Rita Faye, MGM's 9 year old prodigy, is caught in several acts which demonstrate her latest disk "I'm A Problem Child" backed with "Mr. Lightning Bug". Rita first came to the record buying public's attention with her disk, "I Fell Out Of The Xmas Tree". The young thrush who hails from Gadsden, Alabama, has been singing professionally since she was two and in last year's Cash Box disk jockey poll was voted one of the most promising artists in the country division.
Everybody's LITTLE Sweetheart!

...The World's SMALLEST multi-selection phonograph
...The Original Phonograph with 120 selections

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois
For the past decade, the great influence upon pop music has come from the folk field. Not only have folk tunes been taken over in toto, but almost all Tin Pan Alley songsmiths have tried their hand at imitating folk songs.

Now another field is being heard from.

It's the rhythm and blues field.

For the past several months, juke box operators in pop locations, disk jockeys who conduct pop shows, and retailers with a predominantly pop trade have found themselves being flooded with requests for records and artists that come right out of the R&B category.

Negro music has always had a tremendous influence upon America's popular music. Our original conception of jazz came from Negro folk songs and Negro melodies and strains. The basic pattern of American music is deeply indebted to Negro influences.

So it is not surprising that R&B music today should be accepted by pop audiences.

But what is different is that whereas formerly essentially pop artists (no matter what color they were) took Negro melodies and adapted them for pop consumption, today rhythm and blues artists and songs are being accepted for themselves alone without any basic change in style or content.

Some names that come to mind of artists who are today being programmed in many places on an equal basis with pop artists are Ruth Brown, Amos Milburn, Wynonie Harris, Johnny Ace, Willie Mae Thornton, Fats Domino, Lloyd Price and The Clovers, to mention just a few. And as far as records go, there are such smash hits of recent date as "Gee" by The Crows, "You'll Never Walk Alone" by Roy Hamilton, "Crying In The Chapel" by The Orioles, and "Marie" by The Four Tunes.

All these examples add up to a definite pattern.

And what this proves most of all—taken together with the impact that folk music has had on the pop field—is the integration of all the factors involved into one great American music.

It's been said over and over again—and our own American pattern really proves it—"music is universal". Songs and melodies which have meaning, have meaning for everyone. Great songs in the folk field turn out to be great in pop. Likewise great melodies in the R&B field are equally great for pop audiences.

With that premise, America's popular music can easily attain a stature and lasting quality comparable to any music that is being written anywhere today or has ever been written before.
BIG NEW RELEASES

"CROSS OVER THE BRIDGE" and
"MY RESTLESS LOVER"

PATTI PAGE
70302

"MELANCHOLY ME" and
"I WONDER WHAT'S BECOME OF SALLY"

EDDY HOWARD
70304

"UNTIL YOU CAME TO ME" and
"THE SPARROW SINGS"

VIC DAMONE
70326

COMING UP FAST

"FROM THE VINE CAME THE GRAPE" and
"PATZO FOR PIZZA"

THE GAYLORDS
70308

"SOMEBODY BAD STOLE DE WEDDING BELL" and
"BAUBLES, BANGLES AND BEADS"

GEORGIA GIBBS
70298

"CUDDLE ME" and
"OH! AM I LONELY"

RONNIE GAYLORD
70285

"It's What's in The CASH BOX That Counts"
Jockeys extremely interested in our recent editorial, "Keep 'Em Short." Comments like the following were repeated many times. Little Artie Preston (WSPR-Springfield, Mass.) writes, "... want you to know I appreciate all you are doing for all the disk jockeys. Re your editorial, I have been experimenting and find short records to everyone's advantage. With commercials and the value of the proper records I must be prudent in my choice. I have found longer records not as successful as the shorter ones." ... says Peter G. Tripp, studio manager of KUDL-Kansas City, Mo. "Why is it necessary for The Cash Box to campaign for shorter records? Don't the record company want to sell more records? If the record is shorter the disk jockey will play it more often. If it is played more often, as everyone knows, it will sell more."

Pic of the week—Rex Dale (WCKY-Cincinnati, O.) says, "my most requested number on my pop shows just before and just after school is 'Bimbo' by Ruby Wright on King. Mothers and children seem to have gone for this side. I thought perhaps other jockeys might be interested in this information." ... Bob E. Lloyd (WAVZ-New Haven, Conn.) has added a new two-hour Saturday record show to his airtime. Bob remarks, "I don't really mind the longer hours. It's still better than working." ... Dirk Courtenay has gotten himself a daily show, 6 days per, on WCFL-Chicago, 12:45 p.m. to 1. Also about half-a-dozen shows between Saturday and Sunday, same station. ... Local jocks will no doubt be hearing from Henry Okun. Henry has been named national sales promotion manager for Original Records. Artists on the label include Dixy Sisters, Pauline Rogers, Vera Leeds and Jimmy Dale, ... Wayne Cody (KLAL-Salt Lake City, Utah) on 5:30 to 7:30 A.M. and 12:30 to 1:30 P.M. doing a great job satisfying station, sponsors and audience. ... Ben Strouse, vice president and general manager of WWDC-Washington, D.C., closed down his search for a new radio personality after being deluged with 151 audition recordings from disk jockey throughout the country. The winner will be on the air beginning February 6. ... Stephen Paul and wife Louise, proud parents on January 22. Young Stephen Paul, Jr, weighed in at 7 lbs. 6 oz. Mother, Louise, is the former Louise Arcangel of Philadelphia and Richmond.

Lenny Wolf, Audivox Records, popping buttons "cause in the past two weeks three jockeys have adopted Raymond Scott recordings as themes for their programs. Bob Snyder and Marty Ross (WABY-Albany, N. Y.) using "Honest Intui"; Donn Thibeta (WKBW-Manchester, N. H.) "Huckelberry Duck"; and Gene Rayburn (WNTY-New York) spinning "Birdlife In The Bronx." E. P. sale on Ray's recordings have been sensational, says Lenny, and already demand is coming in for the soon to be released L.P. ... WIND's Jay Trompeter beautifully handled the emcee chores at the annual disc jockey jamboree sponsored by the Fair Teens, a teenage club organized by the Fair Store, Chicago, which boasts of 7,000 members. Jay followed interviews with the latest record of the artist. The following stars appeared—Bill Bailey, Dan Bellco, Buddy Divito, Bill Darnell, Pearl Eddy, Rocco Greco, Jane Kelly, Lew Douglas, David Carroll, Tommy Leonetti and Georgie Shaw, ... Bill Phillips (WBAX-Wilkes Barre, Pa.) caught Dick Duane at the Elegante in Brooklyn and was so "sold" he stayed through show after show. Dick's current etching on Paris Records, "You Are My Love" and "Masquerade," Cash Box best bet.

"It's What's in THE CASH BOX That Counts"
## Record Reviews

**LARRY FOSTER**
(Carl 6112; 9-6112)

**“HOW DO YOU WANT ME TO SPIN MY LOVE SONG” (2:34)** [Gale & Gaylen BMI—Burelo, Murray] Larry Foster impersonates a number of top recording artists as he chants this ballad. Clever idea that should get plenty of juke box and air play.

**“A TRIP TO HOLLYWOOD” (2:28)** [Gale & Gaylen BMI—Burelo, Murray] A lively bounce number tied together a number of imitations of movie stars. Cute deck that doesn’t come over as well as top half.

**BUDDY JAYSON**
(Jubilee 6053; 45-6053)

**“HOT DOG SHE’S MINE” (2:34)** [Kalet-Nelson BMI — Kalet, Gamae] In his Frankie Laine style of delivery, Buddy Jayson rhythms through a solid jumper. A top piece of material that could go with promotion.

**“TELL YOU WHAT I’M GONNA DO” (2:28) [Kalet-Nelson BMI— Kalet, Gamae] Merty Craft sets up another fine Almost for a similar rhythm job. Once again the material is attractive.

**BILL CAREY**
(RCA Victor 20-5616; 47-5616)

**“NO NO NO” (3:00)** [Joy ASCAP—Springer, Ebb] With lush support by Hugo Winterhalter’s men, Bill Carey tenderly treats a pretty love song. Lad has plenty of feeling in his voice.

**“THE CHUCK WAGON SONG” (2:28)** [Trinity BMI—Hornby, Chambers] The artist lutes through a western type number as the chorus assists in the backdrop. An ok novelty.

**THE SMITH BROTHERS**
(*X*-0003; 4X-0003)

**“MELANCHOLY ME” (2:49)** [Sheldon BMI—Thomas, Biggs] The Smith Brothers make a strong bid for a hit via this lovely ballad. The boys have a warm harmony much like that of the Ames Brothers. Watch this one.

**“IT WAS WORTH IT” (2:02)** [Budd ASCAP—Kaye] On this end the crew rides through an inviting shuffle rhythm item that’s a pleaser all the way. Roy Ross assists perfectly on both ends.

**GUY LOMBARDO ORCHESTRA**
(Decca 29022; 9-29022)

**“OUR HEART IS BREAKING WALTZ” (2:49)** [Village BMI—Proven] As the Teresa Brewer version of this tune bids for hitdom, Guy Lombardo and his men offer a pleasing dance item to cover deck. Kenny Gardner handles the vocal.

**“TILL WE TWO ARE ONE” (2:06) [Shafoil Bernstein ASCAP—Glazer, Martin, Martin] Another hit contender gets a smooth orking from the men. An ok delivery.

---

**THE CASINO BOX**

<table>
<thead>
<tr>
<th>DISK &amp; SLEEPER</th>
<th>GOOD</th>
<th>EXCELLENT</th>
<th>FAIR</th>
<th>VERY GOOD</th>
<th>MEDIOCRE</th>
</tr>
</thead>
</table>
| "LOVE ME OR HATE ME" | "SLEEPING BEAUTY" | "GOOD MAN"
| "SLEEPING BEAUTY" | "GOOD MAN" |

---

**THE GYPSY WAS WRONG**
(2:45) [Planetary ASCAP—Crane, Jacobs]

**“OLD SHOES AND A BAG OF RICE” (3:10)**

**JUNE VALLI**
(RCA Victor 20-5653; 47-5653)

---

**THE CASH BOX**

**BEST BETS**

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

- **"WHAT GOOD IS SOMEBODY NEW"** — Bobby Wayne. Mercury 70303; 70304
- **"CARNIVALITO"** — Ray Martin. Esquire 45-346
- **"NU, NU, NU"** — The Tailor Maid. Eureka 6752; 45-6752
- **"MELANCHOLY ME"** — Smith Brothers. *X*-0003; 4X-0003

---

**MONCHITO**
(Fiesta 20-028; 45-028)

**“SUAVECITO” (2:44)** [Monchito] Monchito and his Mambo Royals rhythm through a novel, Mambo in colorful fashion. Lyrics are catchy and could revive this popular oldie.

**“YOU NEVER SAY YES, YOU NEVER SAY NO” (2:35)** [Ceesar, Kassel, Duchene] The leader conducts the group as it cruises through another light novelty type number. This one is set to a rhumba beat.

**RAY MARTIN ORCH.**
(Exes 346; 45-346)

**“CARNIVALITO” (2:41)** [Southern ASCAP—Zaldiver] The lush Ray Martin orch glides through a lively and colorful instrumental item that sticks with you. Catchy tune that could be a hit.

**“PANAMA WALTZ” (2:59)** [Robinson ASCAP—Martin] A vivacious tango beat highlights this lush and sultry item. A beautiful presentation that makes top grade listening.

**THE TAYLOR MAIDS**
(Eureka 6752; 45-6752)

**“NU, NU, NU” (2:14)** [ASCAP—Romo, Bradford] A catchy "Bei Mir Bist Du Schoen" jump item is cleverly handled in a potant fashion by the Tailor Maids. It’s a terrific side that could spread. Girls are polished.

**“BANDANA” (2:14)** [ASCAP—Stanley, Livingston] The three chirps rhythm through a samba item on this end. An exciting reading with ok lyrics.

**EDDIE BRACKEN**
(Chance 3009; 45-3009)

**“SEPTEMBER SONG” (2:24)** [Chappell ASCAP—Weill, Anderson] Eddie Bracken gets a full string backdrop from the orch as he smoothly fashion a great standard. Nice job.

**“THAT GIRL” (2:27)** [Marks ASCAP—Bracken, Swasey] Eddie gets the aid of Barbara Cooke as they team up on a light and inviting ditty. A cute job that could catch on.

**EVELYN KNIGHT**
(Decca 28989; 9-28989)

**“MAMA AIN’T COOKIN’ TO-DAY” (2:42)** [Harman ASCAP—Robinson, Brewster] Sy Oliver backs Evelyn. Knight on a cute country flavored novelty with a cute set of lyrics. A handclapper that could make it.

**“IF THE SUNN IS SHINING IN YOUR WINDOW” (1:50)** [General ASCAP—Claude] The chorus assists the thrush on another bounce on the sentimental side. Peppy item.
Announcing...

The Cash Box

MOA

SPECIAL ISSUE
(Dated: March 13)

YOUR ADVERTISING MESSAGE WILL REACH ALL OF THE NATION'S OPERATORS

Distributed at the MOA Convention at the Palmer House, Chicago, all during the Show . . . And those Juke Box Operators unable to attend will receive it by mail.

GOES TO PRESS: Thurs. MARCH 4

RESERVE YOUR SPACE NOW!

THE CASH BOX

26 WEST 47th STREET
NEW YORK 36, N. Y.
(PHONE: JUdson 6-2640)

CHICAGO
32 W. RANDOLPH ST.
(Phone: DEarborn 2-0045)

LOS ANGELES
6399 WILSHIRE BLVD.
(Phone: WEbster 3-0347)

“It's What's in THE CASH BOX That Counts”
BOBBY WAYNE  
(Mercury 70303; 70303 x 45)  
"WHAT GOOD IS SOMEBODY NEW" (3:01) (Alroy BMI — Parnell, Howard) Bobby Wayne sends up one of his best offerings to date as he tenderly caresses the lyrics to this tender waltz item. Beautiful job that could hit big. Top notch delivery.  

THE BIG DREAM" (2:45)  
[Redd Evans ASCAP — David, Saxon] On this end Bobby cruises through an inviting ballad. Good listening.  

ALAN DALE  
(Coral 61119; 9-61119)  
"GIOIA MIA" (2:57) [American Academy ASCAP — Ricka, Castellucci] A beautiful Italian flavored number is given a top quality reading by Alan Dale. Girl in the background creates an interesting distant effect. Sixth is terrific and could catch on.  

HONEY, HONEY, HONEY" (2:18) [Lion ASCAP — Fritsch] Dick Jacobs’ boys again assist the crooner on this lively bouncer. Cute ditty is catchy.  

BETTE McLAURIN  
(Central 1004; 45-1004)  
"IT’S EASY TO REMEMBER" (2:21) [ASCAP—Rogers, Hart] A lovely oldie is fashioned by the exciting voice of Bette McLauren. A real pretty ditty that makes most enjoyable listening.  

WHO CAN I TURN TO" (2:37)  
["Wildie"] Bette puts feeling into this pleasing item. An interesting reading of a good tune.  

DAVID ROSE ORCH.  
(MGM 30839; K-30839)  
"I LIVE FOR YOU" (2:50)  
[Chappell ASCAP.—Eigner, Trenet, Sigman] The lush David Rose strings take off on a lovely romantic melody to a slow waltz tempo as Rush Adams handles the vocal. Ok deck.  

MIGRAINE MELODY" (2:20)  
[David Rose ASCAP — Rose, Dobinson] Although the melody is beautiful, the gimmick will sell this deck. As the lush strings play, a comical cry to "stop" comes from a migraine headache victim. Real funny. Should get plenty of laughs and spils.  

JANE RUSSELL, CONNIE HAINES, BERYL DAVIS & DELLA RUSSELL  
(Coral 61113; 9-61113)  
"MAKE A JOYFUL NOISE UNTO THE LORD" (5:00) The four thrums team their talents on a reusing rendition of three spirituals. Exciting material with a pleasant demonstration of harmony.  

"MAKE A JOYFUL NOISE UNTO THE LORD" (3:10) On this end the girls offer another spiritual item in exciting fashion. Lyn Murray and his men offer the accompaniment.  

THE CASH BOX  
SLEEPER OF THE WEEK  

"THERE IS DANGER" (2:40)  
[Peer International BMI—Carroll]  
"BE TRUE TO ME" (2:22)  
[Southern ASCAP—Thorn, Zaldivar]  

BOB CARROLL and FRANK DE VOL  
(Derby 840; 45-840)  

“MIDNIGHT”  
[Meadows ASCAP—Norman]  
“PARIS IN THE RAIN”  
[Pickwick ASCAP—Gilbert, Mortimer, Norman]  

EDDIE CALVERT  
(Essie 349; 45-349)  

Eddie Calvert  

Eddie Calvert  

Although an accomplished musician in England for a number of years, Eddie Calvert’s fame in the U.S. was first recognized when he hit the wax world with a penetrating trumpet solo called “Oh, Mein Papa”; a tune which could rank as one of the top songs of 1954. Now Calvert comes up with another strong contender in a beautiful romantic piece called “Midnight.” Flip is a pretty waltz item “Paris In The Rain.” Look for the top half to make Calvert’s record two in a row.  

MARTIN WALKER  
(Camm 134; 45-134)  
"WINDOW IN HEAVEN” (2:48)  
[Herrstein ASCAP—Marshall] Young Martin Walker gets an effective choral setting from the Philharmonic Chorus, as he feels he definitely presents a religious item. Wonderful young tenor voice.  

SUNDAY STORY" (2:25)  
[Camn BMI—Todras, Rietelli] The lad sends up some more of this appealing tender religious material. Delivery is great.  

ALAN DEAN  
(MGM 11643; K-11643)  
"POSITIVELY NO DANCING" (2:25) [Weiss & Barry BMI—Roman, Leigh] A pretty waltz number is softly fashioned by the warm and inviting voice of Alan Dean. A smooth job on some good material.  

HOLD ME CLOSE" (2:46)  
[Alan BMI—Wright & Prentoust] Joe Lipman and his orchestra supply a top-notch backing for a beautiful item. Tune is in the popular Beethoven classic “Fur Elise.” And lyrics are fitting.  

RUSS MORGAN ORCH.  
(Decco 29032; 9-29032)  
"THE DARKTOWN STRUTTERS’ BALL” (2:39) [Feast ASCAP—Brooks] With the current revival of this oldie, Russ Morgan hands up a cornball instrumental version of the time favorite. Al Jenning does the vocal.  

IT'S ALL黃 SOME CHANGES MADE” (2:52) [E. R. Mark BMI—Overstreet, Higgins] Al bounces through another oldie in a peppy and inviting manner. A cute piece of material with Russ supplying his pleasing music.  

BENNY LEE & THE STARGAZERS  
(London 1408; 45-1408)  
"REG OVEN and the orch offer a "creep" rhythm for a light bouncer with a nice instrumental job. Number should go well with disk jockeys who conduct record hops. Benny and group work well.  

BE TRUE TO ME" (2:28)  
[—Wilson] The Stargazers work alone on this terrific cornball version of a current hit. A hilarious waltz that should get laughs and loads of spils.  

JUNE HUTTON  
(Capitol 2727; F-2727)  
"GEE” (2:50) [Meridian-BMI—]  
As this hit rhythm and Blues disk continues to rival “Dinah,” June Hutton offers a solid pop version of the Jensen. A real exciting side with the chorus adding top support.  

TOO LITTLE TIME” On this end the thrush comes through with a waltz rendition of the love theme from "The Glenn Miller Story.” Tenderness every groove.
A great new ballad!

WANTED

...LOOK OUT THE WINDOW

A smash up-tempo hit!

Hugo Winterhalter
his Orchestra
and Chorus

20/47-5647

PERRY COMO
MARIAN CARUSO
Sings
PINE TREE, PINE OVER ME
and
FINI
Dec 29817 (78 RPM) and 9-28917 (45 RPM)

RUTH CASEY
Sings
HOLD ME
and
WON'T SOMEBODY ANSWER THE PHONE
Dec 2948 (78 RPM) and 9-28948 (45 RPM)

THE CASH BOX ROUND THE-WAX CIRCLE

NEW YORK:
The price war between Victor and Columbia will probably end in a couple of weeks. Other distributors plan to stand aside and not get involved. The Clovers and Ruth Brown, Atlantic's top stars, are scheduled for a Billy Eckstine concert tour starting this month. ... On Sunday night, February 7, Harry Gray will devote his entire two hours to the story of Mercury Records, its stars, up-and-coming artists, and all the fields of the industry covers. ... Jo Ann Talley followed Julius LaRosa into the Casino Royale in Washington, D.C., February 8. ... Don Cornell looks like he has a winner in his latest Coral disk, "Hold Me." ... Bob Anthony, signed to an Eagle Record contract, leaves on a USO tour to Korea with George Raft and Linda Darnell. ... Johnnie Ray, who will sub for Kathryn Murray on the "Arthur Murray TV Show" February 15, will donate $2500 of his salary to the March of Dimes and a similar amount to the Johnnie Ray Hard Of Hearing Foundation. ... Mercury Artists Corp. has just appointed Eddy Williams head of that booking agency's new record department.

WHITE, formerly with MCA, will handle artists' relations as well as all the agency's recording company contact work. ... Pat Terry unconscious in the Medical Center Hospital, Jersey City, after being beaten up and robbed as he was on his way home from contacting disk jockeys in New York. ... Doc Berner convening down in Miami. ... Pinky Roller papa of a baby boy. ... Irving Fields playing the Thunderbird in Las Vegas for five weeks after which he moves to the Sahara in the same town for six months. He's due back at the Park Sheraton in N.Y. September 8. ... "In The Mission Of St. Augustine" has been presented one of the 1953 Christopher awards. ... The Honeymooners have been signed by Mood Records.

CHICAGO:
Al Bellin phoned to tell us he sent in tune called "Wanting," written by Jack Fulton and Lois Steele, to Wiltmark Music. Percy Como saw the song, thought it was terrific and recorded it immediately. Dick Heaton was out this week and, according to Al, it looks like another Perry Come hit. ... Bob Devere has formed another BMI publicity. He's now sending out publicity for "Tobacco Road Music." ... Eileen Barton and Coral A&R man Bob Thiele flew into the Windy City for just about twenty-four hours, visiting several disc previews. ... That great lady of song, Helen Traubel, opened this past week at the Chez Paree. ... and thrilled audiences once again. She had the first nights begging for more. ... Birthday greetings go this week to Linn Burton. But nobody's been able to find the birthday card which is lost amongst the piles of a-talking! ... nice card from Dick Noel currently vacationing in sunny Miami. ... Jim Mills happily reports he is sked for a new radio show around the first of March. ... Vic Damone in town for a recording session. From here, he goes to New York's La Vien Rose, opening 2/11. Then on to the West Coast where plans are set for Vic to make his first movie since returning to civvy. Called "Athena," Vic's current release, "The Breeze and I," is getting lots of air play round town. ... Tommy Leonetti, newly signed Capitol artist, planning to come onto the Chicago previewing of an up-coming deejay tour. ... Larry Green busier than busy taking Decca artist, Ruth Casey from station to station with her new waxing of "Hold Me." ... Bill Bailey has more and more to smile about these days. His new teamee show getting lots of nice comment. ... and his "Turn Around Boy" looking to be MGM's top seller.

LOS ANGELES:
The new label "X" was ushered in with a cocktail party at the Hollywood Knickerbocker Hotel on Jan. 29. Joe Delaney, Jimmy Hillard and Bill Darnell were on hand to give the new label complete details of the press, disk jockeys and others interested in the recording field attended the gathering. Hillard and Darnell spent a few days in Hollywood while Delaney left for Texas. Bill Darnell appeared on Peter Potter's Juke Box Jury ABC network TV show where his new release was previewed. ... Gordon MacRae stepped into the spotlight at the Ambassador Hotel's Coconut Groove to enchant an audience with his many hit songs. Benny Strong and his musical crew have been held over. ... A big night was enjoyed by everyone at the Trianon Ballroom on Jan. 30. Freddie Martin's smooth dance music highlighted the evening plus a show headed by the Red Slettes of "Bermuda" fame. ... Portugal's foremost singing star Amalia Leitner, newly signed Capitol artist, planning to come onto the Chicago previewing of an up-coming deejay tour. ... Larry Green busier than busy taking Decca artist, Ruth Casey from station to station with her new waxing of "Hold Me." ... Bill Bailey has more and more to smile about these days. His new teamee show getting lots of nice comment. ... and his "Turn Around Boy" looking to be MGM's top seller.

FREDY MARTIN

"It's What's in THE CASH BOX That Counts"
Announcing... a great new record company...

"X" RECORDS

A new name in quality records — featuring a great roster of artists and the finest sound on records today

FULLY DISTRIBUTED! FULLY PROMOTED!

A Sensational first release! Ships nationally February 8th.

A Smash!

BILL DARNEL

THAT'S THE WAY LOVE GOES FOR YOU
Chorus and orchestra directed by Danny Mendelsohn.
78 rpm cat. no. X-0001
45 rpm cat. no. (4X-0001)

A terrific quartet...

THE SMITH BROTHERS

MELANCHOLY ME IT WAS WORTH IT
Orchestra directed by Roy Ross
78 rpm cat. no. X-0003
45 rpm cat. no. (4X-0003)

Dick Maltby

DEEP BLUE SEA PATROL POLKA
78 rpm cat. no. X-0002
45 rpm cat. no. (4X-0002)

Two Stunning Instrumentals

A PRODUCT OF RADIO CORPORATION OF AMERICA

"It's What's in THE CASH BOX That Counts"
ANYTHING CAN HAPPEN MAMBO
(Beechwood)
DOLORES HAWKINS (Epic)

BANDERA
(Blue Grass)
AL ALBERTS (Deco)

BELLA BELLA DONNA MIA
(Love)
SAMMY KAYE (Columbia)

BY HECK
(Marks)
DAVID CARROLL (Mercury)

DOG GONE IT BABY I'M IN LOVE
(Hill & Range)
CARL SMITH (Columbia)

RUSTY WELLINGTON
(Arcade)

DON'T STOP KISSING ME
GOODNIGHT
(Aberbach)
GINNY GIBSON (MG M)
SHEW WOOLEY (MG M)

GO WHERE YOU GO
(Gale & Gayles)
PEGGY LEE (Decca)

HOW COME YOU NEVER ANSWER
(Ascal-Rose)
JO ANN TOLLEY (MG M)

THE MAN WITH THE BANJO
(Mellin)
AMES BROTHERS (Victor)

ROMEO AND JULIET
(Bentley)
ANDY GRIFFITH (Capitol)

STOP CHASIN' ME BABY
(Hollis)
THE LANCERS (Trend)

TENNESSEE WHISTLING MAN
(Studios)
RED FOLEY (Decca)

WALL OF ICE
(Weiss & Barry)
TOMMY EDWARDS (MG M)

Y (That's Why)
(Republic)
SAMMY KAYE (Columbia)

Y'ALL COME
(Starrite)
BING CROSBY (Decca)
ARLIE DUFF (Starday)

YOUNG AT HEART
(Sunbeam)
FRANK SINATRA (Capital)

PUBLISHER'S INDEX

THE CASH BOX

THE CASH BOX

PUBLISHERS' REVIEWS

POPULAR:
LES BAXTER ORCHESTRA featuring BAS SHEVA—"The Passions"—High Fidelity Capitol L A L 480 (10" LP) List: $3.47
DISPAR, ECHIAT, HATE, LUST, TERROR, JEALOUSY, JOY, HERE'S THE CASH BOX'S stimulating high fidelity LP which should have a great appeal to the Hi-Fi addict. It's an eerie Les Baxter composition of mood music which paints a picture of a woman's passions. Set into this tapestry, the music is a spine tingling vocal consisting of chants, walls, moans, etc. The exciting Bas Sheva handles the emotional vocal. From beginning to end, this package is an adventure. The label also contains a booklet offering a track-by-track analysis of the recording from a high fidelity standpoint. This, and the beautiful intriguing cover should help draw in sales.

THE GLENN MILLER STORY—Music from the sound track of the Universal—International Motion Picture—Decora DL 5519 (10" LP) List: $3.00
ACCOMPLISHED STORYTELLER WATTS MARCH, THE MILLS BROTHERS, EMMETT WINDSOR, AND MURRAY MARCH IN THE MOOD; STRING OF "PALS, PENNSYLVANIA 8-000—AMERICAN PATROL. As Universal-International's "The Glenn Miller Story" hits the local theaters throughout the country, Decora issues an LP of the music from the sound track of the flicker. It is not to get the Miller sound for the movie, music director Joseph Gerushenon called on Chummy MacGregor and Don Haynes, two very close friends of Glenn Miller, to serve as technical advisors. Gerushenon also brought together eight members of the original Miller band. The results are terrific. The attractive cover with Jimmy Stewart and Julie Allynson on it should add to the sale of this number. Sound is almost identical to that of the Miller band.

LES BAXTER ORCHESTRA—"Thinking Of You"—Capitol H J 474 (10" LP) List: $3.50
THINKING OF YOU, SPEAK LOW, LITTLE WHITE LIES, MISS YOU—NEVERTHELESS, MINE, WITH YOU, WAVE goodBYE, IF I'M OPEN, THE NEAREST OF YOU. Les Baxter dreamily and enchantingly interprets the beautiful romantic ballads of the past generation in a bright and fresh manner. The tunes are as lovely as ever and the Baxter treatment is lush and imaginative. The title seller with the Baxter fans, plus the remaining 30- and 40-year-olds, and plus the young lovers of today to whom these sentimental items are significant.

SNOWBALL BLUES, IN A OLD DUTCH GARDEN, HOLL MOCH, SWEET MARIE. Hank Snow, long known for his vocal talents, his guitaring merely incidental to his singing heretofore, steps out as an instrumentalist on this E.P. His guitar abilities are brought to the forefront in his fine interpretation of the familiar four tunes. Hank's free flowing style is sure to add to his already vast following.

JAZZ:
DIXIELAND vs. BIRDLAND—Bobby Byrne and His NBC Dixieland Band—Kai Winding and His Birdland All-Stars—MGM E 211 (10" LP) List: $5.00
THE CHOICE IS YOURS, THE SONG IS THE GIRL, BECAUSE I LOVE YOU, WHAT YOU DO, RUSSIAN UPLIFT. ALWAYS, YOU FORGOT TO REMEMBER. One of the country's greatest composers of popular music is Irving Berlin. Many of his works are the most popular of all standards and every Easter and Christmas, his "Easter Parade" and "White Christmas" become hits all over again. In this package, the hatch Paul Brinon orchestra and waltz tempo renditions of Berlin favorites. Album is aimed at adults who should find this item a relaxing bit of listening.

SHORTY ROGERS—"Cool and Crazy"—RCA Victor LPM 3158 (10" LP) List: $3.15
COOP DE GRASS, INFINITY FROMNADIES, SHORT STOP, ROAR-JAUR, CONTEND, TALE OF THE AMERICAN LOBSTER, CHUPECO, LOCOTO, SWEETHEART OF SIGNON-FIELD. A growing figure in the field of Jazz, and with experience that includes arrang. for Stan Kenton and Woody Herman, Shorty Rogers is the featured artist on this album that is a fine example of the MG M issues its second battle of the jazz styles. The former, a clash between the hot and cool styls, met good sales response. This album spotlights the old school, Dixieland, as defended by trumpeter Bob Haggard and the modern jazz style as performed by the highly capable Kai Winding and His Birdland All-Stars. The lively and happy styling of Byrne and his NBC Dixieland Band stands as a caution to the move somber and technical interpretations by Winding. The listener sits in on the ground floor as the contestants follow each other with their particular stylings. "Hot and Cool Blues" provides an exciting finish as both school combines bands and "chase" one another through the tune. The series of "chases" ends with a wild Dixieland finale. Notes on the back of the album by Leonard Feather will be of particular interest to the fan.

BROADCAST MUSIC, INC.

1980 FIFTH AVENUE
NEW YORK 3, N.Y.
Eastman Forms Country Transcription Syndicate

NEW YORK—Lee Eastman announced this week that he had formed a syndicate to produce and market open-end recordings for the country field. Norm Riley will be in charge of all production and will handle the firm’s affairs from Nashville. The series will be called “Tennessee Party Time” and will feature many stars of “Grand Ole Opry.”

At present there are 39 fifteen-minute transcriptions already in the can and initial marketing in Canada has indicated a strong demand for them.

Kapp Starts Diskery

NEW YORK—Dave Kapp announced this week that he had formed his own record firm, Kapp Records. The diskery will concentrate on albums with the first one scheduled for about two months. It will be “One God” from the children’s book by Florence Mary Fitch and will be narrated by Eddie Albert. Kapp expects to direct the sales effort on the album towards schools.

In addition he plans other albums at the rate of about 12 a year and each one will be a special project.

Kapp has also started a publishing firm, Garland Music. His first tune is “Man, Man Is For the Woman Made” which he wrote and which has been recorded by The Ames Brothers.

LP Price War Hits Industry

Republic Wins Suit Against Decca

NASHVILLE, TENN.—U. S. District Judge Eimer D. Davies last Thursday, February 4, handed down a judgment against Decca Records in favor of Republic Records for $6,456.60 actual damages and $40,000 punitive damages. The Court upheld Republic’s claim that Decca had wrongfully attempted to record Del Wood while she was under contract to Tennessee Records which Republic had taken over.

Henry Cohen, attorney for Decca, issued the following statement:

“We are informed that a Tennessee Judge has rendered a judgment in favor of a local Tennessee recording company against us for punitive damages of $40,000 in addition to claimed damages of approximately $6,000. We have not seen the opinion but understand it contains an unprecedented violent attack upon reputable witnesses. The Federal Circuit Court of Appeals in Cincinnati will be asked to pass on the questions involved in this judgment which we believe to be without any evidence to support it.

“The basic legal question in the case is whether Decca was free to utilize the services of Del Wood after her contract with another recording company, Tennessee Records, had been terminated because of violation of AFM regulations.”

NEW YORK—A price war on LPs hit the record industry this week.

It all started when Columbia inaugurated a promotion in Buffalo offering the second LP at half price for every one that was bought. The plan helped move so much merchandise that it was decided to expand it to cover the entire country for the month of February. This meant in effect that the average price of Columbia 12-inch LPs would be $4.47 instead of $8.95.

In retaliation RCA Victor lowered its price on all classical LPs and some show albums to $3.99 for 12-inchers and $2.25 for 10-inchers.

The situation had many diskers in a quandary this week as to what they ought to do, but by the end of the week almost all had decided that they would hold the line on their prices.

The exceptions were Westminster, which was offering a plan which would in effect sell three albums for the price of two, and Mercury which was expected to adopt the Columbia plan later this month.

All the other diskers, including the majors London, Capitol, Decca and MGM were assured their distributors and dealers that they had no intention of engaging in this price war or lowering prices in the foreseeable future.

Moreover, it is expected in the industry that at the end of February, all prices will revert to what they formerly were.
"KISS A FOOL GOODBYE"  
by Jimmy Get

"I WANT MY LOVE"  
by WHIPPOORWILL

THE NEW RECORD TO WATCH!!

Order from your distributor or direct.

DOOTONE

Records, 9514 S. Central Ave., Los Angeles 2, California

Commanotto Pub. Co.  
234 Patterson Ave.  
East Rutherford, N. J.

Golden Voiced  
WILLIAMS

“Sunday Story”  
and

“Window in Heaven”  
Comm 134

A few choice territories still available for key distributors.

CAMA

Records

Cammoratto Pub Co.  
234 Patterson Ave.  
East Rutherford, N. J.

“ANGELA MIA"  
DON, DICK & JIMMY TRIO

Crown Records 104

c/o Modern Records

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

February 13, 1954

The Cash Box, Music & Trade Journal

Irv Shorten, presy of Allied Music Sales, Inc. of Los Angeles, has announced the opening of his new San Francisco branch office. Irv's brother Paul has been the head of the San Francisco operation along with Harry Kaplowitz. Both have been in the Loreto will now operate out of the San Francisco office. They are extending most of their present lines and include the many Northern California area... Henry Gage, vice-president of Westminster Recording Co., New York, spent a few days in Los Angeles and was visiting with the San Francisco Record Distributors. He is arranging a long range recording program that will extend far into 1955. California Record Distributors will be one of the many firms represented at the Andy Fair in the Hotel Alexandria on Feb. 4th, 5th and 6th with a large display of "The Helen "T" Harry Bloom, presy of Mercury Record Distributors, inc., is back at work after his vacation in Arizona. He and Leo Fisher had their recording star, Joyce Taylor, flown out from Chicago to be on the Peter Potter "Juke Box Jury" coast-to-coast show, on Sunday (1-31). Her latest single "I'll Fix My Love" was previewed on the show. Sid Talma, v.p. of Record Marketing Corp. and Murice Garten, head of Agua Records, spent a few days in the business area and at MCA, Ray Stein and Bob Field took off the office when they were away. Al Sherman, West Coast representative for King Records, reports that "The White Greatest " by the Checkers has clicked off big hot out and has surpassed all predictions. Ed Sullivan said that "Watch Dog" by Lula Reed on the King label will be a hit. Gordon Wolf, presy of Sanland Music Sales, has taken on the new Eureka label and is all excited. The first release by the Index Mists titled "Nu, Nu, Nu" and "Bandana" which is reported to be causing quite a sensation throughout the nation. ... The new label "X" will be handled out of the Los Angeles area by a new firm called J. K. Distributing Co. They will be located along West Pico. Comments on the new distributor have not yet been disclosed. Label "Y" is still "out of sight" here on the West Coast with a cocktail party at the Hollywood Knickerbocker Hotel on Jan. 29. Jack Chalk, Bill Head and John Eshelman played numbers from their first releases while Bill Danzel mingled with the "T" Westy Jim Winn and Jack Andrews of Central Record Sales, rep- port that they are stepping out with some big releases which include: "Angela Mia" by the Don, Dick & Jimmy Trio (Crown); "Love Only You" by The Meadowbirds, (RPM); "You Don't Walk Alone" by Ray Hamilton (Epic); and "Love Contest" by Ruth Brown (Atlantic). Eddie Ray also adds that "I Didn't Want To Do It" by The Spiders (Imperial) and "Will You Be Mine" by The Vocaliers (Robin) are also big movers throughout the area.

After three weeks of intensive promo- tion, Mangold Distributing's Manny Goldberg reports that "Sunday Kind Of Love" by The Hargreaves, on the Bruce label, has broken through all. Just the box office and deejays in the Ballantine outlets that are covered. Goldberg writes that, "Our salesmen are en- couraged to phone and more of the operators to use The Cash Box as a buying guide, since its national record survey surveys for accuracy, gives the greatest percentage of accuracy. Distributors put more push behind the records that they see are showing some action on the charts. It is suggested that the distributors en- courage manufacturers to give more attention to the interest held by The Cash Box subscribers."
 Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending February 6 without any changes on the part of THE CASH BOX.

Robin Seymour
WKOK—Deerborn, Mich.
1. I'm Gonna Love That Man (Gayfords)
2. The Swinging Wind (Gayfords)
3. Those Guys Are Mean (Stevens)
4. Two Till We Are One (Shaw)
5. Oh, Papa (Eddy Fisher)
6. Heart Of My Heart (Carruthers & Dula)
7. Make Love To Me (Stevens)
8. Don't Worry About Me (Terence Brewer)
10. I Get So Lonely (Four Knights)

Ralph Phillips
WBFR—Baltimore, Maryland
1. Oh, My Papa (Eddy Fisher)
2. Make Love To Me (Stevens)
3. That's Amore (Dean Martin)
4. Changing Partners (P. Page)
5. Regis To Riches (Tony Bennett)
6. Heart Of My Heart (Carruthers & Dula)
7. Make Love To Me (Stevens)
8. Secret Love (Donna Day)
9. kittens (Terence Brewer)
10. You Alone (Perry Como)

Arty Kay
WVLK—Lancaster, Ky.
1. Make Love To Me (Stevens)
2. I Get So Lonely (Four Knights)
3. Nine Lives (Papa)
4. Changing Partners (P. Page)
5. Secret Love (Terence Brewer)
6. Riscochet (Terence Brewer)
7. Stranger In Paradise (4 Aces)
8. Blues (Jimmy Boyd)

Pot Chambers
WFLA—Tampa, Florida
1. Young As Paradise (P. Perry)
2. Make Love To Me (Stevens)
3. Change Of Love (Eddy Fisher)
4. Life In Just A Memory
5. Changes (Jaye P. Morgan)
6. Secret Love (Terence Brewer)
7. The Breeze And I (Dame)
8. Granada (Frankie Laine)
9. You're My Everything
10. You're My Everything

Dave Rosshill
WGSM—Huntington L. I.
1. Make Love To Me (Stevens)
2. Stranger In Paradise (4 Aces)
3. Change Of Love (Eddy Fisher)
4. Life In Just A Memory
5. Changes (Jaye P. Morgan)
6. Secret Love (Terence Brewer)
7. The Breeze And I (Dame)
8. Granada (Frankie Laine)
9. You're My Everything
10. You're My Everything

Bill Varney
WXKL—Concord, N. H.
1. Make Love To Me (Stevens)
2. Stranger In Paradise (4 Aces)
3. Change Of Love (Eddy Fisher)
4. Life In Just A Memory
5. Changes (Jaye P. Morgan)
6. Secret Love (Terence Brewer)
7. The Breeze And I (Dame)
8. Granada (Frankie Laine)
9. You're My Everything
10. You're My Everything

Roland A. Dumas
WMAS—Springfield, Mass.
1. Secret Love (Terence Brewer)
2. Stranger In Paradise (4 Aces)
3. Heart Of My Heart (Carruthers & Dula)
4. Make Love To Me (Stevens)
5. You Alone (Perry Como)
6. Stranger In Paradise (4 Aces)
7. You'll Tell (Stevens)
8. You'll Tell (Stevens)
9. Till We Two Are One (Shaw)
10. Stranger In Paradise (4 Aces)

Harry Burne
WQAM—Miami, Florida
1. Make Love To Me (Stevens)
2. Stranger In Paradise (4 Aces)
3. Heart Of My Heart (Carruthers & Dula)
4. Make Love To Me (Stevens)
5. Stranger In Paradise (4 Aces)
6. Stranger In Paradise (4 Aces)
7. Stranger In Paradise (4 Aces)
8. Stranger In Paradise (4 Aces)
9. Stranger In Paradise (4 Aces)
10. Stranger In Paradise (4 Aces)

Hank Goldman
WANN—Annapolis, Md.
1. Stranger In Paradise (4 Aces)
2. Make Love To Me (Stevens)
3. Changing Partners (P. Page)
4. That's Amore (Dean Martin)
5. Secret Love (Donna Day)
6. Make Love To Me (Stevens)
7. Stranger In Paradise (4 Aces)
8. Stranger In Paradise (4 Aces)
9. Stranger In Paradise (4 Aces)
10. Stranger In Paradise (4 Aces)

Tom Edwards
WREO—Cleveland, Ohio
1. Stranger In Paradise (4 Aces)
2. Make Love To Me (Stevens)
3. Changing Partners (P. Page)
4. That's Amore (Dean Martin)
5. Secret Love (Donna Day)
6. Stranger In Paradise (4 Aces)
7. Stranger In Paradise (4 Aces)
8. Stranger In Paradise (4 Aces)
9. Stranger In Paradise (4 Aces)
10. Stranger In Paradise (4 Aces)

Don Blair
WNZB—Saranac Lake, N. Y.
1. Stranger In Paradise (4 Aces)
2. Make Love To Me (Stevens)
3. Changing Partners (P. Page)
4. That's Amore (Dean Martin)
5. Riscochet (Terence Brewer)
6. Secret Love (Donna Day)
7. Stranger In Paradise (4 Aces)
8. Stranger In Paradise (4 Aces)
9. Stranger In Paradise (4 Aces)
10. Stranger In Paradise (4 Aces)

"It's What's in THE CASH BOX That Counts"
March of Dimes Donation

NEW YORK—The Four Lads (left to right) Bernie Tourosh, Connie Codarini, Jimmy Franklin, Frank Busseri are presented with a check for $100 for the March of Dimes raised by their teen-age fan club members on behalf of their fund raising efforts for the March of Dimes. Presenting the check is New York Fan Club President Connie Bracco at the Stockholm Restaurant, where the fans tossed an ice cream and cake party honoring The Lads.

We are pleased to announce that

Herman Jaffe and

Wertheim and Cogan

have consolidated their practices under the firm name of

Jaffe, Wertheim & Cogan

Herman Jaffe, C. P. A., Empire State Building
Abraham Wertheim, C. P. A. New York 1, New York
David J. Cogan, B. A. Longacre 5-2323

March of Dimes Convention

M. O. A. Convention

March 8—9—10

Reserve Your Exhibit Space NOW! Write or Phone:

R. AY CUNLIFFE

3018 East 91st St., Phone: CHICAGO, ILLINOIS
GEORGE A. MILLER

128 East 14th St., Phone: OAKLAND, CALIF. TWIN Oaks 5-3434

"It's What's in THE CASH BOX That Counts"
Publicists' Ballyhoo Ball Date Set

The second annual Ballyhoo Ball of the Publicists' Guild of New York will be held Tuesday evening, March 30, at the Hotel Astor, it was announced recently by co-presidents Walter Kaner and Dick Linke.

Theme of the annual Ball "Cheesecake on Parade," will present many of New York's top models, and female stars and starlets of motion pictures, stage, radio and TV, and those am- bitious to become stars and starlets in a parade competing for the title of "Miss Ballyhoo Ball of 1954."

Proceeds of this annual event will go towards the Guild's welfare fund and for the maintenance of its journalism scholarship, set up last year at Long Island University.

Miss Janet Bergman, a 15-year-old honor student, who graduates from Tilden High School, Brooklyn, Feb. 1, will be the first winner of the Guild's award, will be a guest at the ball.

Co-chairmen of the Ballyhoo Ball are Richard Marcus, Ivan Black and John O'Malley. Edward N. Mintz heads the publicity committee for the event.

Tickets may be secured at the Ball Headquarters, 400 Madison Avenue.

Italian Tunesmith Hits Again

NEW YORK—After the success of "Tell Me You're Mine," the Italian government commissioned Nino Ravan- asini, its author, to write a tune called "Italin Mia." This tune has now become Vie Dumenke's hit "To Love You."

---

SPECIAL NOTICE

to ADVERTISERS

Due to Lincoln's Birthday Holiday, Friday, February 12—it is necessary that The Cash Box go to press 1 day earlier than usual.

Final Press Time for the issue of FEBRUARY 20 is THURSDAY, FEBRUARY 11 at Noon

Earlier forms are also pushed ahead 1 day

We would appreciate your co-operation

THE CASH BOX (PUBLICATION OFFICE)
26 WEST 47th STREET, NEW YORK, N. Y.
CHICAGO 32. W. RANDOLPH ST.
LOS ANGELES 6363 WILSHIRE BLVD.

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

---

LLOYDS Goes Pop
With a Great New Release by
BARBARA GALE
singing
"SO LONG GOODBYE JOE"
b/w
"LONELY WEATHER"
Lloyd's Record # 107

MIKE PEDICIN'S latest and greatest,
"ONE POTATO, TWO POTATO"
b/w "LOVIN' TIME"
Mike Pedicin Quartet
TC 8515

Manufactured by
GOTHAM RECORD CORP.
Duke Ellington has a lot of personal friends, as well as fans in this sector and he is proving it again, if proof be needed, with his current stand at the Colonial. ... Bill as Billy Daniels' protege, the British vocalist, Dinah Kaye is attracting a lot of attention at the Casino Theatre. This English girl's first disks on RCA Victor's label "X" will be released shortly. ... Held over again is Billy O'Conner now well into his second year at the Circus Room at the Colonial. His group sounds better than ever and seems to be set for many more months. ... Bill Leibster, the local songwriting pianist seems to have a big one coming up with his song, "Let Me Be Your Darling." Already, the song has been given the nod by two major labels and more cuttings are promised. ... After a prolonged illness Professor C. F. Thiele passed away on February 3rd. One of the pioneer music publishers in Canada, he was the founder and president of Waterloo Music Co. Ltd., Waterloo, Ontario. Thiele had devoted his life to fostering band music. He founded and maintained the Music Camp at Bamberg, Ontario and for many years headed the Bandmasters Association playing host to the Canadian Bandmasters Association in Waterloo which had become the band music capital of Canada. The funeral took place at the Sandrock Funeral Home, Kitchener, Ontario on Saturday, February 6th. ... The Alex SHay Trio featuring Gerry Gerardos has earned a belov for at the El Mocambo where they have been clicking with the Spadina audiences. ... After sixteen months on the Main Street Jamboree at CHML, Hamilton, The Hillbilly Jewels take a three-month hiatus to fill one-night dates in the four Atlantic provinces. Their Arrow disk of "Maid Of The Mist" looks like a winner and should pave the way with a lot of air and operator activity as they head back through their home territory. The group originated in Amherst, Nova Scotia six years ago and have been clicking big ever since. ... Whley Hauns of Capitol's Toronto office, reports that Frank Sinatra's platinum 'Young At Heart' is breaking fast and looks like Frankie's big one for Capitol.

HOLLYWOOD, CALIF.—The Taylor Maids look real happy as they chat with Jack Crosby, Eureka Records exec., about the label's first release, "Nu, Nu, Nu." The sister trio is now under exclusive contract to Eureka. The record firm, which has just moved to larger quarters in Hollywood has as its officers: Bill Livingston, pres.; Charles Stanley, v.p.; C. Mayes Caldwell, sales mgr.; Jack Crosby, advertising director; and Peter Lance, music director. Connan in New York, James Martin in Chicago and Sue, the in L.A. are handling the distribution. Eureka Records is planning several other releases in the near future.
Music

A Song In Her Heart

Papa Bennett

NEW YORK—Tony Bennett became the proud papa, this week, of D'Andrea, a baby boy who tipped the scale at an even seven pounds. The event took place at the Lebanon Hospital in New York where Tony's wife Sandy is reported to be in excellent condition.

MGM Signs Leo De Lyon

NEW YORK—Every now and then unusual talent hits the recording business. Leo De Lyon is one.

The comic-impressionists’ versatile talents can be heard on his first recording for MGM, “The Band Played On” and “Say It Isn’t So”, where he imitates an 18 piece band, a five voice singing group and other sound effects. On both sides of this record, every sound is made only by De Lyon.

The young artist, who has a perfect pitch range of 86 notes, can do impressions of singing stars and can do such odd novelties as hum “Swanee River” while whistling “Humoresque”.

When De Lyon got out of the navy, he batted around for a while as a string pianist at the Hotel Raleigh, a Catskill resort. Later he joined Paul Whiteman’s band, also as a pianist. But one evening, when Whiteman’s “On Stage America” show was short, the musicians in the band told Whiteman about Leo’s crazy antics.

As a result of this performance, the youngster was signed for the Arthur Godfrey show. Now Leo De Lyon has a recording contract.

While speaking to the lad, George Shearing said, “If you get a partner, you’ll have a great quartet!”

DeFranco May Have Hit

NEW YORK—Buddy DeFranco, clarinet star, who returned to New York, this week, from a successful “Jazz Club, U.S.A.” tour of Europe, came home to discover that he may have his first big disk hit breaking for him.

DeFranco cut an original Nelson Riddle instrumental, titled “Pyramid”, about three months ago for the Norman Granz Clef label. Almost immediately afterwards DeFranco left for a six week tour of Europe with an all star group.

Two weeks ago, while DeFranco was in Paris, Berni Silverman, Clef’s Sales manager took “Pyramid” out of the can and released it nationally.

When the records for the disk started coming in, “Major” Milt Gray, the clarinetist’s personal rep, embarked on a deejay promotion tour of Paris, Boston, Pittsburgh, Cleveland, Detroit, and Chicago.

DeFranco, who was abroad while all this was going on, may have the record he was looking for in “Pyramid”.

Granz Forms Norgran Label

The formation of a new label, Norgran, was announced by Norman Granz shortly before he took off for Europe (Feb. 4) on his third annual “Jazz at the Philharmonic” concert tour there.

Norgran disks will be handled throughout the U.S. and Canada by distributors who do not handle Granz’ Clef label.

In forming the new label, Granz split his Clef artists, with Diz Gillespie, Stan Getz, Buddy De Franco, Al Hirt, Johnny Hodges, Lester Young, Louis Bellson, Buddy Rich, Bill Harris, Slim Gaillard, Ben Webster, Charlie Ventura, Charlie Barnett, Chico O’Farrell, Lou Watters and others going to Norgran. Remaining with Clef are Oscar Peterson, Flip Phillips, Count Basie, Anita O’Day, Billie Holliday, Bill Harris, Benny Carter, Bud Powell, Charlie Parker, etc.

Granz also announced that this year he has scheduled the release of 100 LPs, 150 EPs and 100 singles.

Decca Pacts Larry Elgart

NEW YORK—Larry Elgart, alto sax virtuoso and conductor, was signed this week to a recording pact with Milt Gabler of Decca Records. Elgart has already cut an album of solos with string background for the label; all standard tunes. In addition to such material Elgart has organized a special ensemble to record modern jazz-based ballet compositions. The latter will be similar to his “Impressions Of Outer Space” album, recently released on Brunswick.

Decca also intends to use the maestro to back vocalists. Recently he did the backing on a Hamish Mendez date for the label.

Decca’s Elgart promotion tees of around March 1 with the release of one single coupling from the album. Elgart is the brother of trumpeter-maestro Les Elgart, whose dance orchestra is currently getting a big build-up on the Columbia label.

Mars Starts Second Annual Kiddie Poll

NEW YORK—The second annual poll to find the ten most talented children in the entertainment field is being conducted by Mars, Inc. of Chicago, Ill. More than ten thousand ballots have been sent to active persons in all divisions of the entertainment industry throughout the United States. All ballots must be in for tabulation by February 28th, 1954.

The Mars Co. will announce the winners early in March, 1954 and will present solid Gold Stars to the most talented children.

Last year, because of two ties, twelve vocalists were selected and presented with the Milky Way Gold Star Awards.

The polling is handled by Leo Burnett Co., Inc. the advertising agency for Mars, Inc. makers of candy bars.

Como “Wanted”

NEW YORK—Warner Brothers Music Division, whose Witmark Publishing Company has the new Perry Como record “Wanted” is distributing a police line-up type flier with a full view and profile shot of Como. Under each photo is his complete number 20-5647, the number of the record.

The promotional piece reads as follows:

WANTED

Perry Como

For breaking out with a great new record. This man is armed with a hit and is considered dangerous by all singing competitors. Watch for him—he’s heading your way—North, South, East, West! Remember Perry Como’s WANTED!

Air Mail Subscription
To The Cash Box

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

R. C. A's R & B label, "Grooves," makes its bow this week with two releases. Danny Kessler uses two of his big guns, The Du Droppers and Big John Greer. The Du Droppers dink 'Dead Broke' and "Speed King" should get the label off to a good start. Greer's "You'll Never Be Mine" and "Bottle It Up And Go" two strong sides. Distribution has been taken away from the parent set up and Kessler will use some of his own connections and some of his own appointments outside the "X" set up. . . . Johnny Ace left Houston January 26 after a Duke Records session to re-join package including Willie Mae Thornton and the Johnny Board Band. For Ace was Jackie Wilson at Pennsacola, Fla. . . . The B. B. King package, including Bill Harvey band and Gladys Hill, Peacock artists, enroute to California. Will be the first time so far west for young Miss Hill. . . . Swing Time has a strong R & B item in its new release. The dinkery introduces The Hollywood Flames who put over "Let's Talk It Over" in a manner that spells sales. . . . There is a latest EP by banding With Africho and his Afro-Cubans. The disk features four of Machine's latest recordings. The EP also has also issuing an LP featuring Vicente Valdes. Bob Rousse, S loco and Dawn, week-ended with deejay Tiny Markle "WAYE" New Haven, Conn. Bob is planning Seeco's latest Cesar Concepcion's "Vasary Drag Mambo." The Dawn label is coming up with its second release soon. It will highlight the tenor saxing of Alix Combelle and is titled "Phone Me Merche." Madame's "Bee" looks really starting to go after all this time and the item is definitely breaking pop. Lists have been showing it in the pop and deejay who had never even heard of the tune have been getting loads of requests for airplay. Note from Tom Edwards (WREK-Cleveland) says "Big Hit. One of the most requested numbers on our air wave this week is "The Honey Bee" has had five or seven times at dances which I attend." Shows what steady promotion can do. George Goldner, with a half-waltz hit on his hands, kept working on the disk steadily for almost eight months and it is now off play. . . . We went to Philadelphia to make the juke box operator pull away The History of Rock 'n' Roll Brown at the Uptown Theatre. The two Atlantic attractions are just great and break up the set up" on our air wave. The natural choreography of The Clever's is something to see. Some of our leading pop groups could learn plenty by studying them. Five of us, including Mr. Hamson, Ahmet Eriguna Jerry Wexler of Atlantic, and Marty Ostrow of the C. R. staff, squeezed into Ahmet's Jaguar to make the trip. "Fleet" is the worst word when you have to squeeze the needle hovering about the 90 mark, Ahmet would turn around to talk to the board occupants. Four of us, one being driver and had no time to watch the road. Before we left, watched Jerry and Ahmet cut some dubs of Clyde McPhatter and the Drifters, J. Jesse Stone assisting. A couple of them is backed with the Mali- tial. . . . Hearing some wonderful things about Batons' "Thousand Stars," Phil Chess, His Blue Flame Music, has the tune. . . . Carl Lebow's first release on Syd Nathan's Deluxe label, coming out this week. It's called "Kiss Me Goodbye." Considering Carl's calm and detached manner on previous "I Royales releases this disk must really be considered one of his better cuts. "Alley and Alley" and "I Want You To Use Me" by Country Homes. Carl left on another Southern trip last Friday. . . . Savoy releases what they call a "prestressed trio" of disk. "The Funky Godfather," Banks Bricker and "If I Want My Sake"; Georgie Stevenson on a pair of New Orleans blues items "Tootin' Tootin' "and "I'm So Funkin'" and one of the recently purchased the masters from Super Records, Alvin Lubinsky, Luther Bandy's "Psycho." What You and and upbeat "What You Done." . . . Al Silver, Herald Records, getting a great big hello from all jockeys and DJ's on the planet. He's had his year and he's getting plenty of his yet unreleased dubs for the distrib and the rocking has been tremendous.

CHICAGO:

Announcement was made this past week of the formation of the Bronzeville Distributing Co., this city, with Sy House as manager. To date, firm is handling Jay-Dee, Robin, Central, Republic, Baton and Dootone labels. And, of course to Sy House, several weeks to look for new talent.

The Four Tunes reported to have done SRO biz at the Crown Theater, Phil Chess told about several new releases on Chess and Checker. "You'll," Phil said, "we're most excited about "Hoochie-Coochie Man," a huge R & B hit in Muddy Waters which is really going like mad and," he added, "Sugar Boy's 'You, You, You,' b/w 'Jock-A-Mo,' which looks like a two-sided hit." So, it looks like a continuation of the string of hits for the Chess boys and their labels. . . . Nat "King" Cole was signed for the Chess Pare in sometime in May, marking his debut at this top spot. . . . Jack L. Cooper launched a new deejay show (2/1) on Station WHPC. To be heard three weekly.

"This Record Was A "Bust""

NEW YORK—ABC disc jockey Martin Block (right) and singing star Dean Martin (left) comfort comedian Jerry Lewis who sold pitch because Block can't play his latest record. During some pre-broadcast kidding around before going on The Martin Block Show (2:30 to 4:20 p.m., EST, Monday through Friday), Lewis unhappily broke the disc in two.

SIZZLERS

LOS ANGELES:

Louis Jordan was honored at a party thrown at the home of Eddie Mesmer, Aladdin Records head, on Jan. 30. Jordan and wife drove in from their home in Phoenix to attend the gathering. His latest releases were played along with a preview of new material that is yet unreleased. If the great jazz instru- ments are any measure of Jordan's forthcoming waxings then he certainly has a great future with Aladdin. They will release an album of EP's and LP's soon which will feature the great sax player himself. His first Aladdin release "Dad Gum Ya Home Boy" and "Whiskey Do Your Stuff" looks like it could be a double headed smash for Jordan. . . . The popular R & B star and RPM recording artist, B. B. King, kicked off his West Coast tour with an appearance at Billy Berg's Five Four Ballroom on Feb. 5th, 6th and 7th. B. B.'s latest release is "Pray- ing To The Lord" b/w "Help Me." . . . Another top program is slated for the week-end of Feb. 18th at the Five Four when Christine Kittrell makes her first West Coast appearance along with Joe Hoo- sen and orchestra. While in San Francisco recently Saul and Joe Bihari of Modern Records signed Blanken Allen and waxed four new sides which will be released soon. Joe plans to go back to Prisco to scout for new talent. He plans big things from his first POP release on the Flair label. Tunes are "Bayonara," (Let's Say Goodbye) and "Miss Bella Donna" by the Squires. If you want to get into conversation about noseey people go see Art Rupe at Specialty Records. All he has to do is give you the real low down on the subject in play Floyd Dixon's latest novelly tune "Nice Trouble." Art admits that it's the most novel thing the Specialty dinkery has ever produced. . . . Lew Chud, proxy of Imperial's first sales rep purchased the masters from Specialty Records on the spiritual "Lead Me, Guide Me" by Doris Akers and The Simmons. He outrind other four companies to get the masters and signed the group to a long term contract. . . . Irve Marcus, sales representative for Duke & Peacock Records, is spending several days in San Francisco on business. He announced that Marie Adams' "I'm Gonna Watch On" the Peacock label is already catching on and predictions are that it will be a big number.

"That's What's in THE CASH BOX That Counts"
Starting Big!  
OOH - EEE!  
OOH - EEE! 
by FLOYD DIXON 
2 486  
2 486-43

SUGAR BOY  
sings 
"YOU, YOU, YOU"  
b/w  
"JOCK-A-MO"  
CK-787

DANNY OVERBEA  
sings  
"STOMP  
and WHISTLE"  
b/w  
"EBONY CHANT"  
CK-788

JIMMY BINKLEY  
sings  
"WINE, WINE, WINE"  
b/w  
"BOOGIE ON THE HOUR"  
CK-789

BREAKING BIG!  
"SUPERSTITION"  
by Big Ed  
CK-790

THE TOP TEN TUNES NETTING HEAVIEST PLAY, COMPILED FROM REPORTS SUBMITTED WEEKLY TO THE CASH BOX, BY LEADING MUSIC OPERATORS IN NEW YORK CITY’S STEMEL ORCHESTRA; CHICAGO’S SOUTH SIDE, AND NEW ORLEANS.

1. THE THINGS THAT I USED TO DO  
   Guitar Slim  
   Specialty 492  
   Fats Domino  
   Imperial 5262

2. EL BAION  
   Joe Loco  
   Tico 118

3. YOU'RE SO FINE  
   Little Walter  
   Checker 786

4. MONEY HONEY  
   Boilermakers  
   Atlantic 1006

5. I'LL BE TRUE  
   Fats Domino & Joe Morris  
   Herald 419

6. YOU'RE STILL MY BABY  
   Chuck Willis  
   Okeh 1181

7. SUNDAY KIND OF LOVE  
   Hank Thompson  
   (Bronco 101)

8. SAVING MY LOVE FOR YOU  
   Johnny Ace  
   Duke 118

9. TV MAMA  
   Joe Turner  
   Atlantic 1016

10. YOU'RE SO FINE  
    Little Walter  
    Checker 786
<table>
<thead>
<tr>
<th>The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> I'M JUST YOUR FOOL</td>
</tr>
<tr>
<td><strong>2.</strong></td>
</tr>
<tr>
<td><strong>3.</strong></td>
</tr>
<tr>
<td><strong>4.</strong></td>
</tr>
<tr>
<td><strong>5.</strong></td>
</tr>
<tr>
<td><strong>6.</strong></td>
</tr>
<tr>
<td><strong>7.</strong></td>
</tr>
<tr>
<td><strong>8.</strong></td>
</tr>
<tr>
<td><strong>9.</strong></td>
</tr>
<tr>
<td><strong>10.</strong></td>
</tr>
<tr>
<td><strong>11.</strong></td>
</tr>
<tr>
<td><strong>12.</strong></td>
</tr>
<tr>
<td><strong>13.</strong></td>
</tr>
<tr>
<td><strong>14.</strong></td>
</tr>
<tr>
<td><strong>15.</strong></td>
</tr>
<tr>
<td><strong>16.</strong></td>
</tr>
<tr>
<td><strong>17.</strong></td>
</tr>
<tr>
<td><strong>18.</strong></td>
</tr>
<tr>
<td><strong>19.</strong></td>
</tr>
<tr>
<td><strong>20.</strong></td>
</tr>
</tbody>
</table>

**Detroit, Mich.**—Billy Christ, Burt Bondani and Don Rea, known to the record biz as The Gaylords, chat with Burt's father, as they visit his record shop in the Italian section of Detroit. Dad Bondani had much to do with the finding of the tune "Tell Me You're Mine" which introduced the Gaylords as a record act. In this picture Papa is criticizing the boys for their Americanized Italian lyrics on "From The Vine Came The Grape." The boys explain, "It must be right because half a million Americans can't be wrong!"

**“But It’s A Hit, Pop!”**

<table>
<thead>
<tr>
<th>Known From Coast To Coast</th>
<th>Leslie Distributors One-Stop Record Service</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New York</strong>&lt;br&gt;750—10th Ave.&lt;br&gt;(Phone: Plaza 7-1977)&lt;br&gt;Cable Address: Expo Record, N. Y.</td>
<td><strong>Hartford, Conn.</strong>&lt;br&gt;126½ Windsor St.&lt;br&gt;(Phone: HA-5-7123)</td>
</tr>
</tbody>
</table>

**Marie Adams’**

**“I’m Gonna Latch On”**

**Honey, Honey**

**The Woman I Love**

**The Five Blind Boys**

**Jesus Is A Rock In A Weary Land**

Edited by Henry Allen, Marv Mack, and Bob Steele."
**HOLLYWOOD FLAMES**
(Swing Time Records 345)

- "LET'S TALK IT OVER" (2:38)
  - The Hollywood Flames sing a slow chant dramatically. Lead is solid and group performs in proper fashion. A potent side that could go far.
- "I KNOW" (2:37)
  - The group chants a slow blues ballad with love lyrics impressively. A potent pairing.

**THE LAMPLIGHTERS**
(Federal Records 12166)

- "I CAN'T STAND IT" (2:33)
  - [Arno BMI—] The Lamplighters blend on a slow ballad that breaks for a rhythmic bounce and novelty treatment and then back to the original tempo.
- "SMOOTHIE" (2:30)
  - [Arno BMI—] The flip is a cute middle tempo bounce with the play on "smoothie." Evident throughout the discarding is the sound of juicy kisses. A light effect that should please.

**BIG ED**
(Checker Records 790)

- "SUPPERSTITION" (2:39)
  - [Siran Music BMI] Big Ed sings a slow infectious draw treatment of a southern type blues with a strong harmonic backdrop. Big Ed closely avoids doing the things superstition says he shouldn't and yet, to his complete mystification, everything goes wrong. A strong platter.
- "BISCUIT BAKING MAMA" (2:41)
  - [Siran Music BMI] The under portion is a routine riff of quick tempo performed in an ok manner by Big Ed.

**BOBBY MITCHELL**
(Imperial 5270)

- "SISTER LUCY" (2:25)
  - [BMI— Smith, Bartholomeu] Bobby Mitchell sings a slow blues in potent style.
- "BABY'S GONE" (2:26)
  - [BMI— I. Belaire] The flip is another slow blues that could garner spins and sales. Mitchell comes through with a good performance.

**HEAVENLY ECHOS**
(RCA Victor 20-5559)

- "WE NEED TO GO BACK" (1:52)
  - [Tannen Music BMI—Joe Slade] The Heavenly Echos wax a quick beat shouty spiritual that builds as it goes along.
- "SHAKE MY MOTHER'S HAND" (2:14)
  - [Tannen Music BMI—Leroy Kirland] The religious group etches another quick beat on the flip that builds to a more exciting pitch. A good side.

**THE COLEMANAIRES**
(Timothy Records 102)

- "JOY IN THE PRAYER ROOM" (2:38)
  - The Colemanaires dish up a middle beat rhythmic spiritual in saccharine fashion. A good group and a strong religious deck.
- "SOMEBODY SAVE ME" (2:37)
  - [Simek BMI] A change of pace. A soap gospel tune smoothly performed.

**LONNIE JOHNSON**
(Reva RR9)

- "DON'T MAKE ME CRY BABY" (2:41)
  - [Lonnie Johnson] The famous Lonnie Johnson sings a slow romantic blues with warmth and quality. A powerful etching that could make the grade.
- "MY WOMAN IS GONE" (2:31)
  - [Lonnie Johnson] Flip is a similar item smoothly sung.

**SHIRLEY GUNTER**
(MAXWELL DAVIS
(Flair 1027)

- "FOUND SOME GOOD LOVIN'" (2:37)
  - [Flair BMI—Jones] With the upbeat okling of Maxwell Davis setting a sizzling pace, Shirley Gunter drives in an inspiring and exciting vocal on a quick beat.
- "STRANGE ROMANCE" (2:38)
  - [Flair BMI—Gunter] The flip is a slow blues done in a sweet and soft light manner and a switch to low down. A good performance.

**WONDER WHY** (2:39)
([Robbins ASCAP—Brodsky, Kahn])

- "BLUE VALENTINE" (2:38)
  - [ASCAP—Cain, Wilcox, Royal]

**THE SOLITAIRES**
(Old Town 892)

- The Solitaires, a new group with a fresh sound, break through with powerful renditions of a slow blues titled, "Wonder Why." An aggregation of good voices, the lead and falsetto step away with honors. A good group that works together in fine style and etches a contender for the charts. The flip, "Blue Valentine," is another good side. A romantic sentimental item that could garner sales in the next few weeks. However, over a period, "Wonder Why" will step out.

**THE BEATING OF MY HEART** (2:39)
([Crossroads BMI])

- "WHY DOES IT HAVE TO BE ME" (2:41)
  - [Feist Music ASCAP]

**THE CHARMERS**
(Gestet Records)

- The Charmers come up with a reading of a slow tender love ballad, "The Beating Of My Heart." That is already showing signs of breaking through in key spots like Cleveland and New York. The group has a commercial sound that could put the etching over the top. The flip, "Why Does It Have To Be Me," is a lilting bounce of moderate tempo. Melody is pop in flavor.
THE TEN FOLK AND WESTERN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK

1. LET ME BE THE ONE ....... Hank Locklin (4 Star)
2. BIMBO .................. Jim Reeves (Abbott)
3. THERE STANDS THE GLASS .... Webb Pierce (Decca)
4. CHANGING PARTNERS ......... Pee Wee King (RCA Victor)
5. I REALLY DON'T WANT TO KNOW ...... Eddy Arnold (RCA Victor)
6. WAKE UP IRENE ......... Hank Thompson (Capitol)
7. I LOVE YOU ............ Ginny Wright & Jim Reeves (Fabor)
8. YOU ALL COME .......... Arlie Duff (Starday)
9. SECRET LOVE .......... Slim Whitman (Imperial)
10. SLOWLY .................. Webb Pierce (Decca)

Meeting Dates Of
Music Operators' Associations

Feb. 9—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).

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

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

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

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

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

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

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

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

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

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

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

March 1—Amusement Machine Operators of Baltimore
Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.

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

—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).

BOSTON—Dean Parker, photographed as he was mobbed by autograph hounds at the opening of Music-land, new Boston record store, which is partly owned by Norm Prescott, prominent WORL disk jockey.

Prescott Week End Clicks

NEW YORK—Norm Prescott's "Week-end With the Stars" (Jan. 30-
31) brought out one of the largest groups of music-world talent ever
assembled at one spot. Norm brought 2300 people from Boston for the week-
end.

The autograph session was held Saturday afternoon in the Grand
Ballroom of the Hotel New Yorker. Fans met and chatted with Monica
Lewis, Jerry Vale, Jaye P. Morgan, Bob Carroll, Bobby Wayne, The Four
Lads, Fred Lowery, Dolores Hawkins, Jill Corey, Jill Whitney, Eydie Gorme,
The Beachcombers, Steve Lawrence, Mark Stevens, Eddie Fisher, Danny
Davies, Wendy Waye, Janet Bruce, Richard Hayman and Sandy Solo.
Session lasted from 2:30 to 5:30 p.m.

Later in the evening, Prescott em-
Dund and Buddy Basch produced and
talent performing included Jill Whit-

ney, Jerry Vale, Rusty Draper, Janet

Bruce, Pat Terry, Jill Corey, Sandy
Solo, Dolores Hawkins, Norm Crosby,
Bob Manning, Eileen Barton, The
Four Lads, Richard Hayman, Charley
Appelwhite, Lou Monte, the Kangaro-
Dancers and Boston's Ruth Casey,
Tony Movelli, Eddie Antone, Burt
Mulloney, and Mal Thomas. Music
was provided by Eddie Grady and the
Commanders.

Tommy Sands Keeps Busy

NASHVILLE, TENNESSEE—Tommy Sands, RCA Victor Recording
Artist, and Jamboree Attractions young singing sensation, is on a busy
schedule in Houston, Texas these days. Tommy will make 13 personal ap-
pearances during the two-week period prior to the opening of the Houston
Fat Stock Show, and during the Fat Stock Show, he will be appearing daily
at the famous restaurateur, Bill Williams Restaurant in the Colos-

sium. Tommy's latest release, "Tickle Me Tonight" and "I Miss You Some-

none Alone", promises to put the young artist right into the spotlight!

"Give It Back"

DEL RIO, TEXAS—Paul Kallinger, XERF disk jockey, pulls his gun on Jim Reeves to make sure he gets back his copy of "Bimbo". Jim was visiting the disk jockey recently when the horse play took place.

Breaking Big!

Cousin Herb Henson
HURRY BACK

Capitol No. 2732

SPECIAL SALE!
STATLER rebuilt 6
Column CIGARETTE
and 9 Column
COOKIE Machines
$39.50 EACH

Supreme Distributors, Inc.
416 S. 5th Ave., Miami, Fla.

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

HITTING BIG!
"I SAW A LITTLE TEARDROP"
by
Babe Zaharias & Betty Dodd
Two of the World's foremost golf pros.

RIDGEWAY MUSIC, INC.
6087 Sunset Blvd.
Hollywood, California
Robinson Signs Smiley Burnette To His Abbott Label


Burnette has been well known in all mediums of entertainment for many years, and last year celebrated his 20th year as Gene Autry's sidekick in motion pictures. He has appeared in films with most all of the cowboy stars.

On radio his "Smiley Burnette Show" is heard on approximately 300 stations in the United States and Canada, and his second radio production, "Smiley Burnette's Party Line" was started in the Fall of 1953. As a personal appearance attraction he has passed the 4,000 mark and has been interviewed on more than 2,000 radio stations. Also he has had his picture made with more than 750,000 individual boys and girls in this country.

As a song writer Smiley has more than 300 which have been published, and more than 200 have been used in motion pictures. Best remembered are "Mama Don't Like Music," "Ring Down The Canyon," "It's My Lazy Day," "Hominy Grits," "Catfish Take A Look At That Worm," "My Pinto Pony And I," "My Prayer For Tonight," and many others. As a singer he is best known for his novelty, kiddie and country and western songs, but in recent months he has been inactive as a recording artist.

"The Clown Prince of Western Pictures" expressed great happiness in signing the term contract with the Abbott label. "I have watched and admired Fabor Robinson since he entered the record business and I know he commands the attention of the entire industry with his Abbott and Fabor labels. I feel fortunate in having such a capable leader to direct my efforts in the field," Burnette said.

In joining Fabor Robinson the rotund singing composer throws his talents in with such stars as Jim Reeves, Mitchell Torok, Ginny Wright, Rudy Grayzelle, Floyd Cramer, Carolyn Bradshaw, Tom Bearden, Jerry Blevy, Hillbilly Barton, T. Tommy Cutrer, Billy Dee and Wanda Wayne.

Abbott Records and Fabor Records were quickly established as leaders in the record field in 1953 with such hits as "Mexican Joe," "Caribbean," "Bimbo," "I Love You," "Fancy Pants" and many others. At this writing the two labels are handled by 60 distributors in key cities from coast to coast in addition to foreign outlets throughout the world. Records are pressed at plants in the West, Central and Eastern states to assure fast delivery to all distributors.

Regarding his newest singing star, Smiley Burnette, Fabor Robinson said, "I have admired Smiley's many talents for several years, and we have some ideas which we believe will be different, but will soon have him as a major threat in the record business."
The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.

Buckley's

1707 Church

One Stop Nashville, Tenn.

The Original Hit!

"CARIBBEAN"

MITCHELL TOROK

on Abbott # 140

Abbott Record Co.

6636 Hollywood Boulevard

Hollywood 28, Calif.
R. Murray Nash into New York on a fast visit, culminating a national trip in which he was busy lining up distributors for his Hickory label. With Paul Cohen (Decca A&R Rep) and Don Law (Columbia A&R Rep) in Nashville, the past week, recording studios took on a busy air as the artists with the respective companies located in Nashville and those from out of town trekked toward Music City for recording sessions. Early sessions for Columbia Artists Carl Story and his Rambling Mountaineers, and Don Gibson were in progress. Cohen recorded a new artist Charlie Walker, and prepared for other sessions! Ernest Tubb and his Texas Troubadours did the Prince Albert NBC portion of Grand Ole Opry, Saturday, January 30th and Martha Carson (Capitol) was Smith, along with other top country artists, featured guest on the coveted show! George Morgan (Columbia) did the bright coast-to-coast show on February 6th and will have as his special guest Pfc. Faron Young, and February 13th will see "Mr. Personality" Little Jimmie Dickens in the spotlight with his feature guest, Onie Wheeler of Silvertone. Dick Smith (Columbia) currently hitting on his recording of "Doggone It Baby, I'm In Love" and "What Am I Gonna Do With You" played the Lyric Theatre in Indianapolis, Indiana Sunday, January 31st to a capacity house coming up with the record house which was established by Hank Snow (RCA Victor) just recently. On Sunday, February 7th, Carl and his Tune Smiths entertained in Richmond, Virginia, some high personal appearance records in recent weeks. 30 years young... WLS National Barn Dance will celebrate its 50th Anniversary in April! "Cracker Jim" Booker, WMIE-Miami, Florida, plans to duplicate a teen-age party on TV, in the same vein as his radio show. Jack Gale, WHER-Cleveland, Ohio, reports that the city is getting bigger and better as a hillbilly town. In addition to his regular hillbilly DJ show every morning he is now emceeing a Hillbilly Jamboree at the Circle Theatre in Cleveland every Saturday night. Among the recent performers were Haskahaw Hawkins and Bonnie Lou. Aubrey L. Mayhew reports that New England's Original WCPM Hayloft Jamboree has had one of the largest turnouts ever, last week. Featured on the show were Elton Britt (RCA Victor) and Al Green (Sheraton). Lot of talk about the new Hayloft Jamboree record album which comes on sale this week. It's the first in the Hillbilly Fiddlers recording. Justin Tubb (Decca) has a new release out that should go far toward elevating the youthful, talented Deene Tubb into the limelight as one of country music's top recording artists... titles of Justin's new recording are "Something Called The Blues" and "Wahoo." Justin's first release was as "Ooh La La", one of his own compositions which turned out very well! Col. Tom Parker of Jamboree Attractions has announced that Bill Starr is the latest staff member to be added and will work out of Madison, Tennessee. Bill will act as General Field Agent, and work primarily on tours and location bookings. Minnie Pearl's latest release on RCA Victor, "Man" backed with "I Wish They Would" is getting a big reception from the Country Disc Jockeys. Moon Mulligan has just been booked by Jamboree Attractions in Pritchard, Alabama for a one week stand. Moon has just returned from Canada. There's two mighty happy artists around Grand Ole Opry right now. Ray Price is all smiles, because it looks as if his latest Columbia release "I'll Be There" and "Release Me" is going to sail right to the top. Ernest Tubb is all smiles because the tune is in very, very good Tubb Music. Rusty Gabbard and Ray share writing and music honors on the tune. Dave Garrison, vice president of Valley Records and Columbia's latest release is "A Mountain Man" recording artist, and his very strong version of "Turn Around Boy." Good luck, you brother! Johnnie Wright of the Johnnie and Jack team is real happy these days, because Decca Records recently released his eleven year-old son's first recording, titled "You'd Better Not Do That" and "My Mama Didn't Raise No Foolish Children." ... Those who have heard the younger sing say he has great possibilities. Frankie More, who manages the boy's Hillbilly, says Bobby is a real showman! There's an open invitation for all artists to attend the biggest A.R.O. (American Record Operators) Convention held in the Palmer House in Chicago, Ill, early in March. Several artists already have made their reservations and plans to be on hand! Recording Company officials, artists, the record buyers of the Country Disc Jockey Industry will be present for the occasion. Godoy Music Company of New York and Hollywood, now covering the Southeastern territory, with representation, and heavier emphasis is being placed on Country music in the future. Godoy has the publishing rights on the current Jimmy Wakley and Max Davis singing disk of "Tennessee Churches." Web Albritton, who directs the affairs of Ernest Tubb and Hank Snow, has just returned from a promotion trip in Ohio, where he visited various juke box operators and retail shops, and distributors! Webb Pierce (Decca) and Hank Snow (RCA Victor) have just returned from a successful ten day tour. Jimmy Davis (Decca) who recently did a guest appearance on Grand Ole Opry with Cowboy Copas, is now off on a hunting trip. Tibby Edwards, young singing sensation of the Louisiana Hayride is the newest addition to the Jamboree Attractions line-up of stars of Country and Western Artists. The young Mercury artist has been causing a lot of excitement among the Louisiana Hayride fans. Bill Starr at setting up a strip of dates for Arlie Duff, the "You All Come" boy. Armand Baum, who just a few weeks ago became general representative for Jamboree Attractions in Nashville, working out of Nashville, Tennessee just outside of Nashville, has been very often at the Opry and reports indicate he is doing a fine job. Tom Dickson, who is associated with the same company, is now back at his home office in Chicago, after a business tour of the Western States... Hot Rod Magazine will carry a series of pictures in their March issue of Eddy Arnold's recent visit to Cincinnati. The visitor artist, along with Bob McClure, Victor Representative, visited the Queen City Radio Stations and disc jockeys to kick off Victor's recent purchase of time with WCKY. Arnold visited with deejays Nelson King, Marty Roberts, Ray Scott, Big Jim Stacey and Jimmie Skinner. Thurston Moore is editor of Hoedown.

"It's What's in THE CASH BOX That Counts"
Select-O-Matic "100" Music Systems give new tonal realism and presence to records... that's fidelity all the way... from the spring tension magnetic pickup to the high fidelity dual speakers in the phonograph to the high fidelity remote speakers.
NEW YORK—We don't like to injure the feelings of the pessimists and misers, but—the Federal Reserve Board reported this week that department stores throughout the United States showed sales for the week ending January 23 as 1 per cent above that of the corresponding week of 1933. And how about this report on motor vehicle output, which is some indication of a trend? Output this week will come to 113,062 cars and 23,520 trucks, compared to output 118,182 cars and 23,292 trucks a year ago. Automotive News, trade paper, estimates February output will be about 475,000 cars and 100,000 trucks; higher than that for January, which showed 468,790 cars and 93,482 trucks. Going a step further, this auto trade publication predicts a further increase in output in March.

MANCHESTER, ENGLAND—Arcadia Automatic Acoustics Ltd., this city, displayed a new juke box at the Hotel and Catering Exhibition, Olympia, London, this week. This English-made phonograph, called 'The Minstrel,' is described as a 32 selection machine, which can play 15 records on both sides without turning the record over.

NEW YORK—Until a few years ago, a number of territories throughout the country permitted operation of certain amusement machines which dispensed tokens for winning awards (now only Nevada can operate these machines.) Now the City of New York is experimenting with a token-distributing machine—but this one is for use in subway stations. The Transit Authority has commissioned the Johnson-Fare Box Company of Chicago to build machines to vend a 15c subway token. Only one 15c token may be obtained at a time and only a dime and a nickel will work. Each machine will contain 600 tokens. Machines at first will cost $625 each.

JACKSONVILLE, FLA.—During the past several years, the Southern States have shown great progress. Florida in particular has been one of the most progressive. In addition to its well known resort areas, the state has made advances in industrial development. However, the greatest gains have been made in population growth. The state is gaining 1,600 new residents every week in the year, and has been for the past 18 years. Statistics show that the state has been doubling its population every 20 years. Coin operated machines have likewise increased—the more people, the more players.

Let's Get It Straight:

Because the Present U.S. Dime is Worth Only 5.4c and Today's U.S. Quarter is Worth Only 13.5c According to the U.S. Economic Experts Who Advise That the U.S. Dollar is Actually Worth Only 54c

Let's get it straight! No juke box operator featuring 1 Play 10c, 3 Plays 25c, is actually getting a DIME PER PLAY OR 3 PLAYS FOR A QUARTER.

What he is actually getting, according to what the U.S. economic experts report as the value of the present U.S. Dollar (54c), is: 1 Play 5.4c, 3 Plays 13.5c.

The nation's economic experts base the valuation of the U.S. Dollar on its 1939 buying base. In short, in 1939, when juke box operators could purchase automatic phonographs for around $300, expert mechanics for $45 per week, and almost everything else for 300%, less than what they're paying today—THE DOLLAR WAS ACTUALLY WORTH A DOLLAR.

Therefore, when the juke box operator in 1939 charged 1 Play 5c—HE WAS ACTUALLY GETTING A FULL, HONEST-TO-GOODNESS, U.S. NICKEL FOR HIS PLAY.

Today, that very same operator, when he charges: 1 Play 10c—IS ACTUALLY ONLY GETTING 5 4/10ths CENTS FOR THAT VERY SAME PLAY.

But, in the meantime, he is paying 300% MORE For everything he requires to keep himself in business.

How can he, then, continue in business on a profitable basis if he is charging a nickel per play and pays 300% more for everything he requires to remain in business?

That's the problem facing hundreds of juke box operators everywhere in the nation who are too timid to change over to: 1 Play 10c and 3 Plays 25c.

Their reason for not changing over usually resolves itself down to simply this one ludicrous statement: "My competitors won't go along with me!"

In short, though HE KNOWS that he must change over to 10c play as soon as he possibly can, HE CAN'T AND WON'T—BECAUSE: "My competitors won't go along with me!"

Therefore, continuing along with this same logic, if his competitors want to hang themselves too, must hang himself.

Dozens of juke box operators have also bucked right up against the same "competitors'" argument, but, they conquered it, one way or another, and, today, in many areas throughout the country, 10c Play is in operation, BECAUSE THESE JUKE BOX OPERATORS CHANGED OVER TO 10c PLAY REGARDLESS OF THEIR COMPETITORS.

In short, the juke box operators of an entire city, like the City of Chicago, realized that they could not long continue on 5c Play. They just simply set a date, Walked into their locations, Changed the chutes to: 1 Play 10c, 3 Plays 25c. And that was that.

The answer to this? A simple statement which appeared in the advertisement of the Music Operators of Northern Illinois, (The Cash Box, December 26, 1953 issue, Page 53)—"THANK GOD, WE ARE ON 10c PLAY."

Not only are the old arguments, which The Cash Box has advanced for over eleven years, still valid, Like even half the play on dime play means just as much intake as on nickel play, but, also means half the wear and tear and half the servicing overhead cost which, in itself, saves the operator 50% on his expenses, gets him higher trade-in on his phonos, because they're less worn and, at the same time, keeps the phone playing better and looking better because it only had half the normal wear and tear.

Yet, the fact remains, that the differential, that 4/10ths of a Cent, has proved the difference between many juke box operators being able to remain in business or get out of business.

Let's get it straight! You're only getting 4/10ths of a cent more on today's dime, as compared to the 1939 nickel, and yet in 1939 YOU PAID 300% LESS FOR EVERYTHING YOU NEED TO STAY IN BUSINESS.
JUKE BOX LEADERS ACCLAIM “THE CASH BOX” CAMPAIGN TO HELP FIELD GET RID OF WORNOUT, DIRTY, OLD PHONOS

Roy F. Waltemade To Head North Tonawanda Operation

CHICAGO—Never before has this publication enjoyed such a flood of unsolicited complimentary comments from all over the nation as it did regarding the story which appeared in The Cash Box on July 15, 1954, in page 14.

From every leader in the industry came commendation regarding this item which urged that the juke box business do everything in its power to rid the field of approximately 165,000 wornout, dirty, screechy, vermin-infested phonographs.

It is pointed out that progres- sive juke box operators everywhere in the nation were sick at heart because of the terrible publicity which their business was receiving because of these old, wornout, marred, scarred and tenoned phonographs.

Here in Chicago, Ray Cuniff, president of the local juke box operators' association, had pictures taken (which appeared in The Cash Box) of several phonographs which his men were smashing up and burning, to get them off locations, and off the market as well.

For years The Cash Box has been urging that, “The entire juke box industry get together to burn up, smash up, and break up, all wornout, marred, scarred, vermin-infested, screechy, tone-dead phonographs.”

But up until this year few came to the front to help in the campaign, the time after time investigation proved that all were for such action, in every area in the nation.

The new, modern phonographs not only win the public's respect, the progres- sive juke ops have learned, but also eliminate all the bad publicity which appears in the press at regular intervals regarding screechy, screechy music.

With the further fact, which became more apparent than ever during 1953, that even teenagers were purchasing expensive hi-fi phone equipment for their own use in their homes, the better juke box operators realized that they simply had to give these juke box players finer toned equipment in every regard. These operators have modernized their routes to meet this demand.

But, after a survey taken by The Cash Box, October 23, 1953 issue, it was learned that the operators, themselves, reported ‘better than 90%’ of the phonographs in their territories were “wornout clunkers.”

This was not only a shock to many manufacturers, distributors and juke box operators, but to The Cash Box as well. That meant that of the 550,000 phonos now on locations throughout the nation, about 165,000 were of the old wornout, tone-dead, marred, scarred, screechy, vermin-infested variety.

The Cash Box published the results of this survey, which started with its October 23, 1953 issue in its January 30, 1954 issue. The tremendous acclam which was accorded this publication by all juke box leaders for "publishing these honest facts" convinced The Cash Box, in accordance with their requests, to go ahead with a campaign to educate the average operator of these prewar, wornout, dirty, old phonos, that he must, for his own future, better welfare and for a continued profitable business, get rid of this type of equipment.

The industry cannot stand adverse publicity of a nature which will injure play action. The juke box has always given the listeners the finest tone possible. The juke box must simply continue to give finer tone. It must be outstanding in every regard.

Every old, wornout, wornout, marred, scarred, screechy, tone-dead, maker of a phonograph that is new on location, not only helps further progress for all operators to make that a better paying, more acceptable, public-approved location, but, what's even more serious—a phonograph down horrible, adverse publicity of a nature which harms the play of every juke box in the area, and throust the nation as well.

Bally Service School in Toledo, O.

TOLEDO, O.—Mrs. Rose Bennett, owner-manager of Toledo Coin Machines, this city, reported a large and enthusiastic group of operators attended the Bally Service School held at her headquarters on February 23 and 24.

The school was conducted by Bob Brether, well known Bally chief field engineer, who gave thorough and detailed, part by part instructions on Bally's newest in-line game "Ice Frolics."

"Operators were high in their praise of Brether," said Mrs. Bennett, "and the way in which he pointed out many service tips to help keep equipment running in top mechanical condition."

Shipping Kiddie Rides Thruout The Nation

NEW YORK—Barney (Shuggy) Supermark, Runyon Sales Company, this city, in addition to performing the function as distributor for AMI phonographs and amusement machines for Bally Manufacturing Company, has established a reputation as a wholesaler of Kiddie Rides.

The firm is shipping large numbers of these rides throughout the country, both new and reconditioned. At this time, Runyon is national distributor for Lee Manufacturing's "Coney Island Carousel" and advises it will soon announce an additional line.

NO. TONAWANDA, N.Y.—R. C. Rolfing, president of The Rudolph Wurlitzer Company, announced today that Roy F. Waltemade, vice-president of the company, has assumed the responsibilities of manager of the North Tonawanda Division. The appointment is effective immediately. Waltemade succeeds Clinton D. St. Charles, who has resigned as manager of the North Tonawanda plant.

In his new post, Waltemade will be directly responsible for the office of the North Tonawanda facility with an employment of 3000. The factory produces Wurlitzer automatic coin operated phonographs and electronic organs. It is one of the oldest manufacturing organizations on the Niagara Frontier, having been established in North Tonawanda in 1908.

Abe Fish Re-Elected Pres. Music Operators Of Conn.

NEW HAVEN, CONN.—Music Operators of Connecticut, Inc. held its annual election of officers meeting on Thursday, January 28, at the Silver Quarter Restaurant, this city, with a large and enthusiastic number of operators on hand.

The following officers were installed for the year ending December 31, 1954: Abe Fish, president; James Tolisano, executive vice president; Louis Nacarino, vice president; Clarence Sorrentino, treasurer; Mauricio Wein, secretary; and Irving Gutierrez, assistant treasurer. Officers installed were: Michael G. Nicholas, Bridgeport; Joseph Zdenczyk, Waterbury; Frank Marks, New London; and Lewis Stimel, E. Hampton.

Delegates of the listed locals are: Frank Marks, New London Local; Clarence Sorrentino, New Haven Local; Abe Fish, Hartford Local; John Calveci, Waterbury Local; and Arthur Moss, Bridgeport Local.

Abe Fish made one of his usual highly impressive talks, stressing the importance of co-operation, good operating methods and public relations efforts.

Guests present at the dinner were Bob Hamilton, assistant sales manager of The Rudolph Wurlitzer Company; Charles Seamon of Poole Distributing Company; Weston D'Amico, Connecticut representative of Poole; John Ford, Meriden; Peter Huntington, Norwalk; and Jerry Lambert, Stamford.

The association is making an intensive and concentrated drive to organize the operators of Fairfield County, Ken Jarrett, the association representative, requests that all operators of Fairfield County who wish to join the organization come to him who wish to get information, contact him by phone at New Haven—Fulton 7-4670. The association reported that the following operators of Fairfield County have become members: Michael Nichols, Bridgeport; Arthur Moss, Bridgeport; Michael Kelly, Bridgeport; Peter Huntington, Norwalk; and Jerry Lambert, Stamford.
ANCHORED
IN YOUR BEST LOCATIONS

Once you have placed a 1500 Wurlitzer on location, it's anchored there. Patrons like its beauty. Its intermix feature assures the ability to play all the top hits—whatever size is available. Its Hi-Fidelity tonal range gets all the music from every record. Net result? Better take means a better shake for all concerned.

SEE YOUR WURLITZER DISTRIBUTOR

Wurlitzer
1500-A

Going great in limited space locations. The 48-selection Wurlitzer 1650 playing all 45s and the 1600 playing either 7 or 10 inch records—both with built-in volume level control.

The Rudolph Wurlitzer Company • North Tonawanda, New York

"It's What's in THE CASH BOX That Counts"
FINAL CLOSEOUT SALE

Every machine listed here is being offered at Absolute Rockbottom Closeout Price! All perfectly cleaned and Ready For Location! At these prices these machines are sure to go quick! RUSH YOUR ORDER IMMEDIATELY!!

PERFECT FIVE-BALL GAMES

Gott. BASKETBALL $29.50
Bally BALLYHUNTER 35.00
Un. BILLY TAVERN 34.50
Wms. BAHY BOY 4.35
Wms. MR. BOSTON 4.50
Gott. BUTTONS & BOWS 15.50
Esh. BAHNO 15.00
Catalina CORDUROY 20.50
Un. carolina 15.00
Wms. CARAVAN 15.00
Gott. CHINATOWN 13.50
Gott. CORONATION 13.50
Gott. CYCLONE 15.50
Gott. CROSS ROADS 13.50
Gott. DEAKS DIME 15.00
Genie DECK ACTION 15.00
Genie. DECK FEATURE 15.00

Wms. DEW-A-DITTY 13.00
Gott. LADY RUBIN 15.00
Wms. DOMINO 15.00
Un. FROSTY THE SNOWMAN 15.00
Wms. FOUR STARS 14.99
Un. MOON GLOW 15.00
Wms. FOUR CORNERS 15.00
Un. MONTREALER 15.00
Wms. GLAMOUR 15.00
Un. MONTREALER 15.00
Wms. GLAMOUR 15.00
Un. MONTREALER 15.00
Wms. GRAND SLAM 134.50
Un. NIAGRA 74.50
Wms. HABY BUSTER 15.00
Un. NEVADA 20.00
Wms. HABY BUSTER 15.00
Un. NEVADA 20.00
Wms. JALOY 64.50
Un. OHIOANIA 20.00
Wms. MIGHTY CAT 29.50
Un. KING COLE 20.00
Chi.Cali HOKEY 20.00
Wms. OLYMPIC 79.50
Wms. MIGHTY DUMFY 29.50
Gene. MIGHTY DUMFY 29.50
Wms. HASS heading 25.50
Un. PARADISE 15.00
Wms. HASS heading 25.50
Un. PARADISE 15.00
Wms. HASS heading 25.50
Un. PARADISE 15.00
Wms. JESTER 25.50
Un. RIDING HOOD 15.00
Wms. JESTER 25.50
Un. RIDING HOOD 15.00
Wms. KNOCK OUT 15.99
Un. ROSE BOWL 24.50

Bally Bright Wms. PENNANT BASEBALL 350.00
Lites $99.50 Bally BASEBALLS 99.50

CLOSEOUT

Used KEENEY Electric Cigarette Machines: Special Low Price—WRITE!

GUARANTEED PHONOGRAPHs

Rock-Ola Used FIREBALL 120 Select, 45 RPM $415.00
Rock-Ola HOCKET, 154, 50 Select 495.00
Wurlitzer 1915 99.50

AM Model "C" 295.00
AM Model D-40 450.00
AM Model D-80 550.00

SPECIALS

Bally Bright Wms. PENNANT BASEBALL 350.00
Lites $99.50 Bally BASEBALLS 99.50

PRICE SLASH KIDDIE RIDE SALE

This will probably never happen again! Get These Perfectly Reconditioned Kiddie Rides While They Last! WRITE! WIRE! PHONE! FIRST COME — FIRST SERVED!

Horses

ALL TYPES OF HORSES BY THE BEST MANUFACTURERS!
Bally Champion; Exhibit Big Bronco; And All The Others

Only $395.00 AND UP

TELL US WHAT YOU WANT! WRITE! PHONE! WIRE!

TARAN DISTRIBUTING, INC.
3401 N.W. 36TH STREET, MIAMI, FLORIDA
90 RIVERSIDE AVE., JACKSONVILLE, FLORIDA

Tremendous Interest Shown In MOA Show

OAKLAND, CALIF. — George A. Miller, national president and business manager of Music Operators of America (MOA), reports that more exhibitors have taken display face for the MOA convention at the Palmer House, Chicago, March 8, 9 and 10, than at any previous show.

"With more than a month to go before the convention opens," stated Miller, "the interest in the MOA convention is at fever pitch and continues to rise. Exhibitors, including such products as recordi, kiddle rides, cigarette machines, popcorn machines, automatic phonographs, coin operated television, coin-operated supplies, not only will display their merchandise, but have advised us they are arranging cocktail parties and other types of entertainment for the music operators.

"Operators from all parts of the nation are already making reservations at the Palmer House, and it is certain that the show will be a huge success.

"The Phonograph Manufacturers Association banquet will be held Tuesday, March 9, at noon, and the entire exhibit booths of the show will be guests. At no time has there been such complete cooperation.

"All major recording companies have taken exhibit space and have assured us they will have a number of their artists on hand.

Les Mentouth, Clint Pierce, Ray Caniff, Howard Ellis and Miller will continue to make appearances until the first of March, which will be the deadline as all exhibit rooms will be allotted and room numbers will be printed in the program after that date.

Genco Intro's New Shuffle Game "Match Pool"

CHICAGO — Genco Manufacturing & Sales Company, this city, introduced its new shuffle game, "Match Pool."

The game features three-way suspense on red, white and blue match reel; progressive bonus scoring; high individual scoring; and player can make three cushion bank shots. "Match Pool" can be played by one to four players. The game is set up in a three-cushion cabinet with color combinations that give it outstanding eye appeal.

Bob Sheffield, sales manager, is extremely enthusiastic over the game and stated "Match Pool" has been thoroughly location-tested, and operators throughout the country have sent us sensational reports.

Samples are in the hands of all distributors who have been sending in orders that could keep the factory busy a long time trying to meet the demand.

N.Y. Music Ops At Rock-Ola Service School

NEW YORK—Dave Stern and Bob Slifer, Seacoast Distributors, this city, invited all local music operators to attend a Service School on the new Rock-Ola "Comet" phonograph, Friday and Saturday, February 5 and 6.

The session was conducted by Frank Schults, service engineer from Rock-Ola, with Charles Reijmers, Seacoast service manager.

Schults will then travel to other territories where he will conduct service sessions. On February 8 and 9, Wertz Music Company, Richmond, Va., will hold a school; Dayton Distributing, Youngstown, O., on February 10 and 11; and Lake City Amusement Co., Cleveland, O., on February 12.

"It's What's in THE CASH BOX That Counts"
Miami season officially opened. "Senator" Al Rodkin arrived for his annual visit. Al Schlesinger getting bored with the inactivity and will cut his vacation short to May 1st. That's short? Miami ops (A.M.O.A.) held a meeting at which a report by George Miller was read. It stressed the urgency of attending the coming M.O.A. convention for discussion of the ASCAP bills and Dime Play. At the suggestion of Willie (Little Napoleon) Blatt, president, a resolution was passed to send a committee to Chicago to bring back a report. Walter Dana, Polish Polka King, bought a home in Miami and will move here shortly. His son attends Miami University. Rubin Daviddoff, one of the old coin machine operators from New York, and a Floridian for the past ten years, still in the coin machine business on a small scale. Harry Baron, who used to be associated with Uneed-A-Pack way back when, suffered a heart attack and is in bed for a month. Quite a few New Yorkers either just arrived or on their way down. Mantle Ehrenfeld stopping at the Peter Miller Hotel; Mr. and Mrs. Charlie Aurason expect to be at the Nautilus; Barnet and Mollie Sugarman expected soon; Bill and Chassie Gersh of the Cash Box in town, and others. Might have a coin machine convention with all these coinmen in town. Joe Simon, of Chicago, in the Bamboo Room of the Saxony with Father Jim Harraghan of Pittsburgh. Talk included mentions of Lyn Durant, Herb Oettinger, Bill DeSelm, Kay and Millie Riehl and many others. Ted Bush and Irv Sommer discussing their Dupont Plaza project which runs into the really big money. Ken Willis just back from a trip to Colombia and helping to get those phones out as quickly as possible. Jackie & Gert Cohen, Cleveland, drive back home after three weeks of Miami Beach sunshine. And not really wanting to leave. Jackie telling Grand Withers how Estella (Mrs. Withers) can improve her act. And raving about Albert Savin's great act. Eli Ross a very busy boy these days with plenty of shipping on the way and customers waiting for him in West Palm Beach to buy even more. Joe and Eloise Mangone in their new home for over two months. Visitors simply rave about it. Dave Gottlieb has become famous as a sheerman in these parts. Mr. and Mrs. Ben Rodkin entertaining at the Beachcomber. Sam Kressberg working out plans for his combination music and cigarette machine in the first dinner opened in Miami while Al Schlesinger, Bill Gersh, Joe Mangone and Bill Reats of R-F Electronics listen. Sam has some very marvelous plans which may one day cause much comment. Al Schlesinger at the Croydon Arms Hotel. Greeting all visiting coinmen. Miami Beach 5-5725. Be sure to call him when you arrive.

**Music Guild of N.J. Elects New Group Of Officers**

NEWARK, N. J.—Practically the entire membership of the Music Guild of New Jersey turned out for its annual election meet on Thursday, January 28.

A very lively election contest took place, resulting in several new members being voted in as officers, as well as on the board of directors.

Duke Ellington of Major Enterprises, East Orange, was elected as the new president; Ed Bury of Runyon Operating Division, Newark, was selected to serve as vice-president; Harold Chasen, Ajax Music Company, Newark, was voted in as treasurer (the only officer to be re-elected); and Bob Harvey of C. L. Harvey & Co., Belleville, was chosen as secretary.

The board of directors elected by the membership is composed of Sam Walder, Herman Halperin, Herbert Branch, Jules Rusoff and Bert Bettel. Dick Steinberg remains as business manager.

---

**Baby Boy To Biederman**

WASHINGTON, D. C.—Mr. & Mrs. Horace Biederman became the proud parents of a baby boy, weight 7 pounds 11 oz. on January 12. Biederman is owner of Biederman Amusements, secretary treasurer of the Washington Coin Machine Association since 1941 and member of The Cash Box 20 Year Club.

---

**Lee's CONEY ISLAND CAROUSEL**

Finest Coin Operated Carousel Ever Built

**2-Horse Carousel**

with Automatic Music

---

**Distributors:** A few choice territories still open

**Phone—wire—write**

**RUNYON SALES CO.**

National Distributors

593-10th Ave., NEW YORK 18, N. Y.

(Phone: L'Orange 4-1800)

---

**It's What's in THE CASH BOX That Counts**
Oomens Retains First Place

CHICAGO—This week, the battle for first place raged between Oomens and Decca-Coral. But Oomens managed to stay on top as Decca-Coral was far behind, with Decca-Coral losing 13.7 to 11.3.

With Tom Rego and John Genovese second with 506, Isabelle Oomens was first for the ladies with a 469 series. For Decca-Coral, Eddie Walker was high with 562. Next was Tony Ignoffo with 537. And Leo Sochecki with 501.
The winning score for Star Music was Frank Lantz with 525. High man for Star Music was Hank Sochecki with 483.

Gillette took 2 from Melody Music. Gillette's Henry Leonavczyk bowled 480. High man for Melody was Vic Jaccino, who not only bowled a 532 series, but had one game of 252.

ABC took 2 from B&B Les Taylor, back after a week's absence. High was with 477. Warren Paradise, better known as "Fireball Bunk" was high for B&B with 468.

Western Automatic went great guns again. And took 3 from Mercury. Jerry Mankins was high man for his team with a 537 series.
Paschke took 2 from Atlas, Ray Gallett was "hot" again with 511.

As he promised last week, Johnny Oomens gave us the results of the two teams which participated in the C.B.A. "Actually," Johnny stated, "there's not too much to say." The two high scorers were Tony Galano with 507. And Julius Mohill with 508. "The rest of us," Johnny said rather meekly, "should have stayed at home."


Seeburg, Rockola, Haddock and Rolffing Elected To Board of Directors

CHICAGO,—The Automatic Phonograph Manufacturers Association met on Monday, January 26, for the purpose of electing officers and board of directors.

N. Marshall Seeburg was elected president; David C. Rockola; vice president, John W. Haddock, vice president; C. T. McKevy, treasurer; C. H. Briatol, assistant treasurer and L. P. Meyer, secretary.

Elected to the board of directors for the coming year were N. Marshall Seeburg, David C. Rockola, John W. Haddock and R. C. Rolffing.

Bob Norman Innocent Victim Of Local Press

MIMEO FLA.—There's an expression that goes something like this: "There are days when it doesn't pay to get out of bed." Here's what happened to Bob Norman, general manager of the Miami office of Southern Music Distributing Company. Bob was one of the local column who cooperated in the "Day of Dimes for the March of Dimes" and justifiably called in the local press in an effort to publicize the efforts of the industry.

The reporter, as has happened many times in the past, figured he had discovered an interesting story on the juke box business here, and the result was a story which appeared in the Tuesday, January 26 issue of the Miami-Herald. The story is a terribly garbled, inaccurate report on the business, which the reporter probably put together from some of the conversation, and quotations from an article by Grant Ellis which appeared in a December issue of "Commerce Magazine."

One of the quotes from the Miami-Herald is "like boxes are both sold to individuals and operated on location." It is a well-known fact that machines are sold only to operating firms.

Another quotation, and one really hurts, is "Some locations, it is said, gross as much as $100 a week per juke. A location that would return as much as $60 to $70 weekly is good; some pay only $7 or $8." The reporter evidently lifted this gem from the Commerce Magazine (which he mentions in the article "according to a survey conducted by Billboard")

Now, Bob Norman, who innocently enough, meant to do good for the industry, is hot water with local operators. Really, fellows, forgive him, it isn't his fault at all.
As I See It

In my recent travels across the country, I was surprised to learn of the great number of operators who would like to join an association, but just could not seem to get started. Time and time again, I was asked, how you go about getting a group of operators together, along with a thousand or more. The situation appears to me to be a very important one. It could be that operators are now beginning to realize that by cooperating with their fellow operators, they could mutually help one another.

The Music Operators of America have set the dates of March 9-10 to hold their annual convention at the Palmer House, Chicago. It seems that this would be an ideal time to do something for the unorganized operators. I would like to suggest to George A. Miller, President, that he take up with his executive committee steps to set up a forum to meet this situation. He could appoint a moderator with the presidents or representatives of four associations from various sections of the country to act as a panel. This panel would hold two hour morning sessions. It would answer questions from operators, as to the how and why of association. The way it would operate would be for the operator to frame his question to the moderator, then, any one of the four members of the panel wanted to answer that question, would raise his hand and proceed to answer the question. If there were two or three hands raised, the moderator could get an opinion from the others, or, the moderator could call on all the members of the panel for their opinion on the question.

As I See It, this would be a new and novel idea. No convention to my knowledge has ever offered to give operators an opportunity to explain the benefits of organization. I feel certain that if this feature were brought to the attention of the unorganized operators of America, that it would have a tendency to bring home the fact that this convention was really by and for operators. The coming convention will be a very important one for every operator. This year every operator will have to use all the knowledge and experience he has, to carry on his business successfully. If the operator is a member of an association, he will be able to meet this challenge with much less grief.

N. Y. State Ops
Set Annual Dinner For Sat., April 24

To Be Held At The
Napanoch Country Club

BEACON, N. Y.—The New York State Operators Guild, Inc. will hold its annual Dinner-Dance on Saturday, April 24, at the Napanoch Country Club, Napanoch, New York. A Master of Ceremonies and several acts have been engaged in addition to top flight record talent that is expected to be supplied by the record companies. It is believed that this will be a bigger and better affair than any held heretofore.

Artkraft Announces
New Bottle Vendor

LIMA, O.—Artkraft Manufacturing Company, this city, announced a new bottled soft drink vending machine with a big capacity in small space its theme. Artkraft is one of the largest manufacturers of private brand refrigerators.

With the addition of vendors to its line, Artkraft claims to be the first manufacturer to make available to bottlers a full line of both open-type coolers and vendors.

Airmail Subscription
The Cash Box $30.

“It’s What’s in THE CASH BOX That Counts”
Wurgler Joins F. A. B. Distributing

Named Assistant To Fletcher A. Blalock

EDWARD E. WURGLER

ATLANTA, GA.—Fletcher A. Blalock, president of F. A. B. Distributing Company, this city, announced the appointment of Edward Wurgler to the post of assistant to the president. Wurgler was formerly sales manager of the Wurlitzer phonograph department at North Tonawanda, N. Y.

F. A. B. represents the Wurlitzer Company as distributor for its coin operated phonographs in Atlanta, Ga., Birmingham, Ala., Columbia, S. C., and New Orleans, La.

In making the announcement, Mr. Blalock said, "I am very happy to have Ed Wurgler with our organization. He has had over 20 years experience in many phases of the machine business. As my assistant Ed will supervise all of our offices and our salesmen. I am confident that he will be a great asset to our company."

In commenting on his new position, Ed Wurgler said, "I am looking forward with a great deal of pleasure to my association with Mr. Blalock and members of his organization. I have worked closely with Mr. Blalock before and know personally most of the people in the F. A. B. Distributing Company. F. A. B. is one of the largest coin machine distributors in the country and I am looking forward to my work with the operators throughout the F. A. B. territories.

Miller Urges Oeps Reserve Rooms Now For M. O. A.

OAKLAND, CALIF.—George A. Miller, president of M.O.A. (Music Operators of America) is back home from the executive meet held in Chicago on January 22 and 23, greatly enthused over the forthcoming annual convention being held at the Palmer House, Chicago, March 8, 9 and 10.

"Reports, not only from these men, but from all over the country point to a record breaking attendance," stated Miller. "Our only concern is that our visitors are able to get proper hotel accommodations. Once again I urge every music operator to attend—and strongly advise that they make their hotel reservations at once. There is room for all who wish to attend, but those who procrastinate in making reservations may find themselves without hotel rooms."

Mid-West Holds United Service School

ROCKFORD, ILL.—Mid-West Distributors, this city, held a United Service School to familiarize operators with the mechanics of United games. The school was under the direction of Al Thoelke, United representative, and Lou Casola, owner of Mid-West Distributors.

See above are Al Thoelke, standing at the game without jacket, Lou Casola and operators Robert V. Schuh, Galena; Orville Rodden, Galena; Don Helms, Clifford Stauffer, Francis Roper, Vernon Dunkles, Joe Calleia, Bob Kellanej, Adam Keres, Pat Gueliardo, Rollie Weese, Bob Gildberton, Bob Fletcher, Joseph Vella, Charles Mark, and Harold Hildebrand, all of Rockford.

Dime Play Gaining In Tenn.

NASHVILLE, TENN.—Indications are that dime play is slowly but surely gaining a strong foothold in Tennessee. In certain portions of Tennessee there is no dime play at all. However, Nashville is operating at about 40% dime play with a reported raise in intake of about 33 1/3%. Chattanooga has placed about 10% of its locations on ten cent play, but that 10% covers most of the top spots. Some of the Chattanooga operators are changing to dime play when they replace an old machine with a new piece of equipment. Knoxville is operating on a 60-40 split but are discussing ten cent play for the future. Some of the Knoxville operators are operating at 10c for one play and three for a quarter.

"It's What's in THE CASH BOX That Counts"
Spotted W. J. Neece and Larry Dexter together over cups of coffee. Neece was the "N" in P. N. Amusement of Paris, Tenn., until he sold his interest some months ago. He is now business manager of Pickin' an' Singin', something new in the Hillbilly newspaper field. ... Tommy of Tommy Distributing Co. very happy with his Kentline Keen. Tommy says the "Bonus Bowler" is taking over Nashville and has upped his business on other machines since he's taken on the line. ... G. P. McFarland and his associate, E. H. Gamble, seen in a huddle with Tommy. Ran into James E. McCormick, Decca salesman, at Hermitage Music. ... Lowell Matthews, of Frank Swartz, very much enthused with the sales of United's "Chief Bowler." ... Albert Evitts a 20 year clubber. Al can't understand why other operators still fight over the change over to dime play. Says his take has climbed one third. ... Blandford Specialty Co. has moved to 410 Tally Road. ... The busiest place in Tennessee was Chattanooga Coin Machine Co. They even had Tony Papa on a work bench. Tony says 1953 was his best year. Bill Boyles, shop foreman, claims they are working him down to the rub. The Jolly Spot will be open all winter. Tony Papa has his brother-in-law, Fred Cofer, managing the Jolly Spot and reports business at the arcade again. ... Everyone but Maurice out when I called at Sladkoff Sales, Chattanooga. ... H. E. Smith, Smith Amusement Co., has both Funlands open through the winter. Smith also has a record shop in the Funland at 308 Market. ... A very busy place. ... Joe Bunton, Shearer Amusement Co., the proud owner of the first Cadillac in Chattanooga. ... Joe is contemplating a new building which he calls an operator's dream. He plans to start building soon. Mrs. Mildred Bunton out with a bad cold this week. ... J. W. Biggers, Biggers Amusement Co., Clarksville, moving to his own building. Biggers and Automatic Music went to dime play and report the take one-third better. ... Walter Putman a very busy man. He was building a good Wurlitzer 1015 out of three burned out jukes. However, Wait had a Wico parts catalog and 26 years experience between him and this major job. ... R. J. Bob Tyler, Cherokee Amusement, Knoxville, cleaning the golf club given to him by the late Bobby Bennett for the last time. He is giving it to a museum. Tyler was a golf pro but was stopped by a hand injury several months ago. ... W. L. William of Triangle Music, Knoxville, taking a trip and won't say where to, but we believe he's headed for Florida. ... Tom R. Gaskin, G. G. Music, Knoxville, gets a good 1954. Tom complaining that he hasn't received his 20 Year Club card yet. ... Believe I've found the oldest 20 year members. ... N. J. Hubbard and Arthur Davis, The H and D Sales Co., Knoxville. Hubbard and Davis started in 1919 and operated the first Gabel Phonograph, the old bellows type Seeburg, the first Mills and Rock-Ola. Hubbard still has the first Rock-Ola in the room room of his home. ... H. P. Oxendine, Automatic Amusement, Knoxville, just purchased a lot and plans to build his own shop. It will include office space and storage.

**THRU THE COIN CHUTE**

**TENNESSEE TOPICS**

---

**MINN. MUSIC OP DONATES SUM FROM "DAY OF DIMES" FOR THE "MARCH OF DIMES"**

MINNEAPOLIS, MINN. — Altho one of the small operators in this area, Bill Averbeck of Atlas Sales Company, this city, is the spiritual leader, and his efforts, not only should be commended by all in the city, but should show the path in future years.

Averbeck, following the suggestion of The Pin Box, set aside Friday, January 29, for a "Day of Dimes for the March Of Dimes." His eleven phonographs made it possible for him to donate $54.50 to this most worthy charity.

"I think it was very good considering how badly the money is needed," modestly commented Averbeck. "Maybe this will start the ball rolling here in our city. I hope so anyhow."

---

**WISC. OPS MEET**

MILWAUKEE, WIS.—C. S. Pierce, president, Wisconsin Phonograph Operators Association, called a meeting of the membership for Monday, February 8, at the Eagle's Club, this city.

Many important matters will be discussed, headed by the pleas of the officers that every member who can possibly do so, to attend the MOA Convention in Chicago on March 8, 9 and 10.
SPECIAL ISSUE

(Dated: March 13)

YOUR ADVERTISING MESSAGE WILL REACH ALL OF THE NATION’S OPERATOR’S

Distributed at the MOA Convention at the Palmer House, Chicago, all during the Show . . . And those Coinmen unable to attend will receive it by mail.

GOES TO: Thursday. PRESS - MARCH 4

RESERVE YOUR SPACE NOW!

THE CASH BOX

26 WEST 47th STREET

NEW YORK 36, N. Y.

(PHONE: Judson 6-2640)

CHICAGO

32 W. RANDOLPH ST.

(Phone: DEcorborn 2-0045)

LOS ANGELES

6399 WILSHIRE BLVD.

(Phone: Webster 3-0347)

things along coinrow seem to be going along at a good pace. All the distributors report that nothing new and exciting is happening but business is keeping everyone busy with no sign of any let up. . . . Biggest topic of conversation is the N.O.A. convention which will be held in Chicago on March 8th, 9th and 10th. Quite a large delegation are planning to leave for the affair which is very encouraging considering the fact that California is the farthest point from the site of the convention. . . . California Music Company was a scene of much activity this past week. Jimmy Hilliard and Joe Delaney dropped in to chat with Sam Bicknell and the operators. This was part of the new company’s plan to launch their new label “X.” The Taylor Mails were also in, promoting their latest Eureka waxing “Nu, Nu, Nu.” Other celebrities from the record world included Hank Penny and Sue Thompson. . . . At Minthorne Music Co., Hank Tronick and Wayne Davis are busier than ever and glad to be back home again after their trip to Chicago. Hank said that he about from buffing the old cold weather. The Williams “9 Sisters” pinball game and the Seeburg “Ray-O-Lite” gun are now on display in the Minthorne showrooms. . . . Phil Robinson has given up his diet again. He says that he just can’t resist all the tempting food that he sees. Phil adds that the way he has to run around trying to get enough of these new Chi-Colin “Cris-Cross” Bavarians is all the demand ought to keep him thin anyway. He hopes the factory will soon be able to catch up on deliveries. . . . On top of all his other activities we hear that Lyn Brown is now going to school in the evenings. When asked about it he had no comments to make. Lyn says it’s all a big secret. . . . Sam Gabler states that he is very pleased the way his coin-operated TV route is holding up. . . . Jack Specker came down from the mountain resort of Big Bear to take care of business along coinrow recently. He brought down a whole truck load of snow. Of course, when he got into LA it was rather slushy but he had fun throwing snowballs at Charley Daniels and Ed Wilkes in at Paul A. Laymon Company. While he was there the boys showed him the new Bally “Ice Frolics” which he said was a great game. All the ops who have seen this new game seem to agree. . . . Jack Mallett of Mission Novelty Co., Pomona, came into town recently. He advised that we had listed his route as being in Claremont but he wants everyone to know that he operates mostly in Pomona not Claremont. . . . Earl Badyen, who operates in LA, has invented and developed a new gadget called the “Electronic Secretary.” This new device could be of great value to the operator who is out on his route most of the time. When you are out and the phone rings it is automatically answered and a recording comes on telling the caller that you are out and to leave a message. The phone number and other important messages are recorded on a tape and when you call in for messages the tape is played back giving all the calls that came in during your absence. Badyen has a manufacturer interested in this new device and hopes to have it in production soon. . . . Bob Boyer, manager of Dan Stewart Company, announced that they are closing out their branch office here. All business will now be handled out of the Salt Lake City office. After all final business matters have been settled Bob will also leave for his home in Salt Lake. He has made many friends throughout the area and we all hate to see him go but wish him every success. We believe his presence will be increasing daily at the Badger Sales Company showrooms. The great variety of all types of games and juke boxes has proved to be quite a drawing card for operators from far and near. Fred Gaunt says that so many out-of-towners have been dropping in lately that he can hardly keep track of them all. Al Silberman states that when the AMI award was presented to Peter Potter on his network “Juke Box Jury” show recently, they erroneously announced that he was vice-president of AMI. Incorporated. Al wishes to set everyone straight. He admits that he’s not a Vee-Pee of AMI but everyone agrees he’s a VIP at the Badger establishment. . . . Andrea Steen, western representative for Eastern Electric, had planned to stage several showings of the new “Electro” cigarette machines in Portland and Seattle but the weather got so bad up that way that he had to cut his trip short and come back to LA. . . . Thieves recently broke into the offices of Atsle Stein, Mort Leeman and R. M. Thompson on Catalina Street. They stole all the petty cash and some tools. They also tried to burn open the safe but failed. Then, not to be discouraged, they broke open a cigarette machine and stole all the cigarettes. . . . Mary Solle made another prediction this past week over at Leonahom’s Record Room. She predicts that “Angela Mia” by the Don, Dick and Jimmy Trio will be a big number. Mary doesn’t go out on the limb to pick them very often but when she does she’s usually right. Many operators are already putting the tune on all their boxes and the way it’s breaking it could be a smash. . . . Stewart Metz of the S & A Novelty Co., San Bernardino, came into town recently to take care of business along West Pico. Herman Payne and Mac Clurgr also drove in from Santa Barbara. Other out of town visiors included Ruth McClure, San Luis Obispo; Bill Bradley, Covina; Charles Kooi, Long Beach; A. T. Noble, San Bernardino; and “Doc” Decker, Santa Ana. Stewart Metz from S & A in San Bernardino, was also seen visiting along coinrow. Another San Bernardino visitor was L. Edelman of the G. I. Novelty Co.

The members of the newly formed local chapter of the California Music Guild are going all out to set up a program that will be of interest to every operator. The board of directors have had several meetings in order to line up worthwhile activities for all members. A new business manager will be announced soon. All interested parties are requested to get in touch with Gabe Orland at California Music Company, 2040 West Pico, Phone REpublic 3-1186.

"It’s What’s in THE CASH BOX That Counts"
Wurlitzer Sales and Profits For Third Quarter Up Compared To Same Period A Year Ago

Strike At N. Tonawanda During Summer Reduces Sales and Profits For First Nine Months

CHICAGO—R. C. Rolfsing, president, The Rudolph Wurlitzer Company, this city, issued a financial report this week, showing consolidated operations for the third quarter (October, November and December) resulted in a net profit of $352,081.16 or 42c per share, after all reserves and taxes. This compares with a profit of $22,348.17 or 3c per share for the same period of a year ago.

Sales for the third quarter were $11,215,297.94 as compared with $10,925,249.68 for the same period last year.

For the first nine months' period (April to December inclusive) net profit was $290,719.12 or 34c per share, after all reserves and taxes. Net profit for the same period last year was $387,336.07, or 47c per share.

Sales for the first nine months were $25,635,431.26 as compared with $25,377,800.68 for the same period a year ago.

Rolfsing explained that the principal reason for the lower profit for the first nine months of this year compared with the same period a year ago was the general strike at the Company's plant at North Tonawanda, N. Y. The strike, which was called on June 11 ended on August 17.

"All divisions of the Company operated at a profit during the third quarter" said Rolfsing. "Sales, however, started to decline early in December and by the end of the month were at a rate substantially less than a year ago. This decline continued during the month of January, but we hope for an early pickup in business in all divisions." Unfilled orders for defense items stand at about $12,-000,000. A number of important contracts have been rescheduled resulting in a reduced monthly rate of production extending over a longer period of time. It is extremely difficult to project sales and profits but we expect to get our fair share of the available business in the industries in which we are engaged."

At a meeting of the Board of Directors, held January 25, 1954, a dividend of 28c per share was paid on March 1, 1954 to shareholders of record at the close of business February 15, 1954.
Six Sided Work Bench

WHEELING, W. VA. — Charlie Brown, Allan Sales, Inc. serviceman, shown checking a trade-in at the six sided bench invented by Jake Dobkin of Allan. Design of the bench permits servicemen to work on six games at the same time.

Airmail Subscription

The Cash Box $30

When You Enter The Cash Box

“20 YEAR CLUB"

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN THE Cash Box “20 YEAR CLUB” TODAY!!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN THE Cash Box “20 YEAR CLUB,” FILL OUT THIS APPLICATION AND MAIL TODAY.

Joe Orleck

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

Dear Joe:
Please enter my name as a member and send me a membership card.
I have been connected with the Coin Machine Industry for 20 years or more, starting: Year Month

NAME
FIRM
ADDRESS
CITY ZONE STATE

Zenith Announces Multiple Circuit Timers

CHICAGO — A complete line of multiple circuit timers for use in liquid dispensing and similar type vending machines is now available from Zenith Electric Co., this city. According to the announcement, they are especially adapted to coin machines which operate on a pre-set time interval.

EASTERN FLASHES

We opened our column last week with the observation that some of our columnists were in low spirits, due to a falling off of business. Since then, receiving our calls, most of these same people were in high spirits, reporting a spurt in both sales and collections. These highly emotional men, somehow, cannot seem to realize that no business, either in the coin machine or anywhere else, can base its position on the amount of business done in a week or two. We admire those men who continue on calmly—working, studying, innovating, striving, and progressing.

Our roving reporter, Frank Menzci, sales manager for ChiCoin, in town this week visiting with Al Simon and Al D’Inzillo of Albert Simon, Inc., local distributor. Frank, looking most wonderful, told us of his travels this past week. He was in Columbia, S. C., he saw T. B. Holiday, Bob Holiday, page C. H. Moore, president of Airmail Equipment. Next stop for Frank was Baltimore, Md., where he visited the General Vending Sales Co., the firm he was hosted by the three “Genies,” Harry Hoffman and George Goldman. Also talked things over with sales mgr. Herman Perin, and Herb Godomb, Philadelphia and Dave Rosen of David Rosen was the next stop, where he had a chance to chat with members of the firm, including Joe Wasserman, Buddy Costello, Dave Weiss, John Cheprero and Sid Goodman. Throught his travels, Menzci reports that each and every distributor was selling ChiCoin’s “Cris Cross” and “Advance Bowler” in large quantities, and the most pressing question asked was, “When are we to expect ChiCoin’s baseball game?” Frank will attend the banquet in Baltimore, Sunday, Feb. 7, and then head to several western cities. . . . Harry Rosen and Meyer Pankow, Atlantic-New York Corp., played host to a steady flow of ops during the entire week, who came in to see and play Seeburg’s new Ray-O-Lite gun “Coon Hunt.” It’s an intriguing piece of equipment, built most beautifully and sturdily. Play is 10c for 20 shots (1 game); and play on all machines themselves 4 full games, usually last out. John Kneale also had the Seeburg gun on his showroom floor, where it also was getting a big play. George Fleckenstein, Munve’s manager, who took time off for Illinois last week, is said to have been down in New York for his first time, and been the very next day. “Too much work to be done," he explains. . . .

Jack Mitnick, AMI regional manager, back in the city after quite an absence. His broken rib, acquired during a fishing expedition in Florida, finally healed—helped no end by his relaxed vacation at Hot Springs. Before coming home, Jack stopped off to visit distributors in Nashville, Atlanta, Columbia, Richmond and Baltimore. He’ll be back in Baltimore for the banquet Saturday night. Among Mitnick’s expected guests, Ben Reeder of Airmail, Ben was in Montreal, Canada—all during that cold spell. This week he visited coinmen in New York, New Jersey and Connecticut. Next week he goes to western Pennsylvania. Ben looking like he was working hard, again off on a sales trip . . . Barney (Shug) Sagerman, Runyon Sales, reports AMI phonos moving very well, as are his Kiddie Rides. Shugz has quite a variety of Kiddie Rides, which he tells us are showing faster action with each passing week.

Nat Cohn, Ritteway Mfg., advises that he just about completed a nationwide set-up of dials for his “3-D Theaters.” . . . We catch Seacoast Distributors, in a selling job on the phone. He’s fully recovered from his laryngitis condition, but after listening to his conversation on the phone, we’re wondering if he’s fully recovered. Bob, with years of phonophone experience, will no longer be in business. . . . Joe Young and Abe Lipsky, Young Distributing, report continuing good sales, sales going fairly well. Harry and Hyamie Kooppi, Kooppi Distributing, also advise export good, with local bit picking up considerably this past week. . . . Jerry Marshall, WNEW dj, who airs the top juke box tunes every Saturday night (a survey made by the Cash Box, and which he calls the National Juke Box,” now states “The Cash Box survey made by the coins inserted in juke boxes.” Formerly used to say “Nickels.” Another step in the Cash Box campaign to help ops get diners.

UPPER MID-WEST MUSINGS

Andy and Ella Oberg of Grand Forks, N. D. stopped in the Twin Cities on their way to Hot Springs, Ark. Andy and Ella are among the select group of old time coin machine operators who hark back to the days before the present juke box. . . Tom Crosby of the Gopher Novelty Company of Faribault, Minn., has taken off for California, Arizona and other sun spots. He plans to loaf for the next six weeks or so. . . . On the other side of the book is Bob Wenzel of the Automatic Games and Supply Company of St. Paul, Minn., who is going hard as usual filling orders on General Shuffle Pools. Mr. and Mrs. Gordon Stout of Pierre, S. D. combined business with pleasure in this trip in and around the Dakotas. S. D. looked over to see what was new in coin machines. . . . H. J. Lyndal of Golden, Colo., who is a smash hit in the juke box business, has a mile on his face, now that his side business is back, and he also is being hospitalized some time from injuries suffered in a auto accident. . . . Ed and Millie Birkenmyer made a quick trip into town to pick up some parts for their route which is in and around Litchfield, Minn., and there picking up supplies and records for their routes were John Seglem of Duluth, Minn.; Jack Harrison of Crosby, Minn.; Tom Kady of Grand Forks, N. D.; Clay Johnson, Page of the busy gettes of Manly, Minn.; Melvin Becker of Duluth, Minn.; J. A. Redding of La Crosse, Wis.; Cap Keister of Frontenac, Minn., George Keating of Albert Lea, Minn., Leo Heen of Faribault, Minn., B. F. Kratgoup of Tracy, Minn.; Ben Jahde of Hutchinson, Minn.; Bill Welch of Chipewa Falls, Wis.; and Jim Lucking of Benson, Minn.

"It's What's in THE CASH BOX That Counts"
Weinberger & Dieter Visit United

Located on the Northwest side of the city, About 15 to 20 minutes from Loop by cab. (Kostner Ave. is 2200 West.) Firm currently manufactures: "Challenger" counter model gue; "Rifle Sport" range.

A. B. T. MFG. CORP.
512 W. Randolph Ave.
(Tel.: 2-2220)
Exhibit Machines. See: Alexander, W. A. Patzer, George Rosy.

BALLY MFG. CO.
2640 Belmont
(Tel.: Cornellia 7-6060)

BUCKLEY MFG. CO.
1223 W. Lake St.
(Tel.: Van Buren 6-6636)
Located on West side of city. About 25 to 30 minutes from Loop by cab. (Lake St. is 200 North.)

CHICAGO COIN MACHINE CO.
1725 W. Diversey Blvd.
(Tel.: Wellington 5-1630)

EXHIBIT SUPPLY
1218 W. Lake St.
(Tel.: Van Buren 6-1610)

GENCO MFG. & SALES CO.
2511 N. Ashland Ave.
(Tel.: Buckingham 1-1235)
Located on Northwest side of city. About 20 to 25 minutes from Loop by cab. (Ashland Ave. is 1600 West.) Firm currently manufactures: "Shuffle Pool." See: Sam Lewis, Avron Ginsburg, Ralph Sheffield.

D. GOTTLEIB & CO.
1146 W. Roosevelt Ave.
(Tel.: Albany 2-2640)
Located on West side of city. About 30 to 35 minutes from Loop by cab. (Roosevelt Ave. is 4400 West.) Firm manufactures five-ball, Current games: "Green Pastures." See: David Gottlieb, Nate Gottlieb, Alvin Goldblatt.

J. H. KEENEY & CO., INC.
2500 West 50th Street
(Tel.: Humboldt 1-3500)
Located on Northwest side of city, About 20 to 25 minutes from Loop by cab. (Fullerton Ave. is 2400 North.) Firm manufactures: Overhead and Wall Type Scoreboards. See: Ted Rubenstein.

MARVEL MFG. CO.
2817 W. Fullerton Ave.
(Tel.: Dickens 2-4212)
Located on Northwest side of city. About 20 to 25 minutes from Loop by cab. (Fullerton Ave. is 2400 North.)

ROCK-OLA MFG. CORP.
2800 N. Kedzie Ave.
(Tel.: Nebraska 8-5600)
Located on Northwest side of city. About 15 minutes from Loop by cab. (Kedzie Ave. is 2200 West.) Firm manufactures five-ball, current games: "Green Pastures." See: David Gottlieb, Nate Gottlieb, Alvin Goldblatt.

UNITED MFG. CO.
310 N. Clinton Ave.
(Tel.: Cornelia 7-2140)
Shuffle Alley," Havana, Ray Reilly, John Casola.

WATLING MFG. CO.
1630 W. Fulton St.
(Tel.: Columbus 1-2770)
Located on West side of city. About 35 to 40 minutes from Loop by cab. (Fulton St. is 300 North.) Firm manufactures: Scale, Bell. See: John Watling.

WILLIAMS MFG. CO.
1212 W. Fillmore St.
(Tel.: Nevada 2-1900)

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

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 1000 LP's, 1000 EP's, or 10078's. We pay freight. REACHON boxes, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: UNion 1-5700.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write giving name on hand, TONY CALGANO, CALGANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dickens 2-7660.


WANT—We pay top price for used records from 3 to 6 months old, Pop, Race, Calypso, Spirituals, Ruth Wallis, Mickey Katz, 45 r.p.m., 78 r.p.m. We pay freight. C & L MUSIC CO., 111 BAYBER RD., FRANKLIN SQ., L. I., N. Y. Tel.: Tilden 4-9040.

WANT—Bright Spots, United Showboat, United Greens, late Gottieb 5 Ball free play games, Seeburg Model B & C's 45's. State quantity, price, and condition in first letter. NORBO NOVELTY CO., 538 BRYANT ST., SAN FRANCISCO 7, CALIF.

WANT—New and used records. Can be up to 6 months old No quantity too large or small. We pay freight. BAYBER RECORD SHOP, 250 WEST 42nd ST, NEW YORK 36, N. Y. Tel.: Wisconsin 7-0830.

WANT—New and used records. High- quality records for 78's and 45's. No quantity too large or too small. We buy brand new 1LP's (33 1/3 r.p.m.) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 12th AVE., NEW YORK 36, NY. Tel.: Judson 6-4506.

WANT—From all over the world! Literature on any machine that takes any coins and sells anything—amuse- ment, drinks, Bromos, fortunes, Pocket Books, cigarettes 25 2c each, apples, 10c each. All orders will be shipped within 10 days. newspapers. WITHAM ENTER- PRIZES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, NEW YORK.

WANT—Williams' DeLuxe Baseball, DeLuxe Basketball, Exhibits Game, Seeburg Bears, Mutoscope Voice-O-Graphs, GilCoin Basketball, and any other late arcade machines. Will pay price and condition in first letter. 1389 M. J. SUPPLY CO., 579 TENTH AVE, NEW YORK, N. Y. Tel.: Chickering 4-6628.

WANT—Photograph records made before 1945—cups or dealer stock; $150 to $300 per thousand; will inspect if required. All labels wanted are Brunswick; Victor; Vocalion; Paramount; Geddes; Bluebird; Champion. JACOB SCHNEIDER, 125 W., 66TH STREET, N. Y. C.


WANT—Wurlitzer 1015's, 1100's, 1250's, 1400's, 1600's. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 286 N. W. 29th ST., MIAMI, FLORIDA.

WANT—Any quantity post-war Wul-itzer Phonographs, Models 1100, 1250, and 1600. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 286 N. W. 29th ST., MIAMI, FLORIDA.

FOR SALE

FOR SALE—5 AMI A's @ $175 each 5-10c AMI Wallabos @ $1.50 each. MUSIC DISTRIBUTORS, 710 FRANKLIN ST., FAYETTEVILLE, NORTH CAROLINA.

FOR SALE—Special! Dude Ranches $375; Tabiths $375; Rino $435. NEW ORLEANS NOVELTY COMPANY, 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel.: Canal 8318.

FOR SALE—Reconditioned Wurlit- zers: 1250's $375; 1100's $250; 1015's $125; 1000's $125; Seeburg 146M $115; 147M $135; 148M $250; Packard Manhattan's $75; Packard Sevens $50; Wall Boxes W-2 L. 56c $10, W-6 L. 56c—5. 10, and 25c Boxes $22.50. O'GONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND, VA.

FOR SALE—Once Stop Record Service. Any record, any label, 5c over wholesale. Free title strips. New accounts 1/3 deposit with all orders. RAYMAR SALES CO., 170-21 JA- MICA AVE., JAMAICA 32, N. Y. Tel.: Olympia 4-8012-4013.

FOR SALE—Largest stock in the world of Kiddie Rides, completely reconditioned. Will accept trade. WANTS ALL trade Kiddie Rides or play cash dollars for Wurlitzer 1500's, 1400's, 1250's. Authorized United, Bally, AMI Distributor. REED DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALLSTON 3, MASS.

FOR SALE—United Bowlers 5 Play Foremost Top $200; Six Play $235; DeLuxe $300; Super $325; Official $300; Thunderbolt Horses $350; Edeko 2 Play Bowlers $175; 1100 Wurlitzer $300; Geneva 8 Player $145; United Slugger $60. MOUN- TAIN DISTRIBUTORS, 3600 O'WON STREET, DENVER, COLO. Tel.: Acoma 8518.

FOR SALE—United Clover Bowlers $325; Atlantic City $175; Palm Beach $60; Friends Club $245; Beach Club $350; Dude Ranch $395; Belly Futurists $75; Geneva Jumping Jacks $130. MICKEY ANDERSON, 314 EAST 1ST STREET, ENID, PENNSYLVANIA. Tel. 2-2494.

FOR SALE—Close Out! All Games with Forenica and Large Pins. No reasonable offer refused. United Twelve; United 4 Player, United 5 Player, United 6 Player, United Player DeLuxe, United Super. Make your own offer on individual games. AMERICAN VENDING COMPANY, 2402 E. 60th ST., TELEPHONE: E. 246, BROOKLYN 35, NEW YORK. Tel.: DEwey 2-9602.

FOR SALE—Premium merchandise for coin machine prizes. Over 3,000 articles carried in stock. Write for complete wholesale descriptive price list today. (Established 1932). HASTINGS DISTRIBUTING CO., 6100 BROADWAY ROAD, MIL- Waukee 13, WISC. Tel.: Blue- mound 8-7600.

FOR SALE—Brite Lipes $75; Brite Spot $95; Spot Lite $90. Beach Club Dude Ranch, Palm Springs, write. ALLIED DISTRIBUTING CO., 766 MILWAUKEE AV., CHICAGO, ILLINOIS.

FOR SALE—Twenty Grand $95; Sil- ver 20-22; Hong Kong $75; Starlight $125; Quintettes $150; C. O. D. $200; Deluxe World Series $200; CENTRAL DISTRIBUTORS, 2315 OLIVE STREET, ST. LOUIS 3, MISSOURI. Tel.: Empire 0792.

FOR SALE—We have the following for sale—Packard Boxes $2.50; $3501 Wurlitzer Wall Boxes $15; Seeburg Wireless Wall Boxes $15; Quizzers $35. GOLDEN CATE NOVELTY CO., 701 GOLDEN CATE AVENUE, SAN FRANCISCO 2, CAL. Tel.: Market 1-3967.

FOR SALE—United Alliers—Classic $395; Clover $295; Williams De- Luxe World Series $150; Williams De- Luxe World Series $150; Seeburg M100C @ $700 each. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHEN- NECTADY, NEW YORK.

FOR SALE—We are Exclusive Dis- tributors for THE MERCURY, AM- ETRAL Seeburg, Bally, GT Machines. M.V.R. Vend- ing M.I.E.NEWMARK DISTRIBUTION CO., 42 FAIRBANKS ST., N.W.C.T., MICH. Tel.: Glandale 6-6087 and 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel.: Tyler 8-2230.
FOR SALE—All machines 20% off high CASH BOX prices. Wurlitizers 1015, 1100, 1250. Rockolas 1422, 1426, AMI Model C. Seeburgs 146, 147A. Joe $257; Rally Champion $155; Phone: Hartford 6-3583. RELIABLE COIN MACHINE CO., INC., 184 WINDSOR STREET, HARTFORD, CONN.

FOR SALE—Kiddie Rides in A-1 shape. Chicago Coin Super Jet $375; Chicago Joe $225; Rally Champion $155; Phone: Hartford 6-3583. RELIABLE COIN MACHINE CO., INC., 184 WINDSOR STREET, HARTFORD, CONN.

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

FOR SALE—Spot Lite $75; Frolics $200; Reach Chubs $350. TOLEDO COIN MACHINE EXCHANGE, 914 SUMMIT ST., TOLEDO, OHIO. Tel.: Olive 2800.

FOR SALE—One Stop Record Service. Large stock of major, independent 45’s, 78’s. Popular, Rhythm, Blues. We ship anywhere at cost plus 5¢ per record. LOMBARDI RECORD SHOP, 2827 W. MADISON ST., CROWN RECORD SHOP, 3747 W. CHICAGO AVE., CHICAGO, ILL. Tel.: Sacramento 2-5050.

FOR SALE—Make Offer—Sunshine Parks, Futurities, Turf Kings, Across-the-Board, Winners, and 300 original factory symbols merchandise for Holly Granes. J. ROSENFELD COMPANY, 3220 OLIVE ST., ST. LOUIS, MISSOURI. Tel.: Olive 2800.

FOR SALE—Silver Chest, like new, $275; Golden Nugget $125; Jumping Jax $90; Genie $90, $80; Dale Gun $60; Chicago Coin Pistol $95; Mutoscope Sky Fighters $125; Chicago Coin 4 Player Derby $225; Big Bronco, very clean, $495; Evans Horse Race Wheel, write; Chicago Coin Super Jet, used, $425; Metal Turner, very clean, $345; Pop Corn Sex $49.50; Froney House Mirrors, write; Jungle Joe $150; Genie 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 $135; United 10th Frame $285; United 10th Frame (Matched) $300; United Laced $325, Bally—Bally Spot Lite $135; Bally Bright Spot Lite $125, Bally Atlantic City $250, Bally Palm Beach $275; Bally Beauty $360; Keystone Lite-A-Line $65; Williams Long Reach $139.50; United ABC $50; Universal S Stars $49.50; MONROE COIN MACHINE EXCHANGE, INC., 1423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

MISCELLANEOUS

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 $3.50. CAROLINA ELECTRIC CO., P. O. BOX 125, MATHEW, NORTH CAROLINA. Tel.: 2711.

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

NOTICE—"The Operator's Friend"—Klopp Coin Counters count 1c, 5c, 10c, and 25c coins. Model D2 equipped with hopper and side price $226. Model D for office use $212. Satisfaction guaranteed or money refunded on sample. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS 1, MISSOURI. Tel.: Central 9292.

NOTICE—Attention, Panoram Operators! Have considerable Panoram parts on hand; what do you need? LAKES PANORAM SERVICE, P. O. BOX 639, ENGLESIDE, ILLINOIS.

NOTICE—Juke Box Operators—Trade your used Juke boxes for cigarette machines. We will sell or trade all types cigarette machines (thoroughly reconditioned), Rowe milk vendors, Cold Sneeze and Vendo ice cream machines. BRUCE MUSIC AND VENDING SERVICE, 1602 PIERRE AVE, SHREVEPORT, LOUISIANA.

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

NOTICE—10c Seeburg AMI Ope—Don't Pass Up Nickels! General's Conversion Kit fits late model phonographs and wall boxes. Takes 2 nickels, 10c and 25c. Samples $3.50. Lots of 10, $29.50 each. Complete with deals and instructions. GENERAL DISTRIBUTING CO., 3574 HARDING, CARLSBAD, CALIFORNIA.

Notice!
YOU CAN SAFELY SEND DEPOSITS TO ADVISERS IN "THE CASH BOX"

Your Deposit Is GUARANTEED

As long as you are a paid up subscriber to 'The Cash Box', at the time you receive 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'. This is 'The Cash Box' Free Deposit Insurance Plus. An exclusive and original feature of 'The Cash Box'. Should you lose your deposit in fraudulent manner immediately write:

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

Enclosed find my check for $15 for a Full Year (52 Weeks) Subscription.

NAME
FIRM
ADDRESS
CITY ZONE STATE
Good Public Relations for All Types of Locations

Like fine clothes on the human body, like rich furniture in a home, the quality of the accessory bespeaks the quality of the possessor; commands respect, good will. Any location can get a phenomenal boost in Public Relations simply by installing a Model “E” by AMI.

AMI Incorporated

General Offices and Factory, 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

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

FOREWORD: Many times, wide differences appear in the quotations of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the South Street 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" will not show no price, retain the last known quotations for each equipment so that the subscriber at least has the last known prices as a basis to work with. Prices on equipment vary widely with someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quality, and condition of equipment must taken into consideration. (Some equipment offered by outstanding firms, have a reputation for shipping completely reconditioned machines, will be offered at higher prices than other due to the added cost of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: The "Confidential Price Lists" should be read as follows: First price listed is lowest price quoted for that machine; second listed is most quoted price.

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $25 to $50 on Pin games — and $25 to $30 on Phonographs.

EXPLANATION

1. Prices Up. A
2. Prices DOWN A
3. Prices UP and DOWN A
4. No change from Last Week A
5. No quotations Last 2 to 4 weeks A
6. Quotations 4 weeks or Longer A
7. Machines Just Added A
8. Great Activity A

LISTED ALPHABETICALLY

AIREON

6. Hi-Tone 9800 29.50 49.50
5. Hi-Tone 8800 29.50 49.50
4. Hi-Tone 7800 29.50 49.50
3. Hi-Tone 6800 29.50 49.50
2. Hi-Tone 5800 29.50 49.50
1. Hi-Tone 4800 29.50 49.50

SEEBURG

8. Hi-Tone 9800 29.50 49.50
7. Hi-Tone 8800 29.50 49.50
6. Hi-Tone 7800 29.50 49.50
5. Hi-Tone 6800 29.50 49.50
4. Hi-Tone 5800 29.50 49.50
3. Hi-Tone 4800 29.50 49.50
2. Hi-Tone 3800 29.50 49.50
1. Hi-Tone 2800 29.50 49.50

BUCKLEY

6. Wall & Bar Box O.S. 3.00 5.00
4. Wall Bar Box N.S. 3.00 5.00

MILLS

6. Thorne of Music 20.00 30.00
5. Empress 20.00 30.00
4. Constellation 29.50 39.50

ALWITZER

7. 75CF 29.50 49.50
6. 75CBM Colonial 29.50 49.50
5. 750 29.50 49.50
4. 750A 29.50 49.50
3. 750B 29.50 49.50
2. 750C 29.50 49.50
1. 750D 29.50 49.50

PACKARD

4. Pla Mor Wall Bar Box 2.50 5.00
3. Manhattan 39.50 75.00
2. Model 7 Phonograph 25.00 35.00

ROCK-OLA

4. Plymouth '46 35.00 49.50
3. 1522 Phonograph '46 69.50 104.50
2. 1523 Phonograph '46 295.00 395.00
1. 1524 Phonograph '46 295.00 395.00

MISCELLANEOUS

10. Chico Band Box 75.00 125.00
9. Chico Band Horn 75.00 125.00
8. Chico Band Parade 75.00 125.00
7. Chico Band Radio 75.00 125.00
6. Chico Band Racketeer 75.00 125.00
5. Williams Music Mine 35.00 65.00
4. Williams Music Music 35.00 65.00
3. Williams Music Music 35.00 65.00
2. Williams Music Music 35.00 65.00
1. Williams Music Music 35.00 65.00

Manufacturers and date of game’s release listed. Code: (B) (Bally); (C) (Chicago Coin & Equipment); (G) (Gay); (Gn) (Gottlieb); (K) (Keesely); (J) (Juniard); (W) (Williams).

COPYRIGHTED 1954. REPRODUCTION NOT PERMITTED.
| Page 51 | February 13, 1954 |

**The Cash Box**

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. B.T. 6 Gun Rifle Range</td>
<td>450.00</td>
</tr>
<tr>
<td>400.00</td>
<td></td>
</tr>
<tr>
<td>350.00</td>
<td></td>
</tr>
<tr>
<td>300.00</td>
<td></td>
</tr>
<tr>
<td>250.00</td>
<td></td>
</tr>
<tr>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>150.00</td>
<td></td>
</tr>
<tr>
<td>100.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>30.00</td>
<td></td>
</tr>
<tr>
<td>20.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td>25.00</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>1.00</td>
<td></td>
</tr>
</tbody>
</table>
### 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
- Rifle Sport, 3 and more Guns, plus complete ranges of various types $1,408.00

#### AMI, INCORPORATED
- AMI "E-40" Phonograph $795.00
- AMI "E-52" Phonograph $925.00
- AMI "E-120 M" Phonograph $1,050.00
- W-54 10-25c Wall Box $89.00
- W-120 1-25c Wall Box $99.00
- HS-62 Hideaway $775.00
- HS-120 Hideaway $885.00
- AMIVOX Speaker $75.00

#### AUTO-PHOTO CO.
- $2,545.00

#### BALLY MFG. CO.
- The Champion (Mech. Horse) $1,065.00
- Ice-Frolics 699.00

#### CHICAGO COIN
- Advance Bowler 615.00
- Criss Cross Bowler 665.00
- "Round the World Trainer 1,185.00

#### H. E. G. EVANS & CO.
- Century (Model 2045) $1,850.00
- Jubilee (Model 245) 825.00
- Jubilee (Model 273) 795.00

#### EXHIBIT SUPPLY
- Big Bronco $997.50
- El Toro The Bull 725.00
- Ferdy The Fiddle 725.00
- Roy Rogers’ Trigger 1,045.00
- Randolph The Red Nosed Reindeer 725.00
- Rudolph The Red Nosed Reindeer With Music 725.00
- Pete The Rabbit 725.00
- Pete The Rabbit With Music 775.00
- Rawhide 725.00
- Space Gun 725.00
- Space Patrol 1,047.50
- Silent Satanism (Card Stand) 79.50
- Western Gun 1,047.50

#### GENCO MFG. & SALES CO.
- Shuffle Pool 675.00

#### D. GOTTLEB & CO.
- Lovely Lucy 364.50

#### INTERNATIONAL MUTO. CORP.
- Photomat ‘53 $2,150.00
- 3-D Art Parade, 10”-show model 495.00
- 3-D Art Parade, 6”-show model 395.00

#### J. H. KEENEY & CO., INC.
- Electric Cigarette Vendor $284.50
- Coin Changer Model 594.00
- Bonus Bowler 650.00
- Mainliner Bowler 650.00

#### MARVEL MFG. CO.
- (New Model) Shuffle-Store $195.50
- Wall Type Scoreboards for Shuffleboards 95.00

#### METEOR MACHINE CORP.
- Flying Sucker $715.50
- Hot Rod Racer 517.50
- Rocket 715.50
- Tun-Ga (Grip Scale) 148.50

#### RITEWAY MFG. CO., INC.
- "3 dimensional Theatre" $495.00
- "3 D Kiddle Theatre" 495.00

#### ROCK-O-LITE MFG. CORP.
- Model 1426 "Fireball" 70 RPM, Model 1435 "Comet Fireball" Phone, 120 Selections, 45 RPM Only, Model 1440 "Comet Fireball" Playmaster 120 Selections 45 RPM Only, Model 1536 "Comet Fireball" Change Wall Box, 120 Selections $1,050.00, Model 1601 "Tone-On-Liter" 8” Chandeliers Speaker, Model 1611 "Tonette” 8” Wall Speaker with Val, Const & Transformer Blonde or Mahog. $395.00, Remote Volume Control

#### J. P. SEEBOURG CORP.
- BF-104-6 “Wall O-Matic” 100” MFG Co. MFG MFG Co. MFG MFG MFG Co. MFG Co. MFG Co. MFG Co.
- "Mark 7" Mrv-1 Master Remote Volume Control
- CV54-4-8” Wall Speaker Ivory (Teardrop)
- CV56-6-8” Replaced Speaker (Model 32) 9” Speaker in Wall Box
- P6-12 Power Supply
- AR4A-16 Auxiliary Remote Amplifier
- AVIC Automatic Volume Unit
- Ray-O-Lite “Coon Hunt" 75.00

#### UNITED MFG. CO.
- Havasu 725.00
- Leader Shuffle Alley 675.00
- Deluxe Leader Shuffle Alley 600.00

#### WILLIAMS MFG. CO.
- “9 Sisters" $364.50
- Special Deluxe Baseball 537.50
- Super Star Baseball 575.00
- Super Pennant Baseball 589.00

#### THE RUDOLPH WURLITZER CO.
- Model "1500-A" Phonograph 689.00
- Model "1600" Phonograph 825.00
- Model "7600" Phonograph 925.00
- Model 1251 Wall Speaker Ivory (48 Selections) $75.00, Model 1257 Wall Speaker Ivory (104 Selections) $100.00, Model 1500 Speaker $85.00, Model 5110 "Deluxe Speaker $575.00

---

**THIS WEEK'S MOST ACTIVE MACHINE LIST**

**PHONOGRAPH S**

- **AMI Wall Box** 10.00 - 26.00
- **AMI Model A** 15.00 - 25.00
- **AMI Model B** 350.00 - 400.00
- **AMI Model C** 350.00 - 400.00
- **AMI Model O-40** 450.00 - 450.00
- **Seiberg 146M** 60.00 - 115.00
- **Seiberg 1475** 60.00 - 135.00
- **Seiberg 1475M** 60.00 - 135.00
- **Seiberg M90A** 395.00 - 495.00

- **Wurlitzer 101X** 85.00 - 125.00
- **Wurlitzer 3020** 189.50 - 250.00
- **Wurlitzer 3020** 189.50 - 250.00
- **Wurlitzer 3020** 189.50 - 250.00

**PINBALLS**

- **ARCA (U.S. 3/51)** 35.00 - 75.00
- **Atlantic City (B. 2/51)** 150.00 - 250.00
- **Club Beach (B. 2/53)** 350.00 - 395.00
- **Beauty (B. 11/52)** 239.50 - 360.00
- **Bright Light (B. 5/54)** 72.50 - 145.00
- **Bright Spot (B. 5/54)** 95.00 - 175.00
- **Cascina (U. 3/53)** 225.00 - 300.00
- **Coney Island (B. 9/53)** 75.00 - 175.00
- **Dude Ranch (B. 9/53)** 375.00 - 465.00
- **Drool (B. 10/52)** 160.00 - 265.00
- **Life-A-Line (Ke 6/52)** 40.00 - 69.00
- **Palm Beach (B. 7/53)** 175.00 - 275.00
- **Spot-Lite (B. 1/51)** 75.00 - 150.00
- **Yacht Club (B. 6/53)** 235.00 - 325.00

**SHUFFLES AND REBENDS**

- **United De-Luxe 6-Player (18/53)** 115.00 - 175.00
- **United 6-Player Super** 164.50 - 215.00
- **United Cascade (2/53)** 295.00 - 325.00
- **United Olympic (5/65)** 345.00 - 390.00
- **United Classic (6/53)** 375.00 - 395.00

**THE CASINO**

- **Exhibit Dale Gun** 49.50 - 60.00
- **Williams Super World** Series 150.00 - 200.00

---

**CONFIDENTIAL PRICE LIST**

**VENDORS**

- **CIGARETTE MACHINES**
  - Automatic "Smokershop" (10 Gal., 400 Cans) $125.00 - 425.50

- **HOT COFFEE**
  - Adirco Cafe Petit, 200 cups $200.00 - 275.00

- **CARBONATED DRINK**
  - 2. Drink-O-Mat, single, 5c, 1000 cups $100.00 - 200.00
  - 2. Drink-O-Mat, 5c, 1000 cups $100.00 - 200.00

- **NON-CARBONATED DRINK**
  - 2. Refreshomat, 5e 10c 300 cups $100.00 - 200.00

- **ICE CREAM VENDORS**
  - 7. Relivend Ice Cream Bar Machine with National 12c & 25c changer $550.00 - 995.00
  - 2. Vendo "Diary-Vend" 200 cups 300.00 - 300.00
  - 2. Rowe "Ice Cream Vendor" (Ice Cream Sandwiches or "Pops", 200 cups 300.00 - 425.00

---

**THE CASH BOOK**

**Page 52**

**February 13, 1954**
UNIVERSAL'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
QUADRUPLE
SCORE

MULTIPLE SCORES ON
STRIKES OR SPARES
ONLY

ADJUSTS TO
5 OR 10 FRAME
GAME

LAST FRAME FEATURE
5 OR 10 FRAME GAME

2 EXTRA SHOTS FOR STRIKE
1 EXTRA SHOT FOR SPARE

TOP SCORE 900 FOR 10 FRAME GAME
LEADER and CHIEF
Also Available in 10c—3 for 25c Model

TRIPLE MATCH FEATURE
(0-9)

MATCH NUMBER AND STAR
WITH CLOVER LIT

HINGED PIN-HOOD
HINGED FRONT DOOR
SERVICE LIGHT
FORMICA PLAYBOARD

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

SEE YOUR DISTRIBUTOR

UNIFIED MANUFACTURING CO.
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED'S

HAVANA
Fast Action In-Line Game with
Return All Balls Feature

STANDARD PINEAPPLE CABINET SIZE

NOW AT YOUR DISTRIBUTOR
Another great 3-cards hit by Bally

**ICE-FROLICS**

**NEW SELECTABLE SUPER-SCORE**
Player lights Super-Score Signal on his "favorite" card or on card on which he is "getting there" fastest

**NEW SCORE-BOOSTER STAR ROLL-OVERS**
Boost 3-in-line to 4-in-line Score if hit when lit

**EXCLUSIVE Bally HOLD BUTTONS**
hold player's choice of ODD or EVEN numbers.
Player builds up score with BALLS RETURNED from numbers not held.

**ADVANCING SUPER-SCORES**

**CORNER SCORES EXTRA BALLS**

Built to meet the demand for a 3-cards Ballygame with extra play-appeal, ICE-FROLICS features the attractive variety of 3 cards...plus profit-proved features of recent Ballygames...plus brand new money-making features. Get ICE-FROLICS on location now to increase your in-line earnings in a hurry.

**Earn more in '54 with Bally Games!**