSASSER—“Charles Marie Widor Symphonies for Organ”—
MGML3055. Symphony No. 6 in G Minor, Opus 42 (12” LP)
MGMM releases its sixth in a series which when completed will encompass
ten of the famous Charles Marie widor symphonies for solo organ. Richard Ellsasser,
young organist, with the aid of the recently discovered electronic development,
Dynamic Accento, produces a rich and colorful interpretation of the organ
symphony.

IZLER SOLOMON—Aaron Copland “Music For The Theatre” and Kurt Weill
“Kleine Dreigroschenmusik” (Suite from “The Three Penny Opera”—MGML
3056 (12” LP)
For his first MGM recording, Izler Solomon conducts the melodic works
of two contemporaries, Aaron Copland and Kurt Weill. Both composers,
whose youthful writings were colored by the jazz of the 1920’s, present Solomon
with delightful and light works. An extremely intriguing bit is the “Burlesque"
portion of Copland’s Music For The Theatre.

RICHARD ELLSASSER—Julius Reubke’s “Sonata On The 94th Psalm” and
Alexandre Guilmant’s “Sonata No. 1 in D Minor, Op. 42”—MGML3078 (12” LP)
Richard Ellsasser pairs Reubke’s Sonata with Guilmant’s Sonata. The
resulting effort will delight lovers of the organ.
Bobby Shad Returns To Mercury

NEW YORK—Bobby Shad has left Decca Records to return to Mercury. He had joined Decca several months ago to head up the diskery's Rhythm and Blues department. In his new capacity at Mercury, it was announced by Art Palindor, Shad will not only be in charge of R&B, but he will also develop the firm's new jazz field. A separate name will be given to the jazz label, but the name has not yet been determined. It will replace “Jazz At The Philharmonic,” which was formerly associated with Mercury and now is an independent. Shad will find the artists, record them, and perhaps eventually even take them out on the road as entertainment units.

No Strike: Petrillo And Diskeries Settle

NEW YORK—There will be no recording ban. The AFM and the record companies came to an agreement last week, it was announced by Milton Rackmil, president of Decca, and Caesar Petrillo, head of the union. While the terms haven't been officially announced because the agreement was on a verbal basis and hasn't as yet been put into contract form, it was reliably reported that the increase will pertain only to the trust fund and will be determined by how much a firm paid to the trust fund last year and how much it paid to musicians. Otherwise current recording procedure will not be changed. A session will still consist of 4 sides and the cost per musician will remain the same.

The contract will run for five years but the hike in the trust fund will be in two installments. The first goes into effect immediately while the second goes into effect two years from now.

The settlement ends the threat of a recording ban which had hung over the industry for months. Because of the death of Petrillo's right hand man, negotiations did not begin until the middle of December and when they broke down just before Christmas, there was a rush to record on the part of all companies in order not to be caught short in the event that a strike occurred.

At the present writing almost every diskery is well stocked with masters which were intended as insurance against a possible strike but in the light of the settlement, it may be a long time before many of them reach the market.

Griffith Strikes Gold With "Football" Disk

NEW YORK—Andy Griffith, who a month ago was a total unknown, has skyrocketed into the entertainment picture since his recording of “What It Was Was Football”.

Griffith, whose disk is being issued by Capitol, was the first artist which the diskery signed up under its new personal management policy and the results seem to be electrifying.

Dick Linke, who's in charge of the management end for Capitol, has signed the artist with the William Morris agency and the officials of that agency are reported to be going all out on him. Already he is slated for four appearances on the Ed Sullivan TV show at $1000 a performance for the first two and $1500 for the second two.

In addition a great promotional campaign is in the works with stories set in Time, Newsweek, The World Telegram, Earl Wilson's column and others.

At the request of Governor Byrnes of South Carolina, Griffith will entertain at the opening of both houses of the state legislature this week. And on January 26, he will be a guest at the Quarterback dinner in Charlotte. Capitol is releasing his second disk, “Romeo And Juliet” this week.

Bell Signs Dorsey's

NEW YORK—Tommy and Jimmy Dorsey have signed a contract with Bell Records, the newly organized low-priced label. While all details have not yet been announced, the deal is unique in that the artists retain control of the masters. It is reported that a substantial guarantee is involved also.

ONLY OUT 2 WEEKS AND BREAKING WIDE OPEN

Coast to Coast .........

Coral Records No. 1. Seller...

TERESA BRENTER

"Our Heartbreaking Waltz"

CORAL-61066

Sure to sell a million

“It’s What’s in THE CASH BOX That Counts”
Starr of the Juke Box

LONDON—Cap thrash Kay Starr lends a listen to the newest British juke box—set up in the lobby of the London Palladium where she did a boff two-week p.a. Helping her select one of her own 16 Capitol records on the music maker is Cap’s European representative, Bob Weiss. The juke box attracted great attention as it marked a first in the annals of the Palladium for music machine to be installed in the lobby. The phonograph is the new “Music Maker” manufactured by the Ditchburn Equipment Co. of Blackpool, England.
First New Year visitor to those shores arriving at London airport on Tuesday 5th January at 9 a.m. is that popular recording star Rosemary Clooney. She has been in a sort of delayed honeymoon for the Ferrers who are really going on a European tour. But I can tell you that we're in for a treat, as Rosey has agreed to appear on TV where she has been given the single show and will guest with the BBC Show Band on January 11th who knows? Maybe we'll be lucky to have Rosey back after this day for a Palladium appearance. I'll let you know next week after we've met. In the meantime Joe Shribman is busily getting things organized.

Had an invitation to attend the opening of the new Studio 51 Jazz Club which was formally opened by Count Basie of Kansas City, and marked the debut of the new Ken Moule Band. Quite a great deal of movement at the studio—Continuing with stars coming and going all over the place. The Coronets (British vocal team) off to Copenhagen for a month's engagement. Sparrows from Sarah Vaughan Towersh, and marked the debut of the new Ken Moule Band.

1. Oh, My Papa (Ed Fischer)
2. Change Partners (P. Page)
3. Heart Of Heart (You)
4. Heart Of My Heart (Dean Donald)
5. Oh, My Papa (Ed Fischer)
6. Change Partners (P. Page)
7. Heart Of My Heart (Dean Donald)
8. You Alone (Papa Coma)
9. That's Amore (Dean Donald)
10. Grazia

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8. You Alone (Papa Coma)
9. That's Amore (Dean Donald)
10. Grazia

Sandy Singer KCR—Cedar Rapids, Iowa
1. I Saw Mommy Kissing Santa Claus
2. Answer Me
3. Swedish Rhapsody
4. Il Bacio
5. Riccobet
6. Rags to Riches
7. When You Hear Big Ben
8. If You Love Me
9. Oh My Papa
10. Vaya Con Dios.

Earle Pudney WGY—Schenectady, N. Y.
1. Stranger In Paradise (4 Acres)
2. Heart Of Heart (Dean Donald)
3. Heart Of My Heart (Dean Donald)
4. Heart Of Heart (Dean Donald)
5. Oh, My Papa (Ed Fischer)
6. Change Partners (P. Page)
7. Heart Of My Heart (Dean Donald)
8. You Alone (Papa Coma)
9. That's Amore (Dean Donald)
10. Grazia

Reprinted as exactly as submitted by leading disk jockeys throughout the nation for the week ending January 9 without any changes on the part of THE CASH BOX.
### Record Sales For Disk Industry

**Upped 12% In 1953, Manie Sacks Reports**

**Table: Record Sales**

<table>
<thead>
<tr>
<th>Label</th>
<th>Sales 1953</th>
<th>Sales 1952</th>
<th>Change</th>
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</thead>
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<tr>
<td>RCA</td>
<td>300,000,000</td>
<td>250,000,000</td>
<td>20%</td>
</tr>
<tr>
<td>Victor</td>
<td>200,000,000</td>
<td>150,000,000</td>
<td>33%</td>
</tr>
<tr>
<td>Decca</td>
<td>150,000,000</td>
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<td>50%</td>
</tr>
<tr>
<td>Columbia</td>
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**NEW YORK—**The phonograph record industry, after closing out a year which saw sales soar an estimated 12 per cent, is looking ahead to a similar increase in 1954 that would push volume to a new high of more than $250,000,000.

All levels of the record trade, according to Manie Sacks, vice president and general manager for RCA Victor Records, have benefited from the increased number of multiple-speed turntables in use, by the rapid acceptance of 45 rpm Extended Play recordings, and by the heightened interest in records generated by high fidelity sound.

Emphasizing that RCA Victor Records' sales in 1953 outpaced the industry's rise and registered a gain of more than 20 per cent over the preceding year, Sacks cited these achievements in the company's progress over the past 12 months:

1. A steady succession of "hits" in the popular music field, including four releases ("Don't Let The Stars Get In Your Eyes," "I'm Walking Behind You," "You, You, You," and "Oh! My Pa-Pa") which topped the million mark in sales.

2. Outstanding special packages like the combining of a work of art with a book and the art in the "Pine and The Fountain of Rome" and the Glenn Miller Limited Edition album, which will rack up the unparalleled retail volume of $250,000,000.

3. "Christmas—all—Summer" sales due to special merchandising programs and other long-range plans to insure dealer traffic during the trade's busy slow season.

Turning to the outlook for 1954, Sacks stressed that further advances in packaging can be expected to increase the trend toward "super market" merchandising of records.

The old library type of dealer operation is rapidly giving way to self-service selling," he said, adding:

"Development of the market for Extended Play recordings—which is running parallel to consumer demand for the new-speed turntables—has brought sales past the 12,000,000 mark since the EP's were introduced by RCA Victor 13 months ago.

Noting that high fidelity helped to create a "favorable record buying climate" during the final 90 days of last year, the RCA Victor executive said that "it will continue to remain as a sales catalyst for the industry because it means better sound and increased musical enjoyment for the public."

Looking ahead five years, Sacks believes that record sales will exceed $200,000,000 annually. By 1960, he predicted, the effect of a vastly increased teen-age population—expected to rise more than 50 per cent over 1950 due to the stepped-up birth rates of the World War II period—will represent a huge market for new records of all kinds.
Best Selling Records
FROM MORE THAN 15,000 RETAIL OUTLETS!

- Indicates were known in order of their popularity based on a continuing weekly
  tabulation. The best-selling records of the week are listed below. Each listing
  includes the name of the song, record number, label, and time on the record.
- Indicates those were known in order of their popularity based on a continuing weekly
  tabulation.

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Record Number</th>
<th>Label</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Are You Looking For a Sweetheart?&quot;</td>
<td>Kitty Kallen</td>
<td>DE-29894</td>
<td>Decca</td>
<td>9.4</td>
<td>9.3</td>
<td>9.2</td>
<td>9.1</td>
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<tr>
<td>2</td>
<td>&quot;It's a Lovely Night&quot;</td>
<td>Kitty Kallen</td>
<td>DE-29894</td>
<td>Decca</td>
<td>9.3</td>
<td>9.2</td>
<td>9.1</td>
<td>9.0</td>
</tr>
<tr>
<td>3</td>
<td>&quot;I've Got a Bag of pretending for You&quot;</td>
<td>Kitty Kallen</td>
<td>DE-29894</td>
<td>Decca</td>
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<td>4</td>
<td>&quot;I'm Your Kind of Gal&quot;</td>
<td>Kitty Kallen</td>
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<td>&quot;I'm Gonna Get A Million&quot;</td>
<td>Kitty Kallen</td>
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This week's best buy and coming up in the trade:

- "Are You Looking For a Sweetheart?" by Kitty Kallen

—The Billboard

published by

GALVERT MUSIC CO., INC.
3500 POWHATAN AVE., BALTIMORE, MD.
**Tiffany Set To Record Newcomers**

CHICAGO—Scheduled for recording sessions at Tiffany Records are Clark Dennis, Carl Ravazza, Kitty Crawford, Kay Davis and Pat Scott. Dennis is the only member of this group already recorded by Tiffany with "You And Your Smile" following strong after "Granda." Meanwhile Guy Cheryan, introduced by Tiffany, is pushing "Song of the Shirt" and "Don't Ever Say Goodbye" in his New York night club debut at La Vie En Rose. Booked to open with Pearl Bailey on Jan. 5, Cheryan stepped in on the 3rd following Julius La Rosa and clicked big when Pearl's opening was postponed until Thursday following her pianist's injury. Cheryan was saluted on George Jessel's TV "Comeback Story" and is booked for additional network TV during his stay.

Tiffany president Harry E. Doney announces the addition of two musical conductors to the firm's staff. Joseph Gallicchio of Chicago and Jacques Dallin Belasco of New York. Both have important roles in Tiffany's 1954 plans. Gallicchio, musical director of NBC's Chicago and Central Division for the past 9 years, also has a varied back- ground in popular music, having had several dance orchestras. He has made a brilliant mark in classical music since he first played violin with the Minneapolis Symphony Orchestra before coming to NBC in 1932 as staff conductor.

**Coral Signs Johnny Parker**

NEW YORK—Bob Thiele, A and R head of Coral Records has signed Johnny Parker to a record contract. Parker has been the vocalist with Hugo Winterhalter on Victor for the past two years. Also prolific as a writer, he has to his credit, "I Wanna Love You," an tune which was recorded by Kay Starr, "Can't Beared To Laugh Anymore" and many others including "The Way I Feel," which is currently creating noise via the Capitol wing of the Four Knights. Parker will be managed by Mike Stewart who also handles the Four Lads. As yet no agency deal has been set.

**M.I.A.—The Singing Rags, Miss Patti Page, visits with Miami's popular late night disk jockey, Julian Silver. They are discussing Patti's bits on The Cash Box sales chart which is the sole program material for the dj's late night show on W.M.E.**
**THE CANADIAN CIRCUS**

TOBRINO TOPICS:

Canadians continue to get breaks at the Casino Theatre and it is paying off for the Variety House as well as the performers, as the localities turn out to see them. Bruce Davis, a local boy has been held over for an extra week, appearing again this week on the Bill headlined by Columbia Record's Jimmy Boyd. The Bill is round out by another native act, The Canadiacres, a fast climbing vocal quartet that seems to be headed for the top. This week's headliner at the Colosium is "Sugay" Ray Robinson backed by the Earl "Fatha" Hines sextet, which is a good way to start the New Year. CFRB's Wishart Campbell on a five-day tour of central Ontario, in advance of the release of Frosio Gregory's Garrattian platter of "Driftdown," which Wishart penned. . . . Chief McKay's CBC folk-favored Saturday Night TV show goes commercial, sponsored by Canadian Canners . . . RCA Victor is King George that will continue to be featured with his fine fiddle work. . . . Norman Campbell, CBC-TV Producer has a potential hit in his ballad, "It Happens" which has caught the fancy of some of the American & British. No pun intended but "It Happens" could happen. . . . Denny Vaughan back in town after a New York visit and again about the biggest musicmaker in these parts. . . . Arlie Duff's Sunday platter of "Y'All Come" is now released in Canada on a Quality label and seems geared for a big share of the Canadian business on this tune which Arlie originally introduced. . . . Anon Regan and his brother Bob off to the west coast. They spent holidays visiting the local folk artists and DLP and expect to be back in eastern Canada next Spring. . . . Cal Jackson Trio back by public demand at the Park Plaza Hotel. This quick re-booking will probably develop into another lengthy stand as Cal and the boys are solid draw at the Bloor Street Bistro. This column is mighty pleased to see its prediction coming true as the Jackson (RCA Victor) platters catch on here and in the U.S. . . . Eddie Mezler and his Rustic Ramblers (Apex Records) again held over at the Bermuda. Eddie's current release "The Light In My Heart" clicking with the folk platter spinners. . . . Handley Mezler on a two-week stay in New York. Rumor have it that his song "Let Me Be Your Darling" will soon be released on a major label in the U.S. and Canada. It's an infectious tune that could break wide open judging by the Canadian airings we've heard of it . . .

**MONTREAL MEMOS**

Felix Knight currently at the Normandie Room of the Mount Royal Hotel. Jeni James at the Seville Theatre and drawing very good business supported by Gary Morton. . . . The Ritzy Carlton Hotel may be establishing a new policy with the booking of Trudy Richards into the Ritzy Cafe. She is the first recording artist to play this establishment which usually uses Continental artists. Her reviews have been very good and may encourage this location to use more label names. . . . The Magnto-phonics have been working in the Montreal area and are now back in the Vermont Motor for an extended engagement. . . . Latin Quarter resumes its jazz policy and has booked in the Salt City Five, a Dixieland group on their first tour. . . . A Friday evening show. . . . George Taylor Maritime representative for the Gold Disc Record Company, in town seeing old friends prior to returning to Halifax. . . . Country music enthusiasts anxiously awaiting Carl Smith's opening at the Seville Theatre January 21st. . . . The Hayley Bros. and Mary Lou starting their 14th week at the Monterey. With the way business has picked up in the city, they may beat their own record at the location. On their last booking in this spot, they stayed for 23 weeks. . . . The Tune-Up Boys are due back from the U.S. and winning the Beaver Club, Monday, the 11th. . . . The AFM-AVGA has the local club owners disturbed. If this develops into a full blown fight, the club owners will have a difficult time maintaining the quality of their shows. According to the latest news, the AFM intends to boycott AGVA acts after January 17th with the exception of acts playing any clubs where the band is on contract, in which case, the musicians may play for the acts until the termination of their contract.

**RCA Victor Plans Country Caravan**

NEW YORK — A record company first has announced this week by RCA Victor's country and western division, plans have already been approved to take top RCA country and western artists on the road for a series of one-nighters. The tour will be a round-up of the best in country and western music and will be held over until the end of February or the early part of March. Contracts have been signed with Col. Parker, who incidentally, will do the booking. Masteryrning this "Country Caravan" will be veteran manager and booking, Col. Tom Parker, RCA Country and Western Sales Manager, Bob McGuckey and A & R head, Steve Schenker. The itinerary is still under wraps about the end of February or the early part of March. Contracts have been signed with Col. Parker, who incidentally, will do the booking.

Irv Katz To Join Record Corp. of America

NEW YORK — Irv Katz will join Eli Oberstein of the Record Corporation of America, New York City. He will head the Victor's Country, Allegro and Varsity records on January 19th. The three firms deal in classical and light orchestral merchandise sold at competitive prices in the Victor's LP Field. Katz joins the firm as sales manager.

For the past three and a half years, Katz has been sales manager of The Children's Record Guild and Young Pioneers. Attry's Columbia sales manager of Apollo Records for four and a half years.

**GAC Signs Mozian Band**

NEW YORK — Howard Sinnott, one-night booker of General Artists Corporation's Dance Bureau, and an enginer of Roger "King" Mozian and his orchestra, to an exclusive contract. The band consists of 3 trumpets, 3 trombones, 5 sax, piano, bass and drums. Releases on records on GAC Label. The sides playing the trumpet, Roger will offer various dance routines with a young vocalist.

The band will not go out on the road until the end of the month. In the interim, his personal manager, Phil Rindone, together with GAC, will go all out on promoting the band. To date, Roger and Rindone have personally visited 900 disk jockeys in 65 cities and are planning to cover another 50 cities in the next two months. In addition, they have sent out by direct mail, 41,000 brochures and pamphlets to various types of schools, colleges and home promoters.

Scott Cuts 14 Sides

NEW YORK — Tony Scott, clarinetist, saxophonist and singer, cut 14 sides last week for Coral and Brunswick, covering a period of this group's entire repertoire. He has also recorded several sides with a big band, scheduled for a release by Brunswick label on January 20th.

**Audiovox Enters LP Line**

NEW YORK — Audiovox Records is entering the Long Play field with a 10" disk featuring Raymond Scott playing seven original compositions and one standard. This will be the first in a series of LPs which are being prepared for future release.

Leonard Wolf, Audiovox exec, reports a steady sale on the current release of "Bird In The Bower, Country Corin Part II," which includes "Bird In The Bower, Country Corin Part I," "Dedication Piece To The Crew And Passengers Of The First Experimental Flight To The Moon" and "Song Of India."

As a result of the popularity of this EP, these four sides will be included in the new Long Play release. The additional numbers being prepared to fill up the complete program are as follows: "Highland Swing" (orchestra), "Honest," in unison (orchestra), "Ectoplasm" (Quintet), and "Snake Woman" (Quintet). The package will sell for $5.00.

"Highland Swing" coupled with "Honest In Unison," featuring Pacific Scott full orchestra will also be available as a single record release on both 78 and 45 rpm.

**Diskies Top On Easter Tune**

NEW YORK — "Easter Morning," a potenot entry in the 1954 Easter tune field, will be available in the Easter week at three different markets. The tune has already been waxed by Rusty & The Biscuits, released by Gene Autry for Columbia. The Draper version will be released by Mercury on its pop, country and kiddie labels, and similar merchandising is likely for other labels.

The tune, which was cled by Mary-Alice Ruffin and written by June Wishnisky, is marked by Autry, that it embodies the religious spirit of Easter as well as the more popular kiddie and country elements.

"Easter Morning" is published by Bill E. Darr featuring Public-Song firm. Other waxes are currently being set on both pop and kiddie labels.

**A Newcomer's Dream**

BOSTON — Here's a story about a record promotion that paid off in dream fashion for one artist:

A young New York City, Waltz-ton-born singer, recorded "Farewell To Arms" on Jubilee label and was signed by Boston to try to start the platter through the disk jockeys.

About two months of intensive play, the recording caught the fancy of Roy Gill, owner of Totem Pole Ballroom, in Newton, Mass., who booked Dean for three nights as an added attraction to his regular house band, starting New Year's Eve.

Gill was so pleased with the reaction that he decided to try to book Dean in neighboring Portland, Maine, that he immediately arranged for Dean's return next Friday and Saturday after two weeks of touring in the Boston area, that Dean would be the first solo appearance since joining the Robert Shaw Choir. Dean's appearance was more than well received by the Mello-Larks.

It's "The Cash Box"
Peer International Honors Bob Gilmore

NEW YORK—Peer International Music Publishing will hold a dinner at the Hotel Astor in this city, on January 15 in honor of Bob Gilmore, manager of the country and western division of the publishing. The dinner is a celebration for the twenty-five years that Gilmore has been with the firm.

Mr. and Mrs. Ralph Peer will fly in from California to attend the dinner.

Contractors Book Ward’s Dominoes

DENVER, COLORADO—As a result of their successful opening at the Wollhurst Country Club in Denver, Billy Ward and his Dominoes quartet have been booked to appear at the Colorado Contractors Association convention also in Denver late this month.

Currently held over at the Wollhurst, Ward’s group was heard by MGM talent scouts who’ve started negotiations with their manager, Rose Marks, for them to appear in a future musical comedy.

Sons Of Pioneers Join Coral Roster

NEW YORK—In a further move to strengthen the Coral label in the hillbilly and western fields, Bob Thiele announced the signing of the Sons of the Pioneers. Their first record date was held January 4th.

This new gives the Coral label a roster that includes, along with the Sons of the Pioneers, Jimmy Wakely, Tommyrcodee, “Texas” Bill Strength and Tabby West.

Kaye’s “Why” Becomes “Y”

NEW YORK—Title similarity with current pop tunes has forced bandleader Sammy Kaye to switch titles on his latest published song. Originally titled “WHY”, Kaye switched to the phonetic “Y”. The waxing was released by Columbia Records last week.

Rose Bowl Kings

PARADISE, CALIF—Bob Manning, (center) who performed at the Tournament of Roses parade the day of the Rose Bowl game, January 1, is shown chatting with General Dean and his wife, Dean was the guest of honor at the festival. Manning’s latest Capitol release is “Venus Di Milo” b/w “You Made Me Love You”.

Picking Up Music

NEW HAVEN, CONN.—Bob E. Lloyd, zany deejay at WAVZ, New Haven, claims he is “taking up” music. “And when I take it up, I ain’t kidding,” says Lloyd. The morning man who gave ski train news when the temperature hit 100 degrees, etc., claims “playing the instrument is easy. It’s picking it up that takes practice.”

Meeting Dates Of Music Operators’ Associations

Jan. 12—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).

Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.

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

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

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).

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

Place: Big Pete’s, 5001 Lover’s Lane, Dallas, Tex.

Feb. 1—California Music Guild
Place: 311 Club, 311 Broadway, Oakland, Calif.

4—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General).

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

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

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

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Judson 6-2440
in Chicago
Dixon 2-0845
in Los Angeles
WEBster 1-1121
Capitol Fetes "King" Cole

HOLLYWOOD—His 10 years under the domed label was the occasion of a recent party given for Nat "King" Cole (right) by Capitol Records. Chatting with Nat in Chasen's Restaurant, scene of the party, are (left to right) Alan W. Livingston, Capitol vice president in charge of artists and repertoire; Peter Potter, emcee of ABC-TV's popular "Juke Box Jury." Glenn E. Wallis, president of Capitol who discovered Nat and signed him to the label, and Al Jarvis, veteran Los Angeles disk jockey (KFVB).

Benson Hits Hot Sellers

CHICAGO—Al Benson, noted deejay of Station WGES, has heard the hot new Capitol releases, and he thinks they are going to be a hit. Benson, who has been with WMCA for 10 years, has been on his way from the top spots on all charts with these two new releases.

"Sales here in Chicago passed the 7,000 mark the very first week," he continued, "and recorders which we have received from all over the country, where first orders were filled, cover us at WMCA Records that we have two hits that are riding for the No. 1 spots in all the charts."

Bob White And Bert Siegelson
Up-dated At WMCA

NEW YORK—Bob White, former WMAA Disk Jockey of WMCA in New York, has been promoted to the Sales Department of WMCA. White has been with WMCA since 1935 with the exception of four years during the war when he served as a Captain in the air force.

Bert Siegelson, formerly assistant to Bob White, will succeed him as top man in the WMCA Record Library. Siegelson has been with WMCA for 18 months and formerly served in a similar capacity at WVNJ in Newark.

Seymour Announces Pop Poll Winners

DETROIT—Robin Seymour, popular WMH disk jockey, announced last week the results of his fifth annual popularity poll of recording artists.

His listeners voted Frankie Laine—Top Male Vocalist; Patrice Page—Top Female Vocalist; Four Aces—Top Vocal Combination; Ray Anthony—Top Band. As the New Star of The Year, Detroit fans elected through Bunny Paul, who created a heap of noise in Detroit with her Dot record of "Magic Guitar."

Bunny Paul recently signed a contract with Essex Records and is scheduled to release her first platter for the diskery next week.

Dot Blues Disk Hits

BALTIMORE, MD.—Dot Records release "Darling Dear" by the Counts, broke out in a big way in the Baltimore rhythm and blues outlets with 4000 records sold in one week and several thousand back ordered.
Stars Over Harlem

Doo-jay Jack Walker and lovely Georgia Carr started the new year's off in slam bang fashion by honoring the whole cast of the current Apollo Theatre review which spotlights ex-champ Joe Louis, Leonard Reed, The Revalaires, The Asia Boys, Colos and Atkins, and the terrific new and exciting band of veteran handmaestro Lucky Millender, at last Monday's party night festivities, and some of the greatest names in the business were on hand to say hello to this stellar group of performers. Seen scuttered about the jumping joint were record stars Joe Carroll, Billy Valentino, Betty de Quincey, Emmitt Davis, Johnny Hartman and swingational pianist Beryl Booker whose exciting trio treks abroad comes next week for two solid packed months. The disc jockey department was well represented in the persons of Bill Cook, Hal "Doe" Wade, Leigh Raaman and Phil Gordon. Chanced to meet tenor saxophonist Henry Coker of the hard hitting Count Basie aggregation who are currently keeping things good and groovy at Birdland and learned that this wonderful group just cut eight sparkling sides for a new LP which we're due to hear pronto. "...Body and Soul b/w Yesterday" with Sarah McAllister Tri featuring the soothing violin works of Richard Otto just great. ... Working like a Trojan is Connett salesman Marty Goldstein with the new Charlie Barnett release "Boke Of Comvary b/w There's No One But You." ... Harlem playing over and over again Georgia Carr's great Capitol record of "Softly," and it couldn't happen to a nicer person. ... A pleasure it was indeed to chat with dependable Essex record distributor Joe Cohen and to pick up a few new bits of record knowledge. ... Blumnote Records Al Lyons hitting Harlem hard and heavy with a new easy to take LP. The first highlights the golden toned baritone sax of sparkling newcomer Lou Donaldson, bright new trumpet star Clifford Brown, pianist Elmo Hope, drumming Joe Jones of Philly and the steady-thud-thud of bassist Percy Heath. ... Jubilee record label Edna McGriff (she Jack Walkers wailing little protege) just back from two nicer than nice weeks in Bermuda. ... Sugar Boy's "I Don't Know What I'll Do b/w Overboard" is as welcome in the uptown area as Santa Claus. ... Capitol salsamen Joe Maitone and Tony Cassese were plugging away like mad at the jocks with Frank Sinatra's melting new album entitled "Songs For Young Lovers," Jackie Gleason's "Tawney and Nat (he's the king of Cale's)" very touching rendering of "Why b/w Answers Me My Love," ... Catching on and spreading like a wild fire in the autumn season is disc-jockey-writer Joel Turner's Sunday's sessions over at WNJR, which each week guest one of the big names in the business. ... Into the Apollo comes music master Joe Morris. Cash Box poll winner Faye Adams, Al "I Had A Dream" Savage, Mr. Stringbeans and the whole Herald record crew. ... Frig Vote, just thought you'd like to know that Joe Grippo has flooded the Harlem juke boxes with Johnny Ace's "Saving My Love For You." ... Spud Cook Willis bagging and all, racing like a tornado on the looe to catch the next train leaving for Chicago and vicinity. ... Harlem just adores Mary Ann McCaffree's crass vocal stylings on "Detour Ahead" and "I've Got The World On A String."
**THE CASE BOX**

**in PHILADELPHIA**

1. **EL BAION**
   Joe Louis (Tico 206)

2. **I’LL BE TRUE**
   Faye Adams & Joe Morris (Herald 419)

3. **MARIE**
   Joe Turner (Atlantic 1003)

4. **RAGS TO RICHES**
   Dominos (King 1260)

5. **I’M JUST YOUR FOOL**
   Fats Domino (Mars 5120)

6. **SAVING MY LOVE FOR YOU**
   Johnny Ace (Duke 110)

7. **PINE PONG**
   Tiny Bradshaw (King 4682)

8. **SUNDAY KIND OF LOVE**
   B. B. King & Kings (Joe 230)

9. **LOLLY POP**
   Oscar McKenzie (Modern 950)

10. **EBB TIDE**
    Job Spots (King 1297)

**in LOS ANGELES**

1. **HONEY HUSH**
   Joe Turner (Atlantic 1001)

2. **MONEY HONEY**
   Drifters (Atlantic 1005)

3. **RAGS TO RICHES**
   Dominos (King 1260)

4. **I’M JUST YOUR FOOL**
    Fats Domino (Mars 5120)

5. **SAVING MY LOVE FOR YOU**
    Johnny Ace (Duke 110)

**in ST. LOUIS**

1. **HONEY HUSH**
   Joe Turner (Atlantic 1001)

2. **MONEY HONEY**
   Drifters (Atlantic 1005)

3. **RAGS TO RICHES**
   Dominos (King 1260)

4. **I’LL BE TRUE**
   Faye Adams & Joe Morris (Herald 419)

5. **YOU’RE SO FINE**
   Little Walter (Checker 786)

6. **SWEETNESS**
   Grand Record No. 101

**in DALLAS**

1. **THE THINGS THAT I USED TO DO**
   Guitar Slim (Speciality 462)

2. **I’LL BE TRUE**
   Faye Adams & Joe Morris (Herald 419)

3. **BLIND LOVE**
   B. B. King (KRM 955)

4. **I WANT TO THANK YOU**
   The "J" Blues (Apollo 469)

5. **EVERY NIGHT IN THE WEEK**
   Christine Kittrell (Republic 7045)

6. **TV MAMA**
   Joe Turner (Atlantic 1016)

7. **YOU’RE SO FINE**
   Little Walter (Checker 786)

8. **I WANT YOU TO BE MY BABY**
   Louis Jordan (Decca 20895)

9. **MAD LOVE**
    Muddy Waters (Chess 1500)

10. **RAGS TO RICHES**
    Dominos (King 1260)

**in NASHVILLE**

1. **MONEY HONEY**
   Drifters (Atlantic 1003)

2. **I HAD A NOTION**
   Fats Domino (Herald 417)

3. **HONEY HUSH**
   Joe Turner (Atlantic 1001)

4. **RAGS TO RICHES**
   Dominos (King 1260)

5. **YOU’RE SO FINE**
   Little Walter (Checker 786)

6. **MY COUNTRY MAN**
   Fats Domino (Chess 7009)

7. **SOMETHING’S WRONG**
   Fats Domino (Imperial 623)

8. **DRUNK**
    Guitar Slim (Speciality 462)

9. **HONEY HUSH**
    Joe Turner (Atlantic 1001)

10. **YOU’RE SO FINE**
    Little Walter (Checker 786)

**in RICHMOND**

1. **I’LL BE TRUE**
   Faye Adams & Joe Morris (Herald 419)

2. **RAGS TO RICHES**
   Dominos (King 1260)

3. **MARIE**
   Joe Turner (Atlantic 1001)

4. **I HAD A NOTION**
   Fats Domino (Herald 417)

5. **MONEY HONEY**
   Drifters (Atlantic 1004)

6. **ROSE MARY**
   Fats Domino (Imperial 5161)

7. **GOLDEN TEARDROPS**
   Flamingos (Chance 1145)

8. **HONEY HUSH**
    Joe Turner (Atlantic 1001)

9. **YOU’RE SO FINE**
    Little Walter (Checker 786)

10. **SAVING MY LOVE FOR YOU**
    Johnny Ace (Duke 110)

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Joe Loco

and His Mambo Syllings

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**THE CASTELLES**

singing

“MY GIRL AWAITS ME”

b/w

“SWEETNESS”

GRAND RECORD No. 101

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

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**THE TOP TEN TUNES NETTING HEARTBEAT PLAY, COMPILLED FROM REPORTS SUBMITTED WEEKLY TO THE CASH BOX, BY LEADING MUSIC OPERATORS IN DALLAS, LOS ANGELES AND OTHER CITIES LISTED.**

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**DIST. WRITE—WIRE—PHONE FOR AVAILABLE TERRITORIES**

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**THE CASH BOX**

Page 25 January 16, 1954
BILL DAVIS TRIO  
(Oct 7073)

"INDIAN SUMMER"  (2:05)  
[Harms-ASCAP-Herbert Bill Davis puts the Herbert classic on wax via his jazz organ and comes up with an ear pleasing deck.

"THEME FROM THE JOE TYSON STORY"  (3:20)  

SPIRIT OF MEMPHIS  (Peacock 1712)

"SINCE JESUS CAME INTO MY HEART" (2:36)  

"I WILL TRUST IN THE LORD"  (2:46)  
[P.D.] The Spirit of Memphis, lead by Little Ax, blend strongly on a slow religious tune.

THE STAPLE SINGERS  (Airlift 165)

"I'M TAKING CHILDREN"  (2:55)  
[Pamlee BMI-Staple] The Staple Singers pair a middle beat gospel item rhythmically and smoothly.

"DON'T SIT DOWN"  (2:35)  
[Pamlee BMI-Staple] The reverse deck is projected in a slow wailing chant.

ROY BROWN  (King 4684)

"LETTER FROM HOME"  (2:25)  
[Lonat BMI—Roy Brown] Roy Brown sings a middle beat blues in shifty fashion as he humorously describes the contents of a letter from his woman.

"MIDNIGHT LUVIN MAN"  (2:34)  
[Lonat BMI—Roy Brown] Roy Brown does a solid job on a routine riff with the moderate tempo.

LOUISE WILLIAMS  (Apollo 451)

"THE TALKTEST MAN IN TOWN"  (2:50)  
[Beas BMI—Williams, Smith] Newcomer to Apollo shows loads of talent as she sings the infectious blues berating her man for his talky tongue. Solid sax solo in the break lends much to the track. Gal is cute and squally.

"DON'T FOOL ME DADDY"  (2:19)  
[Beas BMI—Williams, Smith] Miss Williams belts a middle tempo rhythmic jump in potent manner. An ok deck.

DON HILL  (RCA Victor 20-5551)

"OH MY PA-PA"  (2:32)  
[Sha-1-1 Bernstein ASCAP—Tyrone Parsons, Burkhard] Don Hill comes up with an alto sax reading of the current pop trumpet hit.

"DINO"  (2:23)  
[Mobile Music BMI—Don Hill] Don Hill rides a quick beat in wild fashion. The Hill sax is given strong support by the Gene Gilbeaux Quartet.

SONNY TERRY  (RCA Victor 20-5557)

"SONNY IS DRINKING"  (2:09)  
[Harshill Music BMI—Terry, Kirkland] Sonny Terry pitches another drinking entry. Terry handles the rhythmic slow blues in ok style. He pleads with his gal to let him lie down. He's had a hard day of drinking.

"I'M GONNA ROCK YOUR WIG"  (2:49)  
[Berkshire BMI—Terry, Kirkland] Terry sings a slow blues on the reverse deck with a familiar theme. He begs his gal not to leave him all alone.

LIGHTNIN' HOPKINS  (Jox 318)

"ORGAN BLUES"  (2:41)  
[Concress BMI—M. Shad] The Lightnin Hopkins guitar is omitted on this deck as the southern blues chanter finds his accompaniment on the organ. Shouter handles the vocal chores well.

"AUTO-MOBILE BLUES"  (2:41)  
[Concress BMI—M. Shad] Hopkins is in his familiar adoration again as his familiar guitar sets up the typical Hopkins feel.

MARIE KNIGHT  (Decca 43108)

"CALVARY"  (2:35)  
[Taps BMI] Marie Knight lends her full and captivating voice to a stirring middle tempo religious item. A good deck.

"GOD SPOKE TO ME"  (3:00)  
[Taps BMI] Another religious plate performed in top flight fashion by the gospel singer. Slow tune is inspiringly done.

PAUL BASCOMB  (Posest 792)

"JAN" Part One  (2:41)  
[N. Simons] The Paul Bascomb aggregation etches a fascinating slow manbo instrumental. Tempo and tune are exotically put down on wax by the smooth instrumental team and the plate is powerful enough to kick up a lead action.

"JAN" Part Two—Same comments.

SWANEE QUINTET  (Neibber 541)

"LONG AS JESUS LIVES"  (2:50)  
The Swanee Quintet collaborates on a rhythmic quick beat gospel tune and comes up with a powerful swinging item.

"JOY IN BEULAHLAND"  (2:59)  
The Swanee's perform a similar number in similar fashion.

THE WALDO SINGERS  

"JESUS PAID IT ALL"  (2:39)  
The Waldo Singers chant a slow religious item in tender and appealing fashion for about one half of the disk. It then picks up tempo and momentum.

"JESUS BROUGHT ME OVER"  (2:27)  
The Waldo performs powerfully on the flip deck as they etch a fast beat spiritual.

FLUFFY HUNTER  (Federal 12161)

"CLIMB THE WALL"  (2:20)  

"TO SAY I LOVE YOU"  (3:00)  
[Arno BMI—Canady, Ervin] Singing with the aid of an echo chamber, Fluffy performs a melodic ballad with loads of feeling and tenderness. Chorus advises lovers on the technique of romance.

ROY ELDREDGE  (Down 50)

"AIN'T NO FLIES ON ME"  (2:10)  
[Roy Eldridge] Roy Eldridge and Anita Love team up on a cute chuckle ditty that is a cross between progressive and rhythm and blues. Roy's warbling of the Louis Jordan-Louis Armstrong school and is rather reminiscent while Anita Love lends enchanting sex. A powerful first time out for Roy & R. Dickerson.

"SOMEONE TO WATCH OVER ME"  (2:50)  
[Gershwin] Roy Eldridge gives the Gershvin obale a strong reading via a talented trumpet.

THE ORIOLES  (Jubilee 5134)

"ROBE OF CALVARY"  (2:30)  
[Hill & Range BMI—Toomey, White, St. Clair, Rivers] In The Chapel and the two slider, "Mission of St. Augustine" and "Write And Tell Me Why" come up with another in the religious field, "Robe Of Calvary". The beautiful blend of voices has carried the boys into the pop field in each of the earlier releases and it is a very strong possibility that "Calvary" will also find a very strong acceptance popwise. The under lid, "There's No One But You", a slow ballad beautifully and tenderly reacted by The Orioles. It is a strong deck in itself and will provide operators and retail outlets with a two sided seller.

"TELL ME"  (2:17)  
[Don Hill] The Orioles, riding high on their successive successes, "Crying In The Chapel" and the two slider, "Mission of St. Augustine" and "Write And Tell Me Why" come up with another in the religious field, "Robe Of Calvary". The beautiful blend of voices has carried the boys into the pop field in each of the earlier releases and it is a very strong possibility that "Calvary" will also find a very strong acceptance popwise. The under lid, "There's No One But You", a slow ballad beautifully and tenderly reacted by The Orioles. It is a strong deck in itself and will provide operators and retail outlets with a two sided seller.
NEW YORK:

With the holiday season out of the way things returned to normal this week. Almost without fail, every manufacturer and distrib we spoke with this week surprised us with the sudden upsurge in bookings. Most of these were most kind regards to a "great" 1954. . .

Herald Record's three great artists, Faye Adams, Joe Morris and Al Savage in town where they opened at the Apollo on Friday of last week. Al Silver and Jack Angel took advantage of their presence in New York and cut what they call "absolutely terrific follow ups to their current hits."

Says Al, "The Joe Morris Instrumentals should stand anywhere, and I also think Al also has a great signing of Kitty Noble, the gal with the "different" voice. He plans to fly South on January 19 for a two week visit with the jocks and distracts. Right now Silver is busy planning some jazz LP's and is disked out for future releases on Columbia Records, getting a great deal and distrub reaction to his Gladys "Glad Rags" Patrick release. Opinion is as to which the side is the big one, with Lee bucking the majority and picking the jump "I'm Gonna Stop." . . ."

We strive to strung it out even more for you for "Somebody's Lyn." A tip to pop artists like Kay Starr and Sonny Gale, "Somebody's Lyn" is tailor made for you, Al. Parties who visit The Cash Box office recently in search of advice, made off with first prize at the last Apollo Wednesday Night Amateur Hour. Several B & B disc jockeys interested in the thrush. . .

George Goldman, Tico and Rama Records, still chasing the sun in Miami, Fla. (First indication we've had that the sun shines at 2 a.m. in Florida). Looks like this "Hazard" will become the biggest seller yet backed up by Tico-Rama. The disk is selling in orders of thousands, and according to Johnny Halsan of the Sunshine閃ees is to go to Columbia in the city before it finishes its run. Johnny also advises that a must for any Polka location is the Stella record "The Farmer's Daughter Polka" and "The Polka of Texas." . . .

Newly formed by Desi De Foor, Sid Prees, Village Music, returned from a trip to Boston and tells us "Gee" by the Crowns on Rama is bustin' up the staid city in little play. Rama Records getting strong orders from distrubs on "Little Daddy" by Big Bertha, Herman Lubinsky, prexy, advises he has signed two sensational spirituals, "Oh Lord" by the Banks Bros, and The Heavenlys. Freddie Mendelson, who recently joined Lubinsky's Regent label and kiddy disk department, left for Atlanta the first leg of a trip through the South to visit distributors and search out talent. . .

The Galle Agency announced the release of Happy Land's "Village Quality." This original is being cut by Carl Jackson, formerly Panama's biggest star. Other records include "Dancing in the Sunshine" by the Mountaineers and "Ain't Nobody But Me" by the Webb's. The latter's version of Gladys "Glad Rags" Patrick and her first booking may be in the Flame Club, Detroit. . .

Atlantic Records comes up with a "sleeper," the Charlie Byrd-Campbell "Last Call For Whiskey." Orders are coming in, claiming popularity is the item. Atlantic also states that while all their current best sellers showed a strong rise, "Honey Soup" and "Honey Soup" was a complete surprise. Orders and records reached the proportions set by Joe Turner's smash when it was at its peak. . .

Apollo Records released the new 7" Tico-Rama etching "I Do" and it looks like money in the bank. . .

Monte Bruce, Bruce Records, calls his new group, Don Gardner and the Royales, the boy band producer. He recently signed Lester Williams, formerly of Specialty Records, to a long term recording contract. Lester is widely known for his hit recording of his own "Jumpin' and Jivin'". Wintertime, is popular with the masses. Johnny Ace, backed by the C. C. Pinkston band, move over to Alabama and Georgia where they will play one nites throughout January. . .

Al Benson, Parrott Records, boomed, recently in New York City. Al has a Bessie Smith instrumental in "Jan" by Paul Buscomb. Tune could break out and become a big money maker.

CHICAGO:

Quite a party that Alan "Moondog" Freed held in Chicago over the weekend for performers of Stalions WJW and WWHO. Art Sheridan as well and Len and Phil Chess represented Chicago. Among other guests were Lew Tremble and his band, executive producer of Bill Randall, Leo Minta and Nat Kulkin of Ohio Record Sales, also . . .

Sarah Vaughan currently at the Chicago Thitter and singing for auditions for a recording for Universal. She's being booked by Howard. . .

The other day, Al Benson mentioned on a couple of his broadcasts that on Tuesday, the "S" Royales would appear on his show, originating from his record shop, and would be happy to sign autographs and photos, Ernie Lazarus, who has signed the Apollo label here, brought the boys, complete with 150 photographs, to Al's shop. Inside of one hour, Ernie reports, the place was a smash. Al's explanation was that it was necessary to completely empty the store for the "touring" show. He was right. It was packed with people. Certainly proving the popularity of The "S" Royales, who have had one hit record after another, the boys are really a hit with their audience. . .

Benson, he believes he has two up coming hits in "Jan" by Paul Buscomb and "Feel So Good" by the Five Thrills. Sure enjoyed watching Duke Jordan do his thing at The Lighthouse. He's really a winner. . .

SARAH VAUGHAN

"Jan" by Paul Buscomb and "Feel So Good" by the Five Thrills. . .

NEW YORK—Last week Monte Bruce had TV, radio and commercial models touring the city with Willie Winfield, lead singer of the new hit group, the Harp-Tones, who are riding high with the Bruce recording, "A Sunday Kind Of Love." The lad and lasses stopped in to meet Hal Jackson, deejay at WMAQ. From left to right we see Diana Jean Cannon, Diana Sands, Teal Joy, Bunny Blaine, Althea Johnson and Hal Jackson singing to Willie's accompaniment on the Harp-Tone's 5606. miniature harp.

LOUIS VUITTON

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Finest Custom Record Pressings That Quality Materials and Intelligent Skill Can Offer

Any Type of Phonograph Record in Shellac • Flex • Vinyl

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LLOYD PRICE

Models Promote "Sunday Love"

"It's What's In THE CASH BOX That Counts!"
Frank Walker's Second Annual Letter to Hank Williams

January 1, 1954
(New Year's Day)

Mr. Hank Williams
/o Song Writer's Paradise

Dear Hank:

From far above the skies of blue
A message seems to come from you
I'll try to do just as you say
and write you Hank, each New Year's day.

It doesn't seem possible that a year has passed since my last letter to you. But even the hustle-bustle of a discontented world can't blot out the vivid memories of last New Year's day. A bright, sunny morning, suddenly darkened by just one telephone call—the tragic thought that never again, in this world, would you and I sit down quietly for a real, old-fashioned get-together; no more 'phone calls late at night when the world was asleep. Yes Hank, it was a pretty sad morning, but then I realized something you once told me in Nashville—"God's Will is my Will"—and then I knew everything would be alright, and it has been Hank.

I could tell you about your picture appearing in thousands of newspapers; the wonderful articles the reporter boys wrote about you; those swell magazine stories; all those programs on the air and, oh yes, those thousands and thousands of letters from all over the world from little folks, just like you and I. I could tell you Hank about how your songs are played from Coast to Coast; how those two new songs mentioned in my last letter reached the Hit Parade; how the people wait for any new release that may come along. Yes, I could tell you all those things Hank because they're true, but I think I'd rather tell you how grateful we all are for those many new songs of yours which we still have for release. You'll remember I'm sure that wonderful hymn you wrote and recorded. The one you loved so much and which tells so beautifully the story of the Cross. I know you'll be happy to hear we're releasing it for this Easter season. I'm sure the angels have learned it from you and will join you in singing it each time it is played.

Yes Hank, there are so many things I could tell you but I'm sure you already know what they are. We miss you, miss you so much but we know you're happy and after all "God's Will is our Will."

So now we'll close, we won't be blue
You know this letter's just for you
I'll write each New Year's to you Hank
So 'by for now—signed your pal

FRANK WALKER

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

1. BIMBO .................. Jim Reeves (Abbott)
2. THERE STANDS THE GLASS .... Webb Pierce (Decca)
3. LET ME BE THE ONE ........ Hank Locklin (4 Star)
4. I REALLY DON'T WANT TO KNOW Eddy Arnold (RCA Victor)
5. CHANGING PARTNERS ...... Pee Wee King (RCA Victor)
6. WAKE UP IRENE ............ Hank Thompson (Capitol)
7. SATISFACTION GUARANTEED Carl Smith (Columbia)
8. TAIN'T NICE .................. The Carlisles (Mercury)
9. I'LL NEVER GET OVER YOU .. Eddy Arnold (RCA Victor)
10. I LOVE YOU .............. Ginny Wright & Jim Reeves (Fobor)

TWO SURE HITS!
Skeets McDonald's
"LOOK WHO'S CRYIN' NOW"
b/w
"WALKIN' ON TEARDROPS"
Capitol # 2696

One of the nation's top writers

Tommy Collins
SINGS two of his own numbers
"YOU BETTER NOT DO THAT"
b/w
"HIGH ON A HILLTOP"
Capitol # 2701

"It's What's in THE CASH BOX That Counts"
"I LOVE YOU" b/w
"I WANT YOU YES"

FABOR RECORDS

HITTING BIG!

Ginny Wright
With Jim Reeves Reciting

Louisiana Hayride Artist

Dewey Mousson, who manages Little Jimmy Dickens and his Country Boys, reports that the packaged Grand Ole Opry unit, including Dickens, Johnnie and Jack, the Tennessee Mountain Boys, Kitty Wells, and Dell Wood, The Down Yonder Girl, have just completed a very successful tour. Mousson says the personal appearances of the Grand Ole Opry units in Canton, Ohio and Lima, Ohio were a tremendous success. Frankie More, veteran talent manager, who manages Johnnie & Jack and Kitty Wells, worked with Mousson on the Southland Show, a fine letter writer of Smokey Warren, Western and Hillbilly Promoer of Linden, N. J., reports that Shorty Warren "Easter King of Western Swing" and all his Western Rangers opened at the Grand Hotel, Toronto, January 6th, continuing for five weeks. Merv Shiner with Rusty Starr and his Western Boys, replace Shorty's group at his own Copa Club in Secaucus, New Jersey. Shorty and his boys are now recording exclusively for Radio Records and their first release should be on the market soon! Carl Smith did a session with Columbia's Don Law, Sunday, January 3rd. The Duke of Paducah made his initial entrance into the recording field, when he recently put out a good story for Mercury's Dee Kilpatrick a strong rendition of "What It Was, It Was A Football Game." . . . the recitation is rendered by the "Duke" cleverly in part one and two! Du De Laverdure, who is currently directing RCA Victor's Hank Snow and Ernest Tubb, entertained young Bobby Myers, over the Christmas Holidays. Allbrighten is presently engaged in a promotional campaign for his artists, and an extensive drive, concentrating on records, personal appearances, and transcriptions is in the process for these two country artists! Want to thank Jim Halsey, Hank Thompson's manager for the nice brochure on Thompson and his Brasso Valley Boys. Thompson's latest Capitol release is "Go Cry Your Heart Out" and "Wake Up Irene." Ernest Tubb following up his recording of Blue Christmas with Blue Snowflakes. Candy Lindell, wife of McGirt Lindell, WGY, Schenectady, N. Y., expecting a newcomer around the middle part (16th) of January. Ernie's been on the road, traveling some 1,000 miles, appearing in school auditoriums throughout the Catskill Mountain villages. Airtime for Ernie's live show, "Radio Ranch," is 1:00-2:00 PM, Monday through Friday and 4:00 to 5:30 PM on Saturday. Sleepy John, a top country d.j.'s are promoting another Jamboree in Memphis, January 31. Already booked for the show are Pee Wee King, The Dave Sisters and Sonny Bob Bild, King Records Promotion Manager, reports that contracts were completed last week inking two of the WLB-Midwestern Hayride favorites to King recording contracts. Signing the pacts were the husband and wife duet, Herb and the western and novelty trio, The Morgan Sisters. Now that Skip-A-Long's Rhythm Road, Western Chief Engineer of KUNG, Eugene, Oregon, has had the station's up its power to 5,000 watts, he has more time to devote to his "Skip-A-Long's Rhythm Roundup" show. Dave Garrison, vice-president of Valley Records, Publishers, Knoxville, Tennessee, has office staff preparing circulars and promotional sheets, some 1000 of them, which will be mailed out to operators across the country. Tennessee William Boys, come to town to thank the Juke Box Operators of America for choosing Darrel Glenn, with his recording of "Crying In The Chapel," the most promising track artist of 1953. In the recent annual Cash Box popularity poll, Glenn was tied with the line-up of top talent preceding him, Col. Tom Parker, president of Jamboree Attractions, Inc. with the assistance of Tom Dickin, vice-president and Armand Baum, general representative with offices in Nashville, Tennessee, should have a wonderful year. The stable of stars under the Jamboree Banner reads something like this: Dickens Senior, Bakery Byrd, Heed Wilson, Jack Ford, Pee Wee King, Carl Gordon, Mac Wiseman, Jimmie Davis, Tommy Sands, Del Wood, Minnie Pearl, Frankie Conners, Red Foley and Smiley Burnette. Jamboree Attractions is associated with Jamboree Music, a BMI affiliate! Jim Early and his Westerners and Ray Headrick and his East Tennessee Pioneers are the latest acts to begin TV appearances on WTSK-TV Knoxville, Tennessee. Johnny Mathis (Columbia) and the Masters Family has returned to Knoxville from their home in Jacksonville, Florida for daily shows and personal appearances over Knoxville's WROL and WIVK. Frankie More, manager of Johnnie & Jack and Kitty Wells, reports that the Grand Ole Opry unit has just completed arrangements for personal appearances for the month of June in Canada. Starting next week, January 17th, Martha Carson, managed by X. Cosse, and her Grand Ole Opry unit will appear in a package show, covering the Oklahoma area. Show is being promoted by Norman Riley. Autry Inman who is serving with Uncle Sam, seems to have recorded some good tunes from reports . . . titles of Autry's tunes are "Happy Go Lucky" and "It Hurts Too Much To Cry." Good luck, Autry! Speaking of records, Ken Foster's latest release, "The Right Kind Of Love" and "I Ain't Gonna Do Nothin'" seems to be getting its share of play these days! Louis Homa's new release out titled "You've Got It" and "I've Got A Round Trip Ticket" and both tunes were penned by Louis. Another new release that has really caused lots of excitement in the Country music field and also in the pop field is Grandpa Jones "You All Come." . . . back to records, "The Tragedy" and the old man does a fine job on both tunes. Still ridin' high is Pee Wee King's "Changing Partners" and now, Paul's first other tunes are also equally strong, and the offering is "The Red Deck Of Cards" and "Deck Of Cards." Pickin' & Singin' News is to be complimented on the fine job they did in selecting some of the top chart songs of the various trade of the popular pop charts. WLSI, Pikeville, Kentucky, now claims the talents of the "Lonesome Pine Fiddlers" whose latest release is "Dirty Dishes Blues" and the record has really received some very good plays in this section of the country, and will apparently show up all over! Dee Kilpatrick, Mercury's A&R man has completed a session with Betty Ames Carilla, of the "Carilla's" and Betty recorded "I Said Hello To The Blues" for her first release, which will be out before long. The tune was co-authored by Tillman, Franke and Betty, Earl (Grandpa) Davis is working with Grand Ole Opry stars, Kitty Wells, Little Jimmy Dickens, Johnnie & Jack, and Dell Wood on their promotional date for the city of Bristol, Ten-Va!
The Select-O-Matic "100" HFG gives new tonal realism and presence to recorded music. The reason is simple—it's high fidelity all the way—from the pickup, through the amplifier, to the speakers. See your Seeburg Distributor.
Take Your Choice
Mr. Pinball Operator
5c PLAY AND FADE AWAY
10c PLAY AND STAY

Remember General MacArthur's great statement . . . "Old soldiers never die—they just fade away"? This can be applied to "old pinball operators" as well.

By "old pinball operators" we mean the type of guy who just simply says: "What was good enough for my old man is good enough for me."

The kind of a guy who just doesn't appreciate progress. Who's afraid to face the facts! Who can't even imagine that this is a day when his old man's nickel, which was actually worth a full, honest-to-goodness five cents, is now worth only 2.7 cents.

The nation's financial experts report that the present American Dollar is worth but $5c—as compared to the prewar dollar of 1939 vintage.

Because of this one guy who still believes that, "What was good enough for my old man is good enough for me," and which belief he most definitely does not follow in his own way of living, is the one guy who's holding up territory after territory from switching over to dime play.

And what's dime play—today? The dime's worth only 5.4 cents. That's very, very little difference between the prewar nickel (of even 1939) and the present 1954 dime.

In short, all this "old pinball operator" would gain in actual value would be but 4/10 of a cent per play—when he changes over to 10c play today.

In the meantime, instead of $149.50 that he paid for a very fine and beautiful pinball game in 1939, he's now paying $364.50. These are list prices, of course, but, the reason that list prices are used, is to give some sort of a comparison as to the difference in cost of new equipment.

And what's that increase compared to the rest of the increases he is enduring in general overhead expense? He used to pay a mechanic $35 to $50 per week in 1939. He's paying three times that much, and glad to do so, in 1954.

And so while his overhead went up 300% what is he getting for his play?

Still a nickel? NO! He's now actually getting 2.7 cents per play. Because that's the actual value of the nickel today.

In short, he's getting 36% LESS and is paying 300% MORE.

YOU FIGURE THAT OUT!!!

How long can any sane business man continue to pay 300% more for his merchandise and receive 36% less than what he ever received before—AND NOT GO BROKE?

Is there any need to go any further, as far as any intelligent pinball operator is concerned?

Do we, at The Cash Box, have to explain any more dramatically, decisively or logically than what we have already shown here as the reason why the nation's pinball operators must decide for themselves whether it should be:

5c Play—and fade away!
10c Play—and stay!
DIMES For “MARCH OF DIMES”

Geo. A. Miller Urges All M.O.A. Back “Day Of Dimes For The ‘March Of Dimes’”

Believes All Nation’s Music Ops Will Tie In With “The Cash Box” Plan. Speaks On “March Of Dimes” Campaign To California Music Guild

CHICAGO—Reports reaching here from various operators indicate that the tie in proposed by this publication with the “March Of Dimes” campaign of the National Foundation For Infantile Paralysis is beginning to take strong hold. The plan, which was announced by A.B.C. Music Service plans to use post office boxes as well as cards and other material to raise funds without charge from National Foundation For March Of Dimes’ campaign here.

They will also make up their own cards featuring, “A Day Of Dimes For The ‘March Of Dimes’”. They plan, so far as to not upset general routine, to take five or ten spots for one day, so that servicemen and collectors can state the date on the cards and window streamers, clear out the cash boxes and collect them the next day, so that the day’s donation of dimes will be correctly counted.

As this proposal gets going for: “A Day Of Dimes For The March Of Dimes”, it is believed here that a great many dollars will be turned into this year’s campaign of the National Foundation For Infantile Paralysis by all the nation’s juke box and automatic operators.

Cantor Lauds ‘Day of Dimes’ Plan

Keeney Names Tomlin Tennessee Distributor

NEW YORK—Joe Oriole, co-publisher of The Cash Box explaining to Eddie Cantor, beloved entertainer and originator of the “March Of Dimes” Polio Fund plan, just how the juke box operators will tie in with their efforts in The Cash Box plan of “A Day of Dimes For The ‘March Of Dimes’” at some designated day during the month of January.

Cantor is extremely enthusiastic about the plan, and hopes it will become a national program of the juke box industry every year from now on. Cantor has seen the “March Of Dimes” program grow in strength with each passing year, and feels the juke box industry, by devoting one day of the year in January to “A Day of Dimes For The ‘March Of Dimes’” can be responsible for the raising of a large amount of money to be devoted to eliminating or curing the great scourge—Polio.
ADDs UP

...to the Highest Earning Phonograph Ever Built

Wurlitzer 1500

Any check-chart of phonograph values finds the Wurlitzer 1500 so far out in front it's fantastic. Any comparison of earning power puts it in the same lead position.

The reasons for its leadership are obvious. Add up all the features it offers for the money including the fact that it's the only phonograph that will play 45 and 78 RPM records INTERMIXED.

You come to one conclusion. The Wurlitzer 1500 offers more for an operator's money than any phonograph the industry has ever produced!

See Your Wurlitzer Distributor

THE WURLITZER 1650
Biggest Value in the Small Phonograph Field

The 48 selection Wurlitzer 1650 playing straight 45 RPM records or the 1600 playing 7 or 10 inch discs offers operators a compact, beautiful, tuneful phonograph at a new low price that has proved itself a marvelous money maker.

The Rudolph Wurlitzer Company • North Tonawanda, New York
INDUSTRY ACCLAIMS ‘T
A DAY OF DIMES FOR T

Leaders Agree ‘‘THE CASH BOX’’ Plan Can Open Way To Start
10c Play in Many Territories Thruout the Nation. Also
See Much Glory Accruing to Entire Industry for Such
Great National Charitable Effort to Help Stamp Out Polio.
Many Complimentary Letters and Wires Received by ‘‘THE
CASH BOX’’ as Plan Gets Under Way in Various Areas.

Remember—if you are one of the operators who said,
‘‘I’d love to start dime play in my territory, but, I can’t do it
because my competitors would jump my spots and put me
out of business. They won’t cooperate’’, this is your oppor-
tunity to get 10c play started regardless of your competitors.

This is one time when no competitor will even dare jump
your spots, because your location owners will ride with you
on: ‘‘A Day Of Dimes For The ‘MARCH OF DIMES’’ plan
as proposed by The Cash Box.

Your location owners realize the great need to curb
disease—just as you do.

They also realize that with this plan they are going to
win the acclaim of their present customers, of all the peoples
in their neighborhood, and also obtain new customers,
because they will be backing one of the most outstanding
national charitable efforts, the ‘March Of Dimes.’’

It will take you a few days to make the changeovers
to dime play on your phonos, pinballs and other games, before
the day you and your location owner agree to get going with
‘‘A Day Of Dimes For The ‘March Of Dimes’’ plan.

Therefore, you will be able to show your location owners
the increase that can be obtained by starting 10c play in
advance and, at the same time, absolutely and positively con-
vince yourself, if you have any doubts, that 10c play is THE
ANSWER to the more than 300% increase in overhead
expense you are enduring.

Remember, too, that the dime of today is actually only
worth 5.4c. This is the value placed on it by the nation’s
own economists. They report that the Dollar is worth 54c.
In that case the dime is worth only 5.4c.

Therefore, all you are getting is 4/10ths of a cent more,
when you switch over to dime play.

But most important is the fact that you will be winning
for your industry the greatest possible acclaim from all the
nation.

You will, once again, prove to all your civic and social
leaders that you and your industry are always first to give to
any fine and worthy charitable cause—like the ‘‘MARCH
OF DIMES.’’

All leaders thruout the industry agree, ‘‘ ‘The Cash Box’
plan is one of the very greatest ever suggested to the field.’’

They also realize what a tremendous public relations
job this can be for all the trade.

They know what this means to you, winning for you a
better understanding, a finer business and, at the same time,
bringing you closer to the hearts of all the peoples in your
community.
THE CASH BOX’ PLAN OF THE ‘MARCH OF DIMES’

This is an opportunity that may never come again. Intelligent operators realize they absolutely and definitely need 10c play to assure themselves continuing in business on a profitable basis.

At the same time, “The Cash Box” plan of “A Day Of Dimes For The ‘MARCH OF DIMES’” paves the path to start 10c play and OPEN THE NEW YEAR OF 1954 ON A PROFIT BASIS FOR ALL THE NATION’S OPERATORS.

The plan is simple. It requires no great preparation. Simply phone, write or tell each one of your location owners in person what this plan means to HIM, and to HIS BUSINESS for 1954. That, in itself, will get the plan under way for you.

No competitor dare knock you with so great a charitable effort under way. No location owner in the nation will allow your competitor to halt the “MARCH OF DIMES.” He needs good public relations as much, if not more, than you do.

This is it! It’s up to you! If you are a member of a local operators’ association it is up to you to bring this up at a special meeting which you can call immediately. Regardless whether the others go along with you—YOU CAN START—“A Day Of Dimes For The ‘MARCH OF DIMES’”—TODAY!!!

HERE’S HOW YOU CAN START “THE CASH BOX” PLAN IN YOUR TERRITORY

You can reprint the letter addressed to location owners which appeared in last week’s (January 9, 1954) issue of The Cash Box, or you can arrange your own letter. Better still it is suggested that you or your servicemen or collectors call in person and discuss this plan for “A Day Of Dimes For The ‘MARCH OF DIMES’” with your location owners individually. Set the day which is best for you and for your location owners. Remember that the “MARCH OF DIMES” drive starts on January 2 and continues until January 31, 1954.

Once you have set the date, arrange to changeover your equipment from 5c to 10c play, at least three to four days (or even a week) prior to the day you set for “A Day Of Dimes For The ‘MARCH OF DIMES’.” In this way you will prove to your location owners, as well as to yourself, whether or not 10c play is THE ANSWER to your present need for greater income.

Now phone your Divisional Chairman of the March of Dimes Campaign. He will give you signs which you can hang up in prominent places in each location. He will also give you window streamers which you can paste on the windows of each one of the stores. Underneath each sign and streamer BE SURE THAT YOU PLACE THE ‘DAY’ YOU AND YOUR LOCATION OWNER HAVE CHOSEN. If necessary have a separate sticker made with big, bold letters so that this ‘day’ will stand out clearly for all to see. Your Divisional Chairman will also give you posters and stickers which you can place on your machines.

Get going now on The Cash Box plan of “A Day Of Dimes For The ‘MARCH OF DIMES’” and insure yourself and your location owners the affection of all the peoples in each neighborhood while, at the same time, giving your time, effort and ‘a day of dimes’ to one of the greatest and most worthy charities in the history of this nation.

IMPORTANT!

Notify “The Cash Box” if you or your territory adopts “A Day Of Dimes For The ‘MARCH OF DIMES’” immediately.

Wire full details to: The Cash Box
26 WEST 47th STREET
NEW YORK 36, N. Y.

Or Phone: JUdson 6-2640
United Pushes Production

CHICAGO — With "Chief" and "Leader Shuffle Alleys", as well as "De-Luxe Leader Shuffle Alley" and "Tito" on its production lines, and business brisk, United Manufacturing Company is pushing production as hard as it can to fill orders.

As Bill DeSelm, United's general sales manager, stated this past week, "We opened 1954 with a very fine batch of orders on hand and more usual flow of business from their out of town distributors.

One sales manager said, "I don't think that there will be any less machines sold in '54 than there were in '53."

"Of course," he added, "the one big factor is that the machines must be good, if not better, than what was produced last year."

All here in this manufacturing center base themselves on phone sales from out of town areas. The phone calls started early Monday (January 4) and continued right along, indicating the factories that the demand was just as good as it ever was, and that their big problem would continue to be sufficient production of any new numbers which they would present to the field.

Production of any new machine in quantity still remains a problem in this area, which is one of the few where the labor situation continues to remain tight, and skilled labor continued very difficult to obtain.

Oomens Team Maintains Lead In Chi Automatic Phonograph Bowling

CHICAGO—Play for month of December, 1953 ended with the Walter Oomens' team maintaining its first place position in the Chicago Automatic Phonograph Bowling League, but with the Decca-Coral team jumping into second place from third, and closing the leader's gap. Other teams also shifted positions this past month, but the two teams, at present, destined to fight it out for first place seem to be Oomens and Decca-Coral.

In the individual men's leaders, Ray Gallet, who held first place at the close of November, has now fallen to the fourth spot, while Carl Latino, who was in 5th place, is now reigning in the No. 1 slot. The rest of the men's leaders held onto their positions as usual.

As far as the ladies are concerned, Isabel Oomens maintains her strong hold on first place, and the rest follow along, practically in the very same positions they occupied at the end of November's play.

TEAM STANDINGS

<table>
<thead>
<tr>
<th>Firm Name</th>
<th>Won</th>
<th>Lost</th>
<th>Pins</th>
<th>Average</th>
<th>Game Series</th>
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<tr>
<td>1. Walter Oomens</td>
<td>36</td>
<td>10</td>
<td>36132</td>
<td>758</td>
<td>844</td>
</tr>
<tr>
<td>2. Decca-Coral</td>
<td>28½</td>
<td>19½</td>
<td>34974</td>
<td>725</td>
<td>815</td>
</tr>
<tr>
<td>3. Melody Music</td>
<td>27</td>
<td>21</td>
<td>32851</td>
<td>681</td>
<td>758</td>
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<tr>
<td>4. A.R.C. Music</td>
<td>26</td>
<td>22</td>
<td>34653</td>
<td>722</td>
<td>827</td>
</tr>
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<td>5. Atlas Music</td>
<td>26</td>
<td>22</td>
<td>31566</td>
<td>657</td>
<td>834</td>
</tr>
<tr>
<td>6. Paschke Phon</td>
<td>24</td>
<td>24</td>
<td>32608</td>
<td>734</td>
<td>863</td>
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<td>7. Western Automatic</td>
<td>22</td>
<td>26</td>
<td>31755</td>
<td>657</td>
<td>744</td>
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<td>8. Star Music</td>
<td>21½</td>
<td>26</td>
<td>33767</td>
<td>703</td>
<td>781</td>
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<td>9. Mercury Records</td>
<td>21</td>
<td>27</td>
<td>32906</td>
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<td>12. Coven Music</td>
<td>13</td>
<td>30</td>
<td>38994</td>
<td>603</td>
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TEN INDIVIDUAL LEADERS, MEN'S DIVISION

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<tr>
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<tr>
<td>1. L. Latino</td>
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<td>166.18</td>
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<tr>
<td>2. L. Sochacki</td>
<td>6420</td>
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<td>3. E. Gallet</td>
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<td>5. W. Paradise</td>
<td>6877</td>
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<td>6. O. Colgan</td>
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<td>7. J. W. Oomens</td>
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<td>8. R. Garmo</td>
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<td>9. V. Yacino</td>
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<td>161.17</td>
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<td>10. J. Strobi</td>
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TEN INDIVIDUAL LEADERS, WOMEN'S DIVISION

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<td>3. M. Sochacki</td>
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<td>128.16</td>
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<tr>
<td>4. M. Nyland</td>
<td>5745</td>
<td>127.36</td>
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<tr>
<td>5. J. Woejcehowshi</td>
<td>5502</td>
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<td>6. E. Strevel</td>
<td>5824</td>
<td>123.15</td>
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<td>7. T. Gallano</td>
<td>2543</td>
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<td>8. E. Brown</td>
<td>5002</td>
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<td>9. R. Davis</td>
<td>3873</td>
<td>114.52</td>
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<tr>
<td>10. J. Sochacki</td>
<td>3126</td>
<td>114.34</td>
</tr>
</tbody>
</table>

AMERICAN MUSIC BOX CORPORATION

GRAND RAPIDS, MICH. — John W. Haddock, president of AMI Incorporated, this city, announced this week that Jensen Music Automates, Copenhagen, Denmark, manufacturer of the popular European Jensen Music Box, has been licensed to manufacture under patents and designs of AMI Incorporated. The Jensen Model 14-90 is to be known henceforth as the AMI Jazz Cone Music Box.

The IMA-AMI instrument is distributed throughout the world by Os- slag, Solgave, A/S, of Denmark, who will also act as European sales representative for AMI Incorporated, Haddock reports.

Distributors who will jointly handle both IMA-AMI and AMI products are being readied for distribution in the European countries. Among those to be handled are Intermezzo, Audio, Europe, and the AMI are Firma Helmut Robbock, Hamburg, Germany; Simons & Zoon, Antwerp, Belgium and Paschke, S.A., Lausanne, Switzerland.
YOU GOTTA GET...

GOTTLIBB
GREEN
PASTURES

TO GO PLACES!
EXHILARATING ... ENTERTAINING ... EXCITING!
Watch this . .

Rotation Sequence...
From 1 to 12 Awards REPLAY and lights
2 Kick-Out Holes for ADDITIONAL REPLAYS!

Super Point Score!...
Making A-B-C-D Roll-Overs lights Targets
for super-point score.

Extra Replay...
When all A-B-C-D letters are out, mystery letter lights up
for REPLAY.

CLOSE OUT SPECIAL
YOU NAME THE PRICE!

DARRIS
DISTRIBUTING
CORPORATION
SEEBUG FACTORY DISTRIBUTORS
725 WATER STREET
SYRACUSE, NEW YORK
(PHONE: 75-5194)

FOR...
EVERYTHING
YOU NEED
IN NEW AND USED EQUIPMENT
Write For Our Lists
LOWEST PRICES!

DAVID ROSEN
(Exclusive AM I Dist. Ex Pa)
855 N BROAD STREET, PHILA 23, PA
PHONE: STEVENSON 2-2913

III. Ops Start March Of Dimes Drive

ROCKFORD, I11. — The members of the Illinois Amusement Association, this city, and those of the Northern Illinois Phonograph Operators Association, Skokie, 111., have joined together and will set aside one day in January as a “Day Of Dimes For The March Of Dimes”. The one day’s receipts will be donated to this great fund. (Detailed story in the January 9 issue of The Cash Box.)

Pictured above (left to right) : Lou Casola, Sam Sartino and Teberri Mastangeli, members of the organization, holding a sign which will appear on every juke box in their area.

“IT’s What’s in THE CASH BOX That Counts”
MOA Opens Show To Other Coin-Operated Equipment

Exhibit Applications Mailed

OAKLAND, CALIF.—George A. Miller, national president of Music Operators of America (MOA), advised that manufacturers of equipment, other than juke boxes, have been invited to exhibit at the forthcoming MOA Convention at the Palmer House, Chicago, March 8, 9 and 10.

"All record companies, manufacturers of phonographs, kiddie rides, popcorn machines, coin operated television, cigarette machines, coin operated radios, drink vending machines, phonograph needle, coin rejectors, little strips, and all others who are allied with the automatic phonograph business," advised Miller, "have received application blanks for exhibit space this past week.

"The MOA Convention," he continued, "is expanding to other types of machines because many music operators of the nation have found it necessary and profitable to operate certain types of equipment where there isn't any question about skill or chance being involved. Our officials feel that this will assure the operators of many more exhibits and at the same time will bring hundreds of operators to the Convention who have not attended in the past. MOA's sound, practical management has made the music operators' convention the outstanding convention of the year.

According to Miller, the complete program will be prepared several weeks before convention time, and the list of exhibitors will be announced at the same time. Meetings will be arranged so there isn't any conflict between exhibitors and operators' meetings.

Some of the matters which will come up for discussion are: the inauguration of a copyright organization sponsored by the music operators of the nation; the "Jack In The Box" national television show produced by Walt Framer Productions; a national tax council to eliminate many city, state and federal licenses that now exist; and the necessity for the continued fight against copyright legislation.

Miller strongly suggests that operators and exhibitors, who are planning on attending the Convention, make reservations at the Palmer House as early as possible for sleeping accommodations. These reservations should be made directly with the hotel.

Exhibitors who wish to display merchandise should contact Ray Cunliffe at 3015 East 91st Street, Chicago, Ill., or George A. Miller at 128 East 11th Street, Oakland, Calif.

MOA Executive Officers To Meet In Chi Jan. 25 & 26 To Arrange Final Plans For March Convention

and Sidney Levine, counsel, the committee will include: Martin Britz, Montclair; Roy Cunliffe, Chicago; Al Denver, New York; Hirsch de laVieze, Washington, D.C., Les Montooth, Peoria; Jack Mulligan, Pennsylvania; Howard Ellis, Nebraska; Clint Pierce, Wisconsin; James Tolisano, Connecticut; George Workman, Eastern Pennsylvania; and Victor Ostergren, Indiana.

"These men will be divided into four different groups, and each group will have a number of manufacturers and exhibitors to contact personally so that no stone is left unturned to make this the largest and most successful convention from the standpoint of education, public relations and goodwill of the entire industry," advised Miller.

This committee will make final arrangements for sight seeing tours, previews of theatres, and will secure tickets for radio and television shows to better entertain the women folk who will accompany the operators. The committee will also arrange the agenda for the MOA meetings which have proven to be most helpful and educational to the music operators of the nation.

"We will welcome any and all suggestions from all segments of the industry," stated Miller, "and Ray Cunliffe and I can be reached at the Palmer House from January 24 to January 30."

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.

Joe Orleck
THE CASH BOX
26 West 47th Street
New York 36, N. Y.

Dear Joe:

I have been connected with the Coin Machine Industry for 20 years or more.

Please enter my name as a member and send me a membership card.

NAME

FIRM

ADDRESS

CITY ZONE STATE

"It's What's in THE CASH BOX That Counts"
THEY GO "BUGGY" PLAYING THIS ONE!

Another Williams Winner!

BIG BOLD ILLUMINATED SCORE INDICATOR

Let's Player See His Score at a glance!

Williams ORIGINATORS OF:
- Interchangeable Front Door
- Hinged Front Door for 5-Balls
- Drum Type Scoring Reels on 5-Ball Games

STRUGGLE BUGGIES!

★ Numbers 1 to 7 lite No. 1 Bumper for "Special".
★ Making A-B-C Rollors lites 2 additional rollor lanes for "Special!".
★ Thumper bumpers, rollover buttons, stand up switches and kickout holes advance buggy around track to score "Laps".

HIGH SCORES—LAP SCORES

All numbered bumper values increase from 10,000 to 100,000
- 5 ROLLOR LAMES = 2 KICKOUT HOLES
- 4 ROLLOR BUTTONS = 2 FLIPPERS
- 2 THUMPER BUMPERS = 2 AUTOMATIC RUBBER KICKERS

As I See It

A Week Column
by AL SCHLESINGER

MOE FINE DIES

MONTREAL, CANADA—Moe Fine, head of Roxy Specialty Company, this city, one of the most beloved and well known of Canadian columnists, died on Thursday, December 31, at the age of 68.

Funeral was held on Sunday, January 3, with a number of the members of the industry present.

In addition to building his firm to one of the leading companies here, Fine was extremely active in a number of charitable ventures. He was a governor of the Jewish General Hospital, as well as the YMHA of Montreal; a member of the B'nai B'rith, Mount Royal Lodge; and a member of the Corinthian Lodge in the Masonic Order.

Fine is survived by his wife, Lena, two daughters, Florence and Gloria, and two grandchildren.

"It's What's in THE CASH BOX That Counts"
Bert Lane Opens Miami "Fun Fair"

MIAMI, FLA.—Bert Lane, one of coin machine industry's most progressive and visionary personalities, has done it again!

Lane, on Sunday, December 27, opened Florida's newest attraction, called "Fun Fair." The opening revealed a typical Hollywood or Broadway premiere, with fanfare and Klieg lights and celebrities. Constructed at an estimated cost of $250,000, the Miami "Fun Fair" offers a new type 18 hole miniature golf course, with nine wonder hazards and electronic novelties; trigger archery, featuring cross-bows; captive prize-fishing; a snack bar; as well as other types of amusement. Lane, the president of the firm, claims it is the first venture of its kind in the world.

Bernard Firestone, well-known restaurateur, is the treasurer of the company and will be in charge of the "Super-Snack Bar."

The amusement enterprise is located on the north side of the causeway, and utilizes 90,000 square feet, extending 200 feet into Biscayne Bay. More than 3,000 fish were penned up in the 20,000 square feet of Biscayne Bay, with at least 35 South Florida varieties. Rods, reels and bait are supplied on the premises. The fishing is a guaranteed spot at the captive prize-fishing lagoon, with "no-fish" guaranteed to all. The fish are tagged with awards for unusual catches. (Ed note: Evidently the fish weren't very co-operative on opening day, as more than 2,000 of them went AWOL, escaping by raising the weighted net and swimming away to parts unknown. This problem has been solved, and the fisherman's paradise will operate as planned.

Many of Florida's civic leaders have voiced approval of the policies of "Fun Fair," and expressed enthusiasm for the planned inter-school-tournament in golf, fishing and archery, with scholarships as grand prizes. Congressman Bill Lantaff, Miami Mayor Abe Aronovitz, State Representative Robert L. Floyd, Miami Beach Mayor Harold Shapiro, Police Chief Ronnie Shepard and Miami Springs Mayor W. C. Horrell, were among those who sent their letters of welcome to "Fun Fair," wishing them every success. John Prector, manager of the Miami Beach Chamber of Commerce, and Sam Kaplan, executive secretary of the Miami Beach Hotel Association both said that the new recreation center is a welcome addition to the family of Miami amusements.

The idea for "Fun Fair" has been in the planning stage for more than a year, and Bert Lane states it is the forerunner of a chain of "Fun Fairs" planned for many parts of the Western Hemisphere.

Bert Lane is Bert Lane (2nd from left), being congratulated by cartoonist Ham Fisher (right), as Royal F. Jonas, Mayor of North Bay Village, and Mrs. Bernard Firestone (wife of co-owner), look on.

Genco Enlarges Experimental Department

CHICAGO—In addition to renovating the general offices of the firm, Sam Lewis and Avron Gensburg of Genco Manufacturing & Sales Company, here, also announced the enlargement of its experimental department.

"We now have," said Genco's sales manager, Ralph Sheffield, "twelve men in this enlarged experimental department working with Harvey Heiss and Steve Kordik.

"We are planning far in advance," he continued, "and we believe that, as the months go by, Genco will establish its leadership most definitely with new products which the industry will acclaim."
Open 1954 With More Roadmen

CHICAGO—Distributors here have followed the line of the factories in this city and have started more roadmen out to cover their territories than has been the case in some years.

With the general belief here that, "You'll have to beat the bushes to get the business this year," more or less accepted by the majority of the outstanding sellers in this area, and that includes distributors as well as the manufacturers, operators will soon be visited by salesmen who will bring the operator's requirements right to his doorstep.

The business continues right ahead, with operators from surrounding areas driving into this city to fill their needs, the majority here are of the belief that:

"The real business that will be done this year will be by those energetic salesman who get right out on the road and call on the buyers directly."

Therefore this year has already opened with more roadmen than for many past years. The fact remains that still more salesmen are going to be placed on the road by many sales factors here.

Bally Service School at Allan Sales

WHEELING, W. VA.—A Bally Service School was held recently during the grand opening of new headquarters of Allan Sales, Inc., this city. Left to right, standing: Paul Calama; Bob Brether, Bally field-engineers; Bill O'Donnell, Bally sales manager; and Jake Dobkin of Allan Sales, Inc.

Roadmen who relaxed in factories and in showrooms realize that they will all have to get out and get the orders, whereas in past months, they could handle their business over the phone, right from their home offices.

More vigorous advertising, more intensive selling, and complete, all-out programs in regards to trade-ins and general pricing of equipment, are foreseen everywhere in this area.

This may act as the criterion, it is believed here, for the rest of the nation. More roadmen will soon be bumping into each other to compete with each other in various operators' offices throughout the country.
**Eastern Flashes**

We were happily surprised during our visit to coinrow this week—surprised, that is, that so many coinmen were on the street visiting the wholesalers and talking business. Ordinarily, in past years, the week immediately preceding Christmas and New Year's holidays is quite slow, and thus usually relax from their strenuous efforts during the holidays. It's a good omen for 1954. We are that, with any operator we questioned, stated that collections over these holiday weeks have been exceptionally good.

Moe Fine of Montreal, Canada, had a host of friends here, and they were shocked to hear of his sudden death on December 31. His death at this time of year is not to be expected. Mrs. Gertrude Brown, Paramount Vending, Beacon, N. Y., making her weekly trip in supplies... Ray Kuss, who usually is in Miami at this time of year, planning on an annual trip to the Sunbelt there this year, has been branching out and adding new locations and coin operators. Young Distributing, (Wurlitzer Distrib.) rushed to get out their export orders. Lipsey tells us of an order to a certain location, which he claims, will see American Juke boxes for the first time... Nat Cohn, Ritzway Mfg. & Sales, doing a big job with his “3-D Theatre” machines. He shows us an order from the firm of Continental (sic) which is shipping to his eyes piece... The Western Coin Box Distributing Co.) son, Sam, enters the service Jan. 22, a graduate en-... Whitmore, the man who dispenses the Jukebox business, is still vacuuming, but that is the way he stays... We are happy to learn that Eddie Kelly, the operator of Harry's Drive Inn in Amity, Conn., has bought the business and is now under your name of the Callvert Publishing Co., seem to have a chance of coming up with a big song hit... "Are You Looking For A Sweetheart," with records by Kitty Kallen and the McGuire Sisters.

**Gottlieb's New Pinball Named “Green Pastures”**

**Chicago—**D. Gottlieb & Company, this city, announced its new pinball game this week. Named “Green Pastures,” it is described as a game of exciting and entertaining action.

“As with all Gottlieb games” said a spokesman for the company, “Green Pastures” has been carefully location-tested, and operators can be assured of its great appeal to the player.”

“Green Pastures” features a "Rotation Sequence" in which all awards may be 0-20 holes for additional replays; a "Super Point Score," in which player making a-B-C-D rollovers lights Targets for super-point score; and “Extra Replays”—when all A-B-D letters are out, a mystery light up for replay.

Other features of this new game are: sound effects, 3 Pop Bumpers; a 2-flippers; a Shipement of “Green Pastures” is now under way, and all the manufacturer's distributors have games available for its customers.

**Chicago Coin Appoints W. B. Music Distributors for Kansas & W. Missouri**

Kansas City, Mo., as its distributors in Kansas and Western Missouri.

Levin said, “We believe that the kind of outstanding service and cooperation which Harry Silverberg and the W. B. Music Company give the operators in the state of Kansas as well as in western Missouri is sure to reflect with much honor upon the fine products which our firm produces.”

Furthemore, Levin continued, "W. B. Music Company already has all our new products and are in position to service all the operators throughout the territory for which it has been appointed our distributors.

This firm also has all parts and supplies required and the operators will find that dealing with Harry Silverberg and W. B. Music Company is indeed a great pleasure.”

It is also understood that W. B. Music Company is moving from its present quarters at 1518 McGee Street to its new building at 2900 Main Street after January 15, 1954.

**It's What's In THE CASH BOX That Counts**

Bruce Roiling and his charming missus from Wells, Minn., were in town picking out some of the latest in records for their route... Phil Stang of the Midland Novelty Company, one of the new flashy Dodges he got last week. Andy Benna of Ironwood, Mich., was in a hurry on his trip into the Twin Cities last week since he wanted to get his supplier in town on his way... Darlow Holmes of Big Fork, Minn., who in addition to his coin machine operation is also a deputy sheriff, had his new Mercury smashed up, Darlow said the car went around Lake MilleLacs he came upon a car stalling across the road and he used his foot to get the car going again. He also turned a pet loose to see some ops in the Westernrest of Al Simon and Al D' Illizio, Albert Simon, Inc., report they've been so busy these past few weeks that they haven't had time to engage in their usual activities, but usually come in at this time of year... George Purser, recuperating nicely from his recent illness, preparing to leave for Tampa, Fl., for a short vacation. Other ops seen along the street were Dominic Anderson, Phil Greiter, Harold Kowalski and Silverson of Federal Distributors.

We're happy to hear that two of our Baltimore, Md. op friends, Freddie W. Antin and Emir Beadle, who were here as the result of our recent meeting under the name of the Calvert Publishing Co., seem to have a chance of coming up with a big song hit... "Are You Looking For A Sweetheart," with records by Kitty Kallen and the McGuire Sisters.

**Upper Mid-West Musings**

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**Chicago—**Ed Levin, sales director of Chicago Coin Machine Company, this city, announced the appointment of W. B. Music Company.
CHICAGO CHATTER

Absolutely thrilling the way the trade has taken to: “A Day Of Dimes For The March Of Dimes’” plan which was presented by The Cash Box just a few issues back. Almost overnight word has been received from many prominent operators that they’re going full blast to back The Cash Box’ plan. For example, outstanding julex box up here, Bob Guarro of A. B. C. Music Service, immediately launched March Of Dimes’ headquarters at Room 615, 111 West Jackson Blvd. here and got signs, posters, streamers, and other material. Bob Guarro will arrange for a day’s dimes to be given to the March Of Dimes. Eddie Cantor, organizer of the March Of Dimes, who appears on the Front Cover of this week's Cash Box, will back that day’s dimes... in fact, thank guys like Bob Guarro, Lou Casola, Bob Lindemoff, and the many, many others who’ve already joined in this terrific program to benefit all the industry...

And, surely, when ops want to get dime play going, what better plan than The Cash Box’ plan of: “A Day Of Dimes For The March Of Dimes,” plan.

Lot’s of fun and profit—think “the week” From Lex Vincent—the Bally barb. . . . Barnet (Shuyer) Sugarman of Maplewood, N.J. also around town. Looking just as dapper as ever. . . . Lou Beasberg of Nee Orleans being hosted by Bill O’Donnell of Bally. Bill has become one of the industry’s outstanding buyers and latest hosts. . . . Lotsa the, Here’s Howie January With Larry Western’s gaffer that the thank you’ve got to take off your shoes to contest it all up. . . . Sales started off very, very good the first working days of 54—Monday, Jan. 4. And all here pleased as punch about this fine sales start. . . . “This is the old gauffer calling,” is the way George Jenkins opened telephone conversation with us this past week. Reason? George became a Granddaddy again—another boy.

And he’s proud! Lots and lots of guys round town still talking about the editorial which appeared here last week’s issue. That the dime is actually only worth .54 cents. Many showing this editorial to their location owners. . . . Two new members were welcomed into The Cash Box’ ’54 Year Club’ this past week: Ray Fr. Jones and Johnny Ruggiero of R. E. Jones Co., San Francisco. . . . Larry Meyer, sec’y of the Phono Mfrs. Assn., phones to advise, “Looks like a great year ahead.” . . . One of the very nicest conversations this past week was with Fred Weisman, the exhibit supply. Ford holds two engineering degrees. Is outstanding in sales. And also well known as an engineering consultant.


Ray Maloney looking absolutely great. And still among the top ten best dressed men. Kidding about with the gang of visitors at Bally this past week. Was just like old times. . . . Henry E. Deeney of Tiffany Records phones regards from Hirsh de LaViez. Advises Hirsh much saddened at the passing of his partner, R. H. Richel and a film photographed by him, photog- rapher of celebrities—Bill Mark. . . . New that Herb Oettinger back from his Arizona vacation he’s looking for someone to give him “some rins lessons.” .

The boys at United are planning to send Johnny Cashs straight north on his forthcoming road trip. So someone suggested, “Maybe we oughta give him snowshoes.” Answered someone else, “Doesn’t own ‘em. His feet are big enough.” As Ray Maloney, Ray Maloney, Jr., Andy Renn, Bill O’Donnell, Art Garvey, Budy Breitenstein, and a host of others at Bally discussing this and that. The “old gauffer,” George Jenkins, pulls us aside to say, “Let’s ‘em talk. We’ve been there. And back again.” . . . Gil Krist tripped home to Baltimore over the week-end to be present at his folks’ 40th Wedding Anniversary. What a thrill that must have been for Gil.

Ed Levin happy to announce appointment of Harry Silverberg, W. B. Music, K. C. M., as ChChin’s distrib in Kansas and West Mo. . . . Toy show in NYC won’t allow Kiddie rides this year. So maybe kiddie mfrs. will display at MOA show. . . . Paul Huesch of Keeny phones to advise that Tommy Tomlin of Nashville named distrib for the firm for the State of Tenn. . . . Hovie Freer of Hovie Freer, all ready at ceiling lo. . . . Dream that maybe, some day, he’ll be allowed to go out and visit his many export friends round the world. But Hovie’s a lot busier at the moment. . . . Richard and Bill Bink sent us a neat card from River Forest. Understand Mel getting ready to break with some news. . . . Sam Stern of Williams just back from a short vacation. . . . When Tax reports he went on to the West Coast to visit with Bob Williams. Now back on the job and busier than ever with production lines at Williams working at top speed. A wonderful way to open this New Year. . . .

THRU THE COIN SLIDE

CHICAGO CHATTER

speedy his trips. Ray Bacon a busy, busy man these days, as calls come in from all over the country. . . . Morrie Ginsburg tells us that, "We’ll probably see our new building completed after middle of January." Guys here all wait- ing for the grand opening.

"Too much New Year’s," is the way the boys at the Chicago Automatic Phone Bowling League put this past Monday night. Result? Very little high scoring, but some startling results anyway. Like, for example, the Coven team making a recovery and taking two games from Melody Music. . . . With the "Mighty Mite" (Julius Mohil) right on the ball, scoring in with a 509 series, Star Music took all 3 games from Atlas. . . . Western’s Jerry Mankins clicked in with a 408 series, and even the Gillette’s Bob Baxter chalked up a 456, Western was still good enough, as a team, to take two games from Gillette. . . . Tony Galgano woke up with a 511, to Tie High Series For The Men, while Charley Alesi came in with a 591, and even the “Fireball Bunk” (Warren Parades) scored a 506 and his team mate, Marino Pironi, had a 502, Paschko took two games from B&B Novelty. . . . Here’s the team that has the big chance to take the lead from Oomens. Decoo-Coral, who took all 3 games from ABC, with Frank Tutumose scoring 511—To Tie For The Men’s High with Tony Galgano, and Tony Ignoffo scoring 407. Best ABC could do was Bob Guarro’s 500 on the head. . . . At last Oomens’ team was stopped cold. Mercury taking two games from Oomens. Mercury’s Bob Clark scored in with 504, For Oomens, reliable Isaiah Oomens came thru with 475—High For The Women, and just as reliable Carl Latino chalked up 481. This Monday night is expected to be a whizz with Decco-Coral maybe caving all over Oomens. Better be present.

"It’s What’s in THE CASH BOX That Counts"
FOR SALE—Make Offer—Sunshine Parks, Futurities, Turf Kings, Across-the-Board, Winners, and 300 original factory symbols merchandise for Holly Crates. J. ROSENFELD COMPANY, 3220 OLIVE ST., ST. LOUIS, MISSOURI. Tel.: OLive 2800.

FOR SALE—Spot Lites $99; Yacht Clubs $250; Beach Clubs $375; Palm Beach $300; Frolies $250. TOLEDO COIN MACHINE EXCHANGE, 514 SUMMIT ST., TOLEDO, OHIO. Tel.: ADams 8624.

FOR SALE—All machines 20% off high CASH BOX prices. Wurlitzers 1015, 1100, 1250. Rockola 1422, 1426. AMI Model C. Seeburg 146, 147, 100A. Phone Sterling 87515 or Write: DIXON DISTRIBUTING CORP., 3808 SOUTHERN BLVD., YOUNGSTOWN, OHIO.

FOR SALE—AMI Model B, $310 each. Low-Cost Sky Compass, $250 each for 25 semi-automatic cameras, $195. All equipment in A-1 condition. RELIABLE COIN MACHINE CO., 184-188 WINDSOR ST., HARTFORD, CONN.

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

FOR SALE—One Stop Record Service. Large stock of major, independent labels. Popular Rhythm, Blues. We ship anywhere at cost plus 5¢ per record. LOMBARDI RECORD SHOP, 2227 W. MADISON ST., CROWN RECORD SHOp, 3747 W. CHICAGO AVE., CHICAGO, ILL. Tel.: Saramento 2-5050.

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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", where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to $100.00 is guaranteed by "The Cash Box". You should lose your deposit in fraudulent manner immediately write:

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

For sale—Silver Chest, like new, $275; Golden Nugget $125; Jumping Jax $90; Geneo 400, $80; Dale Gun $60; Chicago Coin Pistol $95; Mutoscope Sky Fighters $125; Chicago Coin 4 Player Derby $225; Big Bronto, very clean, $495; Evans Horse Race Wheel, write; Chicago Coin Super Jet, used, $495; Metal Typer, very clean, $345; Pop Corn Set $49.50; Funny House Mirrors, write; Jungle Joe $150; Cenco Sky Gunner, like new, $285; Chicago Coin Band Box (New) $225. Shuffle Alleys—United 4 Player Formica Top $85; United 5 Player Formica Top $100; United 6 Player Formica Top $115; United 6 Player De Luxe $135; United 6 Player Super $195; United 10th Frame $285; United 10th Frame (Matched) $300; United Cascade $325. Bally—Bally Spot Lite $135; Bally Bright Spot $150; Bally Frolies $225; Bally Atlantic City $250; Bally Palm Beach $275; Bally Beauty $360; Keeney Lite-A-Line $85; Williams Long Beach $139.50; United ABC $350; Universal 5 Stars $95.50; MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

Notice—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor in DIXIE COIN MACH. CO. 122 NO. 3ROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.

Notice—10¢ Seeburg AMI Ops—Don’t Pass Up Nickels! General’s Conversion Kit fits late model Juke Boxes and will wind up area 2 nickels, 10¢c and 25¢c. Samples $3.50. Lots of 10, $2.95 each. Complete with decal and instructions. GENERAL DISTRIBUTING CO., 3574 HARDING, CARLSBAD, CALIFORNIA.

Notice—Phonograph Motors Rewound—Any make of split-phase Juke Box Motor rewound $4.00. No Extras. $4.00 is all you pay. Mail list 4,000 Juke Box Operators $35. CAROLINA ELECTRIC CO., P. O. BOX 125, MATTHEWS, NORTH CAROLINA. Tel.: 2711.

Notice—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box, Chicago, III., DEBarons 40945; The Cash Box, Los Angeles, Calif., WEbster 1-1121.

Notice—Outdoor Barbeque Cook-N-Wagon—See Miller’s High Life ad. To Operators and Distributors delivered any place in United States for $89.50. WESTERN DISTRIBUTORS, 1226 SW 16th AVENUE, PORTLAND, OREGON.

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

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NEW YORK 19, N. Y.

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For just about two-bits a week—only $15 for the whole year now get the answer!
Ever since the repeal of prohibition many swank bars and elite restaurants have steadfastly refused to accept a juke box of any kind. It took Model "E" by AMI to turn the tide. The deluxers have suddenly fallen for "E's" breathtaking beauty, smart style and tonal fidelity and are telling AMI ops to

"Put One In"

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"Put One In"
**How To Use "The Confidential Price Lists"**

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

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter, "The Confidential Price List" can only feature the market prices as they are quoted. The "Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be 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 very widely diversified. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone in the East Coast may think that same machine is worth $72.00. Of course, serial appearance, demand, territory, quantity, and condition of equipment must be taken into Wall consideration. Some machines are quoted by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. The "Confidential Price Lists" retains each quotation exactly as it is made to depend 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. **Up and Down**
4. **No change from Last Week**
5. **No quotations Last 2 to 4 Weeks**
6. **New prices 4 Weeks or Longer**
7. **Machines Just Added**
8. **Great Activity**

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**PHONOGRAPHS**

**LISTED ALPHABETICALLY**

**AIREON**
- 4t Fiesta 20.00 30.00
- 4t Hideaway 20.00 30.00
- 4t Coronet 20.00 30.00
- 4t Hi-Top 20.00 30.00

**A M I**
- 4t WM Wall Box 12.50 20.00
- 4t Model A '46 150.00 225.00
- 4t Model B '48 225.00 325.00
- 4t Model C '50 175.00 250.00
- 4t Model D '49 145.00 250.00
- 4t Model D-89 139.50 250.00

**BUCKLEY**
- 6t Wall & Bar Box O.S. 3.00 5.00
- 6t Wall Bar Box N.S. 5.00 10.00

**MILLS**
- 6t Throne of Music 20.00 30.00
- 6t Enterprise 20.00 30.00
- 6t Constellation 29.50 39.50

**PACKARD**
- 2t Pla Mor Wall Bar Box 2.50 4.95
- 4t Manhattan 19.50 75.00
- 4t Model 7 Phone 25.00 35.00

**ROCK-OLA**
- 4t Playermauve '46 35.00 49.50
- 4t 1227 Phone ('46) 50.00 79.00
- 4t Fairlane (1227) 165.00 295.00
- 4t 1432 Rocket ('51) 250.00 395.00
- 4t 1434 325.00 395.00
- 4t 1501 Wall Box 25.00 35.00
- 4t 1502 Bar Box 5.00 7.50
- 4t 1503 Wall Box 12.50 15.00
- 4t 1504 Bar Box 15.00 20.00
- 4t 1510 Bar Box 15.00 20.00
- 4t 1518 Wall Box 15.00 20.00
- 4t 1526 Wall Box 15.00 19.50
- 4t 1530 Wall Box 15.00 20.00
- 4t 1605 Organ Speaker 5.00 7.50

**MISCELLANEOUS**
- 4t Ch/o Coin Band Box (4t) 75.00 125.00
- 4t Coin Hi-Top Band Parade 25.00 35.00
- 4t Williams Music Mite 35.00 49.50
- 4t Evans Constellation 1, 115.00 185.00
- 4t Constellation II 265.00 325.00

**THE CONFIDENTIAL PRICE LISTS**

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Ke) Kenoey; (Un) United; (Wm) Williams.

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**January 16, 1954**

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**THE CASH BOX**

**Page 50**

15th Year of Publication

745th Consecutive Week's Issue

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This Week's Most Active Used Machines

PHONOGRAPHS

AMI Model A .................. $150.00 - 225.00
AMI Model C .................. 225.00 - 250.00
Rock-Ola 1422 ................. 175.00 - 250.00
Rock-Ola 1426 ................. 200.00 - 275.00
Seeburg 146L ................. 175.00 - 325.00
Seeburg 14E .................. 200.00 - 325.00
Seeburg G-100 ................ 150.00 - 275.00
Wurlitzer 1000 ............... 100.00 - 225.00
Wurlitzer 3920 Wall Box ........ 100.00 - 250.00

PINBALLS

ABC (Un 3/51) ................. $35.00 - 75.00
Arcade (Wm 11/51), Beach Club (B 2/52) ........... 350.00 - 410.00
Beauty (B 11/2), Bright Lights (B 5/51) .......... 295.00 - 360.00

ARCADE EQUIPMENT

Exhibit Dale Gun ........... 400.00 - 60.00

Manufacturers New Equipment

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

A.B.T. MFG. CORP.
Challenger (Counter Model) ........ $75.00
Ride Sport, 3 and more Guns, plus complete ranges of various types ........ 1,400.00

AMI, INCORPORATED
AMI "E"-40 Phonograph ..... $79.50
AMI "E"-80 Phonograph .... 925.00
AMI "C"-120 Phonograph .... 1,090.00
W-150-3/25 Wall Box ....... 85.00
W-120-5/10 Wall Box ....... 89.50
HS-80 Hideaway .............. 775.00
HS-120 Hideaway .......... 885.00

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

BALLY MFG. CO.
The Champion (Mech. Horse) ........ $1,065.00
Palm Springs ................. 695.00

CHICAGO COIN
Advance Bouwer ............... 615.00
Cris-Cross Bouwer .......... 665.00
King Bouwer ................. 645.00
Round The World Traveler ...... 1,185.00

H. G. EVANS & CO.
Century (Model 2045) ........ $1,050.00
Jubilee (Model 325) ........ 825.00
Jubilee (Model 218F) ........ 795.00

EXHIBIT SUPPLY
Big Bronco ................. $977.50
El Topo The Bull ............. 997.50
Ferdy The Bull ............... 725.00
King Rogers' Trigger .......... 1,047.50
Rudolph The Red Nosed Reindeer .... 725.00
Rudolph The Red Nosed Reindeer With Music ........ 775.00
Redhead .................... 725.00
Rawhide .................... 725.00
Space Gun .................. 375.00
Space Patrol ................. 1,047.50
Silent Salesman (Card Vendor) .... 795.00
Sea Skate .................. 1,047.50
Western Gun ................ 725.00

Cenco MFG. & SALES CO.
Shuffle Pool ................ 675.00

D. GOTTLEB & CO.
Green Pastures ............ $364.50

INTERNATIONAL MOTO. CORP.
Phantom 53 ................ 2,150.00

J. H. KEENEY & CO., INC.
Electric Gieatte Vendor .......... 281.50
Cein Changer Model ....... 304.50

MARVEL MFG. CO.
(New Model) Shuffle-Score .... $139.50
Overhead Scoreboard .......... 150.00

METEOR MACHINE CORP.
Flying Saucer ............. $715.50
Hot Rod Racer ............... 725.00
Pony Boy ................. 517.50
Rock-A-Bye .................. 395.00
Tung-Ge (Grip Scale) ........ 149.50

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HF-106G ................... $315.00
Wall-O-Matic "600" ........ 525.00
MVR-1M Master Remote Volume Control ........ 495.00
Cough & Speaker Every (Teadrop) ........ 395.00
Cough & Speaker Every (New) ........ 395.00
Cough & Speaker Every (CVS12-12'' Receused Speaker) .... 395.00
FS612 Power Supply .......... 150.00
ARL-14 Auxiliary Remote Amplifier .......... 60.00
AVC-1 Automatic Volume Compensator Unit .... 250.00

UNITED MFG. CO.
Chief Shuffle Alley .......... 650.00
Hit .................. 875.00
Leader Shuffle Alley ........ 675.00
Deluxe Leader Shuffle Alley . 695.00

WICO CORP.
Major Leaguer (Automatic Baseball Pitcher) .... $1,295.00

WILLIAMS MFG. CO.
Struggle Boggles ............ $364.50

THE RUDOLPH WURTLITZER CO.
Model "1500" Phonograph .... 725.00
Model "1600" Phonograph .... 725.00
Model "4851" 35c-25c Wall Box .... 125.00
Model "5024" 50c-25c Wall Box (194 Selections) ........ 250.00
Model "5101 1/2" Deluxe Speaker .... 95.00
UNITED’S
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
QUADRUPEL SCORE

MULTIPLE SCORES ON STRIKES OR SPARES
ONLY

ADJUSTS TO 5 OR 10 FRAME GAME

Last Frame Feature

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
QUADRUPEL 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

SEE YOUR DISTRIBUTOR

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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED’S
RIO
Fast Action In-Line Game with
New SPELL NAME Feature

Standard Pinball Cabinet Size

NOW AT YOUR DISTRIBUTOR

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.