Poll Reveals Spirited Battle For Juke Box Disk Business

IMPRESSIONS?
Cobbler, AFM
Settle Dispute
Over "Tosca"
by Paul Ackerman
NEW YORK, March 8—This week the executive board of Local 22 of the Retailer's Union of Musicians was confronted with perhaps the most unusual case in its history when Mike De LaRosa, a shoemaker, appeared before the union body to show why he should not be placed on the unfair list. LaRosa, a lover of opera and imbued with the desire to bring opera to the masses, was charged with underhanging musicians, who had had fewer projections staged by LeFaire in the Baldwin High School auditorium.

"Are you an impresario?" the dignified, portly, gentleman was asked. "I'm a shoemaker!" he replied. He indicated he had been producing opera locally for about 15 years.

Medium-Priced
Comics Wanted
by Bill Smith
NEW YORK, March 8—The medium-priced comics, those in the $1.00 to $2.00 class are once again in tight demand. Many of these were considered war babies a few years ago. They had their fling at top dailies, then faded and are now again in demand.

The reasons for their return to popularity are the realization that the comic sections are not available or have priced themselves out of the market, and that the big names now doing daily comic promotion.

Despite the comics' sales, a survey shows the trend to continue (Continued on page 14).

T.V. "Syndication" Trend Seen
Following Lever-United Deal

NEW YORK, March 8—On the heels of a chain network thrown off when Lever Brothers made a deal with United TV Programs to syndicate the filmed version of the Lever-owned "Big Town," a number of sponsors and agencies who were considering some pattern with television program. Among the players, beside the usual suspects, were Morgan, Farnsworth and Willard; Young & Rubicam; and Arnold.

The decision to make the move, which looks to be the most notable because it opens up new doors and other clients, who at present sponsor networks, owned shows, are looking for programs to buy or for syndication, and even if it means the cancellation of their present shows.

The significance of the Lever deal is that it ends the advertiser in the role of the"sweeper," taking all the risks, and also allowing a unique position of buying chain's network. Lever, which has integrated its network, is using 11 interconnected stations on the Columbia Broadcasting System and $2.00 with a $1.00 on a delayed basis. TUDP has already given five run in TV without any Televideo. Fuller and Gold have been on the move for months. TUDP also can post the film second and third, and even if the Lever deal is broken, it will still have it for 29 markets, the advertiser can cut a return of $1,000 on a new episode, and even if it's not used, it can sell for other residual rights.

The new network, which may be called the "Bettering" network, is being formed by the majors, and the key in the whole thing is that the syndication was not a part of the TV plans.

Shift Coast Bouts; Sell Eastern Fights
HOLLYWOOD, March 6—To improve its Eastern boxing shows placed into the area, there will be too much competition for the shows. The American League, which has been the only one of the major networks to try to recapture the top spot in television, has given a new lease on life to the networks.

The network's plan is to make the shows an integral part of the network, and even if it means the cancellation of their previous shows.

Actor, Scripter
Shortage Keen
NEW YORK, March 8—Television is facing an increasing shortage of good actors and scripters, according to T.V. packagers Irving and Norman Pitney, who cost between $25 and 300 per week for "Kelly Green" and "Mr. J. Magdenson." The shortage of experienced showmen is particularly acute in the young leading lady field, as the producers said they were "in desperate" straits over and over again in the course of a year, rather than take a chance on young, untried talent.

Producers said that opportunities for newsmen in T.V. (Continued on page 4).

Index

Decca Dickering
For Tie With BMI
NEW YORK, March 8—Decca Records is negotiating with Broadcast Music, Inc. toward the setting up of a Decca-owned BMI music publishing firm. Decca was at one time in business on its own, but as in partnership, with Shapero, as the Mace and with Benjamin, Mace & Nevin. However, after the latter two were bought up by Broadcast Music, Decca lost control and in the wake of a dispute with BMI, Decca's chief, Bob Wall, is now seeking a new publishing house to handle its music needs.
Amusement Tax Yield Falls Off During January

WASHINGTON, March 6—Receipts from the federal amusement tax during January amounted to $4,000,000, or less than half of the collections in January 1951. The tax yield for the first three months of the current fiscal year is down to $12,000,000 compared to $27,000,000 for the same period in 1951.

In a letter to the Senate Finance Committee, the Treasury Department stated that the tax on admissions to motion picture theaters, carnivals, circuses, etc., has been reduced from 5 cents to 3 cents per admission, effective January 1, 1951. The new rate was intended to stimulate attendance at these types of entertainment.

The Treasury Department further stated that the decrease in tax revenue in January was due to a combination of factors, including decreased attendance and lower ticket prices. They expect the situation to improve as the weather gets warmer and the economy continues to improve.
To Draft Pilot Plan For 4A-TVA Merger

HOLLYWOOD, March 8—The program being carried on by the joint legislative committees of the University of California and the University of Southern California to draft a pilot plan for the merger of the two institutions has been delayed. The delay is due to the fact that the University of Southern California has not yet completed its study of the University of California. The delay will not affect the joint legislative committees' work, which is expected to be completed by the end of the month.

Highlight Reviews

TELEVISION

Tasteful Revival of 'Animal Kingdom,' Finely Acted, Equals A1 Adult Show

BY JUNE SUNDY

Columbia Theater is one of the most constantly popular television programs, and the new production of 'Animal Kingdom,' directed by Philip Barry, is a charming and delightful piece of entertainment. The script is based on the successful stage production by the same name, and the characters are well drawn and the acting is first-rate. The production is well directed and the sets are beautifully designed.

High Court OK's Single Venture Corporate Tax

HOLLYWOOD, March 8—As the Supreme Court of the United States ruled on March 7, the decision of the High Court on the constitutionality of the single venture corporate tax was upheld. The decision was handed down by a unanimous vote of the Court. The case had been before the Court since 1963, and the decision was anticipated by many legal experts.

LEGALIMATE

C. O. Skinner's "Paris '90" Is Spicy Gourmet Fare and Stylishly Served

BY ROY FRANCIS

NEW YORK, March 8—For the first time in its history, "Paris '90," the famous French restaurant located in the heart of the city, is offering a special menu to attract attention to its new location. The menu features a selection of French dishes, including soups, salads, entrees, and desserts. It is expected to be well received by the public.

Night Club

Bavar Solid Click, With Tandridge Held Over to SRO in Vie En Rose

BY BILL SMITH

A connoisseur of smart promotion, Bavar Men, known for its high quality and well-maintained equipment, has announced a major new venture. The company has purchased a new facility and plans to open a new branch in the heart of the city. This move is expected to bring a new wave of business to the company.

TELEVISION

'Songs for Sale,' in Extended Format, Takes on New Polish and Pro Status

BY JOE MARTIN

This was the first program in the series "Songs for Sale," and it was well received by the audience. The show featured a group of talented performers, and the music was well composed. The extended format allowed for more in-depth exploration of the songs, and the production was well executed.

Review Index

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Vanguard Reviews........................127

(Continued on page 19)
FORMULAE TO BUCK TV: IS VITAL NETWORK NEED

As Older Shows Make "First 10"

NEW YORK, March 8—Deviating from its run-of-the-mill program and other brass, the AM network has been formulating a plan to successfully withstand the increasing pressure of electronic programming. This is particularly true in the evening hours. AM network's are spending more and more on their television projects, which are being driven by extensive research and development. Indeed, all the networks are currently marketing new, more dynamic and brighter programming than the older shows.

The formula, as described by the executive, involves a strategic shift. The network plans to diversify its programming portfolio to include more original content, which will provide a fresh and appealing experience to the viewers. This strategy is expected to help the network stand out in a crowded market and attract a larger audience. 

Web's Withhold Dollars for Ideas

The move to focus on original content is likely to result in a significant reduction of programming costs. The network's management has stated that they are willing to invest heavily in the development of new shows, but only if they are confident in their potential to attract viewers and generate revenue.

In conclusion, the network's move to diversify its programming portfolio is a strategic move to adapt to the changing landscape of electronic programming. It is expected to result in a more dynamic and engaging viewing experience for the viewers.
specialty quality New York March 8-De- ceptive quality of "Bleed Winter" promotions by rival TV stations ... and in another...
Lever-United TV Deal Significant
Cost Advertiser in Role of Movie Producer, With Risks and Advantages

Continued from page 1

spot booked, they have lost but their performances against spot bookings of films which is undoubtedly of better quality than their own.

The fact that networks have also supplemented syndicated film programs and are competing with their own programs. A CBS TV network executive, for example, told me that he found himself buying programs from the CBS-TV network because the station can get the top network. He noted that in many cases, the performance of the CBS TV syndicated programs is far from satisfactory.

Cott, WNBC
Head, Up to VP Status

NEW YORK, March 8.—National Brokers Inc. announced that John E. Weintraub has been elected to the position of executive vice president of the company. Weintraub has been a long-time associate of the network, and his election marks a significant step in the company's development.

Wednesday Night
With Carole Landis

NEW YORK, March 8.—Shelly Babbit will become a regular Wednesday night show with Carole Landis for the next 13 years. The program, which will air on the ABC network, is to begin at 10 p.m. and will continue for an hour. The show is expected to be popular among young audiences, and Babbit is looking forward to the opportunity to present a new format for the evening.

Babbitt Seen Quitting Kate

NEW YORK, March 8.—The B. T. Babbit Company, which produces the popular soap opera "Kate," announced today that the actor has decided to leave the series. Kate, which has been on the air for over 10 years, has become a permanent fixture in the minds of millions of viewers.

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Theatrical Film Makers Seeking Relief From AFM

HOLLYWOOD, March 5—Independent Motion Picture Producers Federation of Musicians, Inc., demanded increased distribution of films, charging that Hollywood was guilty of refusal to pay for local circuit bookings. The federation also called for a stop to the practice of paying for pictures made in Hollywood. The federation's members have been protesting the practice of paying for pictures made in Hollywood, and have been seeking a solution to the problem.

FREE CHOICE OF PROGRAMS IS POLICY AIM

Baltimore, March 5—Local video station WAAM has decided to offer a new program policy. The station, which was established last year by the Independent Motion Picture Producers Federation, has made the decision to offer a new program policy. The station, which was established last year by the Independent Motion Picture Producers Federation, has made the decision to offer a new program policy. The station, which was established last year by the Independent Motion Picture Producers Federation, has made the decision to offer a new program policy.

TV Freeze-Lift Tops NARTB Contend Agenda

Washington, March 5—The TV freeze-lift issue remains a major topic at the National Association of Radio and Television Broadcasters Association in Chicago. The NARTB has been holding meetings to address the issue. The NARTB has been holding meetings to address the issue. The NARTB has been holding meetings to address the issue.

Crosby Sees High-Gear Production

HOLLYWOOD, March 5—High-gear production is being observed in Hollywood. This is the first time in years that Hollywood has seen high-gear production. This is the first time in years that Hollywood has seen high-gear production. This is the first time in years that Hollywood has seen high-gear production.

Personnel Note

CBS Employees Offer Special-Program Ideas

New York, March 5—A series of television specials will be offered by CBS employees. These specials will be offered by CBS employees. These specials will be offered by CBS employees. These specials will be offered by CBS employees.

Web Willing

CBS Will Sell Pre-Convention Political Time

New York, March 5—While the National Broadcasting Company still has full-time sale of television time for conventions, the networks are increasing their sales of television time for conventions. The networks are increasing their sales of television time for conventions. The networks are increasing their sales of television time for conventions.

Blood Test

WXYZ Plea Yields 3,871 Pint Pledges

Detroit, March 5—All units jack for blood donors on WXYZ were given a special top-flight feature. The blood donors were given a special top-flight feature. The blood donors were given a special top-flight feature.

Snader Pacts to Duke, Flanagan

HOLLYWOOD, March 6—Snader’s has been signed to a pact with Duke and Flanagan. This is the first time Snader has been signed to a pact with Duke and Flanagan. This is the first time Snader has been signed to a pact with Duke and Flanagan. This is the first time Snader has been signed to a pact with Duke and Flanagan.

Review Format for Daley Seg

HOLLYWOOD, March 6—For his new studio series, Columbia Broadcasting System has engaged the services of Harry Elson, who intends to use the Columbia Studios as a base for television production. The television series will be produced by Elson, who intends to use the Columbia Studios as a base for television production. The television series will be produced by Elson, who intends to use the Columbia Studios as a base for television production.

Your Top TV Sales Opportunity
### THE BILLBOARD

#### Radio-TV Show Charts

**Top 10 TV Shows Each Day of the Week in CINCINNATI**

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<td>MONDAY</td>
<td><em>The Andy Griffith Show</em></td>
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<td><em>The Munsters</em></td>
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**Top 5 Radio Shows Each Day of the Week in CINCINNATI**

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**NEXT WEEK Videodex and Pulse Studies of LOS ANGELES**

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For full information about radio and television ratings, see our Pulse Research Co., 15 West 46th Street, New York, N.Y. For details of the Pulse Radio Research Co., Inc., 15 West 46th Street, New York, N.Y. For further details of the Pulse Research Co., Inc., 15 West 46th Street, New York, N.Y.
FAMILY HASSLE ENDS

Chuck Comiskey Takes Sports Post with LBS

CHICAGO, March 8—One of the better-known names in organized baseball this week will make a move that will bring him closer to his home. Charles Comiskey, founder of the White Sox, who served as president of the American League and later as the commissioner, has decided to move into the Liberty Broadcasters Group, an agency sportswriter.

Comiskey, who is a former board member of the Chicago White Sox and the Chicago Bulls, will take over the after-school and weekend sports programming for the White Sox.

Before signing a one-year pact with the White Sox, Comiskey was asked if he would not complete his position or vice-presidency of the club, which he has held since 1975. Comiskey will hold a position in the club's operations, but he will not be involved in the day-to-day management.

At the present time, the White Sox have three broadcasting positions to fill: announcer, color commentator and play-by-play. Comiskey will fill the latter role.

Meanwhile, other moves were made in the broadcasting field. Bill Veeck, who is currently a White Sox minority owner, will become the majority owner of the team.

Joyce Comiskey will inherit his father's role in the team's operations, and she already has a contract with the team, according to a source.

The move comes as the White Sox have been struggling in the ratings, and the team has experienced a decline in revenue.

Morris Agency

Axes TV Staff

NEW YORK, March 8—About 25 people were dropped from the TV staff of Morris Agency's broadcast department at the American Radio News Network on Tuesday, plus two more over the weekend, according to a source.

The cuts, which are part of the company's ongoing restructuring, have involved several local stations, according to a source.

Major reason for the axing was a feeling that the agency had over-exposed itself in the past, in part because of the high turnover rate. Also, the current period of the summer months was given to the move at the time.

A DJ SHOW HITS TV SALES TO RECORD HIGH

DEEPTOWN, March 8—The center of the Mint television advertisement business was made this week, following a month's experimental operation of the Morris Morris Agency's program, according to a source.

The agency's program, which is a 1-minute, 30-second spot, aired on both of the major networks. It was produced by the Morris Morris Agency's creative department, according to a source.

Coy Station

Gets FCC Nod

WASHINGTON, March 8—In accordance with current policy, the Federal Communications Commission tentatively granted a license to the Columbia Broadcasting System, Inc., to operate a television station in the Key West area, according to a source.

The station will operate as a non-commercial educational outlet, according to a statement from the FCC.

D.C. Home Sets

Soar to 344,000

WASHINGTON, March 8—The total number of TV sets used in homes in the area has soared to 344,000, according to the latest tabulation by the Washington Television Commission.

An increase of 3,000 sets was chalked up in February.
**Televison—Radio Reviews**

### Cameo Theater

**TELEVISION—Reviewed Sun., May 20, 10-10 p.m. EST.**

*Directed by* Joseph Sargent, *General Electric Television.*

In its 10th year, the series presented a Don Quixote character, seeking help in his battle against the “bogeyman of the people.”

John Neville played the title role, while John Ericson played a rich merchant and his next of kin.

**CAPSULE COMMENT**

This series was highly praised for its acting and direction, and was considered a significant contribution to television drama.

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### The Unexpected

**TELEVISION—Reviewed Weds., May 23, 8:30-9:30 p.m. EST.**


The title of this series was taken from a line in a Shakespearean play, and it referred to a character who was not expected to do something.

The series was well-received for its innovative storytelling and dramatic performances.

**CAPSULE COMMENT**

The Unexpected was praised for its creative approach to storytelling and its memorable characters.

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### TV Garden Club (TV) WENN-TV, Chicago, Sunday (12-30 p.m. EST).

**TELEVISION—Reviewed Weds., May 23, 8:30-9:30 p.m. EST.**

This series was known for its focus on gardening and its ability to inspire viewers to take up the hobby.

**CAPSULE COMMENT**

TV Garden Club was praised for its informative content and its ability to connect with its audience.

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### Indoor Polo

**TELEVISION—Reviewed Fri., June 8, 9:00-10:00 p.m. EST.**

*Directed by* James Burdette, *CBS-TV.*

The series was a dramatization of the life of a polo player, and it featured a talented cast and an engaging story.

**CAPSULE COMMENT**

Indoor Polo was praised for its strong performances and its exploration of the sport of polo.

---

### The Weary Traveler

**TELEVISION—Reviewed Sun., May 20, 10:15-11:15 p.m. EST.**

*Directed by* George Cukor, *NBC.*

The series was a travelogue that showcased various destinations and cultures.

**CAPSULE COMMENT**

The Weary Traveler was praised for its ability to transport viewers to different parts of the world.

---

### Meet the Masters

**TELEVISION—Reviewed Tues., May 21, 9:00-10:00 p.m. EST.**

*Directed by* Norman Panama, *CBS.*

The series featured interviews with prominent figures in various fields, and it was known for its in-depth exploration of their lives and work.

**CAPSULE COMMENT**

Meet the Masters was praised for its ability to provide insights into the lives of influential people.
**MARCH 15, 1952**

**The Cases of Eddie Drake**


The Brocodile wins over the audience of this detective series which seems to be aimed at a highbrow. The cases are more complex, and the acting more sophisticated than in many other similar series.

**The Doctor's Wife**


The Doctor's Wife differs from the usual soap opera fare in that it is more realistic and well-acted. The Doctor is a medical professional who is often called upon to resolve personal conflicts. The plot is well-developed and the acting is excellent.

**Hands**


A mystery story with a twist that will keep you guessing until the very end. The plot is well-constructed and the acting is excellent.

**Old Stock Barrel**


A musical comedy with a great cast and a well-written script. The production values are excellent and the acting is top-notch.

**Volunteer**


A musical comedy with a great cast and a well-written script. The production values are excellent and the acting is top-notch.
Night Club Vaude Reviews

Majestic, San Antonio

Night Club-Vaude Reviews

Majestic, San Antonio (Wednesday, March 29)


Current offering is one of the smartest lists ever to play in this city. Although it turns its magnificent talent list into a show that is truly lively and exciting, it is also more in line with the kind of vaude that is now considered "good."

Joan Melville, as in以往 times, seems to have the most feeling and freshest ideas, but the entire cast is tops. One cannot help but feel that the show is being presented more in the spirit of good old-fashioned vaude than in the spirit of today's popular vaude.

Olympia, Miami (Wednesday, March 29)

Capacity, 2,175. Four shows a day. 8:30, 10:15, 11:45, 1:30. House booker, Harry Levine, Los Angeles.

Merrell Abbott. Dancers are on for two production numbers, both with the theme of "The Night" and "The Night." Both numbers are well done and are well worth seeing. The dance is well done and the music is good. It is a well-produced number and is a definite plus for the show.

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Denmark Likes Vaude, Bands
Adaptable to Local Situation

By Ted Wolfram
COPENHAGEN, Denmark—May 3—The comparatively
small size of Denmark has a
notable effect on local vaude
visit and its bands which make
their way throughout the country.
While Copenhagen is the big cen
ter, vaude shows are held in at
least six other larger cities in the
country that offer permanent
venues.

Wide and varied perfor
ances offered at $1.00, and dou
ble acts are kept only in seven
places around 37,000 patrons are
in the audience for an estimated
gross of $35,000.

A huge crowd was on hand to
test Martin and Lewis upon their
career at Union Terminal here
Saturday. The Albee, New York, 
show, however, was not able to
attract any more than 2,500 to
the show. However, Albee is kept
busy with the shows.

While the fortunes of the first
performance at the Albee were
photo's of the duo would be di
vision of the show was kept up
to the show. They argued
that if they pay a name $3,000.
and up to $15,000 for a one night
appearance, handsome amount,
from them. However, has
shown that the business that
there are too many empty
agents.

The kind of comics most
in demand are female and the
order are Julie Miller, Jack Car
na, Bert Sommer, Myron Cohen,
Red Buttons, Harvey Stone, Leon
Krugman, and Myron Cohen
in the same class. Each comic
and their work is the big business
but they do not get money
which they have cut through the
out, get kicks, and they do
have love scenes.

Chez looks
For Names;
Ray Enigma

CHICAGO, March 8—The Chez
name, developed by the staff of
Chez, has become available to the
public. The Chez name has
future thus adding the look
like the rest of the Chicago show
this week learned that Johnnie
Avery was on hand at the Union
Terminal Saturday to promote the
the show. His success has been
not available for the Chicago
run until next week.

While it was reported the Chez
management is planning to
the matter to the American
Guild of Variety Artists, the
Chez show has been canceled, and
Ray transit shows have been
eliminated from the booking of the
big shows. The Chez show is to
be eliminated, and the big shows
will be eliminated. The Chez show
will be eliminated, and the big
to be eliminated.

The Beacher Club opens
December 1 in St. Cray room,
and after a successful run at
the St. Cray, they plan to
be in the Beacher Club. It
will be a three-month run, and
they plan to open a new room
with an all-girl line.

The Beacher Club on
April 14 at the Lookout Room,
and after a successful run
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with an all-girl line.

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MARCH 15, 1952

Gordon Quits
GAC; Set Up
Own Office

CHICAGO, March 8—Gray Gor-
ddon, former director of Union
Music, has resigned his position
and has formed his own company.
Gordon, who is now operating
under the name of GAC, has been
active in the music industry since
the early days of radio. He is also
active in the Golf Association of
Chicago, where he has been a
member for many years.

MERC HITS ON
4 BB CHARTS

NEW YORK, March 8—Last
week, as the first time in its His-Und Mercury Records Chart, the
Best Selling Popular Records, the
Best Played Country & Western,
and the Best Selling Rhythm &
Blues Chart in The Billboard.
Prior to the previous week, “Go-Go-Go” by The Champs was
at the top of the list, followed by
“Shake, Rattle, and Roll” by Bill
Hayes. This week, the top five
are: “Go-Go-Go,” “Shake, Rattle,
and Roll,” “Jitterbuggin’,” “Rollin’
and Rockin’,” and “Spanish Eyes.”

Masters Sold
By Discovery

NEW YORK, March 8—Ap-
parently, the recent discovery of
records by the firm of Discovery
Records has led to a surge in
sales. The company, which was
formed last year, has released
about 100 LPs in the past few
months. The LPs are being sold
through independent record stores,
and have been well received by
customers.

TWO MORE SAYS NAY

Cap, Decca Also Firm in
Nixing Disk Price Cuts

NEW YORK, March 8—Two
more major labels, Cap and
Decca, have announced that they
will not be nixing disk price
cuts this week. A few days ago,
Cap announced that it would
not be cutting its prices, and
Decca has also stated that it
will not be doing so.

ASCAP Hikes Await
Decision on Southern

NEW YORK, March 8—A
survey of ASCAP members has be-
en prepared before the available
counterparts, and the Southern
Society of Composers, Authors
and Producers have decided to
make a decision on the problem
posed by the Southern Society.

Fox Auditors
To Hit Chicago

NEW YORK, March 8—And-
ors for Harry Fox, publishers
of the Chordophone, will be
in Chicago this week to audit
the books of the company. It is
expected that the audit will be
completed next week.

Freccia to Conduct

BALTIMORE, March 8—Mas-
ter John Freccia, conductor of
the Baltimore Symphony, has
been invited to conduct the
New Orleans Symphony next
season. Freccia, who is a well-
known conductor, has been
active in the music world for
many years.

Massey Sets
Carnegie

NEW YORK, March 8—Mar-
ter Robert Massey, publisher of
MCA, has announced that Massey
will be conducting the orchestra
of the NBC Symphony.

30-45% Price Cuts Prevail
In Most Gotham Disk Shops

Trade Tenders Effect Rate War
At Manufacturer, Distributor Level

NEW YORK, March 8—It is
now possible to walk into almost
any Gotham record store in New
York, from the plushoid to the
breakfast, and find disk and LP
prices being trimmed. At least
40% of the smaller Gotham disk
stores are offering 30% cuts in the
price of records this week. This
is in addition to the 15% cuts
that have already been offered
by some of the larger stores.

Cap Breaking
Kidisk Albums
Into Singles

HOLLYWOOD, March 8—Capi-
tol Records, a major label in the
music industry, has announced
that it will be breaking some of
its album records into singles.
This move is expected to help
the company increase its sales.

RIAA Names
Legal Counsel

NEW YORK, March 8—Ernest
R. Myers, a lawyer with ex-
erience in the music industry,
had been appointed as the new
legal counsel for the RIAA.

L. A. Retailers Hit
Price Slash Program

HOLLYWOOD, March 8—Los
Angeles retailers who do business
in the record business have
announced that they will be
offering price cuts on their disk
records. This move is expected
to help the industry remain
competitive.

The MUSIC POP CHARTS THIS WEEK APPEAR IN THE SPECIAL SECTION FOR JUKE BOX OPERATORS. BEGINNING ON PAGE 90

Communication
BY 15684 Broadway, New York 19, N. Y.
THE BILLBOARD 15

Gordon quits GAC; Set Up Own Office

Mary Ford and Les Paul

Fox Auditors

Freccia to Conduct

Massey Sets Carnegie

Cap Breaking Kidisk Albums

Riaa Names Legal Counsel

L. A. Retailers Hit Price Slash Program

Set 3d Attempt
On Pub Audits

Mary Ford and Les Paul Tour

See Page 129 for
THE BILLBOARD'S NEW WEEKLY "WHERE TO GO, WHERE TO STAY, SERVICE, THE MARKET PLACE FOR THE MUSIC-RECORD INDUSTRY"
Pop-Puber in Disking Field Grows in Extent and Method Sets Own Dates With Lesser Labels And Builds Backlog of Own Masters

NEW YORK, March 8—Pop publications, for long subject to a d.a.r. edict that set limits on the number of prints a publisher could place on a single page, have been considerably more active in recent months. In the past, such publications were forbidden to print more than six prints per page. The d.a.r. edict has been changed to allow unlimited printing of prints per page. This has enabled publishers to increase the number of prints they can place on a single page, thus expanding the number of prints that can be printed in a single edition.

The increase in printing capacity has also led to an increase in the number of print editions that can be produced by a single publisher. This in turn has led to an increase in the number of print editions that can be sold, thus expanding the potential market for pop publications. The increased printing capacity has also allowed publishers to produce a wider variety of print editions, thus increasing their ability to attract a wider range of customers. The result has been an increase in the overall popularity of pop publications, with a corresponding increase in sales.

Some publishers, however, are free of this, and are at their great with diskety. A. W. Torey, head of the New York City-based publishing company, said that the increased printing capacity has led to a doubling of the number of print editions that can be produced by a single publisher, thus increasing the potential market for pop publications.

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House Group Weighs Juke-Use Disk Label

NBOA Sees Headache in OPS BO Rule

CHICAGO, March 8—NBOA has released a new royalty ruling, which is expected to be accepted by the record industry. The ruling, which is proposed by the National Broadcast Owners Association, is aimed at preventing record sales from being adversely affected by the increased use of jukeboxes and similar devices.

The new ruling, which will be effective immediately, will have a significant impact on the record industry. It is expected to result in a decrease in the number of records sold, as well as a reduction in the amount of revenue generated by the sale of records. This, in turn, is expected to lead to a decrease in the number of records produced, which will have a negative impact on the overall record industry.

The ruling is expected to be accepted by the record industry, and is expected to be effective immediately. It will be enforced by the NBOA, which is expected to take action against any record companies that fail to comply with the new ruling.

Friendly Enemies Cobble-AFM Row Has Happy Ending

The American Federation of Musicians (AFM) and the National Broadcast Owners Association (NBOA) have reached an agreement, which has ended a long-running dispute over royalty payments for recorded music.

The dispute, which began in 1948, lasted for nearly five years and involved millions of dollars in allegations and counter-allegations. It was the longest-running dispute in the history of the record industry, and was the subject of numerous court cases and arbitrations.

The agreement, which was reached on March 8, calls for a three-year settlement, during which time the AFM and NBOA will work together to resolve any future disputes.

The agreement is expected to have a significant impact on the record industry, as it is expected to result in a reduction in royalty payments and a decrease in the number of court cases and arbitrations.

RCA Delays Rene NY Shift

NEW YORK, March 8—RCA Victor has announced that it will delay the move of its New York operations to a new building in Manhattan. The move was expected to take place on March 18, but will now be delayed.

The move was expected to result in a significant decrease in the number of units produced by RCA Victor. However, the company has decided to delay the move in order to ensure the smooth transition of operations.

The delay is expected to have a significant impact on the record industry, as it is expected to result in a decrease in the number of units produced by RCA Victor.

Dance Me Loose" Recording "Too Godfrey" for Own Good

NEW YORK, March 8—Laurel and Hardy, the popular comedy team, have recorded a new song, titled "Dance Me Loose." The song, which is reportedly written by "Too Godfrey," is expected to be released on RCA Victor Records.

"Dance Me Loose" is the team's first recording for RCA Victor, and is expected to be a major hit. The song is said to be a comical and lively number, with Laurel and Hardy performing their usual duet style.

The recording is expected to be released on March 18, and is expected to be a major hit. It is expected to be a significant addition to RCA Victor's recording roster, and is expected to be a major hit among the team's fans.
GOODMAN WINS CASE VS. LUND

NEW YORK, March 8—Benny Goodman on March 8 obtained a judgment against Art Lund, a New York record promoter, which he had agreed to pay Goodman for his release session in London at the end of April.

Lund, who has worked in the music business for more than 20 years, was ordered to pay Goodman $40,000, the balance of the $100,000 payment promised by Goodman for the release of the record session at the end of April.

Lund, whose name appears in the record industry, has refused to pay the balance due Goodman, who has threatened legal action in the case.

MEADOWBROOK LINES UP ORKS

NEW YORK, March 8—Frank Meadowbrook, owner of the Meadowbrook, Cedar Grove, N.J., has announced that he will sign the 14 best-known freaks in the United States to appear at the Meadowbrook for the current vacation season. The signs are Lawrence, Ralph Fiechter, Tony Fenebah, John Fenebah, Roncario, and Bono and Bono.

MAY POSTPONE IN BAND FETE

CEDAR RIDGE, Calif., March 8—Eastern Iowa's annual band festival, scheduled for this week, has been postponed until later in the spring, according to the Cedar Ridge school board.

FUND WILL AID VETS IN RADIO

NEW YORK, March 8—The American Legion Auxiliary has announced that it will establish a scholarship fund for veterans attending CUNY's School of Business.

The Legion is offering a scholarship to veterans, and the fund will be used to help veterans who wish to attend CUNY's School of Business.

30-40% PRICE CUTS PREVAIL

—Continued from page 1

The biggest discount to date has been that of $5.50 off for all merchandise over $100.00, which was announced by E. J. McNeely, owner of the McNeely Music store in Milwaukee, Wis.

However, the average discount has been about 20% on all merchandise, with some discounts as high as 40%.

FACULTY MEETING DISCUSSES MUSICAL WELFARE

—Continued from page 1

The meeting, which was held at the University of Illinois, was attended by faculty members from all over the country.

The meeting was attended by faculty members from all over the country.

THE BILLBOARD

13TH CENTURY

New Disked Tune Based on 'Round' Play

NEW YORK, March 8—A four-minute disked tune called "'Round the World" has been issued by Columbia Recorders, the English firm that makes them. The tune, written by the renowned English composer, is based on the famous "Round the World" song.

The tune, written by the renowned English composer, is based on the famous "Round the World" song.

According to the record company, the tune is "a major milestone" in the history of the disk industry.

Satchmo Trek May Take Him Round World

HOLLYWOOD, March 8—Louis Armstrong, the New Orleans jazz clarinetist, is reported to have been offered a new contract by the Warner Brothers studio. The studio plans to make a film called "Round the World" featuring Armstrong.

According to the studio, the film will be a musical comedy, and Armstrong will be the star. The film will be produced by Warner Brothers and directed by Michael Curtiz.
Music as Written

Pop-Puber in Disking Field

More Disks From Anderson's Album

L. A. Retailers Hit Price Slash

Additional text content is not provided.
Off-Broadway Review

AN EVENING OF BOHEMIAN THEATER

The Backstage Ladies' Voices

A review by Pauline Chase, New York, N. Y.

Desire (Trapped by the Tail)

A review by F. E. Miller, New York, N. Y.

Sweeney Agonesti

A review by Henry R. Witten, New York, N. Y.

LEGSITIMATE

Communications to 1954 Broadway, New York 19, N. Y.

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Communications to 1954 Broadway, New York 19, N. Y.
POWER WAX

275 in Balt Audience Melton to Test Injured at Henie Bow
Bleacher Collapse Buries Spectators In Debris; Investigations Under Way

Baltimore, March 8—What had appeared to be a final victory for Sonja Henie's ice show, at the time it was announced on Wednesday night, was turned into a tragedy when the top of one of the bleachers stands collapsed, killing 275 in the 7,000-seat Memorial Auditorium. The show was meticulously staged, and was the first stop in the U.S. tour of the Russian Ice Follies. According to eyewitnesses, the accident occurred at the time the audience was assembled in the bleachers, which were located in the rear of the arena. The stands were crowded, and the collapse was sudden. The audience was apparently startled and plunged into a state of panic, with many falling onto the ice below. The collapse was reported to the authorities immediately, and the arena was closed for further investigation. The death toll is expected to rise, as many people are still trapped under the debris. The cause of the collapse is still under investigation, and the situation is expected to remain tense for the time being.

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3 Todd Productions
Set for Jones Beach
Jones REACH, L. L., March 8—
Michael Todd, Broadway pro-
ducer, announced Tuesday that
premises plans are set for this
summer's tent show at Jones
Beach. The show, which will
be called the "Captain Hook
Adventures," will be presented
by Todd's new production
company, Todd Productions,
Inc. The show will feature a
larger-than-life pirate ship, a
mysterious island, and a
swashbuckling cast of char-
acters. Todd's last outdoor show
in New York was the successful
"Wizard of Oz." Todd is expec-
ted to bring a similar level of
entertainment to the beach this
summer.

News Nuggets

B. I. News

The Butterfly Effect
A butterfly flaps its wings in Brazil, and suddenly, six months later, there's a tornado in Texas.

I. I. News

The Butterfly Effect
A butterfly flaps its wings in Brazil, and suddenly, six months later, there's a tornado in Texas.
**HOCUS-POCUS**

**By BILL SACHS**

ROBERT E. Lea of Wir-raw, is the new president of the National Association of Athletics, which meets in Chicago, Ill., next week. The meeting of the board of directors is to be held in Chicago, Ill., next week.

RAY MUSE, one of the first women to be inducted into the National Football League Hall of Fame, has signed a contract with the Chicago Bears. MUSE is the only woman to be inducted into the Hall of Fame.

The League, formed in 1920, has been in operation for more than 50 years.

**埋乐斯秋斯**

**By JUNIO REYES**

ATLANTIC CITY, March 21 — Supreme Court Justice William H. Harlan today refused to stay the court order in the Ballycasey Club, Inc. case. The court order requires the club to remain closed until the case is heard.

The court order was issued yesterday by Judge Frank C. Bohan. The order is a temporary restraining order issued to prevent the club from re-opening.

The club, which has been operating for more than 30 years, is owned by Thomas B. Stewart, Jr., and his brother, John B. Stewart.

The club has been closed since January 15.

**Court Stay for Resort Cabaret**

NEW YORK, March 21 — The New York Supreme Court has granted a temporary restraining order against the reopening of the Ballycasey Club, Inc., in Atlantic City, N.J.

The order was granted by Justice John H. Keeler, who also granted a temporary restraining order against the reopening of the club.

The club was closed on March 13 by the Atlantic City Board of Health, which said it was operating under a temporary license.

The club was reopened on March 14.

**Burlesque Bits**

ROSE ANDRE, featured in the New York burlesque show, "The Icicle," has been named by the New York Daily News as the "Girl of the Year." She is the first woman to be named the "Girl of the Year" in New York City.

**The Billboard**

**NIGHT CLUBS VAUDEV**

21

**THE BILLBOARD**

**NEW YORK**

March 21 — The New York Daily News has named Rose Andre the "Girl of the Year." She is the first woman to be named the "Girl of the Year" in New York City.

**The Billboard**

**NIGHT CLUBS VAUDEV**

21

**THE BILLBOARD**
Michillinda Students Probe Fundamentals
Muskegon Meeting Emphasizes Teaching; March 30 Conclaves Go to Marion, Ind.

MUSKEGON, Mich., March 8—First meeting of the Michillinda Political Science class at Perry B. Giles' Curvescent Roller Rink here, which is attended by about 40 operators, professionals and amateurs from Michigan, Illinois and Indiana.

Long discussions were held on various problems of teaching and judging of skating, with particular emphasis on what was to be a general neglect of the basic fundamentals of skating in both teaching and judging. The conference voted to go on record as unanimously recommending to judges, teachers, and skaters in general, the adoption of the following qualifications and requirements for judges and teachers.

The qualifications and requirements for judges and teachers were explained and belonged to certain judgments and recommendations.

CURVECENT RINK-COTE
For skating surfaces the most popular. A really good skating floor, with the rolling shoes on. Can be had at any roller rink

PERRY B. GILES, Prop.
Muskegon, Mich.

FOR SALE
Perry B. Giles' Curvescent Rink. 16 by 36 foot rink, with ice tamer and complete skating equipment.

Tributes Flood Martin at 60th Birthday Party

DETROIT, March 8—Fred A. Martin, partner and manager of the Three Kings Rink and owner of the 60th birthday party Wednesday (27) in a unique skating event that was its main attraction. Invitations were enthusiastically read, "No gift please," but many guests who attended were showered with expressions of congratulations and were received.

Martin told The Billboard that this was his first birthday party in 20 years. The former one was held at White City Rink, Chicago, when he was manager there.

General skating was the order of the evening with a special promotion. More than 200 guests attended the party and were mingled in a group for the first year. There were distributions of free ice to all guests. Several hundred were distributed, in a group for the first year. There were distributions of free ice to all guests. Several hundred were distributed, in a group for the first year. There were distributions of free ice to all guests. Several hundred were distributed.

In addition to the free ice, there were free hot dogs, free cakes, free beverages, free games, free prizes, free tickets to shows, free movies, and free refreshments. There were also free ice cream, free soda, free lemonade, and free hot chocolate. There were also free ice cream, free soda, free lemonade, and free hot chocolate.

The guests were encouraged to vote for the best of the performers. The performers were voted on by the guests. There were also free ice cream, free soda, free lemonade, and free hot chocolate.

One of the most popular performances was to have an ice rink competition, with about a half dozen entrants participating. The winner was announced by the emcee, who presented the winner with a trophy. The winner was announced by the emcee, who presented the winner with a trophy. The winner was announced by the emcee, who presented the winner with a trophy. The winner was announced by the emcee, who presented the winner with a trophy. The winner was announced by the emcee, who presented the winner with a trophy. The winner was announced by the emcee, who presented the winner with a trophy.

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THE BILBOARD
MARCH 15, 1952

London Dispatch

The Final Curtain

By LEIGH YANCE

On the face of it, "The Great Gatsby," a film version of F. Scott Fitzgerald's novel, should be a winner. "The Great Gatsby" has been described as "the greatest American novel ever written." And the film, directed by F. W. Murnau, a master of the silent screen, is shot in Technicolor, with a score by Henry Mancini. The cast includes Warner Baxter, Barbara Stanwyck, Robert Taylor, and Elizabeth Taylor. The film opens at the Astor Theatre in New York on March 30.

MARCH 15, 1952

THE BILBOARD

GENERAL NEWS

23

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Ed Kelmans Buys Indian Point Park

New Op Plans Expanding Activity at 300-Acre Hudson River Playground

Kelman this week announced that he had entered into an agreement with the Hudson River Park for the purchase of Indian Point Park, South of Port Washington, N. Y., and that work will be started next spring on an ambitious park development.

Two successful seasons were responsible for the purchase, Kelmans said. The first season had a record-breaking attendance, and the second season, although shorter, showed a marked increase in attendance.

Ed Kelmans, co-owner of the New York Times, is the driving force behind the project. He has invested millions of dollars in the project, which will include a new stadium, a swimming pool, and a variety of other facilities.

Kelmans has been active in the outdoor industry for many years, and has made several other acquisitions in the past, including the purchase of the Meadow Brook Hunt Club in Michigan and the Indian Hills Golf and Country Club in New York. He is currently working on a new project in Florida, which is scheduled to open next year.

The Indian Point Park acquisition is expected to boost attendance figures even further, and Kelmans is confident that the park will become one of the top attractions in the area.

He also plans to extend the operation season from seven months to twelve, which will allow for a longer running season and greater opportunities for attendance.

Kelmans is also working on an expansion of the existing facility, which will include a new viewing area, additional parking, and improved facilities.

The project is expected to open in 2023, and Kelmans is looking forward to a successful and exciting season.
CLOSE-UPS: BERT NEVINS

Drum Beating Antics
Rate National Interest

By JIM MCKEE

While I was perusing the Chronicle something to the effect of 'essence of life is the pursuit of happiness' caught my eye. If you were to ask me what is the essence of life, I would have to say that it is the pursuit of happiness. Just looking at the sky and seeing the clouds pass can bring a smile to my face. It's amazing how something as simple as a cloud can bring joy.

Because:

- BERT NEVINS will be appearing at the Rodeo Barn, Saturday, July 6, at 8 p.m.
- He will also be appearing at the State Fair, August 10, at 7 p.m.
- He will be appearing at the Fair Grounds, September 1, at 6 p.m.

The plain hard facts prove you save with CHEVROLET ADVANCE-DISIGN TRUCKS

MORE TRUCK FOR LESS MONEY

Compare the cost of a Chevrolet against that of any other truck sold today and you'll find that the Chevrolet truck is a better buy. More, you'll find that Chevrolet trucks are built to last. Here are the facts:

FACT No. 1

More truck for less money. The Chevrolet truck is designed to give you more truck for less money. The Chevrolet truck is built to give you more truck for less money. The Chevrolet truck is built to give you more truck for less money. The Chevrolet truck is built to give you more truck for less money.

FACT No. 2

Rock-bottom operating costs. Chevrolet trucks have the lowest operating costs of any truck on the market. The Chevrolet truck is built to give you more truck for less money.

FACT No. 3

Engineered for your loads. Every Chevrolet truck is engineered for your specific needs. The Chevrolet truck is built to give you more truck for less money.

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Since 1897 leaders in soft-finish water-proofing for protection of all kinds of canvas products.
Flame, water and weather-resistant compound available. Write for quotation.

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More Customer Appeal! BIGGER PROFITS!
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Write today for full information.
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THE NEW CLIMBING MONKEY GROUP GAME
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You can phone ONE order at ONE TIME for
All Refreshment Supplies and Equipment.
We have everything from cups up to vats.
Immediate Delivery
999 ITEMS
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FRED C. MURRAY
takes great pleasure
in announcing
that he is now associated with

THE INTERSTATE FIREWORKS COMPANY
of
SPRINGFIELD, MASS.

Vice-President
Having voluntarily severed all previous connections as of March 8, 1952...and is now in a far better position to provide his old customers the finest of service.

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Interstate Fireworks Mfg. & Display Co., Ltd., 106 Adelaide St. West, Toronto, Canada

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Serve Soft Ice Cream, Malts and Shakes from a SWEDEN GET same price profit-occupied from a Frozen Drink Freezer—the machine designed for high-quality production of frozen-drink specialties. You scratch price margins on new volume, too, because Secret speeds up service (malt and shakes in 10-15 times faster than dipping), and cuts food costs 90% and more.

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For details, call your nearest supplier.

HOUSE FROZEN DRINKS
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WC-500

SWEDEN MFG. CO.
307 South Michigan Ave., Chicago, Illinois
Talent Topics
By CHARLIE HURRY and JIM MULLIGAN

Larry Griswold, comedy transplant from the West Coast, is playing the San Francisco Sports Bistro. Info that Larry has three more of the same type of events on his itinerary, at Los Angeles, Boston, City, Jr., and Vancouver, B. C., and will do club work beyond the above. Larry, who will again play for Harrison, will make yet another television appearance on the Tonight Show (11) Frank Sinatra show. Other acts at the San Francisco show are Del Royo's musical performers, Paul and Paula, and Humor Street's balls and jugglers.

Spandy Babb left Los Angeles March 5 to join Bunny Fox for a 16-week camp dates. Babb, who has been visiting his parents in Harrison since returning from dates with the E. K. Fernandez Co., is to do his "globe of death" and "man from Mars" act. He leaves March 15 as a headliner for the LI Steel, Killeen, Tex.

Band leader Max Angelo, who was much favored for the job he did at the Brooklyn American Legion Hall, visited the Billboard Wednesday (5). Plans for the immediate future are indefinite, but the engagements will be on a one-week basis. Max reports that George Charles, credulously bound leader, is on a 14-week tour with a unit put out by the Hesler Agency, Huntington, W. Va.

Jones, Former III. Mgr., Dies in Williamsville

In addition to his fair activities, he was a banker and livestock breeder.

FOR SALE:
New Kiddie Rides!
* Pony & Cart Ride
* Fire Engine Ride
* Airplane Ride
* Rocket Ride
* Elephant Ride
* Speed Boat Ride
* Auto Ride
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Aluminum Merry-Go-Round Horses

MINIATURE TRAINS FOR EVERY LOCATION
any size...any capacity...any price range...
THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER

WISCONSIN DE LUXE'S CARTOON CAPTION CONTEST

Think You're Funny?
HERE'S YOUR CHANCE TO PROVE IT
AND WIN VALUABLE PRIZES!

Think You Can Do Better?

CONTEST RULES:
1. Enter your captions on the caption contest page of Billboard and Wisconsin De Luxe
2. Mail your caption for the April 18, 1952 Cartoon Contest to:
   Wisconsin De Luxe and Billboard Contest
   1030 N. Michigan Ave.
   Chicago 2, Ill.
3. Send your caption and address on an Official Entry Card
4. All entries must be postmarked and received by April 18, 1952

List of Prizes:
1. $25.00 in a Deluxe Home Radio Receiver
2. $100.00 in cash
3. $50.00 in cash
4. A complete set of Wisconsin De Luxe cloth trains
5. A complete set of Wisconsin De Luxe metal trains
6. A complete set of Wisconsin De Luxe plastic trains
7. A complete set of Wisconsin De Luxe metal trucks
8. A complete set of Wisconsin De Luxe metal trucks

For more information, contact:
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The Billboard 1952 Spring Special

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Huge Quantities of All Types of Premium, Prize, Promotional, Novelty and Gift Merchandise

Here's where they buy

(Please!—Last year 782 Outdoor and Merchandising Advertisers spent a total of $47,000 selling their products, supplies and services in The Billboard Spring Special! More proof—72% of these advertisers are "repeaters"...advertisers who have used the Spring Special in previous years and are convinced of its tremendous sales power.)

Remember!

You will meet where most of the buying is done—in the big Billboard Spring Special! Reserve Advertising Space Now!

Issue Date April 12

Advertising Deadline April 2
Danish Building Modeled To Serve Dual Purpose

COPENHAGEN, March 8—Copenhagen, the most of the largest cities of Continental Europe, has its big arena, which includes most of other European arenas which were designed especially for circus performances. Where it has most, however, is in its special policy which enables it to operate profitably for all the year. In most other cities the circus arena remains closed the majority of the year.

Copenhagen's arena was built along similar European circus-arena lines, with a large ring in the center, and stages placed in the top tiers around the ring. In Copenhagen it was decided to completely remodel the arena so that it could be used both for circus spectacles and as an exhibition space. The idea proved successful. As a result the arena was opened four weeks ago and has been used for the past two weeks to hangings, jousting, and painting and circus acts on the arena floor. The arena is very large, being 111 by 111 feet and the arena has been designed to accommodate 5,000 seats. The arena is symmetrically arranged with a central stage, and a large ring around it. The arena is equipped with electric lighting and has a capacity of 10,000.
Gresham Event Extends Hanseyes Managerial Pact

GRESHAM, Ore., March 8—Congressman Elwood S. Hansey announced on Thursday that he has agreed to extend his contract as general manager of the Multnomah County Coliseum for three years, effective for last year's 1952 received an offer from an independent manager for $10,000, Mr. Hansey said in a written telephone interview. He had been manager of the Coliseum since 1938.

Polack Renegotiates

CORPUS CHRISTI, Tex., March 8—Polack Bros. Circus announced today that it will reopen March 10, 1953, instead of March 25, 1953, as previously announced.

Natif Orange Show Launches 37Th Run; Earl Raw at Helm

SAN BERNARDINO, Calif., March 8—With Earl Raw at the helm of the National Orange Show, the 37th annual National Orange Show opened here Thursday night (5) for five days at 35 days. Raw was named as general manager by the post last year. The privilege of organizing the show for the post the next year was given to the Up Stage The Circus and the show on the methods which has been the biggest hit of the season.

THE MARKET PLACE FOR FOOD AND DRINK CONCESSIONAIRES

The National Exchange for Food and Drink Concession Products, Services and Opportunities

Agents—Distributors

The National Exchange is currently the only direct exchange of its kind for the food and drink industry. It is a cooperative business with a national membership of 100,000 men and women, all of whom are involved in the food and drink business. The Exchange is a non-profit organization, and its primary purpose is to provide a convenient and economical means of buying and selling food and drink products and services. The Exchange is open to all members of the food and drink industry, regardless of their size or location. The Exchange is a voluntary organization, and its members are free to participate in the Exchange as much or as little as they choose. The Exchange is a non-profit organization, and its primary purpose is to provide a convenient and economical means of buying and selling food and drink products and services. The Exchange is open to all members of the food and drink industry, regardless of their size or location. The Exchange is a voluntary organization, and its members are free to participate in the Exchange as much or as little as they choose.

THE BOTANICAL FAIR

The Botanical Fair is an annual festival held each spring in the city of San Francisco. The fair is sponsored by the San Francisco Botanical Gardening Association and is held in the beautiful Golden Gate Park. The fair features a variety of attractions, including plant exhibits, flower gardens, cooking demonstrations, and exhibits of handmade items. The fair is open to the public and is a popular event for residents and visitors alike.

THE RACE TRACK LIGHTING

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Minn. Short Course Pulls 72 Executives

continued from page 24

of exhibits and that agriculture, home economics and industrial projects and displays are in display. Baldwin said he was encouraged in the administration of the State Fair by the interest shown by the Wisconsin Agricultural Society in a Wisconsin Agricultural Society in our Educational System.

The various associations of the State Fair, especially the Wisconsin Agricultural Society, continued the Wisconsin Agricultural Society in its search for additional support. Declaring that it was "worthwhile to develop educational organizations" sponsoring county fair projects, Baldwin said he made "good public relations." However, he said the need for projects and exhibits by such organizations must be met by the same high standards of display as are required of commercial exhibitors.

"A poor exhibit, using 36 cents worth of show signs, a card sign and someone posting a bunch of buttons, hurts the fair much more than any exhibits," Baldwin added.

Displaying Citing radio, television and newspaper work, Baldwin said that since "no display" was a single word, the need for exhibits was not "as important as the need for exhibits by such organizations must be met by the same high standards of display as are required of commercial exhibitors."

TOLEDO, March 8—Alderman Howard Phillips this week urged a royal commission to investigate the "educational" character of the University of Michigan, objecting to the "teaching" of subjects such as the "University of Chicago." The resolution was introduced by Alderman Howard Phillips, vice-president of the University of Michigan, and was passed unanimously.

Results of the study were dis- closed Monday (the sixth and final day of the conference) in the Radisson Hotel here (N. S.). They were sponsored by the University of Michigan, the University of Illinois, the University of Wisconsin, the University of Minnesota, and the University of Michigan. Alderman Howard Phillips, vice-president of the University of Michigan, introduced the resolution. The findings of the study were discussed in a joint session of the University of Michigan, the University of Illinois, the University of Wisconsin, and the University of Minnesota. The resolution was introduced by Alderman Howard Phillips, vice-president of the University of Michigan, and was passed unanimously.

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**PARKS-RESORTS-POOLS**

**Kelmans Buys Spot At Peekskill, N. Y.**

Indian Point sold by Hudson Day Line; Major Improvement Plans Formulated

*Continued from page 24*

Plans were announced as to an expansion of the Sleeping Beauty Amusement Park at Peekskill, just as this paper was posted. When completed, the property will be a great attraction for all residents of the area as well as visitors. The new facility will include a large roller coaster, a miniature railway, and a waterpark with slides and pools. The addition of these attractions is expected to draw even more visitors to the popular park.

**Bank Deposits Mark Holiday Boom at A. C.**

ATLANTIC CITY, March 8—Oblivious to growing conditions in the three-day Washington's Birthday week-end, a business upsurge was noted. A record period was confirmed when checks were cashed totaling $2,500,000. The average period was noted for men and women who had come to the city for the occasion. Further, reliable sources report that the hotel occupancy for Easter, Palm Sunday and the entire week-end will be at an all-time high.

Mark K. Allen, chairman of the Washington's Birthday Board, stated that the hotel occupancy for Easter, Palm Sunday and the entire week-end will be at an all-time high.

**Bart Kooker Named Manager At Des Moines**

NEW YORK, March 8—Bart Kooker, who has been assistant manager of Riverview Park, has been appointed manager of the Des Moines park by J. F. Murray, the park's owner.

Kooker has been with the park for many years and is well known in the amusement park industry. He brings with him a wealth of experience and knowledge that will be invaluable in running the bustling Des Moines park.

**Fritz Kidspool Ups Promotion, Adds New Ride**

MURFREESBORO, TN, March 8—Art Fritz Kidspool is being promoted more heavily than ever, and a new ride has been added to the popular park.

With the help of the park's new marketing team, Kidspool is ramping up its promotion efforts. Advertising campaigns are being run in local newspapers and on radio stations to attract visitors. Additionally, Kidspool is offering discounts on annual passes to encourage repeat visits.

The new ride, a thrilling roller coaster, has captured the attention of thrill-seeking visitors. It features steep drops, sharp turns, and a variety of speed changes, providing an ultimate adrenaline rush for riders.

**Drum Beating Antics Rate National Interest**

**continued from page 23**

Bert M. Wood has been contributing his drumming prowess to percussion ensembles across the nation. His virtuoso style and showmanship have earned him a reputation as one of the top drummers in the business. He has performed with various groups, including his own band, Wood & Company, which has gained critical acclaim for their dynamic and energetic performances.

**Views in Textbook**

He has been focusing on developing and producing percussion ensembles for the entertainment industry. His latest project, a percussion showcase, is scheduled to debut at a major music festival next month. The showcase will feature a unique blend of drumming styles from around the world, performed by an international ensemble of percussionists.

**Plans for New Ski Kiddieland Told by Heller**

CHICAGO, March 8—Progress is being made on the construction of a new ski resort named Ski Kiddieland, which will be built on the outskirts of Chicago. The resort is scheduled to open next winter, offering visitors a fun-filled winter experience.

**Concession Contracts Settled at San Antonio**

SAN ANTONIO, March 8—The State Fair of Texas has settled a lawsuit over concession contracts. The fair, which is one of the largest state fairs in the country, faced criticism for its handling of concession contracts in the past. The settlement is expected to bring some stability to the fair's operations and prevent similar issues in the future.

**Freeston Quits Woodside Post**

Woodside, March 8—Larry Freeston, who has been general manager of Woodside Park, has decided to step down from his position. He has served the park well during his tenure, helping to bring in new attractions and improve the overall experience for visitors.

**Museums**

The city of Philadelphia is set to open a new museum dedicated to the history of the American Revolution. The museum will showcase artifacts and documents from the Revolutionary War era, providing visitors with a deeper understanding of this critical period in American history.

**A. C. Meeting Dates Zoom**

ATLANTIC CITY, March 8—Convention crowds promise to be smaller this year, but the convention season will still be in full swing. The city is gearing up for its annual convention season, which is expected to attract a smaller but enthusiastic crowd. The convention center will be hosting a variety of events, including trade shows, conferences, and networking opportunities.

**Crane Frenched**

Last year's winner, an 18-foot tall Frenched crane, will be on display at the fair. The crane is expected to draw a crowd with its impressive size and ornate design. Visitors will have the opportunity to check out the crane and learn more about its history and significance.
Snow Nixes Week-Ends At Rockaways

NEW YORK, March 8.—Four inches of snow, the heaviest fall of the year, hampered operations at Rockaways. Playland last week was busy, but many attractions were blanketed over for the first time this year as the weather forced closure of streets and businesses.

A government quarantine established in Rockaway Beach will not be lifted until shortly after the snowfall, according to Lawrence H. K. Smith, director of the Rockaway Beach board of trade.

Many seasonal workers, including those employed at the amusement parks, are expected to stay out of work.

Pros and Cons

**BYE, BYE, MARCH 8.—Col. Alex B. McCook, director, this week to New Orleans, where he had announced that the Fire Engine had been added to the line-up at Playland Park.**

**New units include a kids’ zoo and a kid’s playground.**

**Kids’ Department of the park has come under the supervision of the Kids’ Department of the park, where the children can enjoy the fun they had at the park.**

Kiddie rides, Singer’s New Title

**CONKTON, Calif., March 8.—A new title, Singer’s, is to be added to the list of titles for the Western music world.**

**The title will be added to the list of titles for the Western music world.**

High Quality

**KIDDIE RIDES**

**Roto Whip—Speed Boats—Pony Carts**

**CALLING HORSE CAROUSEL**

**Others by:**

**W. F. MANGELES CO., Coney Island, N. Y.**

PARK FOR SALE

Desirable, approved park 15 acres. 15 rolls, 15 rolls, 15 rolls, 15 rolls. Suitable for a family, 15 rolls, 15 rolls, 15 rolls. Suitable for a family. 15 rolls, 15 rolls, 15 rolls, 15 rolls. Suitable for a family. 15 rolls, 15 rolls, 15 rolls. Suitable for a family.

**THE BILLBOARD**

America’s Favorite Skill Game

FOR PARKS, ARCADES, RESORTS, LOCATIONS

NO OTHER GAME, INDIVIDUALLY PLAYED, HAS EQUAL POPULARITY

HIGH EARNINGS WITH TROUBLE-FREE OPERATION PURCHASED BY HUNDREDS OF INSTALLATIONS

80 GAMES AN HOUR WITH EITHER 5C OR 10C SLOTS (OPTIONAL)

**COASTERS**

**PHILADELPHIA TOBOGGAN COMPANY**

**PARTNERS**

**98 W. ROYAL STREET**

**PHILADELPHIA 44, PA.**

**FUN HOUSE STUNTS**

**LAFITTE’S**
King Bros. Signs Acts, Adds Animals
Doll Family to Join; Flying Troupes Comes From Europe; Hippo Rescued

MACON, Ga., March 8—Signing of new acts and addition of new personnel to the Ringling Bros. and Barnum and Bailey Circus which leaves for its annual tour here on March 13, was one of the highlights of the annual press day at the Circus Plant yesterday.

The spectacular addition, to the Ringling Bros. and Barnum and Bailey circus for the tour season in Georgia, was a 12-foot elephant and four 14-foot trunks of alligator. The elephant was presented to the circus by the Atlanta chapter of the Georgia Landmarks Society.

The addition of the elephant and the alligators will add to the already impressive array of animals at the circus, which are famous for their ability to perform a variety of tricks and entertain audiences of all ages.

In addition to the elephant and alligators, the circus will also feature a number of exotic animals, including tigers, lions, and monkeys, as well as a variety of birds and reptiles.

The Ringling Bros. and Barnum and Bailey Circus has been entertaining audiences for over a century, and is known for its impressive array of acts and performers. The circus will be touring throughout the United States and Canada, and is expected to draw large crowds.

The circus will be performing at a variety of locations, including outdoor arenas and fairgrounds, as well as indoor venues such as convention centers and theaters.

The Circus will arrive in Atlanta on March 13th, where it will perform its opening night show on March 15th.

The show will feature a variety of acts, including aerialists, jugglers, and animal trainers, as well as a variety of musical and dance numbers.

The circus will be in Atlanta for approximately ten days, before moving on to its next destination.

The Ringling Bros. and Barnum and Bailey Circus is a beloved tradition, and is sure to be a highlight of the entertainment calendar for 2023.
Polack Western

The beautiful circus acrobats on the Medadone Triangle, Chicago, have been wel comed with a new lot of dog and unique acrobatic acts. In addition to the Medadone Triangle, a group of young girls from Dallas brought their own act of xylophone playing and dancing. The program included Northern girls handling guns and Josiah Edwards on radio and drums. It is a real treat for the children of the Medadone Triangle.

Clair Fawcett, author of "We Are the Winners" is touring the South. He will appear in Saratoga, N.Y., February 11, and has completed his manuscript for a new book, "We Are the Winners Again." He is expected to arrive in Chicago on February 10.

Phoneomena

Telephone in New York City.

Phonomena Grotto Club

Meeting held at the Western Restaurant, New York City.

Wanted 10 Phonemen

U-Pick and are present paid daily at the phone station, U-Pick, Central immediately.

Jack Turner

Mayor Cool, Longview, Texas.

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RAILROAD SHOW GROSSES TO GO UP --- McCAFFERY

Increased Employment, Higher Wages Cited by Veteran Showman

CHICAGO, March 8 — Railroad rates, ticket prices and railroad show grosses have increased noticeably this year, according to Harry McCaffery, former veteran showman and general agent of a midwest circuit. McCaffery's report, which was given to the American Railway Express Agency, indicated that the grosses have increased by approximately 15% over last year. This increase is attributed to the higher employment and wages for the showmen.

"More people are working," McCaffery said. "And, generally speaking, they are being paid more." McCaffery went on to say that the shows haveconsiderable money more than last year." McCaffery also mentioned that the shows have experienced an increase in attendance, which he attributed to the better show quality and more efficient management.

Major Route Changes Set By Beam Unit

WINDSOR, Pa., March 8 -- A major road improvement occurring in this area was announced this week by Harold Beam, president of the Beam Construction Company.

The improvement involves the construction of a new bypass road around the city, a project that has been under consideration for several years.

WOM Books Rose Midgets

NEW YORK, March 8 -- The Rose Midgets, a favorite act of the world, have arrived in New York and are scheduled to appear at the Winter Garden Theater this week.

The act, which consists of eight children, has been entertaining audiences all over the country with their singing and dancing talents.

CARNIVALS

CARNIVALS Have 1000th Day --- Mr. and Mrs. Harvey A. McCaffery, the famous showman and his wife, have been celebrating their 1000th day of operation at the fair.

The fair is located in the heart of the city and is a popular attraction for children and adults alike.

Miami Clubs Honor Deceased

Miami, March 8 -- The Miami Club honored a recently deceased member with a special memorial service.

The club, which is one of the oldest in the city, has a storied history and is known for its high standards of conduct.

Show Folks Nets $2,500 From Party

SAN FRANCISCO, March 8 -- The local show business, after a month of hard work, celebrated a successful season with a party at the Palace Hotel.

The party was attended by showmen from all over the country and featured a variety of entertainment, including speeches, music, and dancing.

Charlie Hodges Sets 5 Units With Gooding

COLDWATER, Mich., March 8 -- Charlie Hodges, midway showman, has announced that he will be setting up five new units this season.

Hodges, who is known for his innovative approach to showmanship, stated that he will be focusing on attracting new audiences.

NCA Lists Final Meetings

NEW YORK, March 8 -- The National Carnival Association has announced its final meetings for the year, which will be held in New York City.

The meetings will feature talks on various topics related to the carnival industry, including safety, management, and entertainment.

San Francisco Office Moved

San Francisco, March 8 -- The San Francisco office of the national carnival association has moved to a new location.

The new location is located in the heart of the city and offers better access to transportation and business opportunities.

The club, which is one of the oldest in the city, has a storied history and is known for its high standards of conduct.

Show Folks Nets $2,500 From Party

SAN FRANCISCO, March 8 -- The local show business, after a month of hard work, celebrated a successful season with a party at the Palace Hotel.

The party was attended by showmen from all over the country and featured a variety of entertainment, including speeches, music, and dancing.

The event, which was organized by the San Francisco Office of the National Carnival Association, was a great success and generated a lot of excitement among the attendees.

The club, which is one of the oldest in the city, has a storied history and is known for its high standards of conduct.

J. R. Leight Set Park Deal

SANDSPRING, Okla., March 8 -- J. R. Leight, owner of the Leight Show, has signed a deal to operate a new park in the state of Oklahoma.

The park will feature a variety of attractions, including rides, games, and entertainment, and will be open to the public.

The club, which is one of the oldest in the city, has a storied history and is known for its high standards of conduct.
Lundgren Org
Bows in Nevada

BOULDER CITY, Nev., March 8—Lundgren's Midway Shows opened their 31st season March 5 on the Las Vegas Strip. The shows have been in operation here last week, after a nine-month stand at the Las Vegas Club from October 12, 1951.

During March, the org will move to the new Joe's Cafe and North Las Vegas, all in Nevada, and then again to California. Before heading back across Nevada and head into Idaho, Montana and Utah.

Riichi M. Mathias has been hired under Charlie (Cheese) Tabakoff. Buyers of the org are George M. Merriweather, Percy Wheel and Tom Wukasch.

Midway Confab

Carnivals

Glen D. Wykle, manager of Hotel Tioga in Las Vegas, who visited The Billboard's Cleveland office, recently left for San Antonio and Dallas, after inspecting the shows and judged them to be in perfect condition. The org, which has been in operation here, and plans to remain for another three months. It is the largest Native American Legion Branch in the state, and is one of the oldest.

John F. Fails, owner-manager of Tekel Shows, announced last week that the org has been sold to the Bluebird Amusement Company of Los Angeles, Calif. The org has been in operation here for the past three years.

Mr. and Mrs. Homer H. Scott, owners of the org, were in attendance at the opening night, and enjoyed the opening of a new amusement park, which is being planned for the area.

Frank W. Fails, general manager of the org, presented the Peppers All-State Band, who were in attendance at the opening night, and played a selection of the org's favorites. The band is known for its fine rendition of the org's favorites, and is considered one of the best in the field.

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Midway Confab

LaCROSSE & GILLETTE COMBINED SHOWS
WANT FOR 1952 SEASON
Legitimate Hands Franked and Graded Shows of all kinds, preference given to those whose shows are of the highest quality, and who are willing to go the extra mile to satisfy the public. Shows will be given a fair chance to be considered, and will be given to those who are willing to work hard to make their shows successful. Interested parties are urged to contact us as soon as possible.

BEAM'S ATTRACTIONS
25 weeks of Community Celebrations and Fairs—Opens May 1.
Carnivals, Concessions, Rides, Shows, Ice Cream, Concession Tents, Water Grills, Sideshow, Outdoor Sports, and many other new attractions.

FOR SALE
1947 Allan Herschell CATERPILLAR RIDE
A 4-stall ride, with all the latest features, and ready for immediate use. The ride is in excellent condition, with all the latest features, and ready for immediate use. The ride is in excellent condition, and is available for immediate delivery.

FOR SALE
1950 Allan Herschell LITTLE DIPPER Roller Coaster
A 12-stall ride, with all the latest features, and ready for immediate use. The ride is in excellent condition, and is available for immediate delivery.

FOR SALE
1955 Allan Herschell BULLDOG RIDE
A 12-stall ride, with all the latest features, and ready for immediate use. The ride is in excellent condition, and is available for immediate delivery.

FOR SALE
1955 Allan Herschell WINDY RIDES
A 12-stall ride, with all the latest features, and ready for immediate use. The ride is in excellent condition, and is available for immediate delivery.

FOR SALE
1955 Allan Herschell PIG RIDES
A 12-stall ride, with all the latest features, and ready for immediate use. The ride is in excellent condition, and is available for immediate delivery.

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AMERICA'S MIGHTY MIDWAY

CARNIVALS MARCH 15, 1952

WANT FOR OPENING COLUMBIA, GEORGIA FRIIAY, MARCH 28, THROUGH SATURDAY, APRIL 5.

CONCESSIONS: All the many WITH HELP FOR LETTERS FOR LACROIX AND CLAIREMONT. Use them for Concession. Both new and fresh, Generous Royalty also wanted. SHOWS: Benny Dayo, wife of the Fresh Show, Working A, outstanding funny acts, from Horse to heavy lifting. Long season with 14 Days. Best trained crew ever. King, Soldiers, and Motorcycle Show would like to hear from People who have worked for them before. Want Canada help who can show three weeks.

DOLLY YOUNG, GENERAL MANAGER

Terrapin Stews, Mint, March 21 (Copenhagen, Ga. from March 28.

THOMAS YLAND SHOWS

OPENING APRIL 10 IN PROVEN TERRITORY AND STRONG ROUTE OF FAIRS

SHOWS: Colored Side Shows, Arcade, Motion, Grand Show, Life Show, Magic, Animal, Tent House.

HELP: Prompt, Fools, and a few who also smoke. Will place Wives on Ticket Stand. West Man to handle Front and Lipi Towers. Mrs. Peggy Newton wants Readers for her crew.


LAST CALL WOLSE AMUSEMENT

We have succeeded in spotting on interesting territory near the Blossom, not in Abbeville, but on the road to the place where 12,010 families line tables among the great trees and so to spend.

WOLF AMUSEMENT

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Midway ConFab

Homer June booked his last session of concessions with the Ed Greve Shows and will leave for the New England area on March 28 for Lake Charles to make ready for the season. Charles J. Baasch, who celebrated his 75th birthday March 8, is working on promotions with Homer June, who has been with entry carnivals during his long career and is 30 years old this week.

L. E. Lott, of Columbia Shows, who attended the Miami Showmen's Association's outing, pronounced it a grand affair. Mr. Lott at the event were Mr. and Mrs. Dr. Jack and Mrs. Dick Wilms, Mr. and Mrs. Charles Schlegel, Mr. and Mrs. Dolly Watson, Mable Dunlop, Mrs. Michaela, Gerry and Elia Strauss and Mr. and Mrs. Marilyn Black.

Ethel and Mary Porcell are back in their Richmond, Va. home after a Florida vacation and a side trip to Havana. They were accompanied by Mr. and Mrs. John Martin to Havana. They met Harry Weis and Clarence Leichter, who are presently at the new football team that they operate at the Columbia midway shows. TheShows. A. M. Hymes last week reported that he will have the novels at the Richmond (Va.) Police Court that was listed for week beginning June 12. The event continued the successful spring season.

R. K. (Duke) Johnson, who is from New York, now located in Hollywood, Fla., has become an opportunity for Beanswood (Ga.) General Hospital. He is $2,000.00 in this case. He is a member of the Beanswood Shows. The shows are currently pending in Midway. This is the Beanswood Shows. The shows are currently pending in Midway.

Lundgren Org

* Continued from page 37

Jimmy James handles the lecture.

Some 50 concessions are to join the Fair's single-ring delivery on a new Casill which he drove back to August, Ga., where he is currently residing. Show activity is expected to increase sharply in the Georgia area. The reports, from the Bob Mannand and Damron shows on the way and with Deck, AMP and Royal, Americity is to follow in that order.

Verna Richards was a recent visitor at Water, Tex., winter quarters of Tiger BMV Shows, where the reconditioners are located. She is expected to return.

Barnum & Bailey is in the latter years, a finger on an accident.

WEST COAST SHOWS, INC.

Opens the Season at Bakerfield, Calif.

Monday, March 31, to April 6

All Showmen and Concessionaires holding contracts be there MARCH 29th, 1952

Can use help in all departments; Semi Drivers preferred.

BARRY MYERS, MGR.

Madera County Fairgrounds, Madera, Calif.

DRAGO AMUSEMENTS WANT

FOR MAY 1 OPENING

[Address information]

CONCESSION HELP WANTED

Concession help at all stands. Agents to take charge of Main Game and Pen Game, also for Grid Shows and Lot-Draws. All write:

MORRIS LIPSKY

Stephen Decker Hotel, Kansas City, Mo. 64114

FLOYD O. KILE SHOWS

WANT CONCESSION HELP TO START OPENING EARLY APRIL IN LOUISIANA. WILL PAY 10% OF BOX OFFICE. WILL TAKE STUDENTS. WRITE

FLOYD O. KILE SHOWS

1717 Walthall, New Orleans, Louisiana.
EVANS' HIGH STRIKER
A consistent money maker! Center of attraction of Amusement Parks, Fair Grounds, Fairs, carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 26 ft. long, 16 ft. high, 13 ft. wide. Many options for handling, includes medal, ten-cent nickel- plated tenant. 224 bras.

SEND FOR CATALOG
H. C. EVANS & CO. 1556 W. W. Roll Ave, Chicago, Ilinois

MIGHTY PINWHEEL
OPENING MID-SUMMER—TOKYO
Can use larger amounts of Sumo Wrist, six edible Jumbo Style. Please don't bother with other offers. We add a few more, just as a courtesy. We don't want to bore you with any of the usual pinwheels and kites. Have a ball and roll out our new pinwheels. Try them and see. Grand Celebration starting June 1.

W. H. KIMBALL & CO.

GUN HANDLING "YOU" SHOWS
New Contracting Rides • Shows • Concessions
For our 1952 Season

C. G. O. Box 1968
Detroit 31, Michigan

FOR SALE
1949 C. L. Miller 200 Rider Train—
6 rider—500 Horse Power—..—–
Wanted

SUNBURY CARNIVAL
WANTED
May 26 through May 31, 1952
Hockomock, Virginia
Contact
JAMES S. MARSHALL
Day 749 Phone Night 8145

WANTED
All Jukeboxes—Amusements—Comedians. To travel across any part of the United States. Write with your之意: a phone number.

TONEY'S AMUSEMENT CO.
518 State St, Springfield, Ill.

WANT CARNIVAL
For any one of these Shows, work for
American Legion and V.F.W.:

Dr. JOSEPH SCHOCHER
Bellevue, NE

MOTOR DROME RIDE
Can use Boys and Girls Rides, 17 vs. 15 Points in Thrill Stunt Shows

THIRLS, Inc.
Bowman Park
Crisman, 11

FROZEN CUSTARD MACHINE
6 x 2; low, works on 2 gallons as fre.
Used three months

 Geo. S. Y
General Delivery, Shen, 11

EMPIRE STATE SHOWS
WANT the Wolf Greater Shows. WANT OPENING MAY 3rd

Peter J. Sullivan, 29


1931 Market St., Bloomington, Ill.

WANT TO BUY
Confections, Rayon Entertainment. No offers accepted. Write with your information.

FOR SALE
Monarch Thoroughbred—Horses for Sale.

Peter J. Sullivan, 29

GUST KARRAS SHOWS
Can sale rents, live entertainment, etc. As for the 1952 season. Contact Gust Karras, 29, 1232 S. 40th St., Minneapolis.

Central Gust Karras, 35, St. Joseph, Mo.
LOOK

Fuzzy Wuzzy Crazy Shaggy Straw Hat

The Latest Crave

White Straw Cowboy Hats

Attractive New 6-Piece Watch Set

ATTENTION

Harris Taps The Field

HARRIS NOVELTY CO.

1102 Arch St., Philadelphia 7, Pa.

February 20, 1932

THE BILLBOARD

TURN TO THE GENERAL OUTDOOR SECTION

THE BILLBOARD

New Feature of The Bill-

FOR THE NEWS.

MARKET-PLACE

Another new feature of The Bill- 

board to help you find what you

are looking for easily and more

conveniently.

INSTRUCTIONS.

COOK BROS.

816 W. MAXWELL STREET

CHICAGO, ILLINOIS

LADIES’ FASHIONED

31 GAUGE, 12 DENIER, DUPONT

NYLON HOSE, 6.50 Doz.

COATINGS & LEATHERS

Sold at wholesale prices to the

jobber only.

COATINGS & LEATHERS

Always installed with care and deliv-

ered promptly.

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Always installed with care and deliv-

ered promptly.
Merchandise Topics

New York

The S. R. A. has been offered free tubing and construction developed by Classique Industrail, Inc., to all members of the association. This offer is designed to help speed the smooth running of the S. R. A. and to assist in the promotion and marketing of its products. The S. R. A. is a nationwide organization with over 600 members, representing the interests of the industry. The offer of free tubing and construction will be available to all members of the S. R. A. and is expected to increase its membership and the sale of its products.

Chicago

Shoe Rake Industries, manufacturers of the best-selling shoe rack, has announced the opening of a new branch in the city of Chicago. The new branch will be located at 2320 South Wabash Avenue. The Shoe Rake has been a great success in the industry and is expected to do well in Chicago.

Fishing Tackle Outfitters

In the Hamptons

Shakey's

CAKES

Handcrafted in Hammond, Indiana

By Mrs. E. A. W. of Southtown Novelty Company

All Around

Adagio, a graceful chauving factory, has introduced a new line of fine jewelry. This line includes necklaces, bracelets, and earrings, all crafted with exquisite attention to detail. The jewelry is made from high-quality materials and is sure to be a hit with customers.

Under the Marquee

Daniel Nash, a well-known actor, will be appearing in the upcoming movie at the Garden Theater. Nash has been a fixture in the industry for many years and is expected to deliver a masterful performance in this role.

Palack Houses

Continued from page 24

R-B Gotham Tempo

Continued from page 24

R-B Gotham Tempo

Continued from page 24

Frank Walters Dies

Continued from page 24
Pipes for Pitchmen

By BILL BAKER

FRANK D. BRACH, a man who was widely known in Pitchmen's circles, died March 2 in a hospital in New Orleans, La., following an accident at sea. Over 60 years ago, he became the publisher of the magazine, which he continued to edit until his death.

He was a master mechanic and repairman of all kinds of pipe and pipe repair work. He was also active in the local pipe shop and ship repair business. His name became synonymous with the word "pitchmen".

DOM BEACH'S photo was here.

Many others have contributed to the success of the magazine, and their names will be remembered.

I, in turn, offer my tribute to Frank D. Brach, who passed away last week.

THEY TELL US

The latest addition to the line of pipe makers is the Mark Griss in Mobile, Ala., who has a new shop and has turned out a number of fine pipes. The shop is on the first floor of a building on the corner of Main and 6th Sts. The pipes are of the finest quality and are made by skilled workmen.

One of the recent visitors to the shop was Mr. A. J. Stevens, who purchased a fine pipe for his father. The shop is open to the public daily.

The shop is located at 105 W. Main St., Mobile, Ala.

HORSE BAND

C. W. PETERSON, a well-known horse dealer, has moved his store to 123 E. Main St., Waco, Texas. The store is now larger and better equipped.

ALAN HOFBERG

son of Mr. and Mrs. Hofberg, has joined the staff of the Waco News, where he will be a correspondent.

AL GREEN

The Waco News is still working and operates a Los Angeles office.

CHARLIE FALCON

a well-known pitcher, has returned from a successful run with the Chicago Cubs.

DOUG WATERS

Jerry T. Richson was the subject of a recent interview with a number of the men who appeared on the Manley Morgan tour, which was a great success.

FRANK D. BRACH's death has been announced.

ALEX FREEMAN

working on the Date Festival, Indianapolis, Ind., is busy and in good shape. He is expected to be back in Los Angeles soon.

ALEX FREEMAN

working on the Date Festival, Indianapolis, Ind., is busy and in good shape. He is expected to be back in Los Angeles soon.

Minn. Short Course

Continued from page 31

They agreed that the record company should have a greater role in the promotion of their products. They also agreed that radio stations should be more active in the promotion of the records.

The agreement was the result of a long and difficult negotiations between the record companies and the radio stations. The record companies agreed to provide a certain amount of free air time for the promotion of their products. In return, the radio stations agreed to give the records a fair hearing and to promote them to the fullest extent possible.

The agreement was welcomed by both sides. The record companies were pleased with the increased visibility of their products. The radio stations were pleased with the increased revenue they would receive from the sale of the records.

According to the agreement, the record companies will provide a certain amount of air time for the promotion of their products. The radio stations will have the right to decide how much air time they will give to the records.

In addition, the record companies will provide a certain amount of free copies of the records to the radio stations. The radio stations will have the right to use these copies as they see fit.

The agreement is expected to have a significant impact on the music industry. It is expected to increase the sales of records and to promote the use of radio as a medium for the promotion of music products.
A ONE QUESTION QUIZ for OPS

WHAT TOP ARTISTS on WHAT TOP LABEL ACCOUNTED for a MAJOR SHARE of these TREMENDOUS RECORD SALES?

Juke Box Purchases Upto 50,000,000 a Year

New 44-Cowboy Video Themes MEANS TO REAL
40- or More Phono Models Range on

20th Century-Fox

How Should You Buy, Rent, or Operate a Juke Box?

By W. A. Hill, Jr.
March 15, 1952 • THE BILLBOARD 1952 JUKE BOX SPECIAL

COLUMBIA RECORDS and COLUMBIA ARTISTS

AND HERE ARE JUST a few of the big ones currently coming your way.

Throughout the past year of 1952, Columbia will continue to bring you the important hits, the new stars, and the

- "CRY" - BILLY VERNON
- "THE LITTLE WHITE CLOUD THAT CRIED" - JOHNNIE RAY
- "SLOW DOWN" - ARTHUR GODFREY
- "SPARRROW IN THE TREES" - CHRISTOPHER COLUMBUS
- "COME ON IN MY HOUSE" - ROSEMARY CLOONEY
- "I CAN'T HELP MYSELF" - GUY MITCHELL
- "WHEN I'M NOT HUNGRY" - TONY BENNETT
- "COLD, COLD HEART" - TONY BENNETT
- "WHERE WERE YOU" - TONY BENNETT
- "WHO KNOWS LOVE" - GUY MITCHELL
- "JEALOUSY" - FRANKIE LAINE

... AND HERE ARE JUST ...
first... "SIN"

followed by... "TELL ME WHY"
AND
"A GARDEN IN THE RAIN"
Decca 27860

then "PERFIDIA"
AND
"YOU BROUGHT ME LOVE"
Decca 27987

and Now "MY HERO"
AND
"SPRING IS A WONDERFUL THING"
Decca (soon to be released)

Performing by Special Invitation in All-Star Program at the Nation's Capitol
CHERRY BLOSSOM FESTIVAL
Washington, D.C.
April 2 to 6th

Just Completed PARAMOUNT THEATRE New York
March 15, 1952 • THE BILLBOARD 1952 JUKE BOX SPECIAL

LOUIS ARMSTRONG

thanks from "Satchmo" for keeping those boxes loaded with...

"A KISS TO BUILD A DREAM ON"
DECCA 27720

"BIG BUTTER AND EGG MAN"

"YOU'RE THE APPLE OF MY EYE"
DECCA 27794

"OOPS" and "NECESSARY EVIL"
WITH ELLA FITZGERALD
DECCA 27790

A New Hit Version of His Theme Song:

"SLEEPY TIME DOWN SOUTH"

"IT'S ALL IN THE GAME"
DECCA 27789

CURRENTLY RELEASED

MGM PICTURE
"THE STRIP"
Where "Satchmo" introduced
"A Kiss to Build a Dream On"

Also Featured in
MGM PICTURE
"GLORY ALLEY"
He is released in April

Booked Exclusively by ASSOCIATED BOOKING CORPORATION

NEW YORK
745-5th Ave. PL 9-4600

CHICAGO
203 No. Wabash Ave.

HOLLYWOOD
8619 Sunset Blvd.
THE TOP MONEY-MAKERS

KAY STARR
“WHEEL OF FORTUNE”
and
“I WANNA LOVE YOU”
NO. 1964

ELLA MAE MORSE
“The Blacksmith Blues”
and
“LOVE ME OR LEAVE ME”
NO. 1922

LES PAUL
and
MARY FORD
“TIGER RAG”
and
“LONESOME OLD TOWN”
NO. 1920

RAY ANTHONY
“At Last”
and
“I’LL SEE YOU IN MY DREAMS”
NO. 1912
### Juke Box Operators

Fill your requests for standard hits from this list of “All-Time Favorites” in the *Capitol's 1600 Series*

### AVAILABLE ON 78 and 45 rpm

| 1630 | 'LOVER' and 'BRAZIL' | Les Paul |
| 1631 | 'IT'S A GOOD DAY' and 'THEY HAVE THE BEST' | Peggy Lee |
| 1632 | 'WHY DON'T YOU DO RIGHT' and 'MAMANA (Is Soon Enough For Me)' | Peggy Lee |
| 1633 | 'ON THE ATCHISON, TOPEKA AND SANTA FE' | Johnny Mercer and The Pied Pipers and 'CONVERSATION WHILE DANCING' |
| 1634 | 'HURRY ON DOWN' and 'FINE BROWN FRAME' | Nellie Lutcher |
| 1635 | 'RIP VAN WINKLE' | Ella Mae Morse and 'MOUSE OF BLUE LIGHTS' | Freddie Slack |
| 1636 | 'MISSOURI WALTZ' and 'THE WALTZ YOU SAVER FOR ME' | Cliffie Stone |
| 1637 | 'I'LL SEE YOU AGAIN' and 'ZIEGUEIEN' | Georges Trigone |
| 1638 | 'CANDY' and 'BLUES IN THE NIGHT' | Johnny Mercer |
| 1639 | 'THAT OLD FEELING' and 'SOLOITIDE' | Capitol Jazzmen |
| 1640 | 'DANNY BOY' and 'SMOKE GETS IN YOUR EYES' | Dennis Day |
| 1641 | 'SWEET LEELAH' and 'TO YOU SWEETHEART, ALOHA' | Harry Owens |
| 1642 | 'TWO CIGARETTES IN THE DARK' and 'MOODSWING' | Sketch Henderson |
| 1643 | 'SWEET LOURRAINE' and 'RE MO KI KI (THE MAGIC SONG)' | Nat 'King' Cole |
| 1644 | 'IF I HAD YOU' and 'DARK EYES' | Art Van Damme |
| 1645 | 'IF I COULD BE WITH YOU (One Hour Tonight)' and 'YOU WERE ONLY FOOLING (WHILE I WAS FALLING IN LOVE)' | Kay Starr |
| 1646 | 'ARE YOU LIVIN OLD MAN' and 'THE SPIDER AND THE FLY' | Stan Kenton |
| 1647 | 'BLUE DANUBE WALTZ' and 'TALES FROM THE VIENNA WOODS' | Sam Freed |
| 1648 | 'ONE FOR MY BABY (And One More For The Road)' and 'ST. LOUIS BLUES' | Johnny Mercer |
| 1649 | 'SLEEP TIME GAL' and 'THEM THERE EYES' | Buddy Cole |
| 1650 | 'THE SYNOPOLITAN CLOCK' and 'SLEIGHT RIDGE' | Louis Castellucci |
| 1651 | 'WOLA' and 'JEALOUS' | Les Paul |
| 1652 | 'STARDUST' and 'THE MAN WITH THE HORN' | Ray Anthony |
| 1653 | 'I'LL NEVER BE FREE' and 'AIN'T NOBODY'S BUSINESS BUT MY OWN' | Kay Starr and Tennessee Ernie |
| 1654 | 'SOUTH' and 'I WANT TO LINER' | Pete Daily |
| 1655 | 'LOVE FOR SALE' and 'SPLIT IN PASTELS' | Stan Kenton |
| 1656 | 'SHOT GUN BOOGIE' and 'ANTICIPATION BLUES' | Tennessee Ernie |
| 1657 | 'LORD APRIL' and 'COCOS PRINCESES' | Nat King Cole |
| 1658 | 'DREAM' and 'MY HAPPINESS' | The Pied Pipers |
| 1659 | 'JEALOUS HEART' and 'GREEN KNOW THE LILACS' | Tex Ritter |
| 1660 | 'ONE HAS MY NAME (THE OTHER HAS MY HEART) and I LOVE YOU SO MUCH IT HURTS' | Jimmy Wakely |
| 1661 | 'I'M SORRY' and 'BLOOD ON THE SADDLE' | Tex Ritter |
| 1662 | 'TELL ME WHAT TO DO' and 'DUMPTY DUMPTY HEART' | Hank Thompson |
| 1663 | 'HOT ROD RACE' and 'I'LL SAIL MY SHIP ALONE' | Ramblin' Jimmie Dulan |
| 1664 | 'SLIPPING AWAY' and 'WEDDING BELLS' | Margot Whiting and Jimmy Wakely |
| 1665 | 'TISSTAIL BOOGIE' and 'COCAINE BLUES' | Roy Hoggard |
| 1666 | 'ARTISTRY IN RHYTHM' and 'ARTISTIC DAY' | Stan Kenton |
| 1667 | 'EARLY AUTUMN' and 'LEMON DROP' | Woody Herman |
| 1668 | 'TWELFTH STREET RAG' and 'THE CHARLESTON' | Pee Wee Hunt |
| 1669 | 'CIGARETTE, WHISKET, AND WILD, WILD WOMEN' | Red Ingle and 'TEMPERMENT (TIM TAYSHUN)' |
| 1670 | 'DEEP PURPLE' and 'END OF THE ROAD (Opus 10)' in E Major' | Paul Weston |
| 1671 | 'SUGAR BLUES' and 'GOODFUS' | Johnny Mercer |
| 1672 | 'WHISPERING HOPE' and 'I'LL STRING ALONG WITH YOU' | Jo Stafford and Gordon MacRae |
| 1673 | 'SLAUGHTER ON TENTH AVENUE' | Dinah Shore |
| 1674 | 'BODY AND SOUL' and 'THAT'S WHAT I'M TALKIN' 'OUT' | Dinah Shore |
| 1675 | 'PIE OF MY HEART' and 'A MASON' | Clark Dennis |
| 1676 | 'HOW DEEP IS THE OCEAN HOW HIGH IS THE SKY' and 'IT'S GOING TO RAIN AGAIN' | Margaret Whiting |
| 1677 | 'CHICAGO' and 'BACK IN YOUR OWN BACK YARD' | Benny Goodman |
| 1678 | 'I'LL REMEMBER APRIL' and 'GET HAPPY' | June Christy |
| 1679 | 'THE LORD'S PRAYER' and 'DECISION' | Clark Dennis |
| 1680 | 'I'M THE LONELIEST MAN IN TOWN' and 'YOU'VE GOT TO SEE MAMMA ERY NIGHT' | Kay Starr |
Few, if any, operators go around falling off logs. Seldom, too, do they spend much time and money repairing AMI juke boxes. If and when service is needed AMI’s use of simpler mechanical principles helps get things right in a jiffy, makes repairs “easy as falling off a log.”

AMI Incorporated
GENERAL OFFICES AND FACTORY: 1300 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN
FREDDY MARTIN
and his Orchestra... with a fast breaking HIT!

"IF YOU DON'T HUG'ER BY 9:00 O'CLOCK
(YOU AIN'T GONNA LOVE'ER AT ALL)"

and
"THE COLONEL'S DAUGHTER"
RCA 20-1575—47-4575

currently
ROOSEVELT HOTEL
NEW YORK
Opening
COCONUT GROVE
LOS ANGELES
July

RCA VICTOR RECORDS
with a heap big HIT...

"Winnipesaukee"

(the Indian River Song)

"I AIN'T LAZY—
I'M JUST DREAMING"

39688
4-39688

IN THE SWING AND SWAY MUSIC OF . . .

TONY RUSSO
and the KAYDETS

SAMMY KAYE
and his orch.

COLUMBIA RECORDS
FOR MUSIC THAT SENDS 'EM—TO YOU!
March 15, 1952 • THE BILLBOARD 1952 JUKE BOX SPECIAL

Tops with the Ops - thru the Years

Guy Lombardo and his Royal Canadians

Currently on Concert Tour

* Current Favorites *

BLUE TANGO - AT LAST, AT LAST
DECCA 26001
CRAZY HEART - WHISPERING SHADOWS
DECCA 27688
STOLEN LOVE - MARSHMALLOW MOON
DECCA 27962
BUNDLE OF SOUTHERN SUNSHINE - NOODLIN' RAG
DECCA 27971

DECCA RECORDS ZIV TRANSCRIPTIONS
"YOUR HIT PARADE" NBC for LUCKY STRIKE
MUSIC CORPORATION OF AMERICA

Publicity, DAVID O. ALBER ASSOC., Gene Shefrin
America's Distinctive
COMPOSER
ARRANGER
CONDUCTOR...
AND...

HIT MAKER

GORDON JENKINS
WITH ANOTHER GREAT RECORD

CURRENTLY RIDING HIGH!
"CHARMAINE"
"WHEN I CROW TOO OLD TO DREAM"
"WIMOWEH"
"OLD PAINT"
"SLEEPY TIME DOWN SOUTH"
"IT'S ALL IN THE GAME"
Decca #27933

"MOTHER, MOTHER"
and
"EVERY HOUR"
Decca #27933

JUST OUT . . .
SPECIAL RELEASE
GANDY DANCERS' BALL
and AT-ROUND THE CORNER
WITH THE WEAVERS
Decca 26094
The country's Juke Box Sensation in every Box across the Nation!!!

Tony Bennett

'Because of You'
'Won't Cry Anymore'
'Cold, Cold Heart'
'While We're Young'
'Blue Velvet'
'Solitaire'
'Silly Dreamer'
'Since My Love has Gone'

Exclusively on COLUMBIA RECORDS

Press Relations SIDNEY ASCHER
Record Promotion PAUL BROWN
Personal Mgmt. RAYMOND G. MUSCARELLA
Direction MUSIC CORPORATION OF AMERICA
Wurlitzer gives its Models 1400 and 1450 terrific new money-making magnificence

The famous Wurlitzer 1400 and 1450 have been to the beauty salon... have had "the works" from Wurlitzer stylists... have emerged glorified and glamorized far beyond their former widely acclaimed beauty.

Concurrent with Wurlitzer's decision to continue the 1400 series in the line, it has been color engineered to blend with every location interior. The record changer compartment background now glows with the rippling radiance of moonlit waters. Pilaster lighting in new hues hits a new peak in eye appeal. The whole effect is more attention arresting, more play stimulating, more productive of consistently higher profits.

Coupled with such money-making features as all-speed operation, high-speed cycling and lower maintenance costs, the brilliant new beauty of the Wurlitzer Models 1400 and 1450 give them the greatest potential return per dollar invested of any phonograph on the market. Only a limited number can be built. Only fast action will get you yours. The Rudolph Wurlitzer Company, North Tonawanda, New York.

NOW ON DISPLAY AT YOUR WURLITZER DISTRIBUTOR
more than ever your best investment

All Speed Wurlitzer
More Glamorous
More Colorful
More Gorgeous
More Profitable

THE WURLITZER 1400 AND 1450
Tops with Ops!

PERRY COMO

SINGS—

TULIPS AND HEATHER

NOODLIN' RAG

WITH THE FONTANE SISTERS

PLEASE, MR. SUN

ON RCA VICTOR Records

GENERAL ARTISTS CORPORATION

THOMAS B. MCDOWELL, President

NEW YORK: CHICAGO: HOLLYWOOD: CINCINNATI: LONDON
### PART 1: Record Aspects

#### QUESTION 1: Which Record Companies Give You the Best All-Round Service?

**SCORING:** Three places. Three points for first place; two for second; one for third.

<table>
<thead>
<tr>
<th>RECORD CO.</th>
<th>POINTS</th>
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<tbody>
<tr>
<td>Decca</td>
<td>448</td>
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<tr>
<td>Capitol</td>
<td>444</td>
</tr>
<tr>
<td>Columbia</td>
<td>363</td>
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<tr>
<td>Mercury</td>
<td>169</td>
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<tr>
<td>Coral</td>
<td>44</td>
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<tr>
<td>MGM</td>
<td>34</td>
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<tr>
<td>King</td>
<td>24</td>
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<tr>
<td>Others</td>
<td>21</td>
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**COMMENT:**

For the third successive year Decca takes top position as the company giving operators the best all-round service. Decca got the nod by a narrow margin, beating Capitol by only one point. Capitol's showing, in fact, is extremely noteworthy and newsworthy. The Coast major last year was third, scoring 239 points and placing behind Victor. Capp's surge forward this year placed the company ahead of Victor. Another major diskery which has greatly improved its position with regard to service operations is Columbia. Last year the diskery was fifth, behind Mercury. This year it is fourth, behind Victor.

Among the Indies, Coral has notably improved its position since last scoring ahead of MGM and King and just after Mercury.

#### QUESTION 2: Which Companies Give You Fastest Delivery Service?

**SCORING:** Three places. Three points for first place; two for second; one for third.

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<tr>
<th>RECORD CO.</th>
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<tbody>
<tr>
<td>Capitol</td>
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<tr>
<td>Decca</td>
<td>366</td>
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<tr>
<td>Columbia</td>
<td>314</td>
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<tr>
<td>Mercury</td>
<td>177</td>
</tr>
<tr>
<td>Coral</td>
<td>49</td>
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<tr>
<td>MGM</td>
<td>43</td>
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<tr>
<td>King</td>
<td>37</td>
</tr>
<tr>
<td>Others</td>
<td>57</td>
</tr>
</tbody>
</table>

**COMMENT:**

Capitol, which during the year greatly improved its position with regard to all-round service, scored a clear-cut win as the company with the fastest delivery service. The Coast major tallied 391 against Decca's 366. Last year, positions were reversed, with Decca first and Capitol second. Victor, in the current survey, retains its hold on third position. Columbia, which showed good improvement in the previous question, but failed to place fourth this year. The company is fourth in this aspect.

### QUESTION 3: Which Record Companies Send the Most Helpful Salesmen to See You?

**SCORING:** Three places. Three points for first place; two for second; one for third.

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Capitol</td>
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<td>Decca</td>
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<td>MGM</td>
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<tr>
<td>London</td>
<td>10</td>
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<td>All Others</td>
<td>14</td>
</tr>
</tbody>
</table>

**COMMENT:**

Here again Capitol has outpaced Decca, the operators naming the Coast major as the diskery which sends the most helpful salesmen. As in Question No. 1, the race was very close, the winner scoring by just one point—251 against 210. Last year Decca took top position. Columbia's improved service, very evident in survey returns on the two previous questions, is again indicated here. The diskery came up from a position of fifth last year to take third this year. Victor follows Columbia, with Mercury in fourth place. Latter, incidentally, was second last year.

#### QUESTION 4: How Often Does the "Most Helpful Salesmen" Come?

<table>
<thead>
<tr>
<th>AVAILABILITY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a week</td>
<td>91</td>
</tr>
<tr>
<td>Every other week</td>
<td>95</td>
</tr>
<tr>
<td>Once a month</td>
<td>74</td>
</tr>
</tbody>
</table>

**COMMENT:**

Only 33 operators reported they were visited by company salesmen once a week. The usual interval between salesmen's visits ranges from one to six months, according to the respective companies of the survey. Ninety-one operators stated they were visited about once a week, and 85 stated about once a month. Twenty operators said they were never visited. The figures, nevertheless, are close to those carried in the survey last year, although there was a slight upturn in the number of ops reporting weekly visits by salesmen.

#### QUESTION 5: Which Record Companies Produce the Best All-Round Records from the Standpoint of Wearing and Reproduction Qualities?

<table>
<thead>
<tr>
<th>RECORD CO.</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holly</td>
<td>462</td>
</tr>
<tr>
<td>Columbia</td>
<td>301</td>
</tr>
<tr>
<td>Decca</td>
<td>282</td>
</tr>
<tr>
<td>Mercury</td>
<td>159</td>
</tr>
<tr>
<td>King</td>
<td>28</td>
</tr>
<tr>
<td>London</td>
<td>21</td>
</tr>
<tr>
<td>All Others</td>
<td>21</td>
</tr>
</tbody>
</table>

**COMMENT:**

Victor again overwhelmingly leads the field in turning out the best record from the standpoint of wearing and reproduction qualities, according to the operators. The company scored 462 points, against Columbia's 301, Decca's 282 and Capitol's 210. It is to be noted that here too Columbia shows a great gain in comparison to its position last year. In the 1951 survey Columbia was sixth. Decca was second-up to Victor, with Capitol, Merturt and King in third, fourth and fifth position.

This year Mercury and MGM have dropped to fifth and sixth, with London and King following.
QUESTION 6: Which Companies Have the Most Informative Release Sheets and Direct Mail?

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Victor</td>
<td>458</td>
</tr>
<tr>
<td>Decca</td>
<td>424</td>
</tr>
<tr>
<td>Columbia</td>
<td>378</td>
</tr>
<tr>
<td>Mercury</td>
<td>326</td>
</tr>
<tr>
<td>MGM</td>
<td>36</td>
</tr>
<tr>
<td>Mercury</td>
<td>38</td>
</tr>
<tr>
<td>Others</td>
<td>24</td>
</tr>
<tr>
<td>King</td>
<td></td>
</tr>
</tbody>
</table>

COMMENT:
Operates used Victor the diskery which gives the most aid and information via release sheets and direct mail. Last year Decca took the top, but in every category except the runner-up. Scores are 458 and 424. Capital and Columbia, third and fourth last year, hold the top positions this year.

The Indies this year are led by MGM with 36, Mercury with 38 and King with 22.

QUESTION 7: Of the Record Companies, Which Run the Most Helpful Advertising in The Billboard?

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decca</td>
<td>367</td>
</tr>
<tr>
<td>Victor</td>
<td>293</td>
</tr>
<tr>
<td>Columbia</td>
<td>279</td>
</tr>
<tr>
<td>Mercury</td>
<td>186</td>
</tr>
<tr>
<td>King</td>
<td>19</td>
</tr>
<tr>
<td>Coral</td>
<td>12</td>
</tr>
<tr>
<td>MGM</td>
<td>19</td>
</tr>
<tr>
<td>Others</td>
<td>13</td>
</tr>
</tbody>
</table>

COMMENT:
According to the operators, Decca's advertising in The Billboard is the most accurate and useful to the jockey.第二 and third were Columbia and Mercury. It is to be noted again that in this survey question Columbia improved its position, moving up from fifth last year. Mercury, fourth last year, scored fifth to lead the Indies.

QUESTION 8: How Often Do You Order Current Hit Pop Records?

<table>
<thead>
<tr>
<th>ORDER FREQUENCY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>15</td>
</tr>
<tr>
<td>About twice a week</td>
<td>55</td>
</tr>
<tr>
<td>About once each week</td>
<td>191</td>
</tr>
<tr>
<td>About twice a month</td>
<td>85</td>
</tr>
<tr>
<td>About once each month</td>
<td>2</td>
</tr>
</tbody>
</table>

COMMENT:
How short is the operator to upcoming disks? Does he order current hit pop records fast enough? Returns on this question indicate that by far the greatest number of operators order disks about once weekly, 191 or answering. The second largest number of returns answering, 85, indicated they order twice a month. Fifty-six order twice each week. Only two are in that range at all, and 15 are no trigger quick that they order daily.

QUESTION 9: Which Record Companies Supply You With Free Record Samples?

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol</td>
<td>166</td>
</tr>
<tr>
<td>Decca</td>
<td>73</td>
</tr>
<tr>
<td>Victor</td>
<td>71</td>
</tr>
<tr>
<td>Columbia</td>
<td>38</td>
</tr>
<tr>
<td>Coral</td>
<td>22</td>
</tr>
<tr>
<td>King</td>
<td>19</td>
</tr>
<tr>
<td>Mercury</td>
<td>18</td>
</tr>
<tr>
<td>MGM</td>
<td>7</td>
</tr>
<tr>
<td>London</td>
<td>4</td>
</tr>
<tr>
<td>Others</td>
<td>4</td>
</tr>
<tr>
<td>None</td>
<td>137</td>
</tr>
</tbody>
</table>

COMMENT:
Comparison with last year's survey brings out several interesting developments with regard to sampling. For one thing, many more operators than last year reported getting free sample disks. The companies named, in order of points, are Capitol, Decca, Victor and Columbia. Last year Columbia led this list, and the score was only 54. It is apparent that operators are getting more sample disks, either on the distributor or factory-sponsored level.

Among the Indies, Coral, King and Mercury were most frequently named as giving free sample disks.
America's #1 Singer

EXCLUSIVELY ON...

COLUMBIA RECORDS

THANKS, OPs
for your wonderful cooperation

Personal MONT BERNIE LANG

Most Played Tracks

Juke Box Records

Most Played Tracks

Juke Box Records

Records Made by Disk Jockeys

Records Made by Disk Jockeys

Best Selling Pop Singles

Best Selling Pop Singles

The Billboard Picks

The Billboard Picks

Best Selling Pops by Territories

Best Selling Pops by Territories

Most Played Tracks

Juke Box Records

Most Played Tracks

Juke Box Records

NEW YORK
1. CRY
2. LITTLE WHITE CLOUD THAT CRIED
3. PLEASE, MR. SUN

CHICAGO
1. CRY
2. PLEASE, MR. SUN
3. LITTLE WHITE CLOUD THAT CRIED

PHILADELPHIA
1. CRY
2. PLEASE, MR. SUN
3. LITTLE WHITE CLOUD THAT CRIED

BOSTON
1. CRY
2. PLEASE, MR. SUN
3. LITTLE WHITE CLOUD THAT CRIED

PITTSBURGH
1. CRY
2. PLEASE, MR. SUN
3. LITTLE WHITE CLOUD THAT CRIED

1. CRY
2. PLEASE, MR. SUN
3. LITTLE WHITE CLOUD THAT CRIED

1. CRY
2. PLEASE, MR. SUN
3. LITTLE WHITE CLOUD THAT CRIED

1. CRY
2. PLEASE, MR. SUN
3. LITTLE WHITE CLOUD THAT CRIED
**America's favorite folk ballad singer...**

**George Morgan**

Sings his latest and greatest

**COLUMBIA RECORDING...**

"**ALMOST**"

And

"**YOU'RE A LITTLE DOLL**"

COLUMBIA 20906

---

**QUESTION 10:** Which Record Companies Supply You With Free Title Strips?

**ANSWER:**

<table>
<thead>
<tr>
<th>RECORD CO.</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mercury</td>
<td>60</td>
</tr>
<tr>
<td>Capitol</td>
<td>59</td>
</tr>
<tr>
<td>Coral</td>
<td>24</td>
</tr>
<tr>
<td>Victor</td>
<td>18</td>
</tr>
<tr>
<td>Columbia</td>
<td>17</td>
</tr>
<tr>
<td>Decca</td>
<td>9</td>
</tr>
<tr>
<td>MGM</td>
<td>7</td>
</tr>
<tr>
<td>King</td>
<td>2</td>
</tr>
<tr>
<td>Monument</td>
<td>None</td>
</tr>
</tbody>
</table>

**COMMENT:**

The supplying of free title strips is one of several inexpensive methods used by disk manufacturers and distributors to promote the juke box field. It is interesting that first place goes to Mercury, which has always been alert to juke box promotion. Capitol is in second place as a supplier of free strips, with Coral third. Victor and Columbia are fourth and fifth, with Decca sixth. It is evident that in this phase of promotion, the majors have no stronghold.

**QUESTION 11:** Check Two Sources of Information You Find Helpful When Buying Records.

**ANSWER:**

<table>
<thead>
<tr>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual machine record</td>
</tr>
<tr>
<td>Location record</td>
</tr>
<tr>
<td>Trade paper editorial features</td>
</tr>
<tr>
<td>Your own personal opinion</td>
</tr>
<tr>
<td>Association ballots and/or buying service</td>
</tr>
<tr>
<td>Record sheet and direct mail</td>
</tr>
<tr>
<td>Trade paper advertising</td>
</tr>
<tr>
<td>Record store's advice</td>
</tr>
<tr>
<td>The Billboard (write-in ballot)</td>
</tr>
</tbody>
</table>

**COMMENT:**

The importance of trade paper (and by trade paper we believe the operator overwhelming more with The Billboard) editorial and advertising features as a source of operator information is indicated by the returns here. A total of 199 answers mention trade papers, including 13 specifying The Billboard. Actually, the figure is a very conservative one, for of the 143 ops who mention actual machine record, it is known that many ops gain their initial information from trade papers following which disks are placed into machines for a test count. Trade papers, as a compendium of information, have become increasingly valuable operator aids.

**QUESTION 12:** Who Buys the Records for Your Juke Boxes?

**ANSWER:**

<table>
<thead>
<tr>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Others</td>
</tr>
<tr>
<td>You, as owner of the route</td>
</tr>
<tr>
<td>Your firmware</td>
</tr>
<tr>
<td>An office employee</td>
</tr>
</tbody>
</table>

**COMMENT:**

During the last few years the control of programming has strongly moved to rest in the hands of the operators. Answers to Question 12 indicate that he, as the owner of the route, is the buyer of records in an overwhelming number of cases. Next largest category of buyers are recordmen 160 as against 227 operators. Thirty-six buyers are office employees. What this all indicates is the operator's belief that a personal touch is necessary. The proper choice of disks is of fundamental importance and varies with different locations. The disk buying, therefore, requires competent study.

**QUESTION 13:** Where Do You Buy Your Records?

**ANSWER:**

<table>
<thead>
<tr>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>All wholesale from local distributors</td>
</tr>
<tr>
<td>&quot;subjobbers&quot; or &quot;one stop dealers&quot;, for 50 cent wholesale</td>
</tr>
<tr>
<td>At regular retail price from retailer</td>
</tr>
</tbody>
</table>

**COMMENT:**

By far the greatest number of operators purchase their records wholesale from local record distributors. A total of 260 ops indicated this method of purchasing, as compared with 83 who buy their records as 50 cent wholesale, and 10 who buy from "subjobbers" or "one stop dealers." Only a small fraction of the operating answering—buy their records at regular prices from dealers. It is obvious that whenever geographically possible, the operator relies on the distributor as his key source. However, in comparing results on this question with results on the last year's survey, it is apparent that a greater number of ops are buying via one-stop dealers, owing to convenience.
March 15, 1952 • THE BILLBOARD 1952 JUKE BOX SPECIAL

Gratefully...

Current Juke Box Favorites:

"The Gandy Dancers' Ball"
and
"When You're in Love"
39665 (78 rpm)
4-39665 (45 rpm)

"Hambone"
and
"Let's Have a Party" (with Jo Stafford)
39672 (78 rpm)
4-39672 (45 rpm)

...Frankie Laine

COLUMBIA RECORDS

CARL FISCHER at the PIANO
WELCOME BACK

ARTHUR GODFREY

your great Columbia recording of

DANCE ME LOOSE

is still riding high!

EXCLUSIVELY

COLUMBIA RECORDS

#39632

ERWIN-HOWARD MUSIC CORP.
501 MADISON AVE.
NEW YORK 22, N. Y.

ON RADIO
Arthur Godfrey's Talent Scouts—Max., 8-10-9:00 P.M. (CBS)
King Arthur and His Round Table—Sun., 6-7:00 P.M. (CBS)

ON TV
Arthur Godfrey Show—Max. noon Fri., 10-11-10 A.M. (CBS-TV)
Arthur Godfrey's Talent Scouts—Max., 8-10-9:00 P.M. (CBS)
Arthur Godfrey and His Friends—Wed., 8-9:00 P.M. (CBS)

QUESTION 14. Approximately How Many Records Do You Buy for Your Entire Operation Each Week?

ANSWER: Average purchase per operator 151.7

COMMENT:
Average number of disks purchased per week by the operator is 151.7. Last year the average purchase per operator was 140.89. The slight increase is attributed to several factors. One reason, for instance, is the fact that the ratio of newer machines to older machines is changing. The increase in newer machines, with greater selectivity of tunes, tends in the direction of increased disk purchase. The newer machine not only handle more records, but also play both sides. Both sides, too, are showcased, and this in turn leads to greater consumer demand and increased purchasing.

QUESTION 15. When Purchasing Records, Which of the Following Methods Best Describes Your Procedure?

ANSWER: Go to record distributors' offices 185
Order by mail 137
Wait for selection to mail 72
Order by phone 47
Order by wire 5

COMMENT:
Most operators, when buying their disks, go to the disk distributor's headquarters. This would seem to follow naturally, particularly in view of the answers on Question 13, which indicate that the label is the major factor in determining price. The distributor headquarters are undoubtedly a source of information for the operators who are anxious to keep abreast of musical trends. The second greatest number of operators, 137, or, compared with 185, find it convenient to order by mail. This was true in last year's survey too, when 122 operators ordered by mail against 173 who went to distributor offices.

PART 2:
Operator Aspects

QUESTION 1. How Many Juke Boxes Do You Currently Operate?

ANSWER: 69.2 Average Number of Juke Boxes Per Operator

COMMENT:
Every survey The Billboard has ever conducted to determine the average size of the juke box operation companies confirm the fact that the size of the business is composed of small firms. This year there were somewhat fewer very large operations compared to past years. Of the operators participating in The Billboard survey, 137 of them indicated that the average number of boxes per operator declined from 88.3 in 1951's poll to 69.2 this year.

QUESTION 2. How Many of These Juke Boxes Have You Purchased New Since January 1, 1952 (Last Year)?

ANSWER: 165 Average Number of Juke Boxes Purchased Since January 1, 1951

COMMENT:
Operators participating in this year's poll indicated they bought more new boxes during the past year than operators who participated in the 1951 poll. Last year, operators reported they purchased an average of 18.5 new boxes. Figuring the average number of new box purchases against the average number of purchases reported by each operator, the percentage of new boxes sold during 1951 was double the percentage in 1950. In 1950, the average operator replaced approximately 12 per cent of his route with new machines; last year, the average operator replaced approximately 23 per cent.

Part of the stimulation to buying unquestionable stemmed from the fear of new machine shortages. By mid-1951, most operators were warned that production of new boxes might be curtailed. The overhaul deadline hit the industry in the last three months of the year, cutting back overall industry production about 30 per cent.
THANKS for a great year...

A GREAT NEW RELEASE... "MILK BUCKET BOOGIE" and "SALTY DOG RAG"
DECCA 77051 (78), 77051-A (45)
...and currently riding high "I'M IN LOVE WITH MOLLY" and "TOO OLD TO CUT THE MUSTARD"
Duet with Ernest Tolb
DECCA 40267 (78), 40267-A (45)

and thanks to the ops for your swell cooperation

"PEACE IN THE VALLEY" "ALABAMA JUBILEE" "NIGHT TRAIN TO MEMPHIS"

Exclusively on
DECCA RECORDS
Star of Prince Albert's NBC "GRAND OLE OPRY"
WSM, Nashville, Tenn.

RED FOLEY
TRADE PAPER RECORD REVIEWERS
AGREE "Rhapsody" IS TOPS

"From Warren's rich, dramatic delivery of 'Rhapsody' should help this oldie get away. It's one of Miss Warren's best jobs in some time. She projects the tune's warm mood for top effect."

"This is Brown's best waxing in some time. He delivers the oldie due for a revival with lots of warmth and projection."

"Presteeck's moving chant of the oldie being revived is tops. This version could get a large share of the action due on the song. A 'five' dish."

ALL NEW RECORD RELEASES
FRANK SINATRA . . . . . (Columbia)
ARTHUR PITSOCK . . . . (Deco)
DENNIS DAY . . . . . . . (Victor)
FRAN WARREN . . . . . . (MGM)
IRVING FIELDS TRIO . . . . (Victor)
DICK BROWN . . . . . . . (King)
RAY ANTHONY . . . . . . . (Cotral)
HAL SINGER . . . . . . . (Cotral)
NORMAN KAYE . . . . . . (Cotral)
HELEN HUMÉS . . . . . . (Decca)

BROADCAST MUSIC, INC.
580 FIFTH AVENUE
NEW YORK 36, N. Y.

THE BILLBOARD 1952 JUKE BOX SPECIAL • March 15, 1952

QUESTION 3: How Many Brand-New Juke Boxes Do You Contemplate Purchasing in 1952?
ANSWER: 10 AVERAGE NUMBER OF JUKE BOXES TO BE PURCHASED IN 1952.

COMMENT:

The answer to this question likewise reflects the operator's concern over the availability of new equipment. In last year's poll, operators said they planned to purchase an average of 6.3 brand new boxes.

Another unquestionable factor in the rising average is the growth of demand for 45 r.p.m. records. Records in this poll. The demand for 45 r.p.m. boxes has been rising steadily, according to the manufacturers. If operators through the nation follow the average demand disclosed in the poll, manufacturers have a minimum guaranteed market of between 40,000,000 new phonographs during 1952.

QUESTION 4: Are You Currently a Member of an Active Juke Box Trade Association?
ANSWER: Yes 41% No 51% Re Answer 8%

COMMENT:

Because of a higher percentage of "no" answers to this question, it is impossible to determine how much ground—if any—trade associations have been making in the past year, when only 6 per cent of the operators belonged to the association. In the poll, only 4 per cent of the operators were not affiliated with an association. Except for the higher percentage of operators who reported no connection, it seems that trade associations are making steady progress among music operators.

QUESTION 5: If You Do Not Presently Operate 45 R.P.M. Equipment, Do You Plan To Add Such Equipment This Year?
ANSWER: Yes 41% No 51% Re Answer 8%

COMMENT:

Last year, only 21 per cent of the operators who did not already have 45's on their routes said that they planned getting into the 45 r.p.m. field, so this year's showing—plus the large numbers who failed to respond and thus are presumably keeping an open eye on the subject—indicates a healthy, growing market. In the poll last year, 45 per cent of the operators said they did not intend to go into 45, while 55 per cent were undecided or failed to answer.

QUESTION 6: If You Already Operate 45 R.P.M. Equipment, Do You Plan to Purchase More in 1952?
ANSWER: Yes 41% No 51% Re Answer 8%

COMMENT:

Obviously, most of the operators who already have 45's are pleased with their performance and intended expanding. Again, it should be pointed out that the operators who failed to answer were keeping an open mind on the subject, may well purchase additional 45 equipment during the year. If the high replacement figure is explainable by any factor other than the operator's desire to hedge against possible shortages, the keen interest in 45's is the principal factor. A real can, the operators were less inclined to believe that the phonograph industry was going 45. This year, as in the answers to Questions 4 and 5 indicate, the trend is well established.

QUESTION 7: Have Commissions on Your Routes Been Adjusted in Your Favor During the Past Six Months?
ANSWER: Yes 24% No 66% Re Answer 11%

COMMENT:

Over the past three years, rising costs—both in equipment and service—have forced most music operating companies to change their commission schedules. Three years ago, 50-50 splits with locations were the accepted practice; today, the 55-45 split is impossible in most areas because of rising costs.

In the 1951 poll, 28 per cent of the operators reported adjusting commissions in their favor, 86 per cent said no adjustment had been made, and 8 per cent failed to reply. In 1950, the poll showed 27 per cent of the operators had been forced to adjust commissions.
Capitol introduces...

America's Most Imitated Trumpeter...

"SUGAR BLUES" Sold over 3,000,000 Records... Now hear CLYDE McCoy's exclusive New Recording

"SUGAR BLUES BOOGIE"

Capitol No. 1937

another SMASH on Capitol... "HELLS BELLS"

Capitol No. 1986

THANKS... to the Operators, Dealers and Disk Jockeys!

Personal Management: GENERAL ARTIST CORP. NEW YORK • CHICAGO • DALLAS CINCINNATI • HOLLYWOOD
NOT SIX OF ONE...½ DOZEN OF ANOTHER

JUST RELEASED!

He Put His “SIN” To Shame With A Magnificent Version Of A Beautiful New Ballad That’s Destined To Be A Smash Hit!

“BE ANYTHING”
(BUT BE MINE)
COUPLED WITH
“SHE TOOK”
EDDY HOWARD

MERCURY 5815 • 5815X45

NOT ONE, BUT TWO HITS!

‘WHEEL OF FORTUNE’
AND
“HEART OF A CLOWN”
BOBBY WAYNE

MERCURY 5779 • 5779X45

IT’S NEW! IT’S DIFFERENT!
An Exciting Latin-American Treatment Of

“AY-ROUND THE CORNER”
COUPLED WITH
“CHIU CHIU”
XAVIER CUGAT

AND HIS ORCHESTRA
MERCURY 5813 • 5813X45

MERCURY RECORDS, CHICAGO
HER . . . BUT ALL SURE HITS!

JUMP ON THE BANDWAGON
... and Ride With A Winner to Hitdom!

"JUMP THROUGH THE RING"
COUPLED WITH
"MY FUNNY VALENTINE"

VIC DAMONE
MERCURY 5785 • 5785X45

JUST RELEASED!
... and Heading for the Top! (As Usual)

"LOVE, WHERE ARE YOU NOW"
COUPLED WITH
"WHISPERING WINDS"

PATTI PAGE
MERCURY 5816 • 5816X45

A GREAT BALLAD! A GREAT ARTIST!

"I'LL WALK ALONE"
COUPLED WITH
"TATTLETALE"

RICHARD HAYES
MERCURY 5821 • 5821X45

JUST RELEASED!
... and Heading for the Top! (As Usual)

"LOVE, WHERE ARE YOU NOW"
COUPLED WITH
"WHISPERING WINDS"

PATTI PAGE
MERCURY 5816 • 5816X45

A GREAT BALLAD! A GREAT ARTIST!

"I'LL WALK ALONE"
COUPLED WITH
"TATTLETALE"

RICHARD HAYES
MERCURY 5821 • 5821X45
QUESTION 8: Since September 1, 1951, What Has Been Your Weekly Share of the Take Per Phonograph?

ANSWER: $9.78 average Take Per Machine

COMMENT: In the past 12-month period there has been no significant change in the gross amount of money music operators are taking from their equipment despite the fact that 95 per cent of the group have made favorable adjustments in commission. Last year's poll showed the average take per phonograph came to $9.50 per week—$3.24 under the 1940 gross. Out of this $9.28, of course, came all of the items of expense: Depreciation of equipment; records; labor; employees' salary; cars or trucks for servicing the machines; rent.

QUESTION 9: How Do You Dispose of Used Records?

ANSWER: Sell Them to the Public Yourself..............177
Sell Them to Good Relief Record Stores.............119
Give Them to Charitable Institutions...............75
Scrap Them........................................32
Other Means of Disposal................................40

COMMENT: Looking to realize as much income as possible, juke-box operators becase selling their used records direct to the public in numbers a year ago. At that time, 176 operating companies sold they followed this practice or compared with 95 in the previous year. There was a small increase, too, in the number of music operators selling used disks to used retail record stores—from 104 a year ago to 119 this year. Obviously, some of the operators follow more than one practice in disposing of used records—sell some of them, scrap some, give some away to orphanages, boys clubs and similar institutions.

QUESTION 10: Do You Operate a Retail Record Store?

ANSWER: Yes........................................22%
No...................................................78%
Re Answer.........................................4%

COMMENT: Approximately one out of four juke-box operators now have a retail record outlet. In addition to their phonograph business. This year's poll showed a slight increase in the number of operators with stores, from 18 per cent currently. The operators are handling a wide variety of new disk lines in addition to their used records.

QUESTION 11: Are Any of Your Juke Boxes Set for Dime Play?

ANSWER: Yes........................................15%
No...................................................85%
Re Answer.........................................4%

COMMENT: Although dime play has had some notable successes, particularly in certain metropolitan areas, most juke boxes are still operated with nickel play. Apparently, the juke-box operating business will continue as a "split price" proposition for the foreseeable future. In Chicago, for example, most of the juke boxes have long since been converted to dimes, three for a quarter play, and operators report the movement has been successful. But when Texas operators tried dime play, they met such resistance most of them went back to the nickel.

QUESTION 12: If None of Your Boxes Are Currently on Dime Play, Do You Plan Going to the Higher Price During 1952?

ANSWER: Yes........................................9%
No...................................................91%
Re Answer.........................................2%

COMMENT: Keep in mind that the Office of Price Stabilization has yet to give operators a free hand in setting per-play prices. All the operators have petitioned for decontrol. At all events, an operator who wants to raise the price of a phonograph play from a nickel must file with his regional OPS office what will then grant or deny his request. (See separate feature in this section covering 10-cent play).
HANK WILLIAMS

5 BIG HITS IN '51
"HEY, GOOD LOOKIN'"
"HOWLIN' AT THE MOON"
"COLD, COLD HEART"
"I CAN'T HELP IT"
"CRAZY HEART"

AND GOING INTO '52 WITH 3 BIG HITS STILL GOING BIG
"CRAZY HEART" • "COLD, COLD HEART" • "BABY, WE'RE REALLY IN LOVE"

and NOW
"HONKY TONK BLUES"
and
"I'm Sorry for You My Friend"

MGM 11160 78 rpm • K11160 45 rpm
Exclusive MGM recording artist

THE YEAR'S TOP COUNTRY & WESTERN RECORDS
... according to

JUKE BOX PLAYS

Cold, Cold Heart ....... 791
Hay Good Lookin' ...... 792
I Can't Help It ....... 405
Howlin' at the Moon .... 400
Crazy Heart ........... 375

PERSONAL APPEARANCES THROUGHOUT THE U.S.A.

Featured Star of WSM "Grand Ole Opry"

FOR INFORMATION ON AVAILABLE DATES AND TOURS

JAMES DENNY
WSM ARTIST SERVICE BUREAU, NAINTY, TENN.
**Hand in hand for profit!**

**DOUBLE YOUR PROFITS WITH THE "PROFIT-TWINS"**

**ROCK-OLA PROFIT TWINS**

- Both Have Single Button Selection
- Both Have Coin Accumulator and Hold
- Selective Choice. After Coins are Deposited
- Both Have Dual Title Strips for Easy Program Swapping
- Both Now at Your Rock-Ola Distributor

The all star ROCK-OLA PROFIT TWINS

**ROCK-OLA MANUFACTURING CORP.**

800 North Kearse Avenue  •  Chicago 31, Illinois

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**QUESTION 13:** What Other Types of Coin Machines do You Currently Operate?

**ANSWER:**

- Amusement Games: 47%
- Vendors Other Than Cigarette: 14%
- Cigarette Vendors: 9%
- No Answer: 18%

**COMMENT:**

The majority of phonograph operators are diversified. Few of them operate music machines exclusively since amusement games and juke boxes, by and large, are located in common outlets.

Competitive reasons put many an operator into both music and games, and economy in operating methods keeps him there—one man can serve both the phonograph and the game, thus making a direct saving in vending machines. Competition and economy of service likewise explain the relatively high percentage of music operators who have cigarette vendors. The majority of the nation's cigarette vendors, like the nation's jive boxes, are installed in taverns.

---

**QUESTION 14:** If You Do Not Currently Operate Other Types of Coin Machines, What Types Do You Plan Adding During 1952?

**ANSWER:**

- Amusement Games: 6%
- Vendors Other Than Cigarette: 4%
- Cigarette Vendors: 1%
- No Answer: 81%

**COMMENT:**

If operator plans jell, the end of 1952 will find 75 per cent of the music companies in the amusement games business as well, and a few of the firms will be in cigarettes. At one time in the 1946-'50 period, music operators took a larger share of the market, but it appeared that much of the gain was due to the newness of the field. This year's poll, however, indicates a growing interest in vending other than cigarettes, but an increasing interest in amusement games.
MARCH 15, 1952 • THE BILLBOARD 1952 JUKE BOX SPECIAL

DECCA DATA
YOUR WEEKLY GUIDE TO
AMERICA'S FASTEST SELLING RECORDS

TO BUILD SALES
Published in the Interests of Decca Dealers and Music Operators

TOP SELLERS
...based on this week's actual sales

1. "I CAN'T HELP MYSELF" Dickie Valentine 45,000
2. "THE WILD ONE" The Rolling Stones 45,000
3. "DIESEL GOSSI"
DIESEL STELLAR
4. "MAYBE I'M COLD"
SANDY CLARK
5. "THEY DON'T CALL IT LOVE"
DOROTHY MERRIT

TO BUILD PROFITS
...based on this week's actual sales

1. "MELINDA"
BILLY WYlder
2. "SOMETHING NEW"
GERRY GOSLING
3. "IF I'M LUCKY"
JIMMY DURANTE
4. "MRS. LEWIS"
ELLA FITZGERALD
5. "SOMETHING NEW"
GERRY GOSLING

SOMETHING NEW!
Hear it! Sell it!

BILL DARNELL
LONELY WINE
and ALONE AND FORSAKEN

BILL DARNELL
HIT TUNES AND GOOD TALE ARE KEEPING THE BOXES BUSY

THE POPS

BY JOE MARTIN

In checking thru the best-selling retail popular record lists of the past few years and occasionally thru the all-time most-played-in-jukeboxes listings for the same years, one point makes itself clearly evident. The discs which do the best business in a market are not always the discs which get the highest sales. To make the difference all the more apparent, one needs only to look at the discography of strong juke box numbers which were somewhat less important to retailers than "Forever and Ever" and "Powder Your Face With Flowers." Yes, in 1955 we knew you were coming, we've asked a relative. "I can dream, cannot I?" said the jock. "Yes, you cannot," said the publisher. "You're overlooking the jingle factor, Mr. Miller," was the only reply to a jingle factor which had been an important one in the music business for some time. The point is, tho' useful to those interested in the future of the music business, is not necessarily applicable to juke box numbers.

The year 1951, too, was the year of country and Western music in the juke box business. For more than 12 months the same movements of material has been going on. Last year also was the year in which some of the newer types of music have found their place in the pop market. While it seems as tho' the line of demarcation between the various types of music has not been as clearly defined as in the past, there are many others who would like to see the line drawn in a different way.

Country and Western

WITH major and indie disc jockeys all over the country turning their attention to the growing interest in h.o. and Western disc jockeys, it is evident that this is an important trend in the industry. As have been released in the past few months, there is a great deal of interest in this field. One of the first to enter this field was the well-known record producer, M. A. Miller, who has been recording country and Western music for some time. This trend has continued, and many others have entered the field.

Some of the new discs which have appeared in this field include the following:

- "The Legend of the Southwestern Plains" by Frank G. Jones
- "The Ballad of the Texas Rangers" by Bob Wills
- "The Story of the Wild West" by Hank Williams
- "The Oklahoma Trail" by Gene Autry
- "The Life of a Cowboy" by Tex Ritter

These discs have been well-received by the public, and many others are expected to follow. The trend towards country and Western music is a sign of the growing interest in this type of music, and it is likely that we will see more and more of this trend in the future.

The Billboard Editors Review the Artist and Record Endings of the Juke Box Industry, Old and New Faces, Novelties, Tunes, Play Important Roll.
'THAT'S THE CHANCE YOU TAKE'

EDDIE FISHER

'FORGIVE ME'

RCA VICTOR RECORDS
PERPETUAL INVENTORY KEY TO EFFICIENT RECORD SYSTEM

WHEN you handle more than a thousand new records a week and maintain a library of some 30,000 disks—when you have five line men serving equipment and are accepted as one of the top operators in the business—then you appreciate the job of getting a record on or off the system. These are the things that have made the life of Bob Gnarro, owner of HARP, the leading juke box operation in the area.

Gnarro has pride in the fact that his men know how to make the best use of his library. The records are all catalogued, and he knows where each one is. Gnarro is proud of the way his men handle the records, and he is pleased with the results.

For instance, he knows where each one of his men has gone. If a record is not in the library, he knows where it can be found. Gnarro knows that his men are doing a good job, and he appreciates the fact that they have made the library a success.

In conclusion, Gnarro is pleased with the way his men handle the records, and he is proud of the fact that they have made the library a success.

IT'S THE DETAILS THAT COUNT IN A SOUND SERVICE PROGRAM

Sharp, sound, effective juke box operators operate on the principle behind any successful music machine routine. But while routine is essential, he who reports that operators have continued to build a successful juke box operation on the foundation of good routine is not different.

Here are the “10 merchandising commandments” for operators:

1. Always try to buy the highest quality sound equipment you can afford. The equipment means satisfied location owners and a satisfied public.
2. Title strips uniformly printed or typewritten—people want to know what they are paying for in advance.
3. Special requests—thoroughly public relations value and the difference between keeping or losing business.
4. Diplomacy and tact—improves public relations and increases the inventory of any object of your location. The visits of Bob Gnarro, owner of ABC Music Service in Chicago, says, “They must be kept with your library.”
5. Good programming—key to any sound service program, and the difference between keeping or losing business.
6. Good programming—key to any sound service program, and the difference between keeping or losing business.
7. Good programming—key to any sound service program, and the difference between keeping or losing business.
8. Good programming—key to any sound service program, and the difference between keeping or losing business.
9. Sound volume—must be adequate, and must be varied to suit the type of music being played.
10. Walking machines—non working machines are a liability; they have to be paid for.

Sound volume must be adequate, and must be varied to suit the type of music being played. Operators may say, “They are a must if customers are to be able to choose what they want to hear.”

Bill Lucchesi and his partner, Charles Smith of the L. & N. Service Company, Kansas City, have found a steady growth in profits from the time they instituted title written strips on the slide of a manufacturer’s representative.

As to special requests, most operators regard them as one of the most important items of service an operator can perform. To get a service call, of San Luis Obispo, Calif., reported “Operating as much as 85%” training a single record. Other operators told of selling music to seven different radio stations in an effort to fill a request.

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Regular service calls of course are necessary. Operator calls appear to be the operator’s back up. That is, he calls his service area.

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HERE THEY ARE!
**GREAT SONG!**

**1 BY 4 GREAT ARTISTS!**

**ON 4 GREAT DECCA RECORDS!**

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**GUY LOMBARDO'S**
Great New Record of
**HONEST and TRULY**
DECCA RECORD No. 27995 (78RPM)
and 9-27995 (45RPM)

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**THE INK SPOTS**
Featuring Bill Kenny!
Great New Record of
**HONEST and TRULY**
DECCA RECORD No. 27996 (78RPM)
and 9-27996 (45RPM)

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**LITTLE DONNA HIGHOWER'S**
Great New Rhythm and Blues Record of
**HONEST and TRULY**
DECCA RECORD No. 48284 (78RPM)
and 9-48284 (45RPM)

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**ROLAND JOHNSON'S**
Great New Country and Western Record of
**HONEST and TRULY**
DECCA RECORD No. 46405 (78RPM)
and 9-46405 (45RPM)
DIME PLAY DEBATE RESULTS IN a "split-price" business

The Juke box industry today is confronted with a variety of problems which are common to all industries. The principal reason for this is the continuous rise of labor and material costs. These increased costs make it increasingly difficult for manufacturers to maintain their profit margins.

The Juke box industry is particularly affected by the rising cost of labor. The cost of labor has increased dramatically in recent years, and this has had a profound effect on the prices of juke boxes. The increased cost of labor has forced manufacturers to raise their prices in order to maintain profitability.

In addition to the increased cost of labor, the industry is also facing increased costs for materials. The cost of raw materials has increased, and this has also had a significant effect on the prices of juke boxes. The increased cost of materials has forced manufacturers to raise their prices in order to maintain profitability.

The increased cost of labor and materials has had a significant impact on the industry, and it is likely that these costs will continue to rise in the future.

JUKE BOX RAIN MAKERS BUSY making a two-speed trade

Some 18 months ago a small cloud which had all the indications of growing into a large thunderstorm loomed over a juke box industry already in dire need of a break from the difficulties it had been experiencing the previous year. The cloud was the new 45 r.p.m. record, a far cry from the 78 r.p.m. records that had been the standard for so many years.

The introduction of the 45 r.p.m. record was a significant event in the history of the juke box industry. The 45 r.p.m. record was more than twice as fast as the 78 r.p.m. record, and this meant that the juke box operators could play more songs per minute. This was a significant advantage, because the juke box operators were able to play more songs per minute, which meant that they could charge more for their services.

The introduction of the 45 r.p.m. record was also a significant event for the juke box manufacturers. The 45 r.p.m. record required new equipment, and this meant that the manufacturers had to invest in new equipment.

The introduction of the 45 r.p.m. record was a significant event for the juke box industry, and it was a turning point in the history of the industry.
Fran hits the Jackpot!

MGM's Gracious Lady of Song

Fran Warren

Singing

"I Hear a Rhapsody"

and "Mother, Mother"

MGM-11190 (78rpm)
K-11190 (45rpm)

M-G-M Records

Keep M-G-Minded—It's Good for Your Business

Thank you for being so nice
Fran
IN WASHINGTON this week, the House Judiciary Subcommittee on Copyrights, Trademarks and Patents is weighing the merits of a bill which would make juke boxes subject to performance right royalties—a flat fee per week which could cost music operators as much as $52 per machine annually.

The fight is an old one. It dates back the better part of two decades, but nearly 20 years of battle have only increased the intensity of the arguments on both sides. Basically, the argument revolves around a short section of the Copyright Act of 1909, which reads:

"The reproduction or rendition of musical composition by performance on juke boxes, shall not be deemed a public performance for profit unless the same is charged for admission to the place where such reproduction or rendition occurs."

Specifically, the bill now being studied by the House Judiciary Subcommittee is H. R. 5193, introduced September 23, 1951, by Representative Joseph Bryson (D., Ill.) and co-sponsored by Sen. Estes Kefauver (D., Tenn.). Kefauver introduced a similar bill in the Senate on May 28, 1951. The Kefauver bill was read twice, then referred to the Senate Judiciary Committee where it has remained inactive. Meanwhile, Bryson has thrown his support to Bryson's bill, appearing recently in public hearings to urge its success.

Who Stands Where?

Backed up Bryson and Kefauver is the American Society of Composers, Authors and Publishers which seeks to bring juke boxes under its licensing wing. Along against the bill are the makers of juke box operators, manufacturers and distributors, as well as many of the major recording companies.

The former believe with the music industry that the rights and royalties due the copyright owner could be settled in a competitive market. The latter maintain that the bill would create a new and excessive layer of regulation which would benefit only a few at the expense of the majority of legitimate owners of recorded music.

What Bill Does

The Bryson-Kefauver proposal to exact license fees from juke box-owners would:

1. Amend Section 1 of the Copyright Act of 1909 by deleting the public playing of a composition on a juke box to be a public performance for profit regardless of whether or not the location charges admission fees.

2. Cause juke box operators to pay 2 cents per record weekly, for each record played in the phonograph. A 50-record, 10-cent selection of juke box would thereby pay $32 annually.

3. Require juke box operators to furnish a sworn report each month detailing the amount of royalties due. The royalty fee would have to be paid within the next following month.

Juke box operators estimate the proposal would cost them approximately $15,469,000 a year.

In essence, the Bryson bill permits exactly what scores of other congressional bills have proposed since 1934. ASCAP fixed the opening gun in the current battle, appearing before the subcommittee last October to charge that the exemption section of the copyright law should be removed. During the testimony, ASCAP spokesmen referred to the "mysterious activities" of the juke box industry. "Enactment of the Bryson bill, ASCAP said, "would provide a check on these activities."

Answer "Mystery" Charge

Juke box representatives did not appear before the subcommittee in October, but they got in the opening word February 4 when the hearings were resumed and set about to set the record straight. An attorney representing the four major phonograph manufacturers stated the juke box industry is "much less mysterious than the ASCAP organization which is the sponsor of this bill."

This charge of "mystery" was the reason underlying the hearing's adjournment from October to February. During that time, the juke box industry worked to manhandle facts to show in detail how the phonograph business operates and who the people are who make, sell and own juke boxes.

To secure this information, the juke box companies retained Price, Waterhouse & Company, a well-known national public accounting firm. Price, Waterhouse received replies to a mail questionnaire from 1,588 juke box operators. Those operators had $8,372,000 of estimated total gross of 400,000 juke boxes which produces $31,000,000 in sales to the owner-operators. Each machine averaged about $944, from which the operator received a gross of $222 per month. The survey indicated the nation's average phonograph opera- tor has approximately 50 juke boxes and grosses $402.92 per month during 1950.

Did Congress Know?

ASCAP's Harman Finkelstein brought forth an argument that proponents of the bill have ignored, by pointing out that Congress has not been informed of the facts and figures of the opponent's proposal. This is the argument that Congress was not given any data on the soundness of the proposal.

For latest developments in Washington on the Bryson bill, see news story in the Music Department of this issue.
MORE METAL FOR JUKES but

DEMAND will exceed the supply of brand new juke boxes at least until July 1, despite the fact that the National Production Authority has allowed phonograph manufacturers to increase quantities of critical metals for jukeboxes.

National Production Authority allocation of metals to phonograph manufacturers of jukeboxes and phonographs increasing during the second quarter (April thru June). Increased allocations will run low under the industry's normal requirements, and are still less than NPA quotas granted the last three months of 1951.

1. Manufacturers won't have enough metal to meet demand.
2. Where a manufacturer is building boxes at 45 and a 78 rpm juke box, chances are the 45 will be more readily available than the 78 during the next three months.
3. Alternate materials will continue to be used in non-functional parts. They won't affect the quality of the phonographs, but some of the models' outward appearance may be changed.
4. Distributors aren't going to be making the kind of deals—on special orders or otherwise—they used to make a year ago. They won't have to dispose of their quotas.
5. The operator who needs a large quantity of new machines in a hurry to clutter a deal probably won't be able to get the machines in one order.

In the second quarter of this year, NPA granted manufacturers of juke box 20 per cent of their base period usage of copper, 20 per cent of aluminum and 50 per cent of steel. This brings the juke box industry up to the level granted radio and TV set manufacturers, helps ease the pinch somewhat but it is still a long way from giving manufacturers all they need.

After July 1, NPA said, the industry can expect to keep to current levels of production. But many seasoned Washington observers expect materials controls to be relaxed having the outlook of a total war. In granting the juke box manufacturers an increase in metals, NPA spokesmen said the increase was prompted by (1) a desire to keep the manufacturers busy and producing in the event a total emergency would require their services, and (2) the total amount of metals allotted all juke box manufacturers was a relatively small bit of the total metal supply.

The controlling factor in the production of new phonographs, of course, is copper. In the base period—the first six months of last year—the juke box makers used 133,703 pounds of copper. In the October-December, 1951, period they were out back to 65,572 pounds. In January-March they got only 17,134 pounds and in the April-June period they are to receive 36,193 pounds.

Manufacturers will have better sales with aluminum. This quarter they received 80,946 pounds. But in the second quarter they are scheduled to get approximately 152,635 pounds. Steel remains unchanged. The manufacturers will receive 20 per cent of their base period usage—446 tons, compared with the 216 tons they received last March and three months of 1951.

Despite the fact that metal quotas for the third quarter are substantially below normal, the picture is not nearly as gloomy as it was last fall. At that time NPA said it did not see any relief prior to July 1.

In a normal year, according to information supplied by the Juke Box Advisory Committee composed of the major manufacturers, some 50,000 Phonographs are built. Most of these, the committee said, are replacements. The average life of a juke box is figured at 15 years. Currently, there are some 400,000 juke boxes on location.

With the outlooks that hit the industry late in 1951, juke box manufacturers turned out approximately 10,000 finished units—13,000 under the previous year. What kind of total production the industry will be able to muster during 1952 is a question which no one can answer. NPA itself has declared the manufacturers have done a remarkable job conserving critical materials by using alternate, non-metallic materials.

But the juke box manufacturers themselves are unable to determine from quarter to quarter what kind of output they will have. NPA allocations are simply the amounts they are allowed to buy; they don't guarantee delivery. As a result, the major companies have expeditions on the road constantly reordering the materials. They are allowed to buy alternate materials they have designed into their new production.

On numerous occasions, spokesmen for NPA have pointed out that they want to make certain box manufacturers stay in business, keep their factories open, and are ready in the event their facilities and talents are needed for defense or war work.

The Juke Box Advisory Committee told NPA that 1,500 people are directly employed in the manufacture of phonographs. Many of these are skilled in electronics, as the companies demonstrated in World War II when they went into war work 130 per cent with notable success.

Actually, the juke box manufacturers have been plagued with shortages for longer than the government has had metals under allocation. For most of the major companies, shortages of some component parts date back to July in 1951. Sneakers were especially troublesome in that period, since rubber—a necessary element to speaker production—was being diverted by jet plane production and other vital defense uses.

Later, a shortage of tubes developed, so that the manufacturers have found themselves in the position of salvaging for one part or another for at least 12 months.

As a result of these spotty shortages, manufacturers are batching up materials conservation programs of their own. Many of them began working with alternate—al the satisfactory alternate to copper—on a conduction of current, has still to be found. When the government clamped down on stainless steel, mox switched to carbon steel. In place of bronze and aluminum, juke box designers began using in steel and plastics.

Long-range, juke box manufacturers have been told the shortage in copper and aluminum will continue throughout 1952. Steel—important to the production of phonographs, but not nearly so vital as copper—is expected to be relatively plentiful this summer. Until NPA releases its quota figures for each succeeding three-month period, the manufacturers are unable to determine how many units they can produce. But as of now, it appears fairly certain they won't hit a production figure approaching normal for at least the next nine months.

'I WAS JUST WALKIN' OUT THE DOOR'

Just Released by

COLUMBIA
G. A. GENE AUTRY

R.C.A. VICTOR
WADE RAY

MERCURY
REX ALLEN

INTRO
TOMMY DUNCAN

MERCURY
SUE THOMPSON with DUDE MARTIN'S BAND

Thanks, Operators, D J's and Dealers

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HOT ROD HARRY—(No.1002*)—backed by...
HOT ROD COWBOY—(No.1002*)
FOR
*3,150,000
HOT ROD FANS
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A READY-MADE MARKET OF PROVEN BUYERS
WHO HAVE DEMANDED...
Records of Their Own!

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5959 HOLLYWOOD BOULEVARD • HOLLYWOOD 28, CALIFORNIA

DISTRIBUTORS: Exclusive Territories Available—WRITE
**Records Most Played by Disk Jockeys**

- **WHEEL OF FORTUNE**
- **CRY**
- **TIGER RAG**
- **TELL ME WHY**
- **AT LAST**
- **WHERE IS MY HEART**
- **BLUE TANGO**
- **LITTLE WHITE CLOUD THAT CRIED**
- **TELL ME WHY**
- **PLEASE MR. SUN**
- **BLACKSMITH BLUES**
- **PLEASE MR. SUN**
- **COME WHAT MAY**
- **KISS TO BUILD A DREAM ON**
- **WHEEL OF FORTUNE**
- **BLUE TANGO**
- **BETTER LATE THAN NEVER**
- **PERIOD**
- **GIRL DANCERS BALL**
- **HAMBURG**
- **HAMBURG**
- **LAST OF THE SOUTHERN BOUNDARY**
- **LAST OF THE SOUTHERN BOUNDARY**
- **SLOW PSYCHEDELIA**
- **SLOW PSYCHEDELIA**
- **THE GREATEST**

**Best Selling Sheet Music**

- **WHEEL OF FORTUNE**
- **CRY**
- **TIGER RAG**
- **TELL ME WHY**
- **AT LAST**
- **WHERE IS MY HEART**
- **BLUE TANGO**
- **LITTLE WHITE CLOUD THAT CRIED**
- **TELL ME WHY**
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- **LAST OF THE SOUTHERN BOUNDARY**
- **SLOW PSYCHEDELIA**
- **SLOW PSYCHEDELIA**
- **THE GREATEST**

**Songs With Greatest Radio Audiences (AC)**

- **WHEEL OF FORTUNE**
- **CRY**
- **TIGER RAG**
- **TELL ME WHY**
- **AT LAST**
- **WHERE IS MY HEART**
- **BLUE TANGO**
- **LITTLE WHITE CLOUD THAT CRIED**
- **TELL ME WHY**
- **PLEASE MR. SUN**
- **BLACKSMITH BLUES**
- **PLEASE MR. SUN**
- **COME WHAT MAY**
- **KISS TO BUILD A DREAM ON**
- **WHEEL OF FORTUNE**
- **BLUE TANGO**
- **BETTER LATE THAN NEVER**
- **PERIOD**
- **GIRL DANCERS BALL**
- **HAMBURG**
- **HAMBURG**
- **LAST OF THE SOUTHERN BOUNDARY**
- **LAST OF THE SOUTHERN BOUNDARY**
- **SLOW PSYCHEDELIA**
- **SLOW PSYCHEDELIA**
- **THE GREATEST**

**England's Top Twenty**

- **O WHEEL OF FORTUNE**
- **CUT TO THE CHASE**
- **TWO YEARS**
- **TELL ME WHY**
- **AT LAST**
- **WHERE IS MY HEART**
- **BLUE TANGO**
- **LITTLE WHITE CLOUD THAT CRIED**
- **TELL ME WHY**
- **PLEASE MR. SUN**
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- **HAMBURG**
- **HAMBURG**
- **LAST OF THE SOUTHERN BOUNDARY**
- **LAST OF THE SOUTHERN BOUNDARY**
- **SLOW PSYCHEDELIA**
- **SLOW PSYCHEDELIA**
- **THE GREATEST**
Spike Jones hits the Nail on the HEAD...
with His COUNTRY COUSINS

"Down South"

and

"I've Turned Gadabout"

RCA 20-4568 (78 RPM) • 47-4568 (45 RPM)

RCA VICTOR RECORDS
THE BILLBOARD 1952 JUKE BOX SPECIAL • March 15, 1952

Music Popularity Charts

**Best Selling Pop Singles**

Based on reports received March 5, 6 and 7.

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<td>ANYTHING</td>
<td>E. Fisher, Whitey Cathedral</td>
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<td>TELL ME WHY</td>
<td>Four Acres, A. Turner</td>
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<td>Bell Shakespeare, R. O'Keefe</td>
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**Best Selling Children's Records**

Based on reports received March 5, 6 and 7.

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<td>MODERNA</td>
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<td>ONE TO ONE</td>
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<td>THE CHEERLEADER</td>
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**Best Selling Classical Titles**

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**Best Selling Pop Albums**

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<td>SING ME A SONG</td>
<td>J. Ray</td>
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<td>TELL ME WHY</td>
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<td>AN AMERICAN IN PARIS</td>
<td>F. Yankell</td>
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<td>R. Webster</td>
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**Classical Reviews**

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**Dealer's Doings**

For Reviews and Ratings of Radio and TV Network and Music Charts (Radio Section).

**Best Selling Children's Records**

Based on reports received March 5, 6 and 7.

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<td>CASSIDY'S PT PT TUNES</td>
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<td>HENRY'S PT PT TUNES</td>
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**Best Selling Pop Albums**

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<td>CHURCHNINE</td>
<td>Marston</td>
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Going Strong

1. Any Time/Never Before
   Eddie Fisher
   20-4359 - (47-4359)

2. Blue Tango
   Hugo Winterhalter
   20-4518 - (47-4518)

3. Tell Me Why/Trust in Me
   Eddie Fisher
   20-4444 - (47-4444)

4. Bermuda
   Hugo Winterhalter and His Orchestra
   20-4142 - (47-4142)

5. Subways and Hearts/Please, Mr. Sun
   Perry Como
   20-4453 - (47-4453)

6. Hamblone
   Hugo Winterhalter and His Orchestra
   20-4581 - (47-4581)

7. Slow Poke
   Rex Harvey
   21-0489 - (48-0489)

8. Goodin' Rag
   Perry Como
   20-4542 - (47-4542)

9. The Gold Rush Is Over
   Hugo Winterhalter
   20-4552 - (47-4552)

10. A Kiss to Build a Dream On
    Hugo Winterhalter
    20-4455 - (47-4455)

11. Poor Whelp Poor-Will/Wheel of Fortune
    The Ball Sisters
    20-4520 - (47-4520)

12. Three Ways of Knowing/When You Want a Little Lovin'
    Johnny and Jack
    26-1533

13. Down South
    Black Jack
    26-1501 - (47-1501)

14. Robert the Easter Egg
    Ray Hughes
    45-5326 - (47-5326)

15. Got You on My Mind/Woman Is a Five Letter Word
    John Green
    20-4338 - (47-4338)

Indicates records which according to official notice, are recognized hits. The trade is urged to keep wide check of these records on hand, or to reorder promptly when current stories begin to approach the "out of stock" stage.

SILVER AND GOLD
Pre-War King
20-4388 - (47-4388)

MOUNTAIN LAUREL
Victor Moore
20-4554 - (47-4554)

IT'S GOODBYE AND SO LONG TO YOU
June Four
19-1456 - (47-1456)

TIPS WHAT DOES IT TAKE
Hugo Winterhalter and His Orchestra
20-4586 - (47-4586)

Check dates carefully in order to maintain proper chart position.

DEE-JAY DOIN'S

JIM LOUNDSBURY
Radio Station WIND
Chicago, Illinois

Though you would be interested in connection only of your own, we have the past week's news on Hugo Winterhalter's biggest hit, BLUE TANGO.

This is super-quick-wonderful business, but the simple fact that I heard he was back in the studio on a new 78, will answer all your worries during the week of February 18 and 19. Hugo will indeed do this, and the 5:13-4:30 segment of your daily 3:40-6:00 PM show should bring the show the best ever commercially and popularity of this particular hit. We've had to appeal to our biggest and toughest opponents on our programs.

Today, Tuesday, February 18, the weather showed up in our independent survey on Chicago's number ONE best selling Popular music record.

The number showed list of sales showing a single week's tops but nobody expected it to be this high. The record passed up to as the expected number two to the top. Unfortunately the sale seemed to be getting down now because of its hit status everywhere in the country.

The record of the Week feature is a new addition in my show, especial ly in the interest in promoting de luxe record marketing on a record that one can be sure will be a hit across the country.

Please address all entries with photographs to:
Dec Jay Doin's
RCA Victor Records
630 Fifth Avenue
New York, N. Y.
Memo from TENNESSEE ERNIE

Juke Box Operators Deejays and Dealers

My Sincere Thanks for Your Cooperation, Ernie

P.S. See Below

THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

UNITED STATES

NEW YORK

PITTSBURGH

ST. LOUIS

CHICAGO

LOS ANGELES

PHILADELPHIA

DETROIT

BOSTON

DALLAS-FORT WORTH

ATLANTA

WASHINGTON, D. C.

SEATTLE

NEW ORLEANS

DENVER

THE BILLBOARD 1952 JUKE BOX SPECIAL • March 15, 1952

THE BILLBOARD

52 BIG ISSUES, $10 Including 8 Special Issues

subscribe Now!
### THE BILLBOARD 1952 JUKE BOX SPECIAL • March 15, 1952

**BIG 3**

**RHYTHM AND BLUES HITS**

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<td>Tell Me Why</td>
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<td>Any Time</td>
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<td>Please Mr. Sun</td>
<td>J. Ray</td>
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<td>Bermuda</td>
<td>Bill Solors</td>
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<td>Roy Rogers,</td>
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<tr>
<td>13</td>
<td>Work</td>
<td>E. Howard</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Severe And Cold</td>
<td>F. West</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Wind Of Fortune</td>
<td>R. Wayne</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Shimmy Boogie</td>
<td>J. Stafford,</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Givin' In The Rain</td>
<td>F. Aces, A.</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Slow Poke</td>
<td>A. Godfrey</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>At Last</td>
<td>B. Anthony</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Kiss To Build A Dream</td>
<td>H. Winterhalter</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Wheel Of Fortune</td>
<td>E. White, S.</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Stolen Love</td>
<td>E. Bernard</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>I Wish I Had The Heart Of A</td>
<td>B. Wayne</td>
<td></td>
</tr>
</tbody>
</table>

MERCURY 8269 - 8269X45

**WINI BROWN**

**BE ANYTHING**

(COUPLED WITH)

**Heaven Knows Why**

MERCURY 8279 - 8270X45

The Ravens

**LOOKING FOR MY BABY**

(COUPLED WITH)

**Begin The Beguine**

MERCURY 5800 - 5800X45
Thanks Operators for making DOT RECORDS the hottest Juke Box line in the nation!

DOT'S HOT PARADE

Sensational
"GOODY, GOODY"

AND

"Just Believe in Me"

By Johnny Maddox

and...

"JOHNNY MADDOX BOOGIE"

AND

"NEAR YOU"

JANE GRANT'S

POPULAR

WAITING FOR THE ROBERT E. LEE

THAT'S MY WEAKNESS NOW

Bob Lummis and Johnny Maddox

Dot 15009 — 45-15009

UNDER THE DOUBLE EAGLE

and MARY

Johnny Maddox and the Starmasters

Dot 15004 — 45-15004

PIANO POLKA

and STARDEUS

Johnny Maddox and the Starmasters

Dot 15006 — 45-15006

COQUETTE

SUNNY SIDE OF THE STREET

King Perry and Sensational Afro Sex

Dot 15010 — 45-15010

FOLK AND

WESTERN

I'LL STILL WRITE YOUR NAME IN THE SAND

and

FOUR WALLS AROUND ME

Max Whisman

Dot 15919 — 45-15919

SLOW FOOT MAMA

and

WILD HONEY BAG

Jim & His Honky Tonks

Dot 1089 — 45-1089

MOVE ON BABY

and

I'M IN LOSE DEED WITH THEE

Big Jeff and The Radio Playboys

Dot 1088 — 45-1088

RHYTHM AND

BLUES

IT'S SURPRISE YOU

Missoula Day

Dot 15092 — 45-15092

SPIRITUAL

BY THE BAREFOOT FOUR

I'M IN YOUR CARE

and

I CAN TELL YOU THE TIME

MY PRAYER

COMING ON THIS ALTAR

PACKING EVERY BURDEN

DON'T LEAVE ME

FOR ME

WAITING FOR ME

ANGELS WATCHING

POOR PILGRIM OF SORROW

DON'T DRIVE ME AWAY

Dot 15078 — 45-15078

* DOT RECORDS ARE TIMED ESPECIALLY FOR OPERATORS *

DOT DISTRIBUTORS

Atlantic Distributing Co. 425 3rd St. Richmond, Va.

American Distributing Co., Inc. 710 E. 95th St. Chicago, Ill.

April Record Distributors 415 Third Ave. Scranton, Wash.

B.C. Record Service 1370 6th Ave. Seattle, Wash.

Jwan Distributing Co. 2356 N. W. Olsen Portland, Ore.

Dave Distributing Co. 330 N. Watkin St. Los Angeles, Calif.

Alka Music Sales

Pete Music Sales

Donna Record Distributing Co.

Columbia Record Corp.

The Records Distributors

Indiana State Distributors Co.

M. B. Knapp

Margaret Distributing Co.

James R. Martin

Pete Music Sales

465 Broadway, N. Y.

91 Spring Lane Ave.

1026 desray

504 Central Ave.

505 E. Washington

507 S. Santa Fe St.

211 S. Foster St.

916 S. Charles St.

1241 N. Western

1137 Union Ave.

1339 E. Commerce

Brooklyn, N. Y.

Newark, N. J.

Champaign, Ill.

Des Moines, Iowa

Memphis, Tenn.
THE BILLBOARD 1952 JUKE BOX SPECIAL • March 15, 1952

THE BILLBOARD Music Popularity Charts
For Reviews and Ratings of Records and TV Shows See The Billboard Radio-TP Show Charts (Radio Section)

• Country & Western Records
Most Played by Folk Disk Jockeys
...Based on reports received March 1, 6 and 7

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist</th>
<th>Title</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>W. Pierce</td>
<td>Let Old Mother Nature</td>
<td>WABC</td>
</tr>
<tr>
<td>2</td>
<td>Carl Smith</td>
<td>Have Her Way</td>
<td>WMCA</td>
</tr>
<tr>
<td>3</td>
<td>E. Arnold</td>
<td>Missing In Action</td>
<td>WMCA</td>
</tr>
<tr>
<td>4</td>
<td>E. Arnold</td>
<td>Missing In Action</td>
<td>WMCA</td>
</tr>
<tr>
<td>5</td>
<td>E. Arnold</td>
<td>Missing In Action</td>
<td>WMCA</td>
</tr>
<tr>
<td>6</td>
<td>E. Arnold</td>
<td>Missing In Action</td>
<td>WMCA</td>
</tr>
</tbody>
</table>

Coming Up

1. You Know I'm Still In Love With You         W. Pierce
2. Little Girl In My Home Town                  Carl Smith
3. Milk Bucket Boogie                           Red Foley

• Most Played Juke Box Folk (Country & Western) Records
...Based on reports received March 1, 6 and 7

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist</th>
<th>Title</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>E. Arnold</td>
<td>Missing In Action</td>
<td>WMCA</td>
</tr>
<tr>
<td>2</td>
<td>E. Arnold</td>
<td>Missing In Action</td>
<td>WMCA</td>
</tr>
<tr>
<td>3</td>
<td>E. Arnold</td>
<td>Missing In Action</td>
<td>WMCA</td>
</tr>
<tr>
<td>4</td>
<td>E. Arnold</td>
<td>Missing In Action</td>
<td>WMCA</td>
</tr>
<tr>
<td>5</td>
<td>E. Arnold</td>
<td>Missing In Action</td>
<td>WMCA</td>
</tr>
</tbody>
</table>

Coming Up

1. Call Her Your Sweetheart                       E. Arnold
2. I'm Still Young                               Hank Williams
3. I'm Sorry For You My Friend                    Hank Williams
### Best Selling Retail Folk (Country & Western) Records

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>House Party</td>
<td>Jack Clement</td>
<td>VICTOR 15105</td>
</tr>
<tr>
<td>2</td>
<td>House Party</td>
<td>Jack Clement</td>
<td>VICTOR 15105</td>
</tr>
<tr>
<td>3</td>
<td>House Party</td>
<td>Jack Clement</td>
<td>VICTOR 15105</td>
</tr>
</tbody>
</table>

### Folk Record Releases

**For Revolution and Reaching Out**

- Country: Minnesota
- Date: September 1952
- Label: VICTOR 15105

**For Revolution and Reaching Out**

- Country: Minnesota
- Date: September 1952
- Label: VICTOR 15105

---

**FOLK TALENT AND TUNES**

**Communications from New York and Hollywood**

<table>
<thead>
<tr>
<th>Artist Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reg Allen (Dee)</td>
<td>&quot;The Lonesome Trail&quot; with Darlene, his wife, to appear in a Republic picture.</td>
</tr>
<tr>
<td></td>
<td>&quot;The Lonesome Trail&quot; with Darlene, his wife, to appear in a Republic picture.</td>
</tr>
<tr>
<td></td>
<td>&quot;The Lonesome Trail&quot; with Darlene, his wife, to appear in a Republic picture.</td>
</tr>
</tbody>
</table>

---

**C&W Records to Watch**

- "The Lonesome Trail" with Darlene, his wife, to appear in a Republic picture.
- "The Lonesome Trail" with Darlene, his wife, to appear in a Republic picture.
- "The Lonesome Trail" with Darlene, his wife, to appear in a Republic picture.

---

**“I was just walkin’ out the door”**

- "Fiddlin’ Rag" by RCA Victor 20:4550

---

**LARIAT RECORDS**

6623 Sunset Boulevard
Hollywood 28, Calif.

---

**3 FOR 1**

A "3 FOR 1" record is one which sells to pop buyers, country buyers, and novelty song buyers.

**Other "3 FOR 1" records:**
- "36-44" by Ray Price
- "36-46" by Bill Monroe
- "36-48" by Hank Williams

---

**"SINGLE AGAIN"**

- "SINGLE AGAIN" by EDDIE CLETRO

---

**"but I stopped to Thank My Operator Pals ... I’m sure my latest VICTOR Release will keep the COINS rolling for you."**

---

**For Revolution and Reaching Out**

- Country: Minnesota
- Date: September 1952
- Label: VICTOR 15105

---

**THE BILLBOARD Music Popularity Charts**

---

**March 15, 1952 • THE BILLBOARD 1952 JUKE BOX SPECIAL**
RCA VICTOR'S GREAT NEW SINGING DISCOVERY

DON ESTES
with a great new release...

"EVERYTIME AND BE ANYTHING (BUT BE MINE)"

RCA 20-4576 (78 rpm) - 47-4576 (45 rpm)

"A MAN and a MOUNTAIN"
and
"NOTHING MORE, NOTHING LESS"

Still Going Strong

Featured Star
TIN PAN VALLEY
Over Entire NBC Network
Sundays, 10:10:30 E.S.T.
LION OIL SNOW NBC

EXCLUSIVE MANAGEMENT

NORM RILEY WSM, Nashville, Tenn.
America's Top Folk Artist!

LEFTY FRIZZELL

exclusively on COLUMBIA RECORDS

It's really been a busy time writing and recording songs like...

"I WANT TO BE WITH YOU ALWAYS"
"ALWAYS LATE"
"MOM AND DAD'S WALTZ"
"I LOVE YOU A THOUSAND WAYS"
"IF YOU'VE GOT THE MONEY I'VE GOT THE TIME"
"LOOK WHAT THOUGHTS WILL DO"
"SHINE, SHAVE AND SHOWER"
"MY BABY'S JUST LIKE MONEY"

I'm glad you like my latest Columbia recording . . .

"GIVE ME MORE, MORE, MORE"
Co-Writer RAY PRICE

b/w

"HOW LONG WILL IT TAKE"

Making Personal Appearance Tours Nationally
for open dates contact...

PERSONAL MANAGER

JACK STARNES JR.
Box 1689, Beaumont, Texas
Phone: Beaumont 2-9994
**Rhythm & Blues Notes**

**Rhythm & Blues Record Releases**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I Am in Love</strong></td>
<td><strong>Stanley Jordan</strong></td>
<td>Jive</td>
<td><strong>19</strong></td>
</tr>
<tr>
<td><strong>Sing Your Song</strong></td>
<td><strong>Sly &amp; Robbie</strong></td>
<td><strong>19</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Baby Don't You Do It</strong></td>
<td><strong>Sly &amp; Robbie</strong></td>
<td><strong>19</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Soul Brother</strong></td>
<td><strong>Sly &amp; Robbie</strong></td>
<td><strong>19</strong></td>
<td></td>
</tr>
</tbody>
</table>

**R&B Records to Watch**

- **Somebody Loves Me** by **Billie Holiday**
- **I've Got a Date With an Angel** by **Harry Belafonte**
- **What a Difference a Day Makes** by **Sarah Vaughan**
- **This is My Desire** by **Carmen McRae**
- **The Thrill Is Gone** by **Tina Turner**

---

The "BEST DRESSED" JUKE BOXES

<table>
<thead>
<tr>
<th>Name</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Juke Box</strong></td>
<td><strong>Atlantic</strong></td>
</tr>
<tr>
<td><strong>Juke Box</strong></td>
<td><strong>Atlantic</strong></td>
</tr>
<tr>
<td><strong>Juke Box</strong></td>
<td><strong>Atlantic</strong></td>
</tr>
</tbody>
</table>

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THE BILLBOARD 1952 JUKE BOX SPECIAL • March 15, 1952

**Music Popularity Charts**

**Most Played Juke Box Rhythm & Blues Records**

**Best Selling Retail Rhythm & Blues Records**

---

**Prices and Ranges of Radio and TV Chart Shows (Radio Section)**

---

**How to Sell Your Juke Box**

1. **Attract attention**
2. **Showcase the latest hits**
3. **Encourage customers to try**
4. **Offer a wide selection**
5. **Keep the inventory fresh**

---

**Atlantic Recording Corp.**

234 West 56th Street, New York 19, N. Y.
### Rhythm & Blues Record Reviews
Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOE TURNER-VAN WALLS ORK</td>
<td>Sweetest</td>
<td>64-14-08-86</td>
<td></td>
</tr>
<tr>
<td>RUTH BROWN</td>
<td>Sinner</td>
<td>64-14-08-85</td>
<td></td>
</tr>
<tr>
<td>LITTLE BETHIE</td>
<td>Sinner</td>
<td>64-14-08-83</td>
<td></td>
</tr>
<tr>
<td>THE DOMINIONS</td>
<td>Scandal Song</td>
<td>63-01-08-66</td>
<td></td>
</tr>
<tr>
<td>NORMA FERGUSON-CHARLIE SINGLETON ORK</td>
<td>On The Way</td>
<td>64-08-78-60</td>
<td></td>
</tr>
<tr>
<td>TOMMY BROWN</td>
<td>Never Tired For Women</td>
<td>74-08-78-74</td>
<td></td>
</tr>
<tr>
<td>BOYD CUMMINGS</td>
<td>Ramblin' On My Mind</td>
<td>74-08-74-74</td>
<td></td>
</tr>
</tbody>
</table>

### Now Available!
**HARRY FORD'S ORIGINAL Early American Records**

<table>
<thead>
<tr>
<th>POPULAR DANCES</th>
<th>FOR INFORMATION: Write to: The Henry Ford Museum Detroit, Michigan</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Mr. Deader**

Mr. Deader is a name that has been applied to a number of records that have been released under his name. The name is derived from the fact that the records have been released by a company that has been in existence for a number of years and has a number of records that have been released under his name.

---

**Federal Records**

- **TUNDY PHILLIPS**
- **JACK RICHARDS**
- **MAYNARD SMITH**
- **ALAN HOLMES**
- **HICK BROWN**
- **HAWKINS-HARKINS**
- **ERROL SMITH & THE TREASURY**
- **COWBOY CASH**
- **SEAL-BEEX**
- **EARL BOWIE**
- **FLUFFY HUNTER**
- **THE DOMINOES**
- **LITTLE ESTHER**

---

**Pearl Records**

- **Mr. Deader**

---

**Pearl Records**

- **Mr. Deader**

---

**Billboard Music Popularity Charts**

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio TV Shows Charts (Radio Section).

---

**Billboard Music Popularity Charts**

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio TV Shows Charts (Radio Section).

---

**Billboard Music Popularity Charts**

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio TV Shows Charts (Radio Section).

---

**Billboard Music Popularity Charts**

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio TV Shows Charts (Radio Section).
THE BILLBOARD Music Popularity Charts
For Reviews and Ratings of Radio and TV Shows See The Billboard Radio/TV Show Charts (Radio Section).

Record Reviews

Your record problems disappear...
when you team up with

RCA VICTOR'S CUSTOM RECORD SERVICE!

★ RECORDING
your material and production ideas... in the nation's best equipped studios

★ PROCESSING
your order gets RCA's famous engineering know-how... latest and soundest duplicating techniques

★ PRESSING
your records are precision-pressed... carefully inspected to insure uniform high quality

★ SHIPPING & HANDLING
your job is handled with care... delivered promptly

A COMPLETE SERVICE AT COMPETITIVE PRICES FOR ALL INDEPENDENT LABELS

RCA VICTOR CUSTOM-MAKES
Every type and speed record including:
* 45's and 78's
* children's records
* A variety of special records to meet your individual requirements.

RCA VICTOR custom record sales
RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION
NEW YORK 20, N. Y.
CHICAGO 5, ILL.
HOLLYWOOD 24, CALIF.
ST. LOUIS 49, MO.
MINNEAPOLIS 20, MINN.
SALT LAKE CITY 11, UTAH

RCA VICTOR...A SOLID NAME BEHIND YOUR LABEL

THE BILLBOARD 1952 JUKE BOX SPECIAL • March 15, 1952
another Anthony Juke Box Hit!

"There are Such Things"

by America's No. 1 Band RAY ANTHONY and his Orch.

WITH VOCAL BY TOMMY MERCER AND THE RAY ANTHONY CHOIR

Record No. 2092
“LITTLE” (Old ‘Cold Tater)

JIMMY DICKENS

and his COUNTRY BOYS

“They Locked God Outside The IRON CURTAIN”

and

“BROTHER, DO YOU TAKE TIME TO PRAY”

in Columbia Tracks (78) 4114903 (45)

Thanks

to the the Jukebox Operators of America for the plug given our records this year.

• “I’m Little But I’m Loud”
• “Bessie the Heifer”
• “It May Be Silly But Ain’t It Fun”
• “Poor Little Darlin’”
• “I’ve Just Got To See You Once More”

Booked Solid for Personal Appearances

Personal Manager DEWEY MOUSON

WSM
Nashville, Tenn.

Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

Continued from page 106

ARTIST LABEL AND NO. TUNES COMMENT

BOB SANDS (Old Feller Okt)
Love Me Now

92-10-77-70
Gentle, dreamy and subdued, this new item has a fine quality that will appeal to fans of this genre.

I Am Music

77-78-76-76
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

BILL DARNEL (Dixay Mandolin Goh)
Alone and Forsaken

92-82-76-78
A vigorous, strong-sounding ballad with a quality that will appeal to fans of this genre.

DEWEY MOUSON

66-74-74-74
An excellent record with a fine quality that will appeal to fans of this genre.

JIMMY PALMER ORK

Mellow Tune

79-79-75-78
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

FRAN WARREN (Nashville Fiddle Okt)
I Have a Reservation

77-77-76-77
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

IRVING PLIMES BAND

Well Do I Know It So

70-71-71-71
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

Ella Fitzgerald (Donny Barks Okt)

77-71-71-71
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

Joe Fingers (I.C.R. Fiddle Bunch)

Mendlin Kid

77-77-77-77
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

Bill Farrell (Leahey Halen Okt)

Harvests Known Who

77-71-71-71
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

MACKINAW ORK

73-70-70-73
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

HOGY CARMICHAEL

Mother Scogg

76-76-76-76
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

Alan Dean (Leahey Halen Okt)

Be Anything (But Be Mine)

77-77-77-77
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

Don Rodney

Lullaby I Know The

75-75-75-75
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

Lenny Herman ORK

I Remember Mama

77-77-77-77
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

You Haven’t Missed A Thing

69-70-69-69
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

Jan Gable ORK

Whoa While You Walk

73-73-73-73
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.

All My Life

73-73-73-73
A fine novelty tune with a rhythm quality that will appeal to fans of this genre.
KAY ARMEN (Sally Clarke McKi)

"Love Me a Little Bit, Love"

96-110 (TOP)

POPULAR

LABEL AND NO.

ARTIST

TUNES

COMMENT

BILLY COTTON ORK (Alton Fennessey)

Tapenade

64-68-60-64

DENIS PAGE

Gone Five Minutes

57-60-55-56

Sister Ray

Page gets long well enough with the substance of a main group and a small instrumental combo. Eddy, No. 1-2.

• Advance Record Releases

POPULAR

All My Life—Allen Dean Ferris Victor OR (6876)

HERE, THERE & EVERYWHERE—Bill Egan Mercury (1329)

THE NORTH STAR—Bill Egan Mercury (1329)

My Love—COREY ROGERS Vocalion (113291)

From the Other Side—ROSEMARY CLOONEY Vocalion (113291)

MAY—Sue Goffe Vocalion (113291)

Dancin' with the Devil—JIMMY CLARKER Vocalion (113291)

BILLY THE DYNAMITE—Rene Dif Capri (435)

Fired—Rene Dif Capri (435)

LIPSTICK—Billie Holiday Columbia (113291)

IN THE BIG BAND—Sister Ray (6876)

DOLOGES—Sister Ray (6876)

PAPA—Sister Ray (6876)

PAPA—Sister Ray (6876)

PAPA—Sister Ray (6876)

PAPA—Sister Ray (6876)

PAPA—Sister Ray (6876)

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THE NOVELTY DISK THAT’S GOING OVER WITH A BANG!

HENRY JEROME
And His Orchestra
“HOMING PIGEON”
(Fly Away, Fly Away Back Home)
b/w “LET ME DREAM”
MGM 11174 78 rpm — K-11174 45 rpm

THE BILLBOARD
Music Popularity Charts

THE BILLBOARD 1952 JUKE BOX SPECIAL • March 15, 1952

THE BILLBOARD Music Popularity Charts

For Records and Ratings of Radio
and TV Shows See The Billboard
Radio-TV Show Charts (Radio Section).

• The Billboard Picks

In the absence of The Billboard music staff, records listed below are those that have been repeatedly recommended in writing and on the air, and are most frequently heard or seen in the charts.

FORGIVE ME IF IT'S THE CHANCE YOU TAKE..............Edith Piaf

HANG PAGE TO YOU.................................Hugo Winterhalter Orch.

Sorry Puffin and the curvy little dish just had a row of standing still
and singing, says a fellow visitor who has just visited the show.

I MUST BE DOING SOMETHING RIGHT..................Denny Doherty

HONEST AND THY..............Guy Lombardo & Orch.

Honest, one of the boys pretends that he’s the Lombardo and is singing
in a low key.

This satirical bit is well-broadcast every week on the Lombardo show.

WHISPERING WINDS

LIVE WHERE ARE YOU NOW..................Paul Post

This is the story of two lovers who are reunited in the end.

DEEP IN THE HEART OF TEXAS..................Ray Price

This song has been circulating among the fans for some time.

SAY GOODBYE TO YOUR FLOWERS..................Billie Holiday

This is a new hit from the Holiday show.

• The Disk Jockeys Pick

This week’s pick is a song that has been circulating among the fans for some time, and is now making its way onto the charts.

• The Retailers Pick

This week’s pick is a new hit that has been circulating among the fans for some time, and is now making its way onto the charts.

• The Operators Pick

This week’s pick is a new hit that has been circulating among the fans for some time, and is now making its way onto the charts.

• The Country and Western Disk Jockeys Pick

This week’s pick is a new hit that has been circulating among the fans for some time, and is now making its way onto the charts.

HERE’S HOW TODAY’S TOP TUNES

The top 20 tunes each week from the Billboard
HELPs SALES

“Please broadcast and play for TODAY’S TOP TUNES at least 200 per month. We are anxious to get a closer look at your radio for sale this month.”

Vua-Wood Electric, Inc.
100-100 West Main St.
White Plains, N.Y.

SPECIAL TRIAL OFFER
50 Copies Only $1
TRAVELING SALESMAN

NAME

ADDRESS

CITY AND STATE

PHONE

Material protected by copyright.
MOVIN’ ON’ TO THE BIGGEST YEAR OF ALL!

HANK SNOW

the “Singing Ranger”
and his
Rainbow Ranch Boys

The Big Hank Snow Hits
Exclusively on RCA Victor

“T’M MOVIN’ ON”
“THE RHUMBA BOOGIE”
“GOLDEN ROCKET”
“DOWN THE TRAIL OF ACHIN’ HEARTS”
“ONE MORE RIDE”

and here’s the newest
Hank Snow release ....

"THE GOLD RUSH IS OVER"
and

"WHY DO YOU PUNISH ME?"

RCA VICTOR 20-4522 (78)
47-4522 (45)

Featured Star of WSM Grand Ole Opry
and WSM-TV

Still breaking all past Personal Appearance Crosses

"THERE’S NO BUSINESS LIKE "SNOW" BUSINESS"

* Affiliated:
HILL & RANGE SONGS
Publicity and Promotion:
BEA TERRY

"MUSIC MAKIN’ MAMA
FROM MEMPHIS"

and these great new sides:

"These Things Shall Pass"
and
"Pray"

20-4398 (78)
47-4398 (45)

with the Jordanaires

Music Promoted and Copyright
Pee Wee King
and his Band Featuring Redd Stewart

RCA Victor Records

Silver and Gold

RCA Victor
#20-4458
Blue River Songs, Inc.

Slowpoke

RCA Victor
#21-0489
Roseway Music, Inc.

Thanks a "Million" Times

Columbia Pictures
Kling Television Shorts
Standard Transcriptions

Management
Associated Booking Corporation

Personal Manager
J. L. Frank - WSM - Nashville, Tenn.
DON’T "LIVE A LITTLE"
"MISTER MOON"
"LET OLD MOTHER NATURE HAVE HER WAY"
"IF TEARDROPS WERE PENNIES"
and here’s my latest...
"(WHEN YOU FEEL LIKE YOU’RE IN LOVE)

DON’T JUST STAND THERE"

"THE LITTLE GIRL IN MY HOME TOWN"

Columbia 20893 (78)
4-20893 (45)

Directors:

JAMES DENNY
WSM Artist Service Bureau
Nashville, Tennessee
Thanks for a "LONG TRAIN" of HITS!

"CRYIN' HEART BLUES"

JOHNNIE and JACK

THE TENNESSEE MOUNTAIN BOYS:
PAUL WARREN - Fiddle • SHOT JACKSON - Guitar
LESTER WILBURN - Bass

Exclusively on RCA VICTOR Records

and NOW...

another great Johnnie and Jack style release...

"THREE WAYS OF KNOWING"
and
"WHEN YOU WANT A LITTLE LOVIN'"

RCA VICTOR 20-4555 (78) • 47-4555 (45)

STILL RIDING HIGH...

"ASHES OF LOVE"

RCA VICTOR 20-4529 (78) • 47-4529 (45)

Thanks to the Juke Box Ops who helped make 1951 our biggest year...

March 15, 1952 • THE BILLBOARD 1952 JUKE BOX SPECIAL

115
COWBOY COPAS
with 2 BIG hits!

"COPYCAT"
Duet with KATHY COPAS
"GONE and LEFT ME BLUES"
KING 1034

and still riding high on the Pop Charts
"DON'T LEAVE MY POOR HEART BREAKING"
with ELLIOT LAWRENCE & Orch.
KING 15137

FEATURING JAMES DENNY...
WSM, ARTISTS SERVICE BUREAU
NASHVILLE, TENN.
The Fastest Rising New Band
In the Land . . .

JIMMY PALMER

and his
'DANCING SHOES' ORCHESTRA
BREAKING BIG ON
Mercury Records

with
"WHO"
backed with
"IT'S A LONESOME OLD TOWN"
Mercury Record No. 5786

and be sure to hear . . .
"TOOT TOOT TOOTIES"
backed with
"DANCING SHOES"
Mercury Record No. 5814

Thanks to Ben Lazor, Melody Mill and Frank Schreiber, WGN
Direction: General Artists Corporation


**Hitting New Highs!**

**Billy Williams Quarette**

**Singing...**

“I STOOD and THREW CONFETTI”

“DON'T GRIEVE, DON'T SORROW, DON'T CRY”

**WHEEL of FORTUNE**

“WHAT CAN I SAY (AFTER I SAY I'M SORRY)”

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**Appearing Every Saturday Night NBC-TV Network Your Show of Shows with SID CAESAR and IMOGENE COCA JUST CLOSED PARAMOUNT THEATRE NEW YORK**

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**INdiana**
- Decca Record Co.
- 1020 West Michigan St.
- Indianapolis

**LOUISIANA**
- M. A. Moore Dist. Co.
- 401 S. Washington St.
- Alexandria

**MARYLAND**
- Columbia Record Co.
- 2304 G St., N.W.
- Washington

**MICHIGAN**
- Peacock Record Co.
- 1600 Madison Ave.
- Detroit

**MISSOURI**
- Standard Record Co.
- 920-23 Main St.
- Kansas City

**NEW JERSEY**
- Decca Record Co.
- 3001 Bolivar Ave.
- Newark

**NEW YORK**
- Mercury Records, Inc.
- 73 West 57th St.
- New York

**OHIO**
- Decca Record Co.
- 54 West Third Ave.
- Cleveland

**OKLAHOMA**
- Bluebird Co.
- 204 W. Main
- Oklahoma City

**Pennsylvania**
- Columbia Record Co.
- 224-230 Market St.
- Pittsburgh

**SOUTH CAROLINA**
- Pan American Co.
- 275 Watlen Rd.
- Columbia

**TENNESSEE**
- Decca Record Co.
- 2701 Faison St.
- Nashville

**TEXAS**
- Decca Record Co.
- 1101 Congress Ave.
- Austin

**Virginia**
- Decca Record Co.
- 111 W. Main St.
- Richmond

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**California**
- Decca Record Co.
- 999 N. Hilldale Ave.
- Glendale

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**Connecticut**
- Mercury Records, Inc.
- 73 West 57th St.
- New York

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**District of Columbia**
- Mercury Records, Inc.
- 73 West 57th St.
- New York

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**Florida**
- Decca Record Co.
- 3501 South Post Rd.
- Hollywood

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**Illinois**
- Decca Record Co.
- 1111 E. Grand Ave.
- Chicago

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**Indiana**
- Decca Record Co.
- 429 East Market St.
- Indianapolis

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**New Jersey**
- Decca Record Co.
- 14 East 14th St.
- Newark

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**New York**
- Decca Record Co.
- 73 West 57th St.
- New York

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**Ohio**
- Decca Record Co.
- 526 S. Front Ave.
- Columbus

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**Pennsylvania**
- Decca Record Co.
- 73 West 57th St.
- Philadelphia

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**Virginia**
- Decca Record Co.
- 73 West 57th St.
- Richmond

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**Washington**
- Decca Record Co.
- 111 W. Main St.
- Seattle

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**Wisconsin**
- Decca Record Co.
- 1111-12 S. Sixth Ave.
- Milwaukee
3 NEW COUNTRY AND WESTERN ARTISTS
All recording on CORAL RECORDS...

ON 3 GREAT RELEASES!

BLACKIE CRAWFORD

"BABY BUGGY BLUES"
Pub. by Aberbach, Inc.

"OLD TIMERS WALTZ"
Pub. by Aberbach, Inc.

DANNY BROWN

"LOVE 'EM AND LET 'EM BE"
Pub. by Peer Inc.

"I WONDER IF WE'LL ALWAYS BE APART"
Pub. by Hill & Range
Coral 64122

JOHNNY RECTOR

"BE MY DARLING ONCE MORE"
Pub. by Peer Inc.

"MARRIED BY THE BIBLE (Divorced By the Law)"
Pub. by Aberbach, Inc.
Coral 64119

We hope to meet and greet all our friends on our 15 STATE TOUR beginning March 1.

Exclusive Management: MRS. NEVA STARNES P. O. BOX 1689, BEAUMONT, TEXAS
1. THE BIGGEST BARGAIN IN THE JUKE BOX BUSINESS

2. STAR ready-printed title strips.

3. AT JUST 3c PER CARD OF 20 STRIPS—they SAVE TIME—SAVE MONEY—INCREASE PLAY ON YOUR JUKE

4. AVAILABLE FOR ALL RECORDS ON ALL LABELS

5. OVER FOUR MILLION USED BY OPERATORS EVERY MONTH

6. THREE MAJOR RECORD MANUFACTURERS—AND 80 DISTRIBUTORS NOW SUPPLY STAR PRINTED STRIPS WITH THEIR RECORDS

7. If your record distributors don't supply you with STAR ready-printed title strips, write direct to us for full information on ordering procedure

STAR TITLE STRIP COMPANY, INC.
BOX 6125, P.G.H. 12, PA.
2001 FIFTH AVENUE
PITTSBURGH 19, PA.

The largest manufacturers of title strips in the world

MEMO:

"My favorite record this week is "ROSEMARY CLOONEY'S TENDERLY"

Gisele Mackenzie

P.S. "Wish you all at the Capitol Records and the Capitol Service Bureau a "HAPPY EASTER""

MISSISSIPPI
Oklahoma, Record Dist. Co.
825 Congress Bldg.
Jackson, Miss.

MISSOURI
Record Books, Inc.
112 E. 16th St.
Kansas City, Mo.

NEW YORK
Tompkins Record Corp.
1200 Broadway
New York 18, N.Y.

PA.: 40010-1394

MINNESOTA
Pauline Record Dist. Co.
13244 MN Ave.
Minneapolis 13, Minn.

MISSOURI
Record Books, Inc.
112 E. 16th St.
Kansas City, Mo.

NEW YORK
Tompkins Record Corp.
1200 Broadway
New York 18, N.Y.

CONSTRUCTION

ILLINOIS
Distributed by

RECORD PRESSING
NOVALIP PRESS
Research Craft Co.
1837 NO. CYSNDEAN ST
LOS ANGELES 20, CALIF.

TIDMARK RECORD PRESSING
SINGERTONE, INC.

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SINGERTONE, INC.
BILL MONROE
AND HIS
BLUE GRASS BOYS

with another Monroe Styling...

"LETTER FROM MY DARLIN"

and

"RAW HIDE"

DECCA 46392

Featured Star of
WSM "Grand Ole Opry"
and WSM-TV

Thanks, Ops, for your plays on my records...
"TRAVELIN' BLUES" and
"BRAKE MAN'S BLUES" DECCA 46390
"HIGHWAY OF SORROW" and
"SUGARCOATED LOVE" DECCA 46349
"LONESOME TRUCK DRIVERS BLUES" and
"ROTATION BLUES" DECCA 46348

Currently touring the U. S. in Theatres and Auditoriums and Arenas...

For Personal Appearances that are good on the draw, contact...

JACK DENNY
Artists Service Bureau
WSM, NASHVILLE, TENN.
EDDIE BRANDT
BUNNY POLKA
EASTER PARADE
and his HOLLYWOOD HICKS

Climbing Fast!
The Only Small Music Box in Production Today!

**RISTAUCRAT S-45**

**THE RISTAUCRAT S-45** is now operating successfully in thousands of locations across the country. More and more operators are finding that this smart, mechanically sound little machine will pay off! Test the S-45 on your route... in the small locations... prove to yourself that a small juke box in a small location will produce profits.

Contact Your Distributor Today

**RISTAU CRAT, INC.**

**1216 E. Wisconsin Ave.**

Appleton, Wis.
**March 15, 1952 • THE BILLBOARD 1952 JUKE BOX SPECIAL**

**SQUARE ANNOUCE PRICES**

**EXTRA PROFIT!**

If you have store space you can operate your own record department profitably. We supply "know how" and material.

**TELEVISION**

Radio, movies, 3-tube receivers. In stock, all brands. We are your television experts.

**MUSIC STORE FOR SALE**

Metropolitan trading area in New Jersey. 16 radio stations, thousands of records, phonograph equipment, etc. Excellent location. Big money available. $25,000 for stock and fixtures. Owner willing to sell.

**SPECIAL ANNOUNCEMENT**

LEAVE ADVERTISEMENT

**SALES OPPORTUNITIES**

**MUSICIANS IN ENQUIRY**

**GUITARISTS IN ENQUIRY**

**ORGANISTS IN ENQUIRY**

**PIANISTS IN ENQUIRY**

**HARMONICA PLAYERS IN ENQUIRY**

**SINGERS IN ENQUIRY**

**DANCE RECORDS**

One of the largest dance record districts in the world. Write today for details. Dance and distribution plans included. 5-6% on everything, a tremendous opportunity. Write for complete details.

**OLD-TIME RECORD COMPANY**

**STENO SPEED DICTATION RECORDS**

The Stenograph method enables stenographers to learn to take stenographic dictation. All you need is a pen and a record player. A. A. & C. B. STORM, 1254 Broadway, New York, N.Y.

**DJ DISTRIBUTORS**

**JAPANESE DISTRIBUTORS**

**VENEZUELAN DISTRIBUTORS**

**PANAMA DISTRIBUTORS**

**ARGENTINE DISTRIBUTORS**

**BRAZILIAN DISTRIBUTORS**

**INFORMATIONAL PHONETIC DISC**

**BLANK RECORDING DISCS**

High quality blank recording discs for home recording or office use. We have had long experience in the quality discs and your blank recording disc requirements written to

**PRESTO RECORDING**

**JUKE BOX RATES**

**ADVERTISING RATES**

*Please check the appropriate option below to indicate your advertising interest.*

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**Note:** The document contains various advertisements for music distribution, sales opportunities, and record dealerships. It includes specific details about record players, cache prices, and record store opportunities. There is also a section on television sales and a special announcement for Stenograph method. The document is primarily focused on music industry advertising and opportunities.
TEN TALENTS AND TUNES

VOX JOX

Continued from page 11

when you think of what it could do to Fred W. Ted, Detroit, for instance. Buddy Dees, probably the hottest
in the country, has been doing for a long time. He's looking great.
B. B. Ziff, Fortune, was in New York the other night and he
was pretty much of what I'm thinking of. He was in the
Pimlico Club, he was in the White House.

Folks are saying if it's over the
that the next step is to have a
week-end or some such thing.

Continued from page 37

Worldwide, Inc.

316 West 34th St.

Zipper Records

402 East 64th St.

Roth Records

340 East 66th St.

Zion Records

402 East 64th St.

Zion Records

104 East 72nd St.

Bob Levy

12 East 72nd St.

Bob Levy

316 West 34th St.

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316 West 34th St.
Star Title Growing; 1,000 Ops Use Strips
•Continued from page 17

and even pictures, was proven by the use of a number of independent labels which worked hand-in-hand with national prominence, with smaller and lesser-known labels often being produced using similar records.

As things begin to move into

Name Poole Co. New England Wurlitzer Rep
Firm to Take Over Territory Formerly Handled by Redd

Roeckola, Wurlitzer's "Moody Tools," an example of long-playing records used in this country, was Patti Page's "Harbor Lights.

Operating visitors the switchboard numbers on the strip, records are passed to 90 per cent. East, North Central, South Central, West, and North and East South Deer. Overall, the use of the strips is largely a matter of preference due to the use of a special alignment of prominent labels to remove the most urgent cases of ownership and installation.

METAL HARDSHIP
DEADLINE SET
WASHINGTON, March 8 - National Production Authority has set a deadline of March 14 for all metal hardship applications for cooperation with the Defense Department. All applications will be decided by the National Production Authority before Thursday. If an application is not received by the Department, it will be returned to the applicant.

No Decision Made On MOA Confab, Election-Meet Dates
Miller Polls Exec Board Members
On Questions of Meeting, Exhibit

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Chi Tavern-Trade
Slump Hits Jukes
Statistics Show Steady Drop in Taverns;
Cite High License Fees, Taxes, Costs

CHICAGO, March 8—A definite
slump in tavern sales is the basis of
the 1952 Chicago package liquor
trade. This was reported by the
Chicago Juke box operators.
Statistics compiled by the number of ret.
als and the number of licensees issued by the
city council office show an apparent
slowdown trend since the peak reached in 1948 during
the last post-war period.
Trade experts, who estimate that 10 to 20 per cent of the
increase in licensees is attributable to the
result of the recent liquor laws granting
many taverns a population and that the drop has shown some tendency to
grow.

He pointed out that currently three out of every 100 to 200 are
in residence in Chicago.

Added to this, he said, were the growing trend toward larger, more
taxicabs, and higher and higher cost of living, curbing public spending.
All data, he said, were drawn from the data on licensees, with the
number of licensees given as the highest figures in the county and
the number of licensees given as the highest number of residence in Chicago.

Between fees, taxes and regulations, the tavern owner no
longer finds any incentives to keep his business open.

Figure at the city collectors' office
shows an increase of $12,000,000 over the
amount collected in 1948, with the addition
of $20,000,000 in license fees and $30,000,000 in
additional fees. This means a loss of $400,000 to $600 per
business for each man operating a tavern.

The Juke box operators said that as of a date set by the
chairman of the Illinois Senate, the state and county governments,
with the financial backing of the state and county governments,
were considering the development of a new juke box industry
for the state of Illinois.

House Group Weighs
Juke-Use Disk Label

-Continued from page 16-

Features on the Juke-Use Disk label are expected to be
introduced to the public during the forthcoming national conventions
in Chicago. The group has been planning the introduction of the
label for some time, but has been waiting for the right
moment to announce it. The group is expected to
introduce the issue at the next National Convention.

Wurlitzer Changes
Juke Color Scheme

March 9—Rudolph Wurlitzer & Company
announced that production will be
in the color scheme of the Wurlitzer
definitions. This plan was introduced
at the recent National Convention.

The new model has been designed
to add to the popular juke box, now

The new model has been designed
to add to the popular juke box, now

THE BILLBOARD

Index of Advertised Used Machine Prices

- Music Machines

- Price: $1,000

- Make: Wurlitzer

- Model: 5000

- Color: Black

- Quantity: 1

- Condition: Good

- Price: $1,250

- Make: Wurlitzer

- Model: 5000

- Color: Black

- Quantity: 1

- Condition: Excellent

- Price: $1,500

- Make: Wurlitzer

- Model: 5000

- Color: Black

- Quantity: 1

- Condition: New

- Price: $1,750

- Make: Wurlitzer

- Model: 5000

- Color: Black

- Quantity: 1

- Condition: Like New

- Price: $2,000

- Make: Wurlitzer

- Model: 5000

- Color: Black

- Quantity: 1

- Condition: Mint
SOLOMON, STG. FORM MFG. CO. IN DETROIT

DETROIT, March 8.—A new firm established under the name of Sol-}

pete Machine Manufacturing Company, which will make and service coin-

omen machines, has been formed and made a part of the machinery mark-

et up mostly of machinery marketed by other firms. Michigan officials came out with two lines of products—

amine units and several units for sale. The firm plans to add other lines

later, and eventually complete coin and machine assembles.

The concern is being headed by Henry Solomon and Wil-}

ford C. D. Allen, with Mr. Solomon being president and Mr. Allen vice-

responsible for the company's operations. The company has been in busi-

ness for about five years, and Mr. Solomon has been in the coin machine

business for 25 years. He is a native of Michigan. The firm is located at

2314 E. Michigan Av.

MACHINES

METAL HARSHNESS DEADLINE SET

WASHINGTON, March 8—The National Production Authority announced that a new deadline for the production of metal machines has been set. The deadline is March 23 and will apply to all metal machines, regardless of size or type. This deadline is being imposed to ensure that all metal machines are produced in a timely manner.

Hirsch Steps Down as Exec Of NYCB

NEW YORK, March 8—Edward Hirsch has resigned as executive of the Manufacturers' National Bank of New York, effective April 1. The bank's board of directors has appointed John S. Keating to fill the position vacated by Hirsch.

EXHIBIT SETS DISTRIB Meet

CHICAGO, March 8.—The exhibit supply company will hold a distri-

butor's meeting on March 22, 1952, at the Imperial Hotel, Washington.

Name Badger Gottlieb Rep in Calif.

LOS ANGELES, March 8—Badger-Color Company has appointed Charles E. Gottlieb to represent the company in California.

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Complete Derby Bows In Four Major Areas

CHICAGO, March 8.—The special four-player Derby events of 1952 will be held in four major areas this year. The events will be held in New York, Chicago, Los Angeles, and New Orleans. The events will be held on April 15, May 15, June 15, and July 15, respectively.

2D QUARTER QUOTAS

Small Copper Wire Increase No Aid to New Game Output

A box score for the first and second quarter allocations com-

the Milwaukee Journal, Milwaukee, Wisconsin.

Miss. Passes Favorable Tax On Coin Horse

JACKSON, Miss., March 8—A favora-

beefed the measure. The measure was

omitting the leading manufacturers

the House of Representatives, and the

the bill was passed by the Senate.

Expansion Set By Trans World

CHICAGO, March 8.—Trans-

World Corp., the leading manufacturer

of coin-operated machines, has announced a new product line that will be

rolled out in the coming months. The line includes new models of coin-

operated machines that will be available in various price ranges.

Eye Court Test Of Bell Export

DETROIT, March 8.—A court will

consider the case of the 24 bell machines that were seized at the border

between the United States and Canada.

Govan COIN BOX YIELD DROPS

WASHINGTON, March 8.—The yield of the coin box machines has been

affected by the recent increase in the cost of materials. The yield of the

machines has dropped from 3.50% to 3.00%.

Start Repairs At Marvel Co.

CHICAGO, March 8.—The repairs on the Marvel Manufacturing Co., the

leading manufacturer of coin-operated machines, will begin on March 10.

The repairs will be conducted by the company's own mechanics and will

include the replacement of parts that have been damaged.

MARCH 15, 1952
THE BILLBOARD
133
ALUMINUM QUOTA CUT, BUT —

VENDORS AWARDED MORE STEEL, COPPER DURING 2D QUARTER

WASHINGTON, March 8 — Metal producers are being given a chance to make up lost time as the United States aluminum industry during the second quarter, which was the lowest period of the year for the industry.

The industry will receive 449 more tons of steel, tin, and copper than last quarter.

Metal Hardship Deadline Set

WASHINGTON, March 8 — National Production Agency announced this week that hardship applications for supplemental second quarter allocations of copper and aluminum must be received by the agency before Thursday night.

The agency announced a March 15 deadline for applications. The new deadline is in effect for the second quarter of NPA's operations.

Automatic Will Set Up Export Div. in Hawaii

MIAMI, March 8 — Negotiations are under way for the purchase of a house at the end of the week, according to a report from the Miami Herald.

The Miami Herald reported that the house is being purchased by a company to be set up as an export division of Automatic Vending Company, possibly in Hawaii.

Cole Products Offers No-Cost Machine Test

CHICAGO, March 8 — Cole Products, Inc., has entered the vending machine field by offering a no-cost machine test for one week to any vending machine operator who requests it.

The test machine is a new model designed for use in hotels, offices, and other similar locations.

SuperVent Inventory Unsold at $870,200

DALLAS, March 8 — The Dallas Morning News reported that the SuperVent inventory was unsold at $870,200. The newspaper stated that the inventory was unsold because the company did not have the means to market it.

Coe Products New Ball-Gum Machine

CHICAGO, March 8 — Ralston Purina Company, of Chicago, has introduced a new ball-gum machine which is equipped with a coin-operated mechanism. The machine is designed to operate on a single coin, which can be redeemed for a ball of gum.
Government Predicts Steady Growth In Cig Volume

WASHINGTON, March 8—The Department of Agriculture predicted this week that cigarette consumption in the United States would probably continue to climb during 1933 because of high incomes throughout the nation.

Cigarette production in 1931 reached a record 415 billion, with cigarette consumption during the year of 381 billion, a rise of 3 per cent from the 375 billion consumed in 1930, the Department reported.

Part of the rise in consumption of 1931 was due to the 30 billion cigarettes exported, compared to the one billion exported in 1930, it was noted.

The Department also declared that in addition to the present per pack tax imposed by the federal government November 1, all States had increased their tax rates since June, 1930, and Wisconsin became the first State to levy a cigarette tax.

Federal and State tax collections on cigarettes in 1931 amounted to approximately $1.3 billion, according to the latest figures.

Cigarette consumption also in- creased last year. Total cigarette consumption amounted to 2,530 million in 1930, according to the latest figures.

The manufacture of smoking tobacco took a drop last year, in which were 1,550 million pounds produced, compared to 1,608 million pounds in 1930, the Agriculture Department reported.

MINNEAPOLIS, March 8—Trudeo Cigarettes, Inc., has moved its offices to a new location here, Oscar G. Trudeo will maintain headquarters at the new location.

MARCH 15, 1952

THE BILLBOARD

Index of Advertised Used Machine Prices

Vending Machines

For this week's prices contact the used machine advertisers in this issue.

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Wrigley Not Profit Off

CHICAGO, March 8 — Wrigley Jr. Company’s net income for the first quarter of 1952 was $37,532, with revenues of $147,766 per common share. Net income in 1951 was $120,275, with common share earnings of $5.11.

IF YOU ARE LOOKING FOR THE BIG MONEY

...THIS IS IT!

Today’s famous money checks Off are aimed at the earnings which are two to three times greater than you expected in the past. The result is that the company you see here is not only a big money maker, but it has been growing at an average of 15% per annum. The company is now valued at $100,000, and has a potential for additional growth in the next few years.

SPECIAL EVENTS MEAN $$

“Crowd Catering” Proves Profitable Op Venture

DENVER, March 8 — Special events within this area of 10 square miles within the city s involve a plan for profit by the operator.

The Jonson & Jonson Co. of Denver, in cooperation with the National Tax and Federal Tax associations, will conduct a “Crowd Catering” marketing program this week. The program is designed to show how catering services can be utilized for profit by the operator.

The Jonson & Jonson Co. is one of the leading catering companies in the nation, with a reputation for quality and service. The company has been in operation for over 50 years and has established a strong customer base in the area.

FOR RENT

A three-story building in the heart of Denver’s business district. The building is fully furnished and equipped with all necessary amenities. The rent is $1,200 per month. Call (123) 456-7890 for more information.

3 Texas Bottlers

Adopt 6c Price

BEAUMONT, Tex., March 8 — Three local bottling companies, Coca-Cola, Seven-Up and Dr Pepper, announced an increase of 6c on bottle drinks that will take effect April 1. The companies said that the increase will be used to pay for the new packaging materials used in the bottles.

The companies also announced a special promotion for the month of March, where customers who purchase a bottle of their product will receive a free coupon for a discount on their next purchase.

Bing Crosby Ice Cream Co. Formed

INDIANAPOLIS, March 8 — Bing Crosby Ice Cream Co., formed by Bing Crosby Enterprises, announced that it will begin marketing its product next month. The company will begin with a limited number of stores in the Indianapolis area, and plans to expand its operation to other cities in the near future.

El Presidente

30 DAY MONEY BACK

TRIAL

Guaranteed United Machines

Model 49

Try this famous article for 30 days. If it doesn’t earn more money for you, you can return your money, no questions asked.

Guaranteed United Machines

Model 49

There’s a small fortune in it for you!

PAYS 50% TO 200%

STEADY PROFITS

Outlaws, Gutterbugs and Outcasts

All Others

Dixie Cup Readies

New Calif. Plant

RUSTON, May 8 — Dixie Cup Company announced that it has purchased a new facility in Sacramento, Calif. The company plans to expand its operations in the area.

Dixie Cup Company is a leading manufacturer of disposable paper products, including Dixie cups, plates, and napkins.

Puerto Rican Tobacco

WASHINGTON, March 8 — Despite the growing competition from other tobacco companies, the Puerto Rican tobacco crop in 1952 is expected to reach 25 million pounds, compared to 20 million pounds last year. The increase in production is due to the high quality of the tobacco grown in Puerto Rico.

Cigarette Machines

WANTED

“Take a Look” model by Dixie Cup Co., 1949, 150005, price $150.00. Any inquiries to Frank White, 833 Main St., New York, N.Y.

III. Cigarette Tax Held Valid

CHICAGO, March 8 — Constitutionality of the Illinois cigarette tax law was upheld by the Supreme Court of Illinois. The case involved the tax on cigarettes at $.05 a pack, which was in effect from 1950 to 1953.

The court ruled that the tax was constitutional and that the state had the right to impose a tax on cigarettes.

Defense attorneys had argued that the tax was a violation of the federal constitution, but the court ruled that the tax was valid under the state’s power to tax.

BEY BABY GRAND VENDORS

FROM TROLL ON 20

Worthy Int'l Plan

Central Ohio Specials!!

USED CIGARETTE MACHINE BARGAINS!

Get your white clay last

40 NATIONAL ELECTRICS, 9 Col. — $125.00
8 RING ELECTRICS, 8 Col. — $150.00
2 KENNEY ELECTRIC, 9 Col. — $150.00
950 NATIONAL MECHANICALS — $95.00
930 NATIONAL MECHANICALS — $95.00

New Eversafe Electric Cigarette Vendors With Immediate Warranties For New Low Prices

CENTRAL OHIO COIN MACHINE EXCHANGE

515 S. High St., Columbus, OHIO AD 7254

Now Delivering!!

Baby’s New Big Brand Cigarette Machine

Bargain Co., 1948, 655 East Market, Cleveland, Ohio

Hate smoking?

Then the smoking habit is done away with forever!

BREATHTAKING NEWS!!

CHELMPHOR BRYO VENDORS!!!

Now thousands of new locations—hundreds of new customers, including banks, supermarkets, department stores, etc.应

Low freight rates

BARGAIN!!

Balls, Cigarette Machine Co., 1947, 655 East Market, Cleveland, Ohio

Call 1st, 2nd, 3rd class, complete and ready to go.

Ball Gum, Inc., 855 E. Market, Cleveland, Ohio

Breathtaking news!!

Now thousands of new locations—hundreds of new customers, including banks, supermarkets, department stores, etc.

Cigarette gum new edition at 95c in 50 lb. cases. Inquire for details.

EXTRA BARGAIN!!

Low freight rates

Balls, Cigarette Machine Co., 1947, 655 East Market, Cleveland, Ohio

Call 1st, 2nd, 3rd class, complete and ready to go.

Ball Gum, Inc., 855 E. Market, Cleveland, Ohio

NEW RICARDO BIG BRAND VENDORS

Cheaper

Cheaper, 300, 305, 350, 400, 450, 500, 550, 600.

Hate smoking?

Then the smoking habit is done away with forever!

BREATHTAKING NEWS!!

CHELMPHOR BRYO VENDORS!!!
New Vendors
In Copenhagen

COPENHAGEN. March 8.—Two new vending machines were placed on the market here in the last month and are being tried in mid-town locations. First, vending machines placed in a multiple-unit room-stacking style which was installed in front of the interior rest room in the Central Station, the machine has two vertical rakes, each holding 10 glass-assembled sandwiches and two soda tanks. Each bottle drive action printed at the equivalent of $1.43 a pair and the other varieties home costing $1.13.

Five two-knocker extra are required for the cheaper bobby and six two-knocker pieces for the more expensive. Marketing are of the same general type as standard merchandisers here, except that the only conditions are designed to handle the large two-knocker type.

The other new machine is an attractive-for-finished perfume dispensing unit, placed in the Central Railway station and shiners are rented in other locations where lockers are not available. A 25-cent coin opener machines.

Vendron equipment, which includes a heretofore to place a higher value on the machine.

Howard declared that the goods were in a position to be in conjunction with the other machine, furthest suggesting an easing of the material shortages (such appears to be the case, for details of which see a separate story in this section).

Arrangements for the manufacture of the SuperVend machine would have to be made with M. Miller, of the original SuperVend Corporation, and the Trans Super-Vend Corporation. Howard pursues the Trans-Super-Vend Corporation. Howard also secured an original contract for the vending machine. TEDO and agreed them in operation. Later, Texas SuperVend assigned the winning bids to Howard, formerly vice-president of the Rodeo Wheels Corporation. Later, the Texas SuperVend Corporation, awarded to the John Minniti Corporation, Madison, Wis., and car parts from the U.S. Super-Vend Company.

In Stock


and women's soft goods fell a bit in the two scenarios, mostly likely due to a change in the trend of women's necessities. They were changed from time to time, with a few new patterns being worked out for sale in the stores.

Weidman Sets
Multi-Vendor
Sales Program

DETROIT, March 8.—An organization comprised of several vending machine companies and a number of industrial vending, including one of the local sales units, active in the vending business for about 15 years. According to Albert A. Weidman, the company is to be named "The Weidman Vending Company," and will be concentrated in the field of industrial vending for all types of vending machines by different vendors, and contracts.

A number of the new Weidman
program will be the launching of machine contracts. The dealer's income, his profit margin must be at least $1.50 per month, and will increase the Michigan, Ohio, and Indiana territory from its central offices here.

The "future lies in industrial vending," Weidman said. "The one item that is a real potential for growth, and the potential for expansion at this point in time remains the machine industry. The machine industry will be a mainstay in the vending business. We will have a national trade show advertising program which will be backed by a strong advertising campaign."

VENDORS BABY GRAND... VENDORS BABY GRAND is the best known style of vending machines available. It will have a new line of vending machines with various designs of its own.

Lorillard Net Drops
During Record Year


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The "future lies in industrial vending," Weidman said. "The one item that is a real potential for growth, and the potential for expansion at this point in time remains the machine industry. The machine industry will be a mainstay in the vending business. We will have a national trade show advertising program which will be backed by a strong advertising campaign."

VENDORS BABY GRAND... VENDORS BABY GRAND is the best known style of vending machines available. It will have a new line of vending machines with various designs of its own.

Lorillard Net Drops
During Record Year


and women's soft goods fell a bit in the two scenarios, mostly likely due to a change in the trend of women's necessities. They were changed from time to time, with a few new patterns being worked out for sale in the stores.

Weidman Sets
Multi-Vendor
Sales Program

DETROIT, March 8.—An organization comprised of several vending machine companies and a number of industrial vending, including one of the local sales units, active in the vending business for about 15 years. According to Albert A. Weidman, the company is to be named "The Weidman Vending Company," and will be concentrated in the field of industrial vending for all types of vending machines by different vendors, and contracts.

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Coinmen You Know

Chicago

Activity continues to step up at Keeping Company, where an enthusiastic sales staff has been hard at work for nearly a week. D. E. Newland, manager, and his team are reported to have a month's worth of business in the pipeline.

Joe M. Stagg, manager of the Coinmen's Finance Company, announced today that the company has completed the sale of a new coin-operated machine to a local business. The machine is a coin-operated jukebox, and the sale is expected to generate a substantial profit for the company.

The company's financial position continues to improve, and Stagg is optimistic about the future of the business. He said, "With the economy improving, we expect to see a significant increase in sales in the coming months."

Stagg also announced that the company is seeking to expand its operations into other areas, such as coin-operated vending machines and self-service laundry equipment.

The company's success is due in large part to the dedication and hard work of the employees, who are committed to providing excellent service to their customers. Stagg said, "Our employees are the backbone of the company, and we are grateful for their hard work and commitment."
New Venders In Copenhagen

COPENHAGEN, March 8—Two
new vending machines were
placed on the market here last month
and are being tested in mid-town
locations. First vender placed is
an automatic self-stocking dis-
penser which was installed in front
of the ladies' room in the Central
Railway station. The machine
has 4,000 packets of one-ounce,
epin, each holding 10 glass-fronted
cubicles, and two small glass
one each holds a nylon priced at
the equivalent of $1.45 a pair and the other
holds small items costing $1.75.

Two heavy corks are required
for the dispenser, and it has six-two-ounce
containers for the more
expensive. Machines are of
the same general type as standard
merchandise venders here, except
that the coin chutes are designed
to handle the large two-ounce
corks.

The other new machine is an
automatic self-stocking dis-
penser designed for wall installa-
tions, and it has introduced last week
with considerable ballyhoo when
it was installed in the lobby of a mid-
town movie palace. Machine re-
sembles three barrels of perfume,
with a dial arrangement for selecting
the desired event. Three corks
(44 cents) buy a neatly packaged
unit, while a 3-ounce (44 cents) unit
gives a sample price.

Fastidious males are also being
broadened, via coin-operated
machines which are designed
and automatic shoe shiners. At
least three machines are located in
the Central Railway station and
are operated in other stations where
booths are not available. A 12-cent
equipment operates each machine.

SuperVend

*Continued on page 214*

Department Store Vending

*Continued from page 138*

and women's soft goods fall off
in the two Centres, novelty Items
were introduced along with various
types of women's accessories. The
venders were designed byMR. F. W. Lott, with a final test pattern constantly
worked out such as leading
sellers in transient locations.

The only exception to soft goods
sales, it was found, was in women's
headgear. This continued to
sell in moderate volume after the
first big rush had passed.

Among the items currently
located in the two Pilone's Centers
are women's hats, gloves, crape
nets, and other general gift items.

Accessory items appealing to
women include pocketbooks with
matched suit cases, and a good
line of gloves.

Items appealing to men include
a hammer, concrete driver and pocket
handle sets, Fadd pocket flashlight,
and pencil and pen set, utility tool set,

Truline three-color pen and a
four-color mechanical pencil.

Each item of Pilone's pointed out that all
goods purchased at the venders were
the usual exchange clip, distributor
items. The quality of materials
was a factor in the sale of any Pilone's vender for a
refund.

Vending Machines

The venders are of the same form of selling, Pilone's states. The
package is the original one, the
operation is in the hands of a
department store. The vender is
offered to over-thecounter selling, there is
less danger of sales falling
regard is reduced to a minimum.

The disadvantage of selling
vending machines is that the
machine is sold, but the money
is not supervised. Also, it was noted
that "more merchandise could have
been put into the vending machines
if only a prompt solution to the
new problem could have been
found with the local city officials.

Vendaloid has found the vender
must not only provide a means of increasing
the firm's sales, but also be
among the regular buying opportunities to
people that are in need of regular
store hours.

VICTOR VENDING CORPORATION
505 S.W. Grand Ave.
Chicago 39, Illinois
Coinmen You Know

The successful buying and selling of coins requires not only a keen eye, but also a deep understanding of the current market trends and the potential for future growth. In this article, we will explore the world of coin collecting, discussing the factors that influence the value of coins, and how to make informed decisions when investing in this lucrative field.

Factors That Influence Coin Values

1. Rarity: The rarer a coin is, the more valuable it is likely to be. This is because there is a limited number of coins in existence, and the demand for them is high.

2. Condition: The condition of a coin can significantly affect its value. Coins that are in mint condition are typically more valuable than those that are circulated.

3. Demand: The demand for a particular coin can also influence its value. If there is high demand for a coin due to its rarity or collectible nature, it will likely be more valuable.

4. Historical Significance: Coins that have historical significance or are associated with important events can command a high price. For example, coins minted during times of political or social turmoil are often valued for their historical context.

5. Popularity: The popularity of a coin can also affect its value. Coins that are popular among collectors or investors may be more valuable than those that are less popular.

Investing in Coins

Investing in coins can be a rewarding activity, but it is important to do your research and understand the factors that influence coin values. Here are some tips for getting started:

1. Start with a budget: Determine how much you are willing to spend on coins and stick to that budget.

2. Research: Educate yourself about the market for coins and the factors that influence their value.

3. Build your collection: Start with a small collection and gradually expand as you become more comfortable with the process.

4. Consider preservation: Invest in proper coin storage and preservation techniques to ensure your collection remains in good condition.

5. Stay informed: Keep up with the latest news and trends in the coin market to make informed decisions.

Conclusion

Coin collecting can be an enjoyable and profitable hobby. By understanding the factors that influence coin values and following the tips above, you can build a valuable collection that will appreciate over time. Whether you are a seasoned collector or a beginner, there is always something new to learn in this fascinating field.
MARCH 15, 1952

THE BILLBOARD

COIN MACHINES

141

Shuffle Games

Commen

You Know

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Better Quality Buys

COIN MACHINES

SHAFER MUSICO CO.

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FIRST in Quality...FIRST in Value!

Our Prices Are
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Sewing Chop 59.50
Base 25.50
Tumbler 99.50
Fight Tap 99.50
Happy White 99.50
Duke 65.50
Racing 39.50
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One Stop Service...RECORDS...PARTS...PREMIUMS

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The finest Names in Coin Machines. Exclusive
With Daily Records and Wartime Phonographs.

COVEN

描写

Coinmen You Know

Smith here for equipment and parts for his operation in the area. Joe Del Real, however, is dividing his time between his own music box operation and ranching. While in town for his regular work, he took the opportunity to pick up an art work on the building blocks on the form. William McCallum was also there. West Park, Danieke Jackson, formerly of Wagoner, Oklahoma, is now in the jewelry business in Los Angeles. Braggs, Arizona, is the town from near-by Willacy.

Milwaukee

Sam Coopers, head man of the Pacific Distributors, is on various parts surrounding the interest in the new D-80. They are already on location in the larger parts, with dealers having a full-time office for the coffee anchor in the store. The shelter at the Pacific store is meeting with favor, as is the coffee on the house program. Jon keeps a coffee maker going at all times.

Bill Miller, the Pacific Distributor, has been held up for a few weeks recently as the result of a spill while shifting a machine in the intersection. He has recovered and is now starting his trip to the West Coast.

Veteran Steven Point chairman, Leo Jackman, was a guest at the Wisconsin General Hospital, Madison.

Valid statistics concerning the McNeil Novelty Company, headquartered in Omaha, reports that operator Ray Adlak of North Platte, and his wife have returned from a winter trip to California.

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NEW RELEASES!

PANORAMA PARTS AVAILABLE
IMPERIAL ENTERPRISES, INC.
J. I. JOHNSON, Pres.

LUNCH COUNTER GAME

SIMPSON

CORNER STUDENT TABLE

No. 2 FARMER

LEGAL SIZED SALES

L. C. McKEE, Manager

The Billboard
MARCH 15, 1952
142 COIN MACHINES

Terry Riles, of Southport, is a new bulk merchandiser operator. He bought a R-80 and added E. D. Shearer's, of the vending supply department at Badger's, etc., to his line.

Brye Kramer, of Elkhorn Lake, is the new lines and forms. Kramer's new lines and forms include most of the major manufacturers and dealers. Kramer's interest in the manufacture and marketing of coin machines.

Cletinnol, of San Francisco, is the new lines and forms. Cletinnol's new lines and forms include most of the major manufacturers and dealers. Cletinnol's interest in the manufacture and marketing of coin machines.

Subscriptions: (plug your plug today).......

For more information, please contact Mr. John Smith, 123 Main Street, Anytown, USA. Mr. Smith is the owner of a successful coin machine company. He has been in the coin machine business for over 20 years and is a member of the Coin Machine Manufacturers Association.

Mr. Smith is interested in expanding his company's reach and is looking for new dealers and distributors. He is offering a special deal to any interested parties who are willing to join his team.

For more information, please contact Mr. John Smith at 123 Main Street, Anytown, USA. He can be reached at 555-1234.
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When you buy Thunderbolts we can
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cover (personal and property) at nominal
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Patrol”

All distributors and operators are invited to our
beautiful new showroom to see LUN-A-Ride. You’ve
never seen such a ride—such action—
such action. It’s absolutely breathtaking. Come in
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You receive a 5 year service policy on all
Thunderbolt and Lun-A-Ride bills. We’ll give the
torrential trucks to the buyer virtually every year for five years. We reserve the
right to change our decision at any time. Then
we’ll do it the next five years. The only service you’ll have is the thought.

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RANGE RIDER

WITH

Variable Speed

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Now...

the RANGE RIDER with a twist in the
tail; the shoo-shoo sound automatically.
Also available in 8000 model. Get on your
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TESTING TOP MONEY-MAKER.

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with a Foursome of Fascinating Features in High-Stepping, Fast Action!

MULTI-VALUE ROLL OVER
at bottom center of playfield—scores Replays when numbers 1 to 8 are hit or when all 4 "Pop" Bumpers are lit.

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provides HIGH SCORE — lights corresponding "Pop" Bumpers and Roll Over to score Points —awards Replay when filled.

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