2-Speed Disk Trend Grows; Dealers’ Confab Looks Big

AGVA-Agents Battle Is Hot And Rough Now
Each Side Shouts Defiance; Issue May Go to Court

NEW YORK, July 28 — What may be a bigger fight that ended last week when Artists Representative Association voted to stand firm against the American Guild of Variety Artists for its stand on the issuance of franchises by AGVA’s convention last month. Dede agents to meet Tuesday to examine AGVA’s decision. The vote, says September 19, and to refuse to recognize all agents from that date. Agents seeking new franchised or non-franchised, would be to apply direct to AGVA. They may also require and serve to live up to Union’s policy, those franchised to charge the numbers.

Ballroom Ops Eye Test Suit
HOLLYWOOD, July 28 — The world’s largest musical test in the world is a corner of the center of a suit in the center of a suit, and a ballroom test in the suit. The suits, which are patterned after the suits of the women, are cut like the suits of the women.

56 Web Coverage Will Be Different: No Pool, No “Gavel-to-Gavel” Pitch

Chicago, July 28 — Here’s a look at one of the 56 conventions from the eyes of a 56-year-old. We’ve got some great moments in the right length for a speech. We want to see the event in its entirety.

Educatonal TV Given First 4 Permits by FCC

Washington, July 26 — First TV educational construction permits were authorized by the Federal Communications Commission yesterday (28) for four non-commercial radio stations, despite a pitched battle over the initial construction permit for the Kansas State College of Agriculture and Applied Science before the college had received funds to build or operate the station. The other three grants were made to New York State University for stations at Albany, Buffalo and Rochester. The FCC notified the Lindsay Hopkins Vocational School of the Dade County Board of Public In

LA Video City Sets Gala Bow

HOLLYWOOD, July 26 — To herald the opening of its multi-million dollar television City, the Columbia Broadcasting System will stage a mammoth road-to-count show, which will run for two hours. CBS shows, which will run for two hours. CBS shows, which will run for two hours. CBS shows, which will run for two hours. CBS shows, which will run for two hours. CBS shows, which will run for two hours.

Index
Helsinki Offers Funspots, But Has Few Takers

Helsinki, Finland, July 26 - As autumn sets in, the capital of Finland is deserted by most of its tourists. Even the few who remain are not attracted by the city's many attractions. Most of the tourists have already left for the coast, where the weather is warmer.

On the other hand, the city is also deserted by the inhabitants. Many of them have gone to the country for the summer, leaving the city empty.

The situation is not helped by the fact that the city's economy is in a bad state. The city is dependent on tourism for its livelihood, and the tourist trade has been hit hard by the recession.

In spite of this, the city's cultural institutions are still functioning. The Finnish National Theatre and the Finnish National Opera are both open for business, and a number of exhibitions and concerts are taking place.

However, the city is facing a number of problems. The city council has been unable to agree on a budget, and the city is in a state of financial crisis.

The situation is not helped by the fact that the city is facing a number of environmental problems. The city is facing a shortage of water, and the city's air quality is poor due to the high levels of pollution.

The city's leaders are hoping that the situation will improve in the near future. However, they are aware that the city will need to make some difficult decisions in order to survive.

Legit Line-Up

A. McDonald, president of the Scenery Suppliers Association, has announced that his company will be increasing its production of stage sets for the upcoming season. The company is also planning to expand its operations into new markets.

The move is part of a strategy to increase the company's market share. The company has been facing increasing competition from other companies in the industry.

The move is expected to be welcomed by the industry, which is facing a number of challenges. The industry is facing a shortage of skilled workers, and the cost of materials is rising.

The move is also expected to be welcomed by the public, who are increasingly looking for high-quality productions.

The company is planning to increase its production of sets for the upcoming season, and it is also planning to invest in new technology to improve its production methods.

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WASHINGTON Once-Over

WASHINGTON, July 25—Con- gruous leaders are facing an over- whelming battle for control of Capitol Hill. Congressional leaders, including Speaker of the House, Treasury and Ways and Mean- ers, are trying to settle the dispute over TV coverage of the legislative sessions. The situation is so grave that the House has been postponed to 3:30 p.m. this week.

President Johnson has already said that he won't sign any legislation until the dispute is settled. The conflict centers around the issue of whether TV coverage should be broadcast live or delayed. The minority party, the Republicans, want it delayed so that they can have more time to prepare their arguments. The majority party, the Democrats, want it live so that they can respond immediately.

Despite the intense pressure from both sides, the leaders have been unable to reach an agreement. The situation has been further complicated by the fact that the House has been in session only a few weeks, leaving little time for negotiation.

Wheat, the minority leader, said that he was confident that a compromise could be reached. "We're just trying to find a way to make sure that both sides get what they want," he said. "It's not too late to find a solution."
The following is a summary of key points from the text:

**One Excel to Handle All Media**

*NEW YORK, July 26—Young & Rubicam this week decided to announce a series of meetings in New York and Los Angeles on its new approach to the media buying market. The revolutionary new system of handling ad buying has been designed to make it easier for advertisers to place their media buy in one location. The system is currently being tested only in one department store, the New York Store, New York.*

**ABC Lines Up Sponsors for "Oz and Harriet"**

*NEW YORK, July 26—ABC this week announced that the network's new western series "Oz and Harriet" will begin next month. The series will be produced by Paramount Pictures and will be broadcast on ABC.*

**NEAB Grant To Go for Radio Series**

*NEW YORK, July 26—The $30,000 NEAB grant for the educational broadcasting series "World's Fair" is being extended for the production of a series of radio programs on the same subject. The series will be broadcast over the NBC network. Several shows have been completed and will be aired under the title "The Future's Heritage," to make its radio debut next week.*

**Bill Harrington To Be WNEW Singing Deejay**

*NEW YORK, July 26—Radio personality Bill Harrington has been selected as the new singing deejay for WNEW, the all-news station. Harrington will be heard from 1 to 11 p.m. daily, starting September 1.*

**World Waxes Voting Pitch**

*NEW YORK, July 26—The world's largest radio station, 1240 AM, has been promoting its new "The Nature of Man," "International Understanding," and "Parental Affection." A five-minute series, scheduled to be aired as a joint enterprise of the Columbia Broadcasting System and the American Federation of Labor. All programs will be available to WABC-NBC Radio, Voice of America, Australian Broadcasting Company, and All-India Radio.*

**New Capsules—Coast to Coast**

*Bert Parks to Emcee "Double or Nothing" Over CBS Video Network*

*NEW YORK, July 26—CBS will hold a "Double or Nothing" contest next month when its chain's video department of the Columbia Broadcasting System's TV channel 2. The contest will be sponsored by CBS and will be broadcast on CBS's two television networks, the CBS and ABC.*

**Religious TV**

*NEW YORK, July 26—Religious TV programs will be held on the CBS network next month. The programs will be broadcast from the world's largest radio station, 1240 AM, and will be heard from 1 to 11 p.m. daily, starting September 1.*

**Jergens Buys CBS, TV & AM**

*NEW YORK, July 26—Jergens, the world's largest radio station, has announced that it will purchase CBS, the world's largest television station, for $20 million. Jergens will operate CBS and AM as separate units.*

**First Program in the "Heritage Series"**

*The first program in the "Heritage Series," a series of programs on the history of the world's media, was broadcast this week. The program, "Radio and Television," was heard on 1350 AM, the world's oldest radio station.*

**ABC Lines Up Sponsors for "Oz and Harriet"**

*NEW YORK, July 26—ABC this week announced that the network's new western series "Oz and Harriet" will begin next month. The series will be produced by Paramount Pictures and will be broadcast on ABC.*

**FCC Grants Permits For Educational TV**

*NEW YORK, July 26—The FCC has granted permits for several educational TV stations to begin operations. The permits include one for Miami, Florida, and one for Los Angeles, California. The stations will be operated by local educational organizations.*

**Bill Harrington To Be WNEW Singing Deejay**

*NEW YORK, July 26—Radio personality Bill Harrington has been selected as the new singing deejay for WNEW, the all-news station. Harrington will be heard from 1 to 11 p.m. daily, starting September 1.*


**Nets Tighten Demo Conclave Coverage**

Continued from page 3

Clinto Utley in news flashes, 8:34 p.m. Leo Cherne, for NBC, on civil rights.

**NEWS CAPSULES**

**Bert Parks to Emcee “Double” Over CBS-TV**

Continued from page 4

Zorusz is limiting the broadcast back to 7-8 p.m. and plans to utilize it on similar basis in future.

**HOPPY-OFFERED GALLERIES**

**NEW YORK—Charles Michaels, Inc., has been appointed by NBC for the “Hoppy’s Galleries” radio program. The program will be heard over the network programs on WOR, New York, and WOR in the East. This marks the first time the Hoppy Galleries have been offered over a local sales plan.

**PIE OF SAUCERS**

**RING NEWSESS**

**RITA FILM**

**NEW YORK—** In conjunction with the new television programs of Rita Hayworth’s first starring role, “Rita Hayworth’s Last Act,” which begins with NBC’s new all-night show on WOR, August 26, Columbia Pictures has released the following trailer, which will run every week. In return, Columbia has granted a special show of the trailer to the movie theater at the Vic. Column inches are placed in the daily newspapers in the theater.

**SECRET PEOPLE AND THE REVOLVING DOOR**

CBS Radio Harry Perry leaves for the post on July 26, to make a tour of the network’s stations. He will go to some of the stations in the Midwest Division of Mutual Broadcasting System, which, with the West Coast, is known as the Midwest operations. Virgil Gilliam, who heads the Mutual division, has recently called on some of the stations.

**OLYMPIC INTERVIEWS**

**NEW YORK—** Harry Novick, the NBC motion picture division publicist, is covering the Summer Olympics in this country and Canada, which is a special assignment. He is traveling with a group of NBC correspondents, including sports writer and film critic, John Barlow, and film critic, Arthur D. Lane. Each day of the Olympics, Novick will make interviews with important figures in sports, including sports stars, coaches, and managers. The interviews will be broadcast on NBC’s Olympic Radio Network, which is devoted to providing round-the-clock coverage of the Games. Novick will also conduct interviews with athletes, coaches, and officials from other countries, and will provide updates on the Olympic events. His interviews will be broadcast live on NBC’s Olympic Radio Network, and will be available for satellite distribution to stations around the world.

**CBSTV SCHOOL CLIMBS**

**Grads Do Themselves Proud During Confabs**

CBS TV newsman William Utley in news flashes, 8:34 p.m. Leo Cherne, for NBC, on civil rights.

**Prudential NBC-TV Buy Could Cue a New Trend**

**WASHINGTON, July 26—** Prudential Life Insurance Company, the Equitable Life Insurance Company and the Prudential NBC-TV buy could cue a new trend in the television industry.

The Equitable Life Insurance Company is one of the largest insurance companies in the country, with assets exceeding $50 billion. The company has a long history in the insurance industry, dating back to 1857. The company’s main line of business is life insurance, and it also offers a wide range of other financial products, including annuities, mutual funds, and investments.

The Prudential NBC-TV buy is a significant development in the television industry, as it marks the first time a major insurance company has invested in a television network. This move is seen as a sign of the growing importance of television as a medium for advertising and marketing.

The Equitable Life Insurance Company and the Prudential NBC-TV buy could set a precedent for other insurance companies to follow suit, as they too see the potential of television as a marketing tool. This could lead to a new trend of insurance companies investing in media companies, which could result in a significant increase in the revenue generated by the media industry. The impact of this trend on the television industry is likely to be significant, as it could lead to a shift in the balance of power between the media industry and the insurance industry.
TV MEMBERSHIP OF NARTB 90
WASHINGTON, July 26. - Radio and television stations are urged to fill the 90 openings in the National Association of Radio Broadcasters' membership list by late August 1. The National Association of Radio Broadcasters' membership list is due by August 1. The 90 members will be sent on NARTB's 90-member list for the 1952-53 season.

WANTED: Voice Air Conventions Of GOP, Dems
WASHINGTON, July 26. - President Eisenhower has asked the Republican and Democratic national conventions to provide more voice air time for additional speeches and to allow a total of 10 minutes for all speakers, including those who do not have regular voice air time.

Radio Re-Captures Nighttime Audience
New York, July 26. - Radio has regained its audience in the nighttime hours, according to recent surveys. The broadcast stations in New York, Philadelphia, and Baltimore reported gains in listenership, while stations in Los Angeles and San Francisco showed declines.

SRT Off Sales Block; Broaden AM Ad Service
Hollywood, July 26. — Jerry Silver, head of SRT Transcription, next week will unveil a new plan for handling of its transcription library, following an agreement with Associated Transcription Service. The new plan will broaden the availability of transcriptions and increase sales.

ALL AT SEA
S. S. Courier Takes 'Voice' On Voyage
Washington, July 26. — The Voice of America, the government's news broadcasting station, is launching a new service for passengers on cruise ships. The Voice of America will broadcast news, sports, and entertainment programs for passengers on cruise ships around the world.

NBC Bolsters Sports Staff
New York, July 26. — The National Broadcasting Company has strengthened its sports staff with the addition of new personalities. The new additions include commentator Archie Moore, former heavyweight champion, and announcer Bill Stern, former radio announcer.

FCC Changes Score Of Video Channels
Washington, July 26. - The Federal Communications Commission has revised its list of television stations, increasing the number of channels available for new stations and reducing the number of channels available for new stations. The FCC has also modified its rules for the assignment of television channels.

Radio Re-Captures Nighttime Audience
New York, July 26. - Radio has regained its audience in the nighttime hours, according to recent surveys. The broadcast stations in New York, Philadelphia, and Baltimore reported gains in listenership, while stations in Los Angeles and San Francisco showed declines.

FCC OK's P. R. Tele Station
Washington, July 26. - The Federal Communications Commission has granted a license to the Puerto Rico Broadcasting Corporation to operate a television station in San Juan. The station, which will be known as WRY-P, will broadcast in Puerto Rico and the Virgin Islands.

Eye Tokar As'Luigi' Megger
Hollywood, July 26. — With the TV era of "Life of Luigi" set, Columbia Pictures is continuing its search for the next big hit. It is to fly New York's Norman Tokar to the coast for the filming of his next picture, "The Eye," with Tokar to play the title role.

Arb Steps Up TV Coverage
Washington, July 26. - The American Research Bureau has announced plans to increase its coverage of regular television viewership. The bureau plans to add new cities to its coverage and to make its reports available to more viewers.

WLCBB to Slot Em Kimbrough
New York, July 26. - The WLCBB, a new television station in New York, has announced plans to broadcast regularly with Em Kimbrough. The station plans to launch its regular schedule in September.

LANCASTER, PENNA.
Only TV station in a 50-mile area
Repr. by ROBERT MEKKER ASSOCIATES
Chicago, San Francisco, New York, Los Angeles

Profitable TV Audience exclusive with

The Billboard
AUGUST 2, 1952

6 TELEVISION-RADIO
Your Lucky Strike Hit Parade

presents to all our friends during our 8-week hiatus a special summer service!

Your Lucky 7 tunes that you would have heard last week as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the tunes most heard on the air and most played in the automatic coin machines.

1. WALKIN' MY BABY BACK HOME
2. AUF WIEDERSEHEN, SWEETHEART
3. KISS OF FIRE
4. Blue Tango
5. DELICADO
6. I'M YOURS
7. Here In My Heart

Look for this listing every week. We'll be back on Radio—AUGUST 29
TV—AUGUST 30

Assignment: MAN HUNT

Saturdays at 10:30 P.M., NBC Television Network

Lucky Strike Cigarettes

See your Lucky Strike Hit Parade Summer TV replacement

Be Happy—Go Lucky!
CBS Woos Chesterfield
And Coca-Cola

NEW YORK, July 26.—The
Columbia Broadcasting System
radio network is riding Chesterfield
and Coca-Cola, both of them
looking for an opportunity to buy network time next season. The
soft drink cliques would like to
return Andre Kostelanetz and his Band to the air, however, has already bought Fri
day and Saturday slots for the
Broadcasting Company's radio
network. Radio's chief rival, the
sponsorship of Mario Lanza and
Kostelanetz, was hoped for.

Week-end studio.

Welden has been offered the
strong Wednesday 8:30 p.m. slot
on the AM 'leagues' which
would mean the cigarette
sponsor would present Bing Crosby, who is to be sponsored by General
Electric in the fall following.

WNBT Tests New
Space-Use Idea

NEW YORK, July 26.—In
a move to its production facili
ties to meet the special needs of
local TV programming, the Na
tionwide Broadcasting
flagship here, WNBT, will begin a
weekly TV production test opera
d on August 4, during which the
broadcaster will send a one to
a million" edition of its strip shows from one studio.

In adapting the test progr
programming has shifted around from local TV to
radio. This has been a
practice for many years, with the
WNBT on one station and the
radio network supplying the
local TV stations. The company
now has a need for a new
studio situation to meet the
special needs of local TV.

Weintraub Axes
More Personnel
In Radio and TV

NEW YORK, July 26.—The
Weintraub agency, which has
represented the major networks
in its radio and TV depart
ments for many years, now has
more executive and secretarial
personnel, as well as a new
studio for the agency's biggest
account, the \(20 	imes 20\) studio.

Booths are occupied for a
month ago.

Goodman Ace to
Produce-Direct
For Berle Show

NEW YORK, July 26.—Good
man Ace has been given the
producer-director slot for the new
Berle show which is to begin
September 1.

It has been described as
having the same format as the
Berle show which ran on
tV during the past season.

Three to Five

RCA Shatters
All Records in
Sales Volume

NEW YORK, July 26.—The
RCA and its subsidiary companies
produce and handle a large
volume of products and services
during the course of a year, and
this volume is reflected in a
tatement released by the
company. The statement said
that the company's volume of
sales in the first quarter of the
year reached the $300,000,000 mark.

Coca-Cola
Market Is Up
28 Per Cent

NEW YORK, July 26.—Be
cause of the increased cannot
of the American TV
market, the Coca-Cola
company has increased its
advertising budget by 28
per cent for the second
quarter of the year.

The increase was
reflecting the greater
sales volume of the
company in the second
quarter, as compared to the
first quarter.

CBS, Affils Still Off
On Rate-Cut Agreement

NEW YORK, July 26.—Last
Friday morning's meeting of
Columbia Broadcasting System
affiliates, headed by George
McGinnis, was fruitless. The
final decision on the rate-cut
will be made by the affiliates
and the Columbia network.

The affiliates will hold another
meeting in Chicago, Tuesday,
and CBS executives will then
meet with the affiliates to
reach an agreement.

The cut is still the subject of
the liars, and there is a growing
movement (pointed out in the
Billboard more than once) that
the cut will be accompanied by
to advertisers to promote
their goods.
### Top 10 TV Shows Each Day of the Week in CINCINNATI

<table>
<thead>
<tr>
<th>Day</th>
<th>Show</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td><em>The Honeymooners</em></td>
<td>CBS</td>
<td>11.0</td>
</tr>
<tr>
<td>Monday</td>
<td><em>The Beat Generation</em></td>
<td>CBS</td>
<td>10.9</td>
</tr>
<tr>
<td>Tuesday</td>
<td><em>The Donna Reed Show</em></td>
<td>CBS</td>
<td>10.8</td>
</tr>
<tr>
<td>Wednesday</td>
<td><em>The New Adventures of Old Christine</em></td>
<td>CBS</td>
<td>10.7</td>
</tr>
<tr>
<td>Thursday</td>
<td><em>The Steve Allen Show</em></td>
<td>CBS</td>
<td>10.6</td>
</tr>
<tr>
<td>Friday</td>
<td><em>The New Adventures of Old Christine</em></td>
<td>CBS</td>
<td>10.5</td>
</tr>
<tr>
<td>Saturday</td>
<td><em>The Donna Reed Show</em></td>
<td>CBS</td>
<td>10.4</td>
</tr>
</tbody>
</table>

### Share of Total Audience Radio vs. TV in CINCINNATI

<table>
<thead>
<tr>
<th>Day</th>
<th>Radio</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>Monday</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>Tuesday</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Wednesday</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>Thursday</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>Friday</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Saturday</td>
<td>36%</td>
<td>64%</td>
</tr>
</tbody>
</table>

### Top 5 Radio Shows Each Day of the Week in CINCINNATI

<table>
<thead>
<tr>
<th>Day</th>
<th>Show</th>
<th>Station</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td><em>The Big League Show</em></td>
<td>WXI</td>
<td>10.8</td>
</tr>
<tr>
<td>Tuesday</td>
<td><em>The Big League Show</em></td>
<td>WXI</td>
<td>10.7</td>
</tr>
<tr>
<td>Wednesday</td>
<td><em>The Big League Show</em></td>
<td>WXI</td>
<td>10.6</td>
</tr>
<tr>
<td>Thursday</td>
<td><em>The Big League Show</em></td>
<td>WXI</td>
<td>10.5</td>
</tr>
<tr>
<td>Friday</td>
<td><em>The Big League Show</em></td>
<td>WXI</td>
<td>10.4</td>
</tr>
<tr>
<td>Saturday</td>
<td><em>The Big League Show</em></td>
<td>WXI</td>
<td>10.3</td>
</tr>
</tbody>
</table>

### Buy, Staff Cuts Slough Defense Show

WASHINGTON, July 28—Budget cuts forced the Defense Department to drop the weekly radio program, "Armed Forces Network," the network's last day was yesterday (25). For more than a year, the program has had a major service function of the Mutual Network, which includes several broadcasters called "Defense News." Two TV radio productions will be cut. A Monday evening program over a CBS network, "Pentagon-" will be cut. One of the two TV radio productions will be cut. A Monday evening program over a CBS network, "Pentagon-" will be cut.
Videodex Ratings of Syndicated TV Films

and markets in which they are currently appearing

Listed below are current TV film series in each of the program categories emphasized. Series in other categories will be covered in the next few issues. When the series has been on the air for a certain period of time, individual reports for the show’s Videodex rating is given, along with the rating of the previous show in that market. A headline indicates that the show was not on the air at the time the Videodex reports were compiled. In this case, does not necessarily mean that the show is not currently being broadcast in all markets individually. It is the same for the future.

Series Name

THE BILBOON

TV-Film Directory

Ratings Show Audience Drop in TV Films

NEW YORK, July 26.—The Videodex ratings this week on NBC’s “Stranger in the City” showed a major loss in its ratings.

The show, which had been averaging around 1.1 in New York City, dropped to 0.6 in the same city.

The drop in ratings was attributed to the show’s move to a new time slot, which took place earlier this month.

The series, which had been airing on Tuesdays at 8:00 p.m., moved to Fridays at 7:30 p.m.

The move was made in an effort to boost the show’s ratings, which had been declining steadily over the past few months.

However, the move did not have the desired effect, and the ratings continued to decline.

The show’s low ratings in New York City were not reflected in other markets, where it continued to perform well.

The ratings drop was also reflected in other key markets, including Los Angeles, Chicago, and Philadelphia.

The show’s network, NBC, indicated that it was not planning to cancel the series despite the ratings drop.

NBC said that it was committed to the show and that it was confident that it could turn the ratings around in the future.

The show, which is produced by Universal Studios, is a crime drama set in New York City.

The ratings drop comes at a time when NBC is facing significant challenges in the ratings race with rival networks ABC and CBS.

The network has been struggling to attract viewers, and its ratings have been declining steadily over the past few months.

The network has been attempting to boost its ratings by moving its hit series, including “The Simpsons” and “Friends,” to new time slots.

The ratings drop in “Stranger in the City” is likely to have a negative impact on NBC’s overall ratings, which are currently struggling to keep up with those of its competitors.
THE BILLBOARD
TV-FILM

THE MARKET PLACE for TELEVISION FILM INDUSTRY

ADVERTISING RATES

REGULAR CLASSIFIED

TV-FILM CLASSIFIED

CLASSIFIED ADVERTISING

TV-FILM

TV NEWS

For Washington Coverage

BROOKLYN THEATRE

1294 NO. 3RD ST., N. V.

TV-FILM

CLASSIFIED ADVERTISING

ABC Television Studios.

BROOKLYN THEATRE

1294 NO. 3RD ST., N. V.

TV-FILM

CLASSIFIED ADVERTISING

ABC Television Studios.

BROOKLYN THEATRE

1294 NO. 3RD ST., N. V.

TV-FILM

CLASSIFIED ADVERTISING

ABC Television Studios.

BROOKLYN THEATRE

1294 NO. 3RD ST., N. V.
See Top Pix for TV In Anti-Trust Suit

WASHINGTON, July 28 — Top network and film personalities are lined up to testify next week in the anti-trust suit against the television networks brought by the Justice Department and the Alumnae of American Women. The suit charges that the networks conspire to suppress competition and fix prices, a violation of the Sherman Antitrust Act.

Edward Browder, the U.S. Justice Department lawyer handling the case, stated that he expected the suit to be a long, drawn-out affair. The networks have already said they will challenge the suit in court.

CBS to Shoot Suspense Film

NEW YORK, July 28 — The Columbia Broadcasting System (CBS) is preparing to shoot a suspense film, "Tangiers," for release later this year. The film will be directed by William Wellman and stars Jack Lemmon, who will play the role of an American businessman in Tangiers.

Girard-Dorso Mugging Team Ink 'WM Paper'

HOLLYWOOD, July 28 — William Dorso has signed with William Dorso Productions to star in a new film, "Tangiers," to be released by Warner Bros. Dorso, who has appeared in several films, will play the role of a American businessman in Tangiers.

THEATRICAL ON TV

WJZ-TV Skeds 5-Hour Feature Film Program

NEW YORK, July 28 — The American Broadcasting Company (ABC) announced that it will present a five-hour feature film program on WJZ-TV, beginning this fall. The program will be hosted by Edward B. Brown and will feature films such as "Tangiers" and "The Flying circus.

TVFILM PURCHASES

Time for Beauty has been sold to the British Broadcasting Company (BBC) for an estimated $50,000. The film, directed by Robert L. Levy, stars Winter Garden and will be broadcast on the BBC.

New Series and firms

Consolidated Starts to Syndicate New Series

NEW YORK, July 28 — Consolidated Films, the film distribution company, announced that it has signed a new series of films for distribution. The series will be known as "The Flying Circus." The first film in the series, "The Flying Circus," will be released next month.

Shubert Announces New Series

Shubert Announces New Series

NEW YORK, July 28 — Maxine Andrews, president of Shubert Associates, announced that the company is planning to distribute a new series of films. The series will be known as "The Flying Circus." The first film in the series will be released next month.

Quick Takes

New York

PBS-TV Inc., this week announced that "The Flying Circus," a film produced by Consolidated Films, will be available for broadcast on PBS stations. The film, which has been praised by critics, will be released on PBS stations in September.

Film "The Flying Circus"

Hollywood

"The Flying Circus," a film produced by Consolidated Films, will be released on PBS stations in September. The film, which has been praised by critics, will be available for broadcast on PBS stations in September.
Television—Radio Reviews

Meet Your Match


The National Broadcasting Company has now come up with a fine summer replacement for the "Hope" Show. This fast, breezy new quiz program, "Meet Your Match," is one of the finest quiz games to come along in years. It is easy to understand and simple to respond to the questions asked, but, at the same time, good entertainment for all. The contestants are often humorous and the questions are so easy that it doesn't make much difference who wins. The show is a real winner. (4)

Hallmark Summer Theater

Welcome Travelers

Radio—Reviewed Thursday (10), 9:30 p.m. CDT. Sponsored by Hallmark Cards, Inc., for the American Federation of Labor. Directed by Harold Paris. "Welcome Travelers." A tape of plays by and about travelers and travel. The series was presented by the New York Philharmonic Orchestra and Poetry Society of America. (5)

The series this season on National Broadcasting Company's New York Philharmonic-Folkways Radio program has been particularly successful. The "Welcome Travelers" program is a good example of the variety of material included in the series. The program included readings from poems by Robert Frost, Walt Whitman, and others, as well as music by Mozart, Beethoven, and Chopin. It was a successful program, and we hope to hear more of it in the future.

Film—Meet the Victim

The New York Philharmonic has made a record for itself in the last season with its "Welcome Travelers" program. The program has been well received by the public, and it has been praised for its versatility and its ability to appeal to a wide variety of tastes. The program has included readings from poems by Robert Frost, Walt Whitman, and others, as well as music by Mozart, Beethoven, and Chopin. It has been a successful program, and we hope to hear more of it in the future.
TO ALL VARIETY AGENTS AND AGENTS' ASSOCIATIONS

Do Not Accept Any Franchises Directly From AGVA Under Their Arbitrary Rules

ARA Membership—Over 550 Agents Unanimously Voted For Unity

The ARA negotiated contracts with AGVA have protected you for over 12 years.
Agents must refuse to be regulated without a fair negotiated agreement.
Agents cannot be in a position to have claims made and processed against them without the backing of a strong organization.
DON'T JEOPARDIZE YOUR INVESTMENT IN YOUR BUSINESS.

A FREE FRANCHISE TODAY WILL BE EXPENSIVE TOMORROW

Full cooperation between ARA and AGVA as existed for over 12 years is necessary.
A Healthy relationship of agents with AGVA must be reinstated in the interests of AGVA, its members, and agents.
We want now to negotiate a proper contract with AGVA.
AGVA was required to negotiate since January, 1949 by the contract between AGVA and ARA. ARA constantly requested negotiation.
Healthy relationship of AGVA and its members with agents associations will continue to create additional employment for AGVA members at maximum compensation and conditions to AGVA members.

AGENTS AND AGENTS' ASSOCIATIONS ARE VITAL TO THE VARIETY FIELD.
DON'T LET YOUR BUSINESS SLIP THROUGH YOUR FINGERS BY ACCEPTING A FRANCHISE DIRECTLY FROM AGVA.
WE INVITE ALL AGENTS' ASSOCIATIONS AND INDIVIDUAL AGENTS TO JOIN ARA NOW.

UNITEDLY YOURS,

ARTISTS' REPRESENTATIVE ASSOCIATION, INC.
1270 5th Ave. New York 2, N. Y.

ENTERTAINMENT MANAGERS' ASSN. OF CHICAGO, INC.
201 N. Wabash Ave., Chicago, Illinois
Including:
CINCINNATI  DALLAS  EL PASO  KANSAS CITY
CLEVELAND  DENVER  DES MOINES  ST. LOUIS

ENTERTAINMENT MANAGERS' ASSN. OF PITTSBURGH, INC.
754 Century Bldg., Pittsburgh, Pa.

MICHIGAN THEATRICAL BOOKING-AGENTS ASSOCIATION
900 National Bank Bldg., Detroit, Mich.

THEATRICAL AGENTS, INC. OF NEW ENGLAND
260 Tremont St., Boston, Mass.

NORTHERN CALIFORNIA THEATRICAL AGENTS ASSN.
580 Washington St., San Francisco, Calif.
Franchise Issue
Battle Is Joined
By AGVA, Agents
Irving, Katz Statements Attack
Decisions; Court Fight Threatened

AGVA's stand had unified the agents into a "100 per cent united front" from the day the continent was over the country attended the meeting. The Chicago contingent, formerly a disloyal group, presented a united front at the New York in Light with AGVA. John Katz had said "15s" for the AGVA franchise will be the only place for interference for the agents. Our union has no such members. We don't want to fight with anybody. But neither are we going to allow agents to slam-door operators reduce their rates and, when we ask ARA to deal with its products, we won't stand for it. We are not angry at agents as a group or as individual acts. But we want to know which agents are booking what, on what terms, and what condition. I intend to write on all agents and see if any agents ARNA will not tell them the facts."

ARA Reply
Jack C. ARA counsel said: "All AGVA members have its move to AGVA directly. If AGVA thinks this action represents themselves, we will stand by it. If anything, we can hold on to the franchise, and there is always a chance for the franchise to continue."

Miami Niteries
Seem To Be
Doing Good Biz

Miami Beach, July 26—The annual summer controversy over the Miami Beach has subsided, and this is the big story. Niteries and hotel operators are dressing the scenes in the city of Miami, where they have been closed due to the ARA franchise. The Miami Beach Club, a hot spot of Miami and one of the main-stay hotels in the city, has been closed due to the ARA franchise.

The Five O'clock Club has a few of the hotel rooms on the beach, and a sizable number of the Miami Beach Club are now open for business.

Since the Chamber of Commerce down to the local hotel operators have been closed due to the ARA franchise, the Miami Beach Club is now open for business.

Situated on the South Beach, the Miami Beach Club is now open for business.

The Five O'clock Club has a new management, and although the hotel operators have been closed due to the ARA franchise, the Miami Beach Club is now open for business.

Older Bogs

St. Petersburg, Fla., July 26—Older Boggs, the owner of the Miami Beach Club, has closed the hotel and a popular restaurant in the city.

The Mary Washington, a large passenger steamer, is now running the North Beach and the Miami Beach Club, and the hotel has been closed due to the ARA franchise. The Mary Washington is now running the North Beach and the Miami Beach Club, and the hotel has been closed due to the ARA franchise.

Glacier Club

On the Miami side, Joe Adams and Al Kent moved into the Glacier Club (202, 23rd), and the Morning Star, at the corner of 23rd and Market, is now open for business. The Morning Star is now open for business.

The Morning Star, at the corner of 23rd and Market, is now open for business.
Music Biz Facing Good Year Ahead: BB Polls Retail Field

250 to Exhibit, 9,000 to Attend NAMM Meet; Stabilizing Factors Are Cited

This year the key finding of the Record-Distributor Survey is that the record business is expected to show a good year. The survey, conducted by the National Association of Music Merchants, was completed last week, and the results were announced at a press conference last week. The survey included questions on the retail sales of music, the outlook for the music business, and the outlook for the music business in the future. The survey was conducted by the National Association of Music Merchants, and the results were announced at a press conference last week.

Diskeries Hedge on Fair Trade Policies

Inconsistencies Seen Grounds For Tests by Cut-Rate Firms

NEW YORK, July 29 — Major record companies, in an effort to keep cut-rate firms from selling their records, have agreed to a new plan that will make it harder for cut-rate firms to stay in business. The plan, which was announced last week, will require cut-rate firms to pay a fee to the record companies for each record they sell. The fee will be based on the retail price of the record, and it will be used to offset the costs of producing and distributing the records. The plan was announced last week by the National Association of Music Merchants, and it is expected to be adopted by the record companies.

Printers and Lithographers Deadlocked in Negotiations

NEW YORK, July 28 — The National Association of Printers and Allied Trade Associations and the Printers and Lithographers are deadlocked in negotiations over a new contract. The two sides have been unable to agree on a new contract for the past several months, and they are now preparing to go to court to force a settlement. The two sides have been unable to agree on a new contract for the past several months, and they are now preparing to go to court to force a settlement.

CRUNCHY WAX AIN'T SO BAD

NEW YORK, July 29 — What's the point of making records if your music isn't any good? That's the question that's being asked by many record companies these days. They are finding that it's not enough to have hit records; they also need to have the right kind of hits. The companies are now focusing on making records that are not only good, but also have a strong presence in the marketplace. The companies are now focusing on making records that are not only good, but also have a strong presence in the marketplace.
Columbia Kicks Off Merchandising Plan

PURCHASERS OF THREE-SPEED PLAYER ATTACHMENTS TO GET FREE LP DISK

NEW YORK, July 25—Columbia Records is kicking off one of its most ambitious fall merchandising campaigns this week when it unveils its new Three-Speed Player attachments. The project was designed to attract new customers to the music-oriented products and to help the dealer merchant to ring them up.

The Three-Speed, Program, which is available June 30 and will last a limited period, is as follows: A customer who purchases the Three-Speed Player attachment during the same visit will receive a free LP disk for each player he purchases, every customer who buys the Three-Speed Player attachments will receive an additional LP disk, every customer who purchases enough merchandise in the plan will receive a double advertising allowance of $15, and every customer who purchases enough merchandise in the plan will receive a double advertising allowance of $15.

The disk is expected to be driven to the sales area of its three-speed plant, and to be available to customers at the same time.

Cornell 3-City Test a Success

CHICAGO, July 25.—A three-city test of the Three-Speed Player has been completed here, the announcement was made by the music department. The test, set up at the Three-Speed Player in Chicago, and at the Three-Speed Player in St. Louis and New York, showed that the Three-Speed Player is being sold in those cities.

The test was conducted by the music department, who is in charge of the Three-Speed Player in Chicago. The test was conducted in cooperation with the Three-Speed Player in St. Louis and New York.

Marks Music Suit May Clarify "Sari" Rights

SUBMITTED FOR COURT'S CONSIDERATION

NEW YORK, July 25.—The Edward B. Marks Music Corporation has filed suit in the United States District Court for the Southern District of New York, charging that the National Music Corporation and R. B. E., a subsidiary of R. B. E., have infringed Marks' copyright in a composition entitled "Sari." The suit was filed on behalf of Marks, Inc. by John F. C. S., and G. F. E. F.

The copyright is registered in the name of the composer, Marks, Inc., and its owner, John F. C. S., and G. F. E. F.

Remington Adds 5 Opera Albums

NEW YORK, July 25—Remington Records has announced the release of five new opera albums, including the first in the company's "Masterpieces of Opera." The albums are: "La Boheme," "Cavalleria Rusticana," "Tosca," "Karski," and "Rusalka." The first album in the series, "La Boheme," was recorded in Vienna in 1914.

Beverly Hills Goes Musical

TORONTO, July 25—Toronto's new musical, "Beverly Hills Goes Musical," has been announced by the management. The musical will be presented at the Toronto Theatre, and will run for a limited engagement.

PARIS PREFERS Latin-American Tunes Make Grade in French Pop Field

PARIS, July 25—Some Latin-American tunes are finally making the grade here, as well as in other parts of the world. The French record market is "very good" for most distri- butor and for the French music men, even those with the big hits, reports from the French music men, who are attached to the French music business in Paris.

The French music business is dominated by the Latin-American tunes, as reflected in the charts. The French music business is dominated by the Latin-American tunes, as reflected in the charts.

Judge Rules for ASCAP in Legal Tiff With Telecasters

CHICAGO, June 26.—The American Society of Composers, Authors and Publishers (ASCAP) has won a ruling in a legal dispute with the radio and television networks.

The ruling, which was handed down by Judge J. W. B. F. H. in the United States District Court for the Northern District of Illinois, dismissed the claim of the networks that ASCAP had not been properly notified of the networks' use of its music.

The networks had argued that ASCAP had failed to notify them of the use of their music, and that ASCAP had not properly accounted for the use of their music.

The ruling was handed down by Judge J. W. B. F. H. in the United States District Court for the Northern District of Illinois.

Columbia Presents at Bus Stop

NEW YORK, July 25—Columbia Records has presented its new Three-Speed Player at a bus stop in New York City to demonstrate the player's features.

The demonstration was held at a bus stop on the corner of 5th Avenue and 42nd Street, and was attended by a large crowd.

"Blue Tango" 4TH OF JULY

DEERFIELD, July 24.—Thru a mechanical error, "Blue Tango" was not broadcast one week from last in the Chicago World's Fair Radio Audience (C.W.R.A.). The mistake has been in fourth place.
### Music Publishers' Record Scoreboard

**Sides in**
- Week Ending July 26

**Current Release**
- Ray Credits Those Who Helped Him Up

### Total Sides for Week Released by Each Label

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<th>Label</th>
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### CASE HISTORY—IV

**Sides in**
- Week Ending July 26

**Current Release**
- Ray Credits Those Who Helped Him Up

### Fanelli Brings Suit Over 1-Nighther Deals

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Columbia Has Own Band, Initial Waxings Rec.

NEW YORK, July 26—Columbia Records will take off on a "secret project" next week when its brand new full orchestra, the 52-piece Henry Cowell Orchestra, is recorded in the World Records Studio Building. The orchestra will be conducted by Paul Whiteman, who is billed as the "father of jazz music," and will be accompanied by a 50-piece orchestra. The session will be held at the World Records Studio Building on July 26, at 2 p.m.

TO BERMUDA

RCA Takes Dealers on Week Tour

NEW YORK, July 30—All RCA dealers will visit Bermuda for a week-long tour of the island on July 30. The tour will include visits to all RCA dealers in the area and will provide an opportunity for dealers to learn about the latest RCA products and their features.

Columbia Takes Over

Music as Written

Promotion Can Aid Dance Biz

NEW YORK, July 26—The promotion of dance music can greatly aid the dance business. This was stated by Henry Cueto, who is responsible for the promotion of dance music at Columbia Records. Cueto feels that dance music can attract more people to dance halls and clubs, thereby increasing the business. He also believes that dance music can promote new artists and songs.

Wally Rose Dies in East

NEW YORK, July 26—Wally Rose, widely known recording director, died in his home in East New York, New York. Rose was a former recording director for Columbia Records and was one of the first to recognize the potential of country and western music. He was a pioneer in the field of country music and is credited with bringing many country and western artists to the attention of the public.

Capitol’s Promotional Film

"CANCELED" in OK Sales Job

HOLLYWOOD, July 26—In promotion of Capitol's new sales job, "CANCELED," a pictorial story of the company's success, the film will be shown at the company's sales office in Hollywood. The film, which is a short feature, will be shown to illustrate the company's growth and success.

Using Master In Soundtrack

HOLLYWOOD, July 26—For the first time in its history, Capitol Records has used a master picture story in a major motion picture. The music for the film, "The Last Days of Pompeii," directed by Victor Fleming, has been written by Capitol's leading composer, Roy Delgado. The music is based on the novel by Robert Louis Stevenson.

LBM and H&R

Tilt Goes to Higher Court

HOLLYWOOD, July 26—The case of LBM and H&R Tilt, which was filed in the district court, has been moved to the Supreme Court. The case involves a dispute between the two companies over the sale of a certain record. The case has been pending for several months and is expected to be heard in the Supreme Court.

Shuro-Tone to Market

Shuro-Tone will begin marketing its new line of needles, "Shuro-Tone," in the fall. The line will include a variety of needles for both professional and home use. The needles will be sold through a network of distributors and retailers across the country.
EDITORIAL

Now is the Time to Sell

In another month, the fall selling season will be here again. The time when record sales start moving upward to the Christmas peak. For the record business this marks the end of the traditional "summer slump." By this time manufacturers will have disclosed their fall plans, Great care is put into these plans by all. The reason is obvious. The four months from September through December are the best record selling months of the year. Last year 31 per cent of the year's business in records, sheet music and accessories was done in these four months.

Thus far manufacturers, distributors and dealers have been more than willing to make maximum efforts. Because of this it is well to consider how good business in general, and how good the record business in particular, will be.

Today the defense program is our most dynamic factor in American business. In providing armament to defend the free nations, our government will be spending at an annual rate of $32,000,000,000 during the fall. Such a program must obviously have far-reaching effects. It means full employment and high wages. More people than ever before will be working, and they will be earning more than they ever have before. Opposed to this are the present low rate, an expected continuation of the high rate of consumer savings and an anticipated even more upward cost of living. But despite these unfavorable factors, consumers will still have more money left to spend than a year ago. This then is the general pattern for the over-all business picture for the fall.

Now what about the record business? A round-up of a number of the more important record companies shows that there are no disclaimers (with the exception of one which plans to meet last year's figures), are aiming for sales increases of from 5 to 15 per cent over last fall. Distributors, as indicated in the first distributor survey conducted by The Billboard, are anticipating an average increase of 12.5 per cent at their end. While there may be some who are not overly optimistic about the fall prospects, there are strong indications that the industry as a whole can beat last year's figures by as much as 10 per cent.

Three Favorable Signs

Three factors in particular give evidence in this forecast. As disclosed by both The Billboard's dealer and distributor surveys, the importance of the new record speed is accentuating at an ever-increasing pace. Already the two speeds combined are equalizing the conventional 78 dollar-wise. The all-important 78 cannot yet be disregarded, the handwriting is definitely on the wall that it will continue to fade as the LP and 45 continue to become the backbone of the industry. Thus the record industry is heading for a new period of stability after thirty-five months during which many former customers as well as unused members of potential buyers backed away from records in a state of confusion.

A second favorable sign is the industry-wide expansion that the Record Industry Association of America is planning to undertake in the next few weeks. This will be the first time that manufacturers will have contributed for the common purpose of selling Americans on the idea of recorded music. To conduct a campaign of this sort has never been before. But it is, in reality, the most important decision yet made by the association. Properly conceived and aggressively executed, this drive can be an important business stimulant and fully justify the existence of the RIAA.

The third important element in the triumvirate of favorable signs is the renewed stability at the phonograph level. This will serve to implement both of the others. For the first time both RCA Victor and Columbia are wholeheartedly behind both of the new speeds in their phonograph production and selling. The both have thrown their weight behind the new speeds as far as records are concerned, each has concentrated in the posts, phon-o-mania on the speed. As soon as the new line of three-speed phonographs was introduced, the sales of the new speeds, which were just introduced by RCA Victor and Columbia's three-speed attachment, will add to the growing stability of the market. Both can be counted on for their usual faithful cooperation in 45- and 78-speed promotions.

(Continued on page 117)
Congratulations to NAMM...

VAUGHN MONROE

One of our BEST yet...

"LEARN TO LOSE"

and

"DANCING GIRL"

Watch for the tunes from our picture "TOUGHEST MAN IN ARIZONA" (to be released in September)

RCA Victor No. 26-4850
(47-4850)

RCA Victor Records
The 45" System

Now selling over ONE MILLION records a week!

fastest selling record and changer in the industry
America wants "45"

LET'S LOOK AT THE RECORD

"45" PRODUCTION SKYROCKETS!
Production of 45 rpm records shot up five and one half times in the past three years.

1953—70,000 "NATURAL ADVERTISERS"!
Today there are 35,000 coin-operated 45 rpm machines dispensing music and powerful "45" sales appeal to the nation. 1953 expectancy—70,000!

"45" SELECTION LIST MUSHROOMS!
In 1949, RCA Victor's list of "45" record selections was 456. Today, it is 4,100—over nine times the original!

"45" TOPS IN POPS!
With a firm edge in popular and light classic field, unit production of "45's" in 1951 was five times that of "33's."

REVIVALS REVIVED!
Radio stations (who rely more on high quality and surface toughness of "45's" each month) report tremendous new interest in old tunes. This promises a vast, self-renewing market.
and more of it!

And look what's standing BEHIND YOU!

Only RCA Victor 45 can give you this tremendous advertising support!

National Magazines
Continuous, forceful advertising in top national magazines to spark your own campaign.

National Television
Nationally televised shows hammer home up-to-date sales messages on the "45" system—for you.

National Radio
Commercials on RCA Victor sponsored shows are tailored to living customers inside your store.

Newspapers
Ask your distributor for current newspaper ad mats on the RCA Victor "45"—they're your ads—specially designed for maximum local impact.

Bonus offer
Excellent, proved consumer come-on. Each purchase of any RCA Victor "45" changer gives your customer a choice of over $6.00 worth of "45" albums at no extra charge.

Point-of-sale
Your RCA Victor distributor has window streamers, counter displays and point-of-sale kits. Use them to roll up more store sales today.

RCA VICTOR Records
RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY
Coral Kicks-Off The Fall

The Ames Brothers

STRING ALONG

b/w

ABSENCE MAKES THE HEART GROW FONDER
(For Somebody Else)

with Orchestra directed by RAY BLOCH

Coral 60804 (78 RPM)
and 9-60804 (45 RPM)

Alan Dale

YOU'RE MY DESTINY
and
MY THRILL

Coral 60809 (78 RPM)
and 9-60809 (45 RPM)

with Orchestra directed by RAY BLOCH

Coral Records
America's Fastest Growing Record Company

(A subsidiary of MGM Records, Inc.)
WITH 6 PROFIT-MAKERS!

EILEEN BARTON

YOU LIKE
b/w
YOU INTRIGUE ME
with Orchestra directed by RAY BLOCH

THE PINETOPPERS

BELL BOTTOM POLKA
b/w
TILL THE END of the WORLD

CHUCK MURPHY

WHO DRANK MY BEER
b/w
OCEANA ROLL

GEORGE CATES

CARMEN’S BOOGIE
Marvin Wright at the piano
b/w
BABALU
Featuring Ziggy Elman on trumpet

CORAL RECORDS
America’s Fastest Growing Record Company
(A subsidiary of DECCA RECORDS INC.)

IN CANADA: Rogers Majestic Radio Corp., Ltd., Toronto—Montreal—Winnipeg
no. 1... and
still climbing!

VERA LYNN

and a chorus of
70 soldiers and airmen singing...

"AUF WIEDERSEH'N SWEETHEART"

backed by
"FROM THE TIME YOU SAY GOODBYE"
No. 1227 & 45-1227

FFRR

LONDON RECORDS

Other top Vera Lynn recordings

1255 PADDAN PADDAN
45-1255 BY THE FIRESIDE
1262 BE ANYTHING
SLEEPING BEAUTY
1196 BUT FOR A HOUSE IN A HOME
1172 TELEPHONES AND HEARTS
43.1172 ONCE I LOVED YOU
1149 CRY AND LOVE WAS BORN
1136 IF YOU GO
45.1136 JERUSALEM
1146 WITH ME LOVE
WELL MEET AGAIN
1051 MY FRIEND THE ROBIN
DON'T WAVE A MEMORY OF ME
1007 THAT'S HOW I REMEMBER YOU
WONDER AND WISH
740 I KEEP TELLING MY HEART
DUET
826 A RAINY DAY REFRAIN
IT'S SO EASY
746 CHRISTMAS TIME
THEY JOLLY JOLLY JINGLE
742 IF YOU WERE NO MORE I'M
OVER A THOUSAND VIOLETS
740 YOU'RE MOTHER'S LITE WINE
HOW GREEN WAS MY VALLEY
476 YOU'LL BE MINE TO REPLACE
NORTH A WONDROUS WISH
483 LEFT HANDED (WITH ANN SUIN)
HOLLYWOOD SQUARE DANCE (ANNE SHUMAN)
499 FOLLOW THAT EMBRACE
TO WAKE AWAY SLEEP
HOW THAT I NEED YOU
456 DO YOU LOVE YOU
ANOTHER DAY
490 I DON'T SEE ME IN YOUR EYES ANYMORE
I'LL KEEP THE LOVE-LIGHT BURNING
387 LOVE FINDS A WAY
MY DREAM IS YOURS
374 ONCE UPON A WINTERTIME
IT'S EASY TO REMEMBER
366 ONE SUNDAY AFTERNOON
LOVE ME
351 I'M SENDING YOU TO THE ROYAL DWAIN
I'M SENDING MY BLESSINGS
328 NEAREST THING TO HEAVEN
BREAK MY HEART
310 LAVENDER BLUE
AGAIN
336 CHRISTOPHER NOLAN IS
3616 SENDING HIS PRAYERS TO THE ROYAL DWAIN
374 THE LILACS MY MOTHER USED TO SING
DRIFTING AND DREAMING
257 THE SONG OF THE ROYAL DWAIN
YOU'RE THE ONE I CARE FOR
259 IT'S A MOST UNUSUAL DAY
PUT YOUR DREAM AWAY
290 YOU CAN'T BE TRUE BEAR
ONCE UPON A WINTERTIME
199 THE FLOWER SELLER
FARVELS TO AIDS
183 WHEN YOU AWAIVE SO SAD
189 I AWAY FOR EVERYTHING
1254 MODERN DANCE
1257 WHEN YOUR HAIR HAS TURNED TO SILVER
HOW LUCKY YOU ARE
1258 SHOULD THE ONE I CARE FOR
HOW GREEN WAS MY VALLEY
BRIGHTSIDE DREAMING
WHEN YOUR HAIR HAS TURNED TO SILVER
GOODNIGHT WALTZ
FAREWELL TO AIDS
DRIFTING AND DREAMING

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August 2, 1952

The Billboard NAMM Convention Section
Breaking for a... HIT!

Eddy Arnold

'Shepherd of My Heart'

'A Full Time Job'

Eddy Arnold
On CBS Television for Crossroads
Monday, Wednesday and Friday
7:45 in EST. 8:45 p.m. CST

The Eddy Arnold Show for Parma Mills
on radio Cross in Coast, here in its ninth year.

RCA Victor Records
Your NUMBER ONE record salesman

JOHNNIE RAY

singing...

ALL OF ME

A SINNER AM I

78 rpm 39788  45 rpm 4-39788

exclusively on

COLUMBIA RECORDS

Personal Management: BERNIE LANG

GENERAL ARTISTS CORPORATION
Pop Disks Bat 4.2 Average On Hits, Or One in Each 25

Columbia Scores 12% As Hottest Producer

Fewest Releases—Most Hits!

This means just one thing to you

TURNOVER

and TURNOVER means...Big Business

There's more coming your way...

- ROSEMARY CLOONEY and PERCY FAITH
  "Bliss in the Night & Who Kissed Me Last Night"
- JOHNnie RAY
  "Can't Get You Out of My Head & Milkcow Blues"
- TONY BENNETT and PERCY FAITH
  "Raindrops Keep Fallin' on My Head & You Could Make Me Smile Again"
- FRANK SINATRA and AXEL STORDahl
  "If I Had You & After-Party (From Blasey)"
- DORIS DAY and PERCY FAITH
  "My Love and Doin' It Again & Make Me Some"
- CHAMP BUTLER and PERCY FAITH
  "Harlem's Wedding & You Informed Me"
- GUY MITCHELL and MISTY McGEE
  "Foot Up and Ain't Mad at Me & I'm Just a Gonna Man"
- MARLENE DIETRICH and ROSEMARY CLOONEY
  "Too Old to Cry the Miserable Good for Nothing"
- ART LOWRY
  "Hail Mary & You Know It's Kinda a Sin (To Fall in Love)"
- and more by JO STAFFORD & FRANKIE LAINE

COLUMBIA RECORDS
The "Popular" Vote
from Coast-to-Coast...

Records by
PERRY

COMO

maybe

with
EDDIE FISHER

watermelon weather

with
EDDIE FISHER

RCA Victor Records
National Association of Music Merchants
1952 Convention and Trade Show • July 27-31, Hotel New Yorker, N.Y.C.

Exhibitors

COMPANY
American Ammo
Ampex
Augusta Piano Company
Bonvicini
Boosey & Co.
Capitol
C. Armstrong
Chiamarini
Churchman
Conlin-Conlin
Cundy-Bettoney
Kohler
Mfg.

ROOM OR BOOTH
Room 903
Room 941
Room 677
Room 561
Room 563
Room 565
Room 567
Room 569
Room 571
Room 573
Room 575
Room 577
Room 579
Room 581
Room 583
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Room 983
Room 985
Room 987
Room 989
Room 991
Room 993
Room 995
Room 997
Room 999

Schedule of Events

SUNDAY, JULY 27th

TIME
10:00 A.M.
11:30 A.M.
12:00 Noon
1:30 P.M.
2:00 P.M.
6:00 P.M.
8:00 P.M.

EVENT
Registration
National Association of Musical Merchandise Wholesalers' Executive Committee
National Association of Musical Merchandise, Inc., Convention Operational Luncheon
Industry Trade Practitioners Committee Meeting
National Association of Musical Merchandise Manufacturers' Annual Meeting
Ladies' Convention Tea and Reception
Exhibits Close

PLACE
Ballroom Foyer, Second Floor
Panel Room
Grand Ballroom
Panel Room
Grand Ballroom
Panel Room

MONDAY, JULY 28th

TIME
8:00 A.M.
8:00 A.M.
12:00 Noon
3:00 P.M.
6:00 P.M.
8:00 P.M.

EVENT
Exhibits Open
NAMM Press Conference
Convention Operational Luncheon
NAMM Advertising Committee
Ladies' Convention Tea and Reception
Exhibits Close

PLACE
Panel Room
Panel Room
Grand Ballroom
Panel Room
Grand Ballroom
Panel Room

TUESDAY, JULY 29th

TIME
8:00 A.M.
10:00 A.M.
12:00 Noon
3:00 P.M.
5:00 P.M.
7:00 P.M.

EVENT
Exhibits Open
NAMM Annual Meeting of Members (Members Only)
National Association of Musical Merchandise, Inc., Board of Directors' Reorganization Meeting
Exhibits Close
Music Industry Banquet

PLACE
Panel Room
Grand Ballroom
Panel Room
Grand Ballroom
Grand Ballroom

WEDNESDAY, JULY 30th

TIME
8:00 A.M.
10:00 A.M.
12:00 Noon
3:00 P.M.
5:00 P.M.
7:00 P.M.

EVENT
Exhibits Open
NAMM Store-Studio Clinic (Members Only)
National Association of Musical Merchandise, Inc., Board of Directors' Reorganization Meeting
Exhibits Close

PLACE
Panel Room
Grand Ballroom
Panel Room
Grand Ballroom

THURSDAY, JULY 31st

TIME
8:00 A.M.
10:00 A.M.
3:00 P.M.
5:00 P.M.
7:00 P.M.

EVENT
NAMM Store-Studio Clinic (Members Only)
Tuner-Technician Forum
Music Industry Banquet

PLACE
Panel Room
Panel Room
Grand Ballroom

LADIES' CONVENTION PROGRAM

DATE & TIME
July 27—12:00 Noon
July 28—4:00 P.M.
July 29—12:30 P.M.
July 30—1:30 P.M.
July 31—7:00 P.M.

EVENT
Convention Opening Luncheon
Convention Tea and Reception
Lunchroom and Fashion Show ($3.00 per couple)
Circle Round Manhattan Cruise ($3.00 per person)
Music Industry Banquet

PLACE
Grand Ballroom
Grand Ballroom
Grand Ballroom
Grand Ballroom

TENTATIVE SCHEDULE OF MANUFACTURERS' EVENTS

DATE & TIME
July 27—3:00 P.M.
July 28—7:30 A.M.
July 29—12:30 P.M.
July 30—9:00 A.M.
July 30—5:00 P.M.
July 31—5:00 P.M.

COMPANY & EVENT
Harmony Company Reception
Kay Musical Instrument Company Distributors' Banquet
Roudney Centennial Luncheon
Magnus Company Reception
Photograph Manufacturers' Annual Banquet
Winter and Associated Companies Reception

PLACE
Panel Room
Panel Room
Grand Ballroom
Grand Ballroom
Grand Ballroom
Grand Ballroom

(Continued on page 44)
NEW FIXTURE SENSATION!
ALBUM REVOLVER
FOR SELLING MORE 45 AND L.P. ALBUMS

FULL COVER DISPLAY OF 64 TO 80 ALBUMS

Automatically stays open at 90° angle when not in use!

BUILT FOR LIFE!

Handsome baked enamel finish!

All steel construction! All parts & connections spot welded!

THREE MODELS, EACH AT THE ONE LOW PRICE!

MODEL 4545
Displays 64, 45 rpm albums
Hgt. 24"; Diam. 25½"
Model 3345 displays 32, 45 rpm albums and 48 L.P. albums. Hgt. 20½"; Diam. 31½".
Model 3333 displays 64 L.P. albums. Hgt. 35"; Diam. 29½".

AND HERE IS THE SENSATIONAL NEW
Loose Record Revolver
DESIGNED EXCLUSIVELY FOR 45 RPM SINGLE RECORDS.
THE FINEST FIXTURE IN AMERICA AT THE AMAZING LOW PRICE OF ONLY

Model 800: 80 different selections -- 800 loose records

Model 1200: 120 different selections -- 1200 loose records

Each slot holds TEN 45's!

Completely self serviceable!

Needs only 15½" counter space!

Gives you positive inventory control!

All steel construction!

Revolves easily on swivel base!

Hammered enamel gray finish!

Modern Devices, Inc.
424 Madison Avenue, N.Y. City, N.Y.

When ordering be sure to specify model number.

Modern Devices, Inc.
The Billboard's
Fifth Annual
Retail Record Store Survey

This year's survey marks the fifth annual poll of record dealers conducted by The Billboard. In making this year's survey questionnaires were mailed to 2,877 subscribers of The Billboard who are classified as music-record stores. Tabulations were based on 688 completed questionnaires that were returned for a total response of 24 per cent, an unusually high response.

A number of changes were made in this year's questionnaire in order to make the annual survey by The Billboard an even more worthwhile service to the industry. The questionnaire therefore was longer and more complicated than ever before. Questions designed to provide important industry information were added for the first time. The unusually high number of replies and the high quality of the completed questionnaires reflect the interest of record retailers in helping to compile needed industry statistics and information. The Billboard wishes to thank the many dealers who took the time to complete the questionnaire, thereby helping to make this year's survey the most exhaustive to date.

In reporting the answers over-all percentages are shown for the total number of dealers reporting. These answers are broken down into dealers in towns over 100,000 in population and stores in towns under 100,000.

<table>
<thead>
<tr>
<th>Number</th>
<th>Question</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Record Companies Which Give Best All-Round Service</td>
<td>36</td>
</tr>
<tr>
<td>2</td>
<td>Record Companies Which Give Best and Fastest Delivery Service</td>
<td>36</td>
</tr>
<tr>
<td>3</td>
<td>Record Companies Which Send Most Helpful Salesmen</td>
<td>36</td>
</tr>
<tr>
<td>4</td>
<td>Record Companies Which Send Most Helpful Release Sheets and Direct Mail</td>
<td>36</td>
</tr>
<tr>
<td>5</td>
<td>Record Companies Which Send Most Helpful Window and Counter Display Material</td>
<td>36</td>
</tr>
<tr>
<td>6</td>
<td>Record Companies Which Run Most Helpful Advertising in The Billboard</td>
<td>36</td>
</tr>
<tr>
<td>7</td>
<td>How Often Dealers Order Current Pop Records</td>
<td>37</td>
</tr>
<tr>
<td>8</td>
<td>Sources of Biggest Help to Dealers in Buying Records</td>
<td>37</td>
</tr>
<tr>
<td>9</td>
<td>Breakdown of Retail Record Business by Classification</td>
<td>37</td>
</tr>
<tr>
<td>10</td>
<td>Distribution of Retail Sales by Speed</td>
<td>37</td>
</tr>
<tr>
<td>11</td>
<td>Which Speed Has Accounted for the Biggest Sales Increase</td>
<td>37</td>
</tr>
<tr>
<td>12</td>
<td>Most Improved Record Labels Saleswise by Classification</td>
<td>38</td>
</tr>
<tr>
<td>13</td>
<td>Average Dollar Gross Sale</td>
<td>39</td>
</tr>
<tr>
<td>14</td>
<td>Comparison of Average Gross Sale With Last Year</td>
<td>39</td>
</tr>
<tr>
<td>15</td>
<td>How Much Dealers Use Self Service</td>
<td>39</td>
</tr>
<tr>
<td>16</td>
<td>Dealer Plans to Add Self-Service Facilities</td>
<td>39</td>
</tr>
<tr>
<td>17</td>
<td>How Many Dealers Sell Records by Mail</td>
<td>39</td>
</tr>
<tr>
<td>18</td>
<td>Dealer Plans to Extend Present Mail Order Selling</td>
<td>39</td>
</tr>
<tr>
<td>19</td>
<td>Dealer Plans to Start Mail Order Selling</td>
<td>39</td>
</tr>
<tr>
<td>20</td>
<td>Industry Problems Faced by Record Dealers</td>
<td>40</td>
</tr>
<tr>
<td>21</td>
<td>Stops Dealers Believe Manufacturers, Distributors and Dealers Should Take to Improve the Record Business</td>
<td>40</td>
</tr>
<tr>
<td>22</td>
<td>How Many Dealers Sell Sheet Music and the Types They Sell</td>
<td>41</td>
</tr>
<tr>
<td>23</td>
<td>Best-Selling Sheet Music by Type</td>
<td>41</td>
</tr>
<tr>
<td>24</td>
<td>Most Improved Types of Sheet Music Saleswise</td>
<td>41</td>
</tr>
<tr>
<td>25</td>
<td>Dealer Plans to Add Sheet Music</td>
<td>41</td>
</tr>
<tr>
<td>26</td>
<td>When Music Publishers or Jobbers Last Visited Dealers</td>
<td>41</td>
</tr>
</tbody>
</table>
RCA Victor Leads in Dealer Service; Tops in Five of Six Categories

RCA Victor leads again this year as it did last year as the label rendering the best over-all service to dealers. RCA Victor's lead, however, in this year's survey has been reduced somewhat due to the improved standings of both Capitol and Columbia.

This year six questions were asked in this category of record company service to dealers compared with four in preceding years. Nine questions were asked about the record company supplying the most useful window and counter display material and the best advertising in The Billboard.

In the over-all totals of the answers to these six questions referring to dealers' orders, RCA Victor took first place on five and was a very close second on the sixth. Capitol showed itself as the label giving the best and fastest delivery service and was a very close second to RCA Victor last year.

It led RCA Victor, however, by only three-tenths of a percentage point. Capitol also garnered second and third. Columbia was next in the over-all standing with two seconds, three thirds and a fourth. Both of these labels showed improvement over last year.

A year ago Decca led the fastest delivery category and also had two seconds and a third. This year the label's standing fell off to a second in the best Billboard advertising classification and fourth in the other five categories.

The RCA Victor is best in all the standings in several of the categories are very close, too close to name a clear winner. In the question about the fastest delivery, only 2.4 percentage points separated the top four brands. In the categories about the most helpful release sheets and the best display material, however, RCA Victor led by convincing margins.

A comparison between the results of the big and small dealers shows the same basic breakdown, in that several times the ranking of labels is somewhat different. These differences, however, are too slight to be classified as significant. It is interesting to note, nevertheless, that in all six cases a slightly greater percentage of small retailers favored RCA Victor than did dealers in large cities. The exact reverse happened to Columbia.

There was a big drop from the four major labels to other companies. Among these latter Mercury led in every category except best display material where MGM, which merchandises its soundtrack albums with a considerable amount of display material, was rated superior.
The Billboard’s Fifth Annual Retail Record Store Survey

**Question 7:** How often do you order certain pop records? (Check answer which best describes your ordering procedure.)

<table>
<thead>
<tr>
<th>TOWNS OVER 100,000</th>
<th>TOWNS UNDER 100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>About once weekly</td>
<td>41.9</td>
</tr>
<tr>
<td>About twice a month</td>
<td>19.2</td>
</tr>
<tr>
<td>Daily</td>
<td>4.8</td>
</tr>
<tr>
<td>About once a month</td>
<td>9.0</td>
</tr>
<tr>
<td>-</td>
<td>1.3</td>
</tr>
<tr>
<td>TOTALS</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Question 8:** Which two of the following sources of information are most helpful in your buying records?

<table>
<thead>
<tr>
<th>TOWNS OVER 100,000</th>
<th>TOWNS UNDER 100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Customer requests</td>
<td>21.7</td>
</tr>
<tr>
<td>Trade paper editorial features</td>
<td>13.3</td>
</tr>
<tr>
<td>Distributor/manufacturer release sheets</td>
<td>15.1</td>
</tr>
<tr>
<td>Trade paper advertisements</td>
<td>9.4</td>
</tr>
<tr>
<td>Record dealer advice</td>
<td>18.1</td>
</tr>
<tr>
<td>Own personal opinions</td>
<td>12.7</td>
</tr>
<tr>
<td>Local disk jockey shows</td>
<td>10.9</td>
</tr>
<tr>
<td>Use computer supplier</td>
<td>9.9</td>
</tr>
<tr>
<td>Other sources</td>
<td>5.5</td>
</tr>
<tr>
<td>TOTALS</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Dealers Rate Trade Paper Features As Top Guide in Buying Records**

Just as last year’s survey pointed out that trade paper advertisements and editorial features led the way as the most important sources of information to dealers in buying records, this year’s survey reveals the same information. One out of every three dealers—30.1 per cent—stated that trade paper editorial features were most helpful in buying records. The greatest number of dealers who unhesitatingly indicated the last section of the questionnaire reserved for important features for The Billboard show this year. The publication has consistently been used by those as their most important source in buying records and is scoring which version in what behind leads evidence to the belief that it is The Billboard to whom the great bulk of dealers referred in answer to the trade paper sections of this question.

**Question 9:** What per cent of your total record business for 1952 to date was in each of the following classifications you carry?  

<table>
<thead>
<tr>
<th>CLASS</th>
<th>TOWNS OVER 100,000</th>
<th>TOWNS UNDER 100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Popular</td>
<td>47.7</td>
<td>49.5</td>
</tr>
<tr>
<td>Classical</td>
<td>22.3</td>
<td>15.4</td>
</tr>
<tr>
<td>Country and Western</td>
<td>11.7</td>
<td>16.9</td>
</tr>
<tr>
<td>Children’s</td>
<td>11.2</td>
<td>9.2</td>
</tr>
<tr>
<td>Rhythm and Blues</td>
<td>7.1</td>
<td>8.8</td>
</tr>
<tr>
<td>International</td>
<td>1.4</td>
<td>1.1</td>
</tr>
<tr>
<td>Latin American</td>
<td>1.3</td>
<td>9.0</td>
</tr>
<tr>
<td>Jazz</td>
<td>1.0</td>
<td>8.8</td>
</tr>
<tr>
<td>TOTALS</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Question 10:** Please give the percentage breakdown for your record sales in each of the three speeds for 1952 to date, showing both the unit and dollar sales distribution.

<table>
<thead>
<tr>
<th>SPEED</th>
<th>TOWNS OVER 100,000</th>
<th>TOWNS UNDER 100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>78 rpm</td>
<td>37.2</td>
<td>59.5</td>
</tr>
<tr>
<td>45 rpm</td>
<td>27.3</td>
<td>31.2</td>
</tr>
<tr>
<td>33 rpm</td>
<td>20.5</td>
<td>16.7</td>
</tr>
<tr>
<td>TOTALS</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Question 11:** Comparatively speaking, which of the three speeds has accounted for the greatest sales increases in your store this year?

<table>
<thead>
<tr>
<th>SPEED</th>
<th>TOWNS OVER 100,000</th>
<th>TOWNS UNDER 100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>45 rpm</td>
<td>45.1</td>
<td>53.6</td>
</tr>
<tr>
<td>33 rpm</td>
<td>31.3</td>
<td>32.6</td>
</tr>
<tr>
<td>78 rpm</td>
<td>22.4</td>
<td>14.1</td>
</tr>
<tr>
<td>TOTALS</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Pop Disks Account for Half of Dealer Sales:**

Classical, Hillbilly and Kid disks Follow

In comparing the classification breakdowns for the big and little city dealers, the most significant difference is found in the percentage of records purchased by the large cities. The big cities, for example, purchased only 27 per cent of their total record business in the Classical, Hillbilly and Kid disk categories, while the little cities purchased 47 per cent. On the other hand, the small city dealers purchased 43 per cent of their total record business in the Popular, Classical, and Country and Western categories, while the big cities purchased only 34 per cent.

**Question 12:** What per cent of your total record business for 1952 to date was in each of the following classifications you carry?

<table>
<thead>
<tr>
<th>CLASS</th>
<th>TOWNS OVER 100,000</th>
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</thead>
<tbody>
<tr>
<td>%</td>
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<td>%</td>
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<tr>
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<td>Rhythm and Blues</td>
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<td>International</td>
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<tr>
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</table>

**87 rpm Still Sales Leader in Units and Dollar, But Trend to Two-Speed Industry Is Clear**

The answers to questions 11 and 12 definitely point up the ever-increasing trend toward the 33 and 45 rpm market. While the conventional 78 speed still has the upper hand in both unit and dollar sales, it is evident that the 45 rpm market can now be approached by dealers in almost every part of the country. Consequently, Country and Western disks are far more important to dealers in cities classes of less than 100,000 than to dealers in large cities. The statistical differences shown here conform prevailing beliefs. Small differences also show up in some of the other classifications, but the really significant differences are accounted for in the Classical and Hillbilly categories.

The story for the future is told very clearly in the answers to question 13, which asks dealers to project the sales of 45 rpm records for the first quarter of 1953. Dealers reported the sales of 45 rpm records to have increased at a steady rate, far more than either of the other speeds than either of the 78 speeds. The 45 rpm market also showed a strong growth, with the conventional 78 speed showing a slight decline. The 78 rpm market has not yet reached its peak, and the 45 rpm market still has a long way to go. The overwhelming majority of dealers expect the trend to two-speed industry to continue, with the 45 rpm market growing at a much faster rate than the 78 rpm market.

The survey also shows that dealers believe the 45 rpm market will continue to grow rapidly, with the 78 rpm market remaining stable. The majority of dealers expect the two-speed market to become the standard market for record stores in the near future. The survey also shows that the trend to two-speed industry is likely to continue, with the 45 rpm market growing at a much faster rate than the 78 rpm market.
**The Billboard's Fifth Annual Retail Record Store Survey**

**QUESTION 12:** As far as your own sales are concerned, which label has shown the greatest sales increase thus far this year compared with a year ago in each of the record classifications you carry?

<table>
<thead>
<tr>
<th>ANSWERS: POPULAR RECORDS</th>
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<th>TOWNS UNDER 100,000</th>
<th>TOTAL</th>
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Columbia Rated Most Improved Pop and Hillbilly Line Saleswise; Victor Tops in Classics

The purpose of this question, as ever, is to determine which record line made the greatest sales increase thus far this year in each of the various classifications. The question was not intended to set forth the top selling line but rather the line that had shown the greatest sales improvement. In many cases, however, the winning label is also top seller.

The answers show a closer order in each of the classifications except Rhythm and Blues. Columbia, which has been red hot this year, easily led the label which has shown the greatest sales improvement in both the Popular and Country and Western categories. Columbia is also probably the pop sales leader as well as the money maker, but the Columbia was voted as the most improved c&w line. RCA Victor is the over-all sales leader in this category.

RCA Victor leads the classifications, with standard wins in Classical, International and Latin American records. Capitol had a two to one ratio over Victor in the Children's field, and Mercury with its Harlan Gray series was adjudged the most improved Hot Jazz line. The results in the Rhythm and Blues category show Atlantic taking out a slight edge over King with Mercury within striking distance.

A study of the runners-up might be indicative of what is in store for the future. After the three leaders in the R.R.B. field came Okeh, RCA Victor and Decca, revealing that the majors are accelerating drive in the rhythm-influenced field is bearing fruit. In the Classical area, Remington was ranked third, reflecting the growth of the low-priced label.
Average Gross Sale Drops to $2.43,
Down From Last Year's $2.55

DEALERS reported that their average gross sale amount this year is $2.43. Many dealers, of course, reported a figure considerably higher while others were well under this figure. The average gross sale per customer, however, is $2.43. The variations depend on two basic factors. Dealers who specialize in discos sold their higher unit price per record, particularly the higher average dollar sale than stores which specialize in the records and other single disks. This difference is seen in a comparison of the two dealers groups. The average variation comes from the differing degree of going after higher sales (see special article) on the part of dealers.

The average gross sale reported last year was $2.53. Thus in the past year the average sale has dropped 12 cents, an unsatisfactory trend since it means that more customers must be gained in order to keep sales volume at the same level. This slight drop in the average gross sale figure is confirmed by the mailings of dealers in Question 14, three-quarters of whom said their average dollar sale had either dropped or was about the same as last year. A comparison of the two dealer groups shows that slightly more of the large city dealers reported a drop than did the small store owners, possibly polishing up their smaller disk sales on classical disks where many had to cut down spending.

Growing Trend Toward Self-Service

Pointed Out by Dealer Answers

SELF-SERVICE is a growing trend in all retail businesses. The most advanced probably is the grocery store. To try to appraise the growing advent of self-service, a survey was conducted in which a random survey of dealers in self-service, and then those who had to change their method of doing business. He is very clear that the differences in opinion as to what does and what does not constitute self-service. Despite these differences, the answers to these two questions definitely point up the growing trend toward self-service in the record business. (See special article on self-service.)

Of the total dealers 27.9 per cent reported that about half of their operation was self-service while another 21.3 per cent said they were on about a complete self-service basis. This is in line that there are a few dealers that at least half of their facilities permit self-selection by customers. Another 18.5 per cent reported having a quarter of their facilities was self-service and the remaining 20.6 per cent sold less than a quarter or less.

The breakdown between the 22 per cent of the dealer who allows self-service and those who have to change their method of doing business was not very great. The dealer who sells more than 10,000 records per year sold more than an average of 50 per cent of the Columbia records per cent.

Big City Dealers Lead in Mail-Order Selling:
Few Dealers Intend to Add This Feature

WHILE the trend toward self-service seems to be on the increase according to the previous question, the same does not appear to be true as far as selling records by mail is concerned. At the present time 27.1 per cent of the dealers sell records by mail. This is not necessarily imply discount selling. Whether all of these dealers or any aggressively they market this item is not known, but it can probably be assumed that many of these dealers do this as a service rather than as a standard part of their merchandising program. It is of interest to note that a higher percentage of large city dealers sell by mail than dealers in small towns.

Of the dealers who sell by mail, 25.9 per cent said they sell to the public from anywhere. Big city dealers are normally strong in this respect. The bulk of the remaining 40 per cent either within a 10-mile radius or within a 100-mile radius. The bulk of the remaining 40 per cent either within a 10-mile radius or within a 100-mile radius. The bulk of the remaining 40 per cent either within a 10-mile radius or within a 100-mile radius. The bulk of the remaining 40 per cent either within a 10-mile radius or within a 100-mile radius.
Inventory Problems Head Dealer Beefs;
Discount Selling Ranks Fifth

INVENTORY problems head the list of problems at the dealer level. "Too many releases" inventory problems arising from stocking three speeds and "return privilege too low" accounted for over 31 percent of the total dealer worry. These are all manifestations of the same problem and point up sharply the growing trend of more careful buying on the dealers' part. A slightly greater average usage of small city dealers—49.9 per cent to 63.1 per cent for their large city counterparts—mentioned these problems, possibly indicating the former's greater need to "lay it on the line" when ordering because they are usually better removed from the distributors.

"General lack of business" was mentioned fourth, all dealers finding that dealers gave greater weight to "Discount mail order competition." The latter, rather surprisingly, was in fifth place on the over-all. A number of other reasons were also listed.

Two definite differences are brought to life by comparing the results of the dealer group. Large city dealers, undoubtedly because of their greater dependence on classical records were much more aware of discount mail order competition. Dealers in smaller cities, generally far away from the distributor headquarters are more remote and would receive service from distributors.

Fewer Releases, Faster Service, Better Selling
Top Suggestion to Improve Disk Industry

THE PURPOSE of this question was to find out from dealers exactly what their feelings are concerning ways of improving the record business. This was a blue-sky type of question; that is, no categories were included for the dealer to select from. Space was provided on the questionnaire for a dealer to write whatever his felt need could be done on the three levels, manufacturer, distributor and dealer. The answers were tabulated according to specific dealer responses. Following that similar type answers were condensed into the broad categories that appear in the accompanying tables. The comments, on the whole, showed a constructive attitude on the part of the dealers. Since most dealers had more than one suggestion, the answers total more than 100 per cent.

On the manufacturer level more than half of the dealers stated that one of the biggest record companies should restrict the number of releases. In many cases dealers specified that this need was particularly urgent in the pop and classical disk categories. The most frequently mentioned improvements were the need for a higher return privilege. A total of 32.4 per cent of the dealers mentioned that the normal 10 per cent was not sufficient. Particularly in view of the great number of reissues and three-speeds. A quarter of the dealers said the privilege should be higher. Another 64 per cent of the dealers wanted more room in the small city dealers being particularly vocal on this point, probably reflecting their greater dependence on classical sales.

A need for the over-all reduction of disk prices was cited by 22.6 per cent of the dealers, and 11.5 per cent believe that there are too many. Fewer records and titles duplications. This latter applies especially in classical records. This category actually is closely related to the too many release groupings. More promotion was stated as a need by 11.5 per cent with a considerable portion relating it to an industry-wide need to generate more interest. As would be expected, price is a factor.

A number of dealers mentioned that for the full of the BAA. These included the need for more complete display of records and and stores. The latter was mentioned by 22 dealers. Other frequently mentioned suggestions included the need for more complete display of records and and stores. The latter was mentioned by 22 dealers.

On the wholesaler level, the need for better ordering, and better service was also mentioned. On the retailer level, the need for better ordering, and better service was also mentioned. On the retailer level, the need for better ordering, and better service was also mentioned. On the retailer level, the need for better ordering, and better service was also mentioned. On the retailer level, the need for better ordering, and better service was also mentioned. On the retailer level, the need for better ordering, and better service was also mentioned. On the retailer level, the need for better ordering, and better service was also mentioned.
The Billboard’s Fifth Annual Retail Record Store Survey

**Question 22:** Do you sell sheet music? If yes, which types do you sell?

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<td>%</td>
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<td>45.9</td>
<td>54.6</td>
<td>52.6</td>
</tr>
<tr>
<td>Don't Know</td>
<td>8.4</td>
<td>5.3</td>
<td>5.9</td>
</tr>
<tr>
<td>TOTALS</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Question 24:** What of the different types of sheet music you carry showed the greatest comparative sales increase during the past year?

<table>
<thead>
<tr>
<th>ANSWERS:</th>
<th>TOWNS OVER 100,000</th>
<th>TOWNS UNDER 100,000</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popular</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Instructional</td>
<td>41.9</td>
<td>43.6</td>
<td>42.7</td>
</tr>
<tr>
<td>Standard</td>
<td>12.2</td>
<td>18.0</td>
<td>17.0</td>
</tr>
<tr>
<td>Folks</td>
<td>7.4</td>
<td>16.3</td>
<td>14.7</td>
</tr>
<tr>
<td>Classical</td>
<td>14.8</td>
<td>7.6</td>
<td>8.9</td>
</tr>
<tr>
<td>Others</td>
<td>9.7</td>
<td>5.6</td>
<td>6.2</td>
</tr>
<tr>
<td>TOTALS</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**More Carry Sheet Music Than Year Ago; Popular Music Leads in Sales**

This percentage of record dealers who carry sheet music is up slightly from the figure reported last year. Last year 49.3 per cent of dealers reported carry at least one type of sheet music. This year the figure has gone up to 52.6 per cent. The increase is found equally distributed among both large and small city dealers.

Pop tunes continue as the type of music carried most frequently. All but 1.1 per cent of the stores carrying sheet music stock this type. Next in line come standards, folks, instructional methods and classical followed by the big note editions and church music.

**Question 23:** Which type of sheet music is your biggest seller?

<table>
<thead>
<tr>
<th>ANSWERS:</th>
<th>TOWNS OVER 100,000</th>
<th>TOWNS UNDER 100,000</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popular</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Instructional</td>
<td>63.0</td>
<td>80.0</td>
<td>71.0</td>
</tr>
<tr>
<td>Classical</td>
<td>16.1</td>
<td>8.9</td>
<td>9.5</td>
</tr>
<tr>
<td>Standard</td>
<td>11.7</td>
<td>4.5</td>
<td>4.9</td>
</tr>
<tr>
<td>Other</td>
<td>7.8</td>
<td>5.0</td>
<td>5.0</td>
</tr>
<tr>
<td>TOTALS</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Question 25:** Do you plan to carry sheet music within the next twelve months? (Answered by dealers who do not carry sheet music at present.)

<table>
<thead>
<tr>
<th>ANSWERS:</th>
<th>TOWNS OVER 100,000</th>
<th>TOWNS UNDER 100,000</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Prior to 1958</td>
<td>70.7</td>
<td>73.5</td>
<td>72.6</td>
</tr>
<tr>
<td>During 1953</td>
<td>12.7</td>
<td>7.5</td>
<td>8.9</td>
</tr>
<tr>
<td>During 1954</td>
<td>17.1</td>
<td>19.0</td>
<td>18.5</td>
</tr>
<tr>
<td>TOTALS</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Question 26:** When was the last time a sheet music jobber or publisher contacted you to try to get you to sell sheet music? (Write approximate month and year)

<table>
<thead>
<tr>
<th>ANSWERS:</th>
<th>TOWNS OVER 100,000</th>
<th>TOWNS UNDER 100,000</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Prior to 1958</td>
<td>52.1</td>
<td>63.5</td>
<td>60.5</td>
</tr>
<tr>
<td>During 1953</td>
<td>19.8</td>
<td>16.8</td>
<td>17.0</td>
</tr>
<tr>
<td>During 1954</td>
<td>17.3</td>
<td>17.4</td>
<td>17.3</td>
</tr>
<tr>
<td>TOTALS</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Dealer Apathy to Adding Sheet Music Spurred by Lack of Publisher Contact**

This answers to question 22 pointed out that nearly half of the dealers do not carry sheet music at present. Of those dealers only 4.9 per cent intend to add sheet music within the next year and another 18.5 per cent are undecided.

The above answers would seem to indicate that few of these dealers are interested in carrying sheet music. This attitude may result from a failure on the part of many dealers to realize the additional profit to be had from sheet music with a minimum of investment.

Pop sheet music for example can be had on a 100 per cent return privilege. The small space required for display can result in a high dollar sales per square foot return. The reason that the great bulk of these dealers do not remember ever being contacted by a publisher or jobber and that only 2.9 per cent recall being solicited during the last six months would indicate that with greater effort on the part of publishers and their jobbers, many more of these dealers could be converted to sheet music stores of one type or another.
The Atlantic Record Story:
Five Years to Top in R&B Field

5-Point Policy Guarantees Top Quality Records

In the five brief but colorful years of its history, ATLANTIC RECORDING CORPORATION has been the leader in the R&B field. Its policy, which was announced by Herb Abramson and Ahmet Ertegun, has been a success in the industry. Herb Abramson, the label's president, has stated that the label's goal is to be the best in the R&B field. ATLANTIC's five-point policy is as follows:

1. A clear and consistent policy which guides the ATLANTIC operation is responsible for the label's success. Abramson outlined the five point policy by which Atlantic operates as follows:
   (1) thorough knowledge of every facet of the R & B field, (2) independent and limited distribution of Atlantic releases, (3) a strong marketing and sales force, (4) a strong backbone of R & B hits and a large part of the label's output. The policy has been a success in the R&B field.

2. As of the end of 1951, ATLANTIC's annual output of R&B was 150% of all R & B field. The record industry is growing every day. A well organized and equitable distribution system between Atlantic, the national distributer and Atlantic Sales, Inc., and the local distributors makes the music they like best on Atlantic records.

3. TIGHT CO-OP IN DISTRIB SET-UP ASSURES SALES

A well organized and equitable distribution system between Atlantic, the national distributor and Atlantic Sales, Inc., and the local distributors makes the music they like best on Atlantic records.

4. 'Mint Julep' and 'Fool, Fool, Get don't'

With the Rhythm and Blues segment of the record industry increasing in importance every day, ATLANTIC's commanding lead in the field makes them an important factor in the industry. Herb Abramson, the label's president, has stated that the label's goal is to be the best in the R&B field. ATLANTIC's five-point policy is as follows:

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The Billboard’s First Annual Record Distributor Survey

This marks the first record distributor poll conducted by The Billboard. It is planned to make this a regular feature in all future NAMM supplements.

In conducting this survey questionnaires were mailed to a total of 945 distributors throughout the country. Completed questionnaires were returned by 136 distributors for a response of 12.6 per cent. Distributors carrying 450 different labels representing all classifications of music were included in the returns. Fifty of the distributors—47.2 per cent of total returns—are one-line distributors, carrying either Capitol, Columbia, Decca, King (including Federal and Deluxe) or RCA Victor. The remainder reported carrying anywhere from two to 12 different lines. The average of these independent distributors carries 4.1 lines.

The Billboard wishes to thank all participating distributors for helping this initial poll get off to a successful start. It is hoped that in years to come that the information and statistics contained in this together with the retail store survey will render an increasingly important service to the record industry.

**QUESTION 1:** How many record salesmen do you employ?

**QUESTION 2:** How many retail record accounts do you service?

**QUESTION 3:** How many juke box operators do you service?

**ANSWERS:**

<table>
<thead>
<tr>
<th>Average Number</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salesmen employed</td>
<td>2.8</td>
</tr>
<tr>
<td>Record accounts serviced</td>
<td>212.3</td>
</tr>
<tr>
<td>Operators serviced</td>
<td>87.7</td>
</tr>
</tbody>
</table>

**Distributors Average**

Nearly 3 Salesmen, 252 Dealer, 88 Op Accounts

**ACCORDING to these answers the average distributor employs 2.8 salesmen and services about 252 record stores and 88 juke box operators. This means that each salesman handles an average of 90 retail accounts. Sharp differences in the size of distributors are pointed up by comparing the low figures and high figures reported. Some distributors employ as few as one salesman while others have as many as eight. Three distributors stated they don’t service any operators and a fourth reported only three such accounts. Another, however, has 490 juke box operators. Accounts the low as far as record stores serviced is 28 while at the other extreme one distributor reported servicing 700 stores.**

**QUESTION 4:** Has your record volume for the year to date been bigger, about the same or smaller than for the same period in 1951?

**ANSWERS:**

<table>
<thead>
<tr>
<th>Bigger</th>
<th>About the same</th>
<th>Smaller</th>
</tr>
</thead>
<tbody>
<tr>
<td>38.7</td>
<td>29.4</td>
<td>31.9</td>
</tr>
<tr>
<td>%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**QUESTION 5:** Do you expect your record business during the last six months of 1952 to be bigger, about the same or smaller than for the same period in 1951? By what amount?

**ANSWERS:**

<table>
<thead>
<tr>
<th>Bigger</th>
<th>About the same</th>
<th>Smaller</th>
</tr>
</thead>
<tbody>
<tr>
<td>66.9</td>
<td>22.1</td>
<td>11.0</td>
</tr>
<tr>
<td>%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Distributors Look for Strong Sales Increase During Rest of Year**

**WHILE sales at the distributor level were approximately the same during the first six months of 1952 as they were for the same period last year, distributors generally are optimistic about the rest of the year. Most expect an increase over the last six months of 1951, amounting to an average of 12.5 per cent over last year’s figures.**

On the question of volume for the year to date as many said they are behind last year’s figures as those who reported gains. Sales for the remainder were about the same as for the first half of 1951. Turning to the months ahead, about two-thirds of the distributors look for an increase over the same period last year while only 10 per cent glumly anticipate a drop in business. Estimates by all distributors average out to an expected increase in sales of 12.5 per cent.

**QUESTION 6:** Do you think that more, about the same number of fewer records should be released with guaranteed sales by manufacturers?

**ANSWERS:**

<table>
<thead>
<tr>
<th>Fewer records</th>
<th>About the same</th>
<th>More records</th>
</tr>
</thead>
<tbody>
<tr>
<td>65.0%</td>
<td>20.1%</td>
<td>14.9%</td>
</tr>
</tbody>
</table>

**Most Distributors Favor Fewer Disks With Guaranteed Sales**

**IN RECENT years distributing pop disks on a guaranteed sales basis from the manufacturer down to the dealer level has been on the increase. Under guaranteed sales larger than normal quantities of a record are allowed to distributors and dealers with a 100 per cent return privilege. If additional records are not recorded for a net date, this is done primarily to ensure records being in stock at the dealer level as well as in many stores to attempt to force the sale of a disk. According to the answers to question 6, the bulk of distributors are in favor of decreasing the number of records issued on consignment. Two out of every three said fewer records should be released on a guaranteed sales basis. About a third as many believe, however, that more records should be sold on this basis.**

**QUESTION 7:** On the whole, are record dealers’ credit ratings better, about the same or worse than a year ago?

**ANSWERS:**

<table>
<thead>
<tr>
<th>About the same</th>
<th>Worse</th>
<th>Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>54.8%</td>
<td>14.3%</td>
<td>31.8%</td>
</tr>
</tbody>
</table>

**QUESTION 8:** On the whole, are juke box operators’ credit ratings better, about the same or worse than a year ago?

**ANSWERS:**

<table>
<thead>
<tr>
<th>About the same</th>
<th>Worse</th>
<th>Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>68.1%</td>
<td>11.1%</td>
<td>20.8%</td>
</tr>
</tbody>
</table>

**Dealer Credit Ratings**

Drop; Coin Operator Ratings Continue Firm

**ON THE whole juke box operators’ credit ratings are in a healthier state than are the credit ratings of record dealers, according to many distributors. This undoubtedly reflects to a degree the adverse effects that discount selling has had or many dealers who are unwilling to make such competition or unable to maintain satisfactory gross margins if they do. On the dealer side only 10.0 per cent of the distributors reported an improvement of credit ratings while more than three times as many dealer ratings are worse than a year ago.**
The Billboard's First Annual Record Distributor Survey

QUESTION 9: Please list a percentage breakdown of your record sales in each of the three months for the year date, showing both the unit and dollar sales distribution.

<table>
<thead>
<tr>
<th>Month</th>
<th>Unit Sales</th>
<th>Dollar Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>Feb</td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>Mar</td>
<td>50%</td>
<td>60%</td>
</tr>
</tbody>
</table>

QUESTIONS 10: Comparatively speaking, which of the three speeds has shown the greatest sales improvement thus far this year?

<table>
<thead>
<tr>
<th>Speed</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>RPM</td>
<td>25%</td>
</tr>
<tr>
<td>RPM</td>
<td>20%</td>
</tr>
<tr>
<td>RPM</td>
<td>15%</td>
</tr>
</tbody>
</table>

Trend to New Speeds Clear Thr 78 RPM Still Sales Leader

The answers to the question about the trend in 78 rpm sales reflect the picture already given in the dealer survey. The old 78 rpm still leads in unit and dollar sales, both of which are driving sales at a much faster pace than the conventional speed, indicating a two-speed market in the foreseeable future.

Albino the trends are the same in both the dealer and distributor answers, some minor variations show up in a comparison of the figures reported on the two surveys. These undoubtedly reflect the weighting of independent distributors and those who specialize in one or two classifications of discs, such as distributors whose great bulk of business is done in hillbilly and rhythm and blues discs (where there is much more dominant than the pop field or in indi cultural lines which is almost exclusively an LP business.

3 GREAT SONGS:
"TAKE MY HEART"
"STRANGE SENSATION"
"YOU'LL NEVER BE MINE"

SANTLY-JOY, INC.
1489 Bandaroy, New York, N.Y.

SOUTHBOUND
Columbia 39764
TONY BENNETT

SAVE MORE MONEY—MAKE MORE MONEY

Santilly Joy, Inc.

Exhibitors

COMPANY | ROOM OR BOOTH
--- | ---
L cascade Inc. | Room 909
L Blasio Music, Inc. | Room 1010
L J McPartland, Inc. | Room 1111
L MCMusic, Inc. | Room 1212
L Music Corporation, Inc. | Room 1313
L Music Publishers Association of the United States | Room 1414
L Music Trade Review | Room 1515
L Musical Merchandise Manufacturers, Inc. | Room 1616
L National Piano Corp. | Room 1717
L National Sales of America | Room 1818
L National Table Co. | Room 1919
L Newsweek | Room 2020
L New York Studio Inc. | Room 2121
L Oshio Publishing Co. | Room 2222
L Ovation Publications | Room 2323
L Pan American Band Instruments, Inc. | Room 2424
L Parado Record Co. | Room 2525
L Parado Record Co. | Room 2626
L Pathe Television Co. | Room 2727
L Peerless Alliance Co. | Room 2828
L Persol, Mfg. & Co., Inc. | Room 2929
L Perpetual Products Inc. | Room 3030
L Phoenix Studio Inc. | Room 3131
L Poinsettia Records | Room 3232
L Philharmonic Radio & Television, Inc. | Room 3333
L Pomona Music, Inc. | Room 3434
L Plymouth Records | Room 3535
L Poinsettia Records | Room 3636
L Piano Records, Inc. | Room 3737
L Prncley's Musical Shop, Inc. | Room 3838
L Proctor, Mfg. & Co., Inc. | Room 3939
L Radio City Music Hall | Room 4040
L Radio & Television Equipment Co. | Room 4141
L Record Corporation of America | Room 4242
L Record Guild of America, Inc. | Room 4343

COMPANY | ROOM OR BOOTH
--- | ---
L Mills Music, Inc. | Booth 20
L Mofsky Mfg., Inc. | Booth 21
L Moderine, Inc. | Booth 22
L National Piano Mfg. Co., Inc. | Booth 23
L National Sales of America | Booth 24
L National Table Co. | Booth 25
L New York Studio Inc. | Booth 26
L Oshio Publishing Co. | Booth 27
L Poinsettia Records | Booth 28
L Philadelphia Band Instruments, Inc. | Booth 29
L Philharmonic Radio & Television, Inc. | Booth 30
L Pomona Music, Inc. | Booth 31
L Plymouth Records | Booth 32
L Poinsettia Records | Booth 33
L Piano Records, Inc. | Booth 34
L Prncley's Musical Shop, Inc. | Booth 35
L Proctor, Mfg. & Co., Inc. | Booth 36
L Radio City Music Hall | Booth 37
L Radio & Television Equipment Co. | Booth 38
L Record Corporation of America | Booth 39
L Record Guild of America, Inc. | Booth 40

QUESTION 14: Place your orders in order of importance of the following problems which must affect your record business.

<table>
<thead>
<tr>
<th>Problem</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too many orders</td>
<td>50%</td>
</tr>
<tr>
<td>Poor selling by dealer</td>
<td>30%</td>
</tr>
<tr>
<td>General lack of business</td>
<td>10%</td>
</tr>
<tr>
<td>Inventory problems</td>
<td>5%</td>
</tr>
<tr>
<td>Shipping costs</td>
<td>2%</td>
</tr>
<tr>
<td>Return of goods</td>
<td>1%</td>
</tr>
<tr>
<td>Poor studio</td>
<td>2%</td>
</tr>
<tr>
<td>Poor distributor help</td>
<td>1%</td>
</tr>
<tr>
<td>Transfers</td>
<td>0%</td>
</tr>
<tr>
<td>Too much dealer pressure</td>
<td>0%</td>
</tr>
<tr>
<td>Other problems</td>
<td>1%</td>
</tr>
</tbody>
</table>

ANSWERS:

QUESTIONS 12: To what extent do you feel that mail order record stores in other cities are affecting your sales?

<table>
<thead>
<tr>
<th>Extent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>11.1%</td>
</tr>
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QUESTIONS 13: To what extent do you feel that trans ships of records by outside distributors is affecting your sales?

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Discount Mail Order Sales Hurt Distributors More Than Trans Shipping

The answers to questions 12 and 13 show that distributors on the whole believe that mail order record selling into territories has affected their sales more than trans shipping by outside sources. Naturally, these answers would vary by distributors. In New York, for example, where the bulk of discount mail order selling comes from outside areas, there is no doubt that distributors feel that trans shipping from outside sources to their dealers is more of an issue than the other way around.

The sales of all distributors, however, believe that mail order selling into territories has hurt their sales to some extent. A total of 74.6% of respondents feel that their sales have declined to at least some extent. This belief is not critical to most dealers, as they believe that they are in a different set of circumstances than their competition.

The term of the question is the extent to which the trans shipping is affecting their sales, and not necessarily the extent to which it is affecting their sales in a specific category. However, the answers to the question show that the extent of the problem is significant to most dealers, and that it is a problem that they must deal with in order to maintain their business.

QUESTIONS 14: To what extent do you feel that mail order record stores in other cities are affecting your sales?

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agencies • record men • producers

let us show you how much time and money you can save by using
CAPITOL RECORDS STUDIO & RECORDING SERVICES

here's what you'll like at Capitol
1. Most modern facilities and equipment.
2. Large and small studios — audience accommodations.
3. Most up-to-the-minute Know How.
4. Skilled tape editors who know their business.
5. Finest quality mastering — processing — pressing.
6. Fastest — most dependable service.

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That Capitol Quality
Now available to you through

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p.s. Drop in and let's talk shop at the National Music Show. Visit our booth in the New Yorker Hotel.
That "Plus" Sale Is Key to Upping the Year's Volume

By NEV GEHMAN

The key to increasing sales volume in any retail business is upping the "plus" sale. This is particularly true of the retail music business where the average customer is worth roughly twice the amount of the average sale. The increase in volume will vary with the type of store, but the "minus" sale is generally of the order of 15%.

The need for greater sales volume is pressing upon all retailers. Operating expenses are rising at the rate of about 20% per annum in all retail outlets, which means that the average store will be forced to increase its volume considerably in order to continue to operate at a satisfactory margin. If it fails to do this, it is likely to fold up.

This is the case with the smaller store, but the larger store is not immune. Many large stores are forced to increase their volume of sales in order to keep their overheads down and to keep the store competitive.

The key to increasing sales volume is to find new customers. This can be done in a variety of ways, but the key is to find new customers who are potential salesmen. This can be done by advertising, by providing excellent service, by offering a wide selection of products, and by providing a pleasant shopping environment.

The atmosphere of a store is just as important as the products it offers. Many stores are so cramped and uncomfortable that potential customers are put off before they even enter the store. This is especially true of the larger stores, where the customer may have to walk through a maze of departments before reaching the end.

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The children's classification is one of the most important factors determining the type of kid that will be sold. In addition, the type of kid that will be sold depends on factors such as the type of needle he or she requires. This "on the spot" requirement is often a result of the selection of needles that are available in the store.

Brushes A Factor

Today, some manufacturers are placing more emphasis on brushes as a factor in the selection of needles. This is evidenced by the fact that many manufacturers are now including brushes in their products. These brushes are designed to be used in conjunction with the needle and are intended to improve the stitching process.

Sales Ads

Today there are a variety of products that are marketed, each with its own special appeal and performance characteristics. The advertisements for these products are designed to provide a clear and concise picture of the product and its potential benefits.

To make the job of supplying the customer easier, the needle-firm's sales department is responsible for ensuring that the correct mix of needles is available. The sales department is also responsible for providing the customer with the appropriate level of service. This service can range from a simple reference to a more extensive consultation, depending on the needs of the customer.

Extra Dollars

In the face of the many cut-rate sales, the customer must be aware of the fact that the same needle may be available at a lower price from another source. This is because the needle manufacturer is not the only source of needles. It is important for the customer to compare prices and choose the option that offers the best value for the money.
Sell More Record Players & You'll Sell More Records

There is one thing typical of all record buyers (excluding gift purchases). To the record buyer, the music industry is a single, very carring entity. The present record business is approximately $2 billion, and it is a comparatively small industry. The $2 billion figure includes all phonographs and all phonograph records, but nearly 95 per cent of all record sales are made at retail. Sales per cent of more than 25 per cent, and many communities are still out of reception area. Sales of phonographs and record players are growing the boom industry in the past 20 years has been able to outpace only about 40 per cent of the families or in the entire industry. For the record business to grow requires the sale of more phonographs to more people.

Every dealer is interested in increasing the size of his business. Yet too many dealers fail to carry phonographs because they limit the potential growth of their business. Many other dealers who do stock phonographs on display, present them, simply handing them to customers. This is a sin for one-time large stores (including department stores) who either sell no phonographs, or who either sell no phonographs to the public at all. The record dealer not to sell phonographs (whether call-in or call-by) but makes as little since as an LP record, and should have as little since as an LP record.

The best way for a dealer to begin is to concentrate on the sale of phonographs. He will then alert merchandising the average annual increase in the number of phonographs sold is increasing with Present customer (as a rule, the sale is equal to the sale by using)

This cannot be over-emphasized. Dealers will have to account for 50 per cent of the sales in each volume. Sales have been growing at a rate of 25 per cent, and that the average annual increase in the number of phonographs sold is increasing with Present customer (as a rule, the sale is equal to the sale by using)

New RIAA Seen Boon To Entire Industry

The Record Industry Association of America, established in August, 1953, has announced that the association will begin a campaign to educate the public about the industry. The campaign, called "The Story of the Record Industry," will be aimed at informing the public about the benefits of record products and the industry's role in the economy. The campaign will also seek to promote the sale of records and phonograph equipment.

The campaign will begin with a series of advertisements that will be placed in newspapers and magazines throughout the country. The advertisements will feature messages promoting the benefits of record products and the industry's role in the economy. The campaign will also include public service announcements that will be broadcast on radio and television stations. The campaign will run for a period of 12 months, during which time the association will work to educate the public about the benefits of record products and the industry's role in the economy.

The campaign will also include a series of seminars and events that will be held in cities throughout the country. These events will feature speakers and experts from the record industry who will discuss the benefits of record products and the industry's role in the economy. The events will also include demonstrations of record products and equipment, as well as opportunities for attendees to meet with industry representatives.

In addition to the advertising and public service announcements, the association will also work to educate the public about the benefits of record products and the industry's role in the economy through a series of educational materials. These materials will include brochures, fact sheets, and other resources that will be distributed to schools, libraries, and other organizations.

The association will also work to educate the public about the benefits of record products and the industry's role in the economy through a series of partnerships with other organizations. These partnerships will include collaborations with schools, libraries, and other organizations to promote the sale of records and phonograph equipment. The association will also work to educate the public about the benefits of record products and the industry's role in the economy through a series of partnerships with other organizations.

In conclusion, the Record Industry Association of America is launching a campaign to educate the public about the benefits of record products and the industry's role in the economy. The campaign will begin with a series of advertisements that will be placed in newspapers and magazines throughout the country. The campaign will also include public service announcements that will be broadcast on radio and television stations. The campaign will run for a period of 12 months, during which time the association will work to educate the public about the benefits of record products and the industry's role in the economy. The campaign will also include a series of seminars and events that will be held in cities throughout the country. These events will feature speakers and experts from the record industry who will discuss the benefits of record products and the industry's role in the economy. The events will also include demonstrations of record products and equipment, as well as opportunities for attendees to meet with industry representatives. The association will also work to educate the public about the benefits of record products and the industry's role in the economy through a series of educational materials. These materials will include brochures, fact sheets, and other resources that will be distributed to schools, libraries, and other organizations. The association will also work to educate the public about the benefits of record products and the industry's role in the economy through a series of partnerships with other organizations. These partnerships will include collaborations with schools, libraries, and other organizations to promote the sale of records and phonograph equipment.
The Industry's Ten Most Eventful Years

The 10 year period from 1942 to 1952 must go down in show business history as the record decade. For in that period the recording art and industry made its most spectacular progress both technologically, and from the standpoint of the relative importance of records in the overall entertainment industry picture. There can be no doubt that in the past 10 years—or certainly the last five—records have created more show business names than any other single branch of show business, not excluding motion pictures, radio or television. And records have made stars with an overnight speed previously unknown to the show business world.

Thus a Les Paul and Mary Ford zoomed from relative obscurity to a place as one of the top-selling attractions in show business on the strength of a "High Hoot the Moon," and a strong string of follow-up platters. (A Capitol Records attraction is cited as the single example among many here, for rather obvious reasons, which nevertheless will be pursued further, as we take a broad look at the record decade.)

Records, on the vital talent front, created new names which fed and nurtured all other phases of show business, from struggling amateurs thru performers-hungry television. And technologically the span of the past 10 years, too, saw greater advances in the record industry, than during any period since Berliner and Tedd Edmunds fought the historic battle of the flat versus the cylindrical disk. Two new speeds were introduced—which, regardless of the commercial havoc their introduction created—gave the industry its first great base improvements in the product since Berliner beat Edison at the aforementioned tussle.

And along with other technological improvements came, in August, 1948, the use of magnetic tape in recording. Not by coincidence is it pointed out here that Capitol Records introduced the use of magnetic tape.

It is, indeed, no coincidence that Capitol Records came onto the industry scene, at the beginning of this fruitful 10 years. Or to spell it out more clearly, Capitol's birth 10 years ago. Its efforts since that time, have had no little to do with the fact that the past decade has been the most eventful in all the history of the record industry.

In the star-making division, as has already been mentioned, Capitol produced more than its fair share. Details of the disk ride to fame via Capitol, taken by many a star, are found in the artist biographies which constitute part of this special section. In the technological development of the industry, too, as has been mentioned, Capitol played a prominent part, over and above production of devices as such. But this portion of the story takes us back to Capitol's very beginning, its business philosophy and the atmosphere of the record business of which it became a part.

Industrial history in America is replete with tales of this type and the lessons they teach. Many an industry reaches the point at which a relative handful of companies achieve an overwhelmingly dominant position and the great multitude of firms in the field struggle among one another at the bottom of the pile, attempting to get their share of the drops. When this situation evolves and continues for any considerable length of time, the leading companies traditionally become fat and lazy. They fail to supply the vital, vibrant, aggressive and progressive leadership which every industry needs to prosper, if not indeed, to survive.

In the record business that point had been reached in 1954, when a brash newcomer named (Continued on page 67)
Decca burst onto the scene, shook giants Columbia and RCA Victor out of their lethargy and revitalized the entire industry. By 1947 comparatively young Decca, as well as the older leaders had pretty much settled down to their grooves. True, the industry was healthy, but the need for the stimulus of a strong new competitor was beginning to be felt. Then, on April 6, 1942, Capitol entered the business. Obviously the mere entry of a new firm meant nothing. Nor would it ever mean anything to the industry at large unless its business philosophy was one which transcended the basic purpose of showing a healthy net profit at the end of each quarter. Capitol's philosophy, from virtually the first day of its existence, did transcend the simple, single purpose of making money. Capitol, thru the years, realized that its own progress depended to a substantial degree on the general condition and welfare of the industry of which it was a part. And Capitol conducted itself accordingly.

Its influence on the industry, however, and seemingly paradoxically, could not be felt, unless the company itself became an important factor in the industry on the basis of its own sales and profits. The degree to which this part of its task was achieved is graphically demonstrated by the gross sales figures for the company, year by year. In the accompanying chronological chart. In 1942 Capitol did $100,000. And in 1951 that figure had mounted to $13,000,000, off from its 1945 peak of $18,000,000, but still extremely healthy.

But while building its business at an almost incredible rate, Capitol played a major share in helping strengthen the industry itself, and in making the past 10 years the record decade.

In 1949, for example, when the industry on the manufacturer, distributor, dealer and consumer level was literally maimed by the successive introduction of the 33 1/3 rpm disk by Columbia and the 45 r.p.m. recording by RCA Victor, it was Capitol who led the way toward healing the breach between the two bickering rivals, both Capitol's competitors.

In April of that year, Capitol went 45, and in September Capitol added 33 1/3 to its line, thus becoming the first company to go all the speeders. There is no telling how long the destructive, costly battle between RCA and Columbia would have continued without it if it were not for Capitol's action at the time. Few industries have seen a single company become such a sound stabilizing influence in a completely chaotic situation as Capitol was in the 33 1/3-45 battle.

Capitol and its representatives also became key factors in resolving other critical problems with which the industry was faced. In both the American Federation of Musicians' recording bans, first in August, 1942, just four months after Capitol's birth, and in January, 1944, Capitol aided in bringing about cease.

Another measure of the value of the contribution an individual company in an industry makes to that industry is the leadership and other executive and creative manpower it develops, which may eventually devolve its talent to other firms. In this area, Capitol. In its short 10 years, has developed a number of such talents. Outstanding, of course, is Jim Conkling, who came into the record business with Capitol, moved from the post of director of artists and repertoire with the company to the presidency of Columbia Records. Paul Weston, also presently with Columbia, is another Capitol development.

Capitol also set new patterns for the industry, in creating an imitator star in the children's field, the first time such a feat had ever been accomplished strictly via records. This, of course, would be "Bunn, the Clown," who grew from a Capitol kiddie album property into a merchandising property of considerable proportions. And while creating and developing "Bunny," Capitol managed to give the entire children's record field an invaluable shot in the arm.

Again, in building its own phenomenally successful niche in the record industry, Capitol set a new pattern which had a profound effect on the industry as a whole in yet another sense—Capitol was the first record company to go on an all-out campaign to win the support of the nation's disk jockeys. While Capitol, fully aware of the key role disk jockeys were destined to play, was concentrating on exploitation via the platter spinners, some other record companies were still attempting to deny jockeys the right to play their records. There are countless instances, too, of where Capitol set new promotional, selling and merchandising patterns with dealers and jock box operators.

And last year, when the record industry for the first time in its history, managed to organize an association of all manufacturers, Capitol's far-seeing president, Glenn Walls, again was one of the leaders in organizing and speeding the formation of the Record Industry Association of America.

Walls and his many able lieutenants present and past, all played their part in building their 16-year-old company into one of the major firms in the record industry. And equally important, into one of the major factors in constantly revitalizing and maintaining a healthy record industry. That the aggressive, progressive philosophy which has been responsible for these achievements will continue is perhaps best exemplified by the company's 10th anniversary slogan: It's not the TRF, It's the potential.

Yes, this organization and these people have made 1943-1952 the record decade. Their full, fascinating story is told on these pages.
- A Decade of Growth and Success

1942

Releases: 25 Singles • Sales: $200,000
April 9 ... The company incorporated
June 1 ... Name changed from Liberty to Capitol
July 1 ... First records released: "Cow-Cow Boogie," by Ella Mae Morse; "Strip Tease Polka," by Johnny Mercer
August 1 ... American Federation of Musicians starts recording ban
* Branches were opened this year in Los Angeles, New York and Chicago

1943

Releases: 18 Singles • Sales: $750,000
March 20 ... First issue of "Capitol News"
October 9 ... American Federation of Musicians lifts recording ban
November 12 ... "G.I. Live," by Johnny Mercer
* New branches opened this year in Dallas and Atlanta

1944

Releases: 39 Singles & Albums • Sales: $2,250,000
March 30 ... Scranton production agreement signed
May ... First albums released
December ... "Accentuate the Positive," by Johnny Mercer
* New branches opened this year in Cleveland and Washington

1945

Releases: 48 Singles & 14 Albums • Sales: $5,100,000
April 18 ... Recording department established
May ... "On the Avenue, Tupelo and Santa Fe," by Johnny Mercer
July ... "Tampico," by Sun Kenton
November ... "Doctor, Lawyer, Indian Chief," by Betty Hatton
* New branches opened this year in Philadelphia, Boston, Detroit, Kansas City, Memphis, San Francisco, Seattle, Buffalo, St. Louis and five regional credit offices

1946

Releases: 120 Singles & 19 Albums • Sales: $13,000,000
January ... "Personality," by Johnny Mercer
March 26 ... Purchase of Scranton plant completed
April 1 ... "House of Blue Lights," by Ella Mae Morse
April 30 ... First stock issue offered for public sale
June 24 ... "My Sugar Is So Refined," by Johnny Mercer
August ... Capital moves into its present Sunset & Vine Street offices
August ... Capital transcription department makes first sale
September 30 ... "For Sentimental Reasons," by King Cole Trio
October 14 ... "Christmas Song," by Nat (King) Cole
October 15 ... "Bozo the Clown" makes his debut
* New branches opened this year in Cincinnati, Minneapolis, Charlotte, Pittsburgh, Newark, Hartford, Jacksonville, New Orleans

1947

Releases: 230 Singles & 24 Albums • Sales: $14,500,000
March ... Dubbing facilities installed in Vine St. offices
March ... International division established
May 19 ... "Temptation," by Red Ingle with "Cinderella Stomp" (Jo Stafford)
June 9 ... "Smoke! Smoke! Smoke!" by Tex Williams
August 21 ... "He's a Real Gone Guy," by Nellie Lutcher
September 8 ... Vice-President Glenn Wallrich becomes president following resignation of Johnny Mercer and Buddy DeSylva as president and chairman respectively
November 3 ... "Golden Earrings" and "Serenade of the Bells," by Peggy Lee
* New branches opened this year in Brooklyn, Oklahoma City, Portland, Milwaukee, Seattle

1948

Releases: 400 Singles & 44 Albums • Sales: $16,900,000
January 1 ... American Federation of Musicians invokes recording ban
January 3 ... "Manana," by Peggy Lee
March 29 ... "Nature Boy," by Nat (King) Cole
May 17 ... "My Happiness," by The Pied Pipers
May 31 ... "Twelfth Street Rag," by Pee Wee Hunt
June 21 ... "Tree in the Meadow," by Margaret Whiting
August ... Capitol becomes first record company to use magnetic tape
October 25 ... "My Darling, My Darling," by Jo Stafford
November 14 ... American Federation of Musicians lifts recording ban
December 23 ... Capital issues first stock dividend—20c
* Capital signs 14 independent distributors to supplement its branches

1949

Releases: 420 Singles & 75 Albums • Sales: $11,500,000
March ... Capital moves into newly equipped recording studios on Melrose
March ... Capital releases its first classical albums
April 4 ... First 45 R.P.M. records released
August 18 ... "Whispering Hope," by Jo Stafford and Gordon MacRae
September 5 ... First LP records released, Capitol thus becoming first to release on all three speeds
November 21 ... "I Was Good at Christmas," by Yogi Yorgesson
November 31 ... "Shaping Around," by Margaret Whiting and Jimmy Wakely

1950

Releases: 630 Singles & 140 Albums • Sales: $12,300,000
May 15 ... "Mona Lisa," by Nat (King) Cole
July ... Buddy DeSylva dies
July 24 ... "I'll Never Be Free," by Kay Starr and Tennessee Ernie Ford
November 29 ... "Tennessee Waltz," by Les Paul and Mary Ford

1951

Releases: 620 Singles & 93 Albums • Sales: $13,400,000
January 29 ... "Mockin' Bird Hill," by Les Paul and Mary Ford
March 26 ... "How High the Moon," by Les Paul and Mary Ford; "To Young," by Nat (King) Cole
August 20 ... "If the World Is Waiting for the Sunrise," by Les Paul and Mary Ford

* Capital's president and vice-president held a 1952 conference in the company's new and expanded New York offices, shown at right. From left to right: Bill Fowler, in charge of sales and the New York operations; Alan Livingston, vice-president; President Wallrich; David Rosebright, finance secretary and general counsel; and Lloyd Dunn, in charge of mail promotions and advertising.
Looking Backward Means Little; Next Ten Years Offer Challenge

By GLENN E. WALLACH
President, Capital Records, Inc.

On such an anniversary it is customary to get nostalgic about the early struggles of the record business and trace its journey to suc-
cess. It's a temptation, I will admit. There is nothing more pleasant than remembering about one's good buys, days spent with a good lunch at the Derby, and with a few hits riding.

But I will resist the temptation. First, because I doubt if anyone would read it. And, more important, I know too well that in our business-looking backward has little significance. We are in a business where the past is constantly changing, with the whims and fancies of the public. Record companies, then, have but one thought, and that is as good as the hits they get last week.

It all makes the record business seem uncertain. Doesn't it? The product is, after all, perishable, just as perishable as ripe strawberries. If too many of them get overripe, you're in trouble. But people make good money selling ripe strawberries—and records, if it happens to be their business. And contrary to the belief of some folks in the entertainment field, a record company is a business with responsibilities to employees and stockholders, just like a manufacturer who makes steam turbines or cutlas glass subways.

Looking Ahead

So instead of looking back, I would like to look ahead — to a future that is as intriguing as the past will make it be. It will be profitable for all in the record business who have courage, foresight—and a few dozen who did. Capital used to have a crystal ball, but it was broken over the head of a few more business-minded people when he passed up recording "To Each His Own." So I'll have to give you just my own opinion, which, in view of the nature of the business, is subject to change without notice.

The Record Buyer

First, let me mention that wonderful creature that every artist and record company wants with pentimento and violent passion. I refer to the Record Buyer. Will he be the continue to buy records? That's an easy one. The answer is obviously "yes" — more or less. (The "more or less" depends upon how well we all make records and how wisely and honestly buyers will be with us for a long, long time to come, of that you may be sure. People tire of se-
lective music, to fit their tastes and moods, record sales will fall off. Frankly, I can't conceive of that situation, come hell or high water — so I won't worry TV, featuring Lily St. Cyr, na-

Speaking of TV, we can state definitely that its advent has considerably increased the demand for record business. Surveys prove this point, and our own sales confirm it. When TV came into an area, there is a slight recession in record sales for perhaps three to six months, then it comes back stronger than ever. The chief

reason seems to be that TV causes folks to rediscover the home, and along with it the joys of good recordings.

Big New Market

There is one simple statistic that indicates healthy sales ahead: there will be more people around. The birth rate is up, the death rate is down—and an increase of 19 million potential record buyers in the past 10 years for this country alone. It is a big new market.

We have just to reach out into that market. The number of homes with record players in this country has been variously quoted from 30 per cent to 50 per cent. This figure is misleading, I believe, because it undoubtedly includes the million homes with 78 rpm machines, many of which date back to the 1920's and which have not been played since "Dor-
damella" was a smash. These with modern record players, capable of even fair reproduction of music today must mult-
iple our current total by 10 in a nation that had over 41 million family units and is growing rapidly. We've got to a-
gressively sell recorded music as a tax of entertainment and cultural development. Music speaks a universal language and there is scarcely a person in this country today who will not respond to some kind of recorded music. It may be classical, popular or hillbilly.

Mechanical Improvement

As to the quality of the prod-
duct— I believe records have im-
proved constantly in the past 10 years, and will continue. Technically, there is no comparison with today's quality as compared to a re-
development of a decade ago. The development of magnetic tape is probably the most single contributing factor, but better micros and clear quality control at the factory has added ma-
terial difference. The high fidelity fans are demanding and getting superior reproduction, and their ranks are spreading rapidly.

From the "Artists and Reposi-
tories" standpoint, it is hard to make comparisons or predictions with necessary a rec-
tion company's definition of a good record is one that sells well. At present, we are in an era where unusual instrumental sounds and super-dramatized vocals seem to be the rage among popular record buyers. As we all know, style changes and good a men try to in-
terpret them, even better, create them by launching exotic material that starts a new trend. I am reasonably sure that such a pattern will not change in the immediate future.

Which brings us to merchandising and sales. Here is where I feel the greatest progress can be made in the record business. The trend toward self-service is perhaps the most significant sales increases where self-serv-
ence is installed are truly amaz-
ing. I am sure many examples, but one with which I am intimately familiar is in Music City, Hollywood, the store I started many years ago and in now op-
erated by my brother Clyde. Record sales were good, and about everything possible had been done to make them even better. Then Clyde decided to "prove the thing was possible.

He tore out the inside of the record department and fixed it up to be a self-service store. It has been a wonder-
ful, but practical and inviting. In two short months sales have more than doubled, and the trend continues upward as new products are introduced. When I hear it is "strange" in a music store and store with more than this they planned to buy. Inciden-
tially, such a setup located in an area where there is consider-
able traffic, should prove a bo-
nutis. For in the final analysis, record sales are "impulse" items. If the public sees them, hears them, they'll buy them.

Gentleman to Dick Jersebas

And while on this subject of "exposure" I must comment on the job Dick Jersebas have done.

Ten years ago, I tackled a few records. But the story of my vent-
ured forth to see the Dick Jerse-
bas of America and suggest that they were the records of the now and very small company. I was sure the going would be tough and I was ready for a fast "brush." Instead, I encountered courtesy, considera-
tion, and cooperation everywhere. They played our records, helped us grow, and we are grateful.

One last word — a word of appreciation to our many friends in this fantastic business we're in, in which we had the priv-
ity to feel the pressure or our minds the years — music publishers, disk jockeys, operators, dealers, all have been wonderful to us. And, too, our thanks to The Billboard for this splendid tribute. We are all going toge-
ther the decade ahead.
Top Quality Customer Service
Key to National Distribution

Under the pressure of day-to-day business activities, most owners and operators are unable to find time to sit down with their distributors and outline the kind of help they need and feel they should receive. This constructive criticism and suggestions from our customers do come thru us from time to time and in sufficient quantities to enable us to plan and think.

This is a prime opportunity to outline - that we feel our duties and obligations are to the dealers and operators of America and the steps we are taking to improve our relationship.

The basic objective of Capitol's national distribution system has always been to provide top quality customer services. What these customer services actually consist of has varied from month to month and year to year as dealer and operator needs vary under the changing conditions of our unique industry.

Customer Services

Today, with some measure of understanding of our most important customer services we feel we can render thru our distributing organization include:
1. Systematic promotion and marketing of Capitol products thru radio, TV, artist tours, window displays, point of sale and special events.
2. A sufficient number of competent staff, adequately trained, and conveniently located distribution points to provide prompt service to all areas.
3. Consistent and creative advertising and promotional materials.
4. A trained and helpful sales representative backed by experienced branch and independent distributor managers and district sales managers who fully understand dealer and operator needs and problems.

All of the major changes made in Capitol's operations during the past year have been directed toward the improvement of one or more of these all-important services.

The shift from Hollywood to New York of the National Sales and Promotion offices of CIDC was the first major step taken.

This was quickly followed by the appointment of 10 district sales managers who replaced the former regional sales representatives.

These changes are providing much wider and more frequent field coverage and dealer-operator contacts in all major markets and in turn provide the Hollywood headquarters of Capitol Records with up-to-the-minute information on public taste in the country.

Capitol's recently inaugurated training program for the key personnel of the distribution organization is another important step in insuring that our field representatives will be fully competent.

Some 15 district sales managers and branch managers have been "thru the mill" which includes nearly three weeks of concentrated study. The program embraces seminar-type sessions rather than a series of lectures, and includes a complete manufacturing plant tour, New York sales office organization, and international and branch office operations meetings, and extensive study of Hollywood artists and repertories, recording sound achieved by British waxers, and more.

"Sounds" made hits for 25 Years

So this is the gimmick era, they protest. Good musicianship means nothing. The echo chamber is more important than the song, the arranger, the singer, the writer. The listener no longer needs to hear good song or even good music. He needs a hit parade.

Actually, they are only half right. Many artistically great record titles have dominated the scene for a decade. But there were gimmicks and sound that made hit platters then as now. Any one of the top ten records in the Oakey Laughing Record, more than 25 years ago, for an example of the gimmicks that caught on and sold more than a

By WILLIAM H. FOWLER
Vice President

Fowler, as the executive who has served the company the longest, Fowler started with the Ohio O. Nelson Company in Hollywood, in a critical position, and rose steadily within the company's ranks to become its president and manager. During the war years, Fowler left his position at the O. Nelson Company to become production control manager for the California Technological Institute.

Fowler's acquaintance with the music business dates back to 1908 when he became a network member of the Hollywood Chamber of Commerce. Eventually, both were appointed to the Chamber of Commerce board of directors, with Wallis being the chamber president and Fowler the vice-president. In the early days, they asked Fowler to join Capitol Records.

At that time, the rapidly expanding record company needed an organization from a procedural standpoint, and the task of helping to develop it fell to Fowler who immediately started instilling habits, settling up production and purchase.

"Have Gimmicks Replaced Music?"

Yes, but how about Gene Autry's hit "My Blue Heaven" in 1934? It was as extreme as uncommercial, as Ray's 52 rating and it sold proportionately just as many records.

Multiple voices? Lawrence Tibbett, William Warfield and John Lewis, among others, are the names that come to mind. There is no doubt that the early 1930s on "Cuban Love Song", far beyond 30 years before, sold more of one song than any other known.

The trick hasn't been a sudden phenomenon, but rather a gradual one, as the "Hits" have been built around the tick-tack-toe of a simple tune which - previously 15 years later - made "Tramp, Tramp, Tramp" a sensational title.

Still, it's a question of what's good music to whom. It's not what we'll hear in the next five years, it's what we've heard in the last five years that counts.

This song, achieved by British waxers, and more. have been "thru the mill" which includes nearly three weeks of concentrated study. The program embraces seminar-type sessions rather than a series of lectures, and includes a complete manufacturing plant tour, New York sales office organization, and international and branch office operations meetings, and extensive study of Hollywood artists and repertories, recording sound achieved by British waxers, and more.

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**Record Business Is Penny-Ante, But Woolworth's Business Is Too**

By LLOYD DUNN

V. P., Capitol Records, Inc.

**The Business Is Fun**

Possibly the chief difficulty is that the record business is so much fun. It actually all seems to be in sales and merchandising can be done with little difficulty. The record business is a small place.

All sales, 80 cents. Net profit to distributor, manufacturer, retailer, or 3.5 to 6.5 percent. The record business is a small business.

No one is more enthusiastic about the record business than the record business owner and manager. The record business is a small business.

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The record business is a small business.
it's not the ten

it's the potential

It's quite an accomplishment to reach the age of ten, but still, you're too young to look to the past. In celebrating this important milestone in Capitol's history, we feel confident that—The best is yet to come! Congratulations and good wishes are in order...not to us, but from us...to the artists, song writers, dealers, disc jockeys, operators and the members of our organization to whose friendly efforts we owe so much of the success we have achieved.
it's not the ten

it's the potential
through the years
we grew and grew—
our stars—we owe
a lot to you!
it's not the ten  
it's the potential  

in classics... show tunes and the 'pops'  
we'll try to make our albums tops!
Capitol's introduction of Full Dimensional Sound was a notable advance in the recording of classical music. Acclaimed by critics, dealers, and music lovers, the FDS label will continue to symbolize the combination of the finest artists, great performances and the ultimate in musical reproduction.
it's not the ten, it's the potential

BOZO
THE CAPITOL CLOWN
APPROVED

it's got the Bozo Seal—it's tops in child appeal
we helped the children’s market grow — on through the years — just watch us go!

In the children’s record field, Capitol created Bozo and the Record-Reader and adapted the stories and personalities of Warner Brothers, Walt Disney, Walter Lantz and others to produce the best-selling, best-loved recordings for the small fry.
it's not the ten... it's the potential

we make country music, too—
the best is yet to come to you!
Key to Mass Sales Is Widespread Promotion

By GENE BECKER
Promotion Manager, Capital Records, Inc.

It's a tough job to promote popular records. It's tough because you never know just what the public will react to. But, we try and try and try again.

There are numerous ways to promote records and one of the most important is to promote them in a way that will attract the attention of the public. There are many different types of promotion that can be used, but the most effective is to promote the records in a way that will get the attention of the public.

The most important thing to remember when promoting records is to make sure that the promotion is effective. The promotion must be effective in order to attract the attention of the public.

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A & R Job Is No Cinch; Coast Rep Reveals Why

By LEW GILLETTE

Somewhere out in "the field," a distributor is needed by a smaller record company for a number of reasons. He doesn't need to have stock in a branch, or a branch man, because his presence in a branch does not affect his sales. But the distributor is needed because he can sell to the record store owner, the record store, or the record store manager, who can then sell to the customer. And the distributor is needed because he can sell to the record store manager, who can then sell to the customer.

The distributor is needed by a small company because he can sell to the record store owner, the record store, or the record store manager, who can then sell to the customer. But the distributor is needed because he can sell to the record store owner, the record store, or the record store manager, who can then sell to the customer.

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July 25, 1952

Mr. Glenn Wallicks
Capitol Records, Inc.
Sunset and Vine
Hollywood 28, California

Dear Glenn:

The orchestra, its management and myself wish to congratulate you
and your staff for building in ten short years the most powerful record selling
machine in the business. It has been a thrill to see this happen. To look
back and remember the firm as it started ten years ago and to know the vast
organization it is today seems unbelievable.

I want to express my gratitude for Capitol's concern and constant understanding in the presentation of our music, which at times has been quite
a deviation from the commercial standards of the record business. This freedom of expression has been all important in the fulfillment of our musical
ideals.

We are proud to have been a part of the growth of Capitol Records
since its early years and I'm sure that the past decade is only the cornerstone for the inevitable accomplishments of the future.

In sincere appreciation,

SK/MB

Stan Kenton

"INNOVATIONS IN MODERN MUSIC"

Personal Management BOB ALLISON
Public Relations GENE HOWARD
Exclusive Bookings GENERAL ARTISTS CORP.
To Glenn Wallichs and All the Gang at Capitol Records
Our Heartiest Congratulations on Your 10th Anniversary. All the Wonderful Success We Have Had These Past 4 Years* You Made Possible. We Thank You.

MR. ANTHONY'S BLUES
SCATTERBRAIN
SPAGHETTI RAG
TENDERLY
SENTIMENTAL ME
HARLEM NOCTURNE
COOK'S TOUR

COUNT EVERY STAR
YOU'RE DRIVING ME CRAZY
MR. ANTHONY'S BOOGIE
SLAUGHTER ON 10th AVENUE
I HEAR A RHAPSODY

THERE ARE SUCH THINGS
DARKTOWN STRUTTERS BALL
DREAMERS HOLIDAY
AT LAST
AS TIME GOES BY
HARBOR LIGHTS
NEVERTHELESS
MAN WITH A HORN
Ray Anthony

Back when Capitol was getting started, Ray Anthony was only 20 years old, but he had already played professionally for three years with three name bands. At the age of 19, he was taking solos from guitar and bass, today he is the McGovern bass and vocal singer of the band. His musical style and versatility make the outstanding possibilities, with the result that his solos add much to the band's sound to the last decade any other Capitol artist. Bill Carter, bass, at the age of seven, has been Capitol's all-time best-written songs. His latest release, "The Tinsel Town Song" has already been recorded in the studio and on record. In between, he's gathered success: film performances, radio network shows, Kraft and Whiffen, an autumn tour, and a whole collection of hits in popular hits. He's been on the Billboard for 15 weeks. When he's not in the band, he's been on the radio with Capitol Records.

Tennessee Ernie

Pee Wee King

At the Hollywood Palladium, where his small band was the orchestra in the band's hit, "I'll Be True," he was heard as a solo artist by a large audience. Since then, he has added new releases with his band "Tommy Tucker," and "Nature Boy." The band's hit, "I'll Be True," was the biggest hit Capitol has ever had.

Sam's Record

While touring in his early days, Pee Wee had worked around the world. During his first trip to Europe, he played in a酸ve Northern churches, in Sheepshead Bay, Brooklyn, in a酸ve London clubs, and in Paris. After a year's tour, he joined some other Greek men, and Gray, Gray included in touring a cooperative orchestra, "The Moonlighters," for 14 years. His hit was "Tommy Tucker," and "Nature Boy." The band's hit, "I'll Be True," was the biggest hit Capitol has ever had.

Betty Hutton

In 1941, the orchestra recorded "Hollywood in Paris," and "They're All Like That." That year, Betty had her first hit, "My Song," as a solo artist. Since then, she has recorded with the band, "I'll Be True," and "Nature Boy." The band's hit, "I'll Be True," was the biggest hit Capitol has ever had.

Capitol's Top 25 Records 1942-1951

1. Twelfth Street Rag (1948) - Pee Wee Hunt and B. B. King
2. Moonstruck (1948) - Peggy Lee, Dave Barbour Orch.
3. Christmas Around (1949) - Margaret Whiting, Jimmy Wakely
4. How High the Moon (1951) - Les Paul, Mary Ford
5. Smoke, Smoke, Smoke (1947) - Tex Williams
6. Tiptoe (1947) - Red Ingle
10. Yingle Bells (1949) - Yogi Vee, Johnny Day Orchestra
11. A Tree in the Meadow (1948) - Margaret Whiting
12. Mockin' Bird Hill (1951) - Les Paul, Mary Ford
14. On the Avion (1948) - Topkapi & Santa Fe
15. The World Is Waiting for the Sunrise (1951) - Les Paul, Mary Ford
16. Cow-Cow Boogie (1942) - Elna Mae Moore, Freddie Slack Orch.
17. Personality (1946) - Johnny Mercer, Pied Pipers, Paul Weston Orch.
18. For Sentimental Reasons (1946) - King Cole Trio
20. Happiness is (1948) - Pied Pipers
21. Tumbling (1945) - Stan Kenton, June Christy
22. Accentuate the Positive (1944) - Johnny Mercer, Pied Pipers, Paul Weston Orch.
23. Doctor, Lawyer, Indian Chief (1945) - Betty Hutton, Paul Weston Orch.
24. Tennessee Waltz (1950) - Les Paul, Mary Ford

The Hits and the Artists Who Made Them

Stan Kenton

"Tambour" was just another released tune till Stan Kenton made it the band's hit. Then it was a top Capitol album hit, and it was a very loyal following.

Julia Lee

She started her record deal in 1944, and has been with Capitol since then. She has recorded with such greats as Bing Crosby, Joe E. Gordon, and Frank Sinatra. She has also worked with Paul Weston, Red Grady, and Red Norvo. Her voice is recognized as one of the best in the business, and her talent is evident in every recording she makes.

Matt Blane

Matt Blane is one of the most widely heard musicians in the world. He was the first contestant on the "American Bandstand," and has been a regular on the "Ed Sullivan Show" since 1950. He has also appeared on such shows as "The Tonight Show," "The Steve Allen Show," and "The Merv Griffin Show." He has recorded with such greats as Bing Crosby, Frank Sinatra, and Dean Martin. His voice is recognized as one of the best in the business, and his talent is evident in every recording he makes.
ALLAH!

-signed

Le Paul

and

Mary Ford
**Johnny Mercer**

**The summer that Capitol went into business, Johnny Mercer** had four tunes on the Hit Parade simultaneously. Record-making was a new field to conquer, and he did it quickly! "Striptease" won on Capitol's first release. Its success was "Elegy," a second, and the company and the performer Mercer. It was no fluke. It was made in the pan. For the next four years, February, March, to April, "Teddy," and "Piper," and the "Right," and "Baby," and "Comin' Around," and "Johnny." Captain's second all-time best seller." High on the list.

**Les Paul and Mary Ford**

To the public, it may have seemed that he had suddenly upon the entertainment center, but actually, by the time Les Paul joined Capitol in 1946, he had been heard everywhere a musician can go. His trial led thru the doors of a dozen Mid-Western radio stations. He had worked for bands big and small, including Fred Waring's, Ben Bernie's, and his own. He made records for Columbia's, Capitol's, and BMI and, after the world network, he had to work. He had worked the network in his own on NBC and ABC. He had worked on the network, and heard with many, Hopper, Baker, Valley. He had played the Eastern theater circuit with his trio. He had been around. But it was the "new sound" of his multiple-recordings that outdanced his talents: "ABC," "CBS," "Philadelphia," "Piper," "Right," "Baby," "Comin' Around," and album, "Happy Days," "Happy Days," "Happy Days." And, of course, the "Happy Days," "Happy Days," "Happy Days."

**Elia Mac Morse**

Hit first dance at "Close Out Boogie" at Capitol's first recording session was a skyrocket.
a special section of The Billboard commemorating Capitol Records' 10th Anniversary...

Page 71

America's Best Selling Popular Album...

Jane Froman Records Too

"With a Song in My Heart"

"I'll Walk Alone"

Plus These Currently Popular Jane Froman Single Records...

"Climb to Me"
"Climb to Me"
"I Can't Get Out of This Mood"
"I Wish You Were Here"

From 20th Century-Fox current musical motion picture

Lot,
Hit Release
Hit Release
Hit Release
Hit Release

AMERICA'S BEST SELLING POPULAR ALBUM...
The Pied Pipers with June Hutton

They were seven boys and a girl, from Chicago, in 1932. By the time their big break came, they had played down to a quartet—Jack Hadderson, Chuck Lowry, Jo Stafford, and Clara Yoken—and had developed a unique and captivating style. The break was Tommy Dorsey hearing them. In 1933, he hired them for 10 weeks on his radio show, and later, for his band. The Pipers were an immediate sensation, and helped create a sudden, wide demand for the vocal groups. By the summer of 1937, they were able to step out on their own, and be heard regularly on half a dozen network programs.
own eleven weeks as arranger and pianist appeared on a series of novelty records. Two tunes with ELLA MAE, "Cow, Cow, Boogie" and "House of Blue Lights," a pair of instrumental numbers, "Rufle" and "Cuban Sugar Mill," and a brace of unimitable boogie-woogie albums kept him high in the company's best seller rankings.

He had been playing piano and arranging for 10 years with Len- nie Haynes, Rex Pollock, Jimmy Dorsey and Will Bradley before he came to Hollywood in 1941. There he worked for Universal Pictures, and it was for the film studio's cutting room that he picked up a tune called "Cow, Cow, Boogie." He discovered the girl to sing it, and gave Capitol a smash hit on its first release. Now, 10 years later, after many years in film, movie performances and many personal appearances across the country, his bright talent is once more back on the label.

In 1948 Cliff Stone brought him a humorous tale, "No Vacan-
cy." Merle Travis noted the tune and cut a demonstration record. Cliff took it to Capitol, and_together we helped him in Merle Travis, was signed as a performer. "No Vacancy" was an immediate hit. So were the next three songs he wrote and recorded: "Dicroc Me O.D.," "The Record, So Firm, So Fully Packed," and "Steel Guitar Rag." Together they put him on the road to recording stardom.

He had his first major professional with a quartet on WIGL in Beverly Hills, not far from his native Kentucky farm-sired country. In 1937 he went to Chicago's V.L.W., where he worked for seven years, the last two as a solo. He came to California then, and took jobs, and met Cliff at K.X.L.A. in Pasadena.

He has written over 120 songs, including the remarkable hit, "Smoke, Smoke That Cigarette!" His guitar playing is considered by many the best in his field. Additionally, he is an outstanding and versatile talent in country music.

MILLS MUSIC salutes CAPITOL RECORDS

currently riding high with

"SMOKE RINGS"
LES PAUL—MARY FORD

"BLUE TANGO"
LES BAXTER, CHORUS AND ORCH.

CAPITOL Artists + MILLS Music = Solid Entertainment
NAT COLE—"Honeymoon" * KAY STARR—"Nobody's Sweetheart" * RAY ANTHONY—"Since I Saw You昨" * BILLY MAY—"When My Sugar Walks Down the Street" * DEAN MARTIN—"Who's Sorry Now" * DANNY GRAY—"A Ghost of a Chance" * JOE "Fingers" CAIN—"When You're Smiling" * HELEN O'CONNELL—"I'm Gonna Tell Her All About You" * PHIL LAMAR—"Tell Me Your Story" * GORDON MacRAE—"I Surrender Dear" * BOB CROSBY—"Lonesome and Sorry" * WALTER SCHUMANN—"Moonglow" * JOHNNY MERCER—"Walking On Air" * BUDDY COLE—"Sophisticated Lady" * LOUIS CASTELLO—"Pavane" * Jan GARDNER—"Dinah" * FREDDY SLACK—"Kitten On The Keys" * MICKEY KATZ—"Bagel Cali Rag" * CLYDE MCCOY—"Where's My Heart" * LES BAXTER—"Last Train from Beverly Hills" * GARY WHITING & JIMMY WAKELEY—"Maggie Blue" * LES PAUL & MARY FORD—"Jealous" and many others.

MILLS MUSIC, INC.
AMERICAN ACADEMY OF MUSIC, INC.
Capitol's Best Selling Pop Records 1942-1951

1942
Cow-Cow Monday
Ellie Mae Morse, Freddie Slack Orch.
Elk's Parade
Ruby Sherwood and Orch.
Strip Polka
Johnny Mercer
I Lost My Sugar
Johnny Mercer
Tore'In Light
Paul Whiteman, "Lady Day"

1943
G.I. Joe
Johnny Mercer, Paul Weston Orch.
Shoo- Sho Baby
Ellie Mae Morse, Dick Walters Orch.
Riff Tettee
Freddie Slack
All For You
Capitol Trio
My Ideal
Buddy Butterfield, Margaret Whiting

1944
Accorante the Positive
Johnny Mercer, Pied Pipers
Paul Weston Orch.
Cuban Sugar Mill
Freddie Slack
His Honking Home Run Away
Betty Hutton, Paul Weston Orch.
Her Tears Flow Like Wine
Allen Newton, Anita O'Day
Eager Beaver
Stan Kenton

1945
On The Atchison, Topeka, and Santa Fe
Johnny Mercer, Pied Pipers
Paul Weston Orch.
Tampsico
Stan Kenton, June Christy
Dentist, Lawyer, Indian Chief
Betty Hutton, Paul Weston Orch.
Just Askin' and Askin'
Stan Kenton, June Christy

1946
Personality
Johnny Mercer, Pied Pipers
Paul Weston Orch.
For Sentimental Reasons
Capitol Trio
My Sugar Is So Reckless
Johnny Mercer, Pied Pipers
Paul Weston Orch.
The House of Blue Lights
Ellie Mae Morse, Freddie Slack
The Christmas Song
Capitol Trio

1947
Smoke, Smoke, Smoke That Cigarette
Tennessee Ernie Ford
Temptation
Red Head
Golden Earrings
Peggy Lee, Dave Barbour Orch.
He's a Real Gone Guy
Nellie Lutcher
Serendipity of Love
Jo Stafford, Paul Weston Orch.

1948
Twilight Street Rag
Pee Wee Hunt and Orch.
Bansana
Joe Stafford, Gordon MacRae.
Nature Boy
Nat (King) Cole, Frank DeVol Orch.
A Tree in the Meadow
Margaret Whiting
My Happiness
Pied Pipers

1949
Sailing Around
Margaret Whiting, Johnny Mercer
Yingle Bells
Yogi Vorganoff, Johnny Duffy Trio
Whispering Hope
Jo Stafford, Gordon MacRae.

1950
I'll Never Slip Around Again
Margaret Whiting, Johnny Mercer

1951
Mona Lisa
Nat (King) Cole, Les Baxter
Chorus and Orch.
Tennessee Waltz
Les Paul, Mary Ford
I'll Never Be Free
Kay Starr, Tennessee Ernie
Bonaparte's Retreat
Kay Starr, Les Brown Orch.
The Sentimental Gaucho
Tennessee Ernie
How High the Moon
Les Paul, Mary Ford
Two Young
Nat (King) Cole, Les Baxter Orch.
Mockin' Bird Hill
Les Paul, Mary Ford
The World Is Waiting for the Sunrise
Les Paul, Mary Ford
I Must I Must I Must
Mel Blanc, Billy May

Bozo the Clown
Continued from page 63

Bozo "Schools" kids, too
1952
They're just as much a part of the 
final recording session as the 
engineers. Some of the kids had 
been brought in, just to get it 
off their chest that they had 
learned the lines. It was a 
unprecedented feat and is 
still done in the recording of 
children's music today.

Capitol's 10th Anniversary

He was honored at Capitol's 10th Anniversary celebration with a special event in New York City that included a ceremony at the Capitol Building.
AL MARTINO

with a smash followup to
"HERE IN MY HEART"

'TAKE MY HEART'

and

'I NEVER CARED'

CAPITOL 2122

Publicity
FRANK LAW

Exclusive Management: JOE PICCOLA

Thanks and Best Wishes
to Capitol Records on your 10th Anniversary

it's not the ten...it's the potential
proud to blow
my trumpet
for Capitol

"America's
most imitated trumpeter"
and HIS FAMOUS ORCHESTRA

Latest CAPITOL Releases

'TEAR IT DOWN'
'WHERE IS MY SWEETIE Hiding'
CAPITOL 3138
'I LOVE TO HEAR A CHOO CHOO TRAIN'
'TO BE LOVED BY YOU'
CAPITOL 1045

'SUGAR BLUES BOOGIE'
'I JUST LOVE AFFECTION'
'Clyde McCoy's
'SUGAR BLUES' ALBUM
CAPITOL 311

Capitol Rec

• DISTRICT
SALES MANAGERS

Floyd Bittaker
District 10, Hollywood
Floyd Bittaker was the first
man hired by Glenn WAllis to
work for Capitol. In April, 1942, they
moved a desk into an empty
Vine Street store and opened
as a new company's home office.
When the initial records were
released, they did deliver
to customers by train to
the Los Angeles area, and
later when the shellac shortage
'required them to cut off production'
platters. Bittaker helped Wal-
lis organise the extensive sal-
ging campaign that helped old
Philco for conversion.
Capitol's booming business
demanded a big job of sales or-
ganization, and Bittaker, as na-
tional sales manager, met the
need. In a phenomenal long-
range effort, he set up the com-
pany's rapidly expanding dis-
tribution facilities, designating
the new offices, negotiating leases, and choosing personnel.
He fulfilled these duties with
outstanding success, becoming in
1948 executive vice-president
of Capitol Records Distributing
Corporation. It is indicative of
Bittaker's great energy that he
decided to continue with active
sales work in the field when the
company sales offices were
moved to New York in July, 1951.
He chose to remain in Los
Angeles as CRC's vice-presi-
dent, managing sales District
No. 10, which incorporates the
east Coast and as far
east as Salt Lake City.

Victor Blanchard
District 7, Philadelphia
Victor Blanchard joined Cap-
itol as a salesman in the Al-
aska branch on May 27, 1946,
and four months later he was
promoted to the position of
branch manager at Jacksonville.
In the beginning of 1948, he
moved back to Alaska as
regional sales manager for
an area that stretched from the
state of Washington to Texas.
In the next year, the large region
was divided into Blanchard
responsible for sales in Chicago
and the Southern districts.
District 10. In April, 1949, he became a vice-
manager of Capitol Records
Distribution Corporation. In
May of this year, he was ap-
nointed sales manager for
District No. 7, with offices in
Philadelphia.

Max Callison
District 3, Fort Wayne
Max Callison joined Capitol's
Chicago branch as a salesman
in June of 1949. After about
year of brimful activity in that
capacity, he was assigned the
job of managing the Cincinnati
office. He held this position for
more than a year and a half, and
in that time the branch's busi-
ness grew steadily. Then, in
March of 1950, Callison was appointed
regional sales manager of the
Central division, with headquarters in
Cleveland. He has been in charge
of Capitol's sales operations
for two years, and during that
time, he has succeeded in
handling the musical talents
in the Midwest and the
Northeast.

Gordon R. Fraser
District 4, Chicago
Gordon R. Fraser took a sales
job with Capitol in April, 1949.
Ten months of travel
in the Northwest, between West-
ern, and the Southeast, resulted
in his promotion in the job of
managing the Chicago branch.
As manager, Fraser is directly
responsible for the promotion
developed the Chicago
branch's top spot in the
District sales race. His
successes in the past year
in Chicago have resulted
from his effective use of
public relations and sales
promotion.

Don Comstock
District 8, Chicago
Don Comstock joined Capitol
in January of 1948. He
entered the company after
his first sales for the New
Orleans branch, he was made
sales manager. Two months later
the branch was turned over to
an independent agency, the
Delta Record Distributing Com-
pany, Comstock went with them
as manager. When the Delta
operation was transferred to the
Military Records Corporation
in 1950, he continued with them
until March, 1952, when he became the Atlanta
branch's acting manager. On
May 1, he was promoted to the
position of sales manager for
District No 8.

Hal B. Cook
District 2, New York
Hal B. Cook came to Capitol
from an independent record
manufacturer in early 1948.
After nine months of selling in
the Southeast territory, he
was moved to a regional promotion
job working out of the Chicago
office. Two more months followed
at six-month intervals
in the St. Louis branch as
manager, then to Holly-
wood and Capitol's home office
as national sales manager.
He remained there for
more than two years, from
which time he moved to New
York as vice-president and na-
tional promotion chief for Cap-
itol Records Distributing Cor-
poration. With this job, he was
also given the responsibility of
sales manager for District No. 2.

Lloyd Cook
District 6, Nashville
Lloyd Cook was picked by
Capitol in March of 1947 as
a salesman for the new Okla-
homa branch. After two years
he was moved to the western
half of his territory and then
were promoted to the job of man-
ager for all the area. At
August 1, 1949, he was appointed
branch manager and under
this heading and a holding of his
responsibilities, the office maintained
capital's excellent growth and competitive
position. Cook was made sales manager of
District No. 6 on January 8, 1954. His office has
recently been moved from Cin-
ncinatti to Nashville so that he can
more effectively handle the
expanding promotion of Capitol's country and hillbilly catalog.
Orders Distributing Co.

• THE STORY OF THE CAPITOL BRANCHES

Atlanta

THE ATLANTA BRANCH was started in the fall of 1943, when Hole Peterson, its manager, took charge of the firm's sales and service work. He was later joined by Max Blumenthal, who had been a salesman and sales manager for the firm in Chicago. The branch was opened in January, 1945. Its territory was limited to the Atlanta area, and it was staffed by two salesmen. The branch had an excellent experience and a rapid growth. It has been successful since its inception, and its sales have increased rapidly.

Chicago

THE CHICAGO BRANCH was opened in 1944 by Bill Cooper, the present manager. It was founded in 1945. The branch has a number of key accounts in the city. The branch has been successful since its inception, and its sales have increased rapidly.

Cincinnati

CINCINNATI'S BRANCH was opened in 1944 by Norman Petzeld. It was later joined by Bill Cooper, who has been a sales manager for the firm in Chicago. The branch has been successful since its inception, and its sales have increased rapidly.

Cleveland

THE CLEVELAND BRANCH was opened in 1944 by Charles Roche, its present manager. It was later joined by Max Blumenthal, who had been a salesman and a sales manager for the firm in Chicago. The branch has been successful since its inception, and its sales have increased rapidly.

Dallas

THE DALLAS BRANCH has been in existence one of the oldest branches. Since its inception, it has been a successful branch, and its sales have increased rapidly.

Detroit

THE DETROIT BRANCH has been in existence since its inception. It has been successful since its inception, and its sales have increased rapidly.

Hartford

THE HARTFORD BRANCH, opened in 1945, has been successful since its inception, and its sales have increased rapidly.

Kansas City

THE KANSAS CITY BRANCH has been in existence one of the oldest branches. Since its inception, it has been a successful branch, and its sales have increased rapidly.

Toledo

THE TOLEDO BRANCH has been in existence since its inception. It has been successful since its inception, and its sales have increased rapidly.

Charlotte

THE CHARLOTTE BRANCH has been in existence since its inception. It has been successful since its inception, and its sales have increased rapidly.

Baltimore

THE BALTIMORE BRANCH has been in existence since its inception. It has been successful since its inception, and its sales have increased rapidly.

Boston

THE BOSTON BRANCH has been in existence since its inception. It has been successful since its inception, and its sales have increased rapidly.

Buffalo

THE BUFFALO BRANCH has been in existence since its inception. It has been successful since its inception, and its sales have increased rapidly.

Connecticut

THE CONNECTICUT BRANCH has been in existence since its inception. It has been successful since its inception, and its sales have increased rapidly.

Cincinnati

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Los Angeles

The Los Angeles Branch was, from the company's beginning in 1934, a vital link to Capitol's home office in Hollywood. Early in 1940, with sales strength spectacularly, Floyd Bittaker set up separate branch offices in downtown Los Angeles. The tremendous area of eight Western states was served by the branch. The territory was gradually extended to new offices until, at present, the Los Angeles jurisdiction covers Southern California, Arizona, and the Southern tip of Nevada. Four managers have handled the branch during its continuous growth. Harry von Hagen, Lee Painter, Voyle Gilmore, and currently, Ed Nielsen, have been with the company for over seven years, in various sales capacities on the West Coast.

In Los Angeles that Capitol inaugurated the disk-jockey sample service that has since become industry practice, and it has resulted in a particularly high local acceptance of Capitol records. Six salesmen covered the territory today, most of them, in accordance with company policy, having come into the organization, where they started as warehousemen and clerks.

The Hit of Radio Now Your Favorite
On Records

Okahoma City

The Oklahoma City Branch now serves an area that was first handled out of Dallas in March, 1945. Oklahoma, part of the Western Arkansas, the Texas Panhandle, and most of New Mexico were assigned to this new office, with Manager R. R. Robinson in charge. Subsequently, as the company and the number of accounts grew, New Mexico was taken over by an independent distributor.

Two managers, Lloyd Cook and Marvin Williams, have succeeded Robinson in contributing to the branch's expansion. Robinson, who currently holds the position, was an assistant buyer for the Dallas branch's largest account, A. Harris & Company. After three years' experience there, he went to Fort Worth, Texas, as a Capitol salesman for a year before assuming the Oklahoma trout. Two salesmen, Robert A. Parks and William L. Mikes, assist him now.

Philadelphia

The Philadelphia Branch was opened in November, 1945, the eighth Capitol branch to be established. Fifty dealers were handled from the start when it began, but the number grew rapidly as the branch developed, particularly after the City of Philadelphia Hotel,
St. Louis

The St. Louis branch began in September, 1945, selling to a vast donor dealers who had been buying Capitol records in Chicago. Today the branch has three salesmen covering 70 counties in Missouri, 60 counties in Illinois, and 5 counties in Kentucky. Five employees comprise its wholesale staff.

Seattle

The Seattle branch opened on May 1, 1946. The territory, having been previously served by a distributor, three of the distributor's employees joined Capitol at that time and are still with the branch—Audrey Higman, Evelyn Mitchel and Alex Thompson. Its present manager is Bill Talent, and the staff also includes five office employees and five salesmen. The latter are Roy Kettner for Portland, Al Schendel for the balance of Oregon, Ralph Diekmann for eastern Washington and Northern Idaho, Bob Tetter for Seattle and Tacoma, and Jack Graves

Pittsburgh

The Pittsburgh branch was created in the spring of 1946 from territory that had been under Cleveland jurisdiction. Its first manager was Bob Slater and four have succeeded him: Hal Crandall, John Filtnes, George Mansour, and the present manager, Pete Grysz. The continually expanding business has produced a current total of more than 215 accounts, and the branch this year moved into new and larger facilities. Much of its success has depended on its fine association with key disk jockeys in the area.

The Pittsburgh branch is justly proud of the Pittsburgh Symphony Orchestra, under William Steinberg, which it enthusiastically recommended to Capitol executives prior to the orchestra's signing with the company.

Congratulations

TO

FROM

Capitol

1942

"JINGLE,
JANGLE,
JINGLE"

1952

"HIGH NOON"

P. S. — GLENN: It's been a pleasure.

NAT KING COLE

"YOU'LL NEVER GROW OLD"

RECORD NO. 1207

BILLY MAY

"ALL OF ME"

RECORD NO. 1782

MEL TORME

"THE WORLD IS YOUR BALLOON"

RECORD NO. 1334

JUNE CHRISTY

"ANOTHER MILE UP THE HIGHWAY"

RECORD NO. 1207

MUSICAL

Congratulations to

from

NAT KING COLE

"YOU'LL NEVER GROW OLD"

RECORD NO. 1207

BILLY MAY

"ALL OF ME"

RECORD NO. 1782

MEL TORME

"THE WORLD IS YOUR BALLOON"

RECORD NO. 1334

GENERAL ARTISTS CORP.

NEW YORK • CHICAGO • DALLAS • CINCINNATI • HOLLYWOOD

PERSONAL MANAGEMENT OF

CARLOS GASTEL
Congratulations, Capitol

BEN LIGHT
and His Lightning Fingers

Best Selling Album—
"JUKE BOX FAVORITES"

Best Selling Record—
"PERFIDIA" and "MISTAKES"

New Capitol Album Released Soon

MUSIC CORPORATION OF AMERICA
A Salute to

The Grand Ole Opry's
Newest Star...
FARON YOUNG

"FOOLISH PRIDE"
"I KNEW YOU WHEN"
and
"TATTLE TALE TEARS"
"HAVE I WAITED TOO LONG?"

DIRECTOR: JAMES DEWITT, WSM, NASHVILLE, TENN.

The Billboard, 2140 Patterson St, Cincinnati 22, Ohio.

The • it's my dollar. PleaseIQUE service 98-say
shipment of this weekly TODAY'S TOP TUNES on most

Order Sources: 

Recase Don t $4

Fill in and mail the coupon TODAY!

Business managers: BAY COOPER Agency, Beverly Hills

• DISTRICT SALES MANAGERS

Continued from page 74

...Mr. Yarber was made division manager of the Midwestern division, and seven months later was appointed vice-pres-ident of Capitol Records Distributing Corporation, in addition to his duties as sales manager of District No. 4 in Chicago.

Albert V. Latauska

District 1, Boston

Albert V. Latauska became a salesman for Capitol's Boston branch on September 10, 1940, "...the job he held records throughout all of New England. Then Latauska's demands of an expanding business required the establishment of a branch in the Connecticut area. Latauska was appointed manager of the new Hartford office. Beginning in October, 1945, he operated it successfully for three years, and then transferred, as manager, back to Boston. But branch grew considerably during his tenure there, and on January 1, 1952, he was appointed sales manager for all of District No. 3.

Max Luthey

District 5, Kansas City

Max Luthey started with Capitol in February, 1948, as a salesman out of the Oklahoma branch, covering Eastern Oklahoma and Western Arkansas. He held this position for nearly two years, and then was advanced to the position of branch manager in Atlanta. Later he remained there for more than a year. He was called to the Hollywood office for a two-month course in company policies, and temporary assignment to the national sales staff. After six months of special field work on Capital's new Western Division, he was appointed sales manager for District 5 with headquarters in Kansas City.

Ray Marchbanks

District 9, Dallas

To Marchbanks came to Capitol in March, 1945, with extensive retail music experience in the "Four Winds. Shortly thereafter he opened the Kansas City branch, remaining as its manager for more than three years. He was then put in charge of the newly established Southern region which extended from North Carolina to Texas. Early in 1950 he was transferred to Dallas, to its Midwestern regional manager. While in that position he set up many of the area's first private distributors. In October, 1950, Capitol entered a new division in the Southwest with Marchbanks in charge. He is a present vice-president and sales manager of District No. 9 headquartered in Dallas.

Current Releases:

"WIN OR LOSE"
"BOO WACKA DOO"
Capital 1217

Watch For:

"SAY NO MORE"
"THAT'S THE WAY IT'S GONNA BE"
Capital 1217

YOGI YORGESSON

YOGI YORGESSON'S FAMILY ALBUM

YOGI YORGESSON

Use TODAY'S TOP TUNES for New HIGHS in RECORD SALES!

Here's The Billboard's weekly "Honor Roll of Hits"...earmarked forenson, record numbers and artists, according to popularity—on an attractive, easy reading 8 x 11 sheet printed both sides.

With top-selling folk records, 45 and 78 RPM albums, plus The Billboard's gate for record companies—there's more like this to spur your business — to use as a customer prosper promotion piece — to keep them coming back to your store time after time!
WISH YOU WERE HERE

EUGENE FISHER
RCA Victor (20-4830)

GUY LOMBADO
Decca (28-308)

FRAN WARREN
MGM (11270-8)

JANE FROMAN
Capitol (2154)

WHERE DID THE NIGHT GO

TONI and JAN ARDEN
Columbia (39-766)

TONY MARTIN
RCA Victor (20-4758)

WISH YOU WERE HERE (Album)

featuring the
ORIGINAL CAST
RCA Victor

CHAPPELL & Co., Inc.
RKO Building, Rockefeller Center, New York 20, New York
TOP SELLERS

...based on this week's actual sales

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>WEEKLY SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>COUNTRY</td>
<td>WEEKLY SALES</td>
</tr>
</tbody>
</table>

BEST BETS

Stock these fast-moving Decca Records now.

<table>
<thead>
<tr>
<th>RECORD</th>
<th>SELLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECORD</td>
<td>SELLER</td>
</tr>
</tbody>
</table>

TOP SELLERS

...based on this week's actual sales

<table>
<thead>
<tr>
<th>RECORD</th>
<th>SELLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECORD</td>
<td>SELLER</td>
</tr>
</tbody>
</table>

A GREAT NEW POP RECORD BY REX ALLEN

with THE NASHVILLE DIXIELANDERS

DECCA RECORDS

TWO-FACED CLOCK

and JAMBALAYA

(On The Bayou)

REX ALLEN

Decca 26341 (78 RPM) and 9-26341 (45 RPM)
thanks a million!

and...

HAVE A GOOD TIME...

... NAMM Members—at your convention in New York

Tony Bennett
Currently
Roxy Theatre

* LATEST TONY BENNETT SMASH RECORD (Columbia #39764)
First Release on Mars Records!

Woody Herman

STOMPIN' AT THE SAVOY
featuring Chubby Jackson on bass

WOw! Woody's band
is the...
GREATEST!
—METRONOME

FANTASTIC!
...most exciting
band in years...
—DOWN BEAT

TERRIFIC!
—THE BILLBOARD

JUMP IN THE LINE
vocal by Woody Herman

A New Woody Herman-Mars Record every Month!

AUGUST 15

"EARLY AUTUMN" b/w "CELESTIAL BLUES"
MARS RECORD #300 AND 45-300

DEALERS
Order From Your Distributor
or Inquire Below

DISTRIBUTORS
Many Territories Open
Inquire Below at Once

MARS RECORDS

666 Fifth Avenue,
New York 19, N.Y.
PLaza 5 1100
Bill
Snyder

His "Flying Fingers" Bewitched the Nation!

NOW BREAKING BIG ON DECCA RECORDS

With "LONELY WINE"

With a Haunting Style That Makes This Version the Big One!

Currenty
CONGRESS HOTEL
St. Louis
WHERE HE BROKE ALL EXISTING RECORDS 2 CONSECUTIVE WEEKS

Direction
GENERAL ARTISTS CORP.
New York & Chicago & Hollywood
Cincinnati & Dallas

Back to Europe: Stew McDowell, "Wines, Michigan City, Ind. is now wearing second percentage hat back at Camp McCoy, Wis. After his first week as stage director of the midnight show of WIBP, Detroit, Stew Swartlow spent thanks in person to Mr. S. Conner, Bob Ekefa and Ray Anderson, who arranged to have a new record be placed on the program of the midnight show on WWJ, Springfield, Mass., for a cross-country vacation trip. Next, Jack Ray left for KIWA, Salt Lake City, KTSK, El Paso, then WBBM, Chicago, to KALO, Salt Lake City, KWSY, Salt Lake City, Gary Ackerman is the new librarian at KCMC, Collax, Wash. and also handled her own dance show. Other new librarians are Oliver Davis at KFBR, Gladys Montelinos and Charlotte Mann at KIHM, Detroit, Lake City, Minn., Dan Willie is back at KOBY, Denver, after a trip in the army. Frank White, KXTV, Denver, added another hour to his show. Joe Swartlow, WWJ, Detroit, WABC, New York, and others moved to KYO, Wenatchee, San Francisco and others. Also, Los Angeles' "Los Angeles" is now with WIBP, Detroit, and Robert Thomas, MWP, Memphis, Tenn. Gussie Thomas, MWP, Memphis, Tenn. and others.
This week’s New Releases ... on RCA Victor

**TOP POPULAR**

- **Hugo Winterhalter and His Orchestra**
  - "Hesitation/Tic-Tac-Toe" (RCA 20-4551)

**COUNTRY — WESTERN**

- **Buddy Morrow**
  - "Night Train" (RCA 20-4551)

**RHYTHM-BlUES**

- **Joe Costa**
  - "I'm Yours/Just a Little Lovin'" (RCA 20-4551)

**SACRED**

- **George Beverly Shear**
  - "Lord Be With You" (RCA 20-4551)

**THROUGH THE WEEKS’ MAILBAG**

Let’s turn the RCA Victor spotlight on Buddy “Night Train” Morrow. Buddy’s RCA Victor recording of NIGHT TRAIN has made him a name to reckon with on records. He seems due to repeat with his great new RCA Victor disking of COT YOU ON MY MIND and ONE MINT JULEP.

Buddy was born with a trombone in his mouth and at the age of seventeen won a scholarship to the famed Juilliard School of Music. He led the flipper under the baton of such big names as Tommy Dorsey, Redd Foxx, Paul White, and Benny Berigan.

Buddy’s outstanding knack on recorded sides around town made it almost inevitable that someone would decide that he should have a band of his own. Someone did, and now Buddy is guardian not only of his own trombone, but a loyal group of union men who have been eating well at the results of their fine work on NIGHT TRAIN. We expect to keep the boys in stacks quite awhile when the profits from their recording of COT YOU ON MY MIND and ONE MINT JULEP begin to roll in.

We expect Buddy Morrow to add his RCA Victor recording of COT YOU ON MY MIND and ONE MINT JULEP to his collection of fine productions. These productions now include: the letter establishing him as the leading man of the full-length School of Music money; his RCA Victor recording of NIGHT TRAIN; money; and the fan letter from an unknown admirer—"I’m Buddy Morrow." For the benefit of that unknown admirer, permit us to state that the name—"Buddy Morrow"—and the recording he’s making the name famous in RCA Victor’s COT YOU ON MY MIND and ONE MINT JULEP.
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'S CUSTOM RECORDS

RADIO CORPORATION OF AMERICA

RCA VICTOR... A SOLID NAME BEHIND YOUR LABEL

THE BILLBOARD

AUGUST 2, 1952

THE BILLBOARD Music Popularity Charts

For Ratings and Settings of Radio and 78 Show Charts (Radio)

Best Selling Sheet Music

Based on reports received July 30, 31 and August 1

RCA Victor Records

THE BILLBOARD Music Popularity Charts

Songs With Greatest Radio Audiences (ACI)

Based on reports received July 30, 31 and August 1

England's Top Twenty

Based on reports received July 30, 31 and August 1
Welcome To The NAMM Convention

JATP
'POPS'
COUNTRY & WESTERN
CLASSICAL
RHYTHM & BLUES
OLYMPIAN SERIES
MERCURY Childcraft
SOUNDBOOKS

MERCURY RECORD BOOTH NO.3
Folks... Friends... All... Meet "MR. PERSONALITY"*

"LITTLE" JIMMY

EXCLUSIVE ON

COLUMBIA RECORDS

A terrific new release
"WAITRESS, WAITRESS"

and
"THEY DON'T KNOW NOTHIN' AT ALL"

COLUMBIA 39776

Currently riding high.

"LOLA LEE" AND
"HOT DIGGITY DOG"

COLUMBIA 39736

The name "Mr. Personality" has been awarded to "LITTLE" Jimmy
by his sponsors and fans through-
out our Nation and officially con-
ferred at the SANTA FE RANCH
in Reseda, Pa., by SHORTY
LONG, Sunday, July 20.

TODAY'S HOTTEST SHOWMAN
BREAKING RECORDS IN PARKS, THEAT-
ERS AND AUDITORIUMS EVERYWHERE

*FEATURED STAR OF
WIN MANY BIG OPERS AND WAYS

For available dates
with "Mr. Personality,

DEWEY MOUSSON
Exclusive Manager
WSM, Nashville, Tenn.

Best Selling Pop Singles

On Sale August 2, 1952

Best Selling 33 1/3 RPM

1. AUF WIENER 
SWEETHEART
2. BETH A ME
3. HALF A MUCH
4. DELICADO
5. HOLD ME IN MY HEART
6. WALK MY BABY
BACK HOME
7. BLUE TANGO
8. KISS OF FIRE
9. MAYBE
10. I'M YOURS
11. YOU WERE HERE
12. WALK MY BABY
BACK HOME
13. SOMEBODY ALONG
THE WAY
14. SUGAR BUSH
15. I'M YOURS
16. LOVER
17. KISS OF FIRE
18. HIGH ROAD
19. INDIAN LOVE CALL
20. AUF WIENER
SWEETHEART
21. TAKE MY HEART
22. I'LL WALK ALONE
23. KAY'S LAMENT
24. ALL OF ME
25. ONCE IN A WHILE
26. HERE IN MY HEART
27. I'LL WALK ALONE

December 1, 1951

Best Selling 45 RPM

1. AUF WIENER
SWEETHEART
2. BETH A ME
3. HALF A MUCH
4. DELICADO
5. HOLD ME IN MY HEART
6. WALK MY BABY
BACK HOME
7. BLUE TANGO
8. KISS OF FIRE
9. MAYBE
10. I'M YOURS
11. YOU WERE HERE
12. WALK MY BABY
BACK HOME
13. SOMEBODY ALONG
THE WAY
14. SUGAR BUSH
15. I'M YOURS
16. LOVER
17. KISS OF FIRE
18. HIGH ROAD
19. INDIAN LOVE CALL
20. AUF WIENER
SWEETHEART
21. TAKE MY HEART
22. I'LL WALK ALONE
23. KAY'S LAMENT
24. ALL OF ME
25. ONCE IN A WHILE
26. HERE IN MY HEART
27. I'LL WALK ALONE
WOODY HERMAN (And the Herd) VOLUMES I AND II

WOODY HERMAN AT CARNEGIE HALL, 1946

VOLUME I
MGM Album 159 (78 rpm)
MGM Album 504 (45 rpm)
MGM Long-Playing Album 64
Red Ted, Sweet & Lovely
Blow

VOLUME II
MGM Album 138 (78 rpm)
MGM Album 419 (45 rpm)
MGM Long-Playing Album 156
Beyond The Next Hill

Alan Dean
LUNA ROSSA
and
I'LL FORGET YOU
MGM 11229 78 rpm • 811229 45 rpm

Fran Warren
WHAT IS THIS THING CALLED LOVE?
MGM 11229 78 rpm • 811229 45 rpm

Bill Krenz
OH, WILLIE, PLAY THAT THING
COAXING THE PIANO
MGM 11229 78 rpm • 811229 45 rpm

Chick Webb
SOMEBODY LEFT ANOTHER YOUNG'UN AT OUR HOUSE
RIVER RAG
MGM 11229 78 rpm • 811229 45 rpm

Robert Q. Lewis
ON A SUNDAY BY THE SEA
ZING A LITTLE ZONG
MGM 11229 78 rpm • 811229 45 rpm

William Wanda
FIRST KISS OF FIRE
and
NEVER LIKE THIS
MGM 11229 78 rpm • 811229 45 rpm

Beatles
HOLD ME CLOSE TO YOU
MGM 11229 78 rpm • 811229 45 rpm

Philip Green
CUBAN NIGHTINGALE
PLINK, PLANK, PLUNK
MGM 11229 78 rpm • 811229 45 rpm

Hank Williams
JAMBALAYA
MGM 11229 78 rpm • 811229 45 rpm

Barbara Ruick
SERENADE TO A LEMONADE
and
DELISHIOUS
MGM 11229 78 rpm • 811229 45 rpm

Bill Hayes
HIGH NOON
and
PADAM-PADAM
MGM 11229 78 rpm • 811229 45 rpm

George Shearing
FIVE O'CLOCK WHISTLE
SIMPURITY?
MGM 11229 78 rpm • 811229 45 rpm

The De Marco Sisters
AUF WIEDERSEH'N SWEETHEART
MGM 11229 78 rpm • 811229 45 rpm

MGM RECORDS
The Greatest
Name in Entertainment

VISIT MGM RECORD BOOTH No. 2
MEZZANINE FLOOR
SEE MOVIE PREVIEW
OF SOUND TRACK ALBUMS

Tammy Edwards
THE GREATEST SINNER
OF THEM ALL
EASY TO SAY
MGM 11229 78 rpm • 811229 45 rpm

Billy Eckstine
STRANGE SENSATION
and
HAVE A GOOD TIME
MGM 11229 78 rpm • 811229 45 rpm

Billy Eckstine
KISS OF FIRE
and
NEVER LIKE THIS
MGM 11229 78 rpm • 811229 45 rpm

Billy Eckstine
High Noon
and
PADAM-PADAM
MGM 11229 78 rpm • 811229 45 rpm

Bill Hayes
HIGH NOON
and
PADAM-PADAM
MGM 11229 78 rpm • 811229 45 rpm

Bill Krenz
OH, WILLIE, PLAY THAT THING
COAXING THE PIANO
MGM 11229 78 rpm • 811229 45 rpm

Barbara Ruick
SERENADE TO A LEMONADE
and
DELISHIOUS
MGM 11229 78 rpm • 811229 45 rpm

Arthur "Guitar Boogie" Smith
SOMEBODY LEFT ANOTHER YOUNG'UN AT OUR HOUSE
RIVER RAG
MGM 11229 78 rpm • 811229 45 rpm

Robert Q. Lewis
ON A SUNDAY BY THE SEA
ZING A LITTLE ZONG
MGM 11229 78 rpm • 811229 45 rpm

MGM RECORDS
The Greatest
Name in Entertainment

VISIT MGM RECORD BOOTH No. 2
MEZZANINE FLOOR
SEE MOVIE PREVIEW
OF SOUND TRACK ALBUMS
ALL'S WELL with

JOHNNIE and JACK

and their Tennessee Mountain Boys

Thanks to America's Record Retailers

POISON LOVE • THE HUMMINGBIRD
THREE WAYS OF KNOWING

AND NOW... Watch Our Newest Release

SLOW POISON
and
HEART TROUBLE
RCA 20-4765

EXCLUSIVELY ON RCA VICTOR RECORDS

FEATURED STARS
WSM GRAND OLE OPRY & WSM TV

For Personal Appearance contact
JESSE SCHNEIDER
Route 23, OLD HICKORY, TN

THE BILLBOARD Music
Popularity Charts

• Best Selling Children's Albums

Based on reports received July 23, 24 and 25.

Best Selling 33 1/3 R.P.M.

1. WITH A SONG IN MY HEART
   J. Banner
   W14/684-3, 684-3

2. LONE STAR LULLABY
   D. S. cheering
   W14/684-3, 684-3

3. SINGIN' IN THE RAIN
   P. Penn
   W14/684-3, 684-3

4. GETS SAWK
   E. Mac
   W14/684-3, 684-3

5. CIRDY FEVERS YARDS
   E. M"er
   W14/684-3, 684-3

6. JOHNSTON RAY
   J. Ray
   W14/684-3, 684-3

7. AMERICAN IN PHILE
   M. G. Kaelen
   W14/684-3, 684-3

8. BODRUM
   E. Mac
   W14/684-3, 684-3

9. DANCE TO THE TOPL TIPPO
   B. Flower
   W14/684-3, 684-3

10. SOUTH PACIFIC
    B. Flower
    W14/684-3, 684-3

Best Selling 45 R.P.M.

1. WITH A SONG IN MY HEART
   J. Banner
   W14/684-3, 684-3

2. LONE STAR LULLABY
   D. S. cheering
   W14/684-3, 684-3

3. SINGIN' IN THE RAIN
   P. Penn
   W14/684-3, 684-3

4. GETS SAWK
   E. Mac
   W14/684-3, 684-3

5. CIRDY FEVERS YARDS
   E. M"er
   W14/684-3, 684-3

6. JOHNSTON RAY
   J. Ray
   W14/684-3, 684-3

7. AMERICAN IN PHILE
   M. G. Kaelen
   W14/684-3, 684-3

8. BODRUM
   E. Mac
   W14/684-3, 684-3

9. DANCE TO THE TOPL TIPPO
   B. Flower
   W14/684-3, 684-3

10. SOUTH PACIFIC
    B. Flower
    W14/684-3, 684-3

"dancing concerts draw well in auditoriums and arenas"

Ballroom operators spark new trend in backing promotions outside their own ballrooms.

ONE OF MANY OF THE SPECIAL Features HIGHLIGHTING THE ROLE OF AUDITORIUMS AND ARENAS IN SHOWCASES

On next week in THE Aug. 9 Issue
Thanks NAMM Dealers for your help in selling my Records

JIMMIE DAVIS

currently riding high with...

SOMEONE TO CARE

I WON'T HAVE TO CROSS THE JORDAN ALONE

DECCA 14596

and his latest smash hit!

LIKE THE WAVES UPON THE RIVER and

I HEARD YOU TALKING IN YOUR SLEEP

DECCA 28259

Exclusively

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Records and TV Shows See the Billboard Radio TV Show Charts (Radio Section). Most Played Juke Box Records

Based on reports received July 23, 24 and 25

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>1. HALF AS MUCH</td>
<td>R. Clooney</td>
<td>Decca 26570</td>
<td></td>
<td>$0.15</td>
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<td>6</td>
<td>2. DOROTHY GISH</td>
<td>V. Lynn</td>
<td>Decca 26572</td>
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<td>3. HERE IN MY HEART</td>
<td>A. Martin</td>
<td>Decca 26573</td>
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<td>4. WALKIN’ MY BABY</td>
<td>J. Ray</td>
<td>Decca 26574</td>
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<td>8</td>
<td>5. MAYBE</td>
<td>P. Como - E. Fisher</td>
<td>Decca 26575</td>
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<td>$0.15</td>
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<tr>
<td>7</td>
<td>6. BOTCH-A-ME</td>
<td>R. Clooney</td>
<td>Decca 26576</td>
<td></td>
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<td>15</td>
<td>7. KISS OF FIRE</td>
<td>G. Gibbs</td>
<td>Decca 26577</td>
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<tr>
<td>13</td>
<td>8. I’M YOURS</td>
<td>E. Fisher, H. Winterhalter</td>
<td>Decca 26578</td>
<td></td>
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<tr>
<td>12</td>
<td>9. DELICADO</td>
<td>P. Fairbanks</td>
<td>Decca 26579</td>
<td></td>
<td>$0.15</td>
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<tr>
<td>4</td>
<td>10. AUF WIEDERSEYN,</td>
<td>E. Howard</td>
<td>Decca 26580</td>
<td></td>
<td>$0.15</td>
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<tr>
<td>3</td>
<td>11. WALKIN’ MY BABY</td>
<td>Not (King) Cole</td>
<td>Decca 26581</td>
<td></td>
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<tr>
<td>3</td>
<td>12. TAKE MY HEART</td>
<td>A. Martin</td>
<td>Decca 26582</td>
<td></td>
<td>$0.15</td>
</tr>
<tr>
<td>20</td>
<td>13. PITTSBURG,</td>
<td>G. Mitchell-M. Miller</td>
<td>Decca 26583</td>
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<td>$0.15</td>
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<tr>
<td>5</td>
<td>14. SUGArBUSH</td>
<td>Davis Day-F. Laine</td>
<td>Decca 26584</td>
<td></td>
<td>$0.15</td>
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<tr>
<td>5</td>
<td>15. HERE IN MY HEART</td>
<td>T. Bennett</td>
<td>Decca 26585</td>
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<tr>
<td>74</td>
<td>16. BLUE TANGO</td>
<td>L. Anderson</td>
<td>Decca 26586</td>
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<td>12</td>
<td>17. I’M YOURS</td>
<td>D. Cornell</td>
<td>Decca 26587</td>
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<tr>
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<td>18. BLUE TANGO</td>
<td>H. Winterhalter</td>
<td>Decca 26588</td>
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<tr>
<td>1</td>
<td>18. ALL OF ME</td>
<td>J. Ray</td>
<td>Decca 26589</td>
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<tr>
<td>1</td>
<td>19. I WOULD RATHER LOOK AT YOU</td>
<td>J. Ray</td>
<td>Decca 26590</td>
<td>$0.15</td>
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<tr>
<td>1</td>
<td>20. TILL THE END OF THE WORLD</td>
<td>B. Crosby-G. Martin</td>
<td>Decca 26591</td>
<td>$0.15</td>
<td></td>
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<tr>
<td>17</td>
<td>21. PLWALK ALONE</td>
<td>D. Cornell</td>
<td>Decca 26592</td>
<td></td>
<td>$0.15</td>
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<tr>
<td>13</td>
<td>22. WHEEL OF FORTUNE</td>
<td>E. Howard</td>
<td>Decca 26593</td>
<td></td>
<td>$0.15</td>
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<tr>
<td>6</td>
<td>23. I ONCE IN A WHILE</td>
<td>G. Johnson</td>
<td>Decca 26594</td>
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<td>$0.15</td>
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<td>19</td>
<td>24. KISS OF FIRE</td>
<td>T. Martin</td>
<td>Decca 26595</td>
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<td>$0.15</td>
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<tr>
<td>19</td>
<td>25. AUF WIEDERSEYN,</td>
<td>G. Lombardo</td>
<td>Decca 26596</td>
<td></td>
<td>$0.15</td>
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<tr>
<td>22</td>
<td>26. BLUE TANGO</td>
<td>G. Lombardo</td>
<td>Decca 26597</td>
<td></td>
<td>$0.15</td>
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<tr>
<td>22</td>
<td>27. I’LL TELL YOU</td>
<td>G. Lombardo</td>
<td>Decca 26598</td>
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<tr>
<td>1</td>
<td>28. WHEN I FALL IN LOVE</td>
<td>D. Day</td>
<td>Decca 26599</td>
<td></td>
<td>$0.15</td>
</tr>
</tbody>
</table>

THE BILLBOARD August 2, 1952
Not just a label
But a...

RECORD COMPANY

RECORDS CATALOG

HILLBILLY

BIG JEFF

and the Radio Playboys

NEW RELEASE

19020 "Cesario Grove"
"Little Grass Shack"

1005 "Cazy Bone Rag"
1012 "Mila Nice"
1023 "Memphis Blues"
1057 "Sweet Georgia Brown"
15031 "San Antonio Rose"
15006 "Under the Double Eagle"
15005 "You Dust"
15008 "Johnny Madden Boogie"
15014 "Why Worry"
15015 "Listen to the Mocking Bird"

JANE GRANT

15009 "Comfy Cozy"
15016 "Doodle Dee Da"

WES BRITT

at the Organ with the Rhythmasters

1038 "Easy Melody"

BEASLEY SMITH

and His Band

15002 "My Wife and I"
15005 "Lucky Lou"

GABE TUCKER

201 "I'd Surprise You"
1097 "Soominese Country Girl"
1188 "Lining Old Joe Clark"

RHYTHM AND BLUES

MARGIE DAY

with Griffin Brothers Orchestra

1010 "Street Withie Daddy"
1019 "Little Red Rooster"

JOE LIGGINS

1031 "The Hendrekk" (Part 1)
1032 "I've Got a Right to Cry" (the original)

THE HILLTOPPERS

15018 "Trying"

IVORY JOE HUNTER

1024 "Buckwheat's Retreat"
1036 "Blowin' at Sunrise"

HILLTOPPER

1041 "Saddle Green"
1042 "If You Want Some Lovin'
1047 "Did You Ever Love a Girl"

MAC WISEMAN

1063 "To Sweet To Be Remembered"
1075 "Little White Church"
1097 "I Still Rove Your Name"
1098 "Georgia Well"
1115 "You're the Girl of My Dreams"

TENNESSEE DRIFTERS

1098 "Mean Ole Boogie"

Cecil Gant

NEW RELEASE

1121 "Tell Me Blues"

GRIFFIN BROTHERS ORCHESTRA

1100 "Love Me"
1105 "Can't Have It"

TENNESSEE WHISKEY

1106 "Here's My Heart"

GRIMM DRIFTERS

1071 "Wanting and Crying"

THREE SHOES

1124 "You Sure Look Good In Me"

SPRINTS

CECIL GANT

1016 "Crying To Myself"
1030 "Waiting For My Train"
1037 "Alma"
1069 "Raining Blues"
1112 "All My Money"

JOE LIGGINS

1031 "The Hendrekk" (Part 2)
1032 "I've Got a Right to Cry" (the original)

THE FAIRFIELD FOUR

1018 "Welcome Home"
1023 "Where Shall I Go"
1024 "Don't You Want to Join That Number"

SAM MCCRARY

1001 "Yes We'll Be Happy"

THE DIXIE-AIRES

1034 "Why Trouble Is Here"

ROSA SHAW

NEW RELEASE

1116 "Stop Playing With Me"

NEW ALBUMS

TOMMY JACKSON

1031 "The Near Future"
1032 "I've Got a Right to Cry" (the original)

DOT RECORDS, INC. GALLATIN, TENN.
Imperial Presents

AMERICA'S MOST PROMISING

FOLK SINGER

SLIM WHITMAN

Singing Star of the Louisiana Hayride

'Indian Love Call'

'China Doll'

#8165 45-8165

A Hit...

From Coast to Coast

IMPERIAL RECORD CO., INC.

Hollywood 28, Calif.

6425 Hollywood Blvd.

THE BILLBOARD

Music Popularity Charts

Most Played Juke Box Folk (Country & Western) Records

Most Played Folk Disk Jockeys

Country & Western Records

Most Played by Folk Disk Jockeys

JUST RELEASED AND HEADED
FOR THE TOP OF THE CHARTS

"WHAT'S HE GOT THAT I AIN'T GOT"

"ME AND MY BUSTED HEART"

THE MERGER BROS., WALLACE AND CHARRIN

COLUMBIA 3

1952, 4-70941
Thanks Retailers From

Exclusive MGM Records
CURRENTLY RIDING HIGH
“HALF as MUCH”
MGM 11202 (78)
K11202 (45)

and now...

Jambalaya
(ON THE BAYOU)

Backed with
"WINDOW SHOPPING"

DIRECTION
MGM 11263 (78) K11283 (45)

JAMES DENNY—WSM ARTISTS SERVICE BUREAU, Nashville, Tenn.
BRINGING YOU HIS BEST...

CARL SMITH

EXCLUSIVE ON COLUMBIA RECORDS
Featured STAR WSM
GRAND OLE OPRY
WSM-TV
* "DON'T JUST STAND THERE"

Currently RIDING THE POP CHARTS with...

"IT'S A LOVELY LOVELY WORLD"
and
'ARE YOU TEASING ME'

COLUMBIA #20922

WATCH FOR—
Carl Smith with the Carter Sisters and Mother Maybelle
"SOFTLY AND TENDERLY" and "AMAZING GRACE"
(One of Columbia's new Sacred Series)

For Personal Appearances that PAY OFF—CONTACT

JAMES DENNY—WSM ARTISTS SERVICE BUREAU, Nashville, Tenn.

THANKS, RETAILERS, FOR YOUR SWELL HELP IN 1952* ON
Thanks to Music Merchants for a great year with...

"THE GOLD RUSH IS OVER"
"MUSIC MAKIN' MAMA FROM MEMPHIS"
"I JUST TELEPHONE UPSTAIRS" and
"MY MOTHER"

And Now!

'LADY'S MAN'

b/w "MARRIED by the BIBLE, DIVORCED by the LAW"

RCA 20-4733 (78 rpm)
47-4733 (45 rpm)
Ray Price

Grand Ole Opry’s Newest Star

COLUMBIA #20913

"Talk To Your Heart" and Now...

"Road Of No Return"

COLUMBIA #20963

The Billboard Music Popularity Charts

Best Selling Retail Folk (Country & Western) Records

- Based on reports received July 29, 26 and 23

Records listed as Country and Western records that will be in style appealing to The Billboard’s special country popularity reader are a mixed group of tail wags. A number of new performers are knocking at the door of success.

POSITION

1. I WISH I HAD A MILLION
   Hank Snow
   Hitsville, Inc.

2. LOVE HEARTS OF OLD
   Webb Pierce
   Capitol

3. TELL ME YOU MARRY ME
   Jack Anglin
   Coral

4. I CAN’T HELP MYSELF
   Billy Jose
   Columbia

5. THIS IS MY BRIDE
   Jack Anglin
   Coral

6. SOMEONE IS TRAVELING IN THE SILVER LION
   Jack Anglin
   Coral

7. SEASIDE HARPERS
   Jack Anglin
   Coral

8. YESTERDAY AGAIN
   Jack Anglin
   Coral

9. I CAN’T HELP MYSELF
   Jack Anglin
   Coral

10. I’M A階 HANGING AROUND
    Jack Anglin
    Coral

FOLK TALENT AND TUNES

Communications to: The Billboard, 850 Broadway, New York 13. Phone: PLaza 3-5000.

By JENNY NIPPER

Dick Jockey Doings

Charlie Smith, who has been a regular at KTOM, Madison, Calif., for seven years, has formed his own orchestra, and has made up his own style, which includes vocals, guitar, bass, drums, and a horn section. Smith is with the orchestra of the J. B. Smith store, and is planning to open a new club in Madison, Calif., in the fall.

C&W Record to Watch

"I Know I’ll Never Win Your Love Again" by Ray Price is scheduled to hit the airwaves this week. The song, written by Price and produced by Jack Anglin, is expected to be a hit on country radio.

Artists’ Activities

Oscar Davis, who is currently appearing in the West End of London, is scheduled to return to the States in September. He will be performing at the Coliseum in London, and will then head to New York to appear in a new production.

THE BILLBOARD

MUSIC

Volume 46, Number 2887

AUGUST 2, 1952

(The end of the page)
the Master Touch of...

Pee Wee King

and his

BAND

'TWO FACED CLOCK'

and

'A MIGHTY PRETTY WALTZ'

and a brand new COUNTRY CLASSICS ALBUM

SLOW POKE WALTZ

BONAPARTE'S RETREAT

SILVER AND GOLD

and four other great tunes...

RCA VICTOR RECORDS
Greetings NAMMers

The West's No. 1 Television Personality 5th Consecutive Year KTLA, Channel 5 Hollywood, Calif.

7th Year Santa Monica Ballroom Santa Monica, Calif.

SPADE COOLEY ENTERPRISES

FOLK Record Reviews

CAPTAIN ROBINSON
HILL STREET BLUES
Cap'n Robinson has cut a sensitive, haunting ballad that's a surefire hit. The singer's voice is pure emotion as he expertly delivers the song with an emotional depth that's sure to win the hearts of fans. Highly recommended.

SHERMAN DESCHON
JUGGLING
Sherman Deschon's latest offering is a lively, up-tempo number that's sure to delight audiences. With its catchy melody and upbeat rhythms, this song is a perfect addition to any playlist. Highly recommended.

MARTIN PICKETT
THE DREAMS
Martin Pickett's new single is a heartwarming ballad that's sure to tug at the heartstrings of listeners. With its sweet harmonies and emotional verses, this song is a true gem. Highly recommended.

FOLK Record Reviews

DAVID KHEMASHVILI
SOMEBODY'S SONG
David Khemashvili's latest offering is a soulful ballad that's sure to resonate with listeners. With its powerful vocals and thought-provoking lyrics, this song is a standout in the folk genre. Highly recommended.

JOHN MCFARLAND
SINCE THE BEGINNING
John McFarland's new single is a beautiful love ballad that's sure to win the hearts of fans. With its dreamy melodies and heartfelt lyrics, this song is a true gem. Highly recommended.

FOLK Record Reviews

GARY DEAN
THE DAY IS DONE
Gary Dean's latest offering is a powerful ballad that's sure to move listeners. With its soaring vocals and emotional verses, this song is a true standout in the folk genre. Highly recommended.

JIMMY DURANTE
HARK! THE WINES
Jimmy Durante's new single is a charming ballad that's sure to delight audiences. With its sweet harmonies and playful lyrics, this song is a perfect addition to any playlist. Highly recommended.

HARRY ANDREWS
OVER THE RAINBOW
Harry Andrews's latest offering is a touching ballad that's sure to resonate with listeners. With its heartfelt vocals and emotional verses, this song is a true gem. Highly recommended.

FOLK Record Reviews

The KING of WESTERN SWING on DECCA Records

Get These Latest Hits...

"CRAZY CAUSE I LOVE YOU"
"SWINGIN' THE DEVIL'S DREAM"
No. 283

"HORSE IN THE ROOGIE"
"DOOM YNDER"
No. 6035

Soon To Be Released...

"CARMEN BING"
"ONE SWEET LETTER"

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

August 2, 1952
United
Address

FOUR years and seven days ago United Record Company brought forth on this continent a new label conceived in rhythm and dedicated to the proposition that all records are not created equal.

Now we are engaged in a great sales war, testing whether this company, or any company so conceived, can long endure.

We are bet here on a great musical battlefield of that war. We have come to dedicate a portion of that field as a final resting place for those manufacturers who here lost their pants, shirts, dignity and honor that rhythm and blues might live. It is altogether fitting and proper that we should do this. But in a larger sense we cannot dedicate, we cannot consecrate, we cannot make holy: but we can hope to surpass. The brave men, successful and otherwise, who struggled here, have laid down a burden for all future years to bear.

The industry will little note nor long remember what we say here, but it will not forget the contribution of superior music that United has so proudly given. It is for us, the staff of United, to bear not of "Windy City Boogie"; "Because of You"; "Hands Across the Table"; "Sun"; "Night Train"; "Mary Jo"; nor the string of hits that have electrified the industry during the year preceding. It is rather for us to be dedicated to that great task remaining before us to produce still more and bigger hits—by these honored past achievements we take increased devotion to that cause for which they gave their lives, that this nation under God, shall have a richer harmony in our national poetry and in the right of life, liberty, and the pursuit of happiness.

R&B Records to Watch

Eddie Wilson off to California next week for some movie work. The one leader, who records for the Derby, is now doing all the big bands for the movies. Wilson is at the Bridge Inn, Jimmy (Chickens) Home is out at the Apollo Inn, New York. Both are recording houses for the Arista label. Atlantic Records will release a new entry into the Southern blues field with the creation of a rhythm-and-blues group that has been developed by songwriter Roy Orbison, "Outta Texas." Nigger will be featurt on some new down-home blues. The new outfit is called "The R&B Boys" and will be composed of Joe "Cowboy" Green, "Mr. Chuck," and "Mr. Blue." The group will play at the Apollo Inn, New York, and will tour the South to promote their new record.

The R&B Boys are developing a new rhythm-and-blues style that is gaining popularity among both white and black audiences. The group's music is a fusion of blues, R&B, and soul, and is characterized by intricate arrangements and tight musicianship.

The group's lead singer, Joe "Cowboy" Green, is a veteran of the music industry and has been a fixture on the New York music scene for many years. "Mr. Chuck" and "Mr. Blue" are also experienced musicians and add to the group's overall sound.

The R&B Boys' debut record was released earlier this year and has received critical acclaim from both fans and critics alike. The group's raw, passionate performances and soulful vocals have earned them a dedicated following among blues and R&B enthusiasts.

United Record Company plans to tour the Southern states with the R&B Boys, promoting their new record and introducing them to new audiences. The group's upcoming tour will include stops in major cities across the region, including New Orleans, Memphis, and Nashville.

The R&B Boys are excited about their upcoming tour and are looking forward to connecting with fans and expanding their audience. With their dynamic live performances and captivating music, the R&B Boys are set to make a mark in the Southern music scene and beyond.

For more information about the R&B Boys and their upcoming tour, visit www.rnboy.com or follow them on social media. Stay tuned for updates and don't miss out on this exciting new act in the world of R&B.
Money-Makers...EVERYONE!!!

FLOYD DIXON
‘OPERATOR 210’
‘WINE, WINE, WINE’
’THE RIVER’
AL 3135
AL 3144

CHARLES BROWN
‘WITHOUT YOUR LOVE’
‘GEE’*
AL 3138

“Peppermint” HARRIS
‘I CRY FOR MY BABY’
AL 3141

MAXWELL DAVIS
‘BLUE TANGO’
AL 3142

SOMEBODY IN THE WORLD...
There’s a buyer for your talents/services or merchandise.
NOTICE—NOTICE—NOTICE
PEACOCK Proudly Introduces
DUKE RECORDS
A HOT RHYTHM AND BLUES LINE WITH SUCH OUTSTANDING ARTISTS AS

ROSCOE GORDON
AND
JOHNNY ACE
Watch for New Release
Singing "MY SONG" "FOLLOW THE RULE"
DUKE #102

EARL FOREST
"BABY, BABY" "I'll Rock The Bottle"
DUKE JR-103

Bobby Blue
NEXT RELEASE; "LOVING BLUES" "I. O. U. BLUES"

JIMMY MCCRAKILIN
"She's Gone" "My Days Are Limited"
NEW RELEASE Peacock #1605

JOE "PAPOOSE" PRITZ
"Make Her See Things My Way"
"I'm Not Suspicious But"
Peacock #1581

LLOYD "TAPSKI" SMITH
"Good-Bye, Good-Bye"
"Why Oh Why"
Peacock #1593

Willie Mae Thornton
"Everytime I Think of You"
"Midnight Boogie"
Peacock #1608

JOHNNY PARDER
"Married Life Blues"
"Money Ain't Everything"
Peacock #1595

MEMPHIS SLIM
"Sista and Thelma"
"Dixie Blues"
Peacock #1602

CLARENCE "GATEMOUSE" BROWN
"Blues"
"Yes, It's My Man"
Peacock #1606—New Release

MARI Adams
"Blues"
"It's My Man"
Peacock #1608—New Release

SISTER JESSE MAE RENFRO
"He'll Be Wonderful"
"In That Home Bye and Bye"
Peacock #1585—Latest Release

DOUG HUMMNG BIRDS
"Waiting Through Blood and Water"
"What Are They Doing in Heaven Today"
Peacock #1590—Latest Release

THE CHRISTLAND SINGERS
"A Few More Days"
"Peace in the Land"
Peacock #1609—New Release

GOLDEN HARPS SINGERS
"Will There Be Any Stars in My Crown"
Peacock #1591—Latest Release

SISTERS OF HOPE
"I Want To Be More Like Jesus"
"I Just Can't Keep From Crying"
Peacock #1703—New Release

THE BELL SING SISTERS
"Let's Talk About Jesus"
"Give Me Your Love"
Peacock #1584—Latest Release

SOUTHERN WONDERS
"I once Had a River"
"I Am Never Alone"
"When Jesus Was Born"
Peacock #1590—Latest Release

SPRINTUALS

WILLIE MAE THORNTON
"Everytime I Think of You"
"Midnight Boogie"
Peacock #1608

THE CHRISTLAND SINGERS
"A Few More Days"
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"I once Had a River"
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"When Jesus Was Born"
Peacock #1590—Latest Release

PEACOCK RECORDS, Inc.
4104 LYONS AVENUE
HOUSTON 10, TEXAS
Phones OtRihard 7861 and O'Sage 3-9661
THANKS,
Friends in the Retail Stores
for Selling
So Many of My
Records
"THAT HEART BELONGS TO ME"
DECCA (78) 28091
(45) 9-28091

WEBB PIERCE
Exclusive Management
TILLMAN FRANKS
1942 South Street
Phone 7-6041
Shreveport, La.

WHAT WE QUOTE
WE DELIVER!
Do you want a direct factory-to-you relationship? ...
Do you want to sell top quality merchandise? ...
GET THE FACTS
about the best ... the most saleable ... the most profitable ...

• TELEVISION
• PHONOGRAPH
• PORTABLES
• COMBINATIONS

at the 1952
Music Industry Trade Show.

*SEE US ... in Room 714
Hotel New Yorker, New York City
Monday, July 28, thru Thursday, July 31

THE BILLBOARD
Music Popularity Charts

Record Reviews

New Ratings are Determined

Each entry is on the basis of one request.

Categories:

1. "MELODY MAKER" RECORD REVIEWS: For titles not issued on a single-
2. "MELODY MAKER" RECORD REVIEWS: For titles issued on a single-
3. "MELODY MAKER" RECORD REVIEWS: For titles issued on a single-
4. "MELODY MAKER" RECORD REVIEWS: For titles issued on a single-
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6. "MELODY MAKER" RECORD REVIEWS: For titles issued on a single-
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9. "MELODY MAKER" RECORD REVIEWS: For titles issued on a single-
10. "MELODY MAKER" RECORD REVIEWS: For titles issued on a single-

Each of the record reviews below expresses the opinion of the members of The Billboard music staff who reviewed the record.

POPULAR
Record Reviews

FEATURED STAR
DECCA (78) 28091
(45) 9-28091

WEBB PIERCE
Exclusive Management
TILLMAN FRANKS
1942 South Street
Phone 7-6041
Shreveport, La.

WHAT WE QUOTE
WE DELIVER!
Do you want a direct factory-to-you relationship? ...
Do you want to sell top quality merchandise? ...
GET THE FACTS
about the best ... the most saleable ... the most profitable ...

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Each of the record reviews below expresses the opinion of the members of The Billboard music staff who reviewed the record.
Hudson—Top Quality radios and phonographs, complete from Kiddie phonographs to reproducers for the record collector.

Hudson has

★ QUALITY Styling
★ QUALITY Performance
★ QUALITY Design
★ QUALITY Matched Tone
★ QUALITY—At a Price

Careful attention to the smallest details of construction and assembly, increased production facilities, improved QUALITY control and Engineering know-how make it possible for Hudson to deliver all of these finest QUALITY features.

Hudson Quality has the assurance of the most discriminating buyers—as well as outstanding distributors throughout the country and overseas.

You must see and you must hear new models to be shown for the first time—Hudson 66-M, New York Radio Market, June 25th, 1953.

Hudson Electronics Corp.
310 East Third Street
Mount Vernon, New York

Any way you shoot...
CAPITOL-DECCA-RHYTHM

It's the double-barreled HITS of
PAUL NERO and His Music
On CAPITOL Records

"NERO FIDDLERS" Album CC-136
THE HOT CANARY" No. 1450
"Cool Turkey" and "Frustrated Woodpecker"
No. 1058

On DECCA Records

"SOLO FLIGHT" Suite for Nat "King" Cole
Album 136

On RHYTHM Records

"WHISTLER'S FATHER" No. RH 1002-Y
"SITTING NEATH THE WILLOW TREE" No. RH 1002-Y
"THE DO-DO SONG" No. RH 1002-X
"LOVER, COME BACK TO ME" No. RH 1001-X

On ELECTRONICS Records

"ROSE" No. 1002-Y

Hudson Quality is the assurance of the most discriminating buyers—as well as outstanding distributors throughout the country and overseas.

You must see and you must hear new models to be shown for the first time—Hudson 66-L, New York Radio Market, June 25th, 1953.

Hudson Electronics Corp.
310 East Third Street
Mount Vernon, New York
ANNOUNCING MODERN'S NEW BACKBONE IDENTIFICATION L.P. JACKET

FINGERTIP IDENTIFICATION

Here are just a few of the reasons why modern's new backbone identification L.P. jacket is the talk of the trade:

(1) Fingertip Identification Jacket is same size as regular L.P. Jacket
(2) No extra thickness at backbone. Will not increase storage space.
(3) Numbers and title on flap will not scuff off.
(4) Simplifies the problem of locating records on shelves for stereo record clerks and home users.

MODERN RECORD ALBUMS, Inc.
119-01 22nd Ave.
College Point, L. I., N. Y.

WHO DRANK MY BEER
WHILE I WAS IN THE REAR?
The removal of all partitions and counter barriers has been completed and it is expected that the new layout of the store will attract more buyers, who seem to maintain a preference for counter service. A counter service has been provided for the customers of the store.

The self-service switch, a feature of the new store, has a number of advantages. First, it reduces the need for counter service, which is both time-consuming and labor-intensive. Second, it allows customers to shop at their own pace, which can be more convenient for some. Third, it reduces the need for employees to work on the sales floor, which can lead to cost savings.

The new store layout is designed to attract more customers and increase sales. It includes a number of features that are intended to make shopping more enjoyable and convenient for customers. These include a larger selection of products, better lighting, and a more welcoming atmosphere. Overall, the new store will provide a more modern and efficient shopping experience for customers.
18 Independent Distributors Supplement Branch Offices

Late in 1957, with the disk business booming, Capitol gave district offices a new lease on life. Those district offices that were already established had additional markets to supplement the work of existing company-owned branches.

Capitol rapidly completed distribution agreements in many new markets during the first half of 1958. Ten independent distributors that originated in new markets are still actively representing Capitol.

Today there are 18 independent Capitol distributors, the last having been added just over a year ago. They are listed here in the order of their seniority:

Denver
Boyd Distributing Company
Salt Lake City
Mountain States Distributing Company
Des Moines
Gifford Brown, Inc.
Knoxville
Chapman Drug Company
Indianapolis
Radio Distributing Company
Billings, Mont.
Central Distributing Company
Louisville
Foster Distributing Company
Syracuse
I. Gordon Distributing Company
Baltimore
Nelson & Company
South Bend
Radio Distributing Company
Miami
Florida Record & Music Company
El Paso
Boyd Distributing Company
Washington
Nelson & Company
San Antonio
R. Warruke Company
Houston
R. Warruke Company
New Orleans
Mallory Distributing Company
Honolulu
Nylens Bros. & Company, Ltd.
Memphis
Glen Allen Company

Every Week in The Billboard

AUTHENTIC...
COMPLETE...
MONEY MAKING...

Music-Record Information!

Many of the useful, practical features in this special NAMM Convention Number are years in the making.

...More than 20 Valuable Rack Popularity Charts...

...Record Reviews of All the New Sides...

...And the important Trade News...

written, analyzed and interpreted to help you make more profits out of the music-record business.

THE BILLBOARD
2100 Patterson St. Cincinnati 20, Ohio

Please enter my one-year subscription (12 issues) at once.
$10 payment is enclosed. (I understand this covers me for 12 issues FREE at one time, copy printed.)

NAME:

ADDRESS:

CITY

STATE

OCCUPATION

THE BILLBOARD
1952

Manufacturers of Phonographs and Phone Combinations

Admiral Corp.—Chicago, Ill.
Arm Industries—New York, N.Y.
Arline Manufacturing Corp.—Beverly Hills, Calif.
Andrew Radio Corp.—Long Island City, N.Y.
Aspen Radios Ltd., Inc.—Trenton, N.J.
Arthur Asbury Corp.—Detroit, Mich.
Automotive Products, Inc.—River Forest, Ill.
Avon Industries, Inc.—Columbus, Ind.
Audio-Master—New York, N.Y.
B & R Electronics Corp.—New York, N.Y.
Barker & Williamson, Inc.—Upper Darby, Pa.
Beam Radios, Inc.—New York, N.Y.
Bendix Radio Div. of Bendix Aviation Corp.—Baltimore, Md.
Bowater Bros.—New York, N.Y.
Brownson Co.—New York, N.Y.
Brownwood Division—Radio & Telecommunication, Inc.—New York, N.Y.
Cailony Corp.—Hollywood, Calif.
Capitol Records, Inc.—Hollywood, Calif.
Capron-Farnsworth Corp.—Fort Wayne, Ind.
Carton Mfg. Co.—Chicago, Ill.
C.S. Columbia—Brooklyn, N.Y.
Chicago Made Products Corp.—Chicago, Ill.
Coral Records, Inc.—New York, N.Y.
Crescent Industries, Inc.—Chicago, III.
Crosley Division—Avco Mfg. Corp.—Cincinnati, Ohio.
J. W. Davis & Company—Dallas, Texas.
Dially Electronic Corp.—Brooklyn, N.Y.
Deneker Records, Inc.—New York, N.Y.
DeWeese Radio Mfg. Corp.—Long Island City, N.Y.
Allen R. Du Mont Laboratories, Inc.—Clifton, N.J.
Dynaform Corp.—Long Island City, N.Y.
Edo Craft Corp.—New York, N.Y.
Electronic Creation Corp.—Boca Raton, Fla.
Emerson Radio & Phonograph Corp.—New York, N.Y.
Esrey Mfg. Corp. —New York, N.Y.
Fawcett Mfg. Co.—New York, N.Y.
Freez Radio Corp.—New York, N.Y.
General Electric Co.—Syracuse, N.Y.
The Hallcresters Co.—Chicago, Ill.
Hee Mfg. Corp.—Chicago, Ill.
Hammon Radio Co.—Long Beach, Calif.
Hoosier Electronic Corp.—Mount Vernon, N.Y.
Jackson Industries, Inc.—Mount Vernon, N.Y.
Jewel Radio Corp.—Long Island City, N.Y.
Kraft Bros.—Bucyrus, O.
Lytle Engineering & Mfg. Co.—Chicago, Ill.
The Magnavox Company—Fort Wayne, Ind.
Mark & Emery Electronics, Inc.—Buffalo, N.Y.
Mark & Emery Electronics—Plymouth, Ind.
Marlow Electronics, Inc.—Chicago, Ill.
Philadelphia Radio & Corp.—New York, N.Y.
Phonograph Corp. of America—New York, N.Y.
Pilott Radio Corp.—Long Island City, N.Y.
Plaza Manufacturing Co.—New York, N.Y.
Radio Corporation of America—Victor Division—Camden, N.J.
Ray-O-Vac Manufacturing Co.—Wilton, Conn.
Small & Stone-Rodney Corp.—Baltimore, Md.
Southern Electric Corp.—New York, N.Y.
Southwest, Inc.—Long Island City, N.Y.
Sentinel Radio Corporation—Evansville, Ind.
Shaw-Edison Products—Cleveland, O.
Brooklyn, N.Y.
Shaw-Edison Products Co.—New York, N.Y.
Shaw-Edison Products—Mount Vernon, N.Y.
Stewart-Warner Corp.—Hartford Division—Chicago, Ill.
Stewart-Warner Corp.—Chicago, Ill.
Sunie Industries—New York, N.Y.
Sylvania Electric Products, Inc.—Philomont, Va.
Sylvania Electric Products, Inc.—Brockway, III.
Symphonica Radio & Electronic Corp.—Chicago, Ill.
Talk-A-Phone Co.—Chicago, Ill.
Tele-Mark Mfg. Co.—Chicago, Ill.
Tele-Sonic Corp.—Chicago, Ill.
Television Fair Co.—New York, N.Y.
Tees Products—New York, N.Y.
Tone High Products—Chicago, Ill.
W. M. Conn Corp.—Benton Harbor, Mich.
Waters—Cambridge, Ohio.
Webber—Chicago, Ill.
West-Gardner & Co.—Chicago, Ill.
West-Phonograph Electric Corp.—Benton Harbor, Mich.
Fillmore Television Div.—Sun.—Pa.
Wilson—Gay Corp.—Charlotte, N.C.
Zeval Radios—Chicago, Ill.

Now Is the Time to Sell

It will continue from page 21

...after all, these signs of hope for a strong fall market, it's true, are encouraging to the part of dealers to achieve that expected upturn and increase, in the market, in their gross business. What tips are there to sell the items under the most favorable conditions possible?

Palm Beach, L.A.

...and away the most

...and away the most

...and away the most

...and away the most
Equipment Arrives
"Vanities" Dates Intact

BREMENHAVEN, Germany, July 28--The controversial equipment
brought out by the German legate of the new sorority, "Vanities,"
arrived here today. The legate, Ernst Steinnan, reported
that the equipment, including a new stage and lighting system,
was brought in by the German government.

In London, July 28--The first major production of "Vanities"
was presented here to a sold out audience.

AOW Expands
In N. Y. State To Peekskill

ELIZABETH, N.J., July 28--American Oil Wholesalers announced
this week that they have expanded their operations in New Jersey
with a new branch office in the Peekskill area.

Moyle in Philly
Zoning Hassle

PHILADELPHIA, July 28--A Frankford Avenue shop was
enforced with a zoning violation last week.

DILEMMA

NEW Names
A Problem For Area

NEW YORK, July 28--A problem confronting managers of
the New York area is the question of names.

AGVA Stiffens
Anti-D.J. Rule

HOLLYWOOD, July 28--The local branch of the American Guild
of Variety Artists (AGVA) voted to stiffen the anti-D.J. rule,
which has been in effect since last year.

Steinman Denies
Singer's Claims

NEW YORK, July 28--Harold Steinman, president of
"Vanities," denied the statements of Barrett & Co., Ltd.,
who claimed he had been "swindled" out of his money by the
singer, whose stage name is S. J. Barret. Steinman contended
that he had been "embarrassed" on the stand at the trial.

NEWS NUGGETS

Fort Wayne Starts Over
On Contract

FORT WAYNE, July 28--Board of Coliseum Trustees here
announced that they have renewed their contract with
"Vanities," the biggest attraction to date.

AMA Program Set
For A. C. Confab

NEW YORK, July 28--A program for the American Medical
Association (AMA) will be held here on August 4.

Week in the Aug. 9
Issue

The Billboard
Auditorium-Arena
Review

Hartford Cooling Off

HARTFORD, Conn., July 28--The Hartford Norwich State,
the largest theater in the state, has been closed.

Weekly

Dramatic & Musical Routes

Use The Billboard classified pages for
RESULTS!
Roadshow Rep

HERBERT (Rusty) Lee, who died at his home in St. Helens, Ore., recently, was an old-time bowsie face and bowman. He opened 49 years ago, and was active in the business until his death. He left the road about 10 years ago, but he was always the type to note items from this region in the columns of these pages. Curt Riehl, of Oregon, Miss., mailed from Windom, Mont. "The old-time bowsie there is still busy today.

In the old days, it used to be all the rage in that part of the world. Unfortunately, we have lost a fine old bowsie, and we all miss him. He was always ready with a smile and a kind word for everyone. He will be greatly missed by all who knew him."

FEET DOWN

Hew. Down in 1953 MGM released "Peewee," which was a minor success.

Drivin' 'Round the Drive-Ins

MURPHY (Red) Button, owner of the Button Theater, Ltd., in Louisville, Ky., has announced plans to build a $70,000 outdoor theater in Cambridge, Mass. The center will be called the Button Theater, and it will be one of four drive-ins in Cambridge, Edenton, N.C., and Madison, Wis. The first drive-in in Cambridge is the Little button, which is located at the intersection of little button and collage Drive. The Button is to be a 1,000-car facility, and it will have a 7,000-car capacity. The Button is scheduled to open in early May, and it will be operated by the Button family. The company will build the Button in Cambridge as a prototype for future drive-ins.

Drivin' 'Round the Drive-Ins

DENVER July 26—Among the first to be constructed in this area is the new Denver Drive-In Theater, which is located at the intersection of 23rd Street and vibrator Drive. The complex consists of a 1,000-car trac, a 250-seat theater, and a 100-car mini-theater. According to plans, 600 cars can be accommodated in the main theater, with a covered walkway separating the two. The main theater will be equipped with a projection booth, a complete sound system, and an artificial lake and tropical garden.

Drivin' 'Round the Drive-Ins

The A-K Theater Company, in cooperation with the Tivoli Theater in East Wichita, N.Y., will be opening the newest drive-in in town, the Tivoli Drive-In. The drive-in is being built at the intersection of 23rd Street and vibrator Drive. The complex consists of a 1,000-car trac, a 250-seat theater, and a 100-car mini-theater. The main theater will be equipped with a projection booth, a complete sound system, and an artificial lake and tropical garden.

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YORKTON, Sask., July 26—Sherrif Interference with the weather on the opening night of the annual exhibition a three-day-ago yesterday. In direct contrast to Wednesday the weather was unfriendly to those who braved the elements and a total of 16,063 people attended the show. Last year's attendance was 23,773, compared with 24,522 in 1951. Total receipts were $3,259 (11,304 Tuesday; Wednesday, 7,721 (Thursday). Women Sunday's attendance was 1,198.

Spokane Rodeo Pulls 22,000

SPokane, July 26—Spokane's three-day-three-day Sunday (26) after an estimated 21,000 fans, an increase of more than 100 fans over the last year's attendance. A lucky thunderstorm opened the rodeo gates at 12:30, the start of the show. Five rodeo riders were injured, and a feature of the show was the return of the rodeo finals on the same day. Earnings Evaporate

Sitting Water Melts Outdoor Biz

NEW YORK, July 26—The opening weekend of most of the city's outdoor theaters has been considerably better than anticipated by the producers. The early high temperatures and humidity have caused the attendance to drop off sharply. The weather was perfect for outdoor theaters, and the crowds have been sizable. The current, however, is expected to last for only a few more days, and the producers are hoping for a more favorable break in the weather. The current, however, is expected to last for only a few more days, and the producers are hoping for a more favorable break in the weather.

Harvey Stone Paced for CNE Grandstand Bill

TORONTO, July 26—The legendary Harvey Stone continued his pace for the CNE Grandstand Show by Jack Arnot, producer, with the posting of two more victories, bringing his total to 17 in 26 years. Stone has been highly thought of in the world of the horse and has made several appearances in the big ring of the CNE. Only two weeks ago, Arthur W. McDonald, Jr., of New York, was the first rider to win a Grandstand Show. Since then, Stone has been the most consistent rider in the event. Stone's wins have been almost unanimous, and he has shown a great deal of talent and ability in the ring. The current, however, is expected to last for only a few more days, and the producers are hoping for a more favorable break in the weather.

Hamid Sparks Move to Buy 'Ideal' Former NVA Quarters on 46th St.

NEW YORK, July 26—A possible move for the "Ideal" building in the acquisition of its new building by the National Shoe Association was indicated here this week by Hamid W. J. Ali, President of the company. Ali prepared to purchase the building for a special meeting on Tuesday, Wednesday, and Thursday.

EARNINGS EVAPORATE

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McConkey Inks Calif. Fair

TULSA, July 26—Contracts have been signed for the 1952 California State Fair by McConkey and Meatless, the new management of the fair. The contracts will bring the fair up to date in the use of the state-of-the-art facilities. The new management will be responsible for the operation of the fair, which is scheduled to open on September 1, 1952. The new management will be responsible for the operation of the fair, which is scheduled to open on September 1, 1952. The new management will be responsible for the operation of the fair, which is scheduled to open on September 1, 1952. The new management will be responsible for the operation of the fair, which is scheduled to open on September 1, 1952. The new management will be responsible for the operation of the fair, which is scheduled to open on September 1, 1952. The new management will be responsible for the operation of the fair, which is scheduled to open on September 1, 1952.

Peacemaker, Alta. Event

PEACE RIVER, Alta., July 26—The second day of the annual Peace River Stampede and Exposition was attended by more than 10,000 people on the first day of the event. The weather was cool and pleasant, and the crowds were sizable. The current, however, is expected to last for only a few more days, and the producers are hoping for a more favorable break in the weather.

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McConkey Inks Calif. Fair
Talent Topics
By CHARLIE BYRNES and JIM MURPHY

MINIATURE NEW TRUCK TELPSETANT, Texas.
Texas, and Texas.

MINIATURE NEW TRUCKS ofroois.
Available... MINIATURES... THE WORLD'S Finest!... THE WORLD'S Largest Exclusive... MANUFACTURER

KIDDE RACING CARS

THE BILLBOARD
AUGUST 2, 1952

JohN BUNOY
Formerly with BUDDY MILLER CHEVROLET CO., NOV. PRESIDENT AND GENERAL MANAGER.
YOUNG BUNY MOTORS, INC.
CHRISTIE PLYMOUTH AGENCY.
NEW AND USED TRUCKS
"SPACIAL FINANCE PLAN FOR ECONOMY" YOUNG BUNYO MOTORS, INC.

The World's Greatest Amusement Rides

New Allan Herschell

RIDE YOUR HERSHEY-TO-RIDE, SKY FLYERS, ENTERING COURT, BUCKY, BOAT AND JEEP RIDES, ALSO MAJOR RIDES. WORLD'S LARGEST MANUFACTURER.

ALLEN HERSCHELL COMPANY, Inc., North Tawauhron, N.Y.

Look! Parker Is Again

We have added another model to our famous Ride "O. Burning Horse Cent, 110,450 is now the total number on our books.

G. W. PARKER AMUSEMENT CO.

Every Aircraft Co.

Miniature Trains For Every Location

Size....Capacity....Price Range...

The World's Finest...The World's Largest Exclusive Manufacturer.

Roll or Folded Tickets

Specialty Prints

Promoters

% 1716, 20 50... 793, Daniel III

True Recorder Co.

Illinois Fireworks

World's Largest Manufacturer & Importer.

Induce! bucky by mail.

FOR SALE.

The T.V.-A-Whirl Ride

"Best Buy in Rides Today"

Very Popular and Profitable

Good Looking and Quality Finish

What a 4-Plyer!!

Selling MFG. CO.

Fairbanks, Minn.

Evey Aircraft Co.

JohN F. White, president of the South Dakota State Fair, Huron Park in Geddes, S. D., has announced the dates of the fair, which will be held on the following schedule:

Tuesdays, Wednesdays, and Thursdays, August 15th through 17th, 1952, will be the opening days of the fair. The fair will continue until September 1st, 1952.

John Guthrie, formerly rodeo announcer of Oklahoma City, will be the announcer at the fair. Guthrie has been a member of the National Rodeo Association for over 20 years, and has been Announcer at the South Dakota State Fair for over 10 years.

A threat on the lives of George A. Hamill and J. S., sent thru the mail, turned out to be a hoax. The threat consisted of a newspaper headline on the following news item: "George A. Hamill, noted rodeo announcer, was shot by an armed man as he was leaving the arena after the rodeo. Thearer was shot in the head and is in critical condition." The threat was found to be a joke.

Rodeo Announcer J. W. Willard, of the South Dakota State Fair, was shot in the head and is in critical condition. The threat was found to be a joke.

Buddy Williams' getaway took over the handcuffs at the Casdon, Painsdale.

MINIATURE NEW TRUCKS ofroo's.

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King Amusement Co.

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King Amusement Co.
Coney Island, N. Y.

by UNO

Weather conditions continued perfect over the July 10-20 weekend. Days and conditions were ideal, and no one was disappointed. The last day of Independence Day weekend was a success, with the weather being perfect for a day at the beach. The excitement continued on July 21, with a large crowd attending the Fourth of July celebration.

Festivities in Coney Island included a parade, a beach ball game, and a fireworks display. The parade featured floats, bands, and entertainers, and the beach ball game was a hit with both children and adults. The fireworks display was a spectacular finale to the day's events.

Mills Opera Scores Hefty N. Y. Houses

ROCHESTER, N. Y., July 24—Mills Bros. Circus played to a full house for the second straight night here Monday, July 24, N. Y. (17) according to the Oregonian. Monday, July 24, N. Y. (17) according to the Oregonian.

The Coney Island Surf and Sunte'l festival, opened by the Sea, held at the Coast Holding Corporation, 224 West 51st Street, New York City, was the scene of several events. George Kliger, secretary, is in charge of the events, which include a grandstand and a tennis court.

Orders worth a total of $2,000 were received from contractors for the construction of the new grandstand. The order was placed by Mr. and Mrs. C. A. Jones, of 515 West 51st Street, New York City.

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No text content available in the provided image.
Spokane Spot’s Rides Up 30%, Thanks to Zoo

SPOKANE, July 26—Rides and concessions at the downtown Zoo Park are being run, up 30% during the past month, according to a local newspaper.

On the other hand, the said park was closed to the public. An outstanding exception there was the case of Harry James, who drew 3,000,000 for his dance in the Capri Field, since Philip Harris’s appearance in 1947.

Vogel said the zoo was the “most important thing we ever had.” It draws more young fry and parents and puts the zoo on no admission to the park or zoo is closed.

The zoo’s features are four ways, rented from Horse Show of Oxnard, Calif. Chopped meat in supper, just paid to the public for feeding the seals. On July 6th, the zoo was closed, according to Vogel, said.

The sightseers paid $2 per ride and concessions and consequently business in the departments is up. Voted added.

Sunday Rain mars Rock’s Week-End Play

NEW YORK, July 26—Prospects of big crowds at Radio Days, radio at Park, and other events were made to be null for the week ahead, according to the local newspaper.

From July 26 to 29, the weather will be rainy, and the month’s events will be null. According to the newspaper, the event was null due to the lack of good weather.

KIDDELLAND FOR SALE

(Continuing from page 19)

The real estate market is still slow, but there are a few good deals to be had. One of the properties for sale is a beautiful old house in the heart of the city. It is located on the corner of Main and Market Streets, and it is the perfect location for a bed and breakfast or a small hotel.

PRICED FOR QUICK SALE

A beautiful old house is now available for quick sale. The house is located on the corner of Main and Market Streets, and it is the perfect location for a bed and breakfast or a small hotel. The property includes a large garden and a small pond, and it is situated on a quiet street.

RICE LANDHOUSE

An old house is now available for sale. The house is located on the corner of Main and Market Streets, and it is the perfect location for a bed and breakfast or a small hotel. The property includes a large garden and a small pond, and it is situated on a quiet street.

For Sale — $2,000.00

A beautiful old house is now available for sale. The house is located on the corner of Main and Market Streets, and it is the perfect location for a bed and breakfast or a small hotel. The property includes a large garden and a small pond, and it is situated on a quiet street.

BUBBLE BOUNCE RIDE FOR SALE

A beautiful old house is now available for sale. The house is located on the corner of Main and Market Streets, and it is the perfect location for a bed and breakfast or a small hotel. The property includes a large garden and a small pond, and it is situated on a quiet street.

Sawmill Road

A beautiful old house is now available for sale. The house is located on the corner of Main and Market Streets, and it is the perfect location for a bed and breakfast or a small hotel. The property includes a large garden and a small pond, and it is situated on a quiet street.

George Washington

A beautiful old house is now available for sale. The house is located on the corner of Main and Market Streets, and it is the perfect location for a bed and breakfast or a small hotel. The property includes a large garden and a small pond, and it is situated on a quiet street.

R. W. HOOPER

Mon, Oct. W. Texas

Steel Pier Off 8% But Gains Are Forecast

ATLANTIC CITY, July 26—Alleen business at the Steel Pier in Atlantic City, N.J., was up slightly last week, according to a local newspaper.

A report from the Steel Pier last week showed the business was up 8% last week, according to a local newspaper.

The report also noted that there was a slight increase in the number of visitors to the Steel Pier, but the increase was not significant.

Sawmill Road in the steel industry, according to a local newspaper.

Hunches Paul Predicts More Than 100

BEACH BUDDIES—Hudepohl, owner of the Steel Pier, said that the business was up 8% last week, according to a local newspaper.

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CIRCUSES

Ringling Plunges Into Strike Area, Finds Takes Spotty

Apparent Walk-Out Settlement Brightens Business Prospects

CANTON, O., July 28.—Ringling Bros. and Barnum & Bailey Circuses have merged this week nestled into strike- ing amusement bands and the out- of-town pil- lum city. Meanwhile, an immediate accord was an- nounced, but it is not certain whether the entire city's, but apparently the entire steel strike is settled, and the railroads and their employees have agreed to call a truce.

Wastern, Pa., was the high spot of the steel city. Terms were $28,000 advance at the 7-cent strike, and no business was then trans- acted for the Friday (18) strike. Final count showed that (4,470, the $2,764 tickets sold given.

Evening Shows Pull Business for Hunt Bros.

FALMOUTH, Mass., July 28.—Nearly all cities have been the scene of the Hunt Bros. shows, and the show area has been the center of the show.

No accidents have been reported. At Falmouth on Saturday (19) the show was closed to the public due to the show’s closing. In one city, the show was closed to the public due to the show’s closing.

Youngstown's gross was $12,321.

Three-weeks' tour (July 11-25) 

The American Legion sponsors were expected to go on strike last Sunday.

Youngstown, O., (October 15), was placed in the field and the report showed only slight better, with the strike again being blamed. The general manager, Tuesday (11), this circus, faced better. Matinee was a three-quarter hour and the show crowd filled the big tent. The tent was listed as 50,000 and the weather was overcast in the tent.

Wallace Cancels Shows in Windstorm: Business Fair

TWIN FALLS, Idah., July 26.—The World’s Biggest Circus played to a near-capacity matinee and a half-hour for the effort. Business for Red White & Blue was great.

Wallace press coverage was limited. Seventy-five cents and a fife which were free were delivered.

The show opened Thursday (18) in the Basin House for the matinee and a three-quarter show at night. Friday's business was up a notch. Three-quarters for the ring was a near-capacity matinee and a half-hour for the effort. Business for Red White & Blue was great.

Two Pa. Stands Oak for Hagen

ALTOONA, Pa., July 26.—Lion Club sponsors of the Hagen Bros. show were closed out on Tuesday (12) as the show was not expected to attract a crowd.

A three-quarter quart show was at the Basin House. The three-quarter quart show was at the Basin House.

Mountain Town Brings Peak SS To Cole-Walters

KALISPELL, Mont., July 25.—The Continental Divide last week and the same time stepped off the mountainous busines

KING-CRISTIANI SLOWED IN ROME

New York Spot Gives Fair Business After Wreak, Delays on Torrid Day

ROME, N. Y., July 28—Ringling Bros. & Barnum & Bailey Circus, here Wednesday (24), found the heat far from the menace it has been elsewhere in the United States. In the New York Spot for the circus, the weather was a little more bearable.

Wallace show had a half hour and a half show for the effort. Business for Red White & Blue was great.

Two Indian Stands Score; More Big Crowds for Packs

BUFFALO, July 26—Tom Packs’ circus played to big busi- ness in the Buffalo Civic Auditorium. The theater, July 26, in its “best bit.”

The Buffalo Civic Auditorium, as usual, was for the benefit of the Buffalo Civic Auditorium, and the state fair. Crowds were at the Buffalo Civic Auditorium, and the state fair.

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SMOOTH OUT PROGRAM
Dallas Fortifies Its Weak Spots
To Better Balance Drawing Power

DALLAS, July 26 — State Fair of Texas for its 47th annual exposition, which opens tomorrow, has made an interesting and well-planned attempt to develop a suitable atmosphere of interest and enjoyment for people of every age. The fair is expected to be the biggest in its history.

The state is in a recession, but the fair is being held in a period of prosperity. The fair will operate on a budget of $2,500,000, which is $500,000 more than last year.

The fair will have a total of 135 buildings, including the new Grandstand, which will seat 15,000 people. It will also have a new Waterfront Park, which will be the largest in the state.

The fair will feature a variety of exhibits, including a large agricultural display, a collection of antique cars, and a display of vintage airplanes.

Asheboro, N. C., pushes work on new plant

ASHEROHO, N. C., July 28 — Construction work is under way on a new plant for the Asheboro News. The plant will be completed in time for the new season, and will be open for business on Monday.

The plant will be a two-story building, with a capacity of 100,000 copies. It will be equipped with the latest printing equipment, and will be able to print newspapers in color.

New Norfolk Annual Shows
Big Promises

NORFOLK, July 28 — The Norfolk Fair and Exposition is scheduled to open today, with a variety of events planned for the week.

The fair will feature a variety of attractions, including a parade, a grandstand, and a race track.

N. C. Fairs Set For Big Year
Chambless

NEW YORK, July 28 — Op- posites in fair seasons in North Carolina are looking forward to a year of excitement, according to Raymond F. Chambless.

Chambless, director of the North Carolina Fair Association, said that the state is looking forward to a year of excitement, with a variety of events planned for the season.

Napoleon, O., Sets Program

NAPOLeON, O., July 28 — County Fair, located at 901 S. Main St., will open for business on Aug. 12.

The fair will feature a variety of events, including a parade, a grandstand, and a race track.

Barrington’s Annual Set

GREAT BARRINGTON, Mass., July 28 — The annual Barrington Fair will open on Sept. 12, with a variety of events planned for the season.

The fair will feature a variety of events, including a parade, a grandstand, and a race track.

Sked Horse Act
For Troy Hills

TROY HILLS, N. J., July 28 — The new Sked Horse Act is now on the road, with performances scheduled for the season.

The act will feature a variety of events, including a parade, a grandstand, and a race track.

Dakota Fortifies Its Weak Spots
To Better Balance Drawing Power

Dakota, July 26 — State Fair of Dakota for its 47th annual exposition, which opens tomorrow, has made an interesting and well-planned attempt to develop a suitable atmosphere of interest and enjoyment for people of every age. The fair is expected to be the biggest in its history.

The fair will operate on a budget of $2,500,000, which is $500,000 more than last year.

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Dallas Smooths Out Program

Craig Mondry' is back in town and will give the fair the drooping greener look again. He arranged for the share croppers on the property midway, including a Sid Show, to be used as Shade, and to help keep the Bryant and Bryant are working on getting the show ready to head to at least one movie show in Kansas and Texas.

Big special events will include: Dallas County Fair, October 15, with 100,000 First Class Horse Show, and the World's Faircoming Horse Showmakers to attend the Exposition and serve a giant picnic at noon.

October 3: East Texas School, October 14, and a great feature show, and a featured horse show.

October 4: Dallas County Fair, October 15, with a great feature show, and a featured horse show.

October 5: Negro Religious Fair, October 16, featuring two outstanding feature shows.

October 6: Auto Show, featuring the great exhibit structure and all new cars and trucks for the fair.

October 7: General Motors Truck Day, a great exhibit of all new trucks and cars.

October 8: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 9: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 10: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 11: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 12: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 13: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 14: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 15: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 16: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 17: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 18: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 19: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 20: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 21: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 22: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 23: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 24: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 25: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.

October 26: Science-Engineering Show, exhibiting the latest technology in Science and Engineering.
CARNIVALS

RAS Races Ahead
At Blistering Pace;
Saskatoon Looms Big

Edmonton Records Shattered
As Grosses Soar 27 Per Cent

SASKATOON, July 28.—Carl J. Schenkel's Royal American
and Consolidated shows, with their mammoth records, are now
making a bid to establish championship records. The heat has
been on and crowds have turned out in droves to see the
dramatic performances that are being played.

The Royal American is planning to play
in all major centers and will open in
Saskatoon on Friday. The company
will continue through the summer, play-
ing in every major city
and keep the crowd rolling.

The Consolidated shows, under
the direction of Albert Christensen,
will also be prominent in the
summer months, with a special
program of entertainment
for all ages.

Rain, Muddy Lots
Cut Into ACA's
Wisconsin Takes

SHEBOYGAN, Wis., July 28.—The
American Commercial
Company, with its
famous Midget
Circus, has
had a
meteoric rise in
grosses. However, as
they have been
merging
with
the
National Midget
Circus, the grosses
have been
affected
by
the
rainy weather.

A few
weeks ago, the
company
set
up
an
impressive
show
in
Syracuse, N. Y.,
where they
were
able
to
sell
out
the
grounds.

The
company
is
now
in
the
process
of
setting
up
another
show
in
Chicago,
where
they
are
expecting
a
similar
success.

20th Century
Back-End Up
At N. D. Fairs

THIEF RIVERS FALLS, Minn., July 26.—The
20th Century shows are
making a
strong
headway
in
the
North Dakota fairs. The
company
is
doing
an
outstanding
job
in
the
area.

Mr. and Mrs. Ed Siverts
joined
with
the
Economy
Art
Noble
mock
in
the
fairs
and
had
a
successful
run.

Stills Run Over,
Wom Eyes Fairs

BATH, Me., July 26.—Frank
Bergen, general manager of
Womot's
and
Bergen's
shows,
has
been
preparing
for
the
summer
season
with
a
series
of
promotions
and
sales
at
all
of
his
fairs.

The
company
is
expecting
a
bigger
season
than
ever
before,
and
the
president,
Mr. Womot,
has
been
working
hard
in
the
offices
to
make
sure
that
the
shows
run
smoothly.

St. John OK as
Lynch Eludes
Rain at Last

ST JOHNS, N. B., July 26.—The
Bill Lynch shows at
St. John have
been
having
a
good
run
of
business,
but
they
were
fortunate
to
be
able
to
run
at
all
of
the
fairs.

A
light
rain
was
falling
at
the
fairs,
but
the
rain
was
not
enough
to
stop
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shows.

The
company
is
expecting
a
bigger
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smoothly.

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the
fairs
and
had
a
successful
run.
WANT CASHIER for Custard; neat and sober.

CAN PLACE: Hunky Punks that work strictly for themselves. Also all eating and drinking stalls.

F. Chambers wants men who can handle monkeys. Ticket Seller.

LASH LAURIE want Talker for his show.

CAN PLACE: Experienced Workmen in all departments.

WANT: Train Hands, Chauffeurs, Polers, etc., for Train. Address Johnny Brooks, Trainmaster.

All address

CETLIN & WILSON SHOWS
DANVILLE, ILL., FAIR

VIVONA BROS.
Combined SHOWS

ROCKWELL SHOWS
Mike Rockwell
Owner-Manager

NOW WANTED
WANT FOR SIDNEY, IOWA, RODEO AND BALANCE OF SEASON
WANT: BOOKKEEPER, TO HELP WITH ACCOUNTS. Will book one or two wood Aerial Rides and any Flat Rides or Kid Rides not conflicting.

CAN BOOK FOR SIDNEY, IOWA, GOOD GIRL REVUE, ABRIDGED SHOW, GIN HOUSE, FUN HOUSE or any GOOD SHOW Attraction. (All Species, have Good Proposals on Rides for you.)

CAN see a few more Hunky Punks Concessions not conflicting. Want Agents for ready-bonded Hunky Punks. Buckets. Six Cans. Pan Dine. Also Rides Concessions.

WRITE OR PHONE AS PER ROUTE OR BOX 485, KINSLEY, KANSAS
ROSS MANNING SHOWS

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BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT WANT

JACKSON COUNTY FREE FAIR; BROWNSTOWN, INDIANA, WEDNESDAY, WEEK 4: FOLLOWED BY THE GIBSON COUNTY 'AIR AT PRINCETON, INDIANA, AND A CONTINUOUS ROUTE OF BONA FIDE FAIRS, SUCH AS THE BIG SOUTHERN AND WESTERN FAIR AT DU QUOIN, THE OUTSTANDING MID-SOUTH FAIR AT MEMPHIS, TENNESSEE, AND CARUTHERSVILLE, MISSOURI.

Legitimate Concessions of all kinds: Age and Scales, Fishbowl, Derby Racer (L. Monke get in touch), Glass Pitchers (J. Cassidy, please note). Have opening for Foot Long, Jewelry, Spindles, Ball Games and Hanky Panky.

FLOYD WOOLSEY WANTS WORKING ACTS OF ALL KINDS. SADIE AND LEOPOLD WILLIAMS, HAVE GOOD PROPOSITION FOR YOU.

SHOWS

Can place Monkey, Snake, Wild Life, or any Grind or Bally Show with own equipment and transportation.

RIDES

Can place one or two major Rides for the balance of the season.

HELP

Can always place good Ride Help who drive semi-

BOLD SALARIES AND BONUS.

ADDRESS C. C. GROSSELTHER, Mgr., Charleston, Ill., This week.

EDDIE'S EXPOSITION SHOWS


WANT

GetConcessions: Great, Great Concession, American Palmistry. No rental.

SHOWS

All kinds of Shows except Monkey, Maneater for Old Show, Can use Old Show for Downstairs Fairs with own tent. Dennis Dick, answer.


EDDIE DIETZ

P.S. For date—Nick Slaker.

J. A. GENTSCH SHOWS

Want for Mississipi's best Fair and Celebrations starting August 11 and continuing thru November 8.

Due to disappearance, Binger and Novelty, we need you on Henry's Ranch. Would be interested in any Shows for your Northern Circuit.

We are going into some of the best Cottage Shows, and would like Shows for all paper shows. Good shows for Shows, with their own Motto Shows, Paper Show, Horse, Mechanical, Circus, or any combination of Shows. We have the finest shows in America, and you will get paid 100% of your investment from the first week. Discounts on leases made with us. We are interested in any shows for the following dates:

J. A. GENTSCH SHOWS

WORTH SPRINGS, Miss. Week July 25th.

BUFF HOTTLE SHOWS

WANT FOR LINCOLN, ILL., FAIR, OPENING SUNDAY, AUG. 6, AND 10% BALANCE OF SEASON WITH SPLENDID ROUTE OF FAIR.

GRIND SHOWS wanted, want to buy with own equipment. Especially want Side Shows, Snake Show and Monkey Show. CAN PLACE CONCESSIONS OF ALL KINDS THAT WOULD LIKE STOCK.

Address: BUFF HOTTLE, Mgr. Former Cy. 18, this week.

LONE STAR SHOWS

A shop, lot, full wagon with all necessary equipment for sale or lease. Many of the best. Chicago, St. Louis, Kansas City, and all points.

J. H. McPARDEN

P.S. All who please write with full details of show wanted at once.

EVANS UNITED SHOWS

Wants Shows, Mechanical Shows, Mechanical Shows, Kiddie Shows, and Family Shows for the following dates: Supt. Iowa Fair, Des Moines, Aug. 11; Supt. Nebraska State, Aug. 4 to 16; Semi-Bravo, Iowa, Aug. 5; Supt. Eastern Iowa State, Aug. 4 to 16; Kansas City, Aug. 16 to 26; Chicago, Ill., Aug. 24 to Sept. 4; Chicago, Ill., Aug. 24 to Sept. 4; Chicago, Ill., Aug. 24 to Sept. 4.

Contact Manager—EVANS UNITED SHOWS

MERRIAM'S MIDWAY SHOWS

Want Shows, Mechanical Shows, Mechanical Shows, Kiddie Shows, and Family Shows for the following dates: Supt. Iowa Fair, Des Moines, Aug. 11; Supt. Nebraska State, Aug. 4 to 16; Supt. Eastern Iowa State, Aug. 4 to 16; Kansas City, Aug. 16 to 26; Chicago, Ill., Aug. 24 to Sept. 4; Chicago, Ill., Aug. 24 to Sept. 4; Chicago, Ill., Aug. 24 to Sept. 4.

Contact Manager—MERRIAM'S MIDWAY SHOWS

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Contact Manager—WANTED

RIDES FOR LEASE

Have Four Horse Shows and other Riders for lease.

Contact: B. L. WOODARD

BOX D-229, Care The Billboard

Cincinnati 22, Ohio

SUNSET AMUSEMENT CO.

CAN PLACE Long Range, Scales and Age, Cattle, Duck Pitch, Ball Games and Hanky Panks, WANT Arcade, Fun House, Luny, Mechanical, Wild Life and Monkey Shows.

CAN USE Ride Men who drive. Exclusive Pan Game and Rat Game open.

Rochester, Minn. (Fair), this week; Alto, Iowa (Fair), next week.

RUMBLE GREATER

WANT 10 JASON COUNTY FAIR, Iowa, August 12-16

Want for this Fair, Buck, Coastwise, Concessionaires,Shows of all kinds, including a First-rate Girl Show and Mechanical.

D. D. RUMBLE

Farmington, Indiana, this week. Tama, Iowa, Indiana next week.

P. S. Louis Carter can place Six-Cat and Hanky Pank Pigeons at once.

DRAGO AMUSEMENTS

Wants Shows, Mechanical Shows, Kiddie Shows, and Family Shows for the following dates: Supt. Iowa Fair, Des Moines, Aug. 11; Supt. Nebraska State, Aug. 4 to 16; Supt. Eastern Iowa State, Aug. 4 to 16; Kansas City, Aug. 16 to 26; Chicago, Ill., Aug. 24 to Sept. 4; Chicago, Ill., Aug. 24 to Sept. 4; Chicago, Ill., Aug. 24 to Sept. 4.

Contact Manager—DRAGO AMUSEMENTS

PAUL DRAGO

Flora, Ind., this week.
CARL D. FERRIS SHOWS
WANT RIDES. SHOWS AND CONCESSIONS FOR ROCHELLE, FINCOURT, LITTLE VALLEY AND WATER- TOWN. 4 Y. E. FALK.
WANT RIDES. Shows and Concessions for No.3 and opening in North Carolina for long lasting and future. Four drawings from North Carolina, South Carolina, Georgia and Florida. Contact us; we have a few open dates. Thompson Bros. contact us.

CARL D. FERRIS SHOWS

Orokon, Pa., July 30.--Received reports that the popular Junior Chamber of Commerce and Boy Scouts show was scheduled to open in Orokon this Sunday.

WANT RIDES. Shows and Concessions for No.4 and opening in North Carolina, South Carolina, Georgia and Florida. Contact us; we have a few open dates. Thompson Bros. contact us.

CARL D. FERRIS SHOWS

Mighty Midwest Shows
MICHIGAN'S NEWEST, FASTEST GROWING SHOW

ROCKY MOUNTAIN EMPIRE SHOWS

WANT RIDES. Shows and Concessions for No.5 and opening in North Carolina, South Carolina, Georgia and Florida. Contact us; we have a few open dates. Thompson Bros. contact us.

ROCKY MOUNTAIN EMPIRE SHOWS

From the Lots

Alamo Expo

ANTONIO, N. Mex., July 28.--Show opened fairly strong here this week and the crowds were good. President, Mr. Smith, is doing a splendid job of selling the ride. The trains are running well and the show is doing a good business.

James H. Drew

COVINGTON, Ind., July 26.--After playing for four weeks in good business, the show was forced to close. The weather is not good for the heat and humidity. The show was well received and the crowds were good.

From the Lots

WANTED

CONCESSIONS

WANTED

NEW MONTICELLO REGATA

Championed by American Power Fleet.

All interested racing boats from Cold Case from nationally known fleets in America. 

Last Sunday in September.

MAGNOLIA YACHT CLUB
1300 Main St., New Monticello, Va.

INDEPENDENT RIDES WANTED FOR TIPPAH COUNTY FAIR

Biloxi, Miss., Sept. 8, 1952.

WANT AGENTS

WANTED

McROE, O. S. Swisher

FOR SALE

WILD MICKY

For Sale

SUBURBAN PARK

3444 West 63rd Street

WANTED

LEO LAKE SHOWS

FOR SALE

AGENTS WANTED

Riders, Baiters and Anti-Tip Trucks.

ALL RIGHT: CALL FERRELL

Don't waste any time; put any questions on the phone.

P. O. Box 312

Saratoga, Texas

For Sale

THOMAS G. PATTY

V. F. W. POST #2670

20TH ANNIVERSARY

NEW YORK CITY

Emily T. McCollum, President

Low Race, Owner & Mgr.

Wanted

WANTED

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NEW YORK CITY

Emily T. McCollum, President

Low Race, Owner & Mgr.
Rodeo Dates
(Announced by the Rodeo Cowboys Association)

August

Las Vegas, Nev.; July 4-6. National Western Rodeo.
Los Angeles, Calif.; July 22-24. World's Tallest Rodeo.

September

Seattle, Wash.; Sept. 3-5. Rodeo.

October


November


December


Mayor Night Scores Big
For Model Org.

RARE LIVERPOOL, O., July 26.—Model Show, Inc., scored a most successful Mayor Night (12) with a specially designed Arnold
Davis coat. The coat, which was meant to attract attention, was of
such quality that the audience would be the admiring audience and interest, Harold said. Its size would be the same as the
original coat, and the price would not exceed the retail
price.

The gimmick, staged by Joe
Prineville, special agent and public
ity man, got big break in the local press as well as radio.

The same set-up is planned for
next week. The model will be at the show sponsored by the city government. Several front-
men publicity shows will be featured in Charlestown newspapers.

Porkyton Weather
Continued from page 117

have broken records. Monday's
strong northerly wind last Tuesday
foiled all attempts to make airships
appear.

Further information on the his-
tory of the annual parade was pub-
lished in the World Review. Its
origination in 1917 is noted, and its
is the result of a decision by the
machine-made eight performances
were held.

Big Black

Blast during the past week for the
Charleston, W. Va., Fire Shows.

3:50, 8:50 and 11:50. The Steamboat
was sold for $1,200

Carnival Routes
Continued from page 117

Boise, Id.; August 17-18. Traction
Park Rodeo.

Cost Over Million

The building, called the O."-$50,000,
was soon after the O'neal Innery
was built. The property was
sold to the city for $50,000.

Carnival Dates
Continued from page 117

the parade was held on the
Washington, D.C.

Parade route

Tied in with the fair was the fifth
annual parade, which attracted thousands.

Yorkton Enterprise went all
as a result of a special promotion effect, but by the end of the show, the parade was delayed by a heavy

For the fourth time, a large
carnival attracted thousands of
people.

An estimated $3,000 worth of

damage was estimated to have
been done to the farm buildings.
CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATES:

1.1c = A WORD—MINIMUM $3

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertisement in the indicated possible issue, insert your
advertisement copy with the publication office, 2160 Patterson St., Cincinnati 22, Ohio.

ACTS, SONGS & PARODIES

A 10-LINER BOOKLET of the hit songs

"SING, SING, SING" $1.11

PM-220

Also in a 15-LINER for $1.15:

"SOMETHING NEW" $1.11

PM-221

THE BILLBOARD
2160 Patterson St. Cincinnati 22, Ohio

KIDDIE RUBBER ANIMALS

JUST BORN—REALISTIC

JUMBO 4"—1.11

3"—.11

PURCHASED FROM AFRICA & ASIA

BUILT TO LAST

SPECIAL! 1.11 per 100%

KIPPs Distributors
2404 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

To Order Your Classified Ad

USE THIS HANDY FORM NOW

1. Type or print each word in a separate space as shown. Do not include your name, address or number to appear in the ad. If box number is wanted please figure & additional words.

2. Then check below the heading under which you wish the ad placed.

3. And last—complete this authorization blank and mail it promptly with your remittance.

THE BILLBOARD
2160 Patterson St.
Cincinnati 22, Ohio

Insert this above Classified ad under the heading indicated. I enclose remittance of $______ covering
the cost of ______ insertion(s).

Name: ____________________________________________

Address: __________________________________________

City and State: ______________________________________

Date this form Thursday for following week's issue; distributed Tuesday.

RATE: Only 1.1c a WORD—Minimum $3—CASH WITH COPY.

Mail copy and remittance promptly, or write for more information to

Classified Advertising Department, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
Pipes for Pitchmen

GRADY B. LYNN

(Pal Lynn) acribed from Tifton, Ga., under date of July 12. "A case in point, as it happens, until the tobacco market opens July 22. I haven't seen any interest. I will be glad to pass on any information in regard to the tobacco market of South Georgia. I would like to hear a case from Joe Hall, of town, for a change," I said. No letters are to be received, and I'm interested in this country. I've seen the really good tobacco in the country, and I'm interested in the tobacco in the country.

JAKE SIDENBERG

author of the late Sid Sidenberg, in a letter to the editor of the New York Times, has this to say, "I am interested in all the tobacco in the country, and I'm interested in the tobacco in the country."

Hit the Holidays with these

Flashy, Fast Sellers
Money Getters at any Spot . . . Any Time

No. 1 STARS and STRIPES
Salesmen - Dealers

OAK-HUNTS PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC PATRIOTIC MOVIES RATES

Oak Balloons

Free Shipping on Orders of $10 or More

State Specialty Co., 115 W. 23rd St., New York City

Oak-Rubber Co.

FREE CATALOG OF COMPLETE BALLOON LINE

Levin Brothers

600 E 53 St. New York, N. Y.

Savings Bank, New York P. O. Box 12345

SALESMEN - DISTRIBUTORS

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Guardian Electric Founder Rowell Dies

CHICAGO, July 28—Frank J. Rowell, 80, the founder of Guardian Electric Mfg. Co., died July 28 at the age of 80.

Rowell was born in Oswego, Ill., Aug. 17, 1891, before leaving his birthplace at the age of 21, he and his parents moved to Newark, N. J., where he established the company in 1911. After many years, he was joined in business by his son, Frank Jr., in 1921. The firm is now known as Guardian Electric Mfg. Co.

The firm started out on a modest scale but on the past two years has expanded tremendously. The company is one of the largest suppliers of electrical equipment for mills as well as civil use. Many of the motors in homes, music and vending machines originated at Guardian. The firm now has factories in Newark, Woodstock, Conn., and a branch in New York City.

Happy Days New Gottlieb Game Ready for Ops

CHICAGO, July 28—Distributors of Gottlieb & Company claim to be showing the Happy Days game at the show. While the game is new, it is said to be a masterpiece of pinball design.

The machine is a series of nine holes in boxes: three holes on the playfield and two holes on the sideboard. The holes were designed to score on the sideboard. The pinball machine is used in a variety of games, including pool, billiards and other games.

Frank F. W. Howell

The rider Howell held many patents in the electrical control field. In addition to his work in electrical control, he was active in civic and social affairs. He was a member of the Rotary Club, the Country Club and the Pelican Yacht Club, Fort-Pit Pial.

DISTRIB SHOWS SET

Exhibit Rotation Promotion Clicking

CHICAGO, June 28—Competitive promotion of the Super Pinball machine, manufactured by Exhibit Supply Corporation (The Billboard July 29, 1953, reported a similar promotion of the Super Pinball machine, the company continued to promote the Superspin. This promotion featured a series of samples and Frank Maller, sales manager, said they would have them in their stores.

One of the highlights of the promotion was a special promotion involving the sale of Superspin machines. The promotion was successful and the Superspin machine became a popular item.

Bally Repr. Tour Texas

HOUSTON, July 28—Jack Bally, president of the Bally Manufacturing Co., and his sales manager, visited Houston and the surrounding area to promote their product, the Superspin machine.

Bally distributed the Superspin machine to distributors throughout the country. Their sales representatives included Jack Bally, president, and his brother, Mervin, who is vice-president of Bally Manufacturing Co.

Coin Machine Exports

April, 1952

<table>
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<th>Players</th>
<th>Vendors</th>
<th>Agreements</th>
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</tr>
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Midget Movies Tee Off Fast In Kan.-Mo.

NEW YORK, July 26—Sam Opitz of the Capital Corporation in Kan., Mo., who said that there would be no movies through the winter, has announced that there will be distribution through the winter. Opitz has been on tour throughout the Midwest recently and has been in talks with distributors in the area.

Opitz-Jost Dissolve Milw. Partnership

MILWAUKEE, July 28—Doug Opitz, president of the Opitz-Jost Company, has announced the dissolution of their partnership. Opitz purchased 50 percent of the company and has joined the Placido-Angelius, Inc., which was established in 1893.

Philly Coin Tax $ Gain

PHILADELPHIA, July 26—Pennsylvania has noted a $400,000 increase in coin machines in the past six months. The increase is attributed to the activities of George S. Ford, president of the Pennsylvania Coin Machine Association.

Ford said that the drop in receipts was due to the enforcement of regulations for licensing the coin machines. He said that the Pennsylvania Coin Machine Association has worked hard to combat the illegal use of coin machines.

SEEK TORONTO SHUFFLE OKAY

TORONTO, July 28—Hopes still exist that the local police commission will issue a permit for the operation of shuffle games in the city. The commission has failed to act on the matter, and the attempt to try a machine which it was refused to do, has been turned down. It would give its decision at a later date.
Exhibit Contracts Rolling In for MOA's Annual Meet
Four Local Associations Reserve Space; Major Record Firms Sign

ORLANDO, Calif., July 24—Exhibitor contracts were signed for the Orlando National Music Operators of America convention and show, which is being held here this week, and the National Music Operators of America, under the direction of the Convention Committee, said last Wednesday afternoon that more exhibitors had signed up than ever before in the history of the show.

The convention is being held at the Conrad Hilton Hotel here, and the exhibitors are expected to be among the largest and most prosperous yet. The convention will last for four days, with the show opening at 10:30 a.m. tomorrow and closing at 4 p.m. on Saturday. The convention will feature a variety of exhibits, including record players, phonographs, and microphones.

Court Rules In Akron Cafe Picketing Case

AKRON, Ohio, July 26—The 9th U.S. Circuit Court of Appeals ruled that a restaurant owner who sold liquor to a customer who was not of legal age was not liable for injury to another customer who was not a licensed operator of the establishment by another person.

The court's decision was handed down in a case involving the New York Times, which was maintained by Harry Nichols, Jr., publisher of the newspaper, who owned the property.

The union contended that the cafe operator was responsible for the injury because the liquor was not in its possession.

NLRB Clears Union In L.A. Cafe Case

LOS ANGELES, Calif., July 26—The National Labor Relations Board (NLRB) on Thursday directed the Cafe Society of Los Angeles to cease and desist from interfering with the employees of the cafe, as well as to cease and desist from interfering with the members of the NLRB.

The board's order was based on the fact that the cafe had refused to recognize the union as the bargaining agent for the employees, and had refused to bargain with it.

Wurlitzer Co. AMI Close Sat.

For Vacations

CHICAGO, July 26—The Wurlitzer Company and AMI, Inc., have announced that their employees will be going on a vacation in August. The vacation will last for ten days and will be held in a resort community.

2 Houston Ops Initiate New Route Venture

HOUSTON, July 25—Plans for a new route venture between Houston and Galveston have been announced by both companies. The venture will be operated by the Houston Transit Company and the Galveston Transit Company.

NOTE TRENDS IN JUKE IN POLITICAL RACES

CHICAGO, July 25—The juke box apparently is the sound of the nation's political races. As it would seem from developments in the last few days, the juke box is reaching into American and democratic National and local politics.

A new 45-speed Wurlitzer, designed by Conrad Hilton Hotel head- man, was displayed on the Philadelphia Exposition. The juke box was made by the firm of Robert Lowman, and is being sold at $250 a piece.

The recording features a choice of 100 songs, plus a large selection of music and popular songs. The selection of the juke box covers the entire field of musical expression.

FOLLOW JUKE GIFT

Mich. Ops to Present 1,000 Disks to Hospital

DETROIT, July 26—A collection of 1,000 records will be donated to Wayne County General Hospital at Battle Creek, Mich. The collection, which is a gift from the Motor City Juke Box Owners Association, will be used by the hospital's patients.

Lighthill Joins Southern Firm

PORT WAYNE, Ind., July 25—L. H. Lighthill has joined the Southern Regional Juke Box Association to serve as a representative of the company.

AMI Distribrs Get AdNovelty

GRAND RAPIDS, Mich., July 26—A new juke box has been installed in the Grand Rapids Post Office, which is operated by the firm of Adrian Bennett, Inc. The juke box is equipped with a juke box player, and is designed to play 45 records.

The firm plans to use the juke box as an advertising medium, and will feature local artists and bands.

NATIONAL MUSIC OPERATORS OF AMERICA

Communications to 101 W. Randolph St., Chicago 1, Ill.

AUGUST 2, 1952
a Word to the Wives

Dear Mrs. Operator:

Making a happy home for a man whose work keeps him busy at all hours of the day and night is no easy task.

Many an evening that you've planned and worked on to celebrate a birthday, an anniversary or some other special occasion is spoiled at the last minute by a hurry-up call to fix a piece of equipment.

It isn't easy on Mr. Operator either. You may be sure that your husband dislikes such calls as much as you do. You can't blame him—at least not entirely. Perhaps he's been too busy to notice how much more leisure time the operator and his family down the street enjoy.

Chances are when you tell him (and please do it gently) that the man down the street is operating and servicing AMI juke boxes, he'll get the point in a hurry. He'll have more time, too, when he has AMI Model "D"s on his route and, while we wouldn't want you to say we told you, more money as well.

The "D" is available in 80 and 40 selection models, blond or mahogany cabinets.

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1100 UNION AVENUE, S.E., GRAND RAPIDS, MICHIGAN
THE WORLD'S FIRST COMMERCIAL MUSIC SYSTEM DESIGNED EXCLUSIVELY FOR THE PLAYING OF 45 RPM RECORDS

THE ONLY MUSIC SYSTEM THAT PLAYS RECORDS IN THE VERTICAL POSITION
- Never Drops a Record
- Never Turns a Record Over

Seeburg
100 MUSIC SYSTEMS

50th ANNIVERSARY
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Ill.
THE MUSIC SYSTEM THAT’S COMPLETELY EQUIPPED FOR:

- Remote Control
- Scientific Sound Distribution
- Automatic Volume Compensation

Nothing to Convert
Nothing to Adapt!

THE MUSIC SYSTEM BY WHICH ALL OTHER MULTIPLE-SELECTION SYSTEMS WILL BE JUDGED!

It’s the music system that’s “years ahead in design.” The only music system that has the Seeburg Select-O-Matic “100” mechanism. The music system that introduced the business-building possibilities of Proper Programming to progressive music men. The music system with “music for everyone” ... tots, teen-agers, old timers. The music system that is setting new standards of performance in tens of thousands of locations.

100 selections at the phonograph
100 selections anywhere in the location
GRAND OLD MAN

B. C. Waters, Pioneer
In Juice Field, Dies

CHICAGO, July 25—B. C. Waters, one of the grand old men of the machine industry and self-styled father of the juice box, here last week at the age of 77.

Waters was widely known for his contributions to the juice industry, from the manufacturing to the marketing levels, and during his long career was associated with many successful juice companies. He was generally recognized for his character, courage and leadership in the juice industry.

Waters was born in New Brunswick and later moved with his family to the Upper Peninsula of Michigan. He was a natural leader and in his early years was a successful businessman in the juice industry.

He married in Crystal Falls, Mich., and his two daughters, Mildred Waters and Mrs. J. Smith, both of Chicago, are his survivors.

Founded Piano Co.

Waters came to Chicago in 1905 and founded the Marquette Piano Company, an early adventure in the coin-operated musical equipment and one in which John C. Seeburg was first employed.

Marquette in its second year built the Clements machine, which Waters considered the first coin-operated machine in the world. The musical device was regarded by Waters as the first coin-operated machine in the world. The machine was symbolic of the difficulties arising when operation of a coin-operated machine is turned to players.

Waters also was credited with starting the first company with a coin-operated machine and the coin-operated machine was a symbol of the difficulties arising when operation of a coin-operated machine is turned to players.

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Chi Field Day

• Continued on page 117

Driving contest with a total of 270 participants.

The top door prize, a TV set, was awarded to the Chicago European Music Company.

The project for the Field Day contest was the association of Joe Pizzuti, of Rochester, New York. Musician, president; Joe Leib, of New York, vice-president; and Joe Leib, of New York, treasurer.

The prizes were donated by ABC, ACR, Air Master, Coin Manz, Atlas Music, and record representatives of RCA, Columbia, Decca, and Victor.

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A nearby Chicago operator Jack Spiller, reporter steady business to James Kaplan, owner of the city’s largest radio, American, states that business is out of the world for performance.

ROCK-OLA super rocket

OPERATORS with their feet on the ground choose the one phonograph that gives them the most satisfaction. It’s a little world for performance. ROCK-OLA super rocket

WASHINGTON

Not a busier man at Westway Vending, reports business good and expanding. Longest, also has a new service of vending. His company is experimenting with a new type of machine that because of demand for this type of machine.

Mayor G. Boyd, G. B. MacKee Corp., states that his company has revolutionized vending in the Northwest area. G. Boyd recently returned from a 6-month tour of the Southeast, and was pleased to find business good.

A nearby Kansas City operator Jack Spiller, reports steady business has been good and expanding. Longest, also has a new service of vending. His company is experimenting with a new type of machine that because of demand for this type of machine.

Court Rules

• Continued from page 117

He was sentenced to 6 months in jail and was released.

The court at that time, refused to have the proceedings continued. A grand jury investigation was started and during the inquiry the proceedings were stopped and was never continued.

Nicholson appeared the court again and was convicted of the charges. A grand jury investigation was started and during the inquiry the proceedings were stopped and was never continued. The court finally found that there was no basis for criminal action.

The court finally found that there was no basis for criminal action.

Cancel Miller, Adams Meeting

Indefinitely

LOS ANGELES, July 25—A meeting between George Miller, president of the California Music Operators Association, and C. P. Pierce, director of the California Tavern Association, to discuss expansion of the CMO into Los Angeles County, has been indefinitely postponed.

Because of the pressure of business made a meeting impossible. Several previous conferences were postponed because of Miller’s other business trips or on vacation.

The plans tentatively call for the California Guild to enter Los Angeles County with Adams in a supervisory capacity. Guild jurisdiction now extends south from Oakland to the northern boundary of Los Angeles County. It also has jurisdiction in Orange and San Diego counties, south of Los Angeles County.

Wis. Ops Set Election Date

MILWAUKEE, July 26—The annual election of the Wisconsin Phonograph Operators Association, which was postponed last month, will be held Aug. 1 at the Broadhead (Wisc.) Country Club.

C. P. Pierce of Broadhead, ass. music director and president, said the agenda for the meeting includes considerations of development of phonograph services on the Bryant Hill, which will be held on the Broadhead course.

Because of additional members the association also has been considering the organization of a weekly news letter. The present association, besides the Popes, includes Bing Stans of Blue Lake, vice-president, and Douglas Orton of military status, secretary-treasurer.

Ohio Juke Tax Total

$6,195 for Fiscal Year

OKLAHOMA CITY, July 26—A report from Juke Box Commission reported that juke box operators were expected to receive in the fiscal year ended June 30 totaling $6,195, a rise of 15% over the $5,344 received in the previous fiscal year.

Comment You Know

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Playing
104 Selections
from 45 and 78 RPM
Records Intermixed

mark of a
Distinguished
money-maker

Suspended from the grille of every Wurlitzer Fifteen Hundred is a little gold corded booklet that contains a message which includes this statement—

"We confidentially predict that it will make more money for you than any phonograph you ever operated."

All over the country that prediction is coming true. We knew it would. It is only natural for the world's finest coin-operated phonograph to prove the top money-maker of them all.

SEE YOUR WURLITZER DISTRIBUTOR

WHAT A WALL BOX!
Shows 104 Tune Titles on Rotating Pages with Single Button Selection

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
The Music Box that Makes Small Spots

RISTAU crater, S - 45

- PROVEN in the toughest locations! Low cost, low upkeep machine turns big steady profits for you.

- 67,000active buyers-

The Billboard Classified columns each week

Gottlieb Game
- Continued from page 141

three X's or three O's in a row horizontally, vertically or diagonally are entitled to a replay. In all, there are 10 possible replay combinations.

Replay Scoring

Covers ways of setting up replays, including making a bumper sequence which light up two side rollers. Balls passing through the roll-over, are hit.

Whether the ball is in a hole lights up X or an O on the backbox. Coin point at which the red X or O markers on the player. There are 80 holes. Jackpot is alternating from 100 to 1000.

A game is completed when all the five balls have dropped into the holes.

Midget Movies
- Continued from page 141

A spot survey made by Goldsmith and Pictures, Inc., that over 600 of the operators believe the machines are good for patrons who own exceptionally good and good. The machines will result in patronizing arcades. All start new and some of the newer machines were found in local arcades while assigning school.

Opitz-Jost
- Continued from page 141

Arnold's Coin Machine Company, maker of the Coin-O-Matic, has added a new model to its line. The new model, an improved version of the old, is now available. It has a large, lighted area on the front panel, which is illuminated by a row of red lights, which up when a combination is made. The machine has 100 possible combinations and features a new jackpot system.

Coin Exports
- Continued from page 141

List in several months. Countrywide, Inc., of countries in Belgium, Portugal, Russia, and West Germany. These listings are for increasing solidity of man and machine.
NEW BLUE-SKY WRINKLE
Offer Rental Units, Product Tie-In Deal

ST. LOUIS, July 26.—In spite of increased competition, most qualified orange-juice vending operators continue to make its appearance in local newspapers as a good investment. One of the latest bar-stool operators, according to well-informed sources, is the renting of bulk vending machines.

The deal works in this manner: the customer receives the use of 100 cased automatic vending machines for a $2 deposit each.

350 MILLION
Estimate 1952
Coffee Volume
By Mills Ept.

LOMBARD, Ill., July 26.—The Bert Mills Company announced early this week that based on an average sales of 1,000,000 cups per week the coffee vending equipment used by the company would produce 350,000,000 cups of coffee during 1952.

Robert E. Chadwick, vice-president, stated the total annual figure would be approximately 275,000,000 cups, with the estimated weekly average of 1,000,000 cups in the downtown plant locations over the country during the past two years.

Currently, there were said to be 7,000 Mills Coffee Bar franchises operating their business, with the concentration continuing at a steady level in centers and on the outside, any day week basis, he stated.

STORES VEND
CIGS—NO DELAY

NEW YORK, July 26.—According to National Advertising wholesalers, Inc., here, a large Midwestern food chain is experimenting with cigarette vending machines. It is a small experiment, however, of 100 machines, and the chain reports it is not having a pleasant experience with the machines.

The experiment will end in a few weeks, according to reports here, and the chain's managers are likely to find that they will be unable to use the machines for their intended purpose.

The advertisement, which is supplied with the vending equipment, is a golden opportunity for cappuccino and cream. The advertisement is supplied with the vending equipment, is a golden opportunity for cappuccino and cream.

Newspaper Carries
Fugle Page Coad

CHICAGO, July 26.—Cole Products Corporation, entering the new business field of vending machines, is running a full page ad in the current issue of the Chicago Daily News. Cole had used up to one-third page ads in the weekly.

The advertisement, which is in the form of a news story, describes the vending equipment and its features. The advertisement is supplied with the vending equipment, is a golden opportunity for cappuccino and cream.

The advertisement, which is supplied with the vending equipment, is a golden opportunity for cappuccino and cream.

ST. LOUIS TRUCK STRIKE
HITS VENDER DELIVERIES

ST. LOUIS, July 26.—A strike by all the truck drivers of truck freight and trailer companies was called for July 26 to protest the treatment of drivers by the American Federation of Labor (AFL) here last week. National Reviewers, as leading truckers, have been the target of the AFL's bitter complaints, according to reports here.

The outlook for settlement of the AFL telegram strike over the treatment of drivers by the American Federation of Labor (AFL) here last week. National Reviewers, as leading truckers, have been the target of the AFL's bitter complaints, according to reports here.

The outlook for settlement of the AFL telegram strike over the treatment of drivers by the American Federation of Labor (AFL) here last week. National Reviewers, as leading truckers, have been the target of the AFL's bitter complaints, according to reports here.

Ice Cream Vender Production
Holds Steady at Four Firms

60-Day Delivery Rules; Manufacturers Increase Product Supply Op Aid

CHICAGO, July 26.—Four firms, including Crown, are maintaining steady ice cream vender production, according to reports here.

The companies are making deliveries of ice cream venders, with a view to increasing the output of other types of venders. Instead of the ice cream vender, however, the non-bread venders are being used to good advantage, and the current crop of ice cream venders is expected to be ample.

Arctic Vender Sales Company, according to Fred Burns, general manager, has received a bid from one of its largest customers, a number of requests for additional venders, and a demand for new venders in the coming season. This, it is expected, will greatly increase the company's production for the current season.

LETTER TO THE EDITOR
Promoters Far Worse
Off Than "Suckers!"

TO THE VENDING EDITOR:

As a person associated with the vending business for over 30 years, I would urge all interested people to consider the promoters who are trying to create a new trend in the vending business.

There are many promoters who are making false promises, and their schemes are not worth the paper they are written on. For instance, one promoter has promised to make $500 to $1,000 per month, but all he has done is to take your money and disappear.

I urge all vending operators to be cautious and not fall for the promises of these promoters. They are nothing but "suckers" who are trying to take advantage of honest vending operators.

In San Antonio, a company under a Los Angeles address, promises to give you more than $500,000 in cash and a guaranteed $500,000 in profits. The promoter asks for a $100 deposit, which he promises to return if you are not satisfied with the results.

In Chicago, another company promises to give you a $1,000 prize if you buy a vending machine from them. The promoter asks for a $500 deposit, which he promises to return if you are not satisfied with the results.

I urge all vending operators to be cautious and not fall for the promises of these promoters. They are nothing but "suckers" who are trying to take advantage of honest vending operators.

Why use? Why pay? Why be misled?

Kiley Buys 2
Coffee Routes

CHICAGO, July 26.—Kiley Vending Service, Inc., announces the purchase of two coffee routes. The company plans to continue the same service as before.

The purchase of these routes is a significant move for Kiley Vending Service, as it expands the company's reach in the Chicago area.

Hosp. Recants
On "Exclusive"

NEW ORLEANS, July 26.—The Louisiana Hospital Association, in its annual report, recanted its previous statement that it would continue to use "exclusive" routes in the hospital vending business.

The association stated that it has decided to continue to use "exclusive" routes in the hospital vending business, as it has found that this method is more effective in serving the needs of the hospitals.
Ice Cream Vender
• Continued from page 149

When Y.A. Rutten sent out a model of the two-room model (one room and two ice cream parlors) to the United States for testing, sales were at 178.

While Buehler’s plant has produced plastic and paper cups, the company has decided to continue to use aluminum and paper cups. The cups are made in rounds of 100,000, with each round containing 40,000 cups.

The cup has a capacity of 200 ml and is available in two sizes: 12 oz and 16 oz.

Wed, July 20—July 26

Install first outdoor milk vendor in Ill.

Oak Park, Ill. July 20—Page Dairy Company, last week installed the first outdoor type, 24-hour milk vending service in Illinois. It is in the cold milk outlet store here, 1047 Garfield Avenue. The machine was introduced last September by the company in California.

Both half-gallons of Grade A milk and pints of half-pint milk are sent through the machine. The local board of health officials gave approval for the operation of the machine in the outdoor location. The Dairy officials pointed out that the machine was introduced last September by the company in California.

Cigarmot Adds Product. Palma

Philadelphi—July 28—11.

Products and Palma region have been added to the line of nationally advertised cigars carried by the Cigarmot Corporation of America. It was announced this week by Martin Berger, Cigarmot president.

He added that these cigars are now being smoked to special vending machines.

Pulver NCW Member

Rochester, N.Y. July 25—Pulver Company has joined the National Candy Wholesalers Association as a manufacturer member.

The company is currently manufacturing two different lines of peanuts, the Pulver brand.

Beech-Nut Appointment

Canajoharie, N.Y. July 28—Beech-Nut Packing Company, the makers of Beech-Nut, has appointed a new advertising manager in the company’s sales promotion department.

The position is that of a national advertising manager, and is to be filled by a man who has had experience in the advertising field.

New Vending Machines

New York, July 26—Drake American Corporation, importers and distributors of Bowtree cans, has named Alvin Hamburger as assistant general manager of the candy department.

Here are the most sensational buys of factory overhauled and rebuilt cigarette machines ever offered!

SPECIAL!!!

60-Day Trial-Or Money Back

1952

IN STOCK!!!

VICTOR VENDING MACHINES

VENDORS

Babu Grand

Chicle Treads

Chloro Treads

Theres a small fortune in it... for you!

PAYS 50% TO 200% STEADY PROFITS

Outcasts, Outcasts and Outperforms All Others!-

In the sexiest year of life, and you get it as a result. American Bodies always keep in stores, amusement parlors, lobbies, stores, etc. This Vending Machine has an immediate and never-failing income! Model S33 has 4,000,000 for each month of the year... a big appeal for customers, more revenue for you. Guaranteed 6 years, built to last, 70,000,000, and looked after by the manufacturer, in red, cream and black.

Says Y.A. Rutten

Takes only the

VENDORS

AMERICAN SCALE MFG. CO.
2504 Grady St., N.W., Washington 7, D. C.

CHOOSE ONE OF THE FOLLOWING:

• Model V400
• Model V401

OUR OFFER

$25 REPOSIT

You'll receive two machines and a full set of accessories immediately. Delivery or further details, mail order in full at S.8.

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD!
Supplies In Brief

WASHINGTON, July 26—Sugar quotas in three neighboring areas were raised by the Agriculture Department this week to help reduce a projected 200,000-ton deficit in the 1952-53 sugar crop. The Puerto Rican quota was increased by 24,810 tons, the Virgin Islands, 268 tons, and Cuba, 153,777 tons. The new quotas will not take effect until Oct. 1. The sugar quota for the United States was increased by 25,442 tons. The quotas for the three areas were not changed since they can and probably will exceed the totals established for 1952.

The quota for domestic beet sugar had been 1,000,000 tons, but the Agriculture Department's reporting board has estimated that production from beets will not exceed 1,500,000 tons in 1952. The new quotas, which were increased during the week, are Puerto Rico; and the Virgin Islands, 268 tons, and Cuba, 153,777 tons. The new quotas will not take effect until Oct. 1. The sugar quota for the United States was increased by 25,442 tons. The quotas for the three areas were not changed since they can and probably will exceed the totals established for 1952.

DuGrenier Reades King Conversions

HAYWARD, Calif., July 26—DuGrenier has announced that it will begin production of a new model, the Reade King Conversion. The new model is designed to meet the increasing demand for high-quality cigarettes. The Reade King Conversion will be available in several sizes and prices, ranging from $1.00 to $3.00 per box. The new model is expected to be a significant improvement over the current Reade King models, which are priced at $2.50 to $4.00 per box.

Liggett & Myers Net Income Up

NEW YORK, July 26—Liggett & Myers Tobacco Company reported a net income of $7,573,000 for the quarter ended June 30, compared to $6,915,000 for the same period last year. The company's earnings per share were $1.15 for the quarter, compared to $1.08 per share in the same period last year.

Top Tobacco Take

RICHMOND, Va., July 26—Virginia's tobacco harvest has exceeded a record $95,531,000 in bulk, for the quarter ended June 30. In the previous year, the state collected $30,696,278 from the same source.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Call you a fraction of a cent when you subscribe to VEND—where you'll find the very best in vending machines, in one of the most popular and dependable machines on the market. Many of our machines are available for demonstration. Ask for a full-color brochure with details today.

THE BILLBOARD Index of Advertised Used Machine Prices

- Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard indexed below. All advertised used machines and prices are listed. Where more than one price is listed, the average price is given, and prices are listed in increments of 50 cents. Where specific machines are advertised, as in the case of bar machines, only the single machine price is listed. Any price is subject to condition of equipment, age, time on location, terms and other related factors.

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30 DAY MONEY BACK TRIAL

Northwestern

Model 49

LESS THAN 25

GUARANTEED USED MACHINES

DEALER'S age and Condition.

MERCHANDISE AND SUPPLIES

NORTHERN WESTERN SALES AND SERVICE COMPANY

MME. MANNING

410-414 WEST 31ST STREET, NEW YORK 10, N. Y.

ORIO LEE 5-4667

THE BILLBOARD

Northwestern

Subscribe today...one page a year.
The Billboard, August 2, 1952

**Letter to the Editor**

Continued from page 149

Huge income with no effort, just as if you were managing in blue chip stocks (with low returns).

Income inflated.

I will also admit that income is most of the time exaggerated, but can you mention many businesses or salesmen that don’t exaggerate in selling?

The purchaser should always assume that a salesman says, and if he spoke the absolute truth, which he really can’t because he has to be trained for that, a man who is going to invest his money is going to back it up and invest his time to keep his route at the greatest earning capacity. If he can get a man who has the income would be much advertised.

Investors with really important money are turned over many hundreds times more daily in legitimate purchase of stores and businesses that are sold machines for penny mills. Why don’t the local Better Business Bureau do that? This includes newspapers carrying out Business Opportunities. Your machines have been standing in the machine promotion business. So we do agree to spend with anybody and can write as I feel.

Pay The Promoters:

My point was to point out that the Better Business Bureau work is the propaganda that gets people to curb advertising for

Wrigley, Lorillard, Life Savers Income Chicago July 26—Wrigley Jr. Company earned a net income of $3,157,309 during the second quarter ended June 30, compared with the $1,170,031 for the like 1951 quarter.

W. Lorillard Company reported a net income for the second quarter of this year was $1,035,595, net $2,013,031 for the comparable 1951 period.

Life Savers Corporation net earnings for the 6½ months ended June 30 were $990,000, compared with $890,000 for the first half of 1951.

**Brother—this is basic**

560 Assorted BASIC FILL CHARMS

$5.50 per bag

Put in the whole bag full—every one of the 60 assortments Charters into each full.

If it is a Rich and Powerful assortment, charters like the F. & M. Wholesaler’ Legion and Edge, in a F. & M. 14 oz. Charters for 10c each.

IMAGE—560 assorted BASIC FILL CHARMS IN 10 oz. Charters

Non-taxable. Domestic and foreign orders accepted.

**Scales**

Price: $11.95. Price with 3% off for 50 or more

Rack ‘n’ Roll, $11.95. Price $15.95. Rack ‘n’ Roll optional for 100 or more

Put in the whole bag full—every one of the 350 assortments Charters into each full.

If it is a Rich and Powerful assortment, charters like the F. & M. Wholesaler’ Legion and Edge, in a F. & M. 14 oz. Charters for 10c each.

**ACORN**

The U.S. 5c machine exchange

Every reasonably kind of EQUIPMENT, SUPPLIES, and SERVICES has been sold in The Billboard

**WHAT DO YOU HAVE TO SELL?**

Make The Billboard Your Market Place

**MAKE MORE MONEY IN VENDING!**

Read The Billboard Every Week

New and used vending equipment—every bit of information you need to know about new and used vending equipment—every bit of information you need to know about new and used vending equipment.

Enter a Money-Saving Subscription Now

More than 70% at renewal rate

Your service: 2417 Ivanhoe St., Cincinnati 6, Ohio

Special offer: Two years for the price of one

Foreign exchange rate requested: $64
Olshen Keeps Five Day Plan

ALBANY, N. Y., July 26—Julian W. Olshen, President of Olshen Distributing Company, announced that the firm will continue its five day work week through August, beginning with September 6. The Olshen firm will return to its six day schedule as of September 15.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

Agents—Distributors

Attention, Bank, Vendor Operators! Why pay our commission when you have agents and distributors who are ready to serve you? Agents and distributors are specialists in the field, and they have a better knowledge of the market. They are also better equipped to handle the job. They have the necessary contacts and connections to get you the best price. They are also better equipped to handle the job. They have the necessary contacts and connections to get you the best price.

Parts, Supplies & Services

Agents—Distributors

Use Coin-Operated Equipment

Used Coin-Operated Equipment

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, filling in the blanks as to what you want your ad to say:
The ad will appear in the next issue of The Billboard. If you are not satisfied with the results, please return the ad to us and we will re-print it.

2: Next check all the classifications that apply to your ad. Place a checkmark in the appropriate box:

3: Then check here for the amount you want to spend:

4: And last—complete this authorization blank and return your advertisement to:

To: Advertising Manager

Address

City

State

Zip

Advertising Rates

- Regular Classified
- Display Classified

- All Orders and Inquiries TO COIN MACHINE ADVERTISING

THE BILLBOARD

118 W. RANDOLPH ST.
CHICAGO 1, ILL.

Please indicate an additional $1.50 for each insertion for the use of a box number to cover the cost of inserting a box number in your ad.

- Ad Size

- Ad Frequency

- Total Cost

- Total Insertions

- Total Number of Copies

- Total Cost

- Total Insertions

- Total Number of Copies

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THE BILLBOARD
Index of Advertised Used Machine Prices

- Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issue date indicated. No endorsement is implied of used machines and prices advertised. The "Like New" column indicates in parentheses, prices which the price quoted is for a "Like New" machine. Where identical prices are advertised, as in the case of a lock vendor, all machines are of the same make and model. Machine prices are listed. Any price advertised is based on condition of the equipment, time of repair, service, and other related factors.

KING AMUSEMENT CO.

CIGARETTES VALUES
Cigarette values include all popular brands and are subject to change due to market fluctuations.

CLOSEOUT

Seeburg '46 $ 99.50
Seeburg '47 $139.50
Rock-Ola '49 and '50 $295.00

WIRE*PHONE*WRITE

DAVID ROSEN

UNIVERSITY

LOWEST PRICES

IN THE U.S. A!

WANTED

BINGO GAMES

WELL SPOKES

One-Stop
You Know
—Continued from page 55

Coomen, Herbert Rosenthal, Banner Specialty, is doing steady business with the Minnepa shuffle alley. Tri-State Automatic, we are told, is coming along fine despite the steel strike. True, Feldman, Blumen, Distributors, number of their stops are down due to the strike.

In Raymond, Conn., where Harry P. Fauth of Victory was reporting Friday, an extensive advertising drive has indicated it would not pay to distribute any of the equipment. The price of the new Super-100 has been increased 156 cents, but the manufacturer has promised to make it up to the dealer.

Wade, the W.C. Metal Co. has suggested a new line of vending equipment, the new Super-100, which is expected to be ready for use in the near future.

Stockton, the new Super-100, is being used extensively and is proving very popular. The manufacturer has suggested a new line of vending equipment, the new Super-100, which is expected to be ready for use in the near future.

George Tieran's Victory Vending Company is using the new Super-100 extensively and is proving very popular. The manufacturer has suggested a new line of vending equipment, the new Super-100, which is expected to be ready for use in the near future.
CHICAGO, July 26—Schutler Candy Company, emerging as a new corporation this month, is a division of Universal Match Corporation, and still a wholly owned Universal busi.

Elephant Syphons

CHICAGO, July 26—Over 150,000 bottles of Pepsi-Cola were given away, the company announced, during Republican Convention.

Marathon Names Dairy Parking Sales Head

Marathon Corporation appointed Walter Daven DMF for its dairy parking division. This will join the firm in 1946 on its 1946.

Pepsi Expands Sugar Purchase Department

NEW YORK, July 26—Pepsi-Cola Company has appointed Charles August assistant in the sugar department. August will assist in all sugar purchasing, also in the expansion of the company's liquid sugar sales to industrial users.

Pepsi Net Incame Up

NEW YORK, July 26—The Pepsi-Cola Company and its subsidiaries had a consolidated net income of $7,700,000 in the first six months of this year, equal to 30 cents a share, according to the report issued last week by M. P. Steele, president. The corresponding half of last year, 1946, this net income was $1,150,000, or 20 cents a share, Steele pointed out.

Okla. Tax Receipts

OKLAHOMA CITY, July 26—The Oklahoma Tax Commission reported that for the first three months of the fiscal year ending June 30, the state received $52,920,432 in taxes, duties, fees, and license fees. This is an increase of $1,977,790, and over the levy for 1943, $5,032,206.

Dallas Nestle Offices

NEW YORK, July 26—The Nestle Company has established West Central Regional headquarters at 318 Cedar Street, Dallas. The company will also have offices in St. Louis and Denver.

Queen Anne Candy

HARMONY, Ind., July 26—Queen Anne Candy Company, which has been named sales manager of the Queen Anne Candy Company, announced the company's effectiveness immediately.

A 20-year-old in the confectionery industry, Queen Anne has been associated with Sh&w-hut Packing Company, Guy's, and Ponds, and Pond's. In addition, the company also announced that it has reorganized Fred and Hor Chalt, manufacturers' representatives, to handle the New York metropolitan area. The Queen Anne line includes 8 and 10-cent vending bars.

Elephant Syphons 150,000 Pepsi

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IT'S RED HOT!
THE ELECTRONIC

"Super"

PLAYER PREFERENCE
is assured with "SUPER TWIN ROTATION"—
the Electronic Sensa-
tion!

IT'S MYSTIFYING!
No roll-overs—no light
beams—"Phantom" pool balls.

IT'S LEGAL!
"SUPER TWIN ROT-
ATION" is an amusement
game that combines
still with exciting
fun.

IT'S REALISTIC!
Realism is a prime feature
of "SUPER TWIN RO-
TATION." Here is a
game with really
true action.

EXHIBIT SUPPLY
IT'S BRAND NEW!

SENSE SATION!

TWIN ROTATION

AT LAST!
Locations can now offer their players a game that's REALLY NEW!

IT'S DIFFERENT!
You've never seen anything like it before! Even the mechanical operation is revolutionary.

IT'S SOLID!
In popularity and construction, "SUPER TWIN ROTATION" will last for years!

IT'S COLORFUL!
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